

TRIDENTITY

# EPAO Branding Improvement Challenge

Pitch & Presentation | Friday, 25 September 2020

Jamie Moore | Hope Jones | Tom Davidson

# Introductions: **Team TRIDENTITY**



**Jamie Moore**

Partnerships, Communications & Marketing Co-ordinator | Marketing Executive Apprentice  
**Bolton at Home**



**Hope Jones**

Communications & Brand Advisor | Marketing Executive Apprentice  
**Pension Protection Fund**



**Tom Davidson**

Graphic Designer & Photographer | Marketing Executive Apprentice  
**Salford City College Group**

# Setting the context: JGA's EPAO

## We know that:

- JGA's EPAO was approved for EPA in January 2019, but its positioning in the marketplace is bolstered by a 'parent' brand of **30 years' experience**.
- **5+** standards have been approved, and a further **6** are pending.
- The EPAO serves a range of employers:
  - NEC Birmingham, Welfare to Work, Royal Engineers, and local authorities.
- and training providers:
  - TQ Pearson, Gateshead Council, Setec, Catch22, and the BCTG Consortium.

## Insight:

A broad range of customer segments served illustrates the **flexibility and adaptability** of the brand.

There's a focus on the **quality of the service** offered, not so much the sector.



### From the JGA website:

'Our vision is to empower our customers to move forward independently in their lives and develop their futures.'

'Our mission is to provide safe and high-quality learning and career management experiences to enable our customers to progress in education, work and life.'

# Setting the context: JGA's EPAO

## We know that:

JGA's EPAO differentiates by offering a **bespoke, flexible and catered** EPA experience:

- Mock tests, hints/tips, and general guidance help smoothen the process.
- And, whilst JGA's EPAO can't change what's being assessed- it can change **how criteria are assessed** based on learners' context (i.e. the sector)
- Whilst a **situation-sensitive EPA price** can be arranged (up to 20% of funding band).
- In short, JGA can **work more closely** with those undergoing EPA, whilst counterpart EPAOs might appear more *detached* from the process.

## Insight:

This marketing mix links back to the EPAO's **differentiation** strategy.



### From the JGA website:

'Our vision is to empower our customers to move forward independently in their lives and develop their futures.'

'Our mission is to provide safe and high-quality learning and career management experiences to enable our customers to progress in education, work and life.'

# Insight: The HE/FE sector

- End Point Assessment is now **a requirement for all apprenticeship programmes.**
- It is **the employer** that has the final say on the EPAO, not the provider. Therefore, an EPAO's main target is the provider, however the employer must also be considered.
- Choice is based on level of **expertise and knowledge**, support, materials and guidance. EPAO partners need to be reactive and maintain **regular communication** with an FE/HE provider.



## EPAO Segmentation – who will use the EPAO?

- **Geographic:** UK, anywhere within UK (as much of the service can be offered remotely) - providers, employers, apprentices
- **Demographic:** Any gender, any income, educational background, occupation – specific to our offer
- **Psychographic:** Activity – undertaking an apprenticeship/a provider, attitudes – focused, dedicated, studious, business focused/savvy
- **Behavioural:** intent – to complete their apprenticeship/to have their apprentices complete EPA successfully, high engagement, collaborative approach

# The marketplace: **Competitors**

- We reviewed the identities, branding and general 'look and feel' of numerous EPAOs on the Government EPAO register.

Notable players in our analysis were:

- EPA Plus
- Training Qualifications UK EPA
- Accelerate People

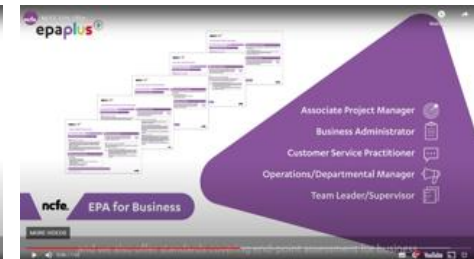
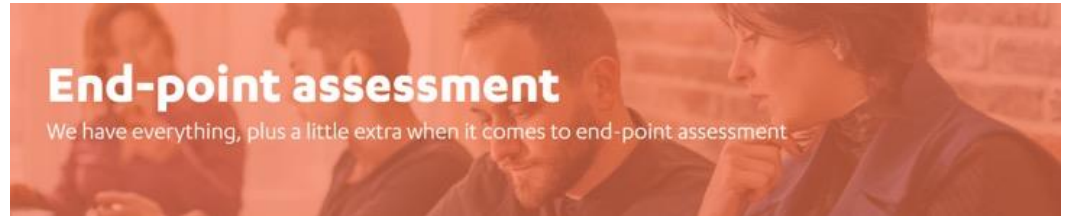
**Let's take a look!**



# The marketplace: EPA Plus

## Their brand:

- A rounded, modern and contemporary font, which echoes their approach to EPA:
  - They use digital system named 'SEPA' to support employers, training providers, and learners through the EPA 'funnel'.
  - They have a customer-friendly marketing mix; **transparent pricing** and a product that is **'flexible'**, giving customers the ability to sculpt their EPA experiences (just like JGA).
- Here, there are some links to the parent brand (NCFE).



