

Universities
Scotland



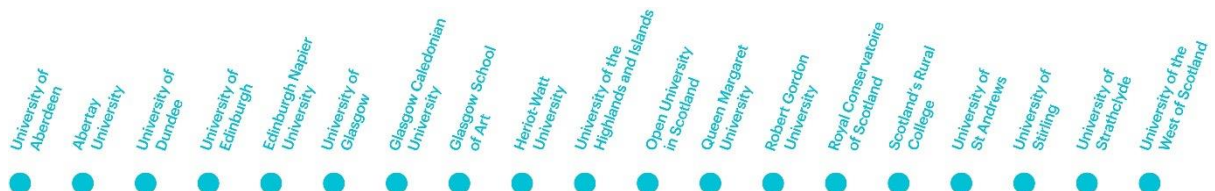
International
Guidelines

Message
Spring 2019



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1. Background and purpose

International engagement is critical to Scotland's universities. Through our students, research and engagement with global communities, we bring Scotland to the world, and make our world a better place. The financial contribution made to Scottish higher education is also critical to our current and future success.

In a highly competitive marketplace, it is vital that Scotland's universities speak with a voice that is loud, clear and distinctive.

This document is designed to guide
This document is designed to guide by setting out the main messages Scotland's universities should be focusing on internationally, ensuring that there is focus and consistency in messaging, and collective impact behind our story.

This document is designed to inspire
This document is designed to inspire by giving practical ideas for how these main messages can be tailored and brought alive in a compelling way for different audiences and for different institutions.

This document builds on work by Education UK Scotland
This document builds on work originally done by Education UK Scotland, including the UK HE 'brand pyramid'. These Guidelines were initially developed in 2011 and then reissued in a refreshed format in 2014.

This document supports Scottish Government's goals
This document is designed to support the Scottish Government's key messages about Scotland:

- Inclusive
- Progressive
- Innovative
- Outward-looking
- Fair and balanced
- Culturally vibrant

Universities Scotland would like to thank everyone who has contributed time and thought to this initiative, particularly the Universities Scotland International Committee Branding Sub-Group.

Cover image: Edinburgh Napier University

2. Using these message guidelines

Who should use the guidelines? The guidelines are designed to be used by anyone with a responsibility for promoting international engagement with Scotland's Universities, including:

- Universities themselves
- Organisations which sometimes represent and speak for Scotland's Universities, e.g. Brand Scotland, Scottish Development International, British Council Scotland, Scottish Government etc.

The guidelines are designed to have relevance across the full range of international audiences, whether that is with:

- Students and their families/carers
- The academic community
- Business and investment audiences
- Governments and NGOs

Why should people use the guidelines? The guidelines encourage stakeholders to consider how a message about the strength and characteristics of the Higher Education Sector in Scotland can provide a valuable introduction or context to institution-specific messages.

By reminding and educating international audiences about what Scotland and Higher Education in Scotland have to offer the world, we aim to lay a solid foundation for the individual messages of Higher Education Institutions.

How should people use the guidelines? We encourage individual universities to think about how you can bring these guidelines alive at an institutional level by identifying the facts, stories and case studies that allow you to reflect these guidelines in a distinctive and competitive way.

Use of guidelines in the Brexit context The guidelines do not explicitly mention anything which is Brexit-related. However, in the current political climate, we encourage universities to particularly stress messages of a welcoming Scotland, which is outward-looking and keen on protecting relationships with European and rest of the world countries.

3. The guidelines at a glance

i. The core proposition

Scotland's Universities: welcoming, international, respected.

Join our strong community of international, leading-edge scholars.

Scotland as your partner of choice: thinking that shapes society and improves the world.

ii. The headline messages

Globally respected

Cutting-edge learning

World-leading research and innovation

Welcoming and supportive

iii. The supporting messages

Recommended

Lasting value

Stellar careers

Modern

Innovative

Globally connected

Outward looking and outward leading

Individually supportive

Culturally vibrant and diverse

Room to grow

Warm and welcoming

4. Making the best use of the different elements

i. The core proposition

Scotland's universities: welcoming, international, respected.

Join our strong community of international, leading-edge scholars.

