



Brand Guidelines

2023





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Who we are

Forth Valley College is a leading provider of education and training with campuses in Alloa, Falkirk and Stirling. They welcome 12,000 students each year and offer a wide range of courses from access to degree level. Approximately 94% of students progress to a positive destination upon completion of their course.

We are... Making Learning Work



Corporate Identity & Brand Introduction

When to use these guidelines?

The purpose of these guidelines is to explain the use of the new corporate identity and its brand style and to reinforce consistent application of the visual elements in all communications.

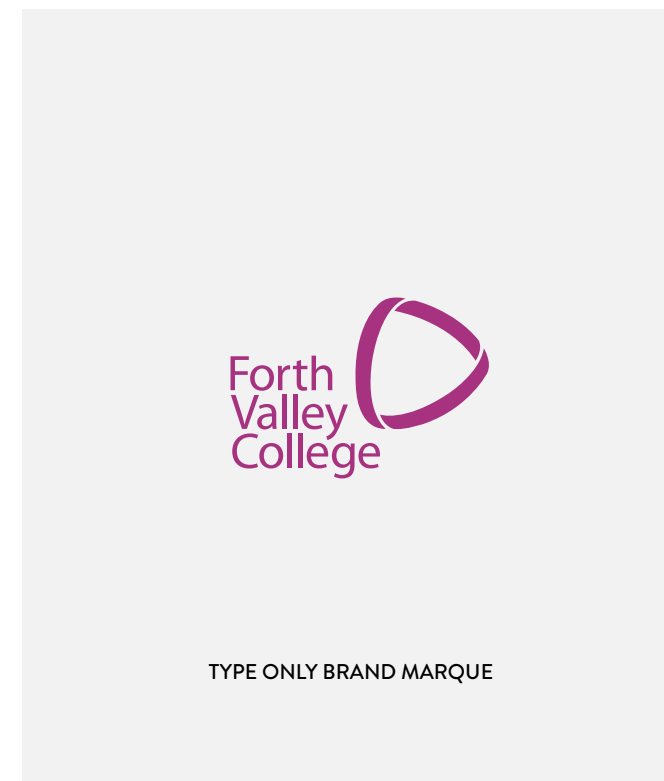
Our Logos

Our logo is often the first thing people see when they are interacting with Forth Valley College and as we know first impressions count. It is also important that our logo is represented consistently across all forms of communication.

The Forth Valley College logo has been carefully considered and should not be altered in any way, shape or form. It should always appear in the proportions that you can see opposite.



This is the preferred logo, please use where possible.



Where space is restricted, use the above logo.

Exclusion Zone

To maintain the integrity of the College logo an exclusion zone has been suggested to ensure a clear space around the logo when applied.

The suggested exclusion zone is the text cap height of both V and C.



Brand Promise

Our brand promise is the belief we share with our colleagues, customers and partners. These new brand guidelines show how we're bringing this promise to life through an aspirational, competitive application that stands out. Within written text, we should use "We Make Learning Work" where possible.

Logo and brand promise lock up.

Our brand promise can be used on it's own (as above) or in the lock up with the roundal logo. It must never be used along side the text only logo.

MAKING
LEARNING
WORK



Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances.

Always ensure you are using the correct artwork for the application. When reproducing any logo element, only the original vector graphic or high resolution files shall be used. Logos should not be taken (copied) from this document.

Size Matters

Our logo should never be reproduced at anything smaller than 20mm wide.



Exception

For smaller than 20mm use the below shape logo.



Digital use only.



Colour

Colour logo is the preferred choice.



Black



Black Reversed

Where colour is restricted use the black or white logos.



White Reversed

Only use when placed on photography.

Use It, Don't Abuse It

Whilst we love showing off our logo it's important that we always show it off properly. Our logo has been designed in a very specific way for a number of reasons. We have been careful to make sure that it works in the right colours, at the right size and its proportions are correct. All we ask is that you take as much care with it as we have. The examples opposite demonstrate how the logo should never be used.



Master Logo Files



All College logos have been provided as CMYK and RGB colours as part of the master set.

CMYK Vector ai, eps or pdf files, for all print purposes.
RGB Png Files, for on screen and internal document use.


