

# Guidelines for the use of the Cambridge Associate logo

## Contents:

About these guidelines .....	2
Cambridge Associate logo use .....	3
Frequently asked questions .....	6
Descriptions .....	7
Marketing and approval .....	8

# About these guidelines

## Our brand

Our brand is extremely important and one of the most valuable elements is the Coat of Arms (shield) of the University of Cambridge. This was granted for use by the Scholars of the University of Cambridge by the English Crown during the reign of Queen Elizabeth I in 1557. This symbol now represents educational excellence around the world, nearly 500 years later.

As a Cambridge Associate you are being granted permission to use this symbol of excellence but we ask that you treat it with respect and note that permission is granted solely based on compliance with these guidelines.

Permission is also granted to your schools on condition that you are accountable for the approval of their marketing materials in compliance with the guidelines we provide for their Cambridge Associate School logo: [www.cambridgeinternational.org/logos](http://www.cambridgeinternational.org/logos)

## Your responsibilities

As a Cambridge Associate you have a responsibility to comply with the guidelines for use of the Cambridge Associate logo and the additional responsibility of ensuring your schools adhere to the guidelines for use of the Cambridge Associate School logo.

These obligations are set out in the *Cambridge Handbook*, specifically in Clause A13: *If you do not keep to the processes and procedures set out in this Cambridge Handbook, we will be entitled to take appropriate action, which may include:*

*A13.1 requiring you to take remedial action*

*A13.2 requiring you to undergo further inspection and quality assurance visits*

*A13.3 removing your centre's eligibility to enter for some or all of our qualifications, or*

*A13.4 removing your centre status and terminating any contract we have with you.*

The Cambridge Associate logo can only be used in ways set out in these guidelines. We do not permit any other use.

You must get approval from us before printing or publishing any item using the Cambridge Associate logo (see page 8 for the approval process). Cambridge Associate Schools must get approval from you for the use of the Cambridge Associate School logo in their marketing and promotional materials.

# Cambridge Associate logo use

## File formats

There is a colour and a white version of the Cambridge Associate logo (see below) These are supplied in the Communications toolkit area of our website in JPG or PNG format for digital use and EPS format for print use.



Fig. 1 – Cambridge Associate colour logo



Fig. 2 – Cambridge Associate white logo

Always use the logo **exactly** as provided. Different file formats for this logo are available in the Communications toolkit area of our website, for which you were given a login at the point of registration.

Go to [www.cambridgeinternational.org/logos](http://www.cambridgeinternational.org/logos)

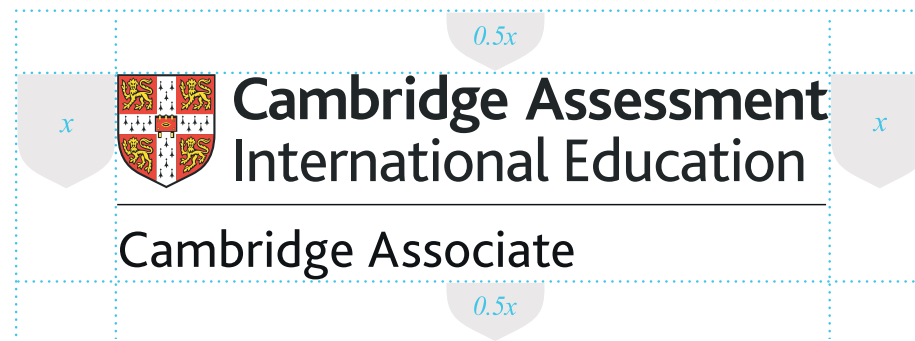


Fig. 3 – Clearance area required around the logo

## Logo clearance area

We require half shield clearance above and below the logo and a full shield width either side of the logo (see above). We also require that the logo is on a plain background as this allows for maximum legibility.