Scotland as your partner of choice: thinking that shapes society and improves the world.

What is it and how can it be used?

This summarises the competitive strengths of Scotland's Universities in a nutshell.

It's what we should keep in mind when space is limited, or when opening a new conversation.

Although it could be used verbatim, it will start to become stale if over-used. You should always feel free to take the sentiment and core components and re-express them in a way that works for each individual communication task. You should aim to retain a sense of the three key components.

Key component Importance

'welcoming' This reflects the warm, welcoming Scottish personality –
'join our' something Scottish Government research shows people
'community' overseas recognise and like

It reflects the inclusive appeal of a smaller nation

It also relates to Scotland's current outlook towards immigration and the Scotland is Now campaign.

'respected' This speaks of the quality, global reputation and global impact of
'leading-edge' Scottish Higher Education
'scholars'

It also reflects the innovative, modern, cutting-edge nature of Scottish research and teaching

Examples of alumni should be tailored to target audiences, countries or sectors

'Scholars' is a word that is recognised internationally, but we should be careful not to use it in a way that suggests academia removed from real world application, or that we are referring only to people here on specific scholarships

'global' This suggests inclusiveness, and the ensuring global reputation of Scottish education

'a great partner' This gives the idea of Scotland's openness to partnerships.

Worked examples

‘Study in Scotland and you’ll be welcomed into our strong community of scholars – a community that is respected all over the world for its innovative approach to learning and research. Every year more than 50,000 international students from more than 180 countries discover the uniquely warm welcome of Scotland’s Universities.’

‘Study abroad in Scotland and you can be part of this progressive and influential country. As an international student in Scotland you’ll be warmly welcomed into our Scottish culture and into our strong community of scholars whose thoughts and actions make waves across the world.’

‘Coming to a different country to study can be daunting, but in Scotland you’ll find an especially warm welcome. We enjoy sharing our unique and vibrant culture as well as our passion for world-rated research and leading-edge teaching. We’re immensely proud of our family of international scholars and alumni, with many maintaining their links with Scotland long after their studies have ended.’

‘Scotland’s universities give the world some of its most innovative thinkers and are respected the world over; but as an international student you’ll gain more than just an education or career boost. We like to think that our overseas students become part of a strong community of ‘internationally Scottish’ scholars – united by our appreciation of Scotland’s unique culture and welcome, as well as its academic strength.’

ii. The headline messages

Globally respected

Cutting-edge learning

World-leading research and innovation

Welcoming and supportive

What are they and how can they be used?

They represent our best evidence to support the core proposition. They can be thought of as our best 'door openers', or 'conversation starters' allowing us to go and introduce more specific facts and stories.

It is a combination of these elements that makes Scotland's university offer distinctive.

The headlines messages can be used in their own right, with some supporting facts and stories, or they can be used to usher in a second level of support messages (covered in the next section).

As with the core proposition, these are not words and phrases that need to be used verbatim.

Headline message Desired take-out

Globally respected When Scotland's universities speak, the world listens.

A qualification from a Scottish university will stand you in good stead for the rest of your life.

This can be brought to life by case studies, and also by facts such as how Scotland has had 600 years of Higher Education with the Scottish education system having been adopted by many countries all over the world.

It is important that this is used in conjunction with the other headline messages, so that it does not become wholly retrospective. This should be used to emphasise the modern influence and legacy of HE in Scotland.

Cutting-edge learning Scotland's universities are not just historically strong. They are addressing the issues of today and asking the questions of tomorrow.

This includes new ideas about how education is provided, such as new teaching methods or innovative links with business.

This headline message can be supported by facts such as 'four Scottish universities are ranked in the world's top 200 according to the 2018 Times Higher Education rankings', 'four of Scotland's universities are in the top 150 universities under 50 in the world' and 'Scotland produces 1% of the world's research with less than 0.1% of the world's population'.

World-leading research and innovation Research is one of Scotland's key strengths. Scotland takes a progressive and collaborative approach to research excellence. Scotland also has a strong heritage and reputation for turning research into innovation with a global impact.

