

ual awarding
body

Brand and visual identity guidelines — for approved UAL Awarding Body centres



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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 UAL Centre Agreement 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 UAL Awarding Body 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 materials meet the guidelines, please email comms.awarding@arts.ac.uk

1. Review and sign off

1.1 Sign-off parties

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.

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.

The team endeavour to respond to all such queries within five working days.

2. Translated text

2.1 Translation

These guidelines provide an overview of how the Centres must not translate our brand (UAL Awarding Body) or any of our qualification titles (e.g. UAL Level 2 Diploma in Art and Design) into different languages. These must appear in English text at all times.

The exception to this is for centres in Wales if a qualification is offered in Welsh and we have made a Welsh translation of the official specification available. In such cases the qualification name can be given in the precise Welsh version given in our translation as long as the English language title also appears clearly alongside.

3. How to reference UAL Awarding Body in text

3.1 Distinction between UAL and UAL Awarding Body

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:

- University of the Arts London (UAL) Awarding Body
- UAL Awarding Body

The only exception to this rule is when referring to the qualification’s titles (see 3.5). **Abbreviations, such as UALab are no longer permitted.**

3.2 How to describe the relationship

Centres **must** describe their relationship with UAL Awarding Body as follows:

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[Name of university/college] **is an approved centre** for UAL Awarding Body [name of qualification].

Centres **must not** refer to the relationship as a 'partnership' or any other language that implies they are a part of University of the Arts London (UAL). This includes language that suggests a direct pre-agreed progression route from UAL Awarding Body qualifications to UAL Degree courses.

If you have any questions about this contact comms.awarding@arts.ac.uk

3.3 About UAL Awarding Body

The following text should be used when describing UAL Awarding Body in press releases etc.

UAL Awarding Body believes in transformative education. They design and award creative qualifications that empower and inspire educators to help students reach their potential.

UAL Awarding Body is regulated by Ofqual, Qualifications Wales and CCEA Regulation and currently offers qualifications in Art and Design, Fashion Business and Retail, Creative Media Production and Technology, Music Performance and Production and Performing and Production Arts. They are also the UK's leading provider of the Foundation Diploma in Art and Design. Their qualifications have high retention and achievement rates because they are flexible, responsive and relevant to industry needs, and facilitate student progression.

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.

If you require a shorter version, the third paragraph may be omitted but please do not alter this text in any other way. **You must not use the third paragraph without the context of the first two paragraphs.**

If you require an alternative description, please contact the UAL Awarding Body marketing team: comms.awarding@arts.ac.uk.

3.4 Referencing UAL

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. Centres must not promise or imply guaranteed progression to UAL Colleges.

3.5 Title of Qualifications

Centres must refer to UAL Awarding Body qualifications using their full regulated title. This includes on the college website, in marketing material (digital and print) and in communications with students.

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

Where a specialist discipline is indicated in your advertising, you must ensure that students and prospective students are made aware that only the regulated title only will appear on the certificate, and there will be no reference to the specialist discipline. Centres can, however, describe in subsequent content and copy the way the qualification will be delivered and areas of specific focus if appropriate.

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

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ensure all related content is not misleading to their students. Centres who do not comply with this provision as set out in the UAL Approved Centre Agreement will be asked to comply and subject to the Sanctions Policy.

List of qualifications

Art and Design

- UAL Entry Level Certificate in Art and Design
- UAL Level 1 Award and Diploma in Art, Design and Media
- UAL Level 2 Award and Diploma in Art and Design
- UAL Level 3 Diploma and Extended Diploma in Art and Design
- UAL Level 3 Applied General Diploma and Extended Diploma in Art and Design
- UAL Level 3 Diploma and Extended Diploma in Creative Practice: Art, Design and Communication
- UAL Level 3 Subsidiary Diploma in Visual Arts
- UAL Level 3 and 4 Foundation Diploma in Art and Design

Creative Media Production and Technology

- UAL Level 1 Award and Diploma in Art, Design and Media
- UAL Level 2 Award and Diploma in Creative Media Production and Technology
- UAL Level 3 Diploma and Extended Diploma in Creative Media Production and Technology

Performing and Production Arts

- UAL Entry Level Certificate in Performing Arts
- UAL Level 1 Award and Diploma in Music, Performing and Production Arts
- UAL Level 2 Award and Diploma in Performing and Production Arts
- UAL Level 3 Diploma and Extended Diploma in Performing and Production Arts

Music Performance and Production

- UAL Level 1 Award and Diploma in Music, Performing and Production Arts

- UAL Level 2 Award and Diploma in Music Performance and Production
- UAL Level 3 Diploma and Extended Diploma in Music Performance and Production

Fashion Business and Retail

- UAL Level 2 Award and Diploma in Fashion Business and Retail
- UAL Level 3 Diploma and Extended Diploma in Fashion Business and Retail
- UAL Level 4 Diploma in Fashion Retail
- UAL Level 4 Diploma in Garment Technology for Fashion Retail
- UAL Level 4 Diploma in Visual Display and Branding for Fashion Retail
- UAL Level 4 Diploma in Buying and Range Planning for Fashion Retail

Professional Diplomas

- UAL Level 4 Professional Diploma in Technical and Production Practice for the Creative Industries
- UAL Level 4 Professional Diploma in Creative Enterprise
- UAL Level 4 Professional Diploma in Performance

Extended Project Qualification

- UAL Level 3 Extended Project Qualification

Short Courses

- UAL Level 2 and 3 Award and Certificate in Drawing
- UAL Level 2 and 3 Award and Certificate in Photography
- UAL Level 2 and 3 Award in Printmaking
- UAL Level 2 Certificate in Applied Drawing

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4.0 Visual identity and logo

4.1 Use of logo and visuals

This is the UAL Awarding Body logo:



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 redraw our logo.

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.

The minimal dimensions are 40mm width on paper sized A6 or above.

Our logo is an important element of our visual identity. It helps audiences to understand how we relate to UAL and unifies the UAL brand across communications.

When using the UAL Awarding Body logo, you should always use the master artwork and never recreate or change the logo design. To ensure you use our logos correctly, please follow these tips:

- The logo should only be used in black or white, depending on the background colour.
- The logo should be kept in proportion and not stretched
- Do not rotate the UAL Awarding Body logo
- Do not rearrange the order of the logo

- Do not display the logo in a colour other than black or white
- Do not use the logo over imagery which does not offer a high contrast
- Do not use imagery within our logos
- Our logo should not be used within a sentence or as part of a word. If you want to use our name in copy, it should be written in sentence case without the colon: UAL Awarding Body

4.2 Use of colour

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.

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/>