Brand Refresh Roadmap 2026/27

Developing, preparing and embedding our refreshed University brand

Brand – who we are and what makes us distinctive.

Reputation – how people think and feel about us.

Discover & define

Aug–Sept 2026

- Research and insight
- Stakeholder engagement
- Brand narrative

Create & test

Oct 2026–Jan 2027

- Visual identity concepts
- Student testing
- Colleague feedback

Refine

Jan–Feb 2027

- Brand system design
- Build and test brand management system (Frontify)
- Rollout planning

Launch readiness

From Mar 2027

- Guidelines and toolkits
- Training and support
- Early adopters

Embed & grow

Late spring 2027

- Phased implementation
- Brand champions
- Continuous improvement

How you can get involved

Share your views

Take part in surveys, workshops and testing.

Help shape the brand

Join colleague and student engagement opportunities.

Stay connected

Follow Brand Programme updates online.

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Updated September 2026