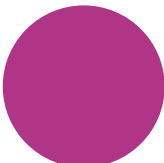

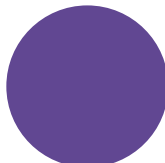

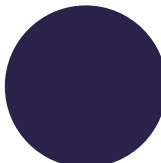
Brand Colours

Accurate reproduction of the brand colour scheme is essential in portraying a clear and consistent image. CMYK should be used for all printed items and RGB colours for digital use. Pantone colours can be requested for any printed items with one or two colours. Printed CMYK colours must be appropriately matched when using different materials and printing processes. When reproducing any logo elements, only the original vector graphics or high resolution files should be used.








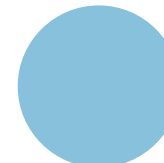


Primary Colour Set

Use these as the main set of brand colours.

<p>CMYK 35 : 90 : 5 : 0</p>  <p>RGB 172 : 63 : 144</p> <p>#ac3f90</p> 	<p>CMYK 75 : 80 : 5 : 0</p>  <p>RGB 95 : 80 : 155</p> <p>#5f509b</p> 	<p>CMYK 95 : 95 : 35 : 40</p>  <p>RGB 36 : 30 : 77</p> <p>#241e4d</p> 
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Secondary Colour Set

Use in addition to the primary set to add depth and interest.

<p>CMYK 70 : 0 : 30 : 0</p>  <p>RGB 39 : 189 : 190</p> <p>#27bdbe</p> 	<p>CMYK 10 : 15 : 80 : 0</p>  <p>RGB 233 : 205 : 83</p> <p>#e9cd53</p> 	<p>CMYK 50 : 10 : 10 : 0</p>  <p>RGB 123 : 189 : 214</p> <p>#7bddd6</p> 	<p>CMYK 16 : 11 : 12 : 0</p>  <p>RGB 220 : 221 : 222</p> <p>#dcdde</p> 
--	---	--	---

Just our type

We've been careful to think about every aspect of our branding and this includes our font. We have selected Brandon Grotesque as our brand font for its versatility in weights and most importantly its legibility. When creating any form of communication either online or in print then Brandon Grotesque should be used where possible.

Brandon Grotesque

available via Adobe Font Kit

Adobe Fonts

Alt web fonts

Myriad Pro or Arial

Brandon Grotesque - Light

1234567890!@£\$%^&*()_+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brandon Grotesque - Regular

1234567890!@£\$%^&*()_+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brandon Grotesque - Medium

1234567890!@£\$%^&*()_+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brandon Grotesque - Bold

1234567890!@£\$%^&*()_+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Creative Application

When to use these guidelines?

A new creative application has been developed to give the College a strong visual identity. The approach is colourful, dynamic and allows for a creative application across all media.

Creative Application



Positive, dynamic, abstract shape backgrounds to add depth and freshness to the creative, colour can be mixed to suit application.

Tone of voice

Tone of voice is how the character of your organisation comes through in your words, both written and spoken. It's not about what you say, but rather the way you say it, and the impression it makes on everyone in your audience who reads or hears you.

The tone of voice may vary depending on platform or channel but in general keep it:

Warm
Friendly
Inclusive
Aspirational
Engaging
Informative
Genuine



Why your brand tone of voice is so essential...
it's what we stand for!

- It helps to reinforce the first impression
- It establishes a connection with your audience
- It is an essential part of your brand style
- It helps to reveal your brand's personality

Iconography

This strong visual approach allows to visually depict key messages without the use of imagery and is dynamic and interesting.



Icons to support creative look

Keep style clean and linear

Use various colour ways for variety



RESPECTFUL
Fully inclusive



INNOVATIVE
Aspirational, empowering and encouraging



TRUSTED
Genuine and transparent



EXCELLENT
Strive to be the best in everything we do

Photography

Good quality imagery is key to the success of any good design. A new style has been created to ensure the College has a fresh and engaging identity.

Student Focused

Black and white imagery with white backgrounds using interesting crops.



Transparent overlay shapes to add depth.



Crop imagery within shapes to add visual interest.



People with colourful clothing/ accessories and backgrounds.



External imagery taken in good weather with no clutter.

Ensure image backgrounds are uncluttered, clear and tidy and that students are the main focus, looking at the camera where possible.

