

1st March 2016

ABE re-energises brand identity ahead of exam period

UK-based global non-profit to focus on creating entrepreneurs worldwide

The [Association of Business Executives \(ABE\)](#) has refreshed its brand ahead of its busiest period, as thousands of students worldwide prepare for exams. The global not-for-profit examination board and membership body has unveiled a new logo, brand identity and new website.

The brand, developed by creative agency [Fishfinger](#), was re-designed to better reflect the growth of the body's focus on Level 4 Business Start-up and Entrepreneurship courses. Integral to the organisation, the website features a secure Members Area for students and alumni, fully supporting members with access to learning resources and support.

ABE provides vocational qualifications, including courses in business management and helping young entrepreneurs to start, grow and run their own business, providing a highly viable pathway to a successful career. Many students choose ABE as a route to gain entry onto the third year of an undergraduate degree, or the last unit of an MBA, with others going on to establish and run their own businesses.

Gareth Robinson, CEO of ABE, commented: "Our new, revitalised brand identity represents in the best possible way our key values, as well as our focus on fresh approaches to business qualifications that will set our students on paths to highly successful working lives. With crucial exam periods fast approaching for many young people across the country, we feel this is a great time for the ABE brand to best demonstrate the company's key values – providing high-quality, affordable qualifications that will help launch the careers of aspiring entrepreneurs and business professionals."

With skills shortages proving to be an ongoing issue in the UK workplace, ABE's programmes and courses aim to provide an effective way of addressing these issues for companies and young people. SMEs now account for [over 99%](#) of the UK business landscape, making a range of business competences essential for filling skills gaps in companies. ABE recognises the importance of this well-rounded

approach to business education, and is looking forward to playing a key role as the business landscape continues to develop.

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About The Association of Business Executives (ABE)

ABE is a not-for-profit awarding body accredited by Ofqual. Established in 1973, it has an international footprint with key markets in the UK, Africa, the Caribbean, SE Asia and China. ABE develops business and management Diploma qualifications at QCF Levels 4-7. Its qualifications provide progression routes to Bachelors degree and Masters programmes worldwide.

www.abeuk.com

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