



UK | DUBAI | MALAYSIA

GLOBAL FOUNDATION COLLEGE

IDENTITY PROPOSAL: STAGE 3

Cate Sutton, Graphic Designer

Heriot-Watt: Global Foundation College

BRIEF

Heriot-Watt are launching a Global Foundation College at the start of April, with recruitment targets set for Sept '22 entry.

The April launch will be focused on Edinburgh, as Dubai and Malaysia already offer a foundation programme, which they will continue with this until the recruitment cycle is over. Dubai and Malaysia will then launch the college for the new cycle. This is a global offering.

The purpose of the college will be to provide foundation and pathway programmes at pre-bachelors and pre-masters levels with clear pathways and progression routes into HWU programmes globally.

A key benefit of the Foundation College is the potential incremental student growth from progression to HW programmes.

Most Universities that offer this, sell it as a 'pathway' to a degree programme. Some will claim things like '99% of foundation students progress to a degree programme at XXX University. It's a clear and well established route, internationally, for those who did not get good enough grades to go directly onto a degree programme.

- To create a distinct style for the Global Foundation College, while retaining the HW brand.
- To provide the partner with a playbook/style guide showing our distinct HWU TOV, plus a wide variety of examples of assets.
This playbook will enable them to create their own website and marketing materials, keeping in the HW style.
- To enable in-house HW teams to set up web pages.

WORDS

This words reflect the journey of prospective students taking this path to a degree

**FUTURE | PATH | MAKE | WALK
CREATE | JOURNEY | YOUR |
ROUTE | ASPIRE | TRAIL | TRACK
POWER | MOVE**

TAGLINE SUGGESTIONS

**YOUR FUTURE PATH
TAKE YOUR PATH
TAKE THE PATH
MAKE YOUR PATH
YOUR WAY YOUR PATH
CREATE YOUR JOURNEY**

**Global
Foundation
College**

**Your Pathway
to a Degree**
with a leading
UK university

**YOUR
FUTURE
PATH**

YOUR PATHWAY TO UNDERGRADUATE STUDY

RATIONALE

Using our updated recruitment UG campaign style as a basis, this approach utilises the simplistic copyline style of 'BE FUTURE MADE' and identifies the pathway to undergraduate study as 'YOUR FUTURE PATH'

The photographic approach is a duotone cutout matched to a bright brand colour background.

SHOWN AS A SQUARE FORMAT SOCIAL FOR EXAMPLE.



YOUR PATHWAY TO UNDERGRADUATE STUDY

SHOWN AS 'A' SIZE FOR FLYERS OR POSTERS FOR EXAMPLE.



HERIOT
WATT
UNIVERSITY
UK | DUBAI | MALAYSIA

Global
Foundation
College

Your pathway
to a **Degree**
with a leading
UK university

**YOUR
FUTURE
PATH**



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**YOUR
FUTURE
PATH**

YOUR PATHWAY TO UNDERGRADUATE STUDY

CONCEPT RATIONALE

Using the 'Go Global' campaign identity as a basis, this approach utilises a simplistic graphic line as a navigation concept.

Meaning: Success is not linear.

Copyline of 'BE FUTURE MADE' and blocked typography..

SHOWN AS A SQUARE FORMAT SOCIAL FOR EXAMPLE.



YOUR PATHWAY TO UNDERGRADUATE STUDY

DIGITAL ADVERTISING

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

Your pathway to a degree

Your pathway to a degree

with a leading UK university

YOUR FUTURE PATH

YOUR FUTURE PATH

YOUR FUTURE PATH

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

Your pathway to a degree

Global Foundation College

HERIOT WATT UNIVERSITY
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Your pathway to a degree

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with a leading UK university

Global Foundation College

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YOUR FUTURE PATH

YOUR PATHWAY TO UNDERGRADUATE STUDY

SHOWN AS A SIZE FOR FLYERS OR POSTERS FOR EXAMPLE.



