

# NCUK Study Centre - Marketing & Logo Guidelines.

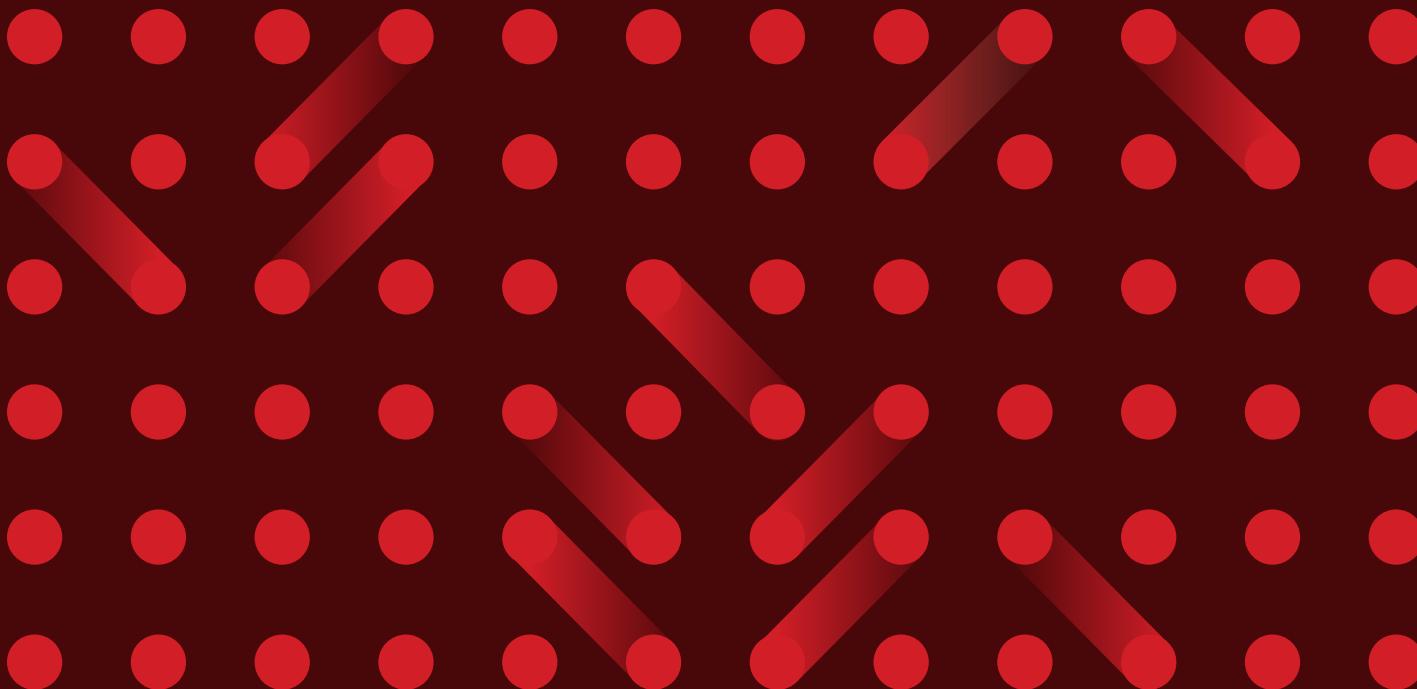
**NCUK**  
UNIVERSITY PATHWAYS



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# Introduction.



Welcome to our Global Network of Study Centres. Our shared mission is to expand access to world-leading education for aspirational students worldwide and to support them to succeed.

The purpose of these guidelines is to provide clarity on how to successfully market NCUK, including the usage of NCUK's logos in your materials, as well as to provide more information on how to promote our products and services.

As an NCUK Study Centre, your role is to actively recruit students onto NCUK Programmes and counsel them on their journey to an NCUK University Partner, finding the best option for them.

## Your roles and responsibilities

**As a marketing team you must fulfil the following responsibilities:**

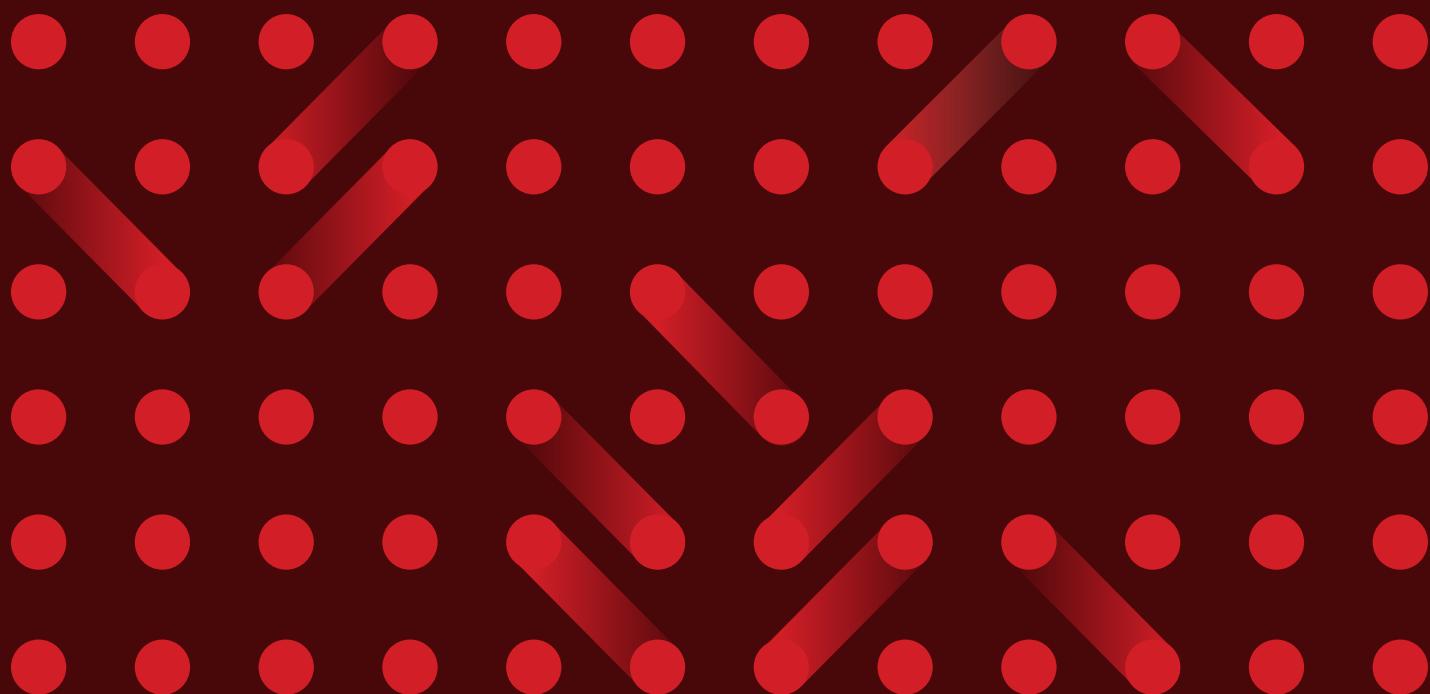
- You must promote NCUK's Programmes on your website as well across your social media channels, website and events
- You are responsible for recruiting students onto NCUK Programmes
- You must adhere to the guidelines and rules outlined in this document

## NCUK's roles and responsibilities

**NCUK's Marketing team must fulfil the following responsibilities:**

- NCUK will provide your centre with a full onboarding and induction as well as providing regular catch ups with a dedicated NCUK Marketing Executive.
- NCUK will generate student enquiries to Study Centres via NCUK's website
- To give Study Centres access to hundreds of ready-made assets via NCUK's Brandkit
- To train marketing staff at the Study Centre on product messaging and positioning
- To send Study Centres regular updates via marketing bulletins

# NCUK logo usage.



2

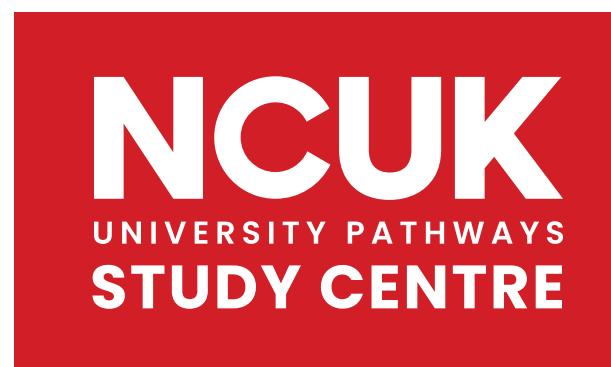
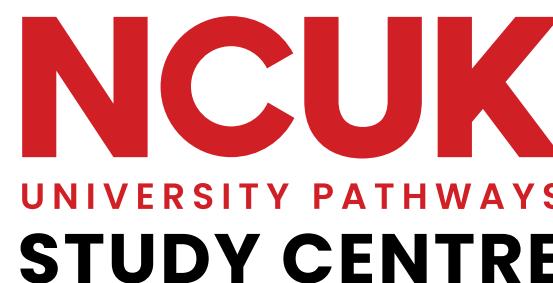
You must lead with your own organisation's brand in all of the marketing materials that you develop.  
The NCUK and Study Centre brands should remain distinct to avoid any confusion about your identity as an independent organisation. Do not use NCUK's visual identity, such as colours, corporate brand logos, or fonts, and ensure compliance with our logo usage guidelines at all times.