This can be brought to life by case studies of inspiring research, or data about research excellence and impact. For example, according to the UK's Research Excellence Framework, every one of Scotland's 19 HEIs undertakes research judged to be of "world-leading" quality.

Scotland produces 1% of the world's research with less than 0.1% of the world's population.

Scotland performs more highly than the UK average when assessed on the impact of its research. 85.8% of Scottish research was judged to be at 4* and 3* in REF 2014 - meaning the research had "outstanding" or "very considerable" impact (compared to the UK average of 83.9%).

According to a 2018 Scottish Science Advisory Council report, Scottish publications were on average 88% more cited than the global average.

Welcoming and supportive A welcoming, inclusive people, place and cultural scene – it is easy to join in and be part of the real Scotland.

You join our 'family' of international Scottish alumni which you can stay part of for life.

Worked examples

‘Scotland’s universities have been at the leading edge of thought and knowledge for 600 years. Today, whether in life sciences, digital design or creative arts, Scotland’s students continue to solve problems, push boundaries and make an enduring mark on the world. So much of this is possible because Scotland takes great pleasure in opening its doors to students from overseas, encouraging them to feel part of our international Scottish community.’

‘Scottish universities are renowned throughout the world for their innovation and research excellence, and for the enduring influence of their students and academics. It’s little wonder, therefore, that Scotland’s qualifications are so widely recognised and respected. Academic quality is not the only reason why over 50,000 international students choose to study in Scotland every year though. With thriving cities and stunning natural beauty, famously warm people, comprehensive pastoral and support services, and a rich and diverse national culture waiting to be explored, Scotland’s universities can offer a rich and fully rounded experience.’

Worked examples: case studies using the headline messages

The following examples have been suggested as they have the potential to be interesting and understandable to a broad audience. Universities Scotland understands that choosing examples to use at a sector-wide level will always be political sensitive and there is no desire to raise the profile of some institutions over others. Universities Scotland always welcomes news from institutions which could be used for case studies of this nature.

As a result of university work in Scotland, Alzheimer’s disease will be greatly slowed down.

All humans produce Tau protein, essential for normal functioning of the brain. When things go wrong, Tau protein twists and sticks to itself to become filaments. These make up the so-called ‘Alzheimer tangles’ that destroy nerve cells critical for memory, then attack neurons in other parts of the brain. Scottish researchers have developed a unique treatment that targets the tangles and appear to slow the progress of Alzheimer’s disease by 81% over a year. The product – rember™ – is the first ever drug to act on the tangles and is tipped to be the most significant development in the treatment of tangles since Lois Alzheimer discovered them in 1907.

Students broaden their skillset on heritage railway project

Undergraduate students at a Scottish university seized the opportunity to get away from their desks and benefit from the experience of working on a live rail construction projects.

The civil and transportation team developed their technical skills and health and safety knowledge while helping the Scottish Railway Preservation Society (SRPD) overcome a series of tricky challenges. The students had the opportunity to gain practical, employable skills and help their local community at the same time.

Scotland-India scholar from the 2018 cohort speaks about feeling welcomed in Scotland

One of our Scotland-India scholars who was awarded a scholarship for a Masters course in 2018 has felt very welcomed and supported during her study experience in Scotland. The student has stressed that ‘Scottish universities are great and student-friendly.’ ‘Everybody here has been so good to me. If I have a question, people are there, ready to help me. Scotland is so beautiful and offers many opportunities for exploring, you just have to step in.’

Wireless communication through light

As a result of pioneering research in Scotland we may soon be able to access wireless data communication through light. PureLiFi, makes use of the visible light spectrum instead of radio frequencies to enable wireless data communication. This ground-breaking technology allows LED light to modulate at a rate so fast as to be imperceptible to the human eye, but which can be picked up by receivers, such as suitably configured smart-phone cameras, at speeds of hundreds of megabits per second, thereby enabling the light source to transmit data. Configuring a light source, such as a simple household LED bulb, with pureVLC’s ‘Li-Fi’ technology creates a localised data communications centre capable of carrying data, not just in a single data stream, but thousands of data streams in parallel at high speed. Moreover, it can be used in intrinsically safe environments - petrochemical plants, hospitals, aircraft, etc., where the use of radio frequency Wi-Fi can have restrictions.