**End-point assessment  
solutions you can trust**



[www.ncfe.org.uk/epa](http://www.ncfe.org.uk/epa)



[epa@ncfe.org.uk](mailto:epa@ncfe.org.uk)



0191 239 8950



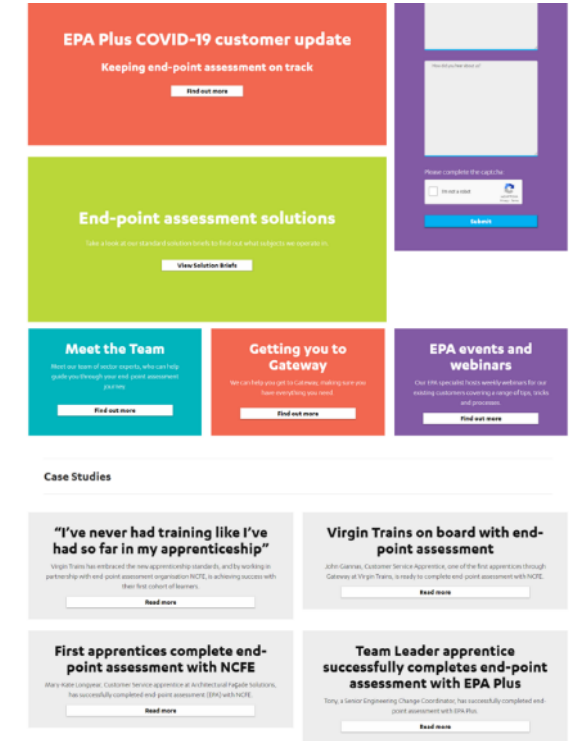
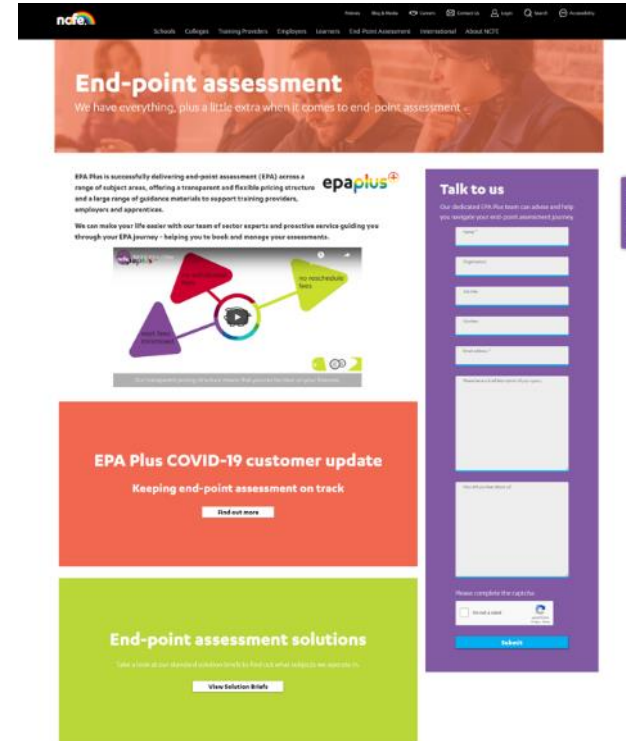
@NCFE or @CACHEORG

# The marketplace: EPA Plus



## Anchoring the brand with language:

- "Apprentices are **at the heart of everything we do**"
- "We can **make your life easier** with our team of sector experts and proactive service guiding you through your EPA journey"
- "...we know that assessment is a stressful process for many people. Our directly employed team of Independent End-Point Assessors (IEPA) are sector experts who provide assessment, which is **fair, consistent, and rigorous.**"
- "By selecting EPA Plus you are choosing a service which is **reliable, client and quality focused.**"





# The marketplace: TQUK EPA

## Their brand

- A small bee and unique **honeycomb effect** are consistent across the website and other branding.
- An **abstract curved line**, open to interpretation, joins the bee as part of the logo.
- **Yellow/orange** forms the primary colour whilst white and grey are used as the secondary in backgrounds and shapes.
- For headings, TQUK uses the font **Bebas**.
- The 'About TQUK' page contains an **animated piece** which briefly introduces the different professions TQUK offers its EPAO services to.



# The marketplace: TQUK EPA



## Anchoring the brand with language:

- "Who is TQUK? A Manchester based Awarding Organisation now delivering End-Point Assessment."
- "Training Qualifications UK is one of the most creative and contemporary Awarding and End-Point Assessment Organisations in the country. Our innovative approach means we can work with you to get the very best outcomes for your learners and Apprentices."
- "We're here to help apprentices be what they want to be"
- "Manchester based, Manchester born, Manchester proud."

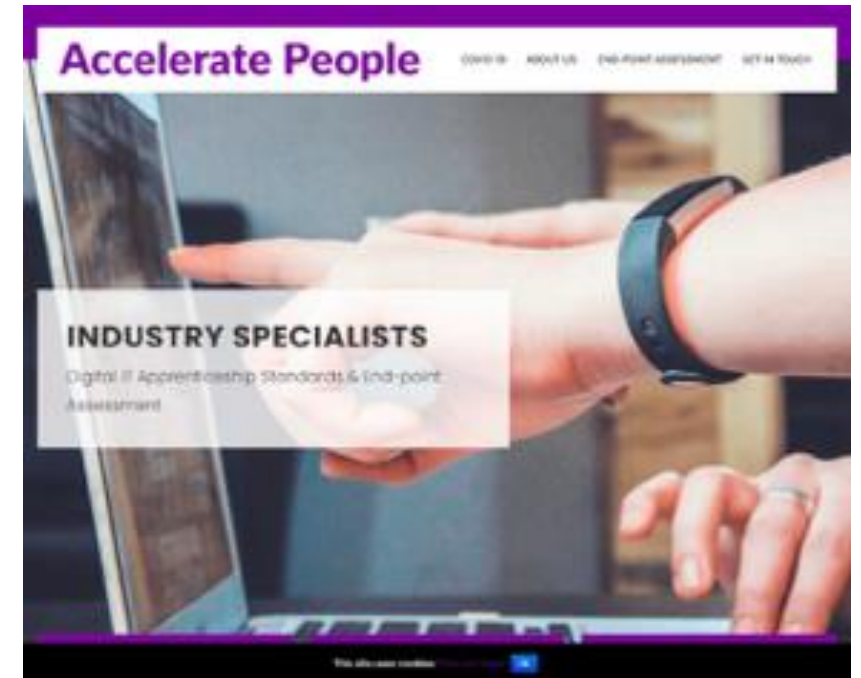


- "We will be courageous. Not fighting dragons but taking calculated risks and being unafraid to lead the way with innovative and revolutionary thinking."
- "This means you can come to us with ideas and we will not shy away from them. We will act on your behalf to challenge the status quo."



