



Cambridge Assessment  
English

# Logo guidelines for Preparation Centres

Please read carefully

Issue 1 | March 2018



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# 1. Introduction

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## 1.1 About these guidelines

These guidelines are issued to you for the use of the '**Preparation Centre**' logo. These guidelines replace and supersede all previous versions.

These guidelines are designed to be easy to use and contain all the information you need to comply with the permitted uses of the logo.

## 1.2 Your responsibility

This logo is for your use only. Do not share, distribute or copy this logo to any other party. You accepted the terms and conditions for use of this logo and it is your responsibility to ensure it is used correctly in accordance with these guidelines.

### Important notes:

- 1. All permitted uses are covered in these guidelines. If it is not here it is not permitted.**
- 2. The logo is for use as a supporting device for your marketing and promotion as a Preparation Centre for Cambridge English Qualifications. It is not to be used, or confused, as an identity for your organisation.**
- 3. You must not suggest or imply through the use of logos or branding that your centre represents Cambridge Assessment English, Cambridge Assessment or the University of Cambridge.**

## 2. Preparation Centre logo

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The Preparation Centre logo demonstrates that you prepare candidates for our Cambridge English Qualifications. **Do not alter, extract or use any part of this logo on its own and always use the logo exactly as provided. Only use the logo provided; do not use the Cambridge Assessment English logo.**

The logo is provided in different formats, jpeg for print and png for web use.

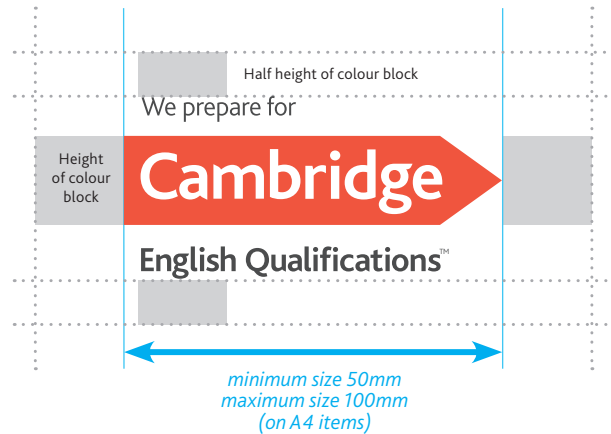
We prepare for



English Qualifications™

# 3. Permitted uses of the Preparation Centre logo

## 3.1 Clearance around the logo



Please ensure you leave sufficient space around the logo.

## 3.2 Position in relation to your own identity

The logo is for use on your marketing and promotional materials to show that you prepare candidates for Cambridge English Qualifications. It is important to show learners and parents that you are an independent organisation, therefore please do not use the logo on any item or in any manner that might create confusion with your status as an independent organisation.

In all instances please make sure the logo is secondary in size and position to your own identity, as illustrated below.

## 3.3 On your website

Please use the logo on pages dedicated to Cambridge English Qualifications. Make the logo clickable with links to the relevant sections of the Cambridge Assessment English website.

Do not incorporate Cambridge, Cambridge English or any exam names in your domain name as this is confusing for candidates.

## 4. Non-permitted uses of the Preparation Centre logo

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To avoid confusion about your independent status, the following line of text should be used instead of the logo on the items listed below:

**[Your organisation name] prepares candidates for Cambridge English Qualifications**

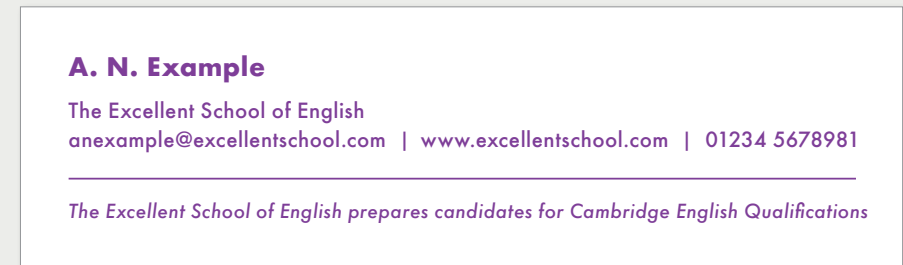
Materials for distribution mainly outside the territory in which you are authorised

- Email signatures
- Email templates
- Electronic newsletters
- Social media profiles and posts, as well as messaging systems like WhatsApp
- Business cards
- Report cards
- Locally produced certificates
- Stationery
- Registers
- Financial documents or publicity material containing information about fees
- Promotional items for sale.

