



# YOUR REBRANDING TOOLKIT

AUGUST 2025

**HIGHERiN**

**LET'S  
DO  
THIS**



# IT'S OFFICIAL!

We're so excited to officially merge our brands, RateMyPlacement and RateMyApprenticeship, to create one incredible careers platform.

Inside this pack, you'll find all the assets you need to share the rebrand with your students.

As always, thank you for your endless support over the years. We can't wait to continue working alongside you on this exciting new chapter!

Liz (Marketing Director)

**01**

# **LOGOS AND LINKS**

## SWITCHING LOGOS AND LINKS

To support our launch, please ensure that all RateMyApprenticeship logos are replaced on your website and marketing materials with Higherin.

**White logo here**

**Black logo here**

In addition, please change any links and mentions you have for RateMyApprenticeship to Higherin. Our URL is now: **[www.higher.in](https://www.higher.in)**

## SHARING HELPFUL CONTENT

If you have existing links to other areas of our website, or wish to share helpful career content with your students, here are some top areas you can link to (these links will go live on 5th August):

**APPRENTICESHIPS:** <https://www.higher.in.com/search-jobs/apprenticeships>

**REVIEWS:** <https://www.higher.in.com/search-reviews>

**APPRENTICESHIP GUIDE:** <https://www.higher.in.com/schemes/apprenticeships>

**APPRENTICESHIP VS UNI:**

<https://www.higher.in.com/careers-advice/exploring-options/apprenticeships-vs-university>

**APPLICATION ADVICE:** <https://www.higher.in.com/careers-advice>

**INTERVIEW TIPS:** <https://www.higher.in.com/careers-advice/interview-tips>

**AVAILABLE SCHEMES:** <https://www.higher.in.com/schemes>

**INDUSTRY CAREER GUIDES:** <https://www.higher.in.com/career-guides>

## BIOGRAPHY COPY FOR HIGHERIN

Where you need to introduce Higherin, please use the following copy:

TAG LINE:

**NEXT LEVEL CAREERS**

**Short description:**

Higherin (previously known as RateMyApprenticeship) is more than a jobs board, we're powered by a community of 1 million students sharing real insights about work experience. With Higherin, you'll get roles that actually fit what you're looking for, discover career paths you didn't know existed and honest reviews from students who've been there.

**02**

# **EMAIL TEMPLATE**



## YOUR EMAIL TEMPLATE TO STUDENTS

Our mission is to support every young person to succeed in their dream career. So any support you can offer to get Higherin's launch in front of your community is greatly appreciated.

We've pulled together a handy email template for you to use when emailing students.

**Email copy here**

**Email header here**

**03**

**JOBS, JOBS,  
JOBS!**

## WHAT SHOULD YOU TELL STUDENTS?

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Higherin is here to support your students with securing high-quality, paid work experience. Key messages to share with your students:

- Autumn is the busiest period for jobs on Higherin, so **sign in** or **create an account now** to make the most of our smart application tools where we'll match you with relevant roles
- There are hundreds of **roles** on Higherin right now. Simply, enter your email into roles you like the look of and we'll let you know when they go live so you can be the first to apply!
- Stay updated on all things jobs, peer-to-peer content and competitions over on social media:

Instagram: **higherin.careers**

Linkedin: **higherin.careers**

Tik Tok: **higherin.careers**

**04**

# **SOCIAL MEDIA**



## **SOCIAL MEDIA ASSETS TO USE**

We've created a social media carousel to celebrate our launch, which you can share on your accounts. Simply download the 6 images using the links below and post to Instagram or LinkedIn. Tag us using **@higherin.careers**

**[DOWNLOAD IMAGE 1](#)**

**[DOWNLOAD IMAGE 2](#)**

**[DOWNLOAD IMAGE 3](#)**

**[DOWNLOAD IMAGE 4](#)**

**[DOWNLOAD IMAGE 5](#)**

**[DOWNLOAD IMAGE 6](#)**



## THANK YOU!

We really appreciate all your support in sharing Higherin with your community of students.

We'll be in touch to invite you to our exclusive coffee morning, but if you have any questions in the meantime, please contact Liz at:

**[Georgia@higherin.com](mailto:Georgia@higherin.com)**

Speak soon!

The image shows the back of a dark grey hoodie. A bright yellow-green rectangular patch is on the upper back, featuring the word 'HIGHER' in bold, black, sans-serif capital letters. The background is a blurred indoor setting with warm lighting.

**HIGHER**