



# UHI | INVERNESS

## UHI Inverness Student Toolkit

A practical, quick guide to our new visual identity

Welcome to our quick-fire guide to help you understand the changes we've made to our visual identity, including our logos and designs, and what this means for you.



## What's happened?

UHI is the collective identity for our diverse and flexible tertiary partnership comprising the largest geographic campus base of any college or university in the UK.

From Monday 28th March, UHI will have a fresh new look which tells a more accurate and compelling story about who we are and what we do.



# UHI

**We're also making some changes to our name to make our story easier to understand.**



# UHI | INVERNESS

**Inverness College UHI will be known as UHI Inverness. UHI Inverness is a partner of UHI. We are based at Inverness Campus and the Scottish School of Forestry.**

## Why?

Our new visual identity reflects who we are. We are not just a college, and we are not just a university. As a partnership, we offer broader options than any single college or university can. We are a tertiary learning provider – and that means we deliver everything from senior phase courses through to ALL post-secondary school learning, from access level through to PhD.

**UHI Inverness** addresses some of the practical challenges we face in communicating who we are and what we do, as the words 'college' and 'university' can be barriers. UHI reflects the language our staff, students and communities have long used.

## Why is this important for me?

**We want you to feel confident about explaining where you study.**

**It doesn't matter if you're doing a senior phase course, an access level programme, apprenticeship, HNC/D, degree or PhD, you are a valued UHI Inverness student. Depending on what course you study, you'll either be based at:**

- + UHI Inverness, Inverness Campus
- + Scottish School of Forestry, UHI Inverness

## Social media

We love to see our students' sharing their student experiences on social media, whether that's TikTok, Instagram, Facebook or Twitter. If you are posting about student life at UHI or your coursework, please tag us **@UHlinverness** and use the hashtags **#ThinkUHI** and **#UHlinverness** so we can share your content on our own social media channels. **Promotional material**

We know our students often put promotional material together for coursework. If you need to create a poster, flyer, or video, for coursework, you can use the UHI Inverness logo along with the explanation: **"This event is organised by XX course XX students at UHI Inverness."**

## Branded clothing

Students involved in clubs and societies may wish to order their own branded clothing.

For use of our logo, please contact marketing. [ic@uhi.ac.uk](mailto:ic@uhi.ac.uk). You can also contact the team for advice.

## Do you still have questions?

**Your local branding contact is:**

**Carol Sutherland**

**Marketing and Communications  
Manager**

**UHI Inverness**

**Email [marketing.ic@uhi.ac.uk](mailto:marketing.ic@uhi.ac.uk)**