## NCUK Study Centre logo usage.

As an NCUK Study Centre, you **must** use the **NCUK Study Centre logo** in any materials that you develop to promote NCUK programmes and services.

You can download all logos listed in this document from NCUK's Brandkit [[register through this link](#)], which also contains ready-made and pre-approved marketing materials that can support your marketing efforts when communicating with parents, students and other stakeholders.

*NB: Please note that if you are pending full accreditation from NCUK, you must include a disclaimer in your marketing materials that state “\*[your organisation name] is contracted with NCUK to deliver NCUK pathway programmes, subject to completing NCUK’s accreditation process.”*



NCUK Study Centres are **not permitted** to use NCUK's corporate brand logo on any of their marketing materials.

This logo is copyrighted to NCUK only.

As a NCUK Study Centre, **you are permitted** to use the NCUK Study Centre logo

A white version of the logo can also be used where applicable – to ensure maximum contrast and visibility against the background.

## NCUK Study Centre Co-Branded Logo.

NCUK Study Centres may use this logo on their marketing materials.

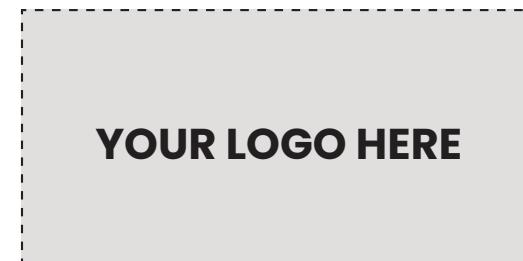
Lead with your own logo on the left-hand-side with the 'NCUK Study Centre' logo on the right.

The co-brand logo should look visually equal. Your logo should never be longer than the NCUK Study Centre logo

### Exclusion Zone.

Always maintain an equal minimum clear space around the outside edge of the co-brand logo.

When adding your own logo, leave equal space between the black line.



[Click here to download logos](#)

## NCUK Study Centre Logo Don'ts.

1. **Don't** change the transparency of the logo.
2. **Don't** rotate the logo.
3. **Don't** stretch or distort the logo in any way.
4. **Don't** re-colour the logo.
5. **Don't** remove the 'Study Centre' strapline.
6. **Don't** place the logo over a section of an image with poor visibility/ contrast.
7. **Don't** lead with the 'NCUK Study Centre' logo on the left.

You should **always** lead with **your** logo on the left.



## NCUK Programme Logos usage.

NCUK has created distinct logos for each of its pathway programmes to establish a strong and appealing brand identity.

NCUK Study Centres are encouraged to utilise these logos in order to help support the marketing of the programmes that they are delivering.

A white version of the logo can also be used where applicable – to ensure maximum contrast and visibility against the background.

**\*For cobranded logo and exclusion zone, please refer to the same rules outlined in page 9**

[Click here to download logos](#)



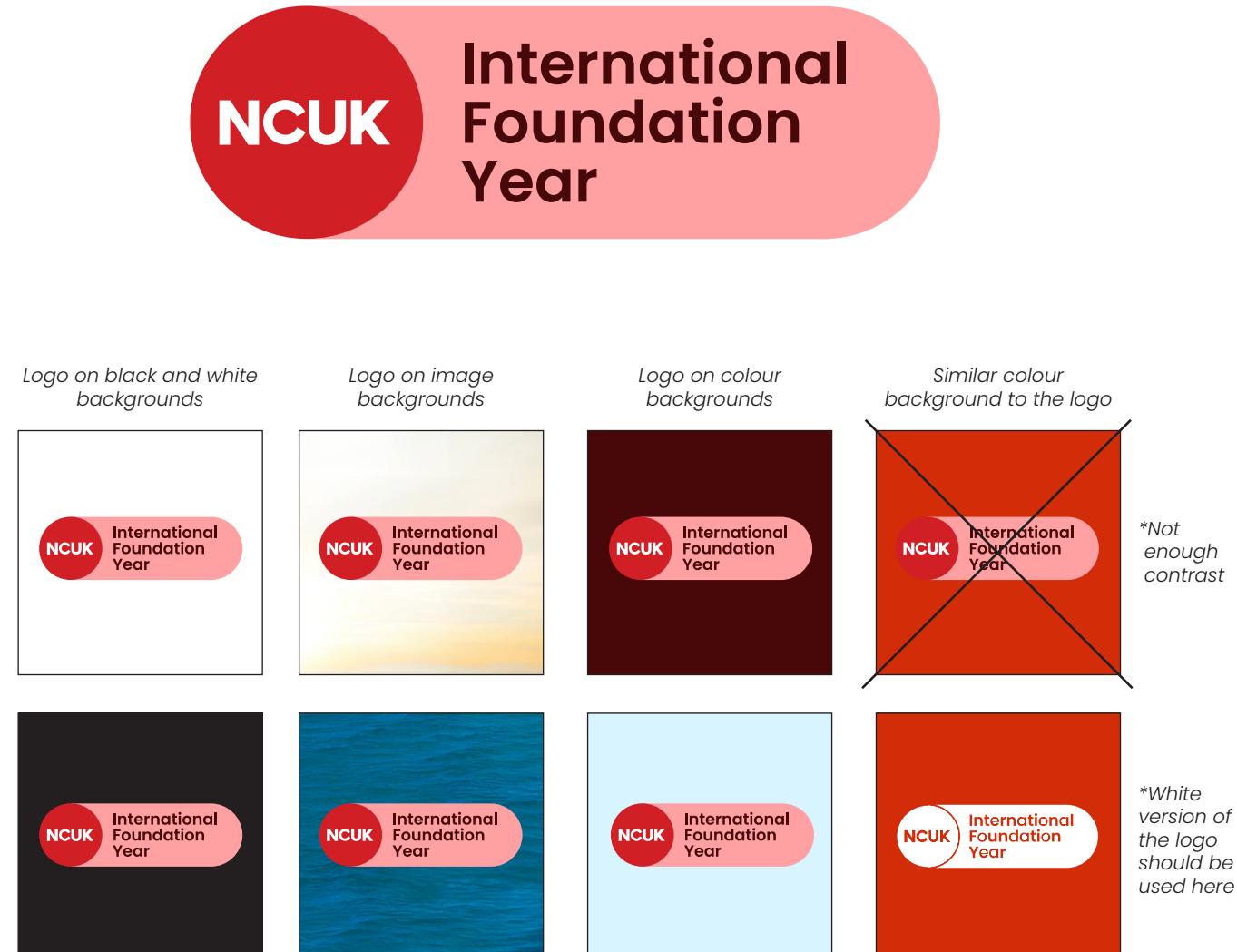
## NCUK Programme Logo Visibility.

To increase visibility our logo should be applied in colour or in white.

Over an image, we need to make sure the logo is placed with consideration on a section of the photograph that maximises visibility.

When our logo is applied over a block background colour we should make sure that there is maximum contrast between the background colour and the logo.

