



Higher National Unit specification

General information for centres

Unit title: Corporate Identity

Unit code: DV78 35

Unit purpose: This Unit is designed to enable the candidate to analyse and evaluate the role of corporate identity in achieving organisational success and applying its principles to given organisations. On completion of the unit, candidates should be able to:

- 1 Explain the physical and non-physical factors that contribute to corporate identity.
- 2 Evaluate corporate design presentations.
- 3 Devise a strategy for establishing a corporate identity.

Credit points and level: 1 HN credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the Centre but it is strongly recommended that the candidate has good communication skills, which could be evidenced by attainment of Presenting Complex Communication for Vocational Purposes (D5P3 34) or equivalent.

Core Skills: There are opportunities to gather evidence towards Core Skills of Problem Solving at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: The Unit may be assessed by a separate assessment for each Outcome. In this route, each instrument of assessment will take the form of a written piece of work, with an assignment, including a presentation for the third Outcome. The assessments will require candidates to relate theory to actual corporate identity situations, as well as demonstrating knowledge of a variety of organisational corporate identities.

It may also be appropriate to assess holistically. In this case, the assignment for Outcome 3 would be wider-ranging and cover the knowledge and skills of Outcomes 1 and 2.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the physical and non-physical factors that contribute to corporate identity

Knowledge and/or Skills

- ◆ Definitions of corporate identity
- ◆ Differences between corporate identity and corporate image
- ◆ Physical factors contributing to corporate identity
- ◆ Contribution of the non-physical factor to corporate identity

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Define corporate identity and corporate image and outline the differences between them
- ◆ Explain the role of the physical factors contributing to corporate identity covering:
 - products and services
 - environments and buildings
 - communications materials
- ◆ Explain the role of the non-physical factors contributing to corporate identity covering:
 - behaviour of the organisation
 - behaviour of the organisation in terms of perceived image

Assessment Guidelines

Outcome 1 can be assessed by a set of extended responses to set questions and completed under closed-book conditions. Assessment questions should encourage the candidate to relate his/her knowledge to specific issues rather than merely regurgitate theory.

It is envisaged that there may be four closed-book extended response questions to assess this Outcome, but the final decision regarding the number of questions is at the discretion of the individual centre.

Higher National Unit specification: statement of standards (cont)

Unit title: Corporate Identity

Although it is suggested that candidates should be given one and a half hours to complete the assessment, this is merely an indicative figure and it need not be adhered to as rigidly as one would expect in a formal examination situation. It is accepted that some candidates may require a little longer to complete the assessment so a flexible and pragmatic approach is encouraged. Any additional time given to a candidate will be at the discretion of the individual centre.

Outcome 2

Evaluate corporate design presentations

Knowledge and/or Skills

- ◆ Ethos concepts
- ◆ Corporate design presentation
- ◆ Physical elements of corporate identity

Evidence Requirements

The candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Explain the concept of an ethos for a range of organisations, for a minimum of two commercial organisations and a minimum of two non-commercial organisations, covering the following:
 - what an organisation believes in
 - mission/vision statements
 - explain how a mission/vision statement can support its ethos
- ◆ Evaluate the corporate design presentations, for a minimum of two commercial organisations and a minimum of two non-commercial organisations, covering the following:
 - logo
 - typeface
 - images
 - colours
 - slogan
- ◆ Evaluate the physical elements of corporate identity for two commercial and two non-commercial organisations. The evaluation must cover examples of where the corporate identity appears, incorporating logo and corporate colours for one of the following:
 - brochure
 - web page
 - prospectus
 - leaflet
 - carrier bag
 - annual report
 - stationery

Higher National Unit specification: statement of standards (cont)

Unit title: Corporate Identity

Assessment Guidelines

Outcome 2 may be assessed by a set of restricted responses to set questions and completed under restricted open-book conditions. Restricted open-book conditions mean that the candidates are allowed access to a limited amount of materials, for example, logos, typefaces, brochures for organisations chosen by candidates. The candidate's choice of organisation is to be approved by tutor. Assessment questions should encourage the candidate to relate his/her knowledge rather than merely regurgitate theory.

