

HIGHER NATIONAL

Dual Branding
Guidelines



THE NEXT GENERATION

**HIGHER
NATIONAL**  **SQA**

EDUCATION FOR TOMORROW

The world of work is rapidly changing. Skills that are relevant today will not be the same tomorrow.

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As Scotland's national qualifications body, we have a duty to our learners, educators and colleges to equip today's young people with the necessary skills to meet the demands of tomorrow's employment landscape.

In 2018, we began a consultation and design process to consider how to reshape best our Higher National offering to meet this future demand. The process included extensive engagement with colleges, sector skills bodies, Skills Development Scotland, Scottish Funding Council and other stakeholders.

Through this process, we identified and piloted a range of qualifications that were flexible to learner and staff needs and developed the 21st-century skills needed across a range of industries and sectors.

FOR LEARNERS

The new Higher National qualifications offer:

- Shorter, more flexible learning opportunities, especially for those returning to education and training.
- Developing 21st skills relevant for tomorrow's job roles, including 'Meta-skills' such as Self Management, Social Intelligence and Innovation.
- Digital-first teaching, learning and assessment processes.

FOR EDUCATORS

The new Higher National qualifications offer:

- Larger and fewer units of learning to support increased integration and collaboration between topics and reduce the overall assessment burden.
- Three new models of grading to be implemented for better staff experience and effectiveness.
- Remote and digital Quality Assurance approaches to reflect the new qualification design.

COMMUNICATING CHANGE

Higher Nationals are well-established, recalled and trusted in the education sector, with many learners and educators aware of their credibility and trust their outcome in achieving academic and vocational pursuits.

Now, the time has come to tell our audiences about the benefits and opportunities available through this new set of future-focused Higher Nationals.

Through a dynamic, bold and modern identity, we can visually differentiate the new Higher Nationals from their predecessor and increase the relevancy of qualifications amongst today's young people, industries and sectors.



FUTURE-PROOFING QUALIFICATIONS TO BETTER SUPPORT LEARNERS FOR WHAT'S NEXT

SET THE TONE

SQA support the aspirations, hopes, dreams and desires of young people today, and this support sits at the very heart of the new Higher Nationals.

We designed our qualifications to be flexible and adaptable to meet the demands of a modern learning environment to support future ambitions.

The inspiration behind our new visual identity champions the people of tomorrow and sets the tone for a confident, creative and exciting future, supported by the Higher National qualifications.

The following guidelines allow us to communicate the new Higher National offering consistently and professionally while engaging audiences effectively.



WHO WE ARE...

Progressive

We look forward and evolve to meet the demands of tomorrow.

Trusted

We are seen as credible and reliable to learners and educators to support future ambitions.

Empowering

Our qualifications enable learners and educators to achieve new heights.

Supportive

We're always here to help and provide the best guidance to move forward.



OUR DUAL GUIDELINES

COMPONENTS

Our brand is driven by a set of common elements present in all of our communications. It helps us maintain integrity and a commonality in our brand voice. These guidelines illustrate how to use these elements.

The below example shows each individual element in an application. The following pages break them down in more detail.

