

# GRADUATE OUTCOMES SURVEY

## BRAND TOOLKIT

V1.1

A black and white photograph of a young woman with long dark hair, smiling and sitting at a desk in a modern office. She is wearing a light-colored long-sleeved shirt and jeans. The desk is cluttered with various office supplies, including a laptop, a water bottle, and some papers. In the background, there are shelves with books and other office equipment.

**THOUSANDS OF  
GRADUATE VOICES.  
ONE SURVEY**

# Introduction



We want to improve response rates to the Graduate Outcomes survey. To do that we need a brand that speaks to graduates and galvanises them into action.

With the 15 month gap between end of course and completing the survey and no public link to the survey, we need a strong brand that enhances the value of the survey and unites the graduate community.

Using insights from the Graduate Outcomes brand audit, we have developed a new audience tested brand identity with our creative agency, psLondon.

We believe this new brand identity will resonate with our target audience, the majority of which are between the ages of 18-30, and mitigate the challenges.

**The new Graduate Outcomes brand identity launched on Monday 4 December 2023 to fit with the opening of Year 6 of the survey.**

We hope you recognise the value in updating the brand and ask you to join us in embedding this new bold identity for the benefit of graduates and improving data quality for the sector.



# What's in the toolkit

This toolkit sets out how the new brand identity should be implemented so your organisation can take part in promoting Graduate Outcomes in the next survey year and beyond. It has been created to help anyone creating a visual, written or spoken output for the Graduate Outcomes Survey to accurately convey our brand essence. It is not an exhaustive rule book, it should serve as a guide for content creators to build a better brand and inspire all audiences and related stakeholders

It outlines how to engage with the new brand and includes key messaging, brand guidelines, communications assets for your digital channels and physical assets for use at graduations and other events.

CONTEXT - manifesto, values, how to get involved

COMMUNICATIONS ASSETS LIBRARY

BRAND ELEMENTS - logo, typography

FAQs

MESSAGING - for you to use across channels

GET IN TOUCH - key contacts

**CONTEXT**



Our Manifesto

**Together, we  
can truly make  
a difference.**

Graduate Outcomes is built for the change-makers.

We work with UK universities and colleges to enable all graduates to make their voices heard, using our survey to share perspectives.

Through our data collection and analysis expertise, we reveal the bigger picture of the career paths and opportunities taken by recent graduates, to drive innovation in higher education. Data from graduates today, empowering the students of tomorrow.

## Our Purpose

Graduate Outcomes exists to enable success for every student and graduate.

We work with universities and colleges to empower all graduates to make their voices heard, using our survey to share perspectives. Through our data collection and analysis expertise, we reveal the bigger picture that makes a real impact on the lives of students for years to come.

## Our Values

- Courage
- Transformation
- Advocacy
- Inclusivity
- Honesty
- Opportunity

## Our Personality

- Vibrant
- Empowering
- Confident
- Trusted
- Purposeful

# How to get involved in the brand launch

Here's a checklist of ways to get involved and support the launch of the new brand:

1

## **Support the brand launch on social media**

Share content from Graduate Outcomes on your channels with hash tags

#GraduateOutcomes

#LetsGetReal

#ShapeTheFuture

#MakeYourVoiceCount

#MakeADifference

2

## **Plan and schedule your own content post-launch**

Follow the guidelines for using collateral, use key messaging and download communications resources from the HESA website for social media, emails etc.

3

## **Promote Graduate Outcomes on your website and other communication channels**

Update/add new brand content and messaging to Alumni newsletters, editorials and event materials etc

4

## **Contact your alumni, and development colleagues**

Use your networks to get support with promoting the brand to different audiences.

# BRAND ELEMENTS



**LOGO**

## Primary Logo

Our primary logo is the refined and simplified personification of our brand. As such the integrity of the logo is paramount and the way it is used should remain consistent across all content and communications of our brand.



## Primary Logo: Construction

Our logo has been constructed using consistent spacing and structure to create an aesthetically pleasing and legible shape.