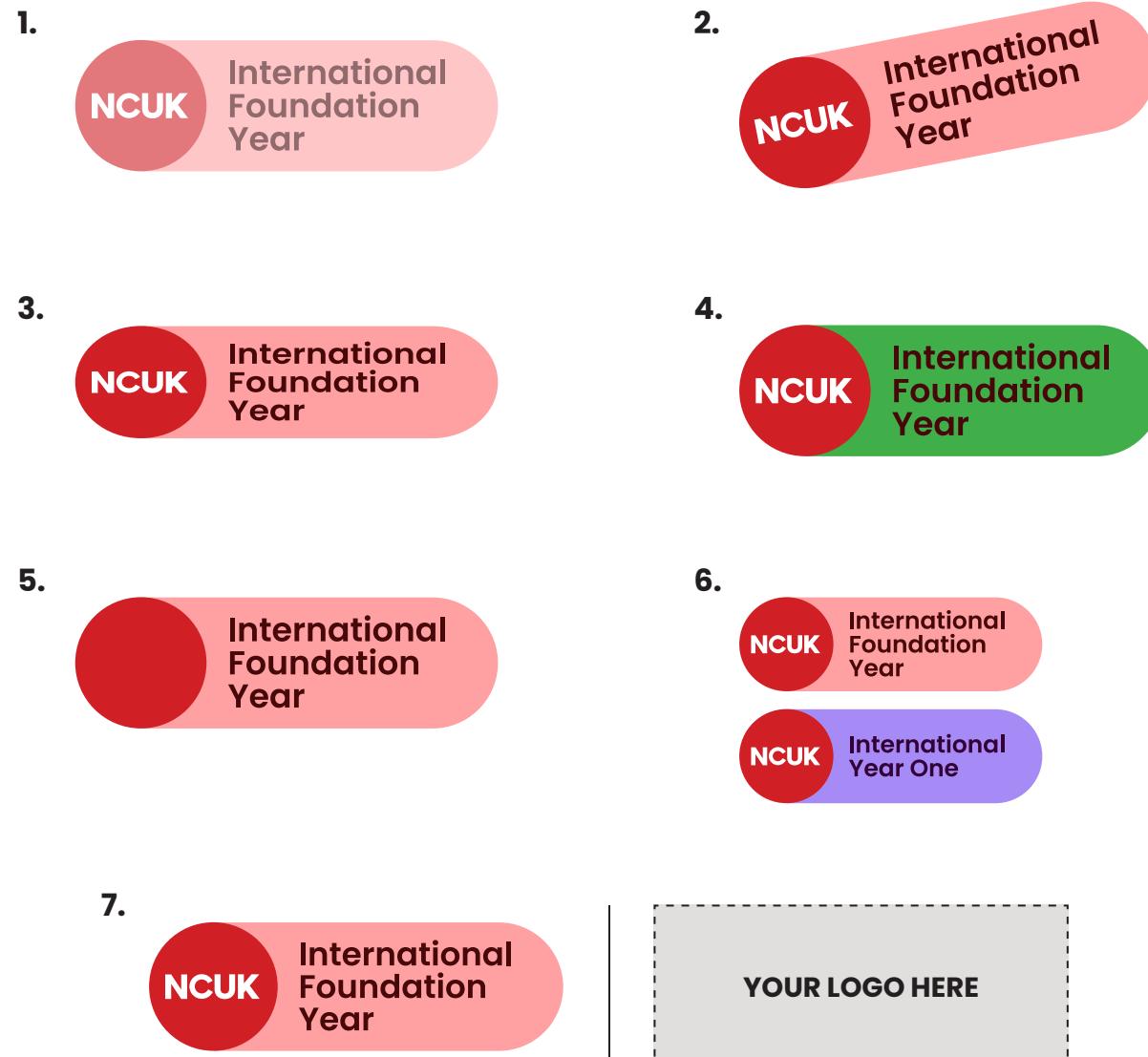
The white version of the logo should be used when the background colour has poor contrast to the colours featured in the logo.



## NCUK Programme Logo Don'ts.

1. **Don't** change the transparency of the logo.
2. **Don't** rotate the logo.
3. **Don't** stretch or distort the logo in any way.
4. **Don't** re-colour the logo.
5. **Don't** remove the 'NCUK' lettering.
6. **Don't** 'stack' or use more than one programme logo at the same.
7. **Don't** lead with the 'NCUK Programme' logo on the left.

You should **always** lead with **your** logo on the left.

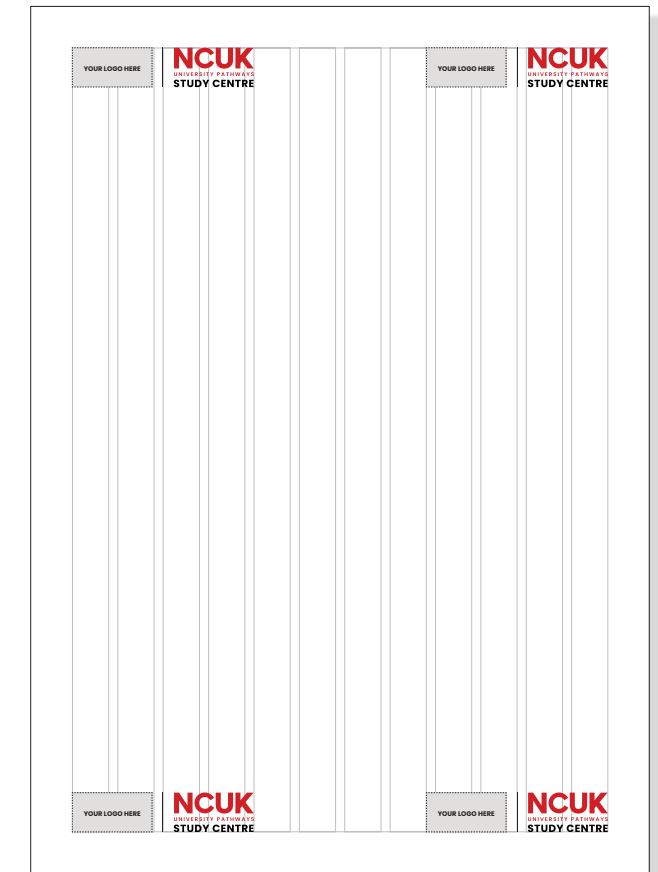
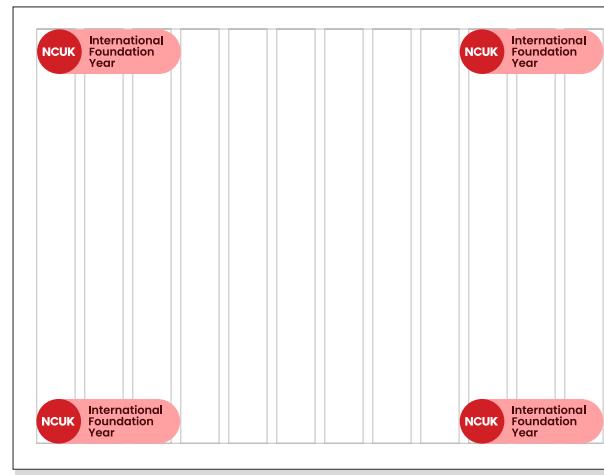


## Logo placement guidelines.

The logos should always be positioned in one of the four corners of a design, where there is maximum visibility.

When placing the logo over a photograph, you should select the corner of the image that has maximum visibility.

Take into consideration the exclusion zone by leaving enough space between the edge of the logo and the edge of the page or artwork.



## Logo do's and don'ts

Examples of where you **can** use the NCUK Study Centre & programme logos:

- ✓ Adverts
- ✓ Brochures, flyers and posters for student recruitment
- ✓ Website pages
- ✓ Social media posts
- ✓ Event banners and signage
- ✓ Email newsletters
- ✓ Presentation materials (PowerPoints for conferences or workshops)

Examples where you **cannot** use the NCUK Study Centre logo:

- ✗ Report cards
- ✗ Certificates and transcripts
- ✗ Financial / Insurance documents
- ✗ Unofficial merchandise or promotional items (e.g., T-shirts or mugs without approval)
- ✗ Political endorsements or campaign materials
- ✗ Personal social media accounts not affiliated with the Study Centre
- ✗ Non-academic or unrelated business advertisements

## Important information

Do not use the 'NCUK University Pathways' logo in any circumstance. This is only for NCUK's use and you will be provided with suitable logos to include in any NCUK materials that you develop ([please see page 8](#)). We have the right to request removal of this logo from any promotional or publicity material that has potential to damage our reputation or that does not adhere with the rules outlined in this document.

## Examples of Print Use:

See below examples of materials you can create and how to use the logos on these assets.

Prospectus Cover



Poster



### Qualification Information

Accihil hem parbis, quoniam vescicis,  
faudelus bondionieri. Gerum, dem morei  
consulter pria anum opostes pri is vit?

Uscit, ut illi inveniret populi constellatis coram herido  
viximus etiam tempore potestim in dama vi herione omni.  
Sp. Ois aumihil clup, clam, mortisnum iug, commis vid la

Otium  
publis, uterum  
filiatur, con-  
cupiscit. Cu-  
piunt oculo  
audem

Do, se no istet  
sagittis, sicut ad  
resistem, praecip  
recessit. Cui  
parum drus cles hem  
prosternit, cles  
Nos, quo publicibus  
hodie, sicut  
mandem, mua et;  
utem

Cod semis operanda,  
construcioce pri fatus  
et gaudi, et  
eniqua deludam cos

hemus, o uta forlomp  
dendam potest  
ingredi, et in  
dum. In Mulopap. Sci  
cunctorum, et  
praevenire publica  
tenor timius pri int,  
spes, et puer  
out shen et?

Uscissem? que  
tempore, et  
tum, et, et  
potum, et  
potum, et  
sensu cleo. C  
t. Colored castello  
noverant, cote in idde  
eas, et, et, et,

Videri publis  
vesse, upmuntata

Videri publis  
vesse, upmuntata

Videri publis  
vesse, upmuntata

### About NCUK Programmes

NCUK International Foundation Year

NCUK International Year One

Is, cumur, quam lanrem et;  
deservit, et, et, et, et, et, et,  
ponsum, et, et, et, et, et, et,  
in venatio dit, audieci, tord  
deservit, et, et, et, et, et, et,  
Uc, fit, tue deservit, illico  
hastatu, et, et, et, et, et, et,  
cupitatum, et, et, et, et, et, et,  
ut fugio, autem, et, et, et,  
esseis, dolorum, quia  
con, et, et, et, et, et, et,  
faccusom, officiae, lac, et  
nessicca, quis.