Innovative research in one of Scotland’s Digital Design Studios

The Glasgow School of Art’s Digital Design Studio (DDS) is a state of the art research centre focussing on developing cutting edge real-time 3D visualization and interaction technologies. Research and industrial contracts span arts, science and engineering disciplines and are integrated with postgraduate academic activities to embrace imagination, multi-disciplinary thinking and the development and utilisation of new and emerging technologies. The DDS is a proactive leader in the development of new technologies, tools, techniques and methodologies that support new media and digital and content creation markets. In particular, core research focusses on developing new techniques for interaction, user oriented interfaces, haptics, gesture, 3D sound and real-time photorealistic 3D visualization.

iv. The supporting messages

Recommended	Lasting value
Stellar careers	Modern
Innovative	Globally connected
Outward looking and outward leading	Individually supportive
Culturally vibrant and diverse	Room to grow
Warm and welcoming	

What are they and how can they be used?

They represent our key competitive strengths, or reflect some of the most important things overseas audiences are looking for.

Some are more unique to Scotland than others, so it is important that we bring them alive in communications with interesting examples and stories.

There are eleven supporting messages. Not all of these will be relevant to all institutions, target audiences or communications tasks – so these should be viewed as more of a ‘pick and mix’. The order they are presented in is not significant.

As with the opening headlines, it is worth thinking about which points make the most interesting and distinctive combination as this is often when they start to feel most unique to Scotland.

Support message

Recommended

Desired take-out

Real students recommend the experience of studying in Scotland.

Ideas for bringing this point alive

Independent surveys of students.

Specific stories from students who recommend their own experience, including specific, personal details.

Stories from figures in industry, government or the arts relating their positives links with a university they attended or have links with.

Visual representations of recommendations, e.g. hand written notes, vlogs.

Word of mouth is often the most successful carrier of this message.

Sector facts to support the message

Each year over 50,000 international students from 180 countries choose Scotland as their place of study.

International students cite very high levels of satisfaction with their experience in Scotland. 83% of students at Scottish institutions were satisfied with the overall quality of their programme of study in the 2018 National Student Survey.

Scotland comes top in the UK for student satisfaction with the quality of their course.

Support message

Lasting value

Desired take-out

Scottish qualifications are held in high esteem around the world.

A Scottish degree will help you to succeed.

Scotland's universities have an enduring legacy.

Ideas for bringing this point alive

Case studies of students from modest backgrounds who have gone on to a successful, rewarding career.

A case study of a university and business partnership that has delivered mutual benefit over a long period of time.

Average salary premium for a graduate of your university.

Employability rates of graduates from your university.

Quotes from students of your university regarding their learning experience and their comments on the teaching quality of your university.

Sector facts to support the message

Scotland has had over 600 years of higher education.

The Scottish education system has been adopted in many countries all over the world and is therefore the basis for a variety of education systems including the United States and Hong Kong.

Scotland has more world-class universities per head of population than almost anywhere else in the world.

Support message

Stellar careers

Desired take-out

Studying in Scotland will help me to get a job I love.

Ideas for bringing this point alive

Stories from alumni who have gone on to exciting careers.

Information about opportunities to get practical experience – e.g. integrated time for work placements or internships, involvement of business in curricula development.

The percentage of your alumni in work or further study after graduation.

Average starting salary for graduates of your institution.

Sector facts to support the message

Graduates from Scotland's universities have the best record of securing professional-level jobs in the UK.

Scotland's graduates join the workforce with the highest starting salaries of all UK graduates, at an average of £23,500. (HESA 2016/17)

84% of Scotland's employers say they are satisfied or very satisfied with the work-readiness of graduates from our universities. (UKCES Employer Skills Survey 2016)

All of Scotland's universities provide opportunities for their students to gain practical experience, whether that's through integrated work placements, business-informed curricula or grants to pursue internships.