## Logo Variants: White

Our logo has a reversed out variant for when it appears on dark backgrounds.

The image shows a white logo on a black background. The logo consists of the words "GRADUATE" and "OUTCOMES" stacked vertically in a large, bold, sans-serif font. Below "OUTCOMES" is the word "SURVEY" in a smaller, bold, sans-serif font. The entire text is contained within a white, rounded rectangular shape that has a small notch on its right side, resembling a speech bubble or a document icon. The text is reversed out, meaning it is white against the black background.

**GRADUATE  
OUTCOMES  
SURVEY**



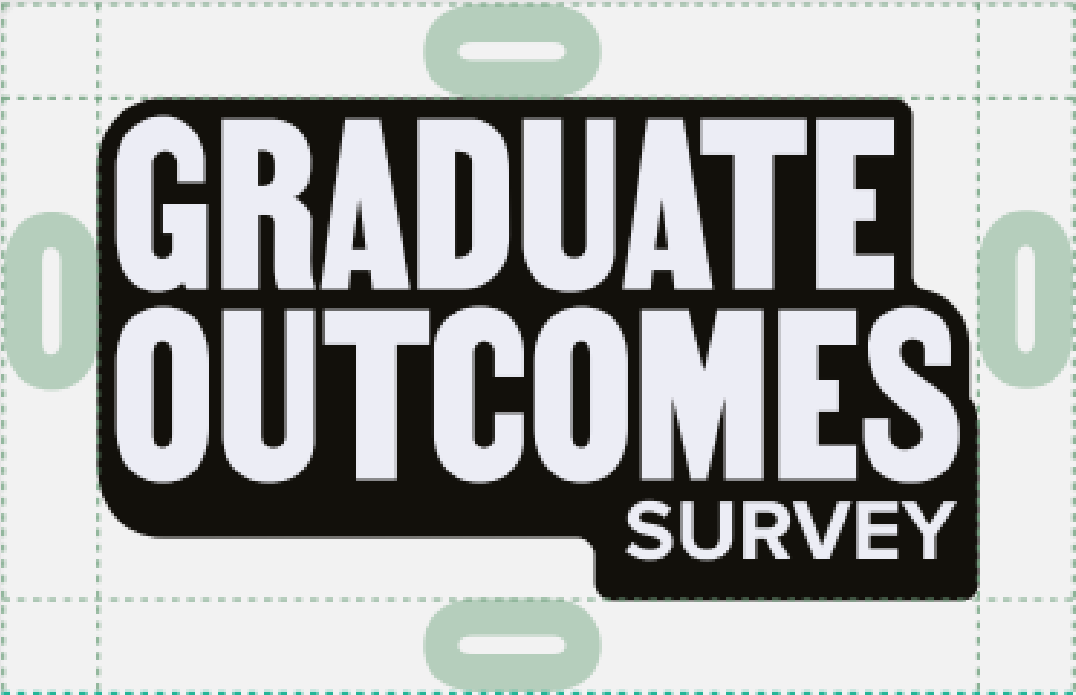
## Logo Variants: Welsh

**AROLWG  
HYNT  
GRADDEDIGION**

**AROLWG  
HYNT  
GRADDEDIGION**

# Logo size, position and exclusion zone

An exclusion zone for our logo set exists to ensure that the integrity and message of the brand is not compromised by other elements encroaching on the space around it.



MIN SIZE



45MM  
125 PX

# Logo Do's and Dont's

To keep the integrity of our logo and brand don't distort the logo in anyway.



**TYPOGRAPHY**



**Our brand strapline**

**THOUSANDS OF  
GRADUATE VOICES.  
ONE SURVEY.**

**Our brand strapline**

**THOUSANDS OF  
GRADUATE VOICES.  
ONE SURVEY.**

## Headline type

The headline font is only to be used in artwork provided in Graduate Outcomes collateral which you can download from the [HESA website](#) from Monday.

It is not to be used as a live font.



