

INTO Brand Realignment

What does INTO's brand realignment mean?

- › Name change for UK centres to 'International Study Centre' (excluding INTO London and INTO Manchester)
- › New logos, placing the university as the main brand focus
- › US centre names stay the same; on materials the university branding takes priority.
- › No change to Australia.
- › Reducing confusion by ensuring a consistent application of the university brand across all parts of the student journey

- › **Time for a refresh!** A lot has changed in the 17 years since INTO's first UK centre opened. The way we brand our partnerships is changing...



We are simplifying the counselling process and positioning our centres in line with student, parent, and partner expectations

- › You won't need to explain the role of INTO to parents and students
- › Our branding will clearly communicate we are part of the university, maintaining trust and credibility
- › The INTO brand, known for quality and service, will continue to resonate

1

No Changes

- › Australia
 - University of Western Australia
- › UK
 - INTO Choice centres in Manchester and London
 - INTO Manchester in partnership with The University of Manchester

2

Changes to positioning of university brand

- › US
 - All US partners will focus on the university brand as priority and will be "in partnership with INTO".

3

Changes to joint venture logos

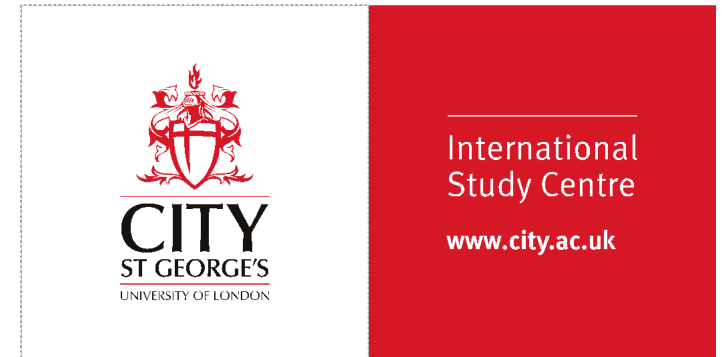
- › UK
 - Lancaster University
 - University of Stirling
 - University of East Anglia
 - Newcastle University
 - University of Exeter
 - Queen's University Belfast
 - City, St George's, University of London

Which brands are changing – UK?

New UK centre logos

We're simplifying our branding to align with student preferences and market trends—placing the university name at the forefront to better reflect what students value most.

Across most of our university partnerships, the INTO centres will become **International Study Centres**, with a new **logo** that aligns with the University branding.

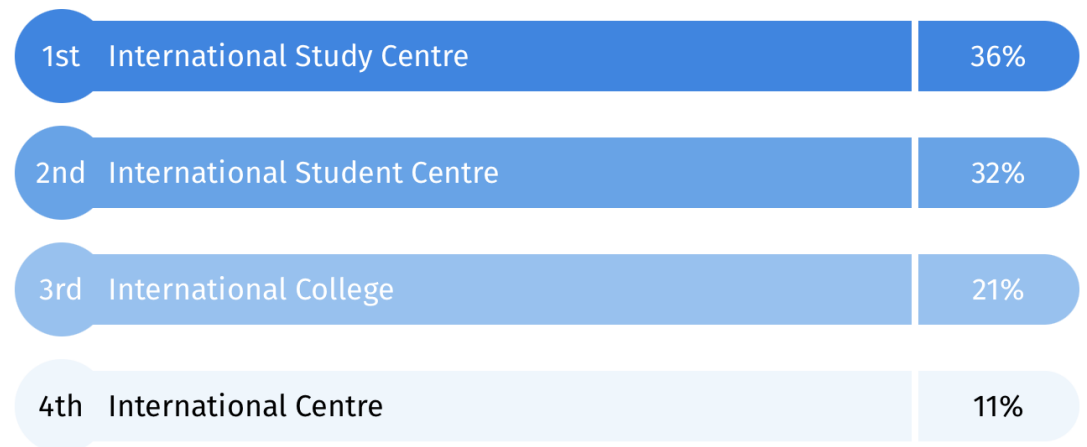


How did we decide on 'International Study Centre?'

- Keeping things simple was one of the key requirements – so we wanted to use the same name across all centres.
- **Market Analysis:** We conducted a competitor review of 31 pathway providers in the UK, where the university is the main brand focus. There are 13 International Study Centres, and 18 Colleges.
- **Student Feedback:** During summer 2024 we surveyed INTO students, who had recently completed their pathway to establish their preference.

