

ASSOCIATE COLLEGE PARTNERSHIP

Brand and messaging guidelines



Version 2.1
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1 INTRODUCTION

Oxford Brookes works in partnership with regional further education colleges to offer an exciting range of higher education opportunities to their local communities.

There are currently over 1000 students who study for Oxford Brookes degrees at their local college.

Associate Colleges working in partnership with Oxford Brookes University

Abingdon and Witney College

Activate Learning (Oxford, Reading)

Brooklands College

Solihull College and University Centre

Swindon College

University Centre Somerset

(part of Bridgwater and Taunton College)

Wiltshire College

Why co-brand?

Co-branding allows us to combine our individual strengths and resources to provide new educational opportunities regionally. It also enables us to reach new groups of students while sharing promotional costs.

This document has been designed to provide guidance for our regional academic partners on how to bring together our brand identities, promote the benefits of our joint offer and ensure consistency and clarity across our communications, both in print and online.

2 POSITIONING OUR PARTNERSHIP

2.1

THE PARTNERSHIP MARKETING MESSAGE AND PROPOSITION

Degree courses closer than you think

Following consultation across the Associate College Partnership the key messages that combine to form the marketing proposition are as follows:

- Quality and reputation
 - learning and teaching excellence
 - high quality student support
- Career development and employability
 - careers support
 - employability of graduates
- Flexibility – the ability to fit study around work
- Location and cost
 - proximity to home and the cost benefits that brings
 - learning where you live

2.2

HOW TO REFER TO OUR JOINT OFFER

2.2.1. For course marketing and publicity materials:

- [Partner institution] offers higher education courses in partnership with Oxford Brookes University.
- [xx course] is awarded by Oxford Brookes University.
- Courses which are undergoing the approval process should be clearly identified as 'subject to validation by Oxford Brookes University'. Courses can be advertised as subject to validation once they have been approved at the Learning Partnerships Advisory Group (LPAG).

2.3

STANDARD PROMOTIONAL TEXT

Naturally partners will want to adapt key messages to suit their individual circumstances. Here are some suggested ways of communicating the benefits of our academic partnership.

Taking your Oxford Brookes University degree at [partner institution] means you will benefit from a strong academic partnership that brings together the best of both institutions. Your course will be quality assured by the University, a guarantee of its academic standard, and yet you can study flexibly at a location convenient to you and your lifestyle.

In addition to the facilities offered here at [partner institution], you can have full access to Oxford Brookes University's resources, for example the extensive online library. You can join the Students' Union (Brookes Union) and if you visit the Brookes campus, you can enjoy all student facilities, including the sports centre and award-winning John Henry Brookes Building with its social learning spaces, cafes and library.

Throughout your time at [partner institution] you will benefit from a programme of activities we have developed with Oxford Brookes. This includes study skills training and support for those interested in progressing from a foundation degree to a full bachelor's degree.

Your course has been designed to help you build skills that will boost your employability. Timetables are designed to fit flexibly around your existing work commitments and many programmes have been shaped with input from leading employers. As an Oxford Brookes student you have access to our careers service which provides advice and guidance on pursuing your chosen career.

2.4

LINKING WITH OXFORD BROOKES RECRUITMENT MESSAGING

2.4.1. Key marketing messages

At Oxford Brookes we use the following messages to inform our recruitment communications across print and digital channels:

- **Reputation:** Oxford Brookes is the only UK university in the top 50 institutions under 50 years old (QS World University Rankings Top 50 under 50, 2018).
- **Outstanding teaching:** We have been ranked 1st in the UK for teaching and research amongst younger universities (THE Young University Rankings 2018); a top 20 university in 10 subject areas (Complete University Guide 2019); 11 national teaching fellowships.
- **Employability:** 95% of Oxford Brookes students are in work or further study within 6 months of graduation (HESA 2018). Many degrees are accredited by the relevant professional body. We work closely with

industry professionals across a number of sectors to provide high-quality work placements and mentoring opportunities.

- **Learning through doing:** Many of our courses include live projects and field trips. These give students the opportunity to take learning beyond the classroom and build the skills and experience that employers are looking for.

For further details please contact the Partnerships and Apprenticeships Manager (college.liaison@brookes.ac.uk).

2.4.2. Social and digital

For further details go to:

www.brookes.ac.uk/college
[#helloBrookes](#)

2.4

LINKING WITH OXFORD BROOKES RECRUITMENT MESSAGING

2.4.3. Guiding principles

The Oxford Brookes guiding principles help us to generate content that truly reflects our brand and brand values. Combined with our marketing messages, they help to ensure that the stories we tell remain true to our brand.

For video examples of our guiding principles go to www.brookes.ac.uk/about-brookes/strategy/guiding-principles.

Confidence

We have confidence in our staff and students, and we know that we prepare our graduates well for a fulfilling and valuable life. Through their success, we continue to earn our outstanding reputation.