# The marketplace: **Accelerate People**

- **Purple** is the primary colour whilst **white and grey** tend to form the secondary/background colours.
- This mix could suggest **creativity, wisdom, originality, and respect.**
- A smooth, rounded, and sans-serif font named **Poppins** is used for both heading and body text.
- This helps to communicate a **modern, contemporary identity-** a fitting decision considering Accelerate People's focus in the digital industries.



Summative Portfolio	+
Employer Reference	+
Synoptic Project	+
Interview	+
Grading	+

# The marketplace: **Accelerate People**

- “Our sole focus is on providing Digital IT End-point Assessments that are a true match for the growing expectations of employers, providers and apprentices.”
- “We are an independent End-point Assessment Organisation (EPAO) that puts the apprentice at the heart of what we offer and deliver.”
- “We strive to help people demonstrate their potential; whilst being professional, transparent and credible in everything we do.”
- “We are continuously looking at new innovative ways to utilise technology to improve the services and experience we offer the apprentice, making sure we use the most flexible platforms available to enhance the EPA experience.”



We are an independent End-point Assessment Organisation (EPAO) that puts the apprentice at the heart of what we offer and deliver. Specialising in Digital Apprenticeship EPA's, our team has extensive industry knowledge and have worked across the Digital Sector the whole of our careers. We strive to help people demonstrate their potential; whilst being professional, transparent and credible in everything we do.

We are focused on building relationships and through these established networks we have been able to build and design Digital Apprenticeship EPA's based on the feedback/requirements collected from Employers, Apprentices and Training Providers.

We pride ourselves on creating realistic work-related Synoptic Projects and assessments to ensure the apprentice has the best possible experience whilst engaging in our products and services, at the same time as ensuring individuals and businesses achieve real value.

We are continuously looking at new innovative ways to utilise technology to improve the services and experience we offer the apprentice, making sure we use the most flexible platforms available to enhance the EPA experience.

## OUR PRODUCTS

Overview  
Infrastructure Technician  
Data Analyst  
Digital Marketer  
Network Engineer  
Cyber Security Technologist  
Software Developer  
IS Business Analyst  
IT Technical Salesperson  
Data Technician

## NEED SUPPORT?

**shout**



# Research into colour connotations

- Our first thought was to incorporate red and black from the JGA logo.
- However, we quickly warmed to a mix of **green and blue**.
- Overall, they connote growth, expansion and professionalism, and subsequently are used across all our brand recommendations.

*The chart to the right covers some of the basic associations humans have with different colours.*



Concept 1

# **(You)topia Learning/Assessments**

# Utopia Learning/Assessments

## Utopia (*noun*):

*an imagined community or society that possesses **highly desirable** or nearly perfect qualities for its citizens.*

### Name:

- We know JGA's EPAO will differentiate by offering a more **bespoke** EPA customer experience.
- A **tenacious customer focus** creates a *utopian* assessment experience- hence the name.
- *Utopia* suggests that, compared to other EPAOs, **we're the ideal assessor**. We'll go a step further to ensure learners are poised for success.
- And a more abstract name like *Utopia* **prevents the brand** from 'nodding toward' a specific sector/service focus.

Utopia  
Learning  
the ideal assessor

### Recommended straplines:

- the ideal assessors
- the ideal assessors
- your ideal assessor

# Utopia Learning/Assessments

Fonts: **Orkney Bold**, Orkney Medium, Orkney Light

Colours: #4D4D4D, #21B474, #0071BC

## Fonts and colours:

- The font **Orkney** is rounded and sans-serif.
- We feel it's friendly, legible, and modern.
- The modern connotations of the font combine nicely with our colour selections for Utopia; a **green (#2B474)** and **blue (#0071BC) gradient** that suggests a futuristic, forward thinking brand.
- These are fitting font/colour connotations when we consider the meaning of the word Utopia- a term many of us might associate with an ideal future.
- These iconographies also support the possibility of the business **scaling beyond EPA.**

Utopia  
Learning  
the **ideal** assessor

## Recommended straplines:

- the ideal assessors
- the ideal assessors
- your ideal assessor



# Utopia Learning/Assessments

'Compass' Emblem and type






Fonts: **Orkney Bold**, **Orkney Medium**, Orkney Light  
Colours: #4D4D4D, #21B474, #0071BC

## Recommended straplines:

- the ideal assessors
- the ideal assessor
- your ideal assessor

# Youtopia Learning/Assessments

Type-only 'You' logo

 Youtopia Learning  
 Youtopia Assessments  
 Youtopia Assessments

Fonts: **Orkney Bold**, Orkney Medium, Orkney Light  
Colours: #4D4D4D, #21B474, #0071BC

## Recommended straplines:

- the ideal assessors
- the ideal assessors
- your ideal assessor

# Youtopia Learning/Assessments

Emblem and type 1



Emblem 1



Fonts: **Orkney Bold**, **Orkney Medium**, Orkney Light  
Colours: #4D4D4D, #21B474, #0071BC

