

CUKAS branding review

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Background

UCAS completed general review of its brand in 2013 and recommendations included simplification of the UCAS brand architecture, including the bringing together of ucas.com and cukas.ac.uk websites. In 2013 we started to explore the options with CUKAS to move to a new branded service.

- **Feb 2014** - Agreement between CUK and UCAS to explore options
- **Mar/Apr 2014** - Independent brand consultant undertakes review of UCAS/CUKAS branding
- **May 2014** - Review reports to CUK admissions staff and CUK board
- **Jun 2014** - Agreement to proceed to move CUKAS brand into UCAS Conservatoires
- **Jul/Aug 2014** – Full study undertaken to establish revised information architecture and design of UCAS.com content pages (taking account of CUKAS brand review recommendations)
- **Aug 2014** – Report on new design and technical feasibility and rebuild team established

Proposed timetable for change

- **Oct 2014** – start trailing the change from CUKAS to UCAS Conservatoires on relevant pages of cukas.ac.uk and UCAS.com
- **Nov 2014** – new UCAS.com goes live with co-branded content (UCAS Conservatoires/CUKAS) at the same time update cukas.ac.uk with co-branded logo and update landing page content directing users to relevant UCAS Conservatoire section on UCAS.com
- **Dec 2014/Jan 2015** – refine UCAS Conservatoires content on UCAS.com
- **Feb 2015** – publish/release logo only co-branded 2015 entry version of Apply/Track/Search
- **Apr 2015** – remove cukas.ac.uk landing page and redirect to UCAS.com/conservatoires (this will link back to relevant application products)
- **July 2015** – UCAS Conservatoire branded version of 2016 Apply/Track published
- **Oct 2015** – all references to CUKAS removed

Proposed design and content structures for main UCAS.com sites and services

- Tier 1 – UCAS.com
 - Tier 2 – Services
 - Progress (Post 16)
 - Main UG
 - Teacher Training
 - Postgraduate
 - Conservatoires
 - Tier 3
 - Getting Started
 - Find a course
 - Apply & Track
 - Finance

UCAS.com update – Q4 2014

- Fixed main image
- Editable main text messaging
- Key content based on user needs
- Retain main structure throughout
- Use of concertinas to display specific information such as international/mature/part-time

The screenshot shows the UCAS website homepage. At the top, there is a navigation bar with links for 'UCAS', 'Advisers', 'Providers', 'Corporate', 'Register', and 'Log In'. The main header features the UCAS logo and the tagline 'At the heart of connecting people to higher education'. A 'Next event' section highlights the 'Lincolnshire Convention' in Lincoln on 26 June 2014. Below this is a search bar and social media icons. The main navigation menu includes 'Post-16', 'Undergraduate' (highlighted), 'Conservatoires', 'Teacher Training', 'Postgraduate', and 'Not sure ???'. A secondary navigation bar contains 'Getting started', 'Find a course', 'Apply & Track', 'Finance & support', and 'Is uni for me?'. The central banner features a background image of students walking and the text 'If you have received undergraduate offers, respond to them by 8 May', with a 'Find out more' button. Below the banner are four columns of content: 1. Getting started (How UCAS can help, The undergraduate application process, Parent guide, International student guide), 2. Find a course (How to choose a course, Browse by undergraduate subject categories, A-Z list of undergraduate subjects), 3. Apply & Track (Writing a personal statement, Getting a reference, Fill in your application, Results day), and 4. Finance & support (Tuition fees and student loans, Financial support, Getting student support). Further down are sections for 'Key dates' (5 JUN Reply to offers received by 8 May, 26 JUN Reply to offers received by 8 May, 30 JUN Entry to clearing, 2 JUL Last date to apply through Extra), 'Upcoming events' (10 JUN Lincolnshire Convention, 10 JUN North West Wales Convention, 11 JUN Sussex Convention, 12 JUN Merseyside Convention), and 'UCAS bloggers' (Exciting times! India Bottomley, Hi everyone, hope you're all well and that exam prep is coming along nicely...! There's pretty exciting things coming up for this little blog of mine... more >, Graduation Clare F Hobbs, Finally, I graduated from the PGCE course. There was a ceremony held at the Faculty of Education... more >). At the bottom, there are links for 'More key dates', 'Find out about events', and 'Read more blogs and watch videos'. The footer contains 'UCAS terms explained | Advertising opportunities | Connect with social media | Contact us', 'Corporate information | Terms and conditions | Privacy policy | Cookies | Accessibility', and '© UCAS, Rosehill, New Barn Lane, Cheltenham, Gloucestershire, GL52 3LZ. Company registration 2839615'.

Conservatoires landing page

- Montage image showing range of study options
- Can adapt content links but must retain main nav
- Re-use space for intro/widget
 - Explanation re CUKAS
 - What is a Conservatoire?
 - What do they offer?
 - Why are they important?

UCAS At the heart of connecting people to higher education

Next event Lincolnshire Convention Lincoln, 26 June 2014 More events

Post-16 Undergraduate **Conservatoires** Teacher Training Postgraduate Not sure ???

Getting started Find a course Apply & Track Finance & support

If you want to get into a conservatoire in the UK we are here to help you every step of the way

Find out more

- 1. Getting started**
 - Find out about going to a conservatoire
 - What to study
 - Visit Conservatoires
 - International applications
- 2. Find a course**
 - Find courses at a conservatoire
 - How to choose a course
 - Events and open days at conservatoires
- 3. Apply & Track**
 - When to apply
 - Fill in your application
 - Personal statement
 - Auditions
 - Track your application
- 4. Finance & support**
 - Tuition fees and student loans
 - Financial support
 - Getting student support

UCAS Conservatoire bloggers

Exciting times! 11 Mar 2014
India Bottomley

Hi everyone, hope you're all well and that exam prep is coming along nicely. There's pretty exciting things coming up for this little blog of mine... [more >](#)

Graduation 11 Mar 2014
Clare F Hobbs

Finally, I graduated from the PGCE course. There was a ceremony held at the Faculty of Education... [more >](#)

[+ Read more blogs and watch videos](#)

Conservatoire intro

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Proposed content structure

UCAS Conservatoires			
	Getting started	Thinking about performing arts? What to study Alternatives to higher education	Apprenticeships & Traineeships Gap years Studying overseas Other options
		Flexible and part-time study Visit conservatoires	Tips for attending open days
		When to apply	Application deadlines How to write a personal statement
		Entry requirements	Admissions tests Tariff Tariff tables (explanation and tables)
		Mature students International Individual needs	Care leavers support at university Students with disabilities
	Find a course	How to chose between courses	
	Apply & Track	Filling in your application UCAS Conservatoires personal statements References for Music, drama and dance degrees Track your application Auditions and offers	Performing arts audition fees Interview tips
		Replying to your offers Making changes Results Key dates	
	Finance & Support	Audition fees Student finance	Tuition fees and student loans Financial support Repaying your student loan Flexible study finance Extra support for disabled students and care leavers Funding for mature students Choosing a bank account Student budgeting tips Balancing work and study Managing your student debt
		Individual needs	Care leavers support at university Students with disabilities
		Getting student support Students unions	Balancing work and study Managing your student debt
		Care leavers support at university Students with disabilities Getting student support Students unions	

Issues for discussion

- Proposed timing
- Offline collateral branding
- Online messaging/branding
- Logos/interim co-branding
- New landing page branding/messaging
- Main site “don’t know” tool
- CUKAS “widget”
- International information
- Apply, Track and search tools

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