LET'S  
GET REAL

The image shows the phrase "LET'S GET REAL" in a bold, blocky, sans-serif typeface. The letters are a vibrant orange color and are surrounded by a very thick, solid black outline, giving it a three-dimensional, sticker-like appearance. The text is arranged in two lines: "LET'S" on the top line and "GET REAL" on the bottom line. The overall style is modern and impactful, typical of contemporary branding or promotional materials.

Body Copy

Our body copy is Arial Regular with the addition of Arial Bold for subheadings.

Tracking is set at +10 and leading is +4 the body copy size.

AaBbCc

DdEeFf

GhHhIi

AaBbCc

DdEeFf

GhHhIi

Ibus sus restrum, ulla  
aceatur? Tem laboria  
ipsunt. Igenimusan et  
il in conemod quibus  
voloruntium hit inusciam  
sumque moloribus ea pre  
venihillam, cum faccullest  
ma simi, enem con est  
quunt explici endiossum

Ex estrum que sit qui re et  
alique essim reicto con provid  
quodiciae ma site sint id qui sit  
re nim ipsapit amusant dissecto  
magnat la non nobit alia  
exerrovid mod ullabore

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doluptaeptae consequam  
quiame dus ne ommodi  
officiti doluptius perum  
doluptas dolorum vel  
est liquas nam, essit alit  
res sequiss ernate nus  
repudae quae ex erovita  
aliam et es sitatur asimoll

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rera velique perro occullorum  
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fugitassimet ut



## Type In Context

This is an example of the jointly branded emails sent by HESA.

Warm up emails are normally sent two weeks in advance of the 'Survey opening' emails for each cohort.

We have the [suggested graduate contact plan](#) for providers to contact graduates at various points from the end of their courses.


Please use the new branded assets to create your own emails to contact Cohort B (12 months post-course completion) & D (6 months post-course completion) this December.




**COLOUR**

# Palette


The HESA Palette has been used as a base for the brand with the addition of a new baby pink specifically for The Graduate Outcomes Survey.




R:239 G:128 B:177  
C:0 M:63 Y:0 K:0  
HEX: #EF80B1




R:206 G:15 B:105  
C:13 M:98 Y:24 K:3  
HEX: #CE0F69




R:115 G:163 B:129  
C:60 M:19 Y:56 K:3  
HEX: #73A381



R:235 G:217 B:162  
C:0 M:18 Y:42 K:0  
HEX: #FED9A2




R:13 G:34 B:76  
C:100 M:79 Y:12 K:59  
HEX: #0D224C




R:203 G:206 B:218  
C:24 M:17 Y:10 K:0  
HEX: #CBCEDA



R:56 G:73 B:115  
C:87 M:71 Y:30 K:16  
HEX: #384973



R:126 G:156 B:193  
C:56 M:33 Y:12 K:0  
HEX: #7E9CC1



R:48 G:181 B: 172  
C:71 M:0 Y:39 K:0  
HEX: #30B5AC



R:244 G:244 B:244  
C:5 M:1 Y:1 K:1  
HEX: #F4F4F4



R:0 G:170 B:136  
C:80 M:0 Y:58 K:0  
HEX: #00AA88



R:164 G:18 B:62  
C:23 M:100 Y:59 K:18  
HEX: #A8123E

## Colour Combinations

These colour combinations have been picked out for brand consistency but also to ensure accessibility. Accessibility is also aided by the thick black outline.



**IMAGERY**



## Imagery Styling

Our imagery is styled in black and white to contrast the colourful brand and our subjects are confident, yet relaxed.





## Imagery and Strapline

Our strapline is placed on top of imagery in Arial Black. It is set on three lines as shown and images should be positioned so the type doesn't obscure their face.

It is coloured in HESA Yellow and a transparent black radial gradient is placed behind to subtly aid contrast and legibility.



**MESSAGING**

## Level 1: Encouragement Headline

Our top level headline encourages graduates to be honest and talks to them in a colloquial, friendly manner.



