

A brand to promote partnerships with universities to deliver international student programmes.

Since launch INTO has 18 joint ventures with 17 leading universities in the UK, USA and China. The INTO brand continues to successfully represent this ambitious organisation across 105+ countries employing over 1400 staff.

INTO[®]

the global education partners

Founded in 2006, INTO is now a globally recognised brand in the international education sector.

With a unique partnership model, INTO works with universities worldwide, investing in and transforming their capacity to deliver the highest standards of education for international students.

Day1 worked with the founding directorate to name and develop this new brand to compete in an aggressive international market and engage with the HE sector at the most senior and governmental levels.



THE EXPRESSION OF THE BRAND ACROSS ALL ASPECTS OF THE BUSINESS REINFORCES THE CORPORATE PERSONLITY OF THE ORGANISATION.



RIGHT:
'INTO' IS BOTH AN EXPRESSION OF THE PURPOSE OF THE PARTNERSHIPS AND A PREFIX TO BE USED ALONGSIDE EACH UNIVERSITY'S OWN NAME. THE ROUNDEL AND DIRECTIONAL ARROWS REINFORCE THE MESSAGE.



"...I think that you have created a very strong visual identity which is extremely robust and able to extend over time. The quality of the marketing collateral and other design activity has also been very high..."

ALAN PREECE
DIRECTOR OF MARKETING
AND COMMUNICATIONS,
UNIVERSITY OF EAST ANGLIA



INTO® UNIVERSITY OF EXETER

INTO® NEWCASTLE UNIVERSITY

INTO® UNIVERSITY OF EAST ANGLIA



Expressing the ethos of your organisation: business to business

STRONGER TOGETHER
THE APPLICATION OF THE BRAND IN BUSINESS TO BUSINESS COMMUNICATIONS IS DESIGNED TO SHOW INTO AS AN INNOVATIVE, SECTOR LEADING PARTNER FOR UNIVERSITIES OPERATING IN THE INTERNATIONAL SECTOR.



Sometimes our digital marketing team really takes off in China but after the Festival we're really used to it in our digital marketing team, knowing that our Chinese language media is accurate, relevant and delivered through the social media sites used by people in China.

I have worked in digital media in Shanghai and have a Masters in Creative Media Practice from the University of Sussex. Their educational offer was to help our partner universities get greater exposure and to secure students are better prepared for their overseas studies.

7 DING YI WANG
MARKETING COORDINATOR
UNIVERSITY OF SUSSEX

52 PAULINE ADEBAYO
STUDENT SUPPORT
HOSPITALITY AND
COURTESY FOR INTO
CENTRES

Serving the wireless generation.
The way that students use the web and the global nature of our recruitment and admissions activities demand a sophisticated and comprehensive use of digital marketing and a personalised, responsive admissions service.

International students are more connected than ever before. The rapid rise in the use of mobile internet has changed how young people engage with the world. We know that more than 40% of our students access content on mobile devices. Accordingly, digital marketing is integral to our recruitment process and our engagement. Our technology enables our multi-lingual digital marketing team to speak to future students on their terms and build meaningful relationships with them, wherever they are.

Our presentation is also knowledge across all of our business strategies. We gather, analyse and process a continuous stream of data in collaboration with our university partners, leading to the development of tailored digital content and campaigns.

We provide a platform for vibrant online communities, where INTO students can share their experiences with peers and future students. Our students are our strongest advocates and the speed and breadth of their communication is also a valuable tool for our recruitment success.

The step from enquiry to application is seamless and straightforward. The wide INTO process and quality of service focus is a highlight of the student experience. We work with our partners to ensure the process is transparent and accessible. Our international sales teams, with offices in Brighton and San Diego, provide a responsive, full application processing service based on principles of personalised support, rapid response and a detailed understanding of international qualifications.

Through the latest cloud-based content management system, we provide an easy-to-use and engaging system for our partners, with content in English, Chinese, Russian, Arabic, Greek, Spanish and Japanese. Students, education consultants and parents benefit from personalised content when designed to offer the best possible preparation before they arrive, and the flow of reassuring information throughout their time with us.