## Recommended straplines:

- the ideal assessors
- the ideal assessors
- your ideal assessor

# Youtopia Learning/Assessments

Emblem and type 2



**Learning**  
your **ideal** assessor



**Assessments**  
your **ideal** assessor

Emblem 2



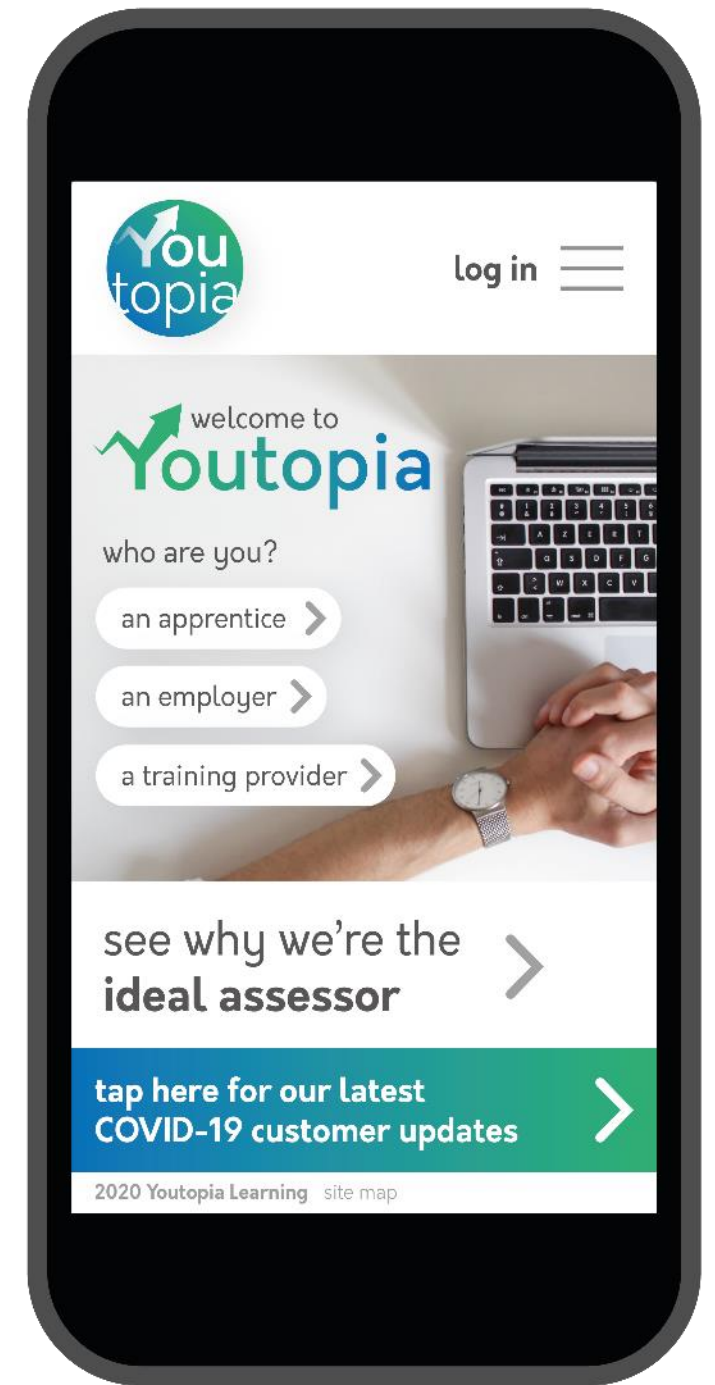
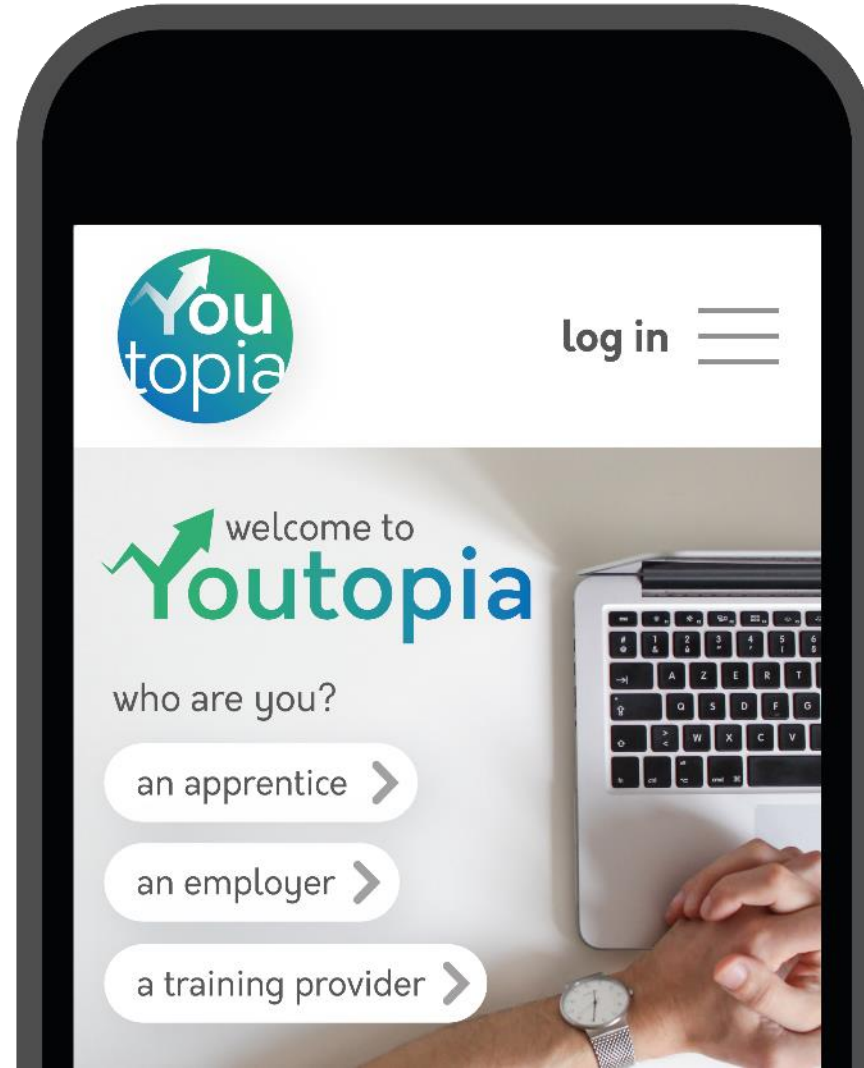
Fonts: **Orkney Bold**, **Orkney Medium**, Orkney Light  
Colours: #4D4D4D, #21B474, #0071BC