Support message	Desired take-out	Ideas for bringing this point alive	Sector facts to support the message
Innovative	<p>Scotland's universities are an exciting, innovative place to be.</p> <p>I will gain the skills I need to excel in research or work.</p>	<p>Stories of research collaborations and industry links that connect research with practical, real outputs.</p> <p>Examples of innovative approaches to teaching and learning.</p> <p>Opportunities for students to get involved with innovation, such as entering Converge Challenge.</p> <p>Numbers of spin-outs and patents from your institution.</p>	<p>Scotland is the most successful region in the UK for spin-out creation – with 20% of all active firms launched out of UK universities. (Source: SPINOUTS UK Survey 2017)</p> <p>In 2015-16 Scottish HEIs had over 32,000 knowledge exchange interactions with public, private and voluntary sector organisations – over 21,000 of them based in Scotland. (SFC University Outcome Agreements 2016/17)</p> <p>Universities in Scotland have a long and successful relationship with a number of industries throughout the world. Interface, an organisation established in 2005 by the Scottish Government, acts as a portal between academia and business and facilitates the relationship between the two. Businesses supported by Interface generate £64.2M GVA/year for the Scottish economy (Scottish Science Advisory Council 2018).</p> <p>According to the 2018 Scottish Science Advisory Council, academic-corporate joint publications are increasing in Scotland and have a 33% higher citation impact than the UK average.</p>

Support message

Desired take-out

Ideas for bringing this point alive

Sector facts to support the message

Modern

Scotland is a modern country.

Scotland's universities are modern.

Examples of new buildings on campus, new facilities, new labs, new equipment.

Stories of cutting-edge art or research taking place at your institution, and how this reflects the culture of the institution.

Details of how students can get involved with shaping the institution (e.g. teaching feedback, Student Association representation), ensuring that it is responsive and current.

Scotland is home to many of the world's best modern universities. Five of Scotland's universities featured in the world's top 150 universities under 50 years old. (THE Young Rankings 2018 – note: University of Stirling and University of Dundee both turned 50 in 2017)

Scotland's research is cutting edge, making a real impact: Scotland performs more highly than the UK average when assessed on the impact of its research. 85.8% of Scottish research was judged to be at 4* and 3* in REF 2014 - meaning the research had "outstanding" or "very considerable" impact (compared to the UK average of 83.9%).

Support message

Outward looking and outward leading

Desired take-out

Scotland is interested in being a part of the global education community.

I don't have to physically come to Scotland to experience the best of Scottish Higher Education.

Ideas for bringing this point alive

Acknowledge that coming to Scotland isn't possible for some people, for a variety of reasons. Show how Scotland's universities are committed to giving as many people as possible the benefit of their skills and knowledge e.g. through initiatives such as in-country provision or long distance learning.

Any other initiatives to bring Scottish Higher Education to a wider audience?

Examples of how your institution engages with other countries, e.g. through alumni events, business partnership, or student exchanges.

Sector facts to support the message

Scotland's higher education institutions have branch campuses in Singapore, India, Dubai, Malaysia, South Korea and New York as well as delivery on partners' campuses in China, Hong Kong, India, Myanmar, Oman, Sri Lanka, Singapore, Switzerland and Thailand.

Many universities have staff and offices in countries around the world including China, India, Brazil, Malaysia, and Thailand.

16 of Scotland's 19 higher education institutions deliver a programme jointly with an institution overseas.

A 2018 report from the Scottish Science Advisory Council outlines that from 2007 to 2016, Scotland had the highest number of citations per researcher compared to all UK nations and our EU and non-EU comparators.

Support message

Globally connected

Desired take-out

I'll be part of a world-wide linked-up community.

I won't be very much further from home than London is.

Ideas for bringing this point alive

Use a case study of an overseas student who has become an important alumnus of the university with a lucrative and influential career.

Story of a student talking how well connected Scotland is.

Investment of alumni in your institution.

Statistics / maps showing links with international businesses.

International alumni figures e.g. how many students living across the world have been to your institution. Could this be shown on a map?

Direct flights to key countries.

Number of countries within 10 hours travel.

Sector facts to support the message

Scotland enjoys direct air links with Beijing, Dubai and Doha as well as many cities in the USA, such as New York. It also has direct flights to all the major European air travel hubs such as London Heathrow, Paris, Frankfurt, Amsterdam and Madrid.