21 LINDSEY STOKES
MARKETING
UNIVERSITY OF SUSSEX

I create thought and education connections through the admissions process. My role is to provide opportunities, provide the information and focus on the most appropriate programmes for students to study.

As a fluent Arabic speaker and former international student, I understand students and education professionals throughout the Arab world. Our students and their parents really appreciate that they can speak to someone in their own language to help them through what can be a complex process.

21 LINDSEY STOKES
MARKETING
UNIVERSITY OF SUSSEX

INTO OSOREN STATE UNIVERSITY
INTO COLORADO STATE UNIVERSITY
INTO UNIVERSITY OF SOUTH FLORIDA

INTO QUEEN'S UNIVERSITY BELFAST
INTO SCOTLAND
INTO NEWCASTLE UNIVERSITY
INTO MANCHESTER
INTO UNIVERSITY OF EAST ANGLIA
INTO UEA LONDON
INTO CITY UNIVERSITY LONDON
INTO ST GEORGES UNIVERSITY OF LONDON
INTO UNIVERSITY OF OXFORD

David Stevens
Marketing Director, North America
Our partnership with the University of South Florida has supported our growth in recruitment, academic performance, the student experience and focus. The English language training and internationalisation support INTO provides is a key factor in our success. We have been able to play a leading role in the broader internationalisation agenda of our partners – through the integration of international and new students. In January 2012, we were delighted to welcome Colorado State University to the network in anticipation of the continued growth of new partnerships and student numbers. We have established a centre for application assistance in San Diego to provide additional, student-focused support to our American partners.

James Lindsay
Marketing Director, Europe
With 11 highly successful partner universities already established, we are focused on sustaining that success and seeking out new partners through key challenges, including the need for higher education in the UK, which has already opened the way of the working and learning centres with a focus on opening international universities in September 2012. Our strategic vision includes the development of innovative educational programmes with Saint George's University of London to reflect the power of the INTO Centre in addressing educational and global capacity challenges.

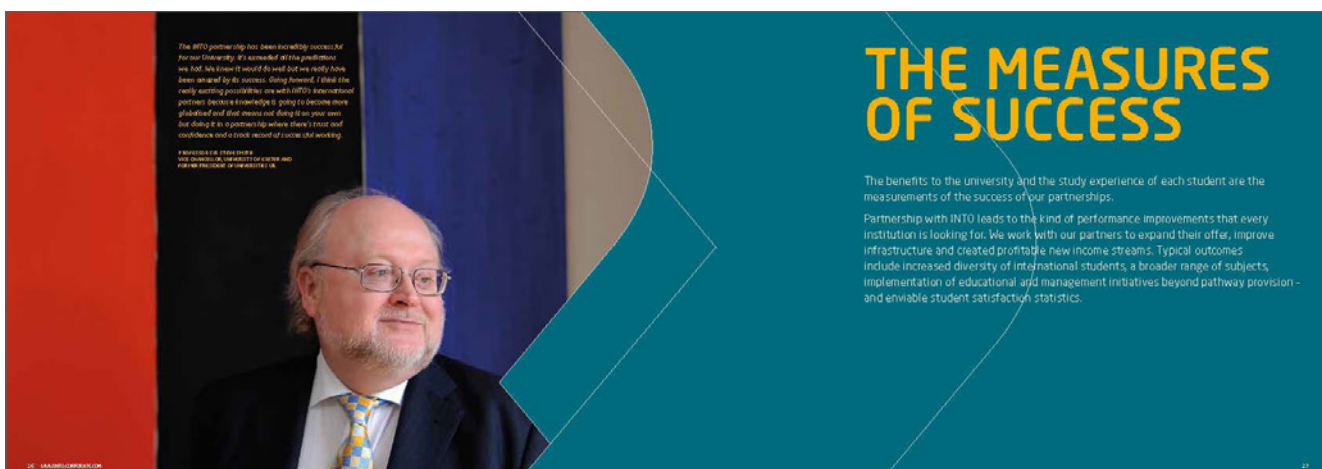
Global strategy, local leadership.
Our responsibility to our partners, students, staff and associates around the world is to continue to build a sustainable, structurally and financially sound organisation.

