

Cambridge International School logo guidelines (for schools working through a Cambridge Associate)



Fig. 1 – This is the Cambridge International School logo.
You can use this version of our logo on your marketing materials.
See page 4 for guidelines on how to use this logo.



We are proud to be part of
the world's largest international
community of schools.

Fig. 2 – This is the Cambridge International School logo and text.
You can also use this on your marketing materials. See page 3 for
guidelines on how to use this logo and text.



Fig. 3 – This is our organisation logo which you are
not permitted to use on your materials.

Welcome to our school community.

As a Cambridge International School you have permission
to use the Cambridge International School logo (left) on your
marketing materials. You can download this version of our
logo from: www.cambridgeinternational.org/logos

Permission to use this logo is solely based on complying
with these guidelines. You must get approval from your
Cambridge Associate before printing or publishing any new
marketing item using our logo by sending them a digital copy.

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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 International School 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*.



**Cambridge Assessment
International Education**

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 School 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.



Approval

You must get approval from your Cambridge Associate before printing or publishing any item using the Cambridge International School logo (see page 10 for the approval process).

Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

Logo options



Fig. 4 – Cambridge International School colour logo (eps or png)



Fig. 5 – Cambridge International School white logo (eps or png)

File formats

There is a colour (Fig. 4) and a white version (Fig. 5) 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.

Lock-in logo with descriptor

We also provide a 'lock-in' logo with an approved descriptor (below). You can also use this logo on any of your marketing materials (see list on page 5).



We are proud to be part of the world's largest international community of schools.



Important information

The line of text '*We are proud to be part of...*' must only appear with the Cambridge International School logo (as above).

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 International School

Example signature:

[Your name], [Job title]

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

[Your organisation name] is a Cambridge International School

Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

Logo placement guidelines

- The Cambridge International School logo must be secondary in size and position to your own identity.
- 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. 7 (see right) are maintained.

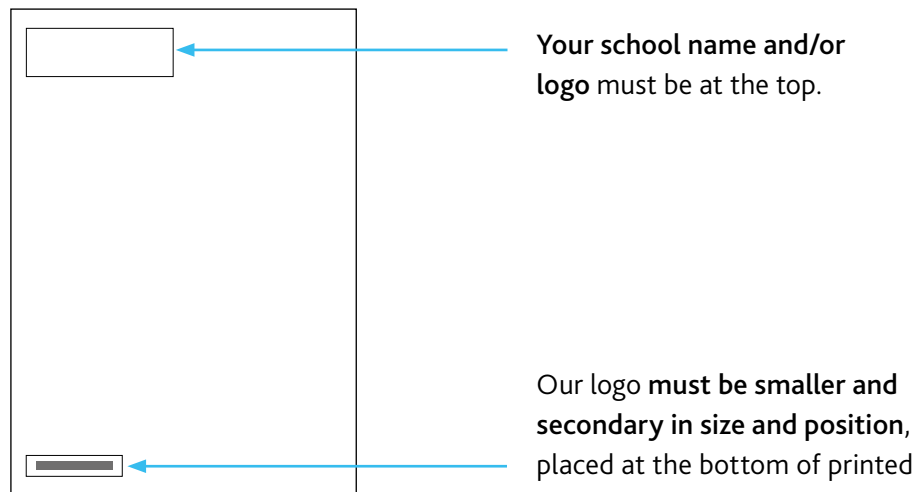


Fig. 6 – At bottom of printed material

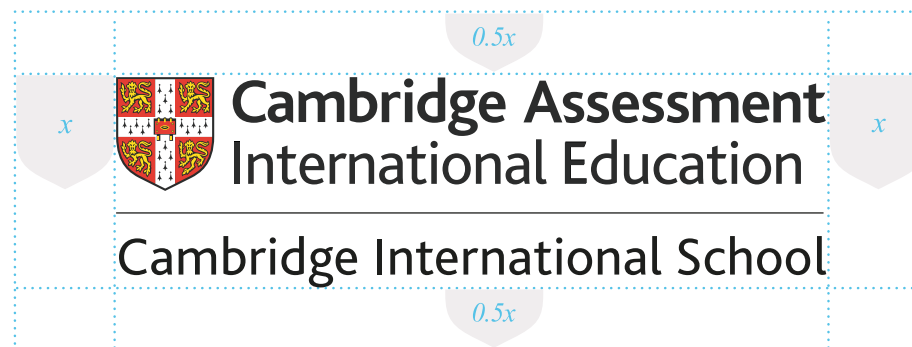


Fig. 7 – Clearance area required around the logo shown as 'x'

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.

Groups or associations of schools

Only those schools registered with Cambridge International in a group or association of schools can use the Cambridge International School logo on their marketing materials and website.