## Recommended straplines:

- the ideal assessors
- the ideal assessors
- your ideal assessor

# (You)topia mobile web concept

- To that end, here's what the brand might look like on the **mobile web**:
- This web concept uses the emblem, fonts and colours recommended on the previous slides:



# (You)topia desktop web concept

- ...along with the **desktop web:**





# (You)topia availability checks



The following company names are **available** on Companies House:

- Utopia Learning
- Utopia Assessments
- Youtopia Learning
- Youtopia Assessments

And GoDaddy quotes **£11.99/year** for the following options:

## Utopia:

- utopia-learning.co.uk
- utopialearning.co.uk
- utopia-assessments.co.uk
- utopiaassessments.co.uk

## Youtopia:

- youtopia-learning.co.uk
- youtopialearning.co.uk
- youtopia-assessments.co.uk
- youtopiaassessments.co.uk



Concept 2

# Aspect Assessments



# Aspect Assessments



## Recommended straplines:

- every aspect covered
- all aspects of the learner's journey
- the EPAO for all
- all aspects matter

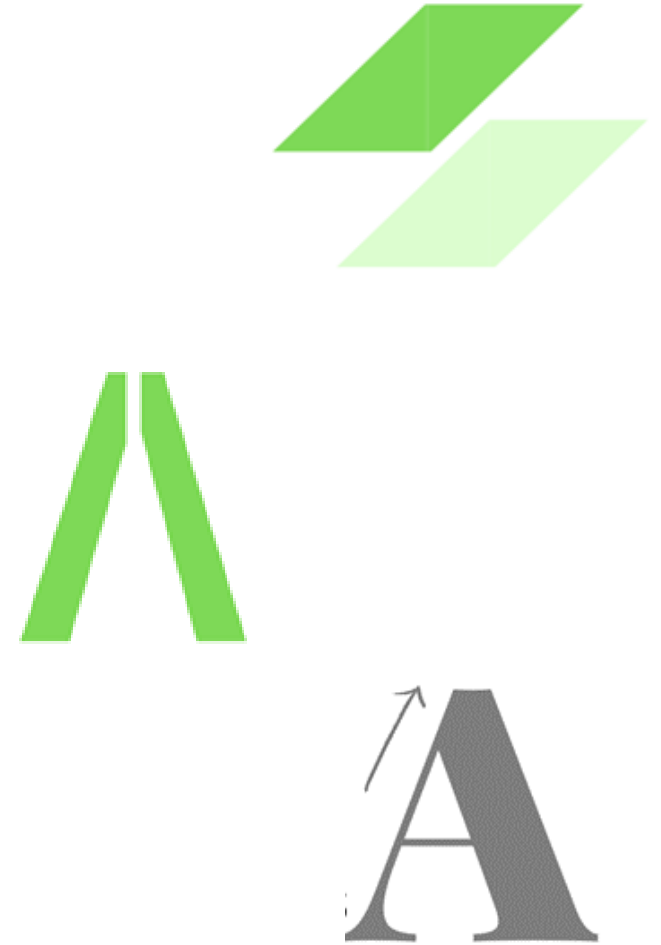
# Aspect Assessments

## ***Aspect (noun):***

- One-word company names are easy to remember
- Simplistic 'no frills' brand
- The positioning of a building or other structure in a particular direction, upwards.
- Reflective of the learner's journey up the career ladder

### **Recommended straplines:**

- every aspect covered
- all aspects of the learner's journey
- the EPAO for all
- all aspects matter





Aspect  
Assessments

**Recommended straplines:**

- every aspect covered
- all aspects of the learner's journey
- the EPAO for all
- all aspects matter

Font: Poppins Medium Light font

**Colours: #7ed957**



**Recommended straplines:**

- every aspect covered
- all aspects of the learner's journey
- the EPAO for all
- all aspects matter

Font: Raleway Thin

**Colours: #7ed957**



### **Recommended straplines:**

- every aspect covered
- all aspects of the learner's journey
- the EPAO for all
- all aspects matter

Font: Poppins Medium Light font and Playfair  
Display Bold

**Colours: #7ed957**

# Aspect Assessments availability checks



The following company names are **available** on Companies House:

- Aspect Assessments
- Aspect Education

Both options allow the brand to **evolve within the education sector.**

GoDaddy quotes **£21.94/year** for

- aspect.education

and **£16.14/year** for

- aspects-epao.com

Similarly, both domains **benefit from easy search engine optimisation.**



Concept 3

# Progress Minded

# Progress Minded

- **Progress (*noun*):** *Forward or onward movement towards a destination. This links to the apprentice's journey.*
- **Progress (*verb*):** *develop towards an improved or more advanced condition.*
- **Minded (*adjective*):** *Inclined to think in a particular way.*
- The identity represents the expertise and knowledge customers will receive through the services, as well as high-quality support and regular communication with all parties involved.
- The brand tone is professional, confident and reflects the core values of the business.
- This concept is scalable.



