

UNIVERSITY OF
BIRMINGHAM



Following a substantial restructure and investment programme the University of Birmingham's Careers & Employability Centre recognised that a rebrand – including a new name – was going to be vital in helping them communicate organisational change.

They wanted to raise awareness and engagement levels and achieve ambitious targets for student satisfaction, employer ranking and national awards. Immersing ourselves in the university's audience research and value proposition work, IE Brand identified the brand's essence – connectivity, which led to a new name – Careers Network – and audience-specific straplines for students, staff and employers.

We then created a distinctive visual identity using 3D, photographic typography and a rich set of graphical assets to embody the 'real voices' of students. Student engagement increased by 289% and the work won two European Transform Awards.

“ IE Brand really understood what we needed to achieve. We are delighted with the brand, design and messaging and – more importantly – our stakeholders have really taken to it and we are enjoying much higher levels of brand recognition.

Eluned Jones

Director of Student Employability,
University of Birmingham Careers
Network