Photography (CONTINUED)

Ensure any campus based photography maintains the quality required, with good use of light, colour and composition.

Learning Environment Focused



Video/Animation

Lower Thirds. Design should be clean and clear. Names/ headings should be set in Brandon Grotesque Bold, person's title in Brandon Grotesque Reg and background of text area set to 90% opacity.

Watermark Logos. Watermark logos should be placed in the upper right and at 50% opacity.

Ending Slides. All videos should end with the College logo, animated or still preferably on a navy or white background.



63mm

Name Example (52pt Bold)
Department/Job Title (30pt/32pt)
Forth Valley College
90 Transparency (Fill Only)

Greyed out area for subtitles

www.forthvalley.ac.uk

www.forthvalley.ac.uk

www.forthvalley.ac.uk

Ending Slides.



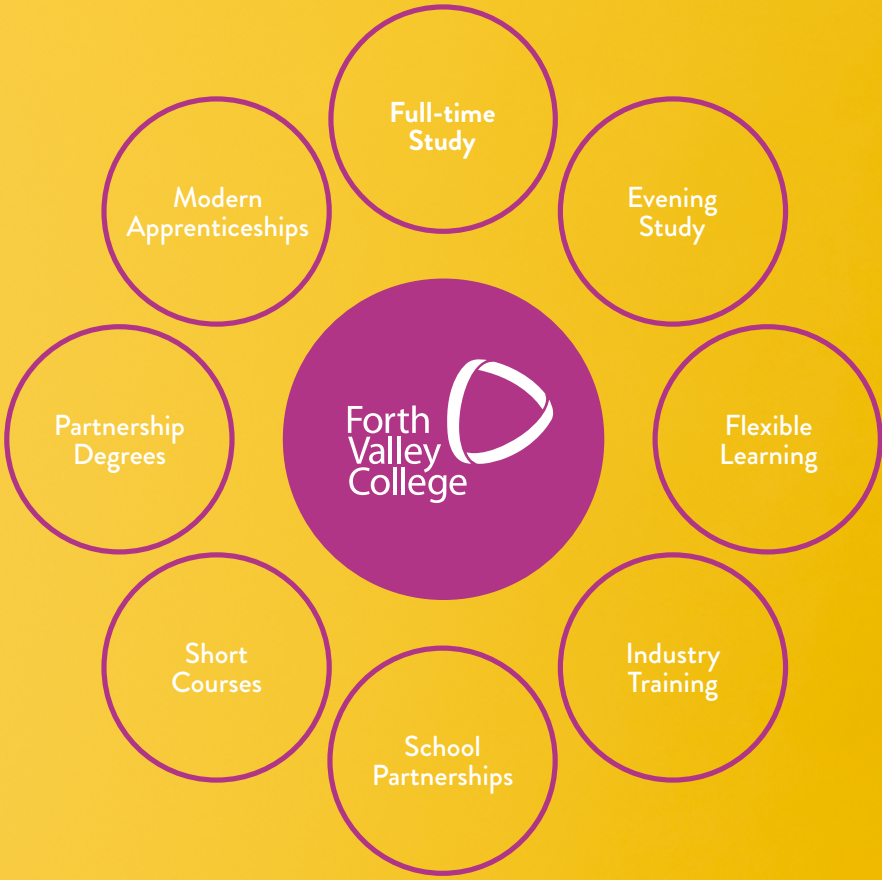
Ways to Study

Flexible creative application

The following pages show the new creative application across a variety of Ways to Study. It illustrates the flexibility of the new application, giving each campaign a unique look whilst utilising the same guideline elements.

- Full-time
- Evening Study
- Flexible Learning
- Industry Training
- School Partnership Courses
- Short Courses
- Partnership Degrees
- Modern Apprenticeships

Forth Valley College Ways to Study



Application of brand assets:

Full-time Study



Application of brand assets:

Evening Study



Application of brand assets:

Flexible Study



Application of brand assets:

Industry Training

Future Proof Your Organisation
Renewable Energy Courses

MAKING LEARNING WORK

Future Proof Your Organisation
Renewable Energy Courses

TRAINING

DEVELOP SKILLS IN YOUR WORKFORCE

With apprenticeships and SVQs at Forth Valley College

www.forthvalley.ac.uk/develop-workforce

TRAINING



TRAINING



Application of brand assets:

