

Cambridge International School logo guidelines for online schools



Cambridge International School

This is the Cambridge International School logo. You can use this version of our logo on the approved list of marketing materials on page 5 of these guidelines.



This is our standard organisation logo which you are not permitted to use on any of your materials.

Welcome to our global community of over 10 000 schools in 160 countries, each delivering education that shapes learners' knowledge, understanding and skills.

As an online Cambridge International School you have permission to use the Cambridge International School logo (left) on your marketing materials. **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 us before printing or publishing any new marketing item using our logo by sending us a digital copy (see page 11 for more details).

We look forward to hearing from you.

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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 shield (in the logo below) was granted for use by the Scholars of the University of Cambridge by the English Crown during the reign of Queen Elizabeth 1 in 1573. This symbol now represents educational excellence around the world, nearly 500 years later.

As a Cambridge International School, you have our permission to use this symbol of excellence **as part of our logo**. We ask that you treat it with respect and use it solely in compliance with these guidelines and the regulations set out in the *Cambridge Handbook*.



Cambridge International School

[Your School name here] is a registered online Cambridge International School

Required text

As an online school providing Cambridge programmes you are required to use the following text wherever you use our logo:

'[School name] is a registered online Cambridge International School'.

This text should always appear alongside the Cambridge International School logo. It can be in your own typeface but needs to appear close to the logo, either beside it (as example above) or below it.

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 us before printing or publishing any new marketing item using the Cambridge International School logo by sending us a digital copy – see page 11 for more details.



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Logo formats

File formats

There is a colour version and a white version 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).



Colour version (available as .eps file or .png file with transparent background)

Cambridge International School



White version (available as .eps file or .png file with transparent background)

Cambridge International School

Logo usage

You can use the Cambridge International School version of our logo on your marketing materials, but you must always add text next to it (either beside or below) describing your status as an online school (see example on page 2).



Text option

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:

[School name] is a registered online Cambridge International School

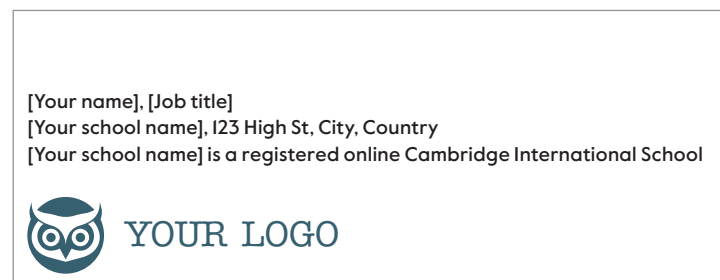


Example signature:

[Your name], [Job title]

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

[School name] is a registered online Cambridge International School

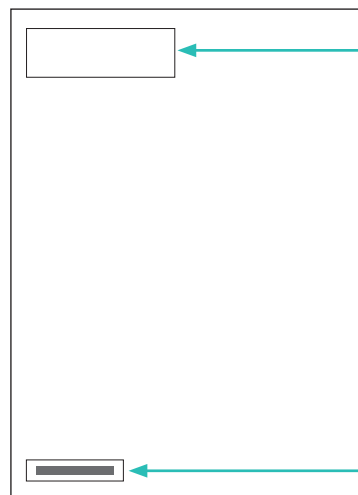


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Logo placement guidelines

- The Cambridge International School logo must be secondary in size and position to your own identity (see pages 6 and 7 for examples).
- 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 right) are maintained.



Example letterhead logo placement

Your school name and/or logo must be at the top.

Our logo **must be smaller and secondary in size and position.** It must always be accompanied by the descriptive text explaining your status as an online school.

Logo clearance area

We require a shield width clearance around the logo (see below). We also require that the logo is placed on a plain background as this allows for maximum legibility.



Clearance area required around the logo shown as 'x'

Logo usage queries

If you have any queries about how to use the Cambridge International School logo, please email: logoapproval@cambridgeinternational.org
Make sure you include your centre number in the email title, thanks.



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Materials to promote your association with Cambridge

You can only use the Cambridge International School logo on specific materials and some stationery items (as listed below).

Examples where you can use the Cambridge International School logo:

- 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).*

Logo usage

You can use the Cambridge International School version of our logo on your marketing materials, but you must always add text next to it (either beside or below) describing your status as an online school (see example on page 2).

Examples where you cannot use the Cambridge International School logo:

- report cards ✗
- certificates ✗
- financial documents (e.g. invoices or receipts) ✗
- internal signage ✗
- class registers ✗
- year books ✗
- uniforms or name badges ✗
- merchandise (including t-shirts) ✗

Important information

Do not use the Cambridge International School logo on any item that might create confusion regarding your status as an independent organisation.

Do not use the Cambridge International School 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.

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Examples of printed marketing materials

Below are some examples of how to use the Cambridge International School logo on your printed marketing materials.

Example event banner

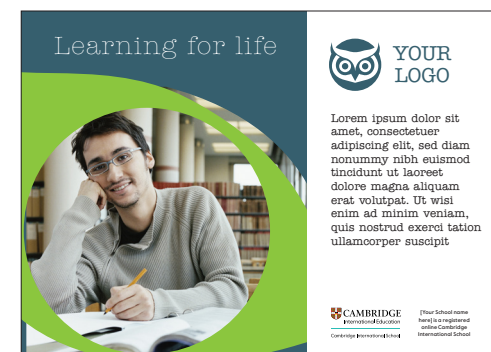


Example poster or brochure cover

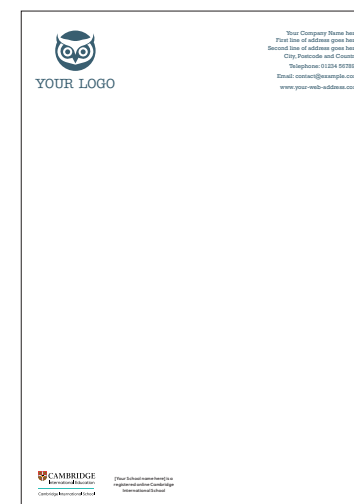


Our logo is always smaller than your own logo, and in a less prominent position.