# Cambridge Associate logo use continued

## Correct placement

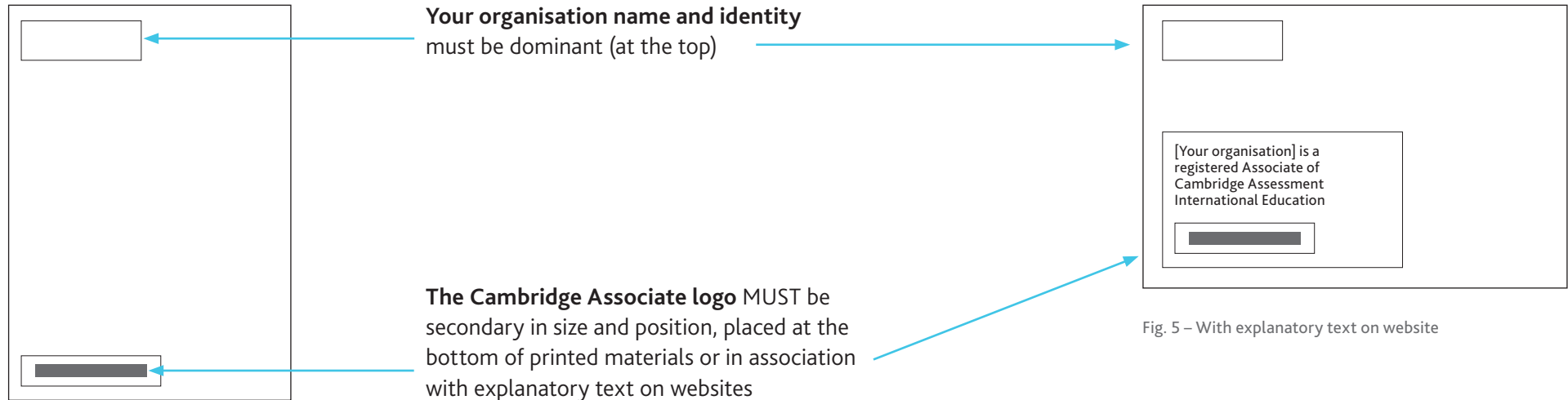


Fig. 4 – At bottom of printed material

Fig. 5 – With explanatory text on website

## Notes:

- The Cambridge Associate logo must be secondary in size and position to your own logo.
- There must not be any confusion regarding your identity as an organisation independent of us.
- When used alongside other exam board logos please ensure they are all proportionately the same size and that the size and clearance zones indicated in Fig. 3 (on the previous page) are maintained.

# Cambridge Associate logo use continued

## Correct materials

The Cambridge Associate logo is only for use on your marketing and publicity material.

Do not use the Cambridge Associate logo on any item that might create confusion regarding your status as an independent organisation.

Do not use the Cambridge Associate logo in any circumstance that might damage our reputation.

We have the right to request removal of this logo from any promotional or publicity material that has potential to damage our reputation.

The following are examples of where it is inappropriate to use the Cambridge Associate logo and where it might cause confusion regarding your independent status:

- uniforms or name badges
- report cards
- certificates
- financial documents (e.g. invoices or receipts)
- email signatures (see opposite)
- internal signs
- registers
- stationery.

## Email signatures

A line of text is more suitable than the Cambridge Associate logo for an email signature. The following line of text may be used after your organisation's name and/or logo: **[Your organisation name] is a registered Cambridge Associate**

### Example email signature:

[Your name], [Job title]

[Your organisation name], 123 High St, City, Country

[Your organisation name] is a registered Cambridge Associate.

# Frequently asked questions

To help you we have provided answers to the questions we are often asked in relation to the use of the Cambridge Associate logo.

## **May I use the shield on its own?**

No. We do not allow the shield to be used on its own because it is the symbol of the University of Cambridge. We do not want our Associates to be confused between Cambridge Assessment International Education (a department) and the University itself.

## **Can I incorporate the shield into my name or organisation logo?**

No. We do not allow incorporation of the shield into names or organisation logos because it implies a belonging to the University of Cambridge. You are registered with us and are therefore permitted to use only the customer version of the logo we have prepared for you. Please use your own independent identity to promote yourselves.

## **Do I have to approve the logo usage on my Cambridge Associate Schools' marketing materials?**

Yes. If your schools use the Cambridge Associate School logo on marketing materials, they must send them to you for approval before printing or publishing. You must make sure they have followed the guidelines for the use of the Cambridge Associate School logo available at [www.cambridgeinternational.org/logos](http://www.cambridgeinternational.org/logos)

## **Can I incorporate 'Cambridge' into my name?**

No. Again, we believe this will cause confusion as incorporating the name 'Cambridge' may imply a legal association that cannot be substantiated. We prefer your name to be completely independent of ourselves.

