

## International Student Mobility

# The ‘I am a UK knowledge trained counsellor’ digital badge guidelines

## Contents

|                                                                  |    |
|------------------------------------------------------------------|----|
| The ‘I am a UK knowledge trained counsellor’ digital badge ..... | 2  |
| Where to use the badge.....                                      | 3  |
| Do’s and don’ts .....                                            | 4  |
| How to apply the badge .....                                     | 5  |
| Examples on digital channels .....                               | 9  |
| Examples in email signatures .....                               | 11 |
| Official descriptor .....                                        | 12 |
| Terms and conditions .....                                       | 13 |

## The 'I am a UK knowledge trained counsellor' digital badge

The British Council 'I am a UK knowledge trained counsellor' digital badge is awarded to you if you have completed our [UK knowledge agent and counsellor training](#), have agreed to the [national code of ethical practice for UK education agents](#), and have agreed to be listed on our public-facing [database of UK knowledge trained counsellors](#).

Alongside your training certificate of completion, the digital badge is a symbol of your knowledge and awareness of the UK as a study destination and the [UK Agent Quality Framework](#). UK education providers and prospective international students may look out for this badge or ask if you have one.

This document sets out the guidelines for how, when, and where to apply the 'I am a UK knowledge trained counsellor' badge.



As highlighted later in this document, the badge can be downloaded from the [UK agent and counsellor training and engagement hub](#) when you are logged in

Please note that while the badge recognises that you have passed the training and are therefore a UK knowledge trained counsellor or agent, it does not mean that you are formally endorsed by the British Council. We do not accredit or validate the practice of counsellors and agents.

Your certificate of completion and digital badge are valid for two years and they can be renewed by undertaking the training again. It is important to check your validation period, and you must not use the 'I am a UK knowledge trained counsellor' badge if your validation period has expired and you are no longer listed on the public-facing database of UK knowledge trained counsellors.

## Where to use the badge

You can use the 'I am a UK knowledge trained counsellor' badge as an individual, on your individual marketing materials and stationery items. However, as the badge is an individual award, rather than an organisational award, the badge cannot be used by a whole business or organisation alongside the company name.

Below are examples of where you can use the badge and where you cannot:

| Where you <u>can</u> use the badge                                                                                                                                                                                                                                                                                                                                                              | Where you <u>cannot</u> use the badge:                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Exclusively connected to your name, (e.g. on your resume, 'meet the team' pages on websites, social media or print).</li> <li>• Personal social media.</li> <li>• Email signatures and business cards.</li> <li>• Leaflets/brochures which mention you.</li> <li>• Posters which mention you.</li> <li>• Event materials which mention you.</li> </ul> | <ul style="list-style-type: none"> <li>• Main pages on a website that are not about you personally.</li> <li>• Anything that is about the organisation and not the individual.</li> <li>• Financial documents (e.g. invoices or receipts).</li> <li>• Plaques or permanent signage.</li> <li>• Company merchandise.</li> </ul> |

**To discuss the use of the badge on other marketing and promotional materials not listed, please contact your local British Council organisation representative.**

## Do's and don'ts

| Do                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Don't                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Use the badge as provided.</li> <li>• Use the badge as the only visual element to identify your individual achievement.</li> <li>• Use the badge in your marketing materials and on digital channels.</li> <li>• Use your own name and/or brand as your primary identifier.</li> <li>• Use the badge in a secondary role/identity to that of your individual name/brand.</li> <li>• Check the promotional assets provided for you on the <a href="#">agent and counsellor hub</a>.</li> </ul> | <ul style="list-style-type: none"> <li>• Edit or alter the badge in any way.</li> <li>• Use the British Council logo in isolation of the 'I am a UK knowledge trained counsellor' badge.</li> <li>• Use the name, fonts and graphic elements from the British Council or Agent Quality Framework visual identities.</li> <li>• Use the badge to suggest that a whole organisation is trained – the badge should only be used by individuals.</li> </ul> |

## How to apply the badge

### To access your badge:

Once you have completed your training on the hub and agreed to the national code of ethical practice for UK education agents, your badge will be automatically assigned to you. You can find your badge by selecting the 'My awards' tab at the top of your dashboard. Once selected, your badge will appear under 'My badges' section.