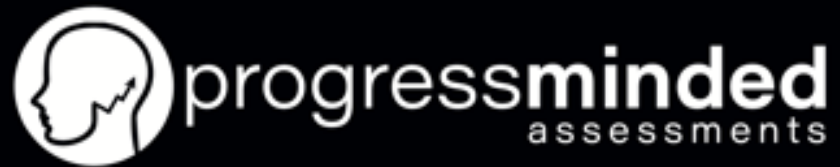


# Progress Minded cont.

- Simple iconography connotes **progress and people**, which again, are at the heart of the business' values.
- And, common with our other concepts, **green and blue** were selected as primary colours (gradient and flat):
  - In this instance, green connotes adaptability and growth, whilst blue connotes professionalism and balance (core values)
- **Accumin Wide** is a modern and minimalist font that is also clear and concise.
- With reference to scalability- the 'Assessments' subtitle could be changed in the future.
- We think the name is also a double-edged sword.



# Progress Minded cont.



# Progress Minded cont.



# Problem solving: **Progress Minded**

- We took strides to ensure the emblem does not depict any specific **gender, race, or stereotype.**
- It's simply representative of the learner's head or mind, with the arrow depicting progress.



# Progress Minded cont.



## Progress Minded tone of voice

*The EPAO of **choice**.*

*Putting the apprentice journey **first**.*

*We are **Progress Minded**.*

- These examples could be used across marketing material and reflect the core ethos, vision and values of the business.

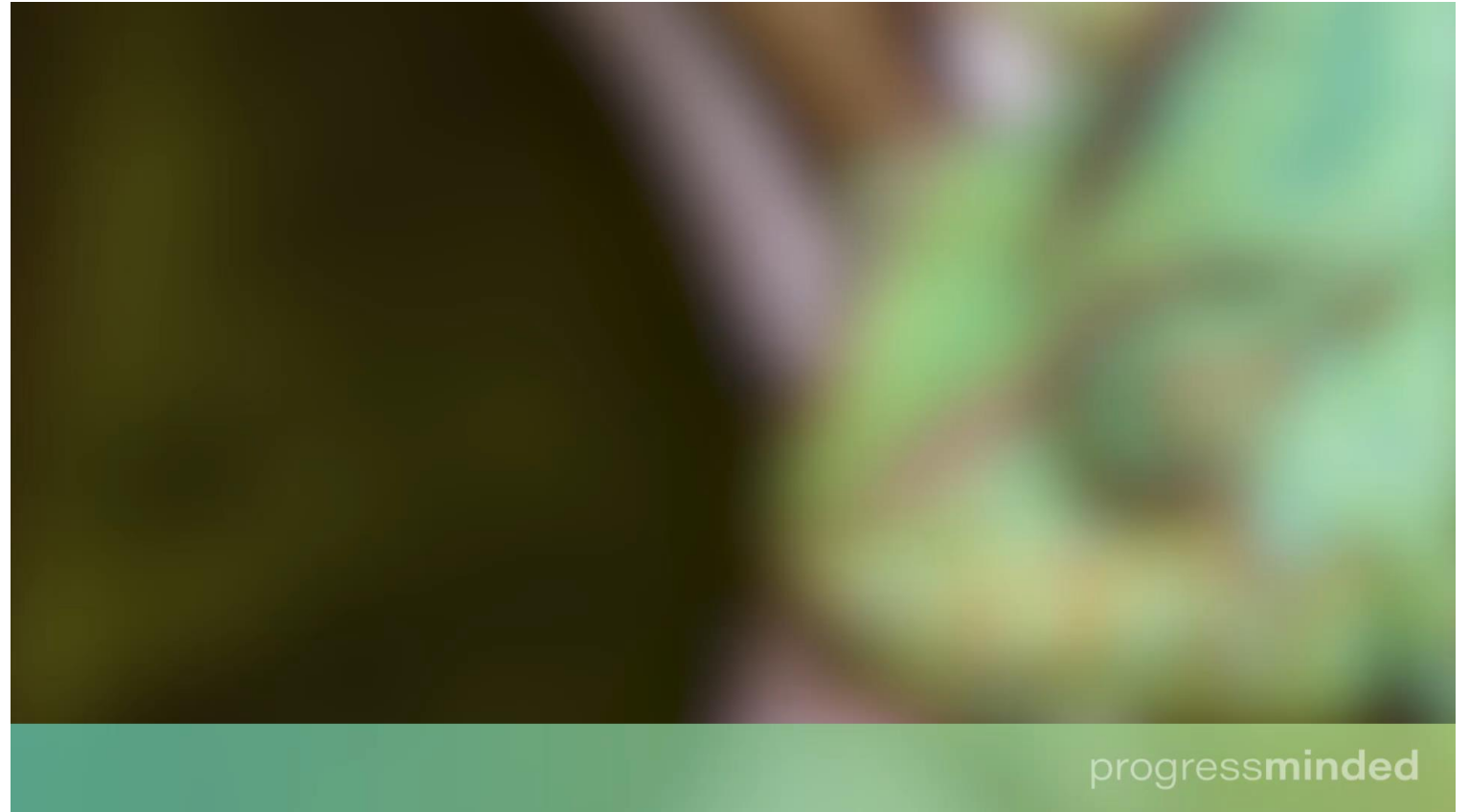
### Recommended straplines:

- with you in mind
- the EPAO of choice
- putting the apprentice journey first
- putting the learning journey first