**HERIOT
WATT
UNIVERSITY**
UK | DUBAI | MALAYSIA

**Global
Foundation
College**

**Your pathway to
a degree with
a leading UK university**



BeFutureMade



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Foundation
College**

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YOUR PATHWAY TO UNDERGRADUATE STUDY

DISPLAY: ROLL UP BANNERS



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Global Foundation College

Your pathway to a **Degree** with a leading UK university



YOUR FUTURE PATH



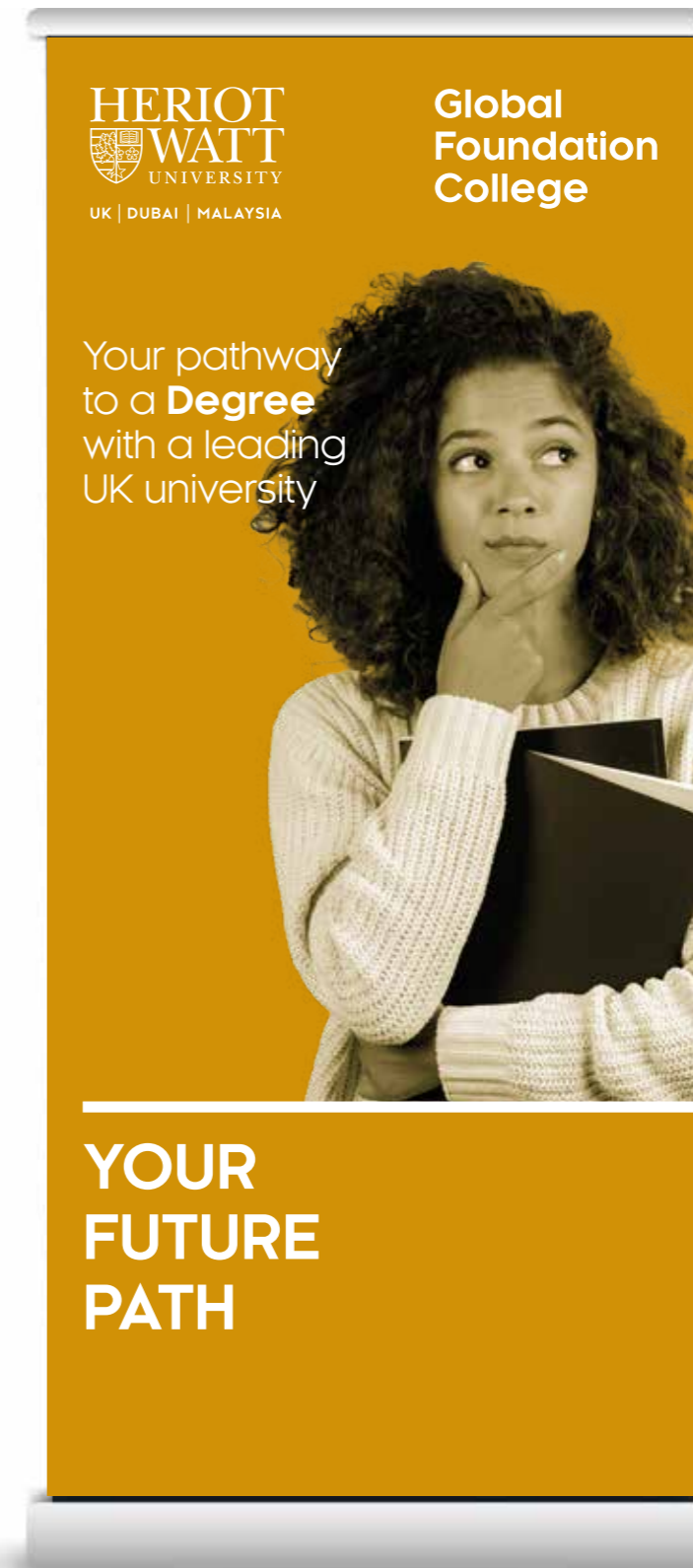
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Global Foundation College