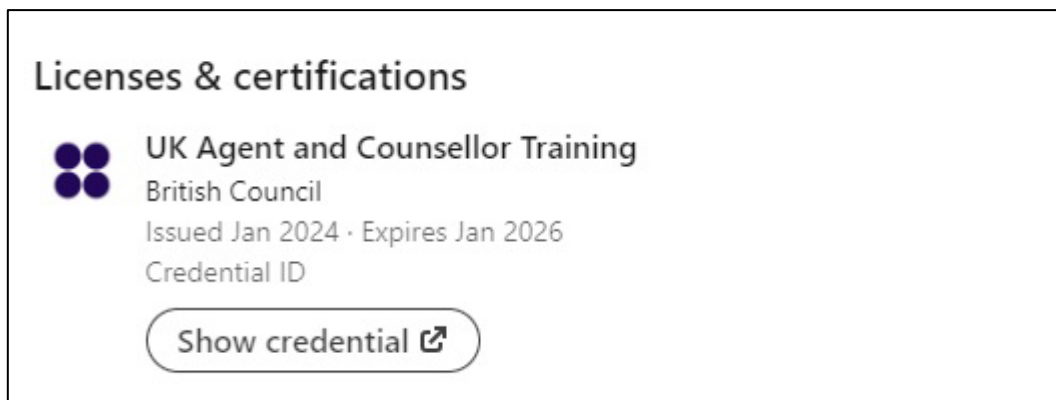
To download an image file of your badge, right-click the badge image and select 'Save image as...'. You will then have a 500px .jpg copy of your badge.

select here.' A badge is displayed with a green 'ACTIVE' status bar. The badge image shows the British Council logo and the text 'I am a UK knowledge trained counsellor'. Below the image, the text reads: 'I am a UK knowledge trained counsellor badge. This badge indicates your knowledge and awareness of the UK as a study destination and conveys you have completed the British Council's training.' It also shows 'Awarded on: 2 December 2025' and 'Expires on: 2 December 2027'. At the bottom of the badge card are two buttons: 'Share badge' and 'Backpack badge'. To the right of the main content area is a 'Help' button and an 'Announcements' section. The announcement is dated '1 July 2025' and titled 'Is it time to retrain? Are you due to retrain? Please read the full announcement to understand the process.' with a 'Learn more' link. At the bottom of the announcements section is a button that says 'View all announcements'. The footer of the page contains copyright information: '© 2026 - eNetEnterprise - OnBoard | Privacy and cookies | Terms of use | About us | Technical requirements | Accessibility statement'." data-bbox="67 343 931 780"/&gt;

Two button options will also appear under your badge on the above screen.

- **Share badge:** Selecting this button will show a pop-up on the screen with a link you can copy, that will allow you to share your badge with a third party e.g. a UK education provider.

- **Add badge to a badge backpack:** Selecting this button allows badges that you have earned to be displayed as a public badge through sites such as LinkedIn, where they can be verified by stakeholders.
  - To get started, simply click on the 'Backpack badge' button from the above screen. From here you can follow the on-screen instructions as provided by credentials website Badge and create an account or log in.
  - Once you've logged in, you'll automatically have the badge placed within your backpack.
  - Now your badge is in your backpack, you're ready to connect with third party websites and displayers, like LinkedIn, to show your badge off. The image below shows what your badge can look like on LinkedIn – a credential ID number will be shown next to 'Credential ID' and you can also add relevant links and PDF certificates to it.



## To use your badge:

The badge must always be smaller and secondary in position to your own personal/business identity.

Please remember that the badge should only be used to show that you as an individual are trained, rather than a whole organisation.

It must be clear that your business or organisation is not the British Council and is fully independent from us.

## Size

To ensure the text on the badge is legible, please do not use it smaller than 150px wide.



### **Clear space**

Please keep the area around the badge free from other graphic elements.

Use the two circles from the British Council logo to determine the clear space.



## Colour

A black and white version of the badge is available on request. Please note that this should only be used in black and white print.



