



**Cambridge Assessment  
English**

# Logo guidelines for Preparation Centres

Please read carefully

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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)

# 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:

- All permitted uses are covered in these guidelines. If it is not here it is not permitted.
- 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.
- 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.

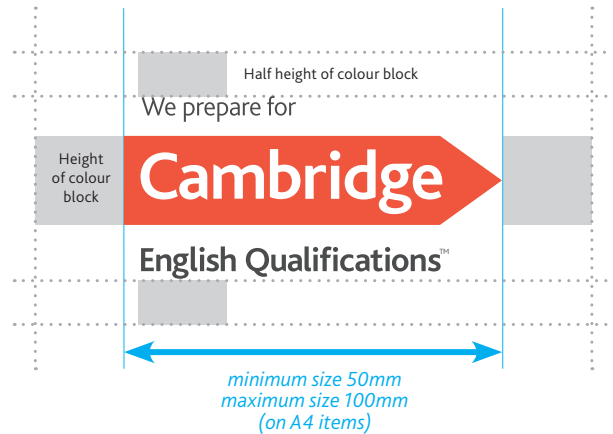
We prepare for



English Qualifications™

# 3. How to use the Preparation Centre logo correctly

## 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.

## 3.3 Size and prominence

In all instances of use please make sure the logo is secondary in size and position to your own identity, as illustrated below. On websites the logo can be used with accompanying text to demonstrate your status.

### 3.4 Business card and email signatures

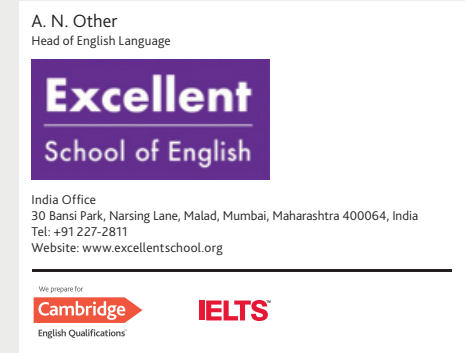
**The Preparation centre logo can be featured on your business cards and email signature. You must adhere to these usage guidelines.**

- The logo must be secondary in size and position to your own identity. And at least 50% smaller than that of your own identity.
- The logo must always be separated from your logo, either by clear space or a device. The set clear space around the logo must be maintained.
- When used alongside other logos please ensure they are all proportionately the same size and that the size and clearance zones are maintained.
- There must not be any confusion regarding your identity as an organisation independent of us.

**Business card example:**



**Email signature example:**



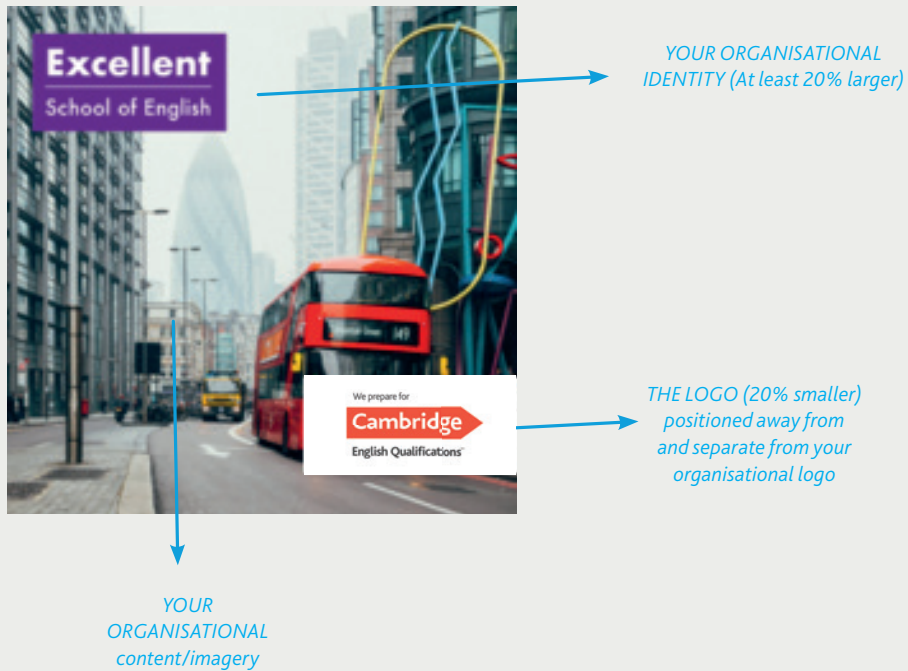
**Please note that this is simply an example of how to apply the logo to a business card or email signature. This example also demonstrates how to apply the logo alongside other brands, where applicable.**

## 4. Social media use

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Please do not use the logo on any social media profile headers. If you wish to create your own social media content, please follow the logo guidance given in this document.

Social media template example (for your own content on your social media channels):



## 5. Non-permitted use

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

**[Your organisation name] is a preparation centre for Cambridge English Qualifications.**

- materials for distribution mainly outside the territory in which you are authorised
- email templates
- electronic newsletters (that are not for marketing purposes)
- social media profile headers, as well as messaging systems like WhatsApp
- report cards
- locally produced certificates
- letterheads and stationery
- registers
- financial documents or publicity material containing information about fees
- promotional items for sale.

## 6. Domain names

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### Domain names

The Terms and Conditions of Use state that domain names that could be considered 'confusingly similar' are not permitted.

Domain names that contain the words 'cambridge' or 'cambridgeenglish' are considered 'confusingly similar' and this is not permitted.

Domain names that include the names of our products will also be considered confusing and are not permitted.

Please note you are able to link to our website, but we ask that you do not reproduce copyrighted material or try to emulate the design of the site. This may cause confusion for your customers regarding your status as an independent organisation.



## 7. 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.

