

# Cambridge International School logo guidelines for online schools



Cambridge International School

[School name] is a registered online Cambridge International School.

Fig. 1 – You can use the Cambridge International School version of our logo on your marketing materials, but it must always have the descriptor text next to it (see example above and below).



Cambridge International School

[School name] is a registered online Cambridge International School.

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



Welcome to our school community.

As a registered online Cambridge International School you have permission to use the Cambridge International School logo (left) on your marketing materials, along with a description of your status.

You can download this version of our logo from our website at: [www.cambridgeinternational.org/logos](http://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.

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Our brand is extremely important and one of the most valuable elements is the coat of arms 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 registered online Cambridge International School you are being granted permission to use this symbol of excellence as part of the logo we provide you with. 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 an online school providing Cambridge International programmes you are required to use the following text wherever you use our logo:

**'[School name] is a registered online Cambridge International School'.**

This text should always appear alongside the Cambridge International School logo. It can be in your own typeface but needs to appear close to the logo, either beside it (as example below) or below it (see example on page 1).



Cambridge International School

[School name] is a registered online Cambridge International School.

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

The Cambridge International School logo may only be used by the organisation registered with Cambridge directly. See FAQs on page 8 for further information.



## Approval

You must get approval from us before printing or publishing any new marketing item using the Cambridge International School logo (please see page 11 of this document for details of the approval process).



[School name] is a registered online Cambridge International School.

Fig. 3 – You can use the Cambridge International School version of our logo on your marketing materials, but you must always add text next to it describing your status as an online school (see examples above and below).



[School name] is a registered online Cambridge International School.

Fig. 4 – You can use the Cambridge International School version of our logo on your marketing materials, but it must always have the descriptor text next to it (see example above and below).



[School name] is a registered online Cambridge International School.

## File formats

There is a colour (Fig. 3) and a white version (Fig. 4) 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.

## Email signatures and/or business cards

If the Cambridge International School logo is too small to be legible e.g. on email signatures (example below) or business cards (example below right) you can use the following line of text after your organisation's name and/or logo:

**[School name] is a registered online Cambridge International School**

Example email signature text:

[Your name], [Job title]

[School name], 123 High St, City, Country

[School name] is a registered online Cambridge International School

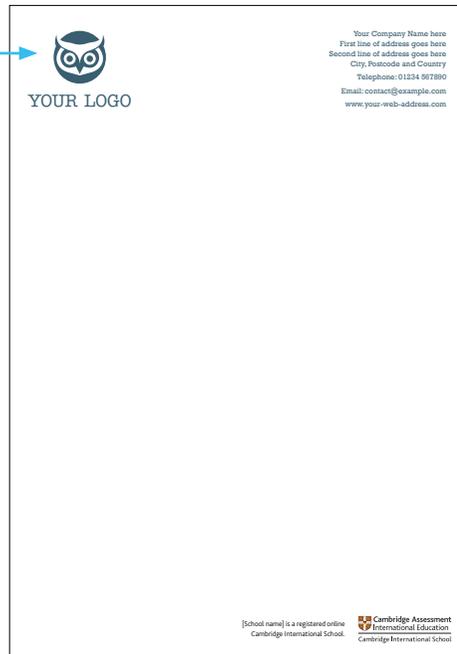


# Logo placement guidelines

The Cambridge International School logo must be secondary in size and position to your own logo (see example 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.

**Your school name and/or logo must be at the top**



**Our logo must be smaller and secondary in size and position at the bottom.** It must always be accompanied by the descriptive text explaining your status as an online school.

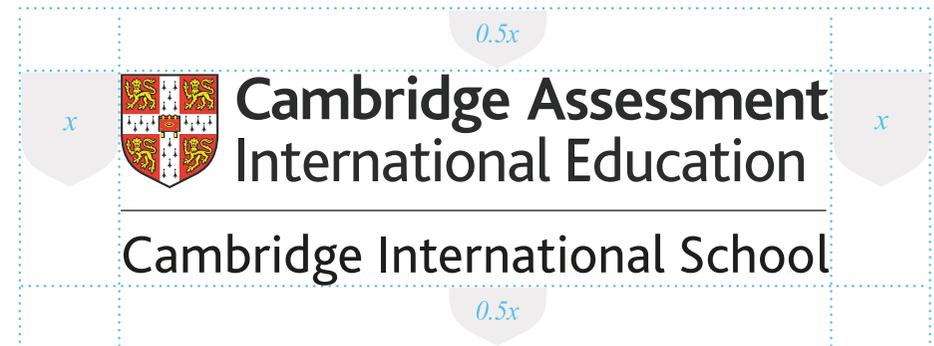


Fig. 7 – Clearance area required around the logo shown as 'x'