The logo cannot be used on the website or marketing materials of the head office of an association or group of schools unless it is very clear that it is in relation to the school, or schools, in the group/association registered with Cambridge International.

Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

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 ✓
- 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

You must use the following descriptive line on marketing materials that include the Cambridge International School logo:

We offer Cambridge International programmes and qualifications through a Cambridge Associate.

Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

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



Letterhead with logo

Letterhead with logo and text

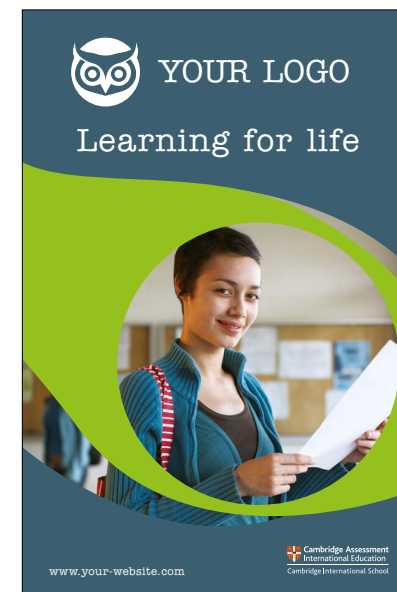


Double-sided business card

On single-sided cards, the approved text is more suitable than the Cambridge International School logo due to size restrictions, see page 3 for details.



Poster



Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

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 with text' option at the bottom of a post.



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



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 Cambridge International School



Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

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 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 with either 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 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 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.

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.

May I use the Cambridge International School logo on my letterhead?

Yes, you can use the Cambridge International School logo on your school 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 International School 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 International School logo:

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

Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

Descriptive text

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, part of the University of Cambridge. We offer Cambridge programmes through a Cambridge Associate.

Medium version

Our school is a Cambridge International School, registered with Cambridge Assessment International Education, part of the University of Cambridge. Cambridge programmes inspire students [or your child] to love learning, helping them discover new abilities and a wider world. We offer Cambridge programmes through a Cambridge Associate.

Longer version

Our school is a Cambridge International School, registered to offer education programmes from Cambridge Assessment International Education, part 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. We offer Cambridge programmes through a Cambridge Associate.

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. Cambridge programmes inspire students [or your child] to love learning, helping them discover new abilities and a wider world.

2. Describing the Cambridge programmes your school offers

Version for schools offering every stage of the Cambridge Pathway

As a Cambridge International School, we offer the Cambridge Pathway for students aged 5 to 19 years, through a Cambridge Associate.

Version for schools offering some stages of the Cambridge Pathway

As a Cambridge International School, we offer the Cambridge [Primary, Lower Secondary, Upper Secondary, Advanced] programme for students aged [5 to 19] years, through a Cambridge Associate.



Important information

You must be approved and ready to offer the programmes you include in your descriptive text.

Cambridge International School logo guidelines (for schools working through a Cambridge Associate) continued

Approval process

You must get written approval from your Cambridge Associate before you print, display or distribute materials using the Cambridge International School logo.

For approval of all materials using the Cambridge International School logo please send a digital file to your Cambridge Associate.

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

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, Event banners and flags, Factsheets and guides, Logos, Photographs, Posters, Presentations, Press release templates, and Videos. The main content area has a breadcrumb trail: Home > Support and training for schools > Communications toolkit. Below the breadcrumb is the title 'Communications toolkit' and a welcome message: 'Welcome to our Communications toolkit, full of materials to help your school explain the Cambridge Pathway to parents, students and other audiences.' An information icon (i) is followed by a tip: 'You can download the logo for use on your marketing materials from the Logos section of the Communications toolkit. Remember to read and comply with the guidelines on using the logo.' Below this are six featured categories, each with a colored header, an icon, and a brief description: 1. Factsheets and guides (blue header, document icon): 'Use our factsheets to give parents an overview of Cambridge Pathway for students aged 5 to 19.' 2. Presentations (green header, presentation icon): 'This series of presentations will help schools explain the features of Cambridge Pathway to parents. They can be used at parent evenings and open days.' 3. Posters (purple header, poster icon): 'Download copies of our posters for display in classrooms, reception areas and at parent evenings and open days.' 4. Videos (orange header, video icon): 'Our videos cover a wide range of topics and are designed to help students, parents and teachers.' 5. Logos (red header, logo icon): 'Access Cambridge International logos for use in digital and printed media via our password protected site.' 6. Photographs (green header, photo icon): 'Our image bank contains high quality photos of famous landmarks from Cambridge, UK. They are perfect for use in presentations and other documents.'