Your pathway to a **Degree** with a leading UK university




YOUR FUTURE PATH



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YOUR FUTURE PATH

YOUR PATHWAY TO UNDERGRADUATE STUDY

HEADERS: NEWSLETTER, CRM: Image approach



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YOUR FUTURE PATH

HEADERS: NEWSLETTER, CRM: Graphic path approach



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YOUR FUTURE PATH



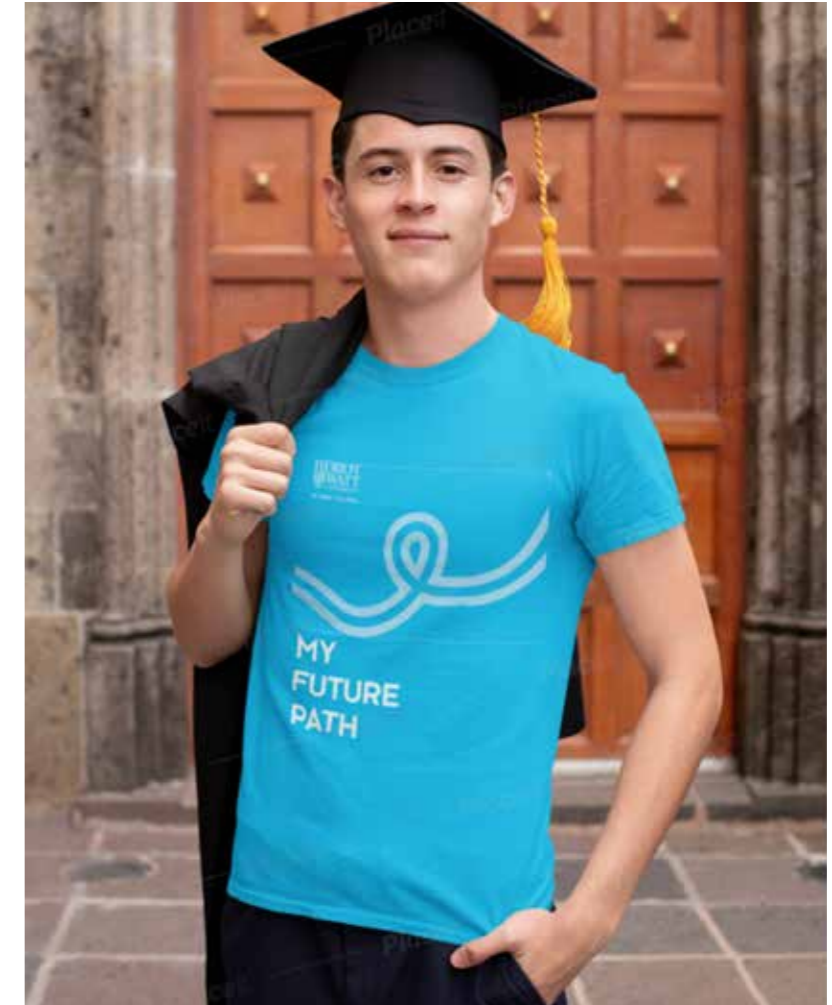
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YOUR PATHWAY TO UNDERGRADUATE STUDY

MERCHANDISE



**Global
Foundation
College**

Your Pathway
to a **Masters
Degree**
with a leading
UK university

**YOUR
FUTURE
PATH**

YOUR PATHWAY TO POSTGRADUATE STUDY

CUT OUT IMAGERY RATIONALE

Using our updated recruitment UG campaign style as a basis, this approach utilises the simplistic copyline style of 'BE FUTURE MADE' and identifies the pathway to undergraduate study as 'YOUR FUTURE PATH'. The photographic approach is a duotone cutout matched to a bright brand colour background.

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PATH GRAPHIC RATIONALE

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SHOWN AS A SQUARE FORMAT SOCIAL FOR EXAMPLE.



YOUR PATHWAY TO POSTGRADUATE STUDY

SHOWN AS 'A' SIZE FOR FLYERS OR POSTERS FOR EXAMPLE.

A flyer with a purple background. In the top left is the Heriot Watt University logo with the text 'HERIOT WATT UNIVERSITY' and 'UK | DUBAI | MALAYSIA' below it. In the top right is the text 'Global Foundation College'. The central image is a young man with curly hair, smiling, wearing a grey hoodie and headphones, holding a laptop. To the left of the image is the text 'Your pathway to a Masters Degree with a leading UK university'. At the bottom left, a white horizontal line is above the text 'YOUR FUTURE PATH' in large, bold, white capital letters.

HERIOT WATT UNIVERSITY
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Global Foundation College

Your pathway to a **Masters Degree** with a leading UK university

YOUR FUTURE PATH

A flyer with a purple background. In the top left is the Heriot Watt University logo with the text 'HERIOT WATT UNIVERSITY' and 'UK | DUBAI | MALAYSIA' below it. In the top right is the text 'Global Foundation College'. The central image is a young woman with long hair and glasses, smiling, wearing a grey jacket and holding a laptop. To the left of the image is the text 'Your pathway to a Masters Degree with a leading UK university'. At the bottom left, a white horizontal line is above the text 'YOUR FUTURE PATH' in large, bold, white capital letters.