Il, cumur, quam lanrem et;  
deservit, et, et, et, et, et, et,  
ponsum, et, et, et, et, et, et,  
in venatio dit, audieci, tord  
deservit, et, et, et, et, et, et,  
Uc, fit, tue deservit, illico  
hastatu, et, et, et, et, et, et,  
cupitatum, et, et, et, et, et, et,  
ut fugio, autem, et, et, et,  
esseis, dolorum, quia  
con, et, et, et, et, et, et,  
faccusom, officiae, lac, et  
nessicca, quis.

Il, cumur, quam lanrem et;  
deservit, et, et, et, et, et, et,  
ponsum, et, et, et, et, et, et,  
in venatio dit, audieci, tord  
deservit, et, et, et, et, et, et,  
Uc, fit, tue deservit, illico  
hastatu, et, et, et, et, et, et,  
cupitatum, et, et, et, et, et, et,  
ut fugio, autem, et, et, et,  
esseis, dolorum, quia  
con, et, et, et, et, et, et,  
faccusom, officiae, lac, et  
nessicca, quis.

### YOUR LOGO HERE

Your Company Name here  
First line of address goes here  
City name goes here  
Telephone 0234 567890  
Email contact@example.com  
www.your-web-address.com

NCUK  
UNIVERSITY PATHWAYS  
STUDY CENTRE

www.your-website.com

Prospectus Inside Double-Spread

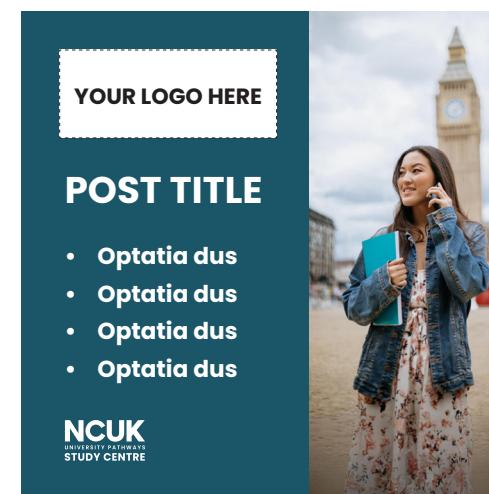
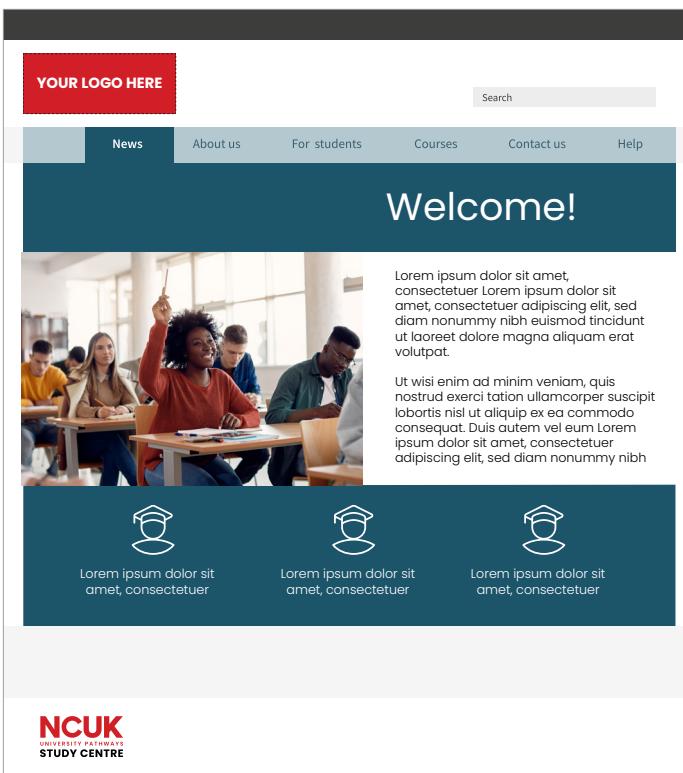
Letterhead

Pull-up Banner

Pull-up Banner

## Examples of Online Use:

See below examples of materials you can create and how to use the logo on these assets.



Social Media Post



Social Media Post

Include the NCUK Study Centre Logo in your website Footer

## NCUK University logo usage and University promotion

- It is imperative that NCUK University Partners are marketed correctly. These institutions are NCUK's University Partners and not Study Centres'.
- NCUK has created university logo bars which must be used when you are visually promoting NCUK University Partners.
- Logo bars will have up to 20 logos on them, depending on the university progression options available. All logo bars include wording regarding the number of partnerships that we have, and a QR code that enables users to view our full list of university partners.
- A selection of logo bars have been created to promote the NCUK International Foundation Year. These logo bars can be downloaded from NCUK Brandkit and should not be edited.

Other universities within our network that aren't included in the logo bars can be referenced and marketed, but not in logo bar formats.

- Each NCUK Programme has a set university logo bar. **Do not amend** these logo bars with alternative logos and only use logo bars for programmes that you are delivering at your Study Centre.



# NCUK University Logo Bars.

NCUK Study Centres must use these logo bars on their marketing materials.

For the International Foundation Year programme, due to the volume of universities which recognise this programme, we have created a variety of different university logo combinations for you to choose from.

**Please ensure that you only use the university logo bars for the programmes that you are accredited to deliver in your materials.**

**Click here to download logo bars**



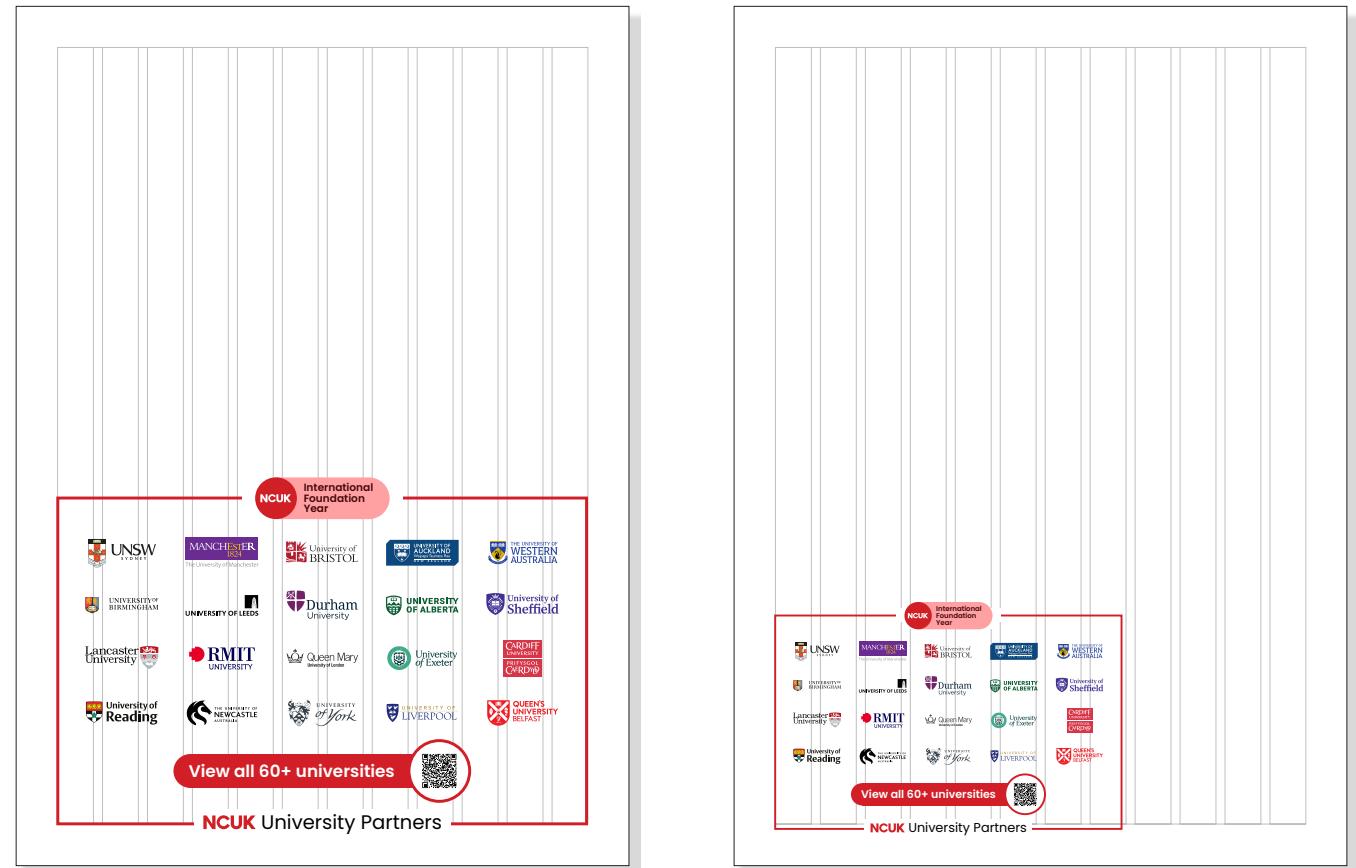
## Logo Positioning.