Enterprising creativity

We're adaptable and flexible, and consider a fresh approach in everything we do – because we know our sustainability depends on a pioneering spirit.

Connectedness

Our academic excellence is underpinned by a history of learning by doing. Our connections and our Oxford roots are fundamental to our students' experiences and our successful future.

Generosity of spirit

Generosity of spirit, through the support and investment for Brookes students who have ideas to help make positive changes.

2.4

LINKING WITH OXFORD BROOKES RECRUITMENT MESSAGING

2.4.4. Sample content

Examples of printed and online content from Oxford Brookes and partner colleges can be found in the marketing section of the ACP staff pages. If you'd like to share an example of best practice with colleagues across the ACP, please let us know.

3 USING THE VISUAL IDENTITY

3.1

CO-BRANDING

The strength of our joint offer to local stakeholders lies in the partnership between Oxford Brookes and each individual local college and the benefits that brings. To represent this visually, partner and university logos should be used side by side. In such instances, 'in partnership with' versions of the Oxford Brookes logo should be used.

See 3.2 for the logos and guidelines for each partner institute.

For design or content reasons use of the 'in partnership with' accompanying text may not be appropriate. For example when displaying a number of partner logos together. In such instances the standard Oxford Brookes logo can be used.

See 3.3 for examples.

Co-branding should be applied to all Oxford Brookes University courses and is recommended in the following contexts:

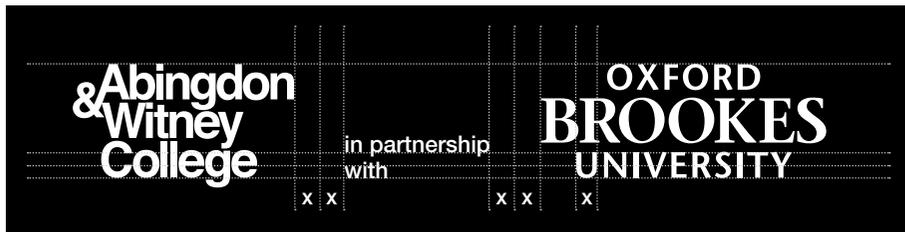
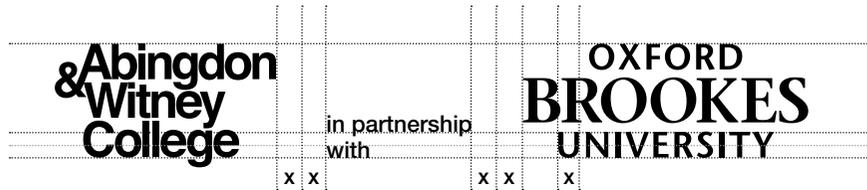
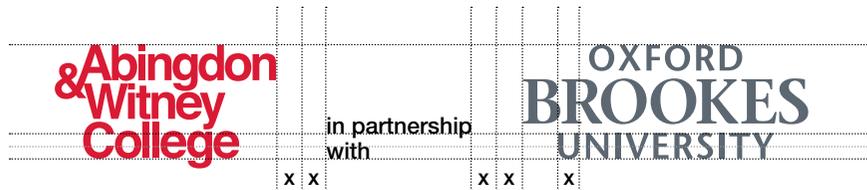
- **Top level** communications such as key landing pages or on the outside cover of your college prospectus. This might be discreet use of the Oxford Brookes logo grouped with other partner logos.
- **Generic** communications about your HE or 'university level' provision. For example, in advertising, on printed brochures, in parts of your prospectus or across sections of your website dedicated this part of your offering.
- **Course specific** materials and web pages for jointly-run programmes.

Where relevant, the Associate College Partnership logo can continue to be used for internal communications. For example, committee papers and conference documents.

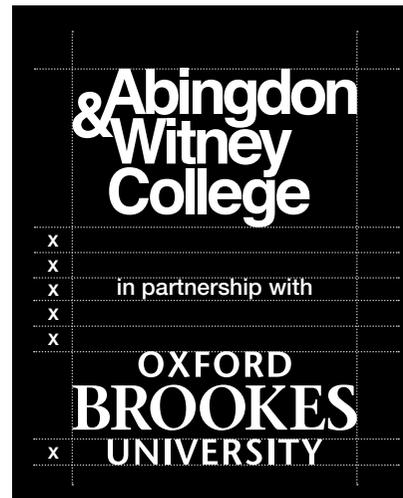
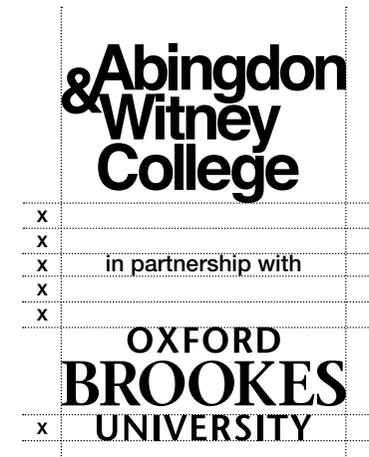
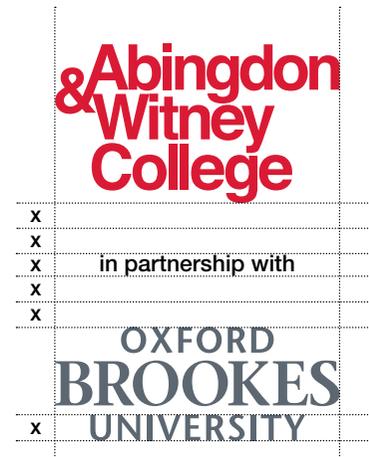
3.2