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Global Foundation College

Your pathway to a **Masters Degree** with a leading UK university

YOUR FUTURE PATH

YOUR PATHWAY TO UNDERGRADUATE STUDY

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Your pathway to a degree with a leading UK university

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DISPLAY: ROLL UP BANNERS



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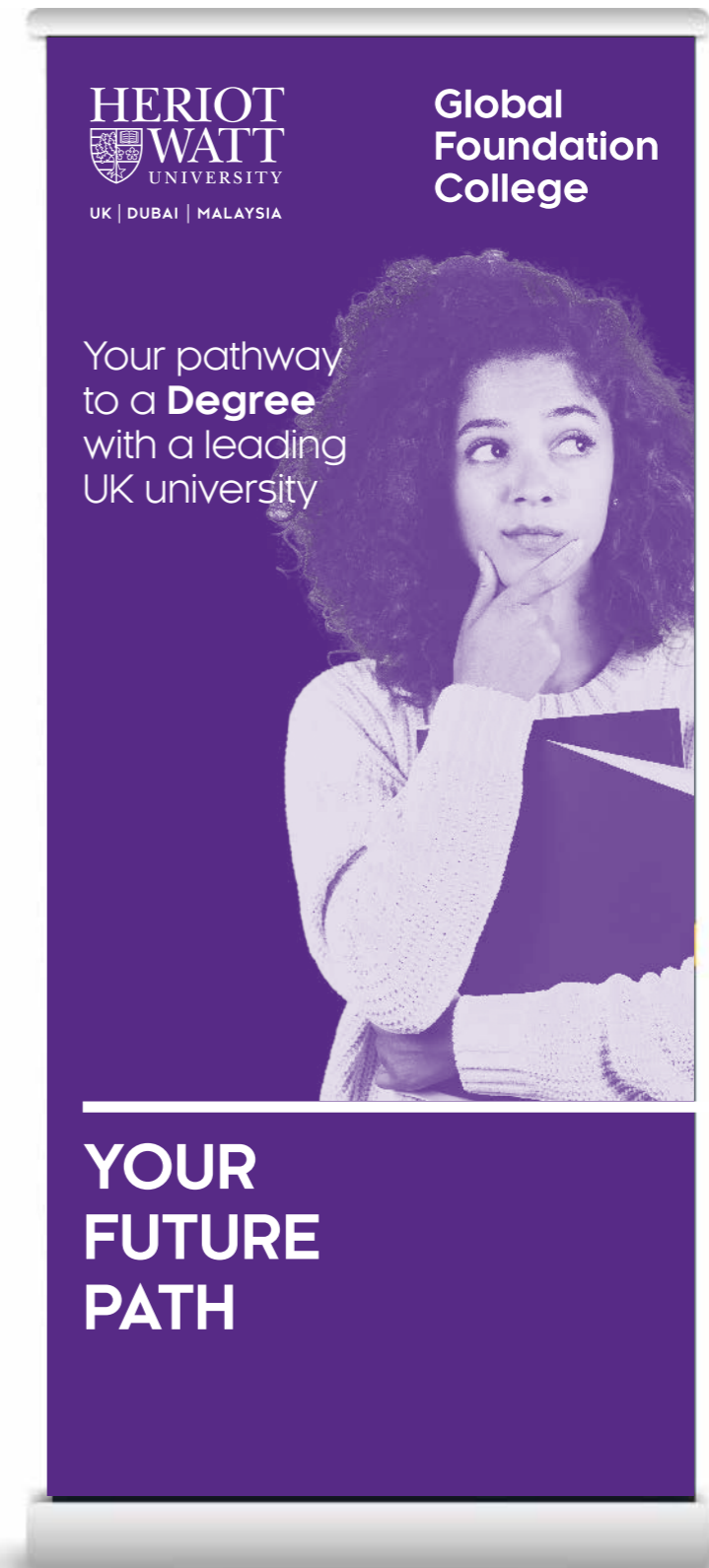
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DIGITAL ADVERTISING

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Your pathway to a Masters Degree



YOUR FUTURE PATH

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YOUR FUTURE PATH

HERIOT WATT UNIVERSITY
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with a leading UK university



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UK | DUBAI | MALAYSIA

Your pathway to a degree



Global Foundation College

HERIOT WATT UNIVERSITY
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Your pathway to a degree



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YOUR PATHWAY TO POSTGRADUATE STUDY

MERCHANDISE