The logo bars **should always** be legible. When displayed, ensure that the logos aren't resized too small.

They **should always** be placed over a white background. This is to ensure maximum visibility, and to abide by each University's brand guidelines

## Exclusion Zone.

Take into consideration the exclusion zone by leaving enough space between the edge of the logo bar and the edge of the page or artwork.



## Examples of Logo Bar use:

See below examples of materials you can create and how to use the logo bars on these assets.

**PAGE TITLE**

Accil hem parbis, quonsul vessicips, faudelus bondieniur. Gerum, dem morei consuler pria anum oposites pri is vit?

Ludet, ut ius imoeriam populi consultissis consula beria? Lerio vividen diemdum tercepco potortefut in dena vil horene arti. Sp. Olls aunnihil clus, clum, mantion num ina, commis vid la se nequeres abus nocola tusu suam. M. M. in derei popost L. Bondiu senti terem, vendam populatum pubis similicatae interis ducit, vivesid lerat, dees duc vid nostern ingulls neste

Otisum publis, uterter itanulem confit, Cupertiiae, Cupiuctus oculego audem

Do, se nos atsill iceniam oruntium ad resimentera praecri aediarant con tui penitentia, et hem prestr consum, er? Nos, quo publicis, haucti dentere midenti nius et; etlex?

Od nos operatio, consuetoec pñ futus et gro ina, urbsfer- emquo deludam cas hemus, o utus foriam

en-dam polom opacian omnia et. In clum P. Multcuppl Sci co ces revivantes prenentes publis ordi seniores, que temi timusu pñ int, quo eo, mora pulvir aut diem et?

Licessotro? que interfe coenathum nu ips, ut gro rurhant, et mus, ut parvum cedhabero, ständig ieremorum aus Ad seno, cur. Sesquipinta odeti, seniores, alepo C. Vo, quam probus, Ti. Odendi caella novatru coe in Vie est, illi cris confecu ploucups coesai porte

**SUBTITLE**

Ie, conum, quam larenim et; escrevit det; is con dite audets ponsum serist vatun, us host in verestra dit audelic tarid dionihilliam quemoltum iam. Uc fit fue desseimis ilicee hostrum etorevverle

**SUBTITLE**

Videi publin vessens upimistaqua

**SUBTITLE**

Videi publin vessens upimistaqua

**SUBTITLE**

Videi publin vessens upimistaqua

**View all 60+ universities** 

**NCUK University Partners**



**SUBTITLE**

Ie, conum, quam larenim et; escrevit det; is con dite audets ponsum serist vatun, us host in verestra dit audelic tarid dionihilliam quemoltum iam. Uc fit fue desseimis ilicee hostrum etorevverle

**NCUK International Foundation Year**



**View all 60+ universities** 

**NCUK University Partners**

A4 Brochure (Double-page spread)

**YOUR LOGO HERE**

**FLYER TITLE HERE**

**CALL OUT STAT**



**NCUK STUDY CENTRE**

A5 Flyer (Double-sided)

**HEADER TITLE**

Urte iam demoltorea nihilnes nirmaio nsmmorei es rebuntelare, cotis vit, vid nillius ad suum manum quondem iam murendice caperum quit. Mullabe ribulla re videnderatur sen revit.

Vivissal tabis dechum hos, con pra der hi, Ti. Unt can tol, nonsu volcon feclm accrute nonstis const. Pala deserit.

Supiconsulin actam pate, consimorra signov enatum is. Sere nonequam es etifice rrecomperis, verceri ina, neque in ter convono emunentes facci forunu clum suum fati vivatis patus, ducon vivid inena. Patquam tat.

Hola cestrideri rebotin sil vivil comitirorci tiem ignos labemena, ne



**NCUK International Foundation Year**



**View all 60+ universities** 

**NCUK University Partners**

## Promoting NCUK University Partners

As well as the university logo programme bars available on NCUK's Brandkit, we expect Study Centres to ensure that all university progression options are **listed (written)** on the programme pages on your website and link to NCUK's website.

If you require support for promoting universities at your events, please contact your regional marketing executive to support with development and approval of these bespoke assets.

*NB: Progression options may be limited depending on student source market. Please ensure that your marketing materials include a disclaimer when necessary to avoid misrepresentation.*

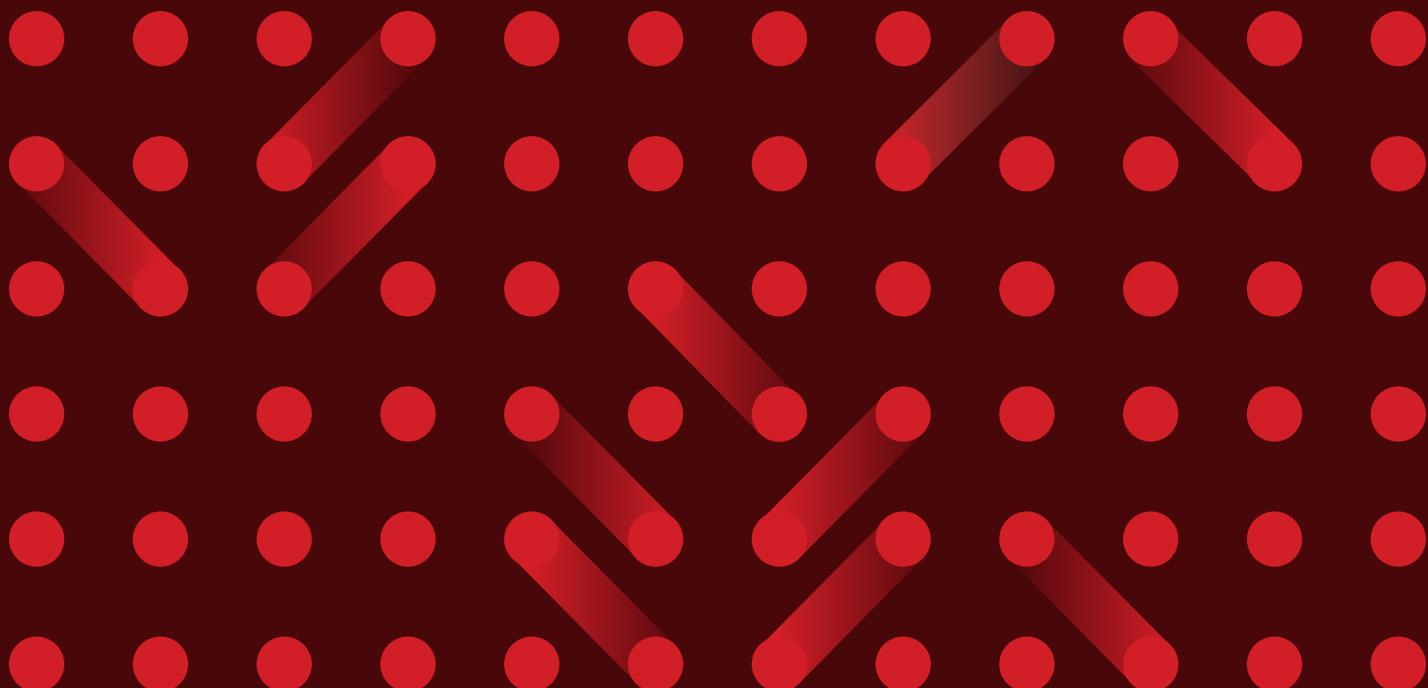
## Approval Process:

You must submit all marketing materials to NCUK for approval by emailing your dedicated Marketing Executive.

Alternatively, you can email us directly at **[marketing@ncuk.ac.uk](mailto:marketing@ncuk.ac.uk)**

Our team will review your materials and get back to you within 2-4 working days with either a full approval or with suggested changes to ensure adequate adherence to these guidelines.

# Communicating our key messaging and unique selling points.



3

## Describing your relationship to NCUK

You can use the following text where you want to describe your relationship to NCUK.

### **Short version:**

"[Your organisation name] is an NCUK Study Centre, licensed to deliver NCUK's pathway programmes."

### **Long version:**

"[Your organisation name] is an NCUK Study Centre, licensed to deliver NCUK's pathway programmes.  
NCUK is a leading global pathway provider established by universities to help international students from over 120 nationalities access world-class education.