School Partnership Courses



Higher National Certificates

APPLY NOW

SCHOOL PARTNERSHIP COURSES

WORKING LEARNING COURSES

SCHOOL PARTNERSHIP COURSES

2023/24

SCQF LEVELS EXPLAINED - SCHOOL VS. COLLEGE

SCQF LEVEL	SCHOOL	HQA QUALIFICATION	APPRENTICESHIPS
7	Advanced Higher	Higher National Certificate (HNC)	Foundation Apprenticeship (FA)
6	Higher	National Certificate (NC)	National Certificate (NC)
5	Standard	National Diploma (ND)	National Diploma (ND)
4	Standard	National Certificate (NC)	National Certificate (NC)

SUBJECTS AVAILABLE INCLUDE

- Business, Events, Travel and Tourism
- Computing
- Construction
- Childcare
- Creative Industries
- Engineering
- Fair and Beauty
- Hospitality and Culinary
- Psychology
- Science
- Social Services
- Sport and Exercise
- Medical Services

SCHOOL PARTNERSHIP COURSES

School Partnership Courses at Forth Valley College are for pupils meeting ages 14, 15 and 16 in June 2023.

WHAT'S ON OFFER!

- Foundation Apprenticeship (FA)
- National Programme Award (NPA)
- Skills for Work (SfW)
- National Certificate (NC)
- Higher National Certificate (HNC)

FOUNDATION APPRENTICESHIPS

UCAS TABIFF POINTS

SCOTS PROGRAMME

APPRENTICESHIP	SCAF POINTS
Engineering	36
Business	42
Construction	42
Healthcare	42
Childcare	42
Education	42
Healthcare	42
Childcare	42
Education	42

SCHOOL PARTNERSHIP COURSES

GOING LIVE SOON!



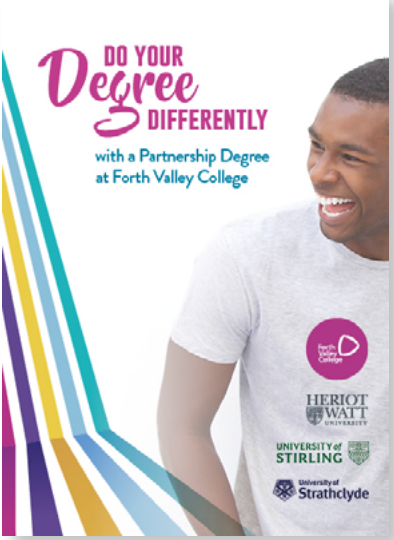
Application of brand assets:

Short Courses



Application of brand assets:

Partnership Degrees



DO YOUR Degree DIFFERENTLY with a Partnership Degree at Forth Valley College

Forth Valley College offers a range of degree courses in partnership with four of Scotland's leading Universities. These degrees are taught jointly with two years at Forth Valley College and two years with the partner University. The result being a programme which delivers highly skilled and work ready graduates.

UNIVERSITY OF STIRLING - BA Art & Design - BA (Hons) Applied Biological Sciences - BSc (Hons) Software Development with Cyber Security - BA (Hons) Heritage & Tourism - BA (Hons) Digital Media	HERIOT-WATT UNIVERSITY - MEng Chemical Engineering - MEng Electrical Engineering - MEng Mechanical Engineering	EDINBURGH NAPIER UNIVERSITY (This is an American Studies Scheme) - HND Cyber Security - HND Electrical Engineering - HND Mechanical Engineering
UNIVERSITY OF STRATHCLYDE - BEng (Hons) Chemical Engineering	To find out how to apply visit: www.forthvalley.ac.uk/degrees UCAS DEADLINE - 26 JANUARY 2022 - 18.00	

Edinburgh Napier University | Heriot Watt University | University of Stirling | University of Strathclyde

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Application of brand assets:

Modern Apprenticeships



Application of brand assets:

January Starts





Digital Applications

Digital application

The following pages show the creative application across our digital channels. Whilst some content will be driven by other communications and marketing campaigns, it is important that the brand is maintained through other materials and assets shared.