As we have grown our network, we have made it a priority to ensure that we can respond to our partners' needs, consistently and effectively. To meet the needs of growing international students and organisations, we have developed a range of regional operating centres, led by highly experienced and commercially astute senior teams. This provides our partner network with a robust, reliable and sustainable operating structure, meeting growing standards, but with the ability to respond quickly and flexibly to regional conditions.

INTO CHINA
INTO CHINA
INTO CHINA

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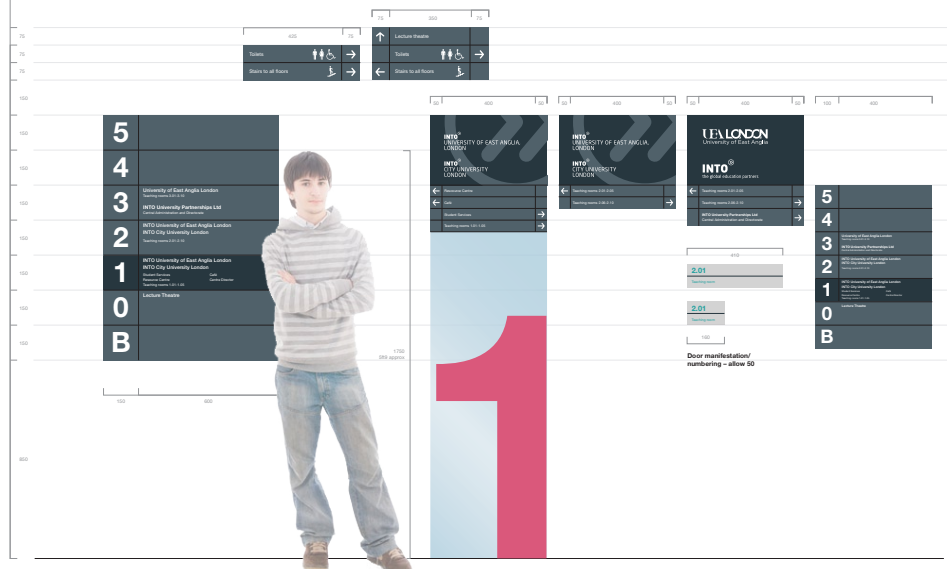
INTO CHINA
INTO CHINA
INTO CHINA



Learning and living environments

INTO students enjoy a continuous experience – from their first encounter on a website or in a brochure, right through to the on campus study centre.

Student centred, young, professional and dynamic – INTO as a brand constantly evolves and develops – continually reaffirming what it stands for.

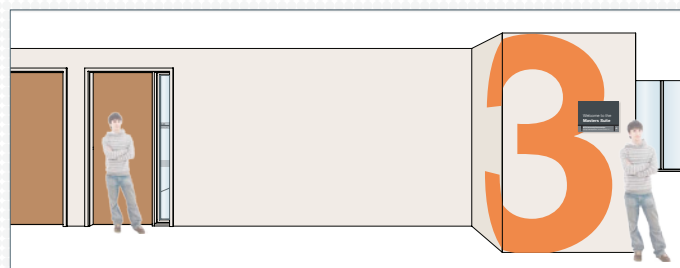




INTERIORS FOR THE LONDON CENTRE

A JOINT VENTURE BETWEEN INTO, UNIVERSITY OF EAST ANGLIA, LONDON AND CITY UNIVERSITY, LONDON.

SIGNAGE AND INTERIOR GRAPHICS WERE REQUIRED FOR EACH FLOOR OF THE LONDON CENTRE.



Expressing the ethos of the organisation: business to consumer

COMPLEX INFORMATION IS REQUIRED TO BE COMMUNICATED CLEARLY AND COMPREHENSIVELY, FREQUENTLY WITHIN TIGHT TIMESCALES.

