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 8 for more details).

We look forward to hearing from you.
Logo guidelines for Associates offering Cambridge programmes online continued

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.

Required text

As a Cambridge Associate providing Cambridge International programmes online you are required to use the following text wherever you use your Cambridge Associate logo:

[Your organisation name] is a registered Cambridge Associate. We offer Cambridge programmes online. Our students take Cambridge exams at approved test venues or through registered Cambridge International Schools.

However, this text should be separate from the logo as either a line of text nearby or in your descriptor text.

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

You must always use the required text (see opposite) wherever you use your Cambridge Associate logo.

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 examination venues’ marketing materials (see page 8).
Logo options

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

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 offering Cambridge programmes online

Example signature:

[Your name], [Job title]
[Your organisation name], 123 High St, City, Country
[Your organisation name] is a Cambridge Associate offering Cambridge programmes online
Logo guidelines for Associates offering Cambridge programmes online continued

Logo placement guidelines

- The Cambridge Associate logo must be secondary in size and position to your own identity (see Fig. 5).
- 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 – Example of letterhead

- You must include the descriptive text (see page 2 for details).

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.
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* ✓

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

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

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.
Logo guidelines for Associates offering Cambridge programmes online

continued

Marketing materials

Some examples of how to use the Cambridge Associate logo on your marketing materials.

YOUR LOGO

Locking guidelines for Associates offering Cambridge programmes online

www.cambridgeinternational.org/logos
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 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.

Can my examination venues market themselves as having a direct relationship to Cambridge International?
No. Your examination venues should promote their relationship with you. In doing so can say: “We are an examinations venue of [Your Name] an registered Cambridge Associate.”

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’.

Can my examinations venues use Cambridge branding on signage to direct candidates to the examination venues on exam day?
Your examination venues should use your branding and the Cambridge Associate logo for any exam day signage. This signage must comply with these guidelines and you must approve it in advance.
Approval process for you and your exam venues

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 exam venue’s marketing materials

You must approve all of your exam venues marketing materials, before they are published, to ensure they are using your branding and any messages about your relationship to Cambridge International in accordance with these guidelines.

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 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.