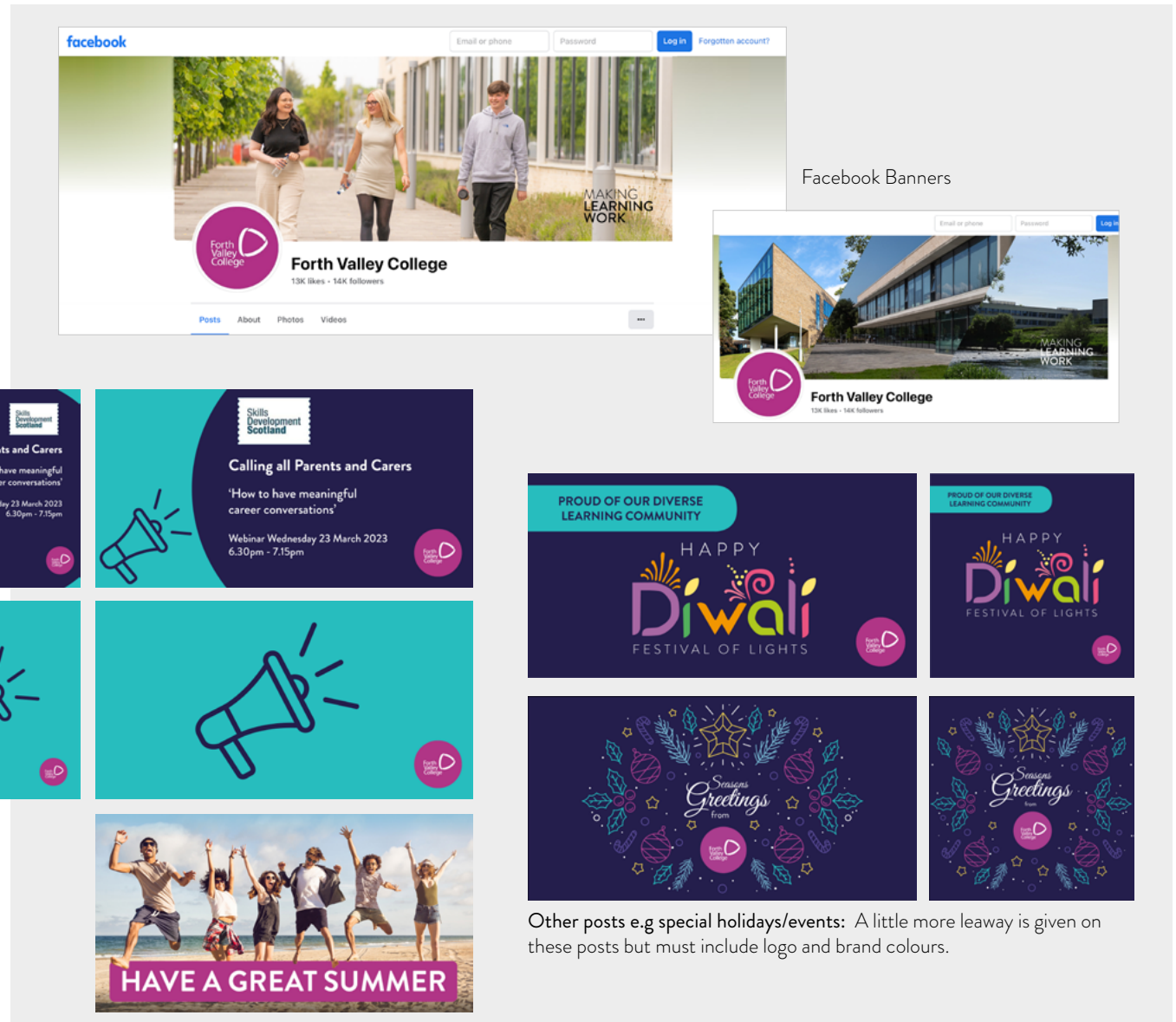
- Social Media
- Website

Social Media Examples

All social media platforms should have a strong identity linked to the brand guidelines. College driven social media assets should always be part of a suite of other communication and marketing campaigns or be developed in line with the college branding.

Templates can be utilised where available.

Facebook and Instagram posts:
Announcements: best practice to use megaphone icon along with text and images or if a full photo is chosen, use brand colour and font.