EXAMPLE STUDY PLANS

ESSENTIAL ENGLISH
ELEMENTARY CORE SKILLS PLUS FOCUS CLASSES

ESSENTIAL ENGLISH
INTERMEDIATE CORE SKILLS PLUS FOCUS CLASSES AND OPTIONS

UNIVERSITY UNDERGRADUATE UNITS

VACATION PERIODS

Course outcomes

- Progression onto further study** in INTO's Foundation, Accelerated Foundation or Diploma courses
- Improvement in your career prospects** by achieving the level of English language proficiency required for modern international business
- Successful entry to UK University** if you meet the required English language level and have the appropriate academic qualifications
- Personal development** You can learn English to whatever level you like, at a pace to suit you
- Achieve credit towards your undergraduate degree programme in your home country** subject to you gaining home university approval

KEY COURSE FACTS

START DATES
JUNE, SEPTEMBER, JANUARY, APRIL

COURSE LENGTH
24, 36 OR 48 WEEKS

MINIMUM LEVEL
BASIC ELEMENTARY (ELTS 2.0 OR EQUIVALENT) BEGINNER LEVEL. STUDENTS CAN BE ACCEPTED BY SPECIAL ARRANGEMENT

TUITION FEES INCLUDE

- 18 OR 24 HOURS PER WEEK OF UNIVERSITY STYLE LEARNING, COMPRISING LECTURES, CLASSES (MAXIMUM CLASS SIZE 16 STUDENTS), TUTORIALS AND DIRECTED SELF-STUDY;
- FURTHER STUDY COUNSELLING;
- LEARNING MATERIALS, ACCESS TO THE INTERNET AND ON-LINE LEARNING RESOURCES.

MINIMUM AGE
17

OPTIONS

- CLASS EXCURSIONS, VISITS AND INTO SOCIAL ACTIVITIES*
- ONE-TO-ONE TUTORING*
- PRIOR JOB PLACEMENT (SUBJECT TO MINIMUM COURSE LENGTH PLEASE CONTACT THE INTO ADMISSIONS OFFICE FOR MORE DETAILS).

* AT ADDITIONAL COST

DAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
LANGUAGE SKILLS	LANGUAGE SKILLS	LANGUAGE SKILLS	LANGUAGE SKILLS	FREE TIME FOR PRIVATE STUDY OR OTHER ACTIVITIES	FREE TIME FOR PRIVATE STUDY OR OTHER ACTIVITIES
LANGUAGE SKILLS	CORE LANGUAGE SKILLS	CORE LANGUAGE SKILLS	CORE LANGUAGE SKILLS		
LANGUAGE SKILLS	CORE LANGUAGE SKILLS	CORE LANGUAGE SKILLS	CORE LANGUAGE SKILLS		
IN-FOCUS CLASSES	LUNCH	LUNCH	LUNCH		
IN-FOCUS CLASSES	OPTION-FOCUS CLASSES	OPTION-FOCUS CLASSES	OPTION-FOCUS CLASSES		
IN-FOCUS CLASSES	OPTION-FOCUS CLASSES	OPTION-FOCUS CLASSES	OPTION-FOCUS CLASSES		

University Year Abroad Programme

This flexible and intensive full-time modular programme is for students who would like to spend an academic year abroad and who would also be interested in the possibility of attending undergraduate units in the University of East Anglia Schools of Study.

The main objectives of the course are:

- to improve your ability to use the English you already know and gain new skills;
- to learn more about British culture and society;
- to become familiar with academic work at a British university.

Accredited by the
BRITISH COUNCIL

INTO UNIVERSITY OF EAST ANGLIA, INTO UNIVERSITY OF EXETER AND INTO NEWCASTLE UNIVERSITY:

EACH PARTNER UNIVERSITY IS MARKETED IN THE CONTEXT OF ITS OWN LIVERY WHILST ADOPTING THE 'INTO' BRAND AS A STANDARD SIGNATURE. THIS REQUIRES SKILL AND SENSITIVITY AND AN ABILITY TO COLLABORATE WITH SENIOR ACADEMIC AND ADMINISTRATIVE STAFF AT EACH PARTNER UNIVERSITY.