Background Colour

Submessaging & Website URL

Higher National Logo & SQA Logo

Logo

Photography

Key Message

Centre Logo

Keep logo inline

30px

30px

It's your future. Reach Higher.
www.sqa.org.uk/nextgen

HIGHER NATIONAL

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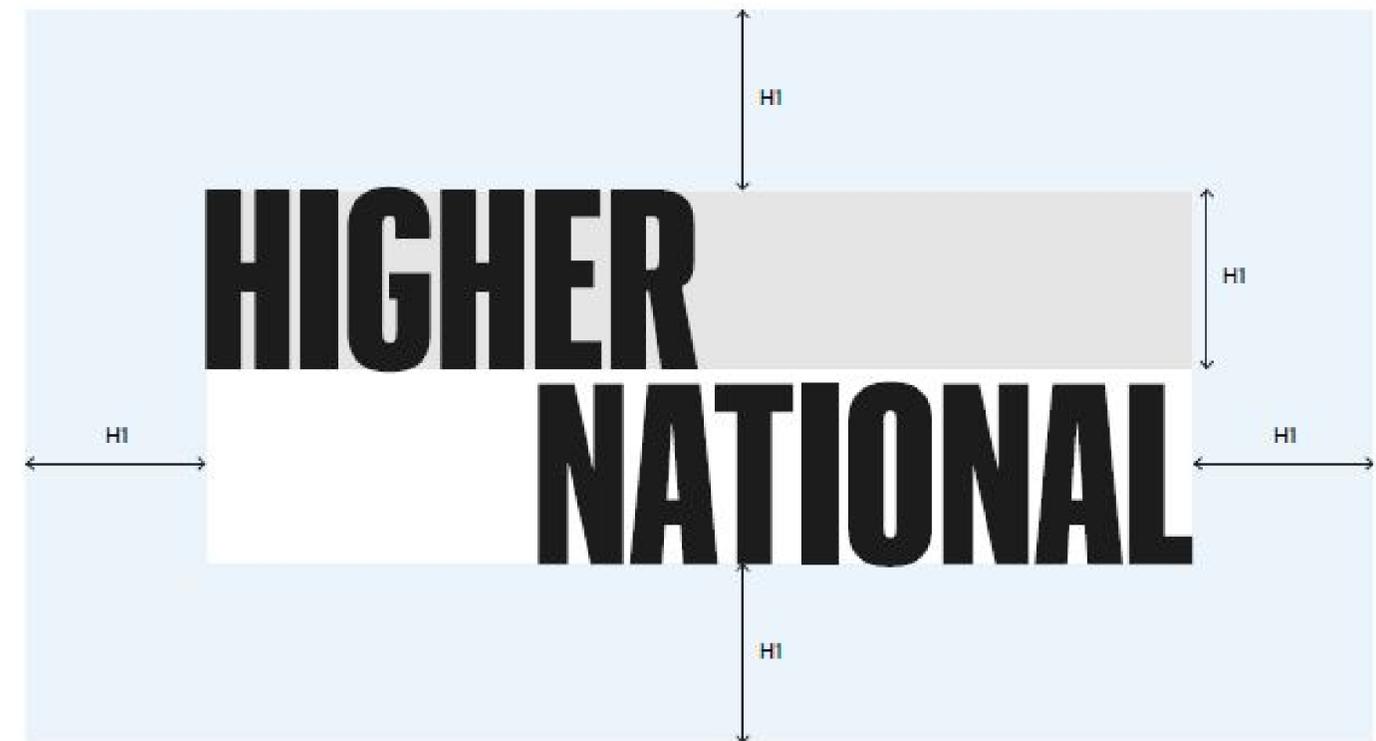
THE NEXT GENERATION

LOGO

To ensure that the logos are always clear and readable, an exclusion zone must be applied around in which no other elements should be placed.

Where there's opportunity for dual branding, you can use your logo alongside the SQA logo.

This lockup is available as a supplied file. The same exclusion zone applies for the SQA pairing.



IN APPLICATION HERO ARTWORK

Our brand elements can be used to create artwork, such as our hero artwork. This format includes social posts, presentation titles, advertising and document covers.

The diagram shows how each element should be set on our hero artwork.

Background Colour

Choose an applicable background colour from the palette. This will dictate which colour is used for the key messaging, given our colour pairings.

Submessaging & Website URL

Submessaging should be a tagline for the campaign, or title of the document / presentation applicable. It should be set in Regular, whilst the URL should be set in Bold. Should not be more than 3 lines deep.

Logos

Logos should be set in 'Text Black' and the height should match that of 1 line of the key message. Left and bottom align.

Border

Leave a generous border around the elements to let them breathe and communicate. The Logo / Photography / Key Message lockup should fill to the height of the application when in landscape format.

HIGHER NATIONAL

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THE NEXT GENERATION



Logo

Should be set at an identical scale to the key message, with the left edge of the image aligning with the left edge of 'National'.

Photography

Should be inbetween the logo and key message. Scale of image should feel well-balanced with surrounding elements.

Key Message

Should be set in the applicable 'Key Message' colour and right aligned to the edge of the image

Centre Logo

Use reversed logo against background
Use logos in a horizontal position when possible
Vertically middle-align logos for the best balance
Ensure there is a 30px space between the SQA logo and your Centre logo
Please mirror logo size in keeping with the HN next Gen logo

CONTACT US

For more information, email us at –
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www.sqa.org.uk/nextgen