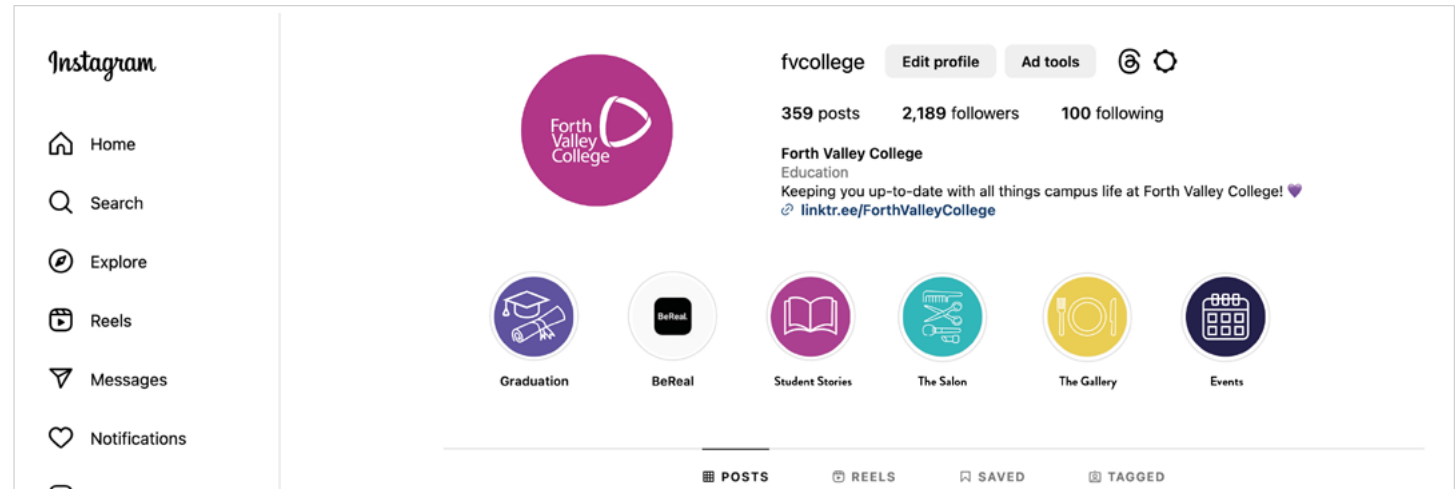
Facebook Banners



Social Media Examples (CONTINUED)

Instagram Highlights:
Icons in brand colours with white outline to be used for each highlight section.

Instagram Template examples: Using brand colours, fonts and icons.



Instagram Quote template example.



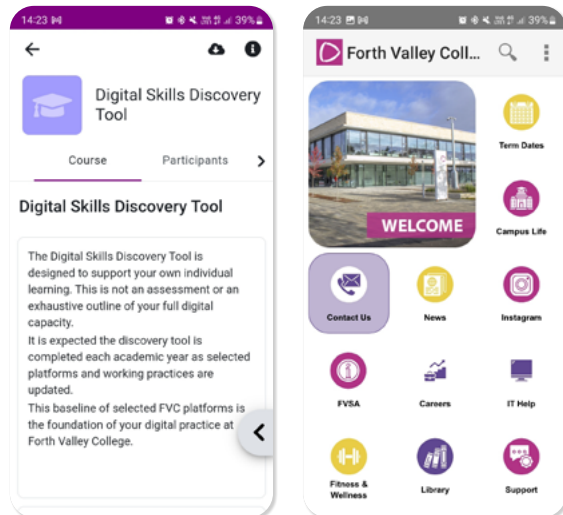
Student Case Study Profile template example.
Use a mix of brand colours.