INTO

INTO is a unique, university-based initiative for international students, offering new and higher quality standards of preparation for **undergraduate** and **postgraduate** study in the UK.

INTO Centres provide

- quality assured academic programmes
- university validation
- guaranteed university placement
- university learning resources
- wide range of English language courses
- excellent on-campus facilities
- personal care and support
- easy enrolment from anywhere in the world

www.into.uk.com

UEA NORWICH
UNIVERSITY OF EXETER
Newcastle University



Newcastle University

INTO[®] NEWCASTLE UNIVERSITY

About Newcastle University

- ranked 25th in *The Times Good University Guide*
- ranked top 20 in over 30 subject areas in *The Times Good University Guide*
- rated 5 for research in 20 major subject areas
- one of the UK's friendliest universities
- city-centre campus
- excellent teaching, research, sports and leisure facilities
- low cost of living
- award-winning careers service

INTO academic programmes

- Foundation
- Pre-Master's

INTO language courses

- Academic English
- Essential English
- Pre-Sessional English
- Summer School
- Study Abroad with English

www.ncl.ac.uk/into



UNIVERSITY OF EXETER

INTO[®] UNIVERSITY OF EXETER

About University of Exeter

- ranked 18th in *The Sunday Times Good University Guide*
- top 10 university for graduate students
- 98% of subject areas rated 'excellent' (RAE)
- voted 'best place to study' by international students
- beautiful campus with excellent sports and leisure facilities
- 4,500 on-campus student study bedrooms
- huge library and extensive computer network

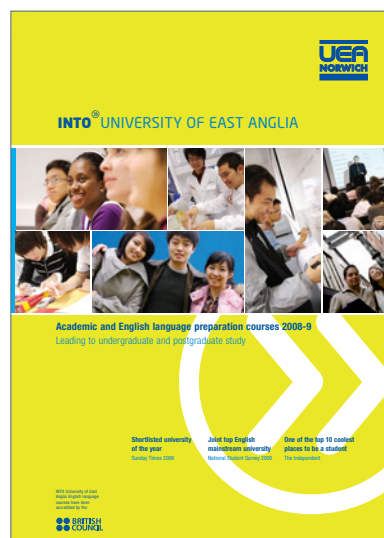
INTO academic programmes

- Foundation
- Graduate Certificate

INTO English language courses

- Pre-Master's and Pre-Sessional English
- Academic English
- IELTS Preparation
- Essential English
- General English Summer Course
- University Year Abroad

www.exeter.ac.uk/into



UEA NORWICH

INTO[®] UNIVERSITY OF EAST ANGLIA

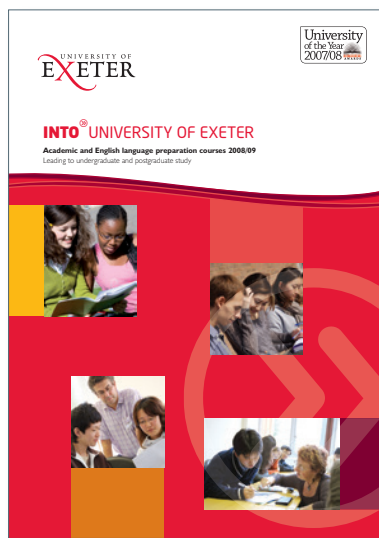
Academic and English language preparation courses 2008-9
Leading to undergraduate and postgraduate study

Shortlisted university of the year
Sunday Times 2008

Joint top English preparation university
National Student Survey 2008

One of the top 10 cost-effective places to be a student
The Independent

BRITISH COUNCIL

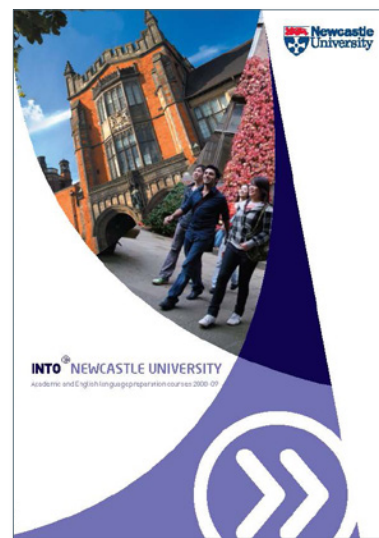


UNIVERSITY OF EXETER

INTO[®] UNIVERSITY OF EXETER

Academic and English language preparation courses 2008/09
Leading to undergraduate and postgraduate study