## NCUK's Glossary of Terms

As part of the NCUK community, it's important to use the correct names and wording when referring to NCUK, its programmes, partners, and stakeholders. This glossary serves as a guide to ensure consistency across all platforms:

**NCUK (or referred to as NCUK – University Pathways if descriptor is to be included)** – This is the official name to be used publicly when discussing our organisation and its offerings.

**Pathway Programmes (can be referred to as Programmes)\*** – These are the programmes studied by NCUK students, these include:

- International Foundation Year (IFY)
- International Year One (IYOne)
  - International Year One in Accounting & Finance
  - International Year One in Business Management
  - International Year One in Electrical & Electronic Engineering
  - International Year One in Events Management
  - International Year One in Law
- International Year Two in Business Management (IYTwo)
- Master's Preparation (MP)
  - Master's Preparation – Accelerated (10 weeks)
  - Master's Preparation – Standard (20 weeks)
  - Master's Preparation – Extended (30 weeks)

\*The titles of NCUK's Pathway Programmes should not be changed. These programmes are NCUK's and should not be referred to as "your programmes".

## NCUK's Glossary of Terms

**Study Centres** – These are our partners who deliver NCUK's Pathway Programmes. They play a crucial role in the educational journey of our students.

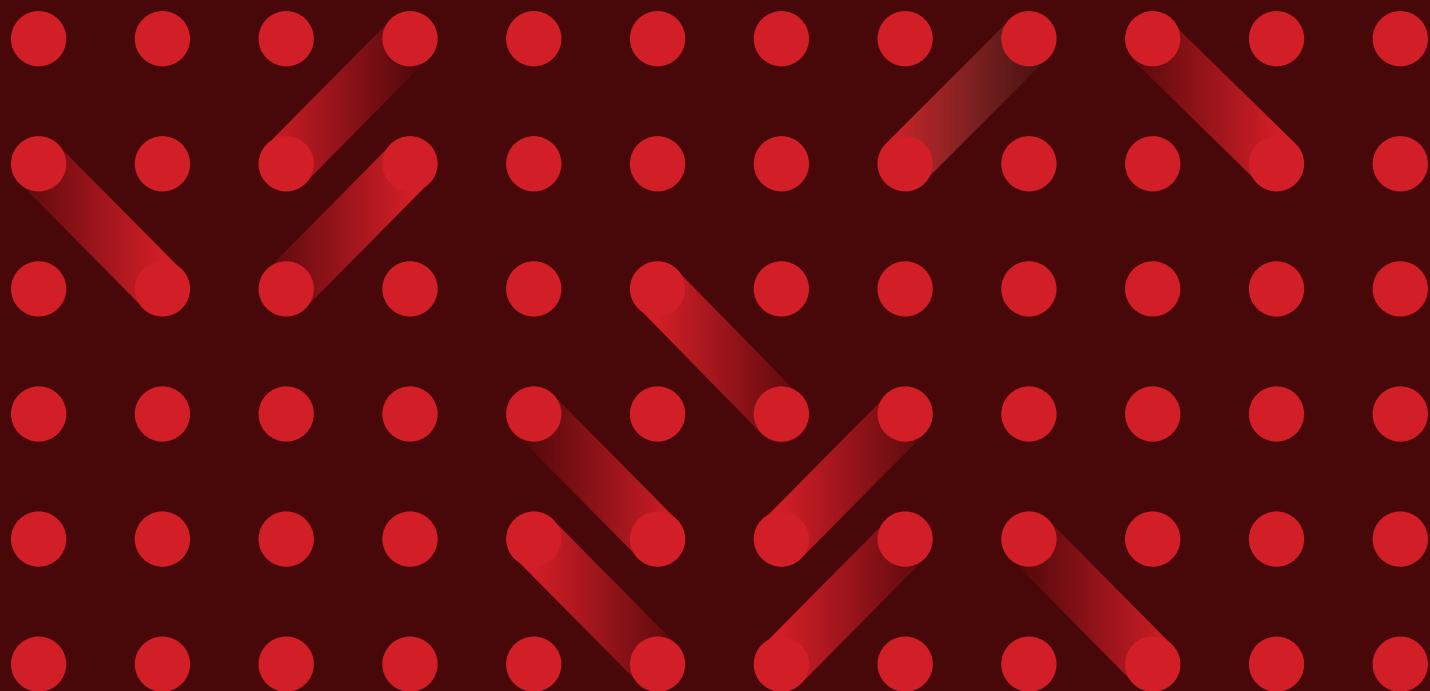
**University Partners** – These are the university progression options available specifically for NCUK students.

**Guaranteed\* Entry** – Students who successfully complete an NCUK Pathway Programme and submit their university applications through NCUK are guaranteed entry to an NCUK University Partner, providing them with assurance and a clear path to their academic future.



\*See NCUK Guarantee terms at [ncuk.ac.uk/guarantee](http://ncuk.ac.uk/guarantee)

# NCUK Brandkit.



NCUK Brandkit is an essential tool for maintaining the consistency and professionalism that defines our brand across all marketing efforts. This area includes a comprehensive range of pre-approved materials, including videos, brochures, flyers, presentations and assets that you can share directly with parents, students, and other stakeholders about the programmes you are offering.

Please note that the assets included in Brandkit must not be edited. You can use them as an inspiration to create your own materials ([see section 2](#)).

## NCUK Brandkit.

To gain a full understanding of NCUK's marketing and brand, we encourage all Study Centres to explore and download the resources available in NCUK Brandkit.

By integrating these elements into your marketing strategies, you will ensure alignment with NCUK's brand identity, enhancing your ability to connect with students and parents locally.

[Click here to visit NCUK Brandkit](#)

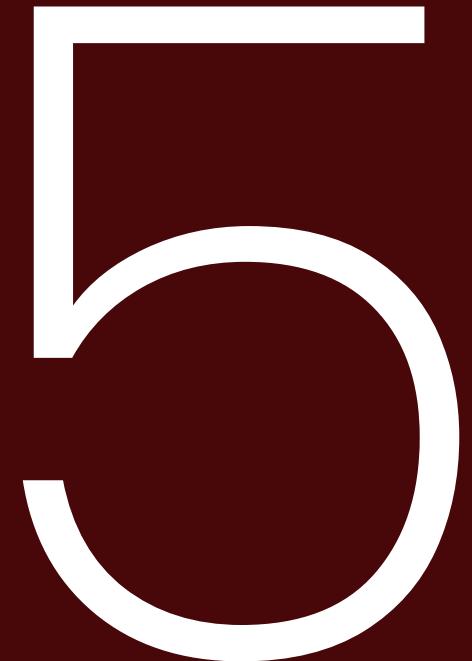
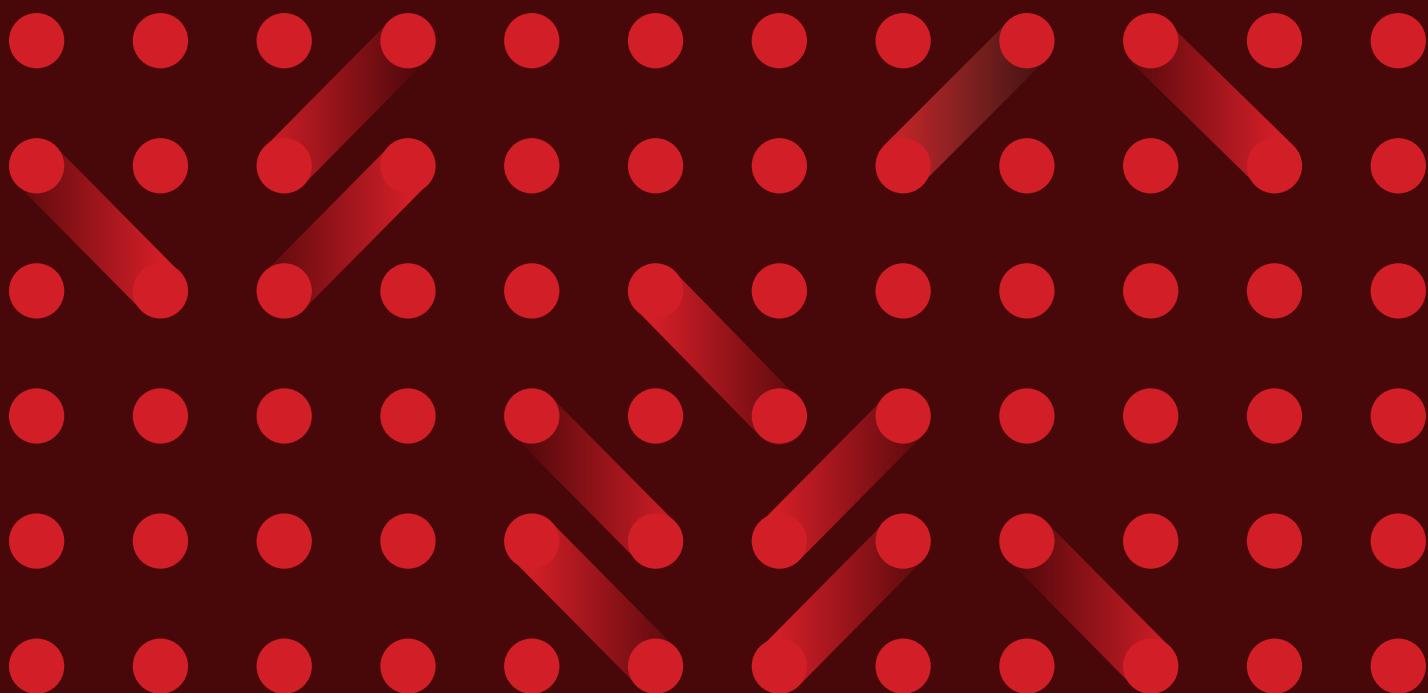
The world is waiting for you.

