

Professional Development Centre logo guidelines



Fig. 1 – This is the Professional Development Centre 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 Professional Development Centre you have permission to use the Professional Development Centre 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.

We look forward to hearing from you.

Our brand	2
Logo options	3
Logo placement guidelines	4
Marketing materials	5
Examples of school marketing materials: print	6
Examples of school marketing materials: digital	7
Frequently asked questions	8
Descriptive text	9
Approval process and pre-prepared marketing materials	10

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 Professional Development Centre 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*.



Professional Development Centre

Your responsibilities

As a Cambridge Professional Development Centre you have a responsibility to comply with the guidelines for use of the Professional Development Centre 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 Professional Development Centre 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 Professional Development Centre logo by sending us a digital copy – see page 10 for the approval process.

Logo options



Fig. 3 – Professional Development Centre colour logo (eps or png)



Fig. 4 – Professional Development Centre white logo (eps or png)

File formats

There is a colour (Fig. 3 left) and a white version (Fig. 4 below left) of the Professional Development Centre 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 Professional Development Centre

Example signature:

[Your name], [Job title]

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

[Your organisation name] is a Cambridge Professional Development Centre

Logo placement guidelines

- The Professional Development Centre logo must be secondary in size and position to your own identity (see Fig. 5 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. 6 right) are maintained.

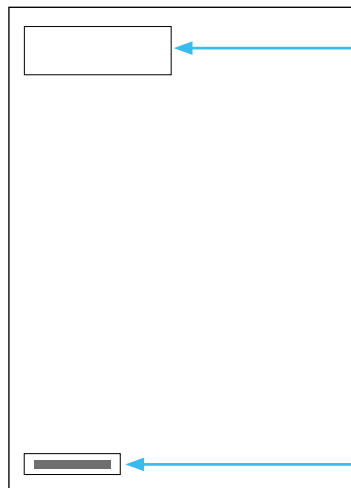


Fig. 5 – At bottom of printed material

Your organisation name and/or logo must be dominant (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.

Marketing materials

You can only use the Professional Development Centre logo on marketing materials and some stationery items.

Examples of marketing materials:

- leaflets ✓
- advertisements ✓
- website pages ✓
- marketing videos ✓
- social media posts ✓
- 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 Professional Development Centre logo on any item that might create confusion regarding your status as an independent organisation.

Do not use the Professional Development Centre 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.

Professional Development Centre logo guidelines continued

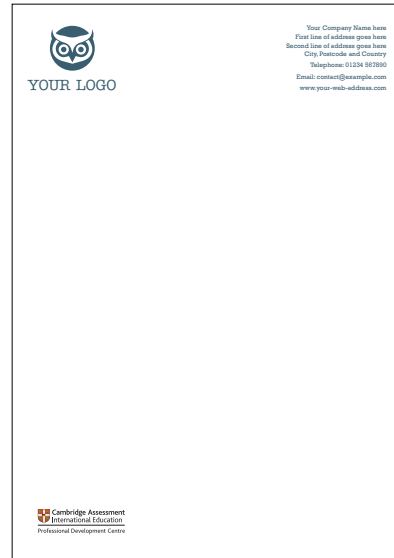
[Back to contents page](#)

Examples of school marketing materials: print

Below are some examples of how to use the Professional Development Centre logo on your printed marketing materials.



Event banner

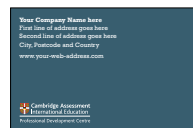


Letterhead

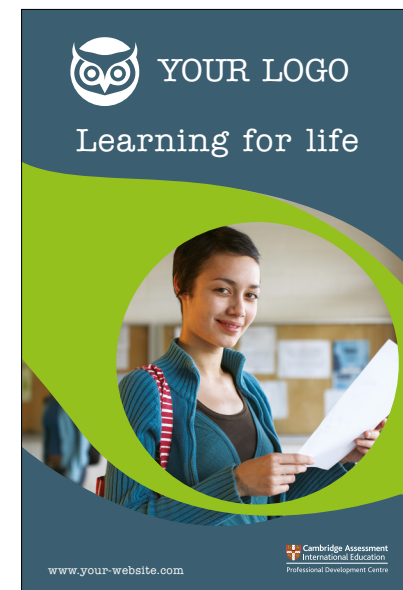
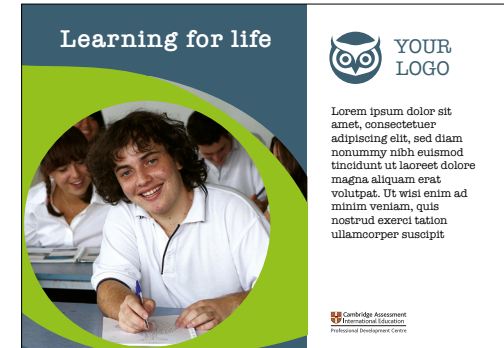
Business cards



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



Press advert



Poster

Professional Development Centre logo guidelines continued

Examples of school marketing materials: digital

Below are some examples of how to use the Professional Development Centre logo in your digital marketing materials.



Website example - the Professional Development Centre 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 Professional Development Centre logo should always be smaller than your own logo (as shown below)



Email signature - use the approved line of text (as shown here) instead of the Professional Development Centre logo



Video - our logo should never appear on it's own. In the example above, the Professional Development Centre 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 Professional Development Centre



Frequently asked questions

To help you we have provided answers to the questions we are often asked in relation to the use of the Professional Development Centre 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 Professional Development Centres to be confused between Cambridge Assessment International Education 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 other organisations 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 ourselves.

The way I want to use the Professional Development Centre logo is not covered in these guidelines – may I use it the way I want?

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

May I use the Professional Development Centre logo on my letterhead?

You can only use the Professional Development Centre logo on your 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.

May I use the Professional Development Centre logo on my 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 Professional Development Centre logo:

'[Your organisation name] is a registered Professional Development Centre with Cambridge Assessment International Education'.

Descriptive text

You can use the following text in presentations, documentation and press releases to describe your relationship with Cambridge Assessment International Education and the Cambridge education you offer.

1. Describing your relationship with Cambridge International

Short version

Our organisation is a Professional Development Centre, registered with Cambridge Assessment International Education, part of the University of Cambridge.

Medium version

Our organisation is a Professional Development Centre, registered with Cambridge Assessment International Education, part of the University of Cambridge. Cambridge Professional Development Qualifications enhance teaching and leadership practice to improve student outcomes.

2. Describing the Cambridge Professional Development Qualification that your centre offers

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

As a Professional Development Centre, we offer Cambridge Professional Development Qualifications in [Teaching and Learning / Educational Leadership / Teaching Bilingual Learners / Teaching with Digital Technologies].



Important information

You must be approved and ready to offer the qualifications you refer to 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 Professional Development Centre 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 Cambridge 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.

The screenshot shows the 'Communications toolkit' page. On the left is a navigation menu with categories: Support and training for schools, Communications toolkit (selected), Event banners and flags, Factsheets and guides, Logos, Photographs, Posters, Presentations, Press release templates, and Videos. The main content area is titled 'Communications toolkit' and includes a welcome message. Below this is an information box stating that users can download logos for marketing materials, with a reminder to read and comply with guidelines. The page features six main sections, each with a colored header and an icon: 'Factsheets and guides' (blue), 'Presentations' (green), 'Posters' (purple), 'Videos' (orange), 'Logos' (red), and 'Photographs' (green). Each section has a brief description of the materials available.