Welcome to our school community.

As a Cambridge International School you have permission to use the Cambridge International School logo (left) on your marketing materials. You can download this version of our logo from: 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.
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 International School 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.

Your responsibilities

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

These obligations are set out in Section A of the Cambridge Handbook. 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 International School logo can only be used in ways set out in these guidelines. We do not permit any other use.

Approval

You must get approval from us before printing or publishing any new marketing item using the Cambridge International School logo by sending us a digital copy – see page 9 for more details.
Logo options

Cambridge International School logo guidelines continued

Logo options

File formats
There is a colour (Fig. 4) and a white version (Fig. 5) of the Cambridge International School 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.

Lock-in logo with descriptor
We also provide a 'lock-in' logo with an approved descriptor (below). You can also use this logo on any of your marketing materials (see list on page 5).

We are proud to be part of the world's largest international community of schools.

Important information
The line of text 'We are proud to be part of...' must only appear with the Cambridge International School logo (as above).

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 International School

Example signature:

[Your name], [Job title]
[Your organisation name], 123 High St, City, Country
[Your organisation name] is a Cambridge International School
Cambridge International School logo guidelines continued

Logo placement guidelines

- The Cambridge International School logo must be secondary in size and position to your own identity (see Fig. 6 below).
- 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 (See Fig. 7 right) are maintained.

Fig. 6 – At bottom of printed material

Your school 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. 7 – 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.
Cambridge International School logo guidelines continued

Marketing materials

You can only use the Cambridge International School 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 X
- certificates X
- financial documents (e.g. invoices or receipts) X
- internal signage X
- class registers X
- year books X
- uniforms or name badges X

Important information

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

Do not use the Cambridge International School 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.
Examples of school marketing materials

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

On single-sided cards, a line of text is more suitable than our logo due to size restrictions, see page 3 for details.
Frequently asked questions

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 schools 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 school 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 International School logo is not covered in these guidelines – may I use it the way I want?
No. These guidelines show how the Cambridge International School logo may be used. Any situation that is not covered in these guidelines is not permitted.

May I use the Cambridge International School logo on my letterhead?
Yes, you can use the Cambridge International School logo on your school 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 International School 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 International School logo:
'[Your organisation name] is a Cambridge International School.'
Descriptive text
You can use the following text in presentations, documentation and press releases to describe your school’s relationship with Cambridge Assessment International Education and the Cambridge education you offer.

1. Describing your relationship with Cambridge International

**Short version**
Our school is a Cambridge International School, registered to offer education programmes from Cambridge Assessment International Education, a department of the University of Cambridge.

**Medium version**
Our school is a Cambridge International School, registered with Cambridge Assessment International Education, a department of the University of Cambridge. Our programmes inspire students [or your child] to love learning, helping them discover new abilities and a wider world.

**Longer version**
Our school is a Cambridge International School, registered to offer education programmes from Cambridge Assessment International Education, a department of the University of Cambridge. We are proud to be part of the world’s largest international community of schools, preparing students for life with Cambridge qualifications that are valued by universities and employers around the world.

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. Our programmes inspire students [or your child] to love learning, helping them discover new abilities and a wider world.

2. Describing the Cambridge programmes your school offers

**Version for schools offering every stage of the Cambridge Pathway**
As a Cambridge International School, we offer the Cambridge Pathway for students aged 5 to 19 years.

**Version for schools offering some stages of the Cambridge Pathway**
As a Cambridge International School, we offer the Cambridge [Primary, Lower Secondary, Upper Secondary, Advanced] programme for students aged [5 to 19] years.

Important information
You must be approved and ready to offer the programmes you include in your descriptive text.
Approval process
You must get written approval from us before you print, display or distribute materials using our logo.
For approval of all materials using the Cambridge International School 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.

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 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.