Introduction

1. These guidelines are for higher education (HE) providers to follow when promoting or communicating their Teaching Excellence and Student Outcomes Framework (TEF) award. They replace the guidelines issued in May 2017.

2. Higher education providers that apply for a TEF award receive a rating of one of three levels of excellence: gold, silver or bronze. A provider that applied but for which there was not enough data for a gold, silver or bronze award receives a TEF rating of provisional.

3. On Wednesday 6 June 2018 the Office for Students (OfS) will announce the 2018 awards. The list will include those newly awarded this year, and those awarded in 2017 that continue to be valid. Awards that have expired will not feature in this year’s list.

4. For 2018 TEF awards, you may communicate your new level of award - gold, silver, bronze or provisional - from Wednesday 6 June 2018, after the 2018 outcomes have been published at 0930.


6. 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 for students and other stakeholders.

7. 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

8. 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. The award is not currently subject-specific; it is expected that TEF assessment and awards will move to subject level in 2020.

Duration of award

9. TEF awards are valid for up to three years from the year of issue, depending on the availability of metrics. TEF outcomes on the OfS website will include a statement of how many years each provider’s award is valid for.

10. If a provider with a TEF award from June 2017 has applied for an award in 2018, the 2017 award will be superseded when the new TEF outcomes are published in June 2018.

Expired awards

11. After the end of the period of validity, 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:


13. TEF awards are not cumulative. A provider can only hold one award at any given time. For example, if you hold a gold award from 2017, re-enter and achieve another gold award in 2018, 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, award duration, and the fact that that the award may be subject to change. This is because, for example, the award could be replaced before it expires if you re-enter.

You are advised to use the following words:

This TEF award was issued in [month and year of issue]. It lasts up to [one year/two years/three years] and may be subject to change.
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. Each is available in two versions: one with the TEF award logo on its own (as above), and one with the words Teaching Excellence Framework included. Either may be used.

16. 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 at https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-assessment/tef-branding-2018/.

TEF title

17. The formal title of the TEF was updated to the Teaching Excellence and Student Outcomes Framework in October 2017. In general, in material aimed at students or the wider public, you may refer to it as the Teaching Excellence Framework at the first mention in the piece, and as ‘the TEF’ subsequently. In more formal or technical documents, please use the full title the first time it is referred to in the piece, and ‘the TEF’ subsequently.

Use of TEF award logos

18. 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.

19. You may use the appropriate TEF award logo in any form of media (such as digital and print), provided these guidelines are followed.
Generic TEF logo

20. 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.

Welsh language version


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.


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’

Minimum width 35mm or 100 pixels

Good contrast

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.
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, will be published on the TEF pages of the OfS website.¹ 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.

Summary timetable for TEF 2018 outcomes

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Monday 4 June</td>
<td>Each provider will receive its own award and statement of findings under embargo.</td>
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<tr>
<td>Wednesday 6 June</td>
<td>Awards will be published on the OfS website.</td>
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Further information

General communications enquiries
info@officeforstudents.org
Tel: 0117 931 7438

TEF team
tef@officeforstudents.org
Tel: 0117 931 7238

¹ www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/.