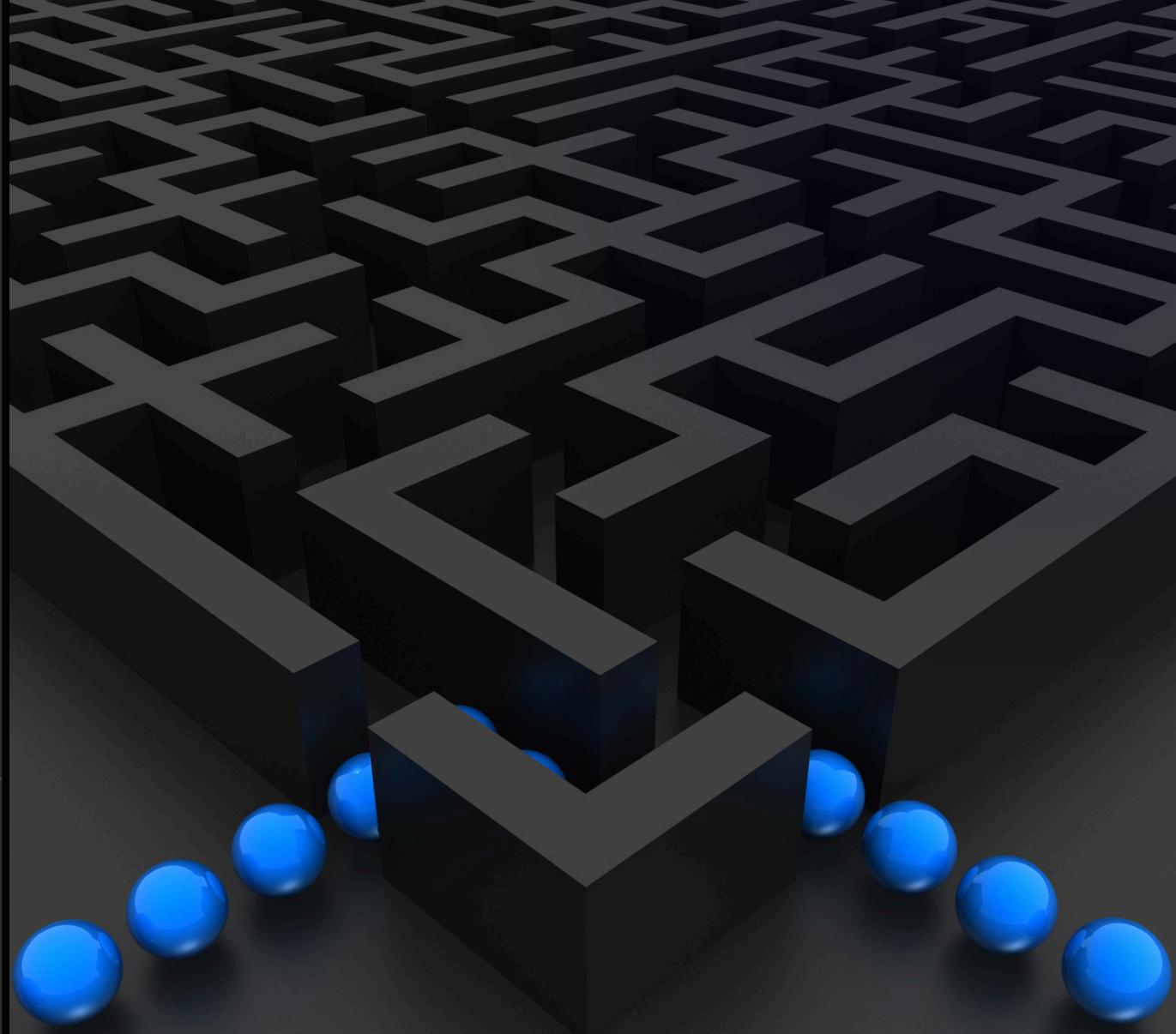


AiEd Certified Pathfinder Status

Recognising your commitment to purposeful, ethical AI integration that empowers staff, students, and whole-school practice



AI in
Education
Certified

Pathfinder brand guidelines

Highlighting your commitment to purposeful, ethical AI integration



AI in Education
Certified

Welcome to the AiEd Certified framework

Your participation demonstrates a clear commitment to preparing your staff and learners for an AI-powered future.

Pathfinder status

By joining the AiEd Certified framework, your institution is recognised as a Pathfinder School or College, taking a leading role in exploring, shaping and modelling responsible and purposeful AI adoption in education. This status reflects your willingness to move early, learn boldly and contribute to best practice across the sector.



Purpose of the badge

The AiEd Certified badge signifies that your institution is:

- Demonstrating Pathfinder status within the AiEd Certified framework and committing to achieve Explorer status and beyond
- Preparing staff and learners for an AI-powered future
- Engaging with a structured, responsible approach to AI adoption
- Committing to safe, ethical, and purposeful use of AI in education

Displaying the badge communicates your school's forward-thinking approach and future-ready practice.

Approved badge usage

You may place the badge on:

- ✓ School websites and internal learning platforms
- ✓ Email signatures
- ✓ Newsletters, prospectuses, and marketing materials
- ✓ Digital signage, presentations, and reports

Pathfinder brand guidelines

Highlighting your commitment to
purposeful, ethical AI integration



Do:

- Use the badge at a legible size
- Maintain clear space around the edges

Do not:

- Alter colours, proportions, or orientation
- Place over busy or low-contrast backgrounds
- Add effects (drop shadows, outlines, filters)

Tone & messaging

When referencing AiEd Certified in your communication, maintain a tone that aligns with the framework values:

- Responsible – grounded in safe, ethical AI use
- Purposeful – focused on meaningful impact
- Forward-looking – preparing learners and staff for the future

Recommended phrasing:

"[School/College Name] is proud to hold Pathfinder status within the AiEd Certified framework, supporting responsible and purposeful AI integration across our community."

Contact & support

If you require further guidance on how to use the Pathfinder badge assets or messaging support, please [contact the AiEd Certified team](#).