LOGOS AND GUIDELINES ABINGDON & WITNEY COLLEGE

LINEAR VERSION



STACKED VERSION



A minimum distance has been allowed between the two logos and the 'in partnership with' copy.

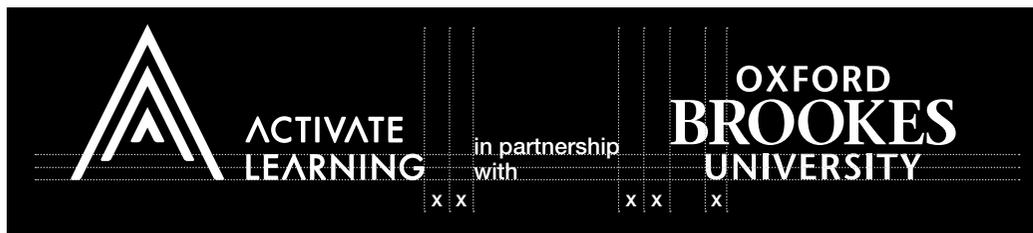
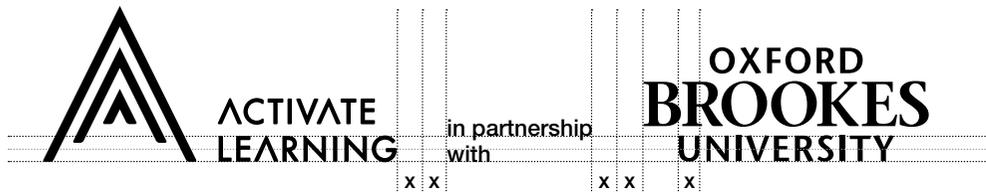
A minimum equivalent distance should be between the combined logo and other graphic elements, such as typography and margins.

The combined logo must not be reproduced so small that the 'in partnership with' copy becomes illegible. A recommended minimum size for the copy is 7pt. The typeface for the copy should be Helvetica Medium. Alternatively, Arial Bold can be used.

3.2

LOGOS AND GUIDELINES ACTIVATE LEARNING

LINEAR VERSION

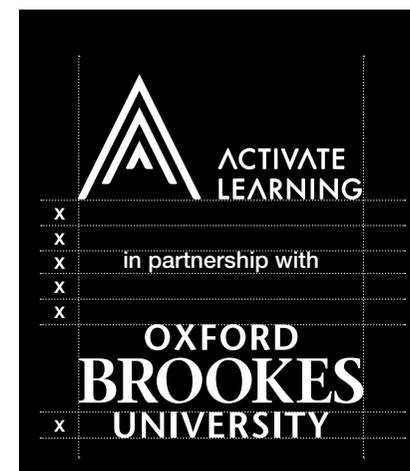
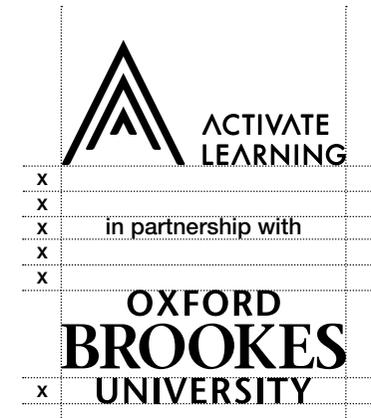


A minimum distance has been allowed between the two logos and the 'in partnership with' copy.

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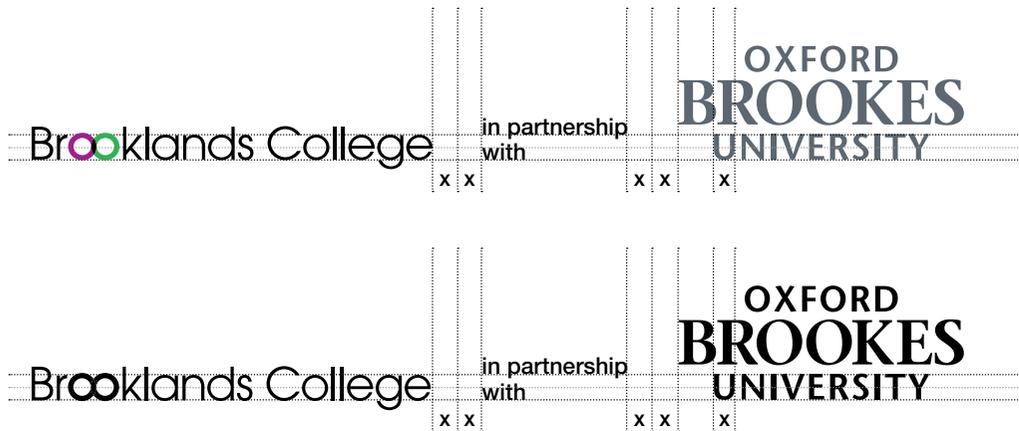
STACKED VERSION