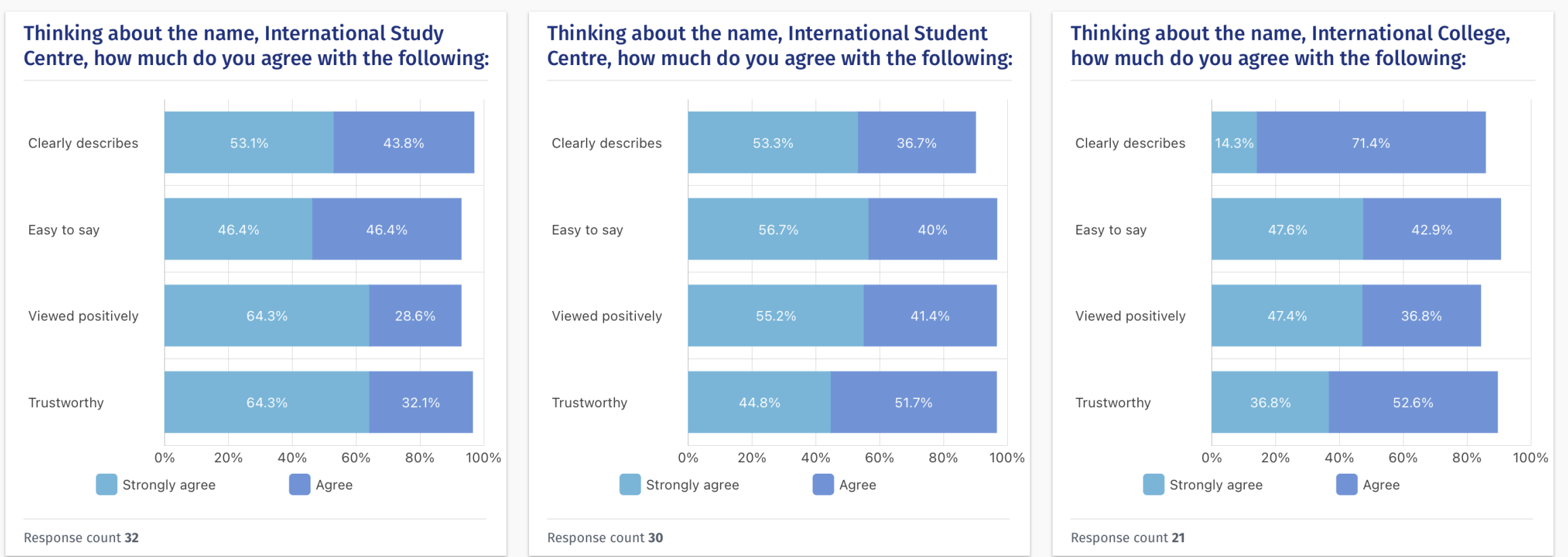
Survey results: students prefer International Study Centre

Please look at the images below of different INTO Centre names (using Newcastle University as an example). Which name do you feel best describes your INTO Centre? Please scroll and select between the 4 images provided



Survey results: viewed more positively and trustworthy

International Study Centre performs better across three out of four metrics and is viewed more positively and more trustworthy.



How should I refer to INTO's UK centres?

When you first mention the centre – Use the full name, e.g. [University Name] International Study Centre.

For subsequent references – Use any of the following as appropriate to the context/space available:

- International Study Centre
- Study Centre
- Centre

Abbreviations:

- Please do not use the abbreviation 'ISC' unless for social media tags.
- Where the partner and the city have the same name, you should always use the full name, never abbreviate e.g. 'Newcastle International Study Centre'.

Further guidance on centre naming conventions can be found within the [style guide](#).

Which brands are
staying the same?

There are no changes to the branding of INTO's Choice centres

INTO»
LONDON

INTO»
MANCHESTER

INTO»LONDON
STEM, MEDICINE AND HEALTH

INTO»LONDON
BUSINESS, ART AND SOCIAL SCIENCES

INTO's partnership with The University of Manchester will stay the same



The University of Manchester



INTO's partnership with The University of Western Australia will stay the same

Formal logo:



Informal logo:



IN PARTNERSHIP WITH



Which brands are changing – US?

US Center Branding

Centers will **not** be renamed, but. . .

- There are new logo arrangements for some of our partners. These logos will only be used on the websites.
- In all other materials, the university brand takes priority with the INTO logo moving to a secondary position.
- There is no difference in how you refer to our US centers (i.e., you can still refer to the OSU center as INTO OSU).

DREW
UNIVERSITY

TILGHMAN
International Center

IN PARTNERSHIP WITH
INTO»

Which logos should
I stop using?