Example press advert



Example letterhead



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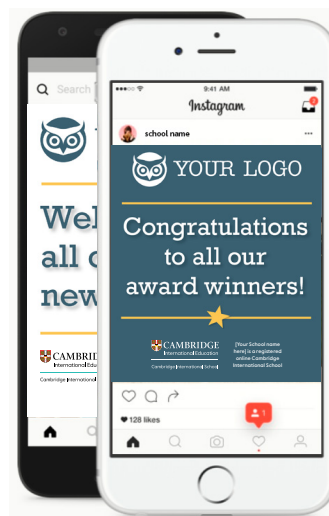
Examples of digital marketing materials

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 - our logo should always be smaller than your own logo as shown in this example.



Email signature - use approved line of text instead of our logo (as shown here)



Video - our logo should never appear on its own and always be smaller than your own logo and in a less prominent position (as shown here)

Example email signature:

[Your name], [Job title]
[Your organisation name], 123 High St, City, Country
[Your organisation name] is a registered online
Cambridge International School



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 or the University itself.

Can I incorporate the shield into my school's 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. Your school's name must be completely independent of ours.

I am in a group/association of schools and not all the schools in the group/association are registered with Cambridge. Can the other schools and/or the head office of the group/association use the logo too?

No. Only the schools registered with us in the group/association 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 only in relation to the school, or schools, in the group/association registered with Cambridge.

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. See page 6 for an example.

May I use the Cambridge International School logo on business cards and in email signatures?

Yes, but the logo must be smaller in size and secondary in position to the school's own logo. 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'.



Logo usage queries

If you have any queries about how to use the Cambridge International School logo, please email: logoapproval@cambridgeinternational.org

Make sure you include your centre number in the email title, thanks.

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Descriptive text

You can use the following text in presentations, documentation and press releases to describe your school's relationship with Cambridge and the Cambridge education you offer.

1. Describing your relationship with Cambridge

Short version

Our school is an approved online Cambridge International School, registered to offer education programmes and qualifications from the Cambridge Pathway.

[Optional line] We are proud to be part of the world's largest global community of schools.

Medium version

Our school is an approved online Cambridge International School, registered to offer education programmes and qualifications from the Cambridge Pathway.

Cambridge programmes provide an education that shapes learners' [or your child's] knowledge, understanding and skills, giving them [or your child] the confidence they need to thrive in and outside the classroom, so that they are ready for the world.

[Optional line] We are proud to be part of the world's largest global community of schools.

Important information

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



Longer version – for schools offering **every** stage of the Cambridge Pathway

Our school is an approved online Cambridge International School, registered to offer education programmes and qualifications from the Cambridge Pathway.

We offer the Cambridge Pathway for students aged 3 to 19 years. Each stage builds on the previous leading seamlessly from early years to pre-university.

Cambridge programmes provide an education that shapes learners' [or your child's] knowledge, understanding and skills, giving them [or your child] the confidence they need to thrive in and outside the classroom, so that they are ready for the world.

[Optional line] We are proud to be part of the world's largest global community of schools.

Longer version for schools offering **some** stages of the Cambridge Pathway

Our school is an approved online Cambridge International School, registered to offer education programmes and qualifications from the Cambridge Pathway

We offer the Cambridge [Early Years, Primary, Lower Secondary, Upper Secondary, Advanced] programme[s] for students aged [3 to 19] years.

Our programme[s] provide[s] an education that shapes learners' [or your child's] knowledge, understanding and skills, giving them [or your child] the confidence they need to thrive in and outside the classroom, so that they are ready for the world.

[Optional line] We are proud to be part of the world's largest global community of schools.

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Descriptive text continued

2. Describing the Cambridge programmes your school offers

Version for schools offering every stage of the Cambridge Pathway

As an online Cambridge International School, we offer the Cambridge Pathway for students aged 3 to 19 years. Every stage helps learners to thrive in and outside the classroom, so that they are ready for the world.

Version for schools offering some stages of the Cambridge Pathway

As an online Cambridge International School, we offer the Cambridge [Early Years, Primary, Lower Secondary, Upper Secondary, Advanced] programme[s] for students aged [3 to 19] years, helping learners to thrive in and outside the classroom, so that they are ready for the world.

Important information

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



Approval process

You must get written approval from us before you print, display or distribute materials using our logo. 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.



Important information

For approval of all materials using the Cambridge International School logo, send a digital file to logoapproval@cambridgeinternational.org. Make sure you include your centre number in the email title, thanks.

Pre-prepared marketing materials

You can also access our online Communications Toolkit to download pre-prepared marketing materials to help you explain our programmes to parents, students and other audiences.

Go to www.cambridgeinternational.org/toolkit and choose from factsheets, guides, presentations, posters, videos, etc.

Please note: We are gradually updating the materials on the toolkit to include our new name, logo and look, but this will take time. You will continue to see our old name, logo and messaging on materials as we phase in the new.

The screenshot shows the 'Communications toolkit' page. On the left is a sidebar menu with options: '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 has a breadcrumb trail: 'Home > Support and training for schools > Communications toolkit'. Below this is the title 'Communications toolkit' and a welcome message. A blue information box states: '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 colored boxes representing different material types: 'Factsheets and guides' (blue), 'Presentations' (green), 'Posters' (purple), 'Videos' (orange), 'Logos' (pink), and 'Photographs' (dark green). Each box includes a brief description of the materials available.