## Progress Minded brand values

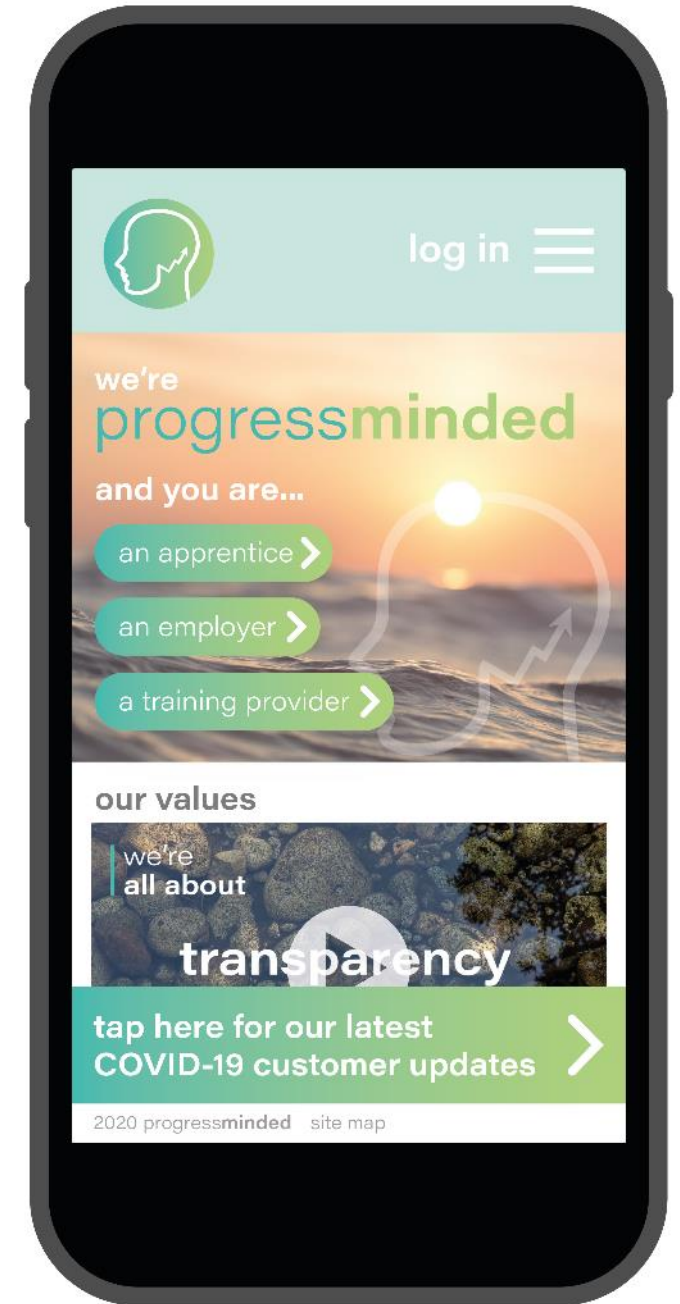
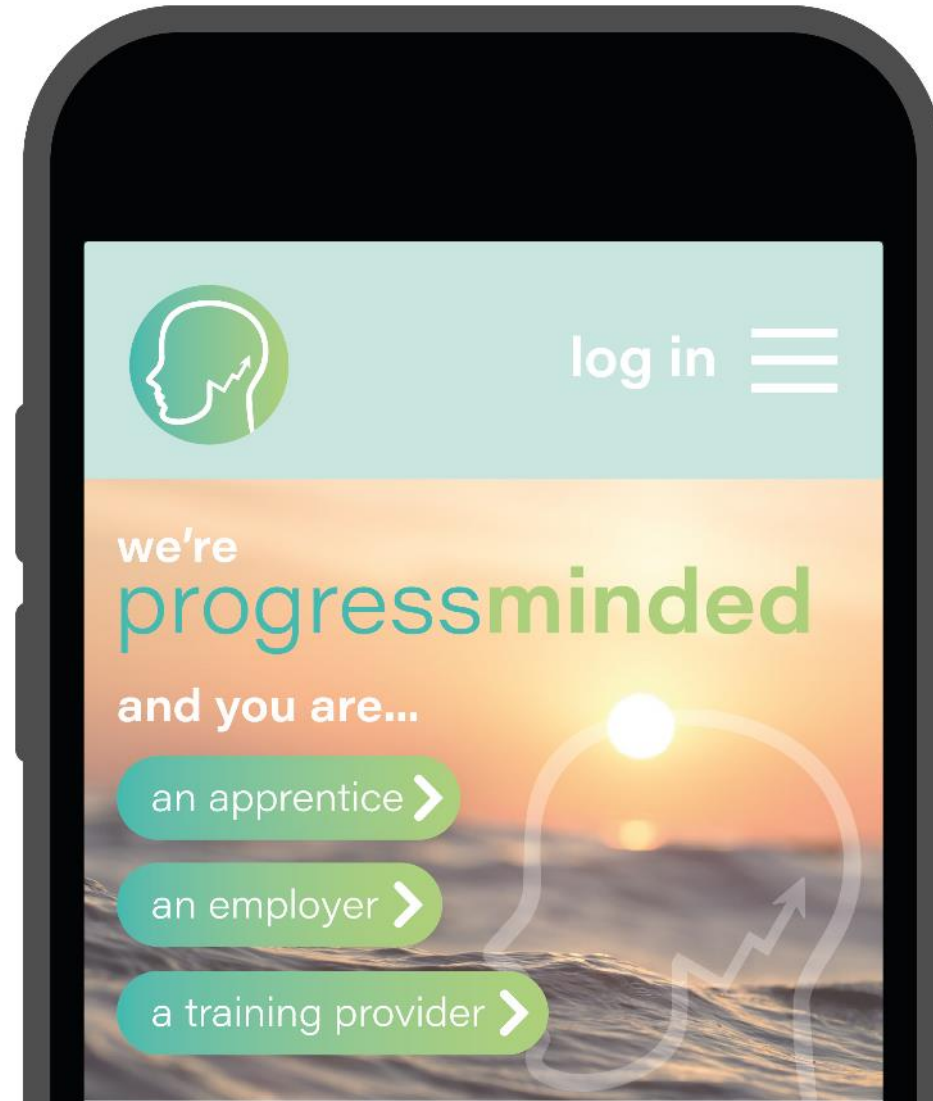
- Positivity
- Empathy
- Adaptability
- Transparency

We're also confident that these values could be used for the latter two concepts: (You)topia and Aspect.