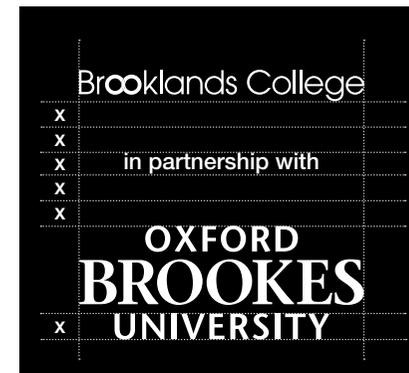
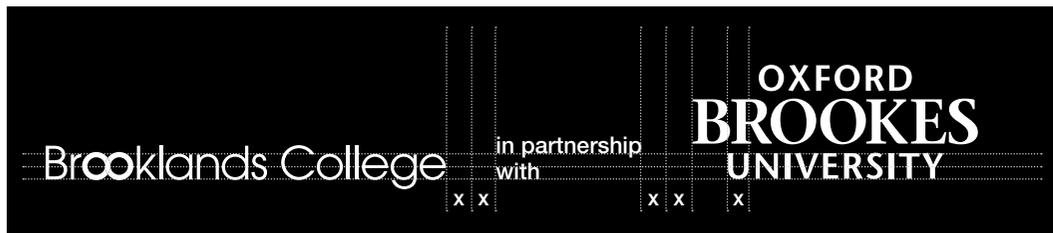
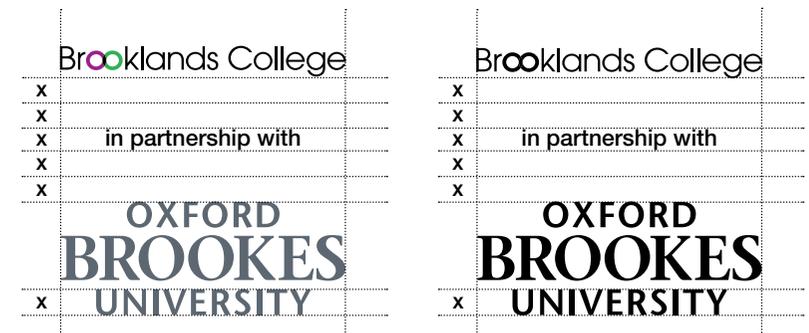
3.2

LOGOS AND GUIDELINES BROOKLANDS COLLEGE

LINEAR VERSION



STACKED VERSION



A minimum distance has been allowed between the two logos and the 'in partnership with' copy.

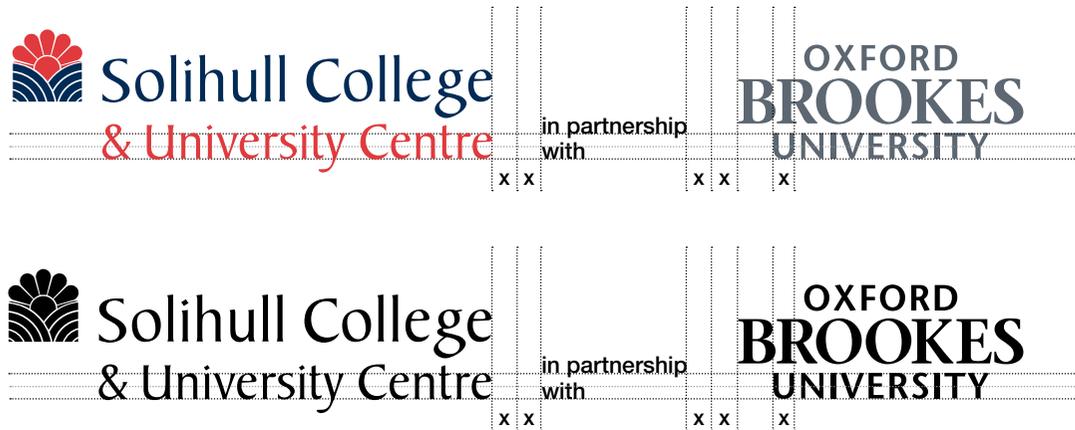
A minimum equivalent distance should be between the combined logo and other graphic elements, such as typography and margins.