**LET'S  
GET REAL**

## Level 2: Outcome Headlines

Our second level headlines focus on the outcome of the survey, telling the audience about the importance and impact they can create.

**MAKE A  
DIFFERENCE**

**SHAPE THE  
FUTURE**

**MAKE YOUR  
VOICE COUNT**



## Roundel

Our roundel is a graphic element that can be placed on collateral to emphasise how quick the survey is to fill out.

There are two versions: one for dark backgrounds and one for light backgrounds.



# Key messages for graduates - intro to Graduate Outcomes:

## English version:

The Graduate Outcomes survey exists to improve the experience of future students.

That's why we want to hear from you. We'd like to understand more about your career path and experiences after leaving higher education.

We ask all graduates to share their perspectives, 15 months after they finish their course, to build a national picture that UK universities and colleges use to innovate their services. League tables, Prospects and The Complete University Guide use our Graduate Outcomes data to help students make decisions about their future.

## Welsh version:

Mae'r arolwg Hynt Graddedigion yn bodoli i wella profiad myfyrwyr y dyfodol.

Dyna pam rydyn ni eisiau clywed oddi wrthyhych. Hoffem ddeall mwy am eich llwybr gyrfa a'ch profiadau ar ôl gadael addysg uwch.

Rydym yn gofyn i'r holl raddedigion rannu eu safbwyntiau, 15 mis ar ôl iddynt orffen eu cwrs, i greu darlun cenedlaethol y mae prifysgolion a cholegau'r DU yn ei ddefnyddio i arloesi eu gwasanaethau. Mae 'Prospects' a 'The Complete University Guide' hefyd yn defnyddio ein data Hynt Graddedigion i helpu myfyrwyr i wneud penderfyniadau am eu dyfodol.



# Key messages for graduates - short call to action

## English version:

Make a difference to people like you.

By completing the Graduate Outcomes survey – which takes less than 10 minutes - your voice will have a meaningful impact on students for years to come.

#makeyourvoicecount #shapethefuture #makeadifference

## Welsh version:

Gwnewch wahaniaeth i bobl fel chi.

Drwy gwblhau'r Hynt Graddedigion arolwg - sy'n cymryd llai na 10 munud - bydd eich llais yn cael effaith ystyrlon ar fyfyrwyr am flynyddoedd i ddod.

#Gwnewchichllaisgyfrif #Lluniordyfodol #GwnewchGwahaniaeth

# Key messages for both graduates/students: intro

## English version:

Did you look at league tables, The Guardian University Guide or Prospects Career Guides to help you chose where and what to study? If you did, then Graduate Outcomes data would have helped you get where you are today.

Around 15 months after finish your course, you will receive an email inviting you to take part in Graduate Outcomes. It will take less than 10 minutes to complete and will provide valuable insight into higher education for the next generation of students. Sharing your perspectives and outcomes builds a national picture that UK universities and colleges use to innovate their services.

Make your voice count!

## Welsh version:

A wnaethoch chi edrych ar dablau cynghrair, 'The Guardian University Guide' neu 'Prospects Career Guides' i'ch helpu i ddewis ble a beth i'w astudio? Pe baech yn gwneud hynny, yna byddai data Hynt Graddedigion wedi eich helpu i gyrraedd lle rydych chi heddiw.

Tua 15 mis ar ôl i chi orffen eich cwrs, byddwch yn derbyn e-bost yn eich gwahodd i gymryd rhan mewn Hynt Graddedigion. Bydd yn cymryd llai na 10 munud i'w gwblhau a bydd yn rhoi cipolwg gwerthfawr ar addysg uwch i'r genhedlaeth nesaf o fyfyrwyr. Mae rhannu eich safbwyntiau a'ch canlyniadau yn adeiladu darlun cenedlaethol y mae prifysgolion a cholegau y DU yn ei ddefnyddio i arloesi eu gwasanaethau.

Gwnewch i'ch llais gyfrif!

# Key messaging for ‘About the survey’:

English version:

[Graduate Outcomes](#) is built for the change-makers.