Business card example:



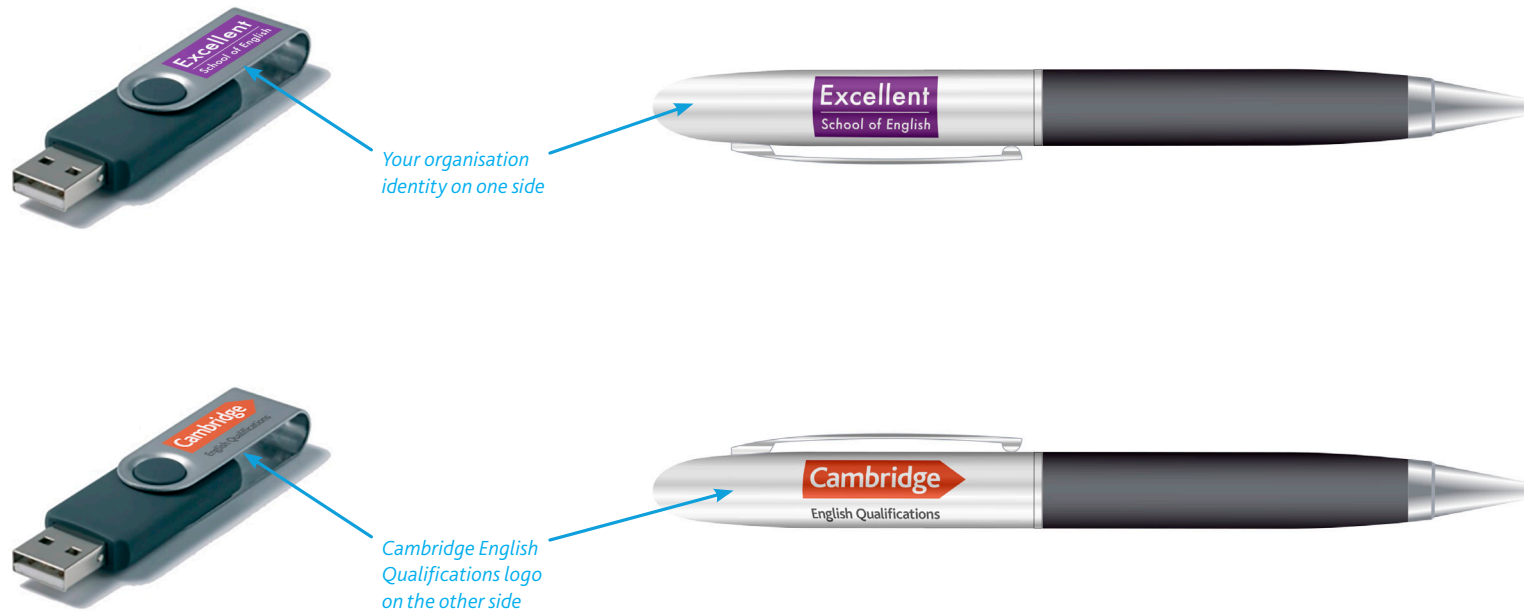
Email signature example:



## 5. Promotional items

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The logo may also be used on **FREE promotional items** (pens, pencils, T-shirts, caps, mugs and other items used to promote the examinations). Please use items which are large enough to print your identity as well as the logo. Select items which are appropriate to the quality and excellent reputation of the Cambridge name. Do not use the logo on any items you wish to sell.



## 6. Contacts

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For any queries relating to these guidelines please contact

Your local regional office [cambridgeenglish.org/about/international-offices/](https://cambridgeenglish.org/about/international-offices/)