The combined logo must not be reproduced so small that the 'in partnership with' copy becomes illegible. A recommended minimum size for the copy is 7pt. The typeface for the copy should be Helvetica Medium. Alternatively, Arial Bold can be used.

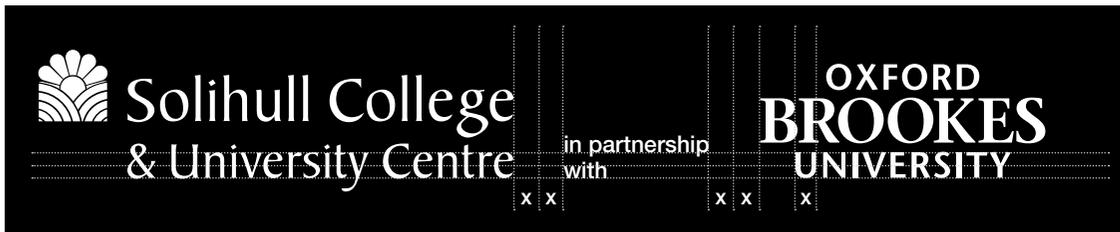
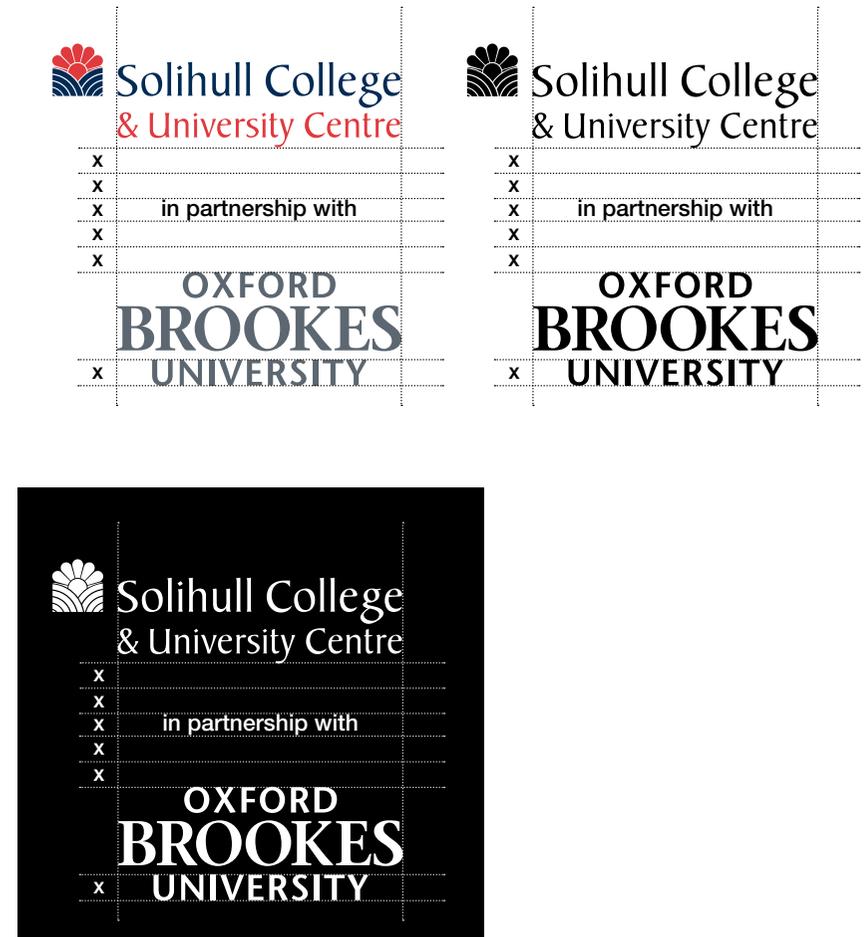
3.2

LOGOS AND GUIDELINES SOLIHULL COLLEGE

LINEAR VERSION



STACKED VERSION



A minimum distance has been allowed between the two logos and the 'in partnership with' copy.

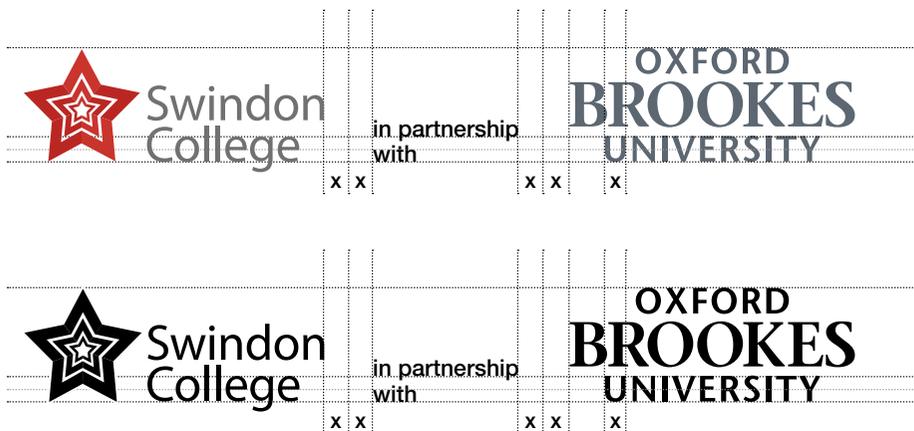
A minimum equivalent distance should be between the combined logo and other graphic elements, such as typography and margins.