It is envisaged that there may be four restricted response questions to assess this Outcome, but the final decision regarding the number of questions is at the discretion of the individual centre.

Although it is suggested that candidates should be given one and a half hours to complete the assessment, this is merely an indicative figure and it need not be adhered to as rigidly as one would expect in a formal examination situation. It is accepted that some candidates may require a little longer to complete the assessment so a flexible and pragmatic approach is encouraged. Any additional time given to a candidate will be at the discretion of the individual centre.

Outcome 3

Devise a strategy for establishing a corporate identity

Knowledge and/or Skills

- ◆ Corporate identity and organisational objectives
- ◆ Creative strategy
- ◆ Media strategies for the launch of a new corporate identity

Evidence Requirements

The candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Establish a corporate identity for a given organisation in terms of the organisation's objectives:
 - set out objectives
 - devise a new mission statement
- ◆ Devise and justify a detailed creative strategy for the launch of the corporate identity for the given organisation. This is to include the creation of a new logo, slogan and corporate colours and one of the following:
 - uniform
 - menu design
 - letterhead
 - business cards
 - leaflet
 - outline homepage for website
 - typeface
 - style bible
 - front cover of prospectus
 - shop-front

Higher National Unit specification: statement of standards (cont)

Unit title: Corporate Identity

- ◆ Devise a media strategy for a client for the launch of the new corporate identity including:
 - (a) Two methods of traditional media.
 - (b) One form of digital media.
 - (c) Costings.
 - (d) Timescale.

Assessment Guidelines

Outcome 3 may be assessed by a formal presentation to a client, outlining the new corporate identity proposed with back-up sketches and samples. This may be to a fictitious or real client depending on the organisation chosen. It is suggested a local company be chosen, albeit that the premise may be fictitious. The candidate would therefore assume the role of a corporate identity consultant. It is envisaged the presentation of oral evidence should last for a minimum of seven minutes and that the tutor acts as fictitious client and asks questions of the candidate at the end of the presentation. It may be possible in some cases to have a local businessperson as themselves.

The presentation may be supported by a written document which is presented by the candidate to the tutor after the presentation ends. This could include the media schedule in more detailed form and examples of all of the physical elements chosen. The written document should support the presentation and should not be simply the presentation in written form. The presentation should simulate a corporate identity presentation as closely as possible.

It is suggested that the presentation lasts between 7 minutes and 12 minutes. However a flexible and pragmatic approach is encouraged and any additional time given to a candidate will be at the discretion of the individual centre.

Administrative Information

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| Unit code: | DV78 35 |
| Unit title: | Corporate Identity |
| Superclass category: | AG |
| Original date of publication: | August 2005 |
| Version: | 04 (November 2014) |

History of changes:

| Version | Description of change | Date |
|---------|--|----------|
| 04 | Slight amendment to Evidence Requirements of Outcome 3: now covering traditional and digital media (as opposed to above and below the line). Also insertion of short guidance in Support Notes (in Guidance on the content and context of this Unit) re inclusion/impact of digital media and examples of traditional and digital media. | 04/11/14 |
| 03 | References to mission statements expanded to mission/vision statements. | 26/07/12 |
| 02 | Page 2 — minor amendments to second Evidence Requirement of Outcome 1: deletion of ‘interims of image’. | 06/06/07 |
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Higher National Unit specification: support notes

Unit title: Corporate Identity

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is an optional unit within the Group Award HNC/HND in Advertising and Public Relations and it may also form part of other Higher National programmes. This unit is designed to enable candidates to analyse and evaluate the role of corporate identity in achieving organisational success and applying its principles to given organisations. Where appropriate, candidates should be made aware that the rapid growth of digital media is having a significant impact on marketing communications, eg within the development of a media strategy for the launch of a new corporate identity. However, it should be emphasised that digital techniques are to be integrated with more traditional marketing communication techniques. The following notes give additional information on each Outcome:

Outcome 1

Explain the physical and non-physical factors contributing to corporate identity

Corporate identity: various definitions; differences between corporate identity and corporate image.

Physical factors contributing to corporate identity: (all tangible) products; environments and buildings; communications materials.

