



UNIVERSITY  
OF LONDON

# Worldwide Rebrand 2018

We have rebranded, following extensive consultation, to clearly describe who we are and what we do...

[london.ac.uk](http://london.ac.uk)



# Our new names



**From 1 February 2018, our new branding will reflect a much simpler and streamlined approach to delivering our distance and flexible learning programmes around the world, which will clearly reflect the academic award our students work towards.**

Our rebrand will also extend to the teaching institutions around the world who deliver our study programmes.

For a while you will see both the new and old name in use on our materials. This is because the changeover will happen gradually as we replenish all our materials.

## University of London

This is what you will see on all external facing communication materials from 1 February 2018. Dropping the 'International Programmes' from our brand makes it very clear that the University of London is the body delivering these programmes, which culminate in a University of London award.



## University of London Worldwide

We are also changing the name of the 'University of London International Academy', which will now become 'University of London Worldwide'. University of London Worldwide is the internal department of the University of London that is responsible for delivering distance and flexible learning programmes with our member institutions, such as UCL, LSE and King's College London.

University of London Worldwide will be used on internal and administrative communication, for example committee and governance papers.



## University of London Recognised Teaching Centres

Our rebrand extends to all the education providers, at home and overseas, that teach our programmes. Those which are officially recognised as providing teaching support for our students, will each be known as a University of London Recognised Teaching Centre.

This much simpler and clearer system for our students will replace the old system of Affiliate, Registered and Candidate Centres of the University of London International Programmes.

**Please note that renaming of recognised institutions will take place from 1 August 2018.**

# Q&As



## Why is the name changing?

We've had feedback, from a range of people, telling us that our branding needed to better describe who we are and what we offer to our students around the world. (51,000 students in 180 countries.)

This rebranding needed to be simplified, and needed to clearly demonstrate that the University of London is the degree awarding body for our distance and flexible learning programmes.

It also needed to explain the relationship the University of London has with teaching centres around the world, which students can turn to for additional teaching support, whilst studying for their University of London degree.

We believe that our new branding addresses all these points, and will avoid confusion about these relationships.

## What will happen to the reputation and the recognition of the name 'University of London International Programmes'?

Our rebrand is a further commitment to delivering quality accessible higher education around the world, for anyone who can benefit. We have been delivering on our access agenda since 1858, and we are proud of the University of London brand's international reach and reputation for quality and academic rigour.

By dropping the potentially confusing International Programmes, we are strengthening our brand by linking our distance and flexible learning offer more closely with the University of London, whose academic awards our students are registered for.

In fact we believe the University of London brand will help extend our reach further.

## Is the logo changing?

The basic logo remains relatively unchanged, with a few differences.

We have dropped 'International Programmes' to keep the standalone name, 'University of London'.

With our internal name, we have dropped 'International Academy', and replaced it with 'Worldwide'.

Our new materials and resources will help improve the quality of our communication, and people will quickly understand what the new names mean, the stories behind the name changes, the values we stand for and our vision for the future, as well as the way in which we work.

## When is the change happening?

1 February 2018 is the official date for the name changeover, except for the renaming of teaching institutions which applies from 1 August 2018.

In order to save costs and minimise waste, the changeover to our new name will be gradual, through our normal cycle of material replenishment. For a while you will see both names.

## Will the new name be used before 1 February 2018?

No, the new name won't be used on any materials before then, except for the website and our social media channels.

## How will you let people know that your name has changed?

Our communication will be ongoing to let people know, and we will be using a number of channels to get this message across, including our website and social media.

We appreciate that our students and teaching institutions will play a key role in helping us to promote the new brand.

## Will the degree/academic awards change?

There is no change to our academic awards. Our students will continue to receive the prestigious University of London award, signed by the Vice-Chancellor.

The parchment will also continue to make reference to the fact that the assessment of the award has been carried out by the member institution of the University of London providing the academic direction for the programme completed by the student.

## Will students receive new study materials as a result of the name change?

As we are gradually phasing in the rebranding, students will not receive any replacement study materials and are asked to continue using these materials as normal.

We will update our study materials with the new branding during the normal cycle of updating materials.

## If students apply for registration on an old application form marked International Programmes, will these be valid after 1 February 2018, when the new name comes into use?

Versions with either old or new names can be used.

Our forms will be updated with the new name as we refresh our materials during the course of the year.



## Will teaching institutions implement the new name?

Plans are underway to introduce a single recognition framework, so that all teaching centres recognised for teaching the University of London's study programmes will use the University of London Recognised Teaching Centre logo.

This will replace the University of London International Programmes Affiliate, Registered and Candidate status logos from 1 August 2018.

For further information on implementation, please contact: [institutions@london.ac.uk](mailto:institutions@london.ac.uk)

## What is happening to the International Programmes?

A major advantage of the renaming is that it publicly recognises that we are the University of London. Dropping 'International Programmes' will make this clearer.

## Why use two names?

The University of London is our legal name, and University of London Worldwide is a department within the University, delivering its distance and flexible learning programmes.

## Which name should I use?

The name to use in public is University of London.

The internal name is University of London Worldwide. This name is to be used on all internal communications, including governance and committee papers. The name should be used in the address of the email footer with the University of London logo.

## Is there a new website address?

Our new website address is already in use. It is [www.london.ac.uk](http://www.london.ac.uk)

For a period of time the website will be accessible through both the old URL and the new URL.

## For further information on branding...

All enquiries from students should be addressed to:

**Student Advice Centre**

**Web:** [enquiries.londoninternational.ac.uk](http://enquiries.londoninternational.ac.uk)

All enquiries from teaching centres should be addressed to:

[institutions@london.ac.uk](mailto:institutions@london.ac.uk)

All other enquiries should be addressed to:

**Binda Rai, Head of External Relations,  
Media and PR**

[Binda.raai@london.ac.uk](mailto:Binda.raai@london.ac.uk)

# Looking to the future, building on the past...

Since 1858, the University of London has changed the landscape of higher education around the world.

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This is the second rebrand in 160 years for the University's distance and flexible learning programmes, and we are very proud of what our previous names have stood for and achieved.

We also know that our previous names (University of London International Programmes, University of London International Academy) have caused some confusion about who we are, and what and how we deliver across the world.

In order to overcome this confusion, and provide clarity on all aspects of our work, we have adopted our new name, University of London, for public facing activity, and University of London Worldwide as the departmental name.

Regardless of the name change, our commitment to delivering quality higher education across the world has never been stronger. We look forward to shaping the world of international higher education over the next 160 years.

For further information on the range of programmes we offer, please visit our website or contact us at:

The Student Advice Centre  
University of London  
Senate House  
Malet Street  
London  
WC1E 7HU  
United Kingdom

Telephone: +44 (0)20 7862 8360  
Web: [enquiries.londoninternational.ac.uk](http://enquiries.londoninternational.ac.uk)

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