

GRADUATE OUTCOMES SURVEY

BRAND TOOLKIT



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.



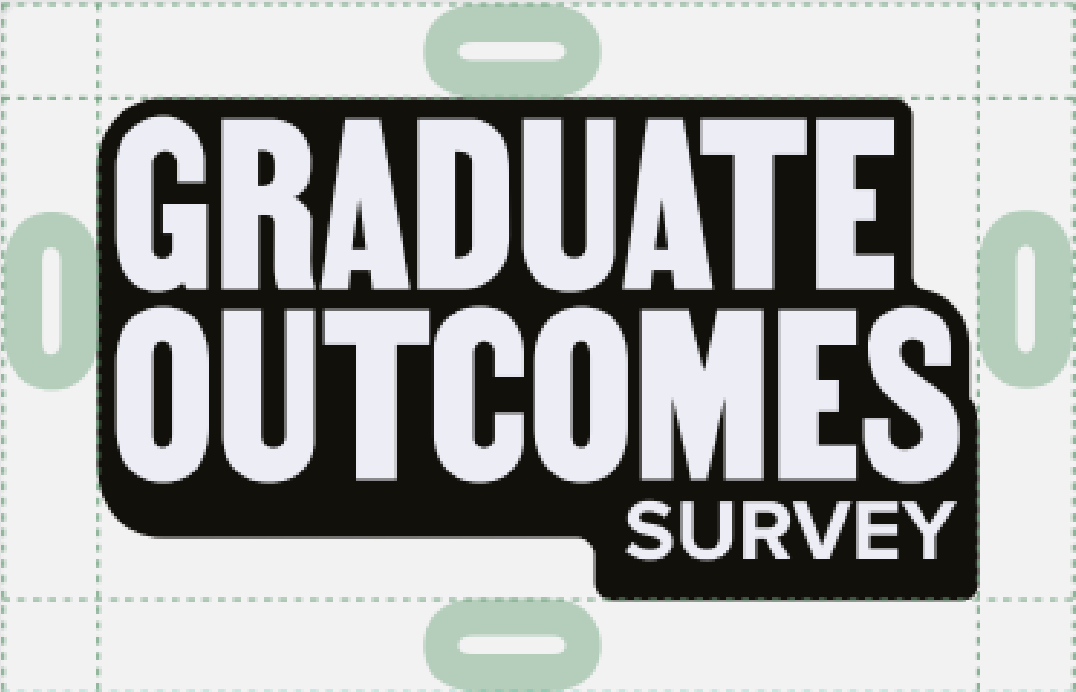
Logo Variants: Welsh

**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.**

Headline type

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

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, stylized font. The letters are a vibrant orange color and are outlined with a thick, solid black border. The font has a blocky, almost stencil-like appearance with rounded corners. The text is arranged in two lines: "LET'S" on the top line and "GET REAL" on the bottom line. The entire graphic is set against a plain white background.

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 AaBbCc
DdEeFf DdEeFf
GhHhIi GhHhIi

Ibus sus restrum, ulla
aceatur? Tem laboria
ipsunt. Igenimusant 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

**Am, cone deles
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**

Ignatur? Si invello volupt
atus aliquam, tem vendi
officid quibus reribus niscitis
rera velique perro occullorum
vent verum ius essim
fugitassimet ut

This is an example of the jointly branded email invitation 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 templates and assets provided to create your own warm up emails to graduates as part of this plan.



The banner features the 'GRADUATE OUTCOMES SURVEY' logo in a bold, black, blocky font at the top left. To its right is the Gloucestershire College logo, consisting of the letters 'GC' in a stylized font above the text 'gloucestershire college'. The central part of the banner has a pink background with the text 'MAKE A DIFFERENCE' in large, teal, blocky letters. A circular badge in the top right of this section says 'TAKE 10 MINUTES TO SHAPE THE FUTURE' around the number '10'. To the right of the pink section is a black and white photo of four diverse graduates. Overlaid on the photo is the text 'THOUSANDS OF GRADUATE VOICES. ONE SURVEY.' At the bottom of the banner is a white box with a black border containing the text 'Complete the Graduate Outcomes survey today!' in a bold, black font.

GRADUATE OUTCOMES SURVEY

gloucestershire college

TAKE 10 MINUTES TO SHAPE THE FUTURE

MAKE A DIFFERENCE

THOUSANDS OF GRADUATE VOICES. ONE SURVEY.

Graduate Outcomes survey now open!

Dear Mike,

The Graduate Outcomes survey exists to improve the experience of future students on the same journey you've just been on.

As a recent graduate of Gloucestershire College, 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 finishing their course, to build a national picture that UK universities and colleges use to innovate their services. By completing the survey - **which takes less than 10 minutes** - your voice will have a meaningful impact on students for years to come.

Complete the Graduate Outcomes survey today!