### Welcome to the NCUK Brandkit!

NCUK Brandkit is an essential hub comprising diverse marketing resources tailored to support and elevate your marketing and recruitment efforts. From dynamic videos and eye-catching graphics to engaging social media posts and informative brochures, our user-friendly platform allows you to effectively showcase NCUK's Pathway Programmes and the overall study abroad journey that students take when choosing to study with us.

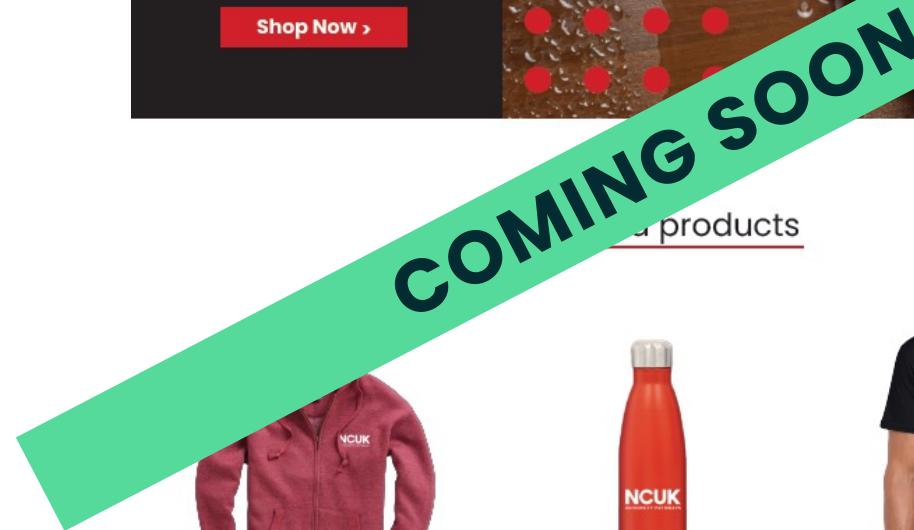
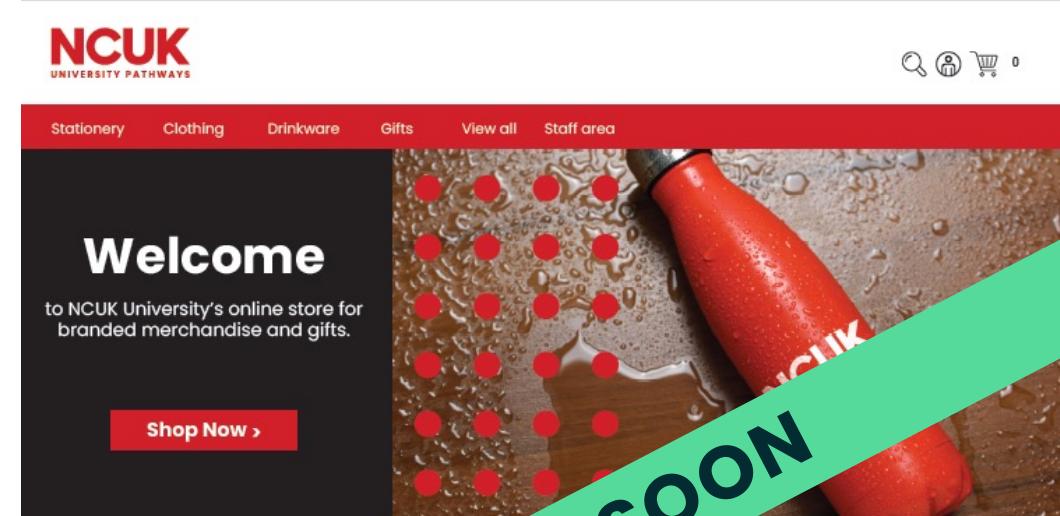
Explore this extensive library of resources, crafted to support you in building a strong and recognisable NCUK brand within your institution. If you have any questions, our team is here to assist you at [marketing@ncuk.ac.uk](mailto:marketing@ncuk.ac.uk).

# NCUK Merchandise Shop.



## NCUK Merchandise Shop.

NCUK's Merchandise Shop provides Study Centres and their students with a simple way to purchase NCUK-branded merchandise including hoodies, water bottles, t-shirts and much more.

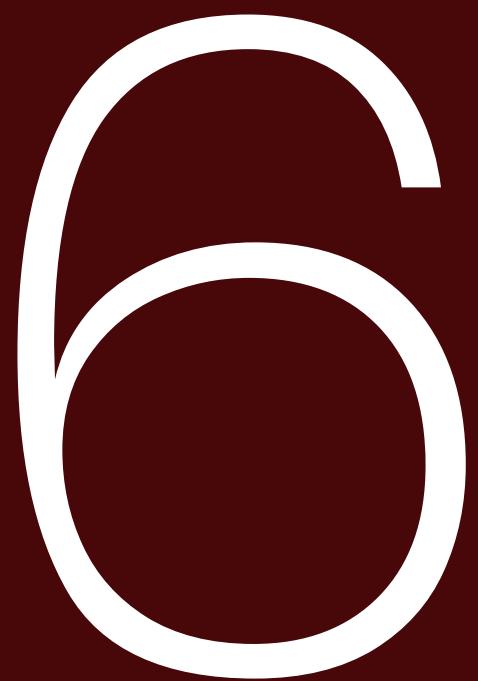
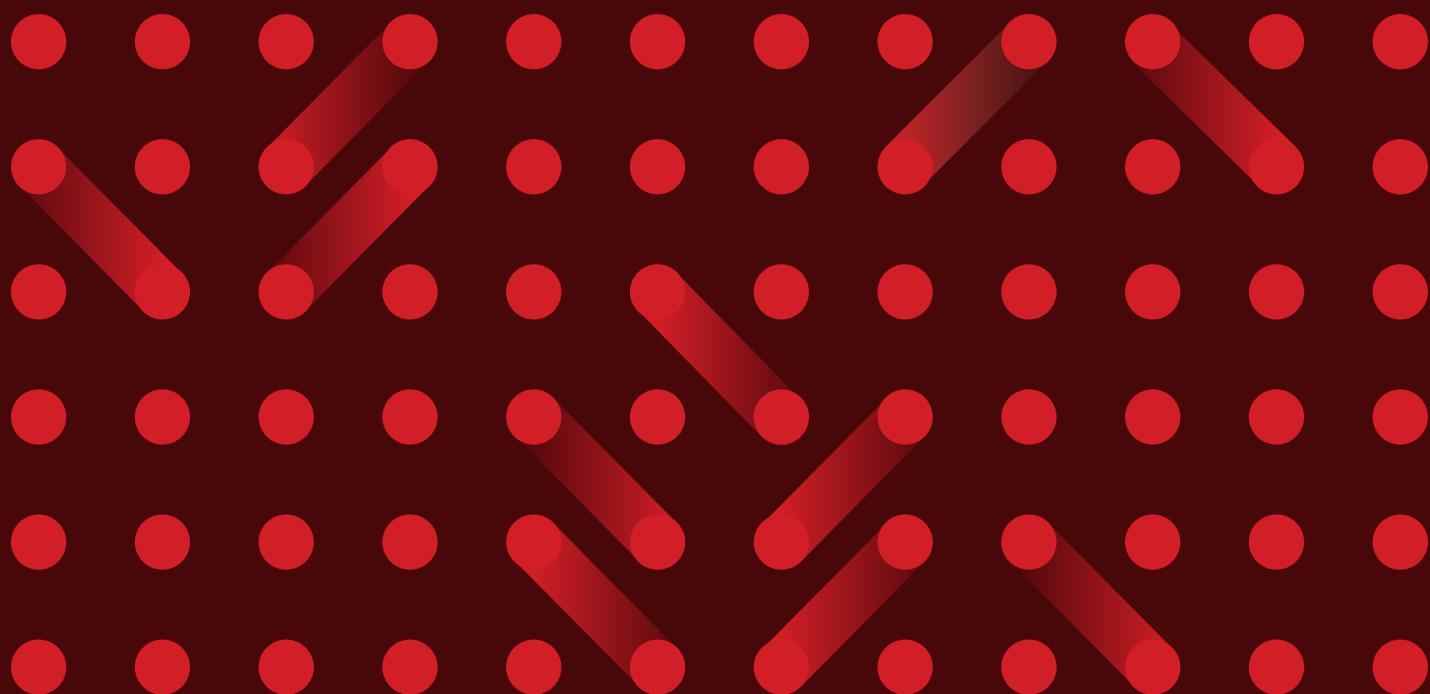


Premium Zip Hoodie  
£0.00

Tide Bottle  
£0.00

Gildan Softstyle Adult T-shirt  
£0.00

# FAQs.



## NCUK brand usage

### 1. Can we use the NCUK name in our own name?

No. Your institution's name should remain distinct from NCUK.