[HESA](#) works with UK universities and colleges to enable all graduates to make their voices heard, using the Graduate Outcome survey to share perspectives. Through data collection and analysis expertise, we reveal the bigger picture of the career paths and opportunities taken by recent graduates, to drive innovation in higher education.

Data from graduates today, empowering the students of tomorrow.

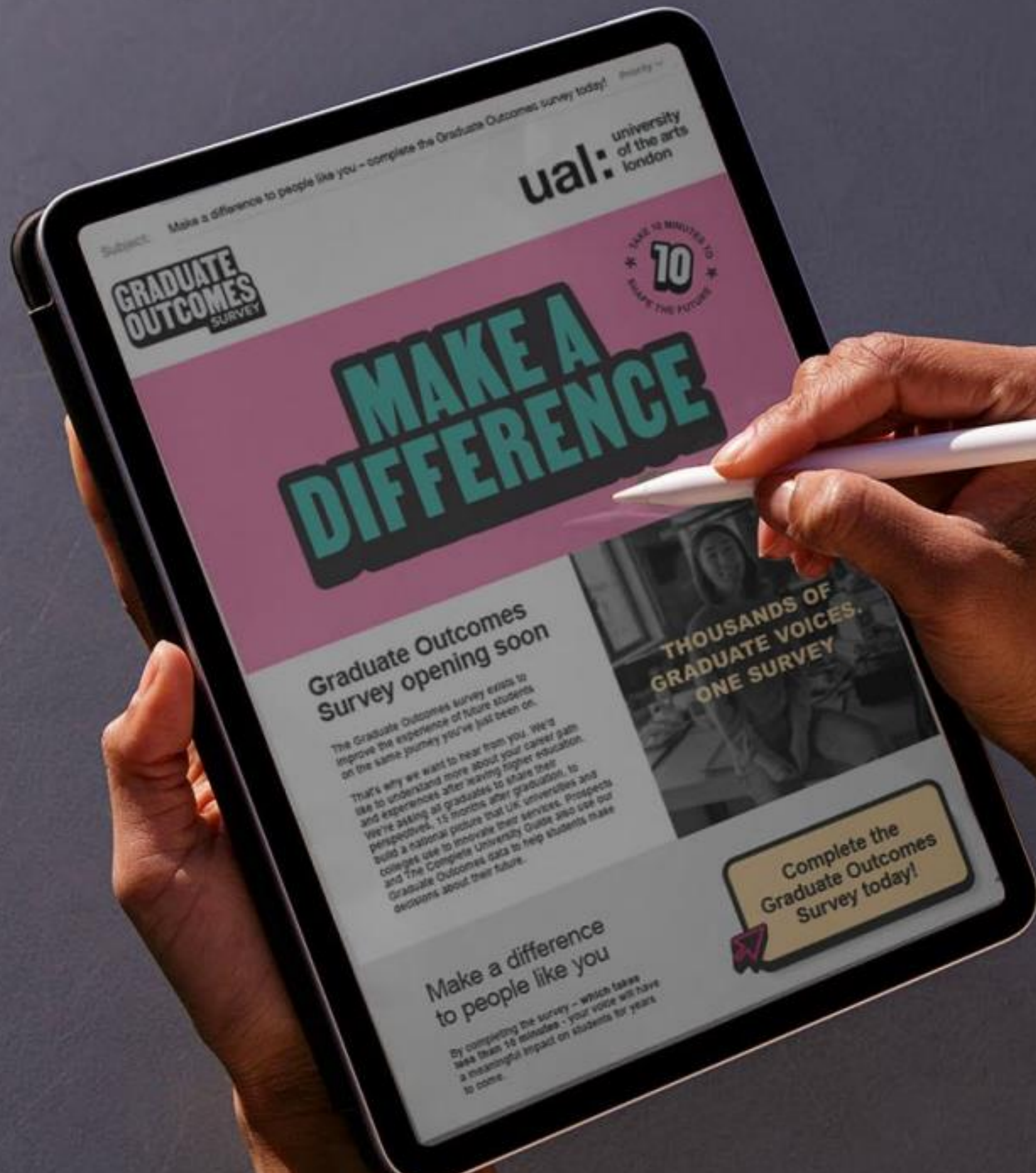
Welsh version:

Mae [Hynt Graddedigion](#) wedi'u hadeiladu ar gyfer y newidwyr.