## File formats

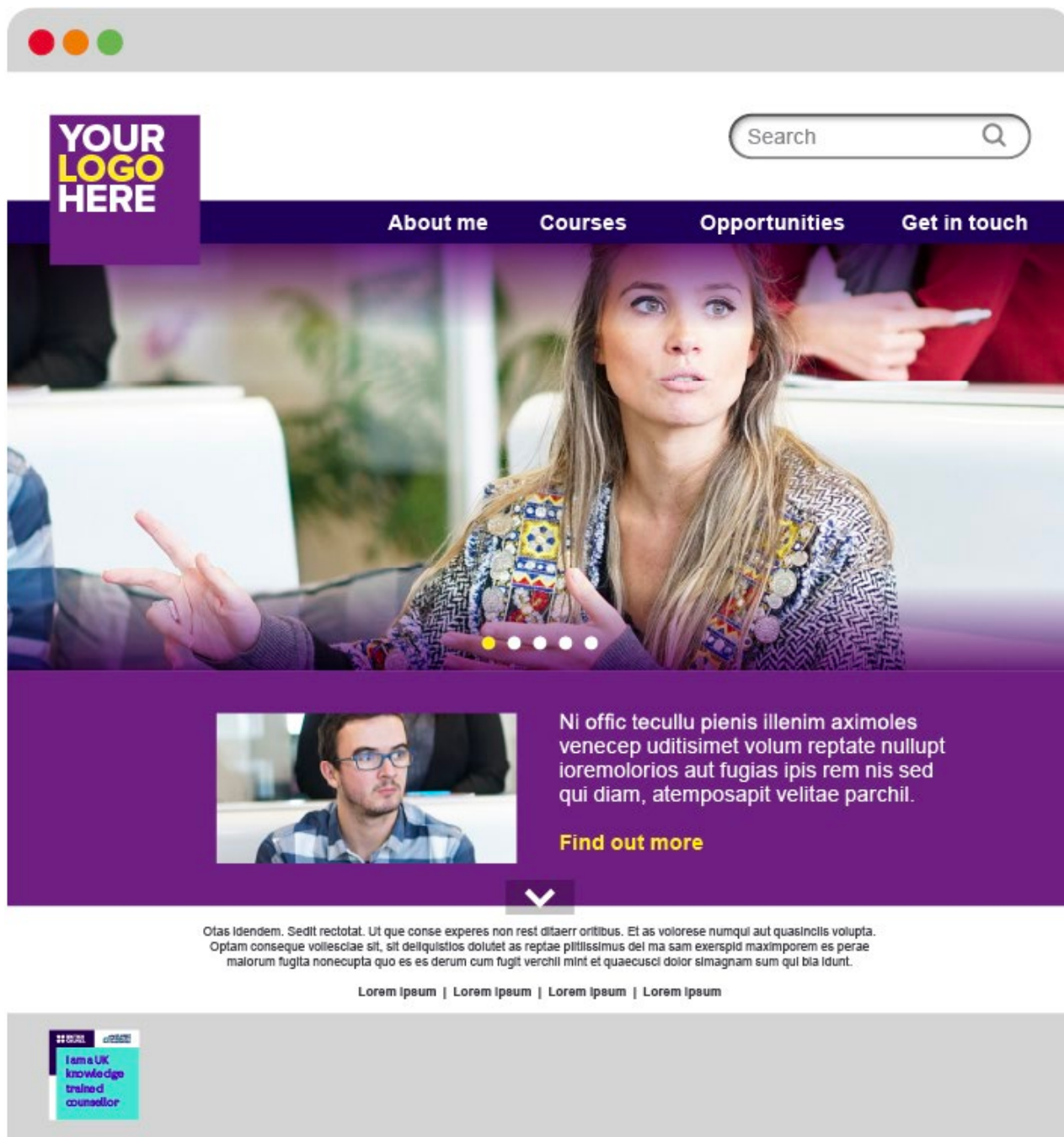
The badge is available in the following file format:

