



**CAMBRIDGE ENGLISH**  
Language Assessment  
Part of the University of Cambridge

## Cambridge English Language Assessment logo and promotional materials

### Regulations for use by preparation centres

These regulations relate to the use of the Preparation Centre Logo (the 'Preparation Centre Logo'), introduced worldwide in July 2014. Compliance with these regulations is a condition of the registration of your organisation as a Cambridge English Language Assessment preparation centre ('preparation centre') by your local examination centre, where you have fulfilled the criteria set by your local Cambridge English Language Assessment representative.

We are happy to provide schools and institutions which actively prepare candidates for our exams with the Preparation Centre Logo (which is a Cambridge English Language Assessment trademark) to help promote exam preparation courses. Please remember that in doing so, we are granting the right to use a valuable piece of intellectual property, owned by the University of Cambridge, and that we need to protect the interests of the many departments of the University and of other centres. As such, we must enforce these regulations vigorously. Permission to use the Preparation Centre Logo is dependent on you continuing to prepare students and your agreement (by use of any of this Preparation Centre Logo) to comply with these regulations.

You are welcome to use this Preparation Centre Logo in your publications or websites, as specified below, but in doing so you must accept that permission to use it may be withdrawn at any time, and that you must then cease to use it (and withdraw any publications in which it is printed) if requested to do so. **For the avoidance of doubt you are NOT permitted to use in any way the Cambridge English Language Assessment shield logo which appears at the top of your preparation certificate (other than by display of that original certificate).**

When using the Preparation Centre Logo you must not state or imply that Cambridge English Language Assessment has approved the quality of teaching or other services provided by your preparation centre.

Below is a copy of the logo that has been approved for use by preparation centres:



You may use this Preparation Centre Logo:

- On publicity documents and other promotional material relating to preparation courses for Cambridge English exams
- On press advertising that relates specifically to preparation courses for Cambridge English exams
- On web pages that relate specifically to the preparation courses for Cambridge English exams
- On signs, posters, etc, promoting courses for Cambridge English exams
- On promotional goods (pens, pencils, T-shirts, caps, mugs and other items that are used to promote the examinations), provided that these are given away and not sold.

You may **not** use this Preparation Centre Logo:

- On any certificate, invoice or other financial document
- As part of an e-mail template or in any other electronic form other than as part of a web page as described above
- In relation to any exams, tests or certificates provided by your centre other than the Cambridge English exams
- On any social media platform such as YouTube, Twitter or Facebook.

Using the Preparation Centre Logo

- We do not impose restrictions on the size or positioning of these graphics, but you **must** ensure that the logo and/or name of your school is displayed more prominently than the Preparation Centre Logo
- The Preparation Centre Logo must always be used in exactly the format and proportions shown above. You must not under any circumstances attempt to alter or recreate the Logo or retype any of the wording. You must also ensure that any designer or printer working on your behalf complies with this requirement.
- You should ensure that the colours are reproduced accurately.

You must not use a copy of this Preparation Centre Logo obtained from any other source.

## Available Logo file types

PreparationCentreLogo _RGB_72dpi.jpg	Suitable for use on websites.
PreparationCentreLogo _RGB_300dpi.jpg	Suitable for use in Microsoft Office Applications.
PreparationCentreLogo _CMYK_300dpi.tif	Suitable for use on professionally printed documents. Please note the size of this logo can be reduced but must not be enlarged as this would affect print quality.
PreparationCentreLogo _CMYK.eps	Suitable for use on professionally printed documents. Please note this logo can be enlarged as necessary. Please pass this logo onto the designers/printers. It is only for use in professional design programs. You will not be able to open it yourself.