Mae HESA yn gweithio gyda phrifysgolion a cholegau'r DU i alluogi'r holl raddedigion i leisio eu barn, gan ddefnyddio ein harolwg Hynt Graddedigion i rannu safbwyntiau. Drwy ein harbenigedd casglu a dadansoddi data, rydym yn datgelu'r darlun ehangach o'r llwybrau gyrfa a'r cyfleoedd a gymerwyd gan raddedigion diweddar, i yrru arloesedd mewn addysg uwch.

Data gan raddedigion heddiw, gan rymuso myfyrwyr yfory.





Subject: **GRADUATE OUTCOMES SURVEY**

Make a difference to people like you - complete the Graduate Outcomes survey today!

ual: university of the arts london

TAKE 10 MINUTES TO  
**10**  
SHAPE THE FUTURE

**MAKE A DIFFERENCE**

**Graduate Outcomes Survey opening soon**

The Graduate Outcomes survey exists to improve the experience of future students on the same journey you've just been on. That's why we want to hear from you. We'd like to understand more about your career path and experiences after leaving higher education. We're asking all graduates to share their perspectives, 15 months after graduation, to build a national picture that UK universities and colleges use to improve their services. Prospects and The Complete University Guide also use our Graduate Outcomes data to help students make decisions about their future.

**THOUSANDS OF GRADUATE VOICES. ONE SURVEY**

**Complete the Graduate Outcomes Survey today!**

**Make a difference to people like you**

By completing the survey - which takes less than 10 minutes - your voice will have a meaningful impact on students for years to come.



GRADUATE  
OUTCOMES  
SURVEY

OXFORD  
BROOKES  
UNIVERSITY

# SHAPE THE FUTURE

The Graduate Outcomes survey will be emailed to you 15 months after graduation. It captures the diverse perspectives and accomplishments of the graduate community to help future students.

This is your chance  
to make your voice count.

Find out  
more here



THOUSANDS OF  
GRADUATE VOICES.  
ONE SURVEY.



HESA

# COMMUNICATIONS ASSETS LIBRARY

Download logos, hero images and artwork from  
[Communications resources](#) on the HESA website

We will be adding more to the library of assets following the launch



# Social Media - Graduate Outcomes accounts

Please use these hashtags where you can to encourage engagement: #GraduateOutcomes #LetsGetReal #ShapeTheFuture #MakeYourVoiceCount #MakeADifference

Please like/follow the Graduate Outcomes accounts and share the new brand with your student & graduate communities.

**LinkedIn:** [Graduate Outcomes](#)

**X (formerly Twitter):** [@grad\\_outcomes](#)

**Facebook:** [facebook.com/GraduateOutcomes](#)

**Instagram:** [instagram.com/graduate\\_outcomes](#)



# FAQs

## Where can I find the new branded assets?

All available assets for the launch are linked in this document in the 'Communication assets library'. All other assets are on the [Communications resources](#) webpage on the HESA website ready to download.

## When should we use these new branding from?

Now! The new brand launched on Monday 4 December 2023. From this date, it's essential that your websites and social channels are all showing the new brand. Please share the new brand via social media, add to internal & external newsletters and change any webpages to show the new logo, hero image, social media content. You also have access to assets such as email templates, roller banners and a video, with more coming soon.

## Where can I find the new font?

Arial is used for the body text and subtitles and is widely available. You do not need access to the font used in the artwork. All assets are provided for you and can be downloaded from the [Communications resources](#) webpage on the HESA website.

# Get in touch

If you have any questions, please contact:

## **Branding/press and media:**

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