- **.jpg** - For use on digital channels

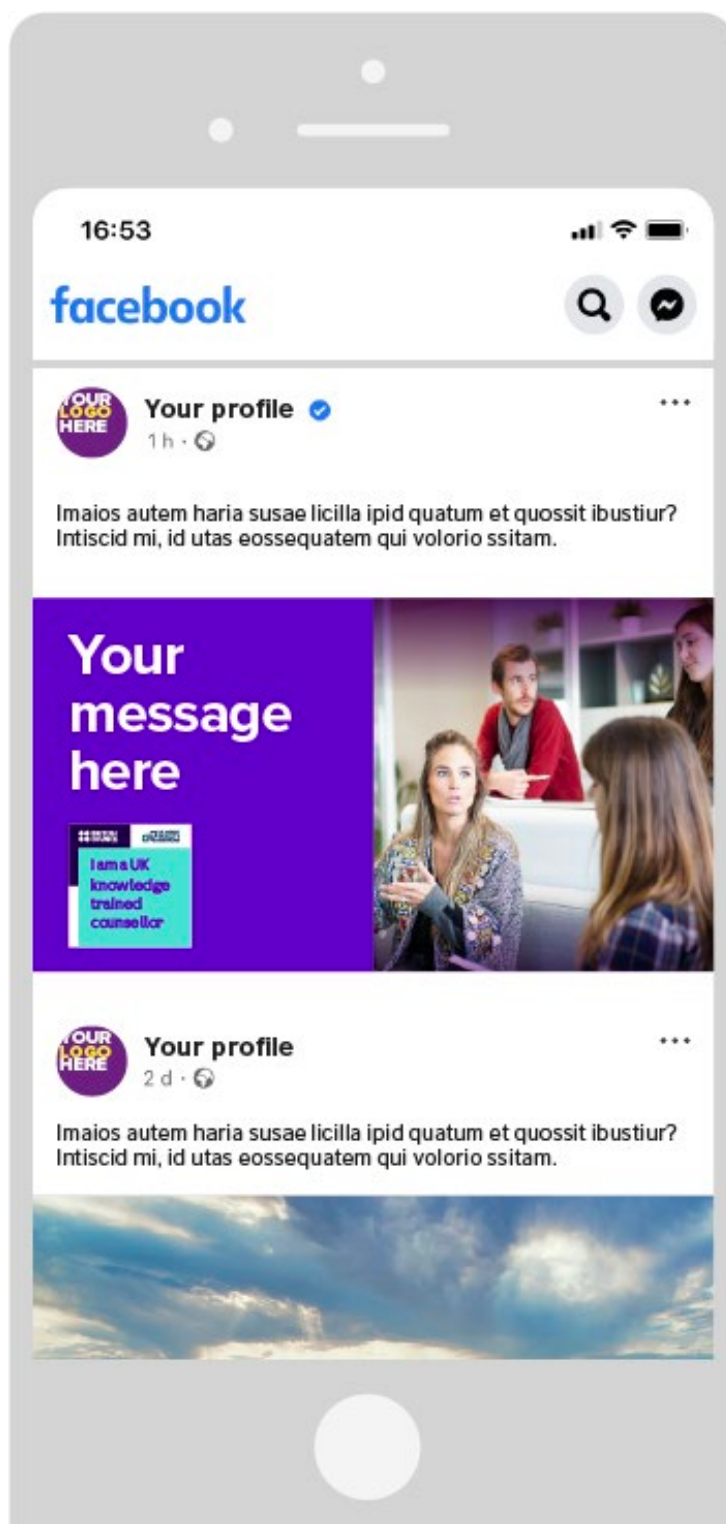
**You must always use the badges as supplied. Do not edit or alter the badges in any way.**