Only the new logo arrangement and supporting INTO brand should be used in any communications.

The following historic logos should therefore not be used:

Joint Venture logos (UK & US):



University-only logos (UK only):



Centre/'open' logos (UK & US):

INTO»NEWCASTLE UNIVERSITY

INTO»DREW UNIVERSITY

Legacy INTO logos:



INTO» NEWCASTLE UNIVERSITY
YOUR BEST ROUTE TO UNIVERSITY SUCCESS

What if I am counselling on multiple
INTO partner universities?

Representing more than one partner? No problem!

When a communication contains information about multiple partners, we call this an 'All-brands' approach. The main INTO logo is the lead brand and the INTO style guide should be followed. These can be downloaded on Partner Portal.

Below is an example of a UK All-brands Online Pre-Sessional English flyer:









Online Pre-sessional English | 2025

What is Online Pre-sessional English?

- An intensive online English language preparation course for international students.
- Suitable for students with an offer to start a degree in September 2025 at one of our partner universities.
- Develop essential study skills in academic writing, reading, listening and speaking – from anywhere in the world.

98% of Online Pre-sessional English students progressed to a UK university
Based on students who completed the programme in 2024





Apply now

Online Pre-sessional English course information

	12-week course	8-week course
Delivery method	Online	Online
Start date	Mon 02 Jun 2025	Mon 30 Jun 2025
End date	Fri 22 Aug 2025	Fri 22 Aug 2025
English language entry requirements*	For degree courses that require IELTS 6.5 for direct entry: IELTS 5.5 (with a minimum of 5.0 in any subskill) or equivalent	IELTS 6.0 (with a minimum of 5.5 in three subskills and 5.0 in one subskill) or equivalent
	For degree courses that require IELTS 6.0 for direct entry: IELTS 5.0 (with a minimum of 5.0 in any subskill) or equivalent	IELTS 5.5 (with a minimum of 5 in any subskill and a 5.5 in writing) or equivalent
Academic entry requirements	An offer for a UK degree programme from one of our partner universities	An offer for a UK degree programme from one of our partner universities
Tuition fees	£5,600 University of Stirling International Study Centre: £4,500	£3,750 University of Stirling International Study Centre: £3,200
Age requirement	17 years and above	17 years and above
Weekly learning hours	20	20
Average class size	20 students	20 students

* Students holding an offer for Newcastle University will need to meet the minimum IELTS score overall with a minimum of 5.5 in all subskills for entry to either the 12 or 8-week course.

 Online Pre-sessional English is run centrally by INTO, meaning you'll learn remotely alongside students at other INTO centres.



98% students would recommend Online Pre-sessional English
INTO Online Pre-sessional English survey 2024

Our online course is highly interactive, offering the same expert teaching and high standards as our in-person classes. If you prefer to learn face-to-face, we also offer an on-campus Pre-sessional English course.


Assessment

At the end of your course, you'll be assessed to ensure you've developed the academic and English language skills you need for your degree.

We use a variety of assessment methods including:

- writing tests
- a research essay
- an academic presentation
- a reading test
- a listening test.

Apply now



Phased approach to updating all INTO assets and marketing collateral

INTO's assets will be updated on Partner Portal under the Downloads section across the course of 2025

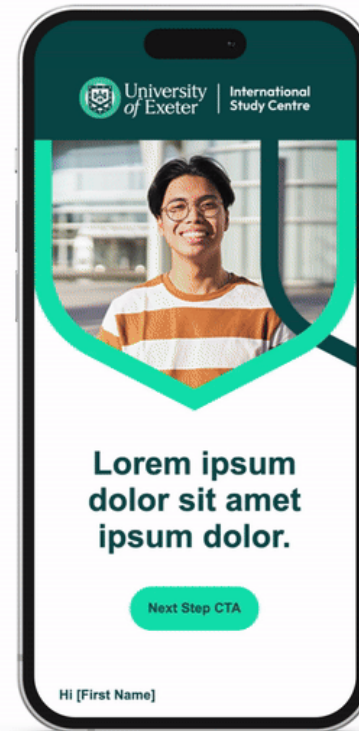
Brochures



Digital Flyers
(PDFs)



Emails



Videos



How to support with INTO's brand realignment

Two ways you can help with INTO's brand realignment

1. Update current materials

- Delete old materials and re-download updated materials from Partner Portal's Downloads section
- Remove old logos from website and social media channels

2. Use new branding

- Download new materials
- Follow new branding guidelines on all digital and print materials

› For any questions and/or feedback, please reach out to your INTO Regional Office

INTO 