# Progress Minded mobile web concept

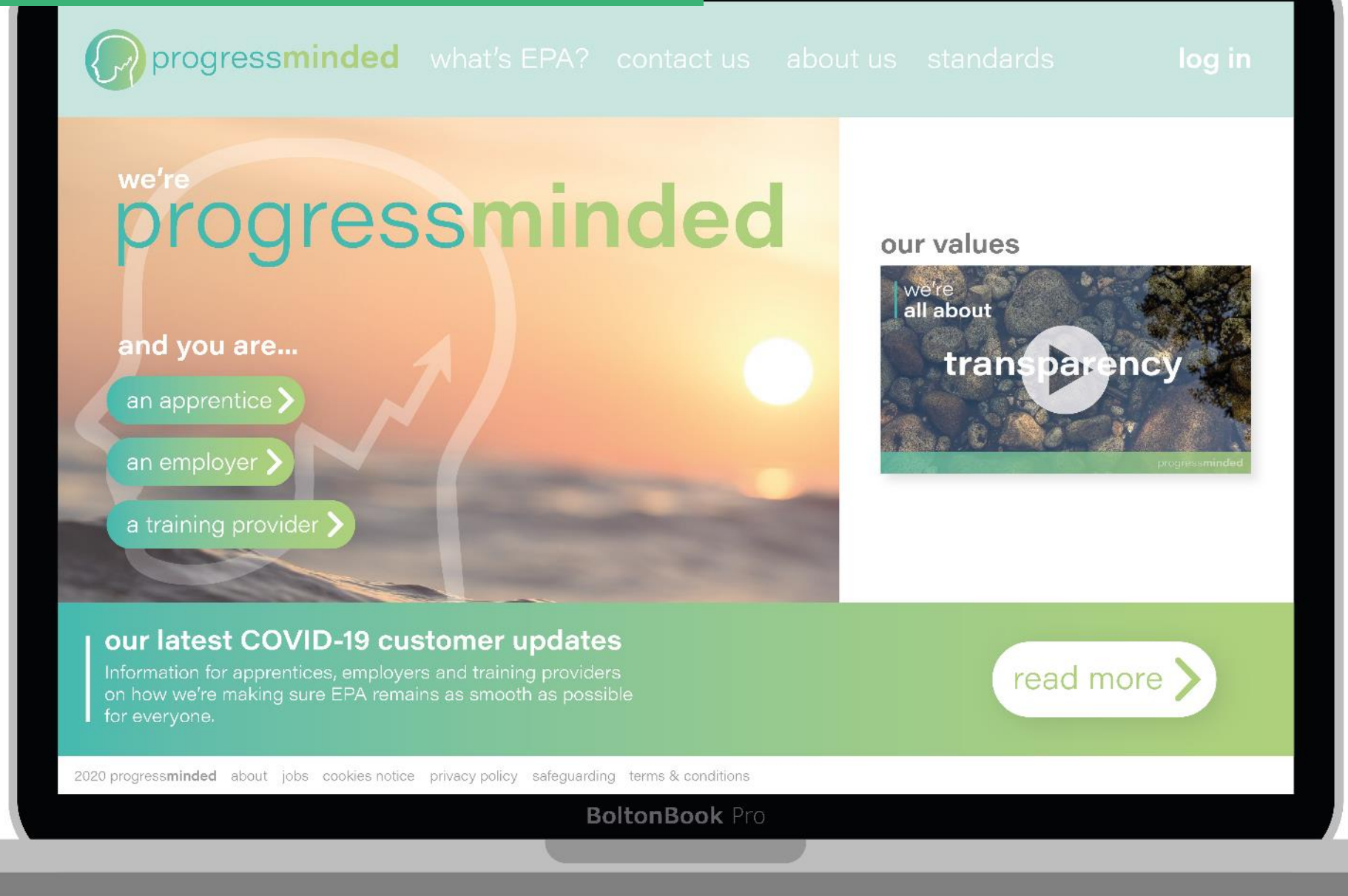
- And, like the earlier 'Youtopia' concept, here's what the Progress Minded brand might look like on the **mobile web**.
- This web concept uses the emblem, fonts and colours recommended on the previous slides:





# Progress Minded desktop web concept

- ...along with the **desktop web:**



# Progress Minded availability checks



- The company name '**Progress Minded**' is available on Companies House.
- The domain **progressminded.co.uk** is available for website and email addresses.
- GoDaddy quotes **£11.99/year** for the use of this domain.
- A Google search does not produce any immediate companies with this name outside of the UK.



## A quick recap...



### Straplines:

- the ideal assessors
- the ideal assessors
- your ideal assessor

### Straplines:

- every aspect covered
- all aspects of the learner's journey
- the EPAO for all
- all aspects matter

### Straplines:

- with you in mind
- the EPAO of choice
- putting the apprentice journey first
- putting the learning journey first

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**Thanks for listening! Any questions?**

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