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



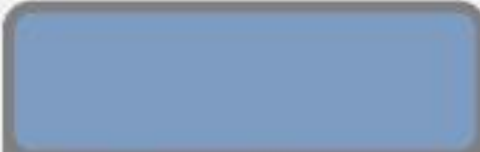
R:13 G:34 B:76
C:100 M:79 Y:12 K:59
HEX: #0D224C



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

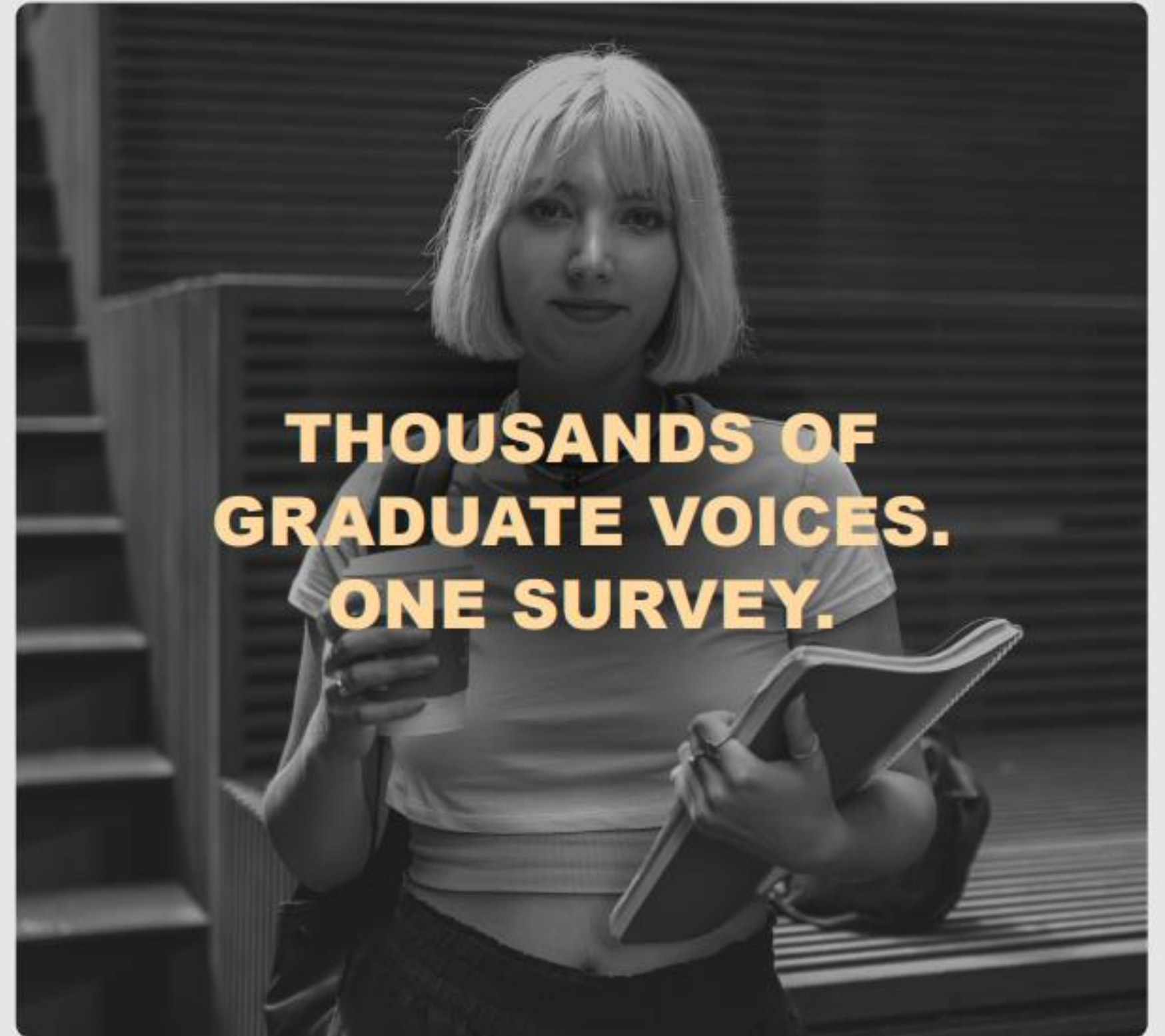
Our imagery is styled in black and white to contrast the colourful brand and our subjects are confident, yet relaxed.



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 choose 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.