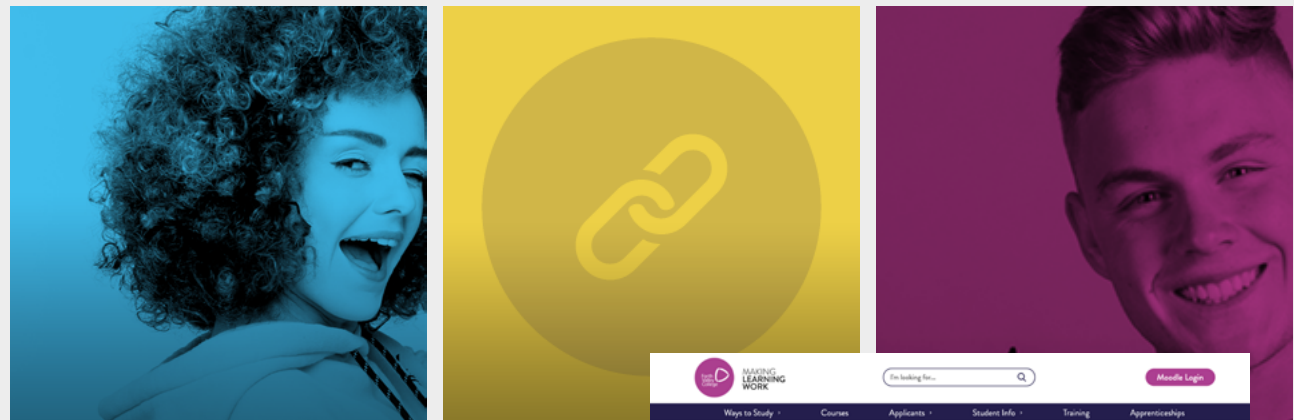
Website & App Assets

Our website is a key recruitment and information tool and should have a strong brand identity. Icons, abstract shapes and brand colours should play a key role in any designs. Photo-based graphics should have a colour overlay.

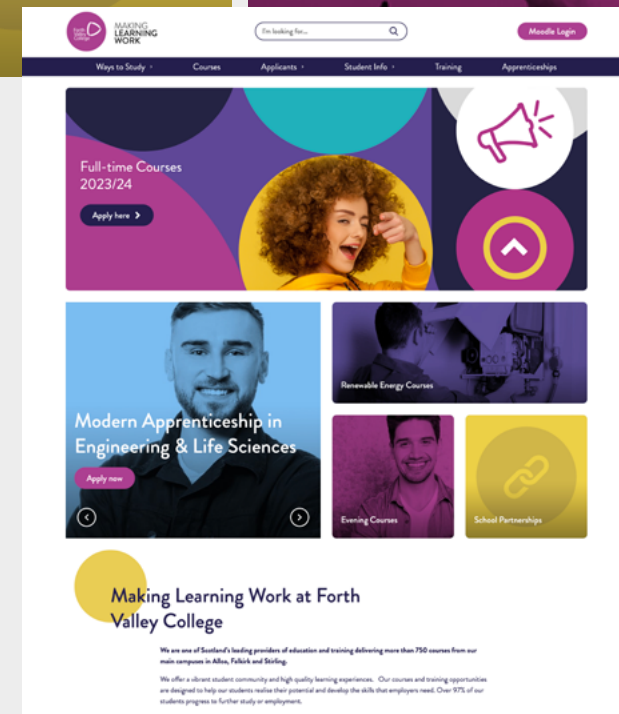
Graphics for the college app should feature circular icons in brand colours.



Website sign post examples



Website banner image examples



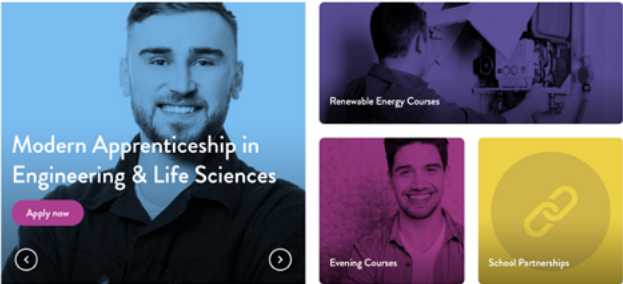
Website homepage showing branded assets

Website Asset Dimensions

Our website is designed to be mobile friendly and any assets need to adhere to specific size requirements to ensure they display properly on any device.

Masthead Image
2880x1120
72ppi
RGB Png

Masthead image to be campaign specific. Text will be overlaid within the website.



Signpost Large
640x698
72ppi
RGB Png

Colour block and overlaid transparent black image as shown in example to the left.

Signpost Medium
1042x621
72ppi
RGB Png

Colour block and overlaid transparent black image as shown in example to the left.

Signpost Small
584x584
72ppi
RGB Png

Colour block and overlaid transparent black image/icon as shown in example to the left.