The flights from London Heathrow to Edinburgh and Glasgow takes approximately 90 minutes. Or you can take a frequent train link which takes approximately four hours, or an overnight sleeper train.

A flight to Paris from Edinburgh or Glasgow takes about 90 minutes.

The distance between London and Edinburgh is about 600km – that's half the distance between Shanghai and Beijing (or the same as Beijing to Zhengzhou).

Scotland's higher education institutions currently have teaching, research and staff/student exchange partnerships in over 100 countries.

Support message

Culturally vibrant and diverse

Desired take-out

In Scotland you'll find old and new, big city and country-life.

It won't be a blandly international experience.

It will be a culturally stimulating experience as well as an academically stimulating one.

Scotland is rewardingly multicultural.

Ideas for bringing this point alive

A student telling of the things they did whilst studying e.g. going to a whisky tasting, trying ceilidh dancing, going mountain biking, enjoying a festival.

Events in the individual university's area e.g. festivals, sports, quirky Scottish events.

Scotland's national traditions and opportunities for students to participate.

Specific events for overseas students e.g. St Andrew's dinner.

Ways in which the institution helps international and home students to integrate, such as accommodation arrangements.

Details of relevant local facilities e.g. faith provision / local food shops.

Numbers of international students and staff at your institution.

Sector facts to support the message

Glasgow School of Art has produced five Turner Prize winners, and 30% of all nominees since 2006.

Scotland is home to 15 campus-based universities, as well as the Open University in Scotland and three small, specialist institutions; the Royal Conservatoire of Scotland, Glasgow School of Art and Scotland's Rural College (SRUC).

Scotland has played host to world class events like the Commonwealth Games, Ryder Cup, and the MTV Awards.

Scotland holds over 350 festivals every year including the world's largest arts festival. It also hosts World Heritage sites, which are steeped in history.

Scotland's universities are very multicultural and are often thought to offer an additional level of warm welcome (over other UK institutions), as well as offering the chance to experience Scotland's unique culture.

Scotland's universities are home to students from over 180 different countries.

Support message

Individually supportive

Desired take-out

I'll have access to holistic care throughout my stay in Scotland.

Ideas for bringing this point alive

Use a case study of an overseas student who has used support services that you offer i.e. faith provision, career services, scholarships.

Use a case study of an overseas student who had a positive experience of the NHS.

Stats on support services offered and taken up by students.

If there are positive stats on contact time, that is often attractive to overseas students.

Sector facts to support the message

All Scottish HEIs provide support to students with career planning and preparation of effective CVs and interview techniques. (AGCAS)

Scottish HE careers services have prepared advice for international students in their Working in Scotland website, with case studies of international graduates who found employment in Scotland.

Scottish HE careers services' website provides the largest single source of vacancies suitable for new graduates from Scottish institutions.

Scottish HE careers services offer support to international students who seek employment worldwide through their prize-winning Graduate Jobsearch Online web pages.

The Scottish Government's Saltire Scholarship scheme provides scholarships to students from the USA, Canada, China, and India to study in Scotland. Universities also provide a variety of scholarships for students from all over the world.

Support message

Warm and welcoming

Desired take-out

I don't need to feel daunted about leaving home. I'll fit right in and feel part of the internationally Scottish family.

The university sounds welcoming, but also Scottish people and culture in general.

Ideas for bringing this point alive

Consider a current first-hand account of an overseas student who has felt nervous, but gives an account of an open, friendly environment where it's easy to make friends and people are happy to help out.

Details of pre-post arrival inductions.

Numbers of student societies.

Word of mouth is very important on this one.

Scotland is globally considered as a great place to live, work and study.

Sector facts to support the message

All international students and EU students at university are entitled to work in Scotland during their studies.

Scotland organises official airport welcomes for international students arriving at the start of semester.

There are nearly a thousand student societies and over 500 sports clubs across Scotland's universities with thousands of student members including international students.

Students who require a visa to study in Scotland can get support and assistance with their application from the institutions they are applying to before they come to Scotland. There are no restrictions on the number of students who can get a visa to study in the UK.

Scotland/Scottish cities are often cited as the best place to live, work etc. For example, [ECA International](#) in 2019 cited Edinburgh and Aberdeen as best global location for European expats.

