

Exam Preparation Logos - Regulations for Use

Cambridge ESOL is happy to provide schools which actively prepare candidates for the Cambridge ESOL exams with the attached graphics to help promote exam preparation courses. Please note, however, that permission to use these graphics is dependent on you continuing to prepare students and complying with these regulations.

You are welcome to use these graphics in your publications or websites, as specified below, but in doing so you must accept that permission to use them may be withdrawn at any time, and that you must cease to use them (and withdraw any publications in which they are printed) if requested to do so by Cambridge ESOL.

You may use either or both of the graphics:

Cambridge ESOL Exam Preparation Centre

Cambridge ESOL
Exam Preparation Centre

You may use these graphics:

- On publicity documents and other promotional material relating to preparation courses for Cambridge ESOL exams
- On press advertising that relates specifically to preparation courses for Cambridge ESOL exams
- On web pages that relate specifically to the preparation courses for Cambridge ESOL exams
- On signs, posters, etc, promoting courses for Cambridge ESOL 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 these graphics:

- 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 ESOL exams

Using the graphics

- Cambridge ESOL does 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 prominently
- The graphics must always be used in exactly the format and proportions shown above. You must not under any circumstances attempt to alter or recreate the graphics 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 these graphics obtained from any other source.

Available Logo file types

PreparationCentreLogo_Horizontal_RGB_72dpi.jpeg PreparationCentreLogo_Square_RGB_72dpi.jpeg	Suitable for use on websites
PreparationCentreLogo_Horizontal_RGB_300dpi.jpeg PreparationCentreLogo_Square_RGB_300dpi.jpeg	Suitable for use in Microsoft Office Applications.
PreparationCentreLogo_Horizontal_CMYK_300dpi.tiff PreparationCentreLogo_Square_CMYK_300dpi.tiff	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 effect print quality.
PreparationCentreLogo_Horizontal_CMYK.eps PreparationCentreLogo_Square_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.