Non-physical factor contributing to corporate identity: (intangible) behaviour.

Outcome 2

Evaluate corporate design presentations

Ethos: encapsulated through an organisation's mission/vision statement; what an organisation believes in.

Corporate design: logo; typeface; images; colours; slogan.

Physical elements of corporate identity: where the corporate identity appears, incorporating logo and corporate colours — for example webpage; prospectus; leaflets; carrier bags; annual report; stationery.

Higher National Unit specification: support notes (cont)

Unit title: Corporate Identity

Outcome 3

Devise a strategy for establishing a corporate identity

In terms of the organisation's objectives: set out objectives; establish new mission statement.

Devise and justify a detailed creative strategy: through sketches, drawings or designed on pc — new logo; new slogan; corporate colours; business stationery; outline homepage for website; typeface.

Media strategy for launch of new identity: Traditional Media such as TV, Radio, Newspaper, Outdoor, Cinema, poster, flyer etc; digital media such as internet, email; mobile instant messaging; mobile apps; social media, banner advertising etc; costings and timescales.

Guidance on the delivery and assessment of this Unit

This Unit is an optional Unit within the Group Award in HNC/HND in Advertising and Public Relations and may be delivered in year two. It can however be offered as a free-standing unit and is not dependent on any previous or wider design knowledge. Candidates should be encouraged to broaden their knowledge of design and the history of design through use of primary and secondary sources as background, although it is not necessary to include this as part of the constituent learning. Visits to, or speakers from, design consultants and/or local companies would be beneficial for candidates, as would the use of case-studies from 'Corporate Identity' by Wally Olins or similar texts.

In Outcome 3, it is recommended that the candidate assumes the role of a consultant who presents proposals for a new corporate identity to a client. The client is an organisation (real or fictitious) selected by the candidate and approved by the tutor.

Opportunities for developing Core Skills

All components of the Core Skill of Problem Solving, ie Planning and Organising, Critical Thinking and Reviewing and Evaluating, will be fully developed and enhanced in the Unit, as it applies theoretical knowledge of strategic management theories. Candidates undertake a complex practical task as they analyse the requirements and practical logistics of establishing a corporate identity whilst taking account of organisational targets and developments. Identifying and assessing the relevance of all factors, and identifying and maximising all available resources in order to overcome perceived potential difficulties, will involve a high level of critical thinking. Candidates will justify and adopt effective creative strategies which allow on-going opportunities for review and potential adjustment. Candidates will benefit from support materials and/or personal interviews with the tutor to reinforce analytical evaluative approaches which may inform any future activities and further development.

Candidates will also have opportunities to enhance skills in numerical, statistical and graphic data interpretation as they assess organisational performance and financial position through financial accounting statements or other efficiency data. Accuracy in sustained calculation of costing and presentation of related data should be supported by access to appropriate technology.

Higher National Unit specification: support notes (cont)

Unit title: Corporate Identity

Open learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure the assessments for all Outcomes are delivered in a supervised environment.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website

www.sqa.org.uk/assessmentarrangements

General information for candidates

Unit title: Corporate Identity

This Unit is designed to give you an understanding of the role of corporate identity in achieving organisational success.

It explores the concept of corporate identity through various definitions and analyses the differences between corporate identity and corporate image. The physical and non-physical factors in the make-up of corporate identity are then analysed from a theoretical and practice perspective within commercial and non-commercial organisations, from the importance of a mission statement in formulating the ethos of the organisation to what else comprises the ethos, ie what the company believes in.

The opportunity then exists to create a new corporate identity for an organisation while adhering to the organisation's objectives. This includes devising a new mission statement and developing a media strategy (above the line, below the line or both) for the new identity. Current and relevant corporate identity case studies should be accessed from relevant texts, and from primary and secondary sources through guest speakers, visits and contemporary marketing sources. Such information may also come from appropriate websites and marketing magazines.

In order to complete the unit successfully, you will be required to achieve a satisfactory level of performance on three pieces of assessed work including:

- ◆ explanation of the physical and non-physical factors contributing to corporate identity
- ◆ evaluation of corporate design presentations
- ◆ development and presentation of a strategy for a new corporate identity