

Brand and visual identity guidelines for approved UAL Awarding Body centres

Introduction

This document introduces the UAL Awarding Body brand and provides guidance on how to use it correctly at your centre.

By signing and submitting the Qualification Approval Document, centres agree that their conduct:

“Complies with all UAL Awarding Body requirements concerning the use of its logo and visual identity as set out in the document *Guidelines for centres – use of UAL brand and visual identity*, which is available on the UAL Awarding Body website.”

These guidelines outline what these requirements are and how they relate to both the UAL Awarding Body logo and the wider brand and visual identity of University of the Arts London. Centres should refer to this document to check that they are using the UAL Awarding Body brand correctly in all promotional materials. If you are uncertain whether your website or print meets the guidelines, please email comms.awarding@arts.ac.uk.

1.0 Review and sign off

1.1 Sign-off parties	<p>These guidelines provide an overview of how the UAL Awarding Body brand can be used by your centre. Please contact UAL Awarding Body’s marketing department should you require further clarification.</p> <p>Centres should email proofs of any material that references UAL Awarding Body to the marketing team for approval before publishing: comms.awarding@arts.ac.uk</p> <p>The team endeavor to respond to all such queries within two working days.</p>
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2.0 Translated text:

2.1 Translation	Centres should not translate our brand (<i>UAL Awarding Body</i>) or any of our qualification titles (e.g. <i>UAL Level 2 Diploma in Art & Design</i>) into different languages. These must appear in English text at all times.
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3.0 How to reference UAL Awarding Body in text:

3.1 Distinction between UAL and UAL Awarding Body	<p>Centres delivering our qualifications have a relationship with UAL Awarding Body, not University of the Arts London (UAL). Centres should use one of the following names in full when talking about us in text:</p> <ul style="list-style-type: none"> • University of the Arts London (UAL) Awarding Body • UAL Awarding Body
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	<ul style="list-style-type: none"> The only exception to this rule is when referring to the qualifications titles (see 3.5) <p>Abbreviations, such as UALab, have been phased out and are no longer permitted.</p>
3.2 How to describe the relationship	<p>Centres should describe their relationship with UAL Awarding Body as follows:</p> <p><i>[Name of university/college] is an approved centre for UAL Awarding Body [name of qualification].</i></p>
3.3 About UAL Awarding Body	<p>The following text should be used when describing UAL Awarding Body in press releases etc.</p> <p><i>UAL Awarding Body believes in transformative education. They design and award creative qualifications that empower and inspire educators to help students reach their potential.</i></p> <p><i>UAL Awarding Body is regulated by Ofqual and currently offers accredited qualifications in art and design, fashion, creative media, music and performing and production arts.</i></p> <p><i>University of the Arts London (UAL) is Europe's largest specialist art and design university, comprising six renowned Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts.</i></p> <p>www.arts.ac.uk/awarding</p> <p>If you require a shorter version, the third paragraph may be omitted but please do not alter this text in any other way. If you require an alternative description, please contact the UAL Awarding Body marketing team: comms.awarding@arts.ac.uk</p>
3.4 Referencing UAL	<p>Other than the third paragraph in the description above (3.3), centres must not infer a wider relationship with UAL or any of its constituent colleges.</p>
3.5 Title of Qualifications	<p>Centres must refer to UAL Awarding Body qualifications using their full regulated title. This includes in marketing and in communications with students.</p> <p>All regulated titles can be found in UAL Awarding Body documentation and on the Register of Regulated Qualifications: www.gov.uk/find-a-regulated-qualification</p> <p>By way of example, the full title for the Level 3 Diploma is: <i>UAL Level 3 Diploma in Art & Design</i></p> <p>Where a specified pathway is delivered, centres can communicate this information as a subheading, in parenthesis or separated by a dash. For example: <i>UAL Level 3 Extended Diploma in Art and Design (3D Applied Design)</i></p>

	<p>Where a pathway is indicated in your advertising, you must ensure students are made aware that it is the regulated title only which will appear on the certificate, and there will be no reference to the pathway.</p> <p>In accordance with regulatory requirements, UAL Awarding Body are required to ensure all of its qualifications are communicated in a consistent manner, and will therefore monitor its centres to ensure all related content is not misleading to their students.</p>
3.6 About the qualification	<p>Centres might also want to state that:</p> <ul style="list-style-type: none"> • The [name of qualification] is regulated by Ofqual. • The [name of qualification] is quality assured by UAL Awarding Body through a rigorous external moderation process and grades are monitored against agreed national standards.

4.0 Visual identity and logo

4.1 Use of logo and visuals	<p>This is the UAL Awarding Body logo:</p>  <p>It is essential that the master file of the logo is always used. Please do not lift low-resolution versions from other documents or websites and never re-draw our logo.</p> <p>All centres should be provided with a high-resolution version of our logo; to request a copy please contact the UAL Awarding Body marketing team: comms.awarding@arts.ac.uk</p> <p>The minimal dimensions are 40mm width on paper sized A6 or above.</p>
4.2 Use of colour	<p>Please use the primary black version of our logo wherever possible and never alter the colours of our logo yourself. If you require a reverse version, please contact the UAL Awarding Body marketing team: comms.awarding@arts.ac.uk</p>

Current information on UAL's style guide and brand, including detailed guidance on dual branding can be viewed online: <http://www.arts.ac.uk/style-guide/>

Contact

If you have any questions regarding the UAL Awarding Body brand and its usage, please contact the marketing team at:
Tel 020 7514 9850 or 020 7514 6393

ual: awarding
body

Email comms.awarding@arts.ac.uk