

Cambridge Associate logo guidelines



Fig. 1 – This is the Cambridge Associate logo. You can use this version of our logo on your marketing materials. See page 4 for guidelines on how to use this logo.



Fig. 2 – This is our organisation logo which you are not permitted to use on your materials.

Welcome to our school community.

As a Cambridge Associate you have permission to use the Cambridge Associate logo (left) on your marketing materials. You can download this version of our logo from our website at: www.cambridgeinternational.org/logos

Permission to use this logo is solely based on complying with these guidelines. You must get approval from us before printing or publishing any new marketing item using the logo by sending us a digital copy (see page 9 for more details).

We look forward to hearing from you.

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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.

The coat of arms/shield was granted for use by the Scholars of the University of Cambridge by the English Crown during the reign of Queen Elizabeth I in 1573. 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. However, we ask that you treat it with respect and note that permission is granted solely based on compliance with these guidelines and the regulations set out in the *Cambridge Handbook*.



Cambridge Associate

Your responsibilities

As a Cambridge Associate you have a responsibility to comply with the guidelines for use of the Cambridge Associate logo.

These obligations are set out in the **Centre and Cambridge Associate Responsibilities** chapter of the *Cambridge Handbook* in section Q.

If you do not keep to them, we will be entitled to take appropriate action, which may include:

- requiring you to take remedial action
- requiring you to undergo further inspection and quality assurance visits
- removing your centre's eligibility to enter for some or all of our qualifications
- 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 new marketing item using the Cambridge Associate logo (please see page 8 of this document for details of the approval process).

You are **also** responsible for approving your schools' marketing materials that use the Cambridge International School logo (see page 9).

Logo options

You can use the logo below on your marketing materials. Please follow the logo placement guidelines on page 4.



Fig. 3 – Cambridge Associate colour logo (eps or png)



Fig. 4 – Cambridge Associate white logo (eps or png)

File formats

There is a colour (Fig. 3 left) and a white version (Fig. 4 below left) of the Cambridge Associate logo available as eps files (for printed material like leaflets or event stands) or pngs (for on-screen material like websites).

Always use this logo **exactly** as provided and do not amend it in any way.

Email signatures and/or business cards

If the logo is too small to be legible, you can use the following line of text after your organisation's name and/or logo:

[Your organisation name] is a Cambridge Associate

Example signature:

[Your name], [Job title]

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

[Your organisation name] is a Cambridge Associate

Logo placement guidelines

- The Cambridge Associate logo must be secondary in size and position to your own identity.
- There must not be any confusion regarding your identity as an organisation independent of us.
- When used alongside other organisation logos (e.g. other exam boards) please ensure they are all proportionately the same size and that the size and clearance zones indicated in Fig. 6 (see right) are maintained.

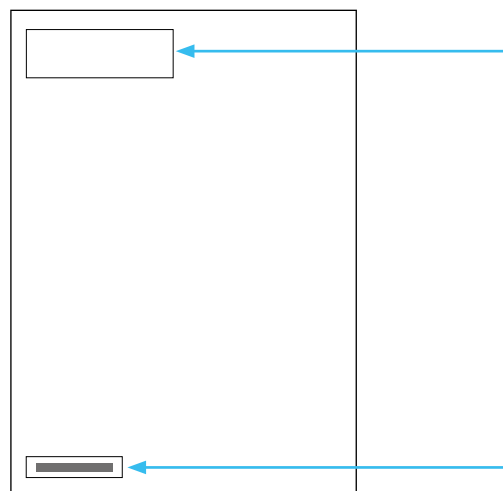


Fig. 5 – At bottom of printed material

Your organisation name and/or logo must be at the top.

Our logo must be smaller and secondary in size and position, placed at the bottom of printed materials or on websites.

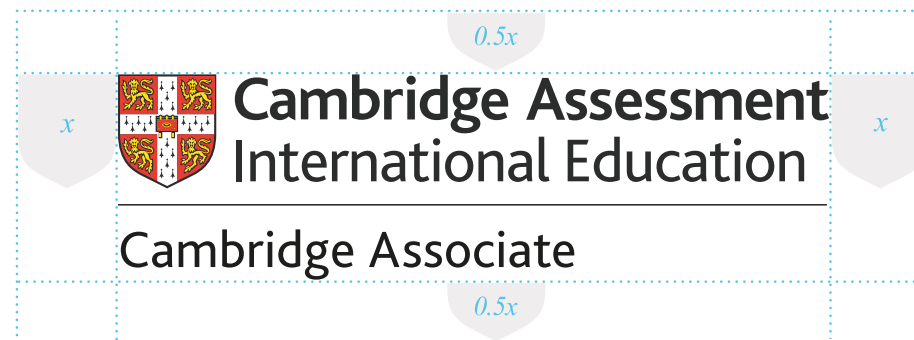


Fig. 6 – Clearance area required around the logo shown as 'x'

Logo clearance area

We require half a 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.

Groups or associations of schools

Only those schools registered with Cambridge International in a group or association of schools can use the Cambridge International School logo on their marketing materials and website.

The logo cannot be used on the website or marketing materials of the head office of an association or group of schools unless it is very clear that it is in relation to the school, or schools, in the group/association registered with Cambridge International.