## **The way I want to use the Cambridge Associate logo is not covered in these guidelines – may I use it the way I want?**

No. These guidelines show how the Cambridge Associate logo may be used. Any situation that is not covered in these guidelines is not permitted.

## **May I use the Cambridge Associate logo on my stationery and in email signatures?**

No. We believe using the Cambridge Associate logo on stationery will create confusion regarding your status as an independent organisation.

However, you may use this line of text on email signatures and stationery: '[Your organisation name] is a registered Cambridge Associate'.

# Descriptions

The following copy may be used in presentations, documentation and press releases to describe your relationship as an Associate of Cambridge Assessment International Education.

## **Short version – for purposes of explanation**

*We are a registered Associate of Cambridge Assessment International Education, the only exam board wholly owned by a world-leading university, the University of Cambridge.*

## **Longer version – for purposes of explanation**

*We are a registered Associate of Cambridge Assessment International Education, the only exam board wholly owned by a world-leading university, the University of Cambridge. Cambridge International qualifications prepare students for life, helping them develop an informed curiosity and a lasting passion for learning. They are recognised by universities and employers around the world.*

## **Text to describe the Cambridge programmes you offer**

You can also use the following text for the purposes of explanation or marketing to describe the Cambridge programmes you offer. You must be approved and ready to offer the programmes you include in your descriptive text.

*As a Cambridge Associate, we offer the Cambridge [Primary, Lower Secondary, Upper Secondary, Advanced] programme for students aged [5 to 19] years.*

## **Short version – for purposes of marketing**

*We are a registered Associate of Cambridge Assessment International Education. Cambridge International programmes inspire students [or your child] to love learning, helping them discover new abilities and a wider world.*

## **Longer version – for purposes of marketing**

*We are a registered [Associate] of Cambridge Assessment International Education, part of the University of Cambridge. Through Cambridge International's programme we prepare students for life, helping them develop an informed curiosity and a lasting passion for learning.*

*The Cambridge Pathway gives students a clear path for educational success. We shape its curriculum around how our students learn – with a wide range of subjects and flexible ways to offer them. The Cambridge Pathway helps students discover new abilities and a wider world, and gives them the skills they need for life, so they can achieve at school, university and work.*

# Marketing and approval

## Pre-prepared marketing materials









You can access our online Communications toolkit at [www.cambridgeinternational.org/toolkit](http://www.cambridgeinternational.org/toolkit) to download materials to help you explain Cambridge programmes to parents, students and other audiences. You can also access your Cambridge Associate logo here.

## Approval

You must get written approval from us before you print, display or distribute materials using the Cambridge Associate logo.

For approval of all materials using the logo please send a digital file to: [info@cambridgeinternational.org](mailto:info@cambridgeinternational.org)

If your materials contain words not in the English language you must provide a translation when you send them through for approval. You must also describe how and where you intend to display the materials.

 <p><b>Factsheets and guides</b></p>	 <p><b>Presentations</b></p>
<p>Use our factsheets to give parents an overview of Cambridge Pathway for students aged 5 to 19.</p>	<p>This series of presentations will help schools explain the features of Cambridge Pathway to parents. They can be used at parent evenings and open days.</p>
 <p><b>Posters</b></p>	 <p><b>Videos</b></p>
<p>Download copies of our posters for display in classrooms, reception areas and at parent evenings and open days.</p>	<p>Our videos cover a wide range of topics and are designed to help students, parents and teachers.</p>
 <p><b>Logos</b></p>	 <p><b>Photographs</b></p>
<p>Access Cambridge International logos for use in digital and printed media via our password protected site.</p>	<p>Our image bank contains high quality photos of famous landmarks from Cambridge, UK. They are perfect for use in presentations and other documents.</p>
 <p><b>Event banners</b></p>	 <p><b>Press release templates</b></p>
<p>Use our event banner artwork to promote your association with Cambridge International at events.</p>	<p>Adapt these template press releases to generate local media coverage about a new affiliation with Cambridge International.</p>