The combined logo must not be reproduced so small that the 'in partnership with' copy becomes illegible. A recommended minimum size for the copy is 7pt. The typeface for the copy should be Helvetica Medium. Alternatively, Arial Bold can be used.

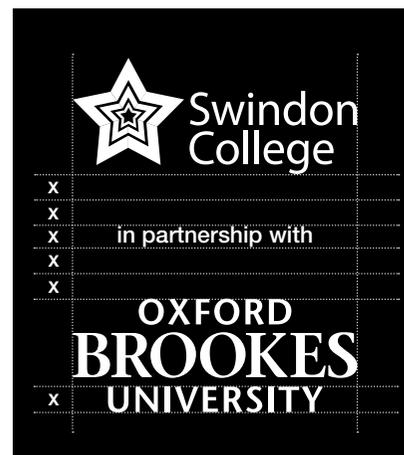
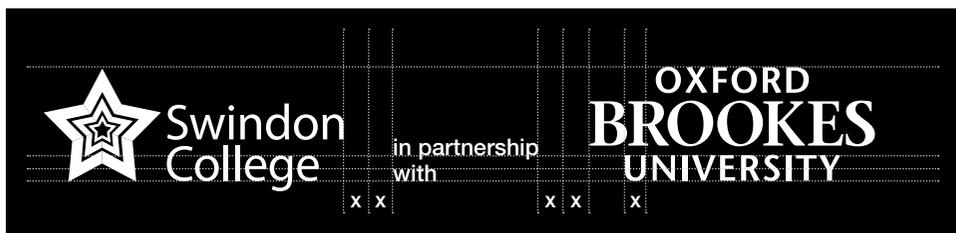
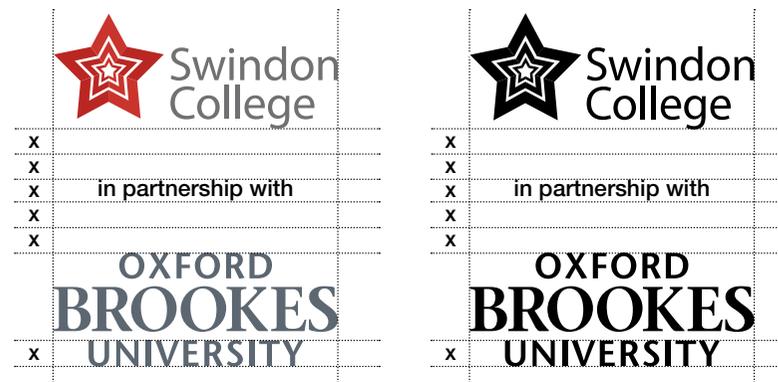
3.2

LOGOS AND GUIDELINES SWINDON COLLEGE

LINEAR VERSION



STACKED VERSION



A minimum distance has been allowed between the two logos and the 'in partnership with' copy.

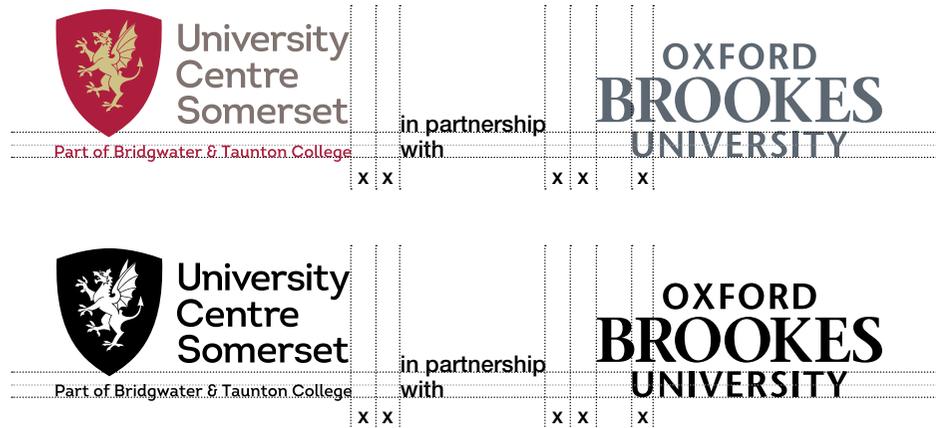
A minimum equivalent distance should be between the combined logo and other graphic elements, such as typography and margins.

The combined logo must not be reproduced so small that the 'in partnership with' copy becomes illegible. A recommended minimum size for the copy is 7pt. The typeface for the copy should be Helvetica Medium. Alternatively, Arial Bold can be used.