## 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.

## 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\* ✓

### 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 ✗

*\*On email signatures and business cards only, we prefer you to use a line of text instead of the logo for improved legibility (see page 3 for more details).*

### Approval process

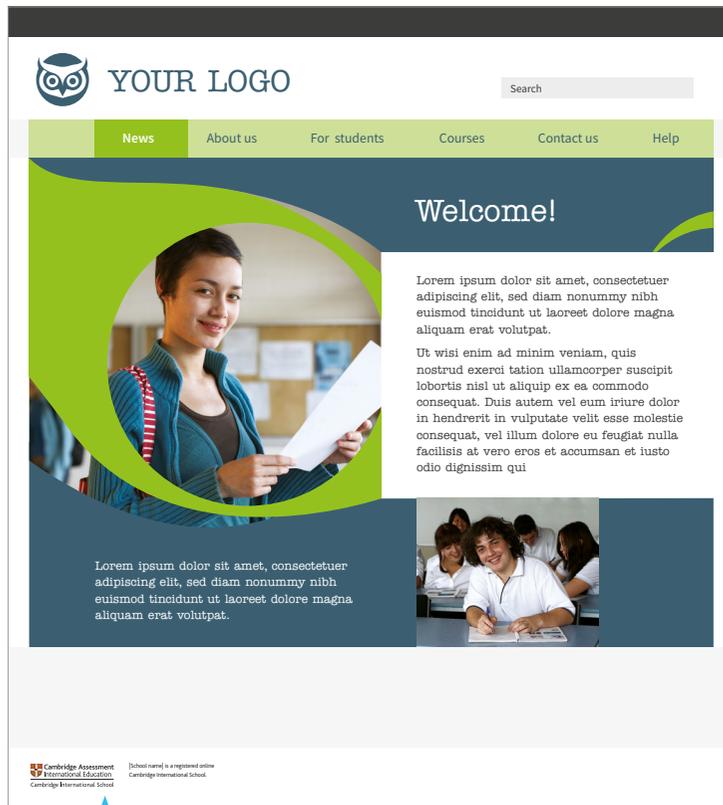
You must get approval from us before printing or publishing any new marketing item using the Cambridge International School logo (please see page 11 of this document for details of the approval process).

### Important information

You must always use the following descriptive line next to your logo on marketing materials that include the Cambridge International School logo:  
*[School name] is a registered online Cambridge International School.*

# Examples of school marketing materials - digital

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



Website example - the Cambridge International School 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 International School logo should always be smaller than your own logo. This example shows our logo at the bottom.



Video - our logo should never appear on its own. In the example above, the Cambridge International School 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 registered online Cambridge International School

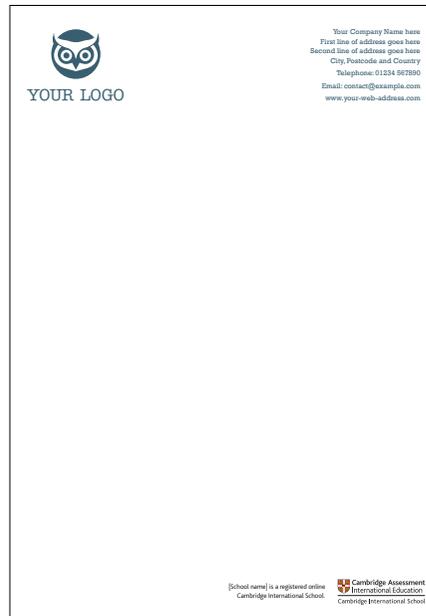
Email signature - use the approved line of text (as shown here) instead of the Cambridge International School logo

