

# Branding Guidelines

## For partners delivering Tech Industry Gold Degrees and Degree Apprenticeships accredited by Tech Partnership Degrees

This document provides guidelines relating to the use of the 'Tech Industry Gold - Accredited by Tech Partnership Degrees' logo and to the terminology to be used in copy in relation to the promotion of your Tech Industry Gold degrees or degree apprenticeships.

Version 2.1 (18/04/19)

### Background

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'Tech Partnership Degrees' is the employer-led organisation which maintains the 'Tech Industry Gold' standards and the accreditation of degrees and degree apprenticeships to these standards.

This applies to:

> **Degrees**

- IT Management for Business (ITMB) BSc Hons
- Software Engineering for Business (SEfB) BSc Hons

> **Degree Apprenticeships**

- BSc Digital and Technology Solutions Professional (BSc D&TS)
- MSc Digital and Technology Solutions Specialist (MSc D&TS)
- BSc Cyber Security Technical Professional (BSc CST)
- BSc/BA Digital User Experience (UX) Professional (BSc/BA DUX)

### Logos

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All programmes accredited by Tech Partnership Degrees as meeting Tech Industry Gold standards can carry the logo "Tech Industry Gold - Accredited by Tech Partnership Degrees".



Always reproduce the logo from a master reference. It must not be redrawn, manipulated or altered in any way.



All master files are available from [info@tpdegrees.com](mailto:info@tpdegrees.com) in the following formats:

- > EPS: for all professional design software such as InDesign and Illustrator and for all professionally produced materials
- > JPG: compatible with all Microsoft software such as Word and Powerpoint
- > PNG: for digital applications.

When using the logo, please take into consideration the recommended minimum height (18mm) and exclusion zone (as shown below).



## Terminology

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The following terminology can be used in copy. Messaging can also be lifted from our website (eg stats, events information, etc)

- > Tech Industry Gold programmes are accredited by Tech Partnership Degrees. This is the industry accreditation for tech and digital degrees and degree apprenticeships.
- > Programmes accredited [by Tech Partnership Degrees] as Tech Industry Gold meet industry standards for quality, relevance and employer focus.
  - Students can choose Tech Industry Gold programmes with confidence, knowing they meet industry standards for quality, relevance and employer focus.
  - Employers can choose Tech Industry Gold programmes with confidence, knowing they meet industry standards for quality, relevance and employer-focus. [Degree Apprenticeships only]
- > Tech Industry Gold programmes are defined by industry to integrate the technical, business and interpersonal skills that are most valued by employers.
- > Tech Industry Gold programmes are defined by industry to give students the best possible career prospects.
- > Employers actively support Tech Industry Gold degrees in both design and delivery, giving students unique opportunities to learn from many different companies throughout their studies. [Degrees only]
- > Major employers are choosing digital degree apprenticeships to attract and retain top digital talent. [Degree Apprenticeships only]
- > For more details on the Tech Industry Gold degrees and degree apprenticeships accredited by Tech Partnership Degrees, go to [www.tpdegrees.com](http://www.tpdegrees.com)

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