Centre Rebrand Implementation Checklist

Version Number: 1

Action Required Following VQA Rebrand

To ensure consistency and minimise learner confusion, all recognised centres and training providers must update references to TQUK in line with the timescales below.

Any newly created documentation and assets must reference and use the new VQA logo and branding. Updated brand guidelines can be found here: Brand Guidelines.

Area	Action Required	Deadline	Complete (✓)
Website	Update organisation name on all website pages	Within 1 month	☐
Website	Replace old logo(s) with new approved logo(s)	Within 1 month	☐
Website	Update links to revised webpages and resources	Within 1 month	☐
Website	Update qualification, product and service references	Within 1 month	☐
Website	Update downloadable documents hosted on website	Within 1 month	☐
Marketing & Communications	Inform relevant staff of new name and rebrand	Within 1 month	☐
Marketing & Communications	Notify learners of new name and rebrand	Within 1 month	☐
Short Term Priority Actions (Within 3 Months)			
Digital Assets	Update learner handbooks (digital versions)	Within 3 months	☐
Digital Assets	Update induction materials and presentations	Within 3 months	☐
Digital Assets	Update policies, procedures and guidance documents	Within 3 months	☐
Digital	Update prospectuses, brochures and digital marketing materials	Within 3 months	☐
Digital Assets	Update social media profiles, banners and graphics	Within 3 months	☐
Systems & Platforms	Update learner management systems and databases	Within 3 months	☐

Systems & Platforms	Update VLE, intranet and online learning content	Within 3 months	☐
Systems & Platforms	Update templates, forms and stored documents	Within 3 months	☐
Medium Priority Actions (Within 6 Months)			
Printed Materials	Replace learner handbooks and induction packs	Within 6 months	☐
Printed Materials	Replace printed brochures, leaflets and prospectuses	Within 6 months	☐
Printed Materials	Replace posters, exhibition materials and promotional items	Within 6 months	☐
Printed Materials	Update signage, noticeboards and displays	Within 6 months	☐
Printed Materials	Replace branded stationery (letterheads, folders, etc.)	Within 6 months	☐
Final Review	Confirm no old name or logos remain in active use	Within 6 months	☐
Final Review	Confirm new name and branding is used consistently across all media	Within 6 months	☐
Final Review	Confirm any third-party suppliers have been informed	Within 6 months	☐

Centres and training providers should implement the rebrand at the earliest opportunity. Existing printed stock may continue to be used during the transition period but ***must be updated or replaced no later than the 6-month deadline****.*

Centres and training providers are welcome to use the phrase ***'VQA, formerly TQUK'*** *on all assets and documentation (digital or printed) that are in the process of being updated but must be fully updated with new name and logo as per the timescales above.*