



# Teaching Excellence and Student Outcomes Framework

## 2019 branding and information guidelines

24 May 2019

### Introduction

1. These guidelines are for higher education providers to follow when promoting or communicating their Teaching Excellence and Student Outcomes Framework (TEF) award. They replace the guidelines issued in November 2018.
2. Higher education providers that apply for a TEF award receive a rating of one of three levels of excellence – gold, silver or bronze – or a provisional award. A provisional award means that there was not enough data for a gold, silver or bronze award.
3. The TEF Year Four awards will be announced in June 2019. TEF awards are listed on the website of the Office for Students<sup>1</sup>.
4. If you are a higher education provider with a TEF award, you are encouraged to include your current award on your website and in your prospectuses, social media and other sources of information relating to undergraduate courses (see paragraph below on postgraduate provision).
5. To help you communicate your TEF award, logos for the different award levels are provided. We expect you to only communicate your current level of award, and to use the corresponding logo. This guidance describes the way that we expect you to use the logos and associated material.

### Scope

6. The awards relate to each provider as a whole. An individual school, faculty, department or course may not claim that it has a TEF award.
7. The TEF only assesses undergraduate provision. In applying the TEF branding, providers should keep this in mind and avoid the potential to mislead. You should not use the TEF award logo as part of promotional material (including prospectuses, posters, twitter graphics or web content) that is solely about postgraduate courses. Also, in material that is mainly about postgraduate courses, you should also not state

<sup>1</sup> Available at <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-data/get-the-data/>.

in the text of such material that the institution has a TEF award, unless at the same time making clear that the award applies only to undergraduate provision. Providers should also avoid using the TEF award in relation to other types of provision that are not in scope of the TEF assessment, such as campuses overseas.

## Duration of award

8. TEF awards made in 2017 and 2018 were valid for up to three years from the year of issue, depending on the availability of metrics. TEF outcomes on the OfS website currently include a statement of how many years each provider's award is valid for.
9. If a provider with a TEF award from a previous year receives a TEF award in Year Four (summer 2019), this supersedes the previous TEF award.
10. As explained in the procedural guidance<sup>2</sup>, new TEF awards made in Year Four (2019) will be valid for two years and awards due to expire in 2020 will be extended for one year. After this year's results are announced in June the OfS website listing will be amended to show that all TEF awards expire at the same time.

## Expired awards

11. If your award expires in June 2019, from then on, you should no longer communicate that you hold the TEF award, and should cease using the logo. If you reapplied and received a new award this should replace the previous one in your communications. See paragraph 14 for additional advice on print publications.
12. If you wish to refer to an expired award as a historical fact, you must make it clear that the award has expired or been replaced. You are advised to use a clear form of words when referring to expired awards, for example:

[Provider name] achieved a [gold/silver/bronze/provisional] TEF award in June 2017.  
This award expired in June 2019.

13. TEF awards are not cumulative. A provider can only hold one award at any given time. For example, if you have received a TEF gold award twice, in two different years, you should not say that you have two gold TEF awards, or a 'double gold'.

## Print publications

14. If you wish to display or refer to your TEF award in a print publication that will outlast the currency of the TEF award, you must include within the copy text or in a footnote the award issue date, and award duration.

<sup>2</sup> Available at <https://www.officeforstudents.org.uk/publications/teaching-excellence-and-student-outcomes-framework-year-four-procedural-guidance/>.

You are advised to use the following words:

This TEF award was issued in [month and year of issue]. It lasts for [number] years, until June 2021.

## TEF award logos

15. There is a logo for each level of TEF award. You should only use the logo of the level awarded to you.



16. We previously provided award logos which included the phrase Teaching Excellence Framework. Please do not use these logos and delete them from your systems if you have stored them. You are not expected to cancel or replace material which is already printed.
17. The logos included in this document are for illustrative purposes only and should not be copied for use in a provider's own materials. The logo formats for provider use are available to download from the OfS website<sup>3</sup>.

## TEF title

18. The formal title of the TEF was updated to the Teaching Excellence and Student Outcomes Framework in October 2017. In written material, please refer to it as the Teaching Excellence and Student Outcomes Framework (TEF) at the first mention in the piece, and as the TEF subsequently.

## Use of TEF award logos

19. You must only use the logos provided. The logos must not be changed (for example, by adding a date of issue). They should be used on their own terms and not within the context of another or larger logo.
20. You may use the appropriate TEF award logo in any form of media (such as digital and print), provided these guidelines are followed.

<sup>3</sup> Available at <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-branding-2019/>.

## Generic TEF logo

21. The blue TEF logo, below, is for use in general communications about the TEF. It is not linked to a particular rating. You may, for example, use the generic TEF logo when describing the TEF generally, rather than your own award.



## Descriptions of the awards

22. Each award level also has a description. These are shown below. Providers may use these descriptions to say more about their award. The description can be used in part or in full, but please do not otherwise change the words used. There is no specific font or style for the descriptions.

### Gold



The higher education provider [or use the name of your provider] delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK.

### Silver



The higher education provider [or use the name of your provider] delivers high quality teaching, learning and outcomes for its students. It consistently exceeds rigorous national quality requirements for UK higher education.

### Bronze



The higher education provider [or use the name of your provider] delivers teaching, learning and outcomes for its students that meet rigorous national quality requirements for UK higher education.

## Provisional



The higher education provider [or use the name of your provider] meets rigorous national quality requirements for UK higher education, and is taking part in the TEF but does not yet have sufficient data to be fully assessed.

## Technical guidance

23. The TEF logos are available as both RGB and CMYK files and in JPG, EPS and GIF formats. You may not alter the logo or colours in any way. Reversed-out and white versions are also available.

24. The logos are available to download from the OfS website<sup>4</sup>.

### Size

25. The minimum size for a TEF award logo is 35mm wide for print or 100 pixels for a digital version. The minimum clear space area that should be left around the logo is defined by the cap height of the letters 'TEF' in the logo.

*Minimum space  
surrounding logo same  
as cap height of 'TEF'*



### Good contrast

*Minimum width 35mm or 100 pixels*

26. We advise good contrast between the logo and its background. If the logo is placed on a dark background we suggest using the reversed-out option. The logo should only be placed over images where there is strong contrast between the logo and the image, and never over an area of detail.

<sup>4</sup> See <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-branding-2019/>.

## Colours



### TEF Gold award

**HEX**

#d49f0b

**CMYK**

C16% M37% Y99% K5%

**RGB**

R212 G159 B11



### TEF Silver award

**HEX**

#7c98ab

**CMYK**

C56% M 31% Y24% K6%

**RGB**

R124 G152 B171



### TEF Bronze award

**HEX**

#c24d00

**CMYK**

C18% M77% Y100 K8%

**RGB**

R194 G77 B0



### TEF provisional

**HEX**

#43a166

**CMYK**

C74% M11% Y73% K1%

**RGB**

R67 G161 B102

## Use of other TEF award information

27. Additional information for each provider's TEF award, including the metrics and the TEF panel's rationale for the award – the award summary, or statement of findings – is published on the TEF pages of the OfS website.<sup>5</sup> These may be used by providers, subject to acknowledging the source of the material, for example: 'The detail of the award is taken from the OfS website.' The metrics may not be amended or taken out of context to distort their meaning.

## Further information

### General communications enquiries

[info@officeforstudents.org.uk](mailto:info@officeforstudents.org.uk)

Tel: 0117 931 7317

### TEF team

[tef@officeforstudents.org.uk](mailto:tef@officeforstudents.org.uk)

<sup>5</sup> See [www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/](http://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/).