Marketing materials

You can only use the Cambridge Associate logo on marketing materials and some stationery items.

Examples of marketing materials:

- leaflets ✓
- advertisements ✓
- website pages ✓
- marketing videos ✓
- letterhead and envelopes ✓
- posters ✓
- email signatures and business cards* ✓

**On email signatures and business cards only, you can use a line of text instead of the logo (see page 3 for more details).*

Examples of non-marketing materials:

- report cards ✗
- certificates ✗
- financial documents (e.g. invoices or receipts) ✗
- internal signage ✗
- class registers ✗
- year books ✗
- uniforms or name badges ✗



Important information

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.

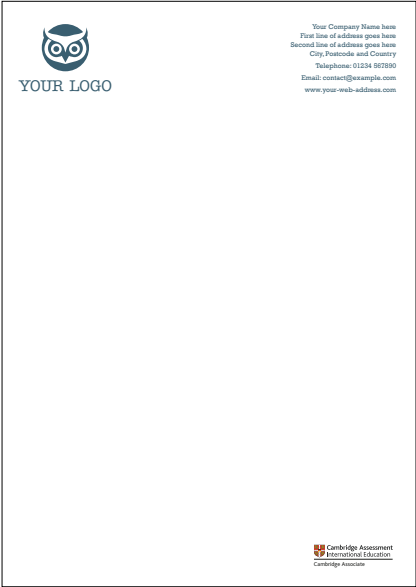
Cambridge Associate logo guidelines continued

Examples of school marketing materials - print

Below are some examples of how to use the Cambridge Associate logo on your printed marketing materials.



Event banner



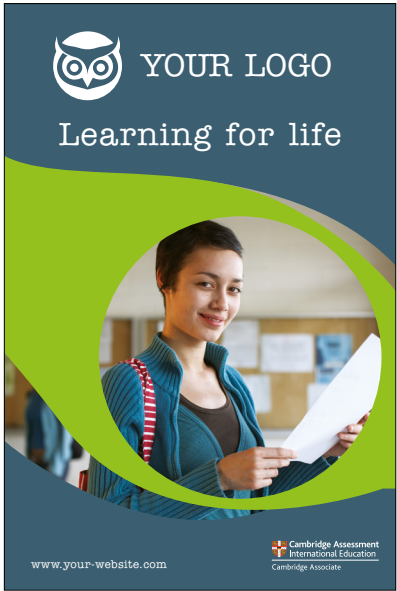
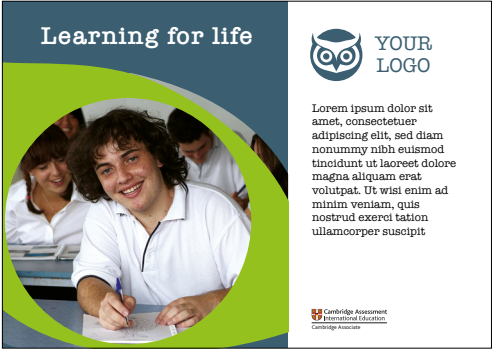
Letterhead



Business card with line of text

On business cards, a line of text is more suitable than our logo due to size restrictions, see page 3 for details.

Press advert



Poster

Cambridge Associate logo guidelines continued

Examples of school marketing materials - digital

Below are some examples of how to use the Cambridge Associate logo in your digital marketing materials.



Website example - the Cambridge Associate logo should always be smaller than your own logo, and placed in the footer area of your website (as shown here).

Social media post - the Cambridge Associate logo should always be smaller than your own logo. This example shows our 'logo with text' option at the bottom of a post.



Email signature - use the approved line of text (as shown here) instead of the Cambridge Associate logo



Video - our logo should never appear on it's own. In the example above, the Cambridge Associate logo is smaller than your own logo and in a less prominent position.

Example email signature:

**[Your name], [Job title]
[Your organisation name], 123 High St, City, Country
[Your organisation name] is a 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 Cambridge Associates to be confused between Cambridge Assessment International Education (a department) and the University itself.

Can I incorporate the shield into my name or school logo?

No. We do not allow incorporation of the shield into names or 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.

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 ours.

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 letterhead?

Yes, you can use the Cambridge Associate logo on your letterhead, but it must be secondary in size and position to your own logo. This is to avoid confusion regarding your status as an independent organisation.

May I use the Cambridge Associate logo on business cards and in email signatures?

Yes, but if the logo is too small you can use the line of text below instead of the Cambridge Associate logo:

'[Your organisation name] is a Cambridge Associate'.

Approval process for you and your schools

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

Approval for your marketing materials

For approval of all materials using the Cambridge Associate logo please send a digital file to logoapproval@cambridgeinternational.org

Please note: every new item that uses our logo needs separate approval.

If your materials contain words that are 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.

Approval for your schools' marketing materials

You must approve all of your schools marketing materials that use the Cambridge International School logo before they are printed and distributed.

Pre-prepared marketing materials

You can also access our online communications toolkit to download pre-prepared marketing materials to help you explain our programmes to your schools, parents, students and other audiences.

Go to www.cambridgeinternational.org/toolkit and choose from factsheets, guides, presentations, posters, videos, etc. These items are available as both web-friendly and print-ready pdfs.