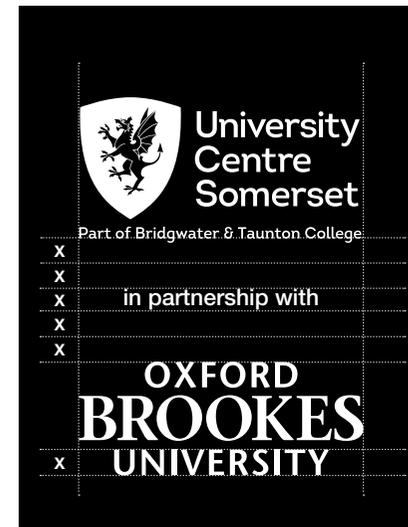
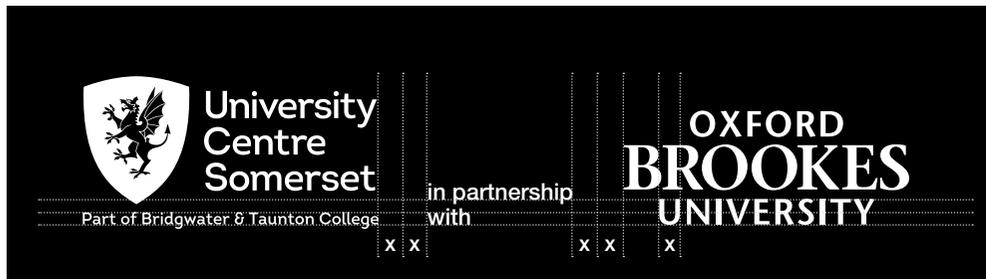
3.2

LOGOS AND GUIDELINES UNIVERSITY CENTRE SOMERSET (PART OF BRIDGWATER AND TAUNTON COLLEGE)

LINEAR VERSION



STACKED VERSION



A minimum distance has been allowed between the two logos and the 'in partnership with' copy.

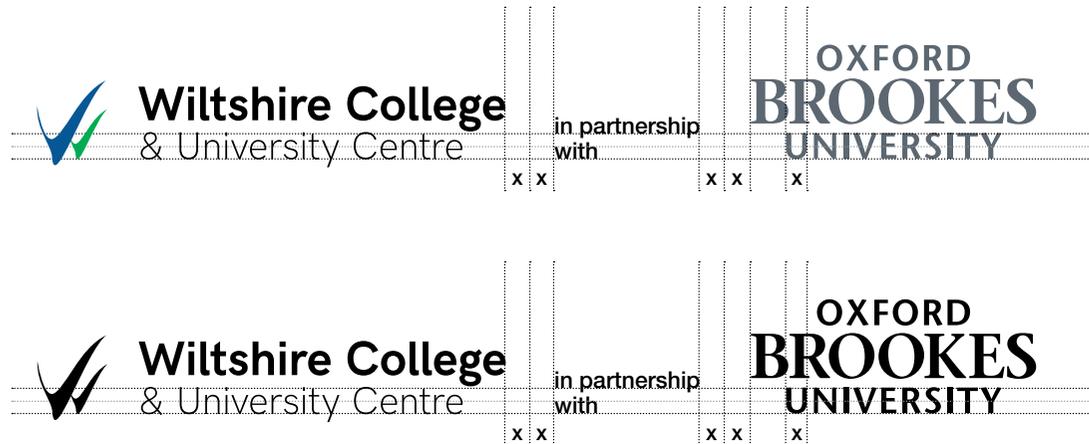
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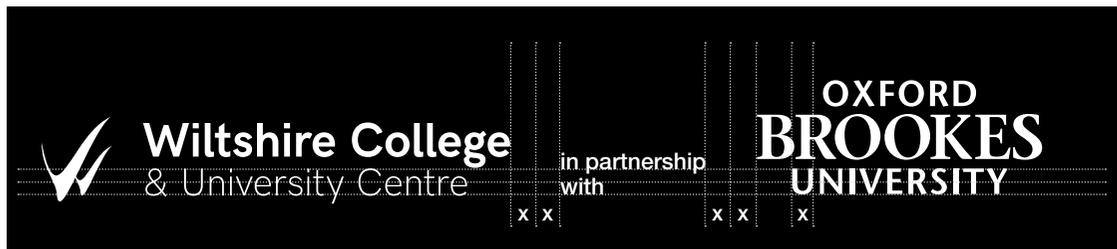
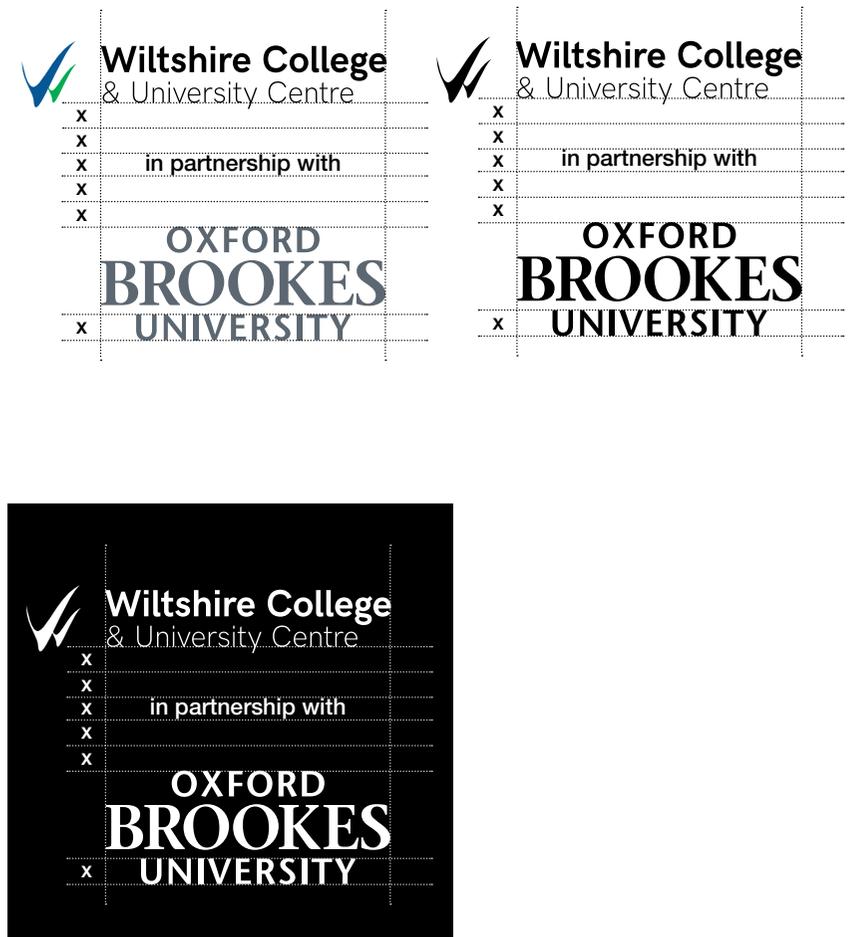
3.2