Internal Comms

Internal College Communication

Our staff and students are key audiences for the college and our internal communication materials should be branded appropriately.

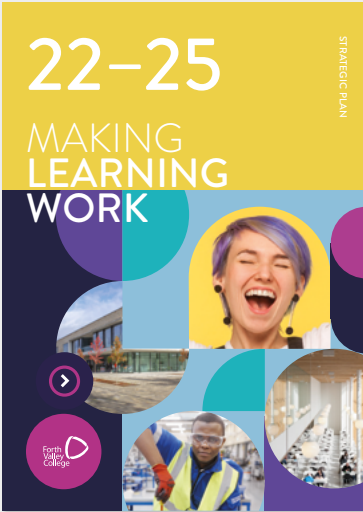
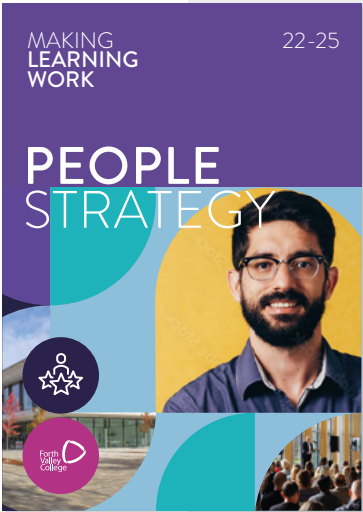
Materials need to be eye-catching, engaging and accessible, and identifiable as college communications. It's important that we reach our staff and students with key messages and information.

Corporate Communications

Our plans and policies should have a strong corporate identity for both internal and external audiences.

Internal Communications

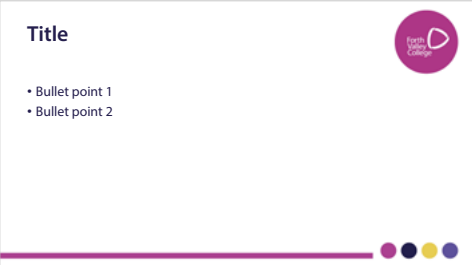
Internal communications campaigns are essential for sharing key messages with staff and students.



Corporate Stationery

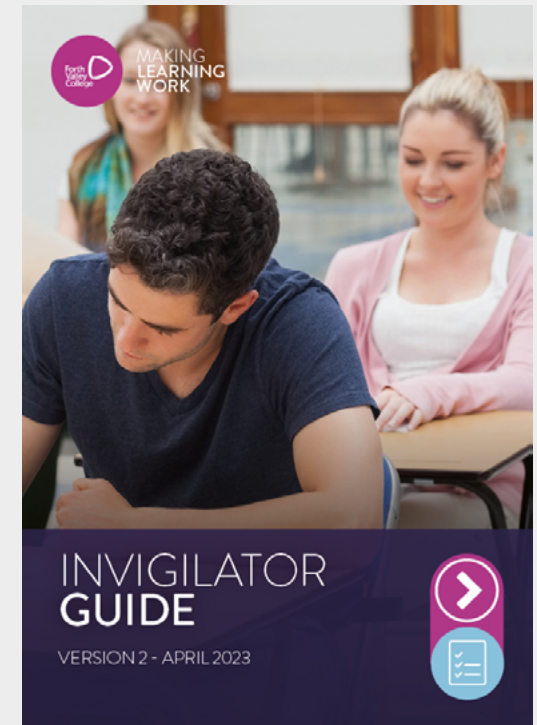
Our corporate stationery range includes letterheads, certificates, business cards and power point presentation slides. These make full use of our primary brand colours along with our circle and icon motifs.

Presentations and certificates will mostly use the alternate fonts of Arial or Myriad Pro due to device restrictions.



Corporate Services Materials

Our corporate services materials share important information with learners for every stage of the student journey. These materials are photo-led with use of abstract shapes and brand colours.





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WORK

Conclusion

Our brand identity is a key part of everything we do, allowing us to effectively communicate our mission and values.

A strong brand helps us differentiate from competitors, promotes recognition and communicates our personality. It also helps build credibility and attracts and engages our target audiences – ultimately, contributing to the overall success and growth of the organisation.



Contact

Questions?

For any queries in relation to these guidelines, please contact the Communications & Marketing Team.

marketing@forthvalley.ac.uk

01324 403 202