University of the Year 2007/08



Newcastle University

INTO[®] NEWCASTLE UNIVERSITY

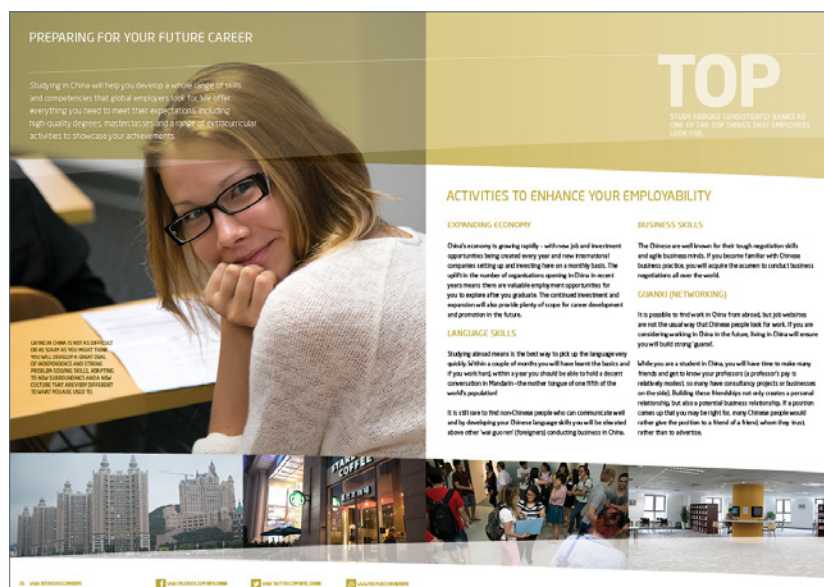
Academic and English language preparation courses 2008-09

Developing the brand for new markets



IN 2012 WE WERE ASKED TO CREATE A NEW SUITE OF MATERIAL SPECIFICALLY TARGETING INTERNATIONAL STUDENTS INTERESTED IN STUDYING IN INTO PARTNER UNIVERSITIES IN CHINA.

THE BRIEF WAS TO CREATE A NEW APPROACH, APPROPRIATE FOR GRADUATES AND POST GRADUATES CONSIDERING GLOBAL CAREERS, WHILE RETAINING THE ORIGINAL INTEGRITY OF THE BRAND.



Day 1 is an experienced corporate communications consultancy with an in-house creative and production team.

We create visual solutions for every kind of audience for public and private sector clients of all sizes. The founding partner of Day 1 began the original practice in 1984.

We believe our business is about helping clients achieve their goals through creative communication strategies.

As markets and cultures change, we move with them. We believe good quality design and communication influences progress and achieves results. We enjoy working with enlightened clients who understand how marketing and communications drive their business strategies.

We believe that whenever an organisation expresses itself, in however small a way, its reputation and profile is under scrutiny. We believe in loyalty, honesty and using our talents to contribute to valuable outcomes.

We work across all media and our clients are from many fields: government and NGOs, education, finance, IT, property development, construction, catering, publishing, arts, trusts, manufacturing, logistics, architecture and more.

Our credentials

All partners, staff and associates of Day 1 are educated to degree standard in their fields. In addition, the partners have many years' involvement with the International Society of Typographic Designers, the professional body which exists to establish and maintain standards in visual communications through educational and industry influence. Tina Carter is a Fellow of the society and spent five years as Education Officer between 1991 and 1996. Andy Uren is a longstanding member of the ISTD's Council and is currently chief executive (this is a part-time, voluntary, unpaid role). Both Andy and Tina are actively involved in the Society's projects in higher education, as assessors and advisors.