LOGOS AND GUIDELINES WILTSHIRE COLLEGE

LINEAR VERSION



STACKED VERSION



A minimum distance has been allowed between the two logos and the 'in partnership with' copy.

A minimum equivalent distance should be between the combined logo and other graphic elements, such as typography and margins.

The combined logo must not be reproduced so small that the 'in partnership with' copy becomes illegible. A recommended minimum size for the copy is 7pt. The typeface for the copy should be Helvetica Medium. Alternatively, Arial Bold can be used.

3.3

LOGOS AND GUIDELINES OTHER (UNIVERSITY) PARTNERS

When combining Oxford Brookes University logo with multiple partners, we suggest using black or white versions only for a cleaner, less cluttered appearance.

xx college works with the following partner institutions



3.4

EXAMPLES OF PARTNERSHIP LOGOS

Degree courses closer than you think

Don't think university is right for you?
There's another option at your local college.



www.brookes.ac.uk/local

Degree courses closer than you think

Don't think university is right for you?
There's another option at Abingdon and Witney College.



www.brookes.ac.uk/local

Degree courses closer than you think

Don't think university is right for you?
There's another option at Swindon College.



www.brookes.ac.uk/local

Degree courses closer than you think

Don't think university is right for you?
There's another option at your local college.



www.brookes.ac.uk/local

Degree courses closer than you think

Don't think university is right for you?
There's another option at Uiveristy Centre Somerset.



www.brookes.ac.uk/local

Degree courses closer than you think

Don't think university is right for you?
There's another option at Solihull College.



www.brookes.ac.uk/local

3.5

APPROVAL AND MONITORING

3.5.1. Approval of course information

In order to ensure that course information is consistent across colleges and the University, it should be approved in liaison with the appropriate faculty and the University's Marketing team (via the Partnerships and Apprenticeships Manager).

Course information for a new programme is produced by the Liaison Manager in liaison with programme leaders and the University's Communications team once it has been validated.

Course information for existing programmes will be updated as part of the University's annual review of course profiles.

3.5.2. Approval of publications and design

Please email commsservices@brookes.ac.uk for approval of logo use across templates, publications and digital designs including course literature, websites and advertisements.

Major online and printed publications should be sent to the Partnerships and Apprenticeships Manager in order to gain approval from appropriate faculty and the Marketing team. Examples include large online advertising campaigns and prospectuses.

3.5

APPROVAL AND MONITORING

3.5.3. Monitoring of digital information

Partners should ensure that all corrections identified in publication approvals or elsewhere are applied to websites immediately.

3.5.4. Monitoring of publicity

All news releases relating to Oxford Brookes University should be emailed to the Press Office at **pr@brookes.ac.uk**