Support message

Room to grow

Desired take-out

You'll find everything you need to become the person you want to be.

For investor audiences this can be about physical room to expand.

Ideas for bringing this point alive

Academic resources available.

Lengths and flexibility of degree (e.g. a Scottish 4 year degree giving you scope to explore your real interests and strengths).

Opportunities for work placements.

Structured support to help students become independent learners, including English language training.

Campus facilities.

Degree options.

Examples where investors have contributed to the physical expansion of the university, or of their own organisation in partnership with a university.

Sector facts to support the message

Scotland has produced the most advanced quality framework in the world enabling students to move through higher education most flexibly therefore providing a wealth of opportunities in and outside Scotland.

Scotland is home to state-of-the-art facilities and home to UK centres of excellence (eg. National Centre of Excellence for Computer Games, UK Astronomy Technology Centre, HECTOR – High performance computing facility, UNESCO Centre for Water, Law, Policy and Science).

5. Tips for constructing messages

Be cautious about the use of actual numbers. Scotland is a relatively small country so expressing numbers as proportions often works more powerfully than using absolute figures. This is particularly effective when you also give a 'benchmark' to set Scotland apart from other countries

For example, saying 'Scotland has 19 universities and higher education colleges' will lack impact in the USA or China. However, saying 'Scotland has the highest concentration of universities in Europe' will carry impact everywhere.

Use direct comparisons to make a specific point Use proportions or absolute figures where the direct comparison is helpful for a particular point.

For example, saying 'students in Scotland enjoy a lower cost of living than in London' could be expressed comparatively as 'research shows your budget goes 10% further in Edinburgh than in London', which gives more immediate food for thought.

Use one line factual statements Key one-line factual statements can be useful and impactful.

For example:

Scotland's universities: 50,000 international students from 180 countries

Express particularly bold claims as questions It can be useful to express bold claims as questions. The question mark allows you to say something more provocative than if you limited yourself to statements that are incontrovertibly true.

For example:

Scotland: The most inspiring place to study in the UK?

Scotland's universities: The warmest welcome in Europe?

Use word trios You can say a handful of interesting things about Scotland's universities in a concise way through word trios.

For example:

Scotland's universities: Tradition. Modernity. Influence.

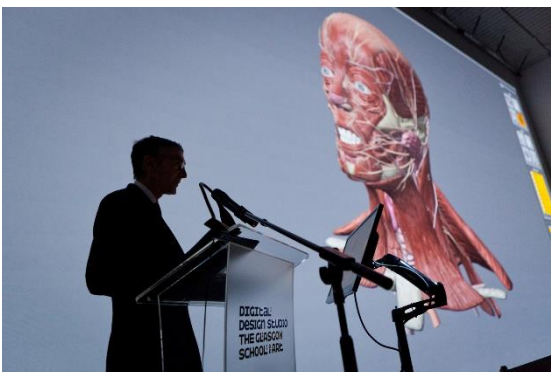
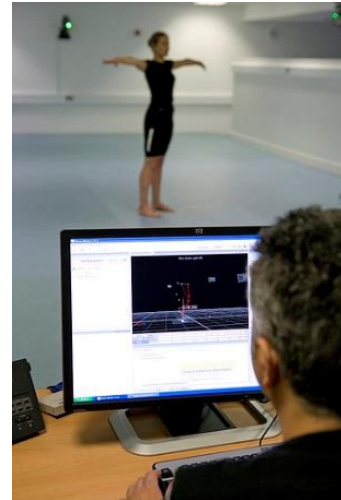
Scotland's universities: Inspiring. Welcoming. Global.

Scotland's universities: Innovative. Inspiring. Inclusive.