# Examples of school marketing materials - print

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



Event banner with our logo at the bottom

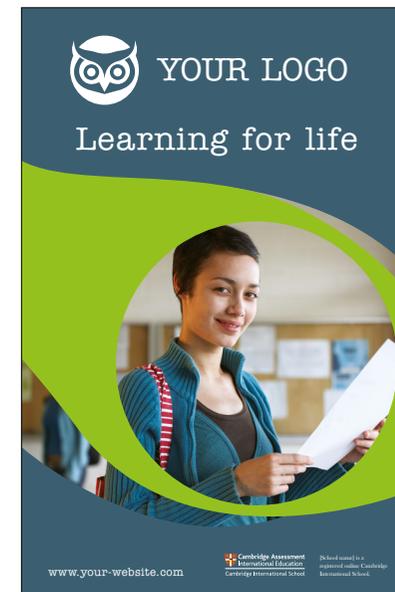
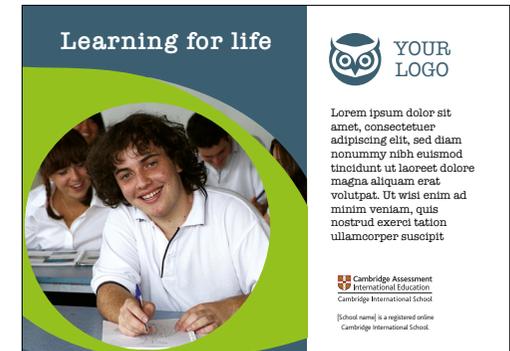


Letterhead with our logo at the bottom



Business card with line of text instead of logo (see page 3)

Press advert



Poster

To help you use our logo and text on your materials correctly, we have provided answers to the questions we are often asked in relation to the use of the Cambridge International School 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 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 we use the Cambridge International School logo in a physical venue we own? For example a tuition centre or learning hub?**

No. Your status as a Cambridge International School is limited to the online entity. Any affiliate centres (including but not limited to tuition centres and learning hubs) would need to be registered in their own right to offer Cambridge International programmes and use the Cambridge International School logo.

## **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 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.

## **Can I use the Cambridge International School logo on its own without including the required description?**

No. As an online school providing Cambridge programmes, we must ensure that you make it clear to teachers, parents and learners that you do not have a physical premises and cannot administer examinations.

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

You can only use the Cambridge International School logo on letterheads and envelopes, and it must be secondary in size and position to your own logo. This is to avoid confusion regarding your status as an independent organisation.

For business cards and email signatures, please use the line of text below instead of the Cambridge International School logo:

'[Your organisation name] is a registered online Cambridge International School'.

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.*

*We offer Cambridge programmes fully online and have arrangements in place for students to take their examinations at an approved Cambridge venue.*

[Adapt this next section as appropriate to your school: *As a fully online school we do not have a traditional school campus but do have a physical premises where students occasionally meet for extra-curricular or sporting activities. Most of our teaching and learning happens online.*]

### **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.*

*We offer Cambridge programmes fully online and have arrangements in place for students to take their examinations at an approved Cambridge venue.*

[Adapt this next section as appropriate to your school: *As a fully online school we do not have a traditional school campus but do have a physical premises where students occasionally meet for extra-curricular or sporting activities. Most of our teaching and learning happens online.*]



There are three kinds of relationship descriptions:

1. Describing your relationship with Cambridge International (this page)
2. Describing the Cambridge programmes your school offers (next page)
3. Describing your approved Cambridge exam venue (next page)

### **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.*

*We offer Cambridge programmes fully online and have arrangements in place for students to take their examinations at an approved Cambridge venue.*

[Adapt this next section as appropriate to your school: *As a fully online school we do not have a traditional school campus but do have a physical premises where students occasionally meet for extra-curricular or sporting activities. Most of our teaching and learning happens online.*]

## 2. Describing the Cambridge programmes your school offers

*As a Cambridge International School, we offer the Cambridge [Primary, Lower Secondary, Upper Secondary, Advanced] programme for students aged [5 to 19] years. We offer Cambridge programmes fully online and have arrangements in place for students to take their examinations at an approved Cambridge venue.*

## 3. Describing your approved Cambridge exam venue

If you operate approved Cambridge exam venue(s) connected to your online school please use this line of text (1).

*1. We offer Cambridge programmes fully online and our students take exams at approved Cambridge venues. These include (an) exam venue(s) which we operate.*

In place of this line of text (2)

*2. We offer Cambridge programmes fully online and have arrangements in place for students to take their examinations at an approved Cambridge venue.*

You must get written approval from us before you print, display or distribute materials using our logo. Just email a digital copy to [logoapproval@cambridgeinternational.org](mailto:logoapproval@cambridgeinternational.org) and we will reply as soon as we can.

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



## Approval timeline

Please allow up to three working days for a reply to your approval request. We always try to reply as soon as we can for your convenience.

## 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](http://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.

Please do not edit these items in anyway. Thank you.