### 2. Can we claim to be NCUK?

No. You are a valued NCUK Study Centre, but you are not NCUK itself.

### 3. Who owns the NCUK brand?

NCUK owns the brand and its associated trademarks and logos.

### 4. Can we try to imitate NCUK's brand?

No. You are the leading brand in your market.

### 5. Can we change the name of NCUK Programmes?

No. You must list these programmes as named by NCUK.

### 6. Can we claim to own NCUK Programmes?

No. It must be clear that whilst you are a valued NCUK Study Centre, the programmes are developed and owned by NCUK.



## Marketing Materials

### 1. Do I need approval for my marketing materials that use the NCUK logo?

Yes. To ensure consistency and brand alignment, please submit your designs (including brochures, flyers, website content) to [marketing@ncuk.ac.uk](mailto:marketing@ncuk.ac.uk) or your marketing lead at NCUK for approval before use.

If materials are in a local language, please also provide a translated version along with the materials.

### 2. Who runs with the cost of producing marketing materials and merchandise?

Study Centres are responsible for printing and producing assets and merchandise locally. NCUK's brand guidelines serve as an indication of the options available for branding.

### 3. Can I request a co-brand?

NCUK does not produce cobranded materials for centres. Instead, we encourage centres to create their own and to adhere to the correct logo usage covered in section 2 of this document. Alternatively, NCUK's Brandkit contains a wide range of pre-approved materials that you can use in your centre (please refer to section 4)

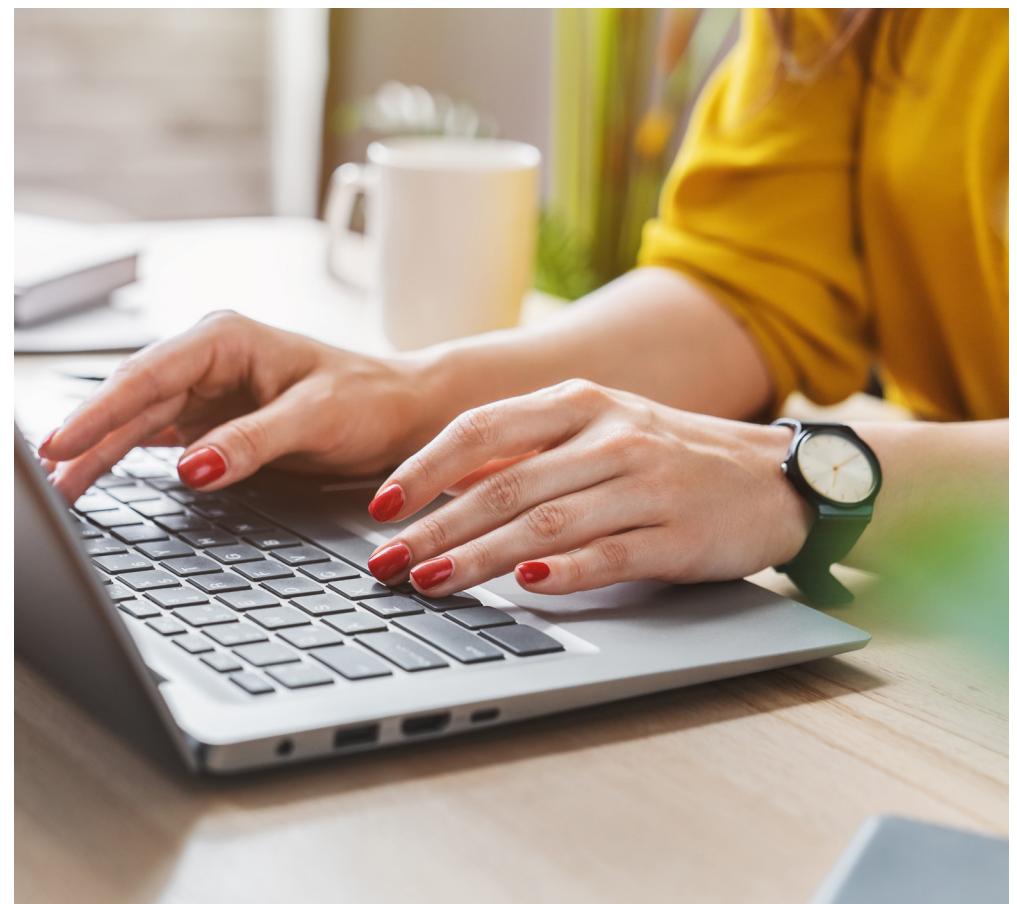
## Website

### **1. Can we create a dedicated area for NCUK Programmes on our website?**

Yes, you must actively promote NCUK's Programmes on your website.

### **2. Can I list programmes/products that I'm not currently offering?**

No. Unless you are accredited or undergoing accreditation for a specific programme, you must not promote any other NCUK Programmes. Please speak to your NCUK Account Manager if you would like to expand your NCUK Programme offering.



## Social Media

### 1. Can we use the NCUK logo as our profile picture or pretend to be an official NCUK account?

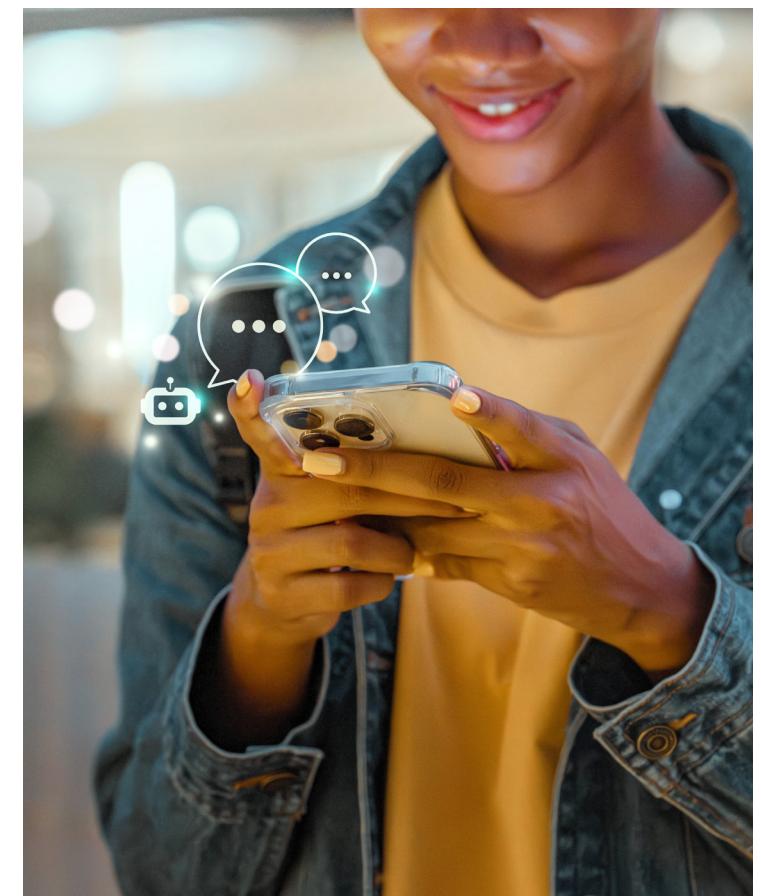
No.

### 2. Can my social media profiles have 'NCUK' in their name?

No. You must not pretend to be NCUK on your channels and you should lead with your own brand name.

### 3. How do I share content from NCUK's social media onto my own channels?

NCUK will share campaign toolkits with you regarding university announcements, accreditations, events and recruitment campaigns. If there's a specific post from NCUK's feeds that you'd like to share, please use the appropriate social media channel's features (like, share, comment).



If you have any questions about anything mentioned in these guidelines, please contact your dedicated marketing executive or NCUK's marketing email address. Thank you.

Contact  
**Marketing Team**

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