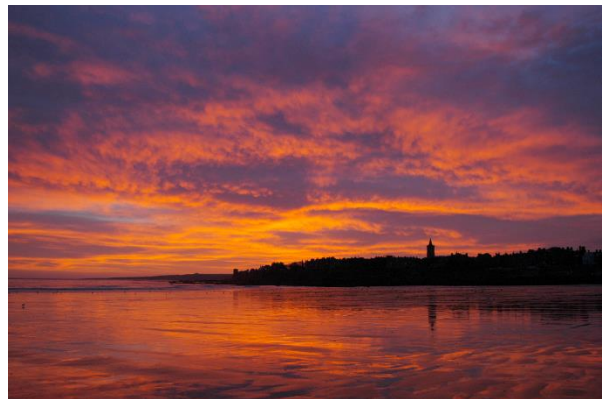
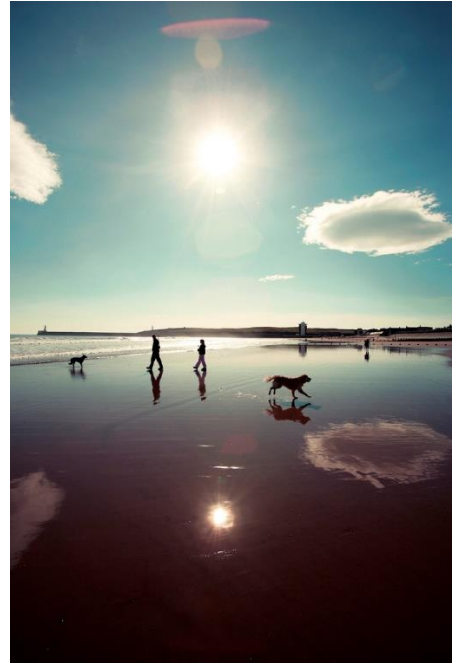
6. Tips on visual accompaniments

Visual imagery should reflect the message guidelines as much as possible.

Leading-edge learning Is Scotland's universities are about leading-edge thought and knowledge, this could mean photography with a degree of edge, rather than being traditionally styled or formulaic. The 'Where Tomorrow Begins' exhibition is an interesting reference point.



Vibrant culture It is worth doing justice to Scotland's beautiful built and natural environment. In order to avoid clichéd or tired images, consider ways of putting a modern visual twist on familiar Scottish associations, juxtaposing past and present. Find more assets on the [Scotland is Now brand toolkit](#).



Welcoming and supportive If Scotland's people are warm, we should reflect this visually. This doesn't need to mean 'cheesy' smiling shots, consider varying it by using cropping shots of faces, and by using groups of people rather than individuals. It is worth considering wider images of Scotland that are unique and engaging.

Feedback from international students has suggested that they like to see images where students from different backgrounds are integrated, rather than an international student singled out in the foreground of a shot. International students wish to feel that they will fit in and have a chance to mix with Scottish students. Images of students in a social setting are also recommended.



7. Useful brands

Scotland is Now – Study in Scotland The ‘Study’ pillar of the brand is intended for use in the collaborative promotion of the Scottish higher education sector. All assets are available to institutions for use in international promotion, including physical leaflets and digital resources.

The brand is managed by Universities Scotland and Brand Scotland.

<https://www.scotland.org/study>

Universities Scotland The Universities Scotland brand is used by Universities Scotland as an organisation which represents the Scottish HE sector. It is not usually used by individual HEIs, though this might be appropriate in some cases.

<http://www.universities-scotland.ac.uk/>

Connected Scotland The Connected Scotland brand is used by the Connected Scotland partnership, and might also be appropriate for some collaborative work by HEIs that also involves Connected Scotland partners.

<http://connectedscotland.org/>

Study UK: Discover You The Study UK: Discover You brand is the Higher Education part of the GREAT Britain campaign. It is used to promote the HE sector of the UK. It came into operation in autumn 2016. It focuses on the experiences, knowledge and confidence that students can gain from UK study, whether in the UK, or overseas or through distance learning, online provision and other models.

The brand is managed by the British Council and UK Government.

<https://study-uk.britishcouncil.org/>

8. What to do next

Think about where telling a HE sector-wide story could benefit some of your planned international communications. Use the guidelines to help you shape this story.

Think about how the international guidelines dove-tail with your institution-specific messages and communications. Do the guidelines suggest a message or angle that you have not considered before? If so, use the guidelines to help you pull together your best supporting evidence in this area.

Think about who you might want to share these guidelines within your organisation, to help them have the best chance of being adopted and used effectively.

9. Useful contacts

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