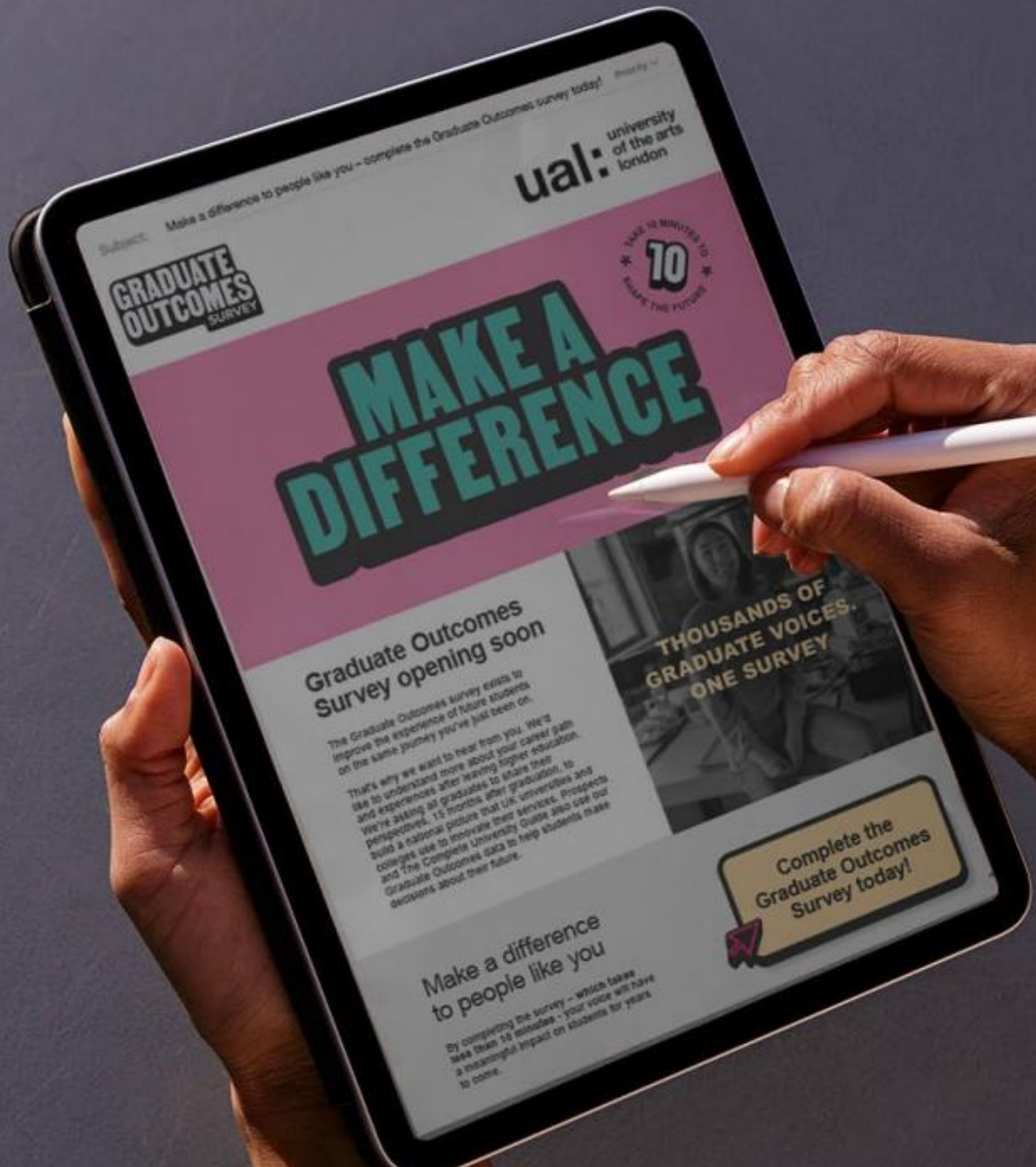
Data from graduates today, empowering the students of tomorrow.

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

Priority: **ual: university of the arts london**

GRADUATE OUTCOMES SURVEY

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 our growing suite of assets from [Communications resources](#) on the HESA website.

Here you will find a flyer, PowerPoint presentation, animated videos, social media assets, roller banner and much more.

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](https://www.linkedin.com/company/graduate-outcomes)

X (formerly Twitter): [@grad_outcomes](https://twitter.com/grad_outcomes)

Facebook: [facebook.com/GraduateOutcomes](https://www.facebook.com/GraduateOutcomes)

Instagram: [instagram.com/graduate_outcomes](https://www.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 and 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.

FAQs continued...

Can you provide all the individual images so we can make our own assets?

The brand, visual identity and assets have been specifically created to speak to graduates and galvanise them into action. The different elements (strapline, imagery, encouragement and outcome headlines) are designed to work together as shown in the various 'hero' images we have provided. If we supplied all of the individual images, we would very quickly see a dilution of the brand as the images would be used in different ways and to varying success! So during this very early and important time in the launch of the brand, it's vital that what graduates see is consistent and retains its integrity as it was designed.

I have an idea for a new communication resource – can you help?

Yes! You are the experts and know what materials you need in your brand awareness campaigns. Get in touch with Lisa at communications@hesa.ac.uk with your requirements / ideas. If we think that lots of providers would benefit from that asset, we will get it created and made available on the website.

Get in touch

If you have any questions, please contact:

Branding/press and media:

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All other enquiries:

communications@hesa.ac.uk