## Examples on digital channels

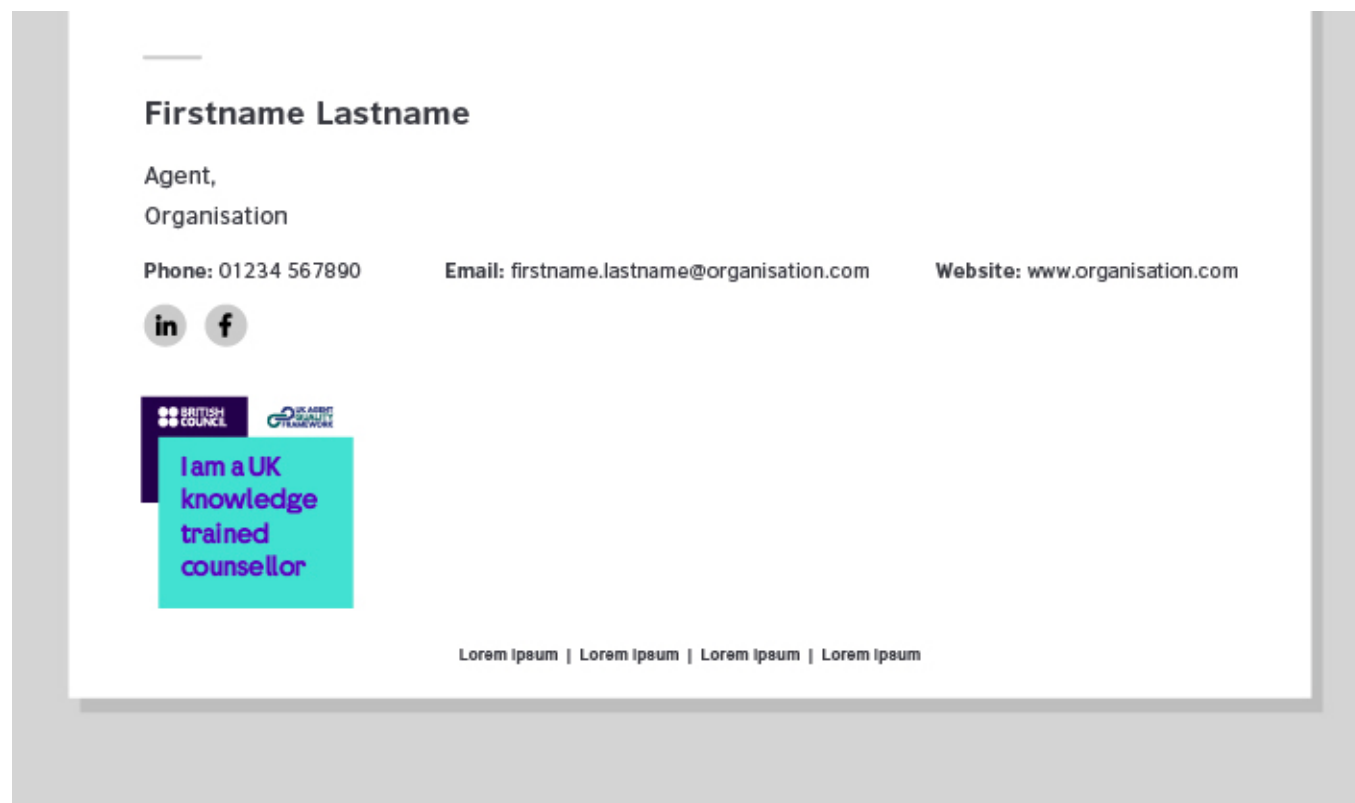
### Website



## Social media



## Examples in email signatures



## Official descriptor

You can use this official descriptor in your marketing materials to describe your achievement. You must not amend or alter the wording in any way.

*I am a UK knowledge trained counsellor. I have successfully completed the British Council's UK knowledge agent and counsellor training. This demonstrates my knowledge and awareness of the UK as a study destination and that I understand the UK's national code of ethical practice for education agents.*

## Terms and conditions

The 'I am a UK knowledge trained counsellor' badge is owned by the British Council.

The badge has been developed specifically for use by trained counsellors to provide a mark which highlights that they have completed the British Council UK knowledge agent and counsellor training, have agreed to the national code of ethical practice for UK education agents, and that they are listed on the British Council database of UK knowledge trained counsellors.

The British Council grants those who have been awarded the 'I am a UK knowledge trained counsellor' badge a non-exclusive, non-transferable, worldwide, royalty-free licence to use the badge. Those awarded the badge are permitted to use it provided they adhere to the terms set out in this document.

Those with a badge must not transfer the badge to anyone else. They must not use the name and/or visual identity of the badge or the visual identity of the British Council in communications in any way that will create brand infringement or cause confusion. Apart from the badge, any use of the British Council's visual identity and name in official materials must be approved by the British Council in advance.

The British Council will actively monitor use of the 'I am a UK knowledge trained counsellor' badge through its local offices. All reports of unauthorised or improper use of the badge will be investigated. If you believe that an organisation is using the badge without our permission, please contact your local British Council office.

Regulations governing the use of the 'I am a UK knowledge trained counsellor' badge:

- If any agents or counsellors do not follow the instructions in these guidelines or misuse the badge, the British Council will contact them to make them aware of the need to use it correctly.
- If the situation is not resolved within a reasonable amount of time, the British Council will take further steps to limit or stop their ability to use the badge. The British Council reserves the right to ask an individual to stop using the 'I am a UK knowledge trained counsellor' badge at any time.

The British Council hopes the badge will give international students and UK education providers confidence that they are working with an agent or counsellor who has the knowledge and awareness of the UK as a study destination and understands the national code of ethical practice for UK education agents, however it should be noted that those who obtain the badge are not formally endorsed, accredited or validated by the British Council.

Education providers should continue to follow the due diligence set out in the [Agent Quality Framework](#) and seek appropriate legal advice when contracting agents. International students and their families should follow the [Study UK student and parent guide to choosing an agent](#).