



Advantage

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# Membership badge guidelines

[www.britishcouncil.org/exam/advantage](http://www.britishcouncil.org/exam/advantage)



Cambridge Assessment  
English

Authorised Exam Centre

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# Welcome to Advantage membership

Our Advantage members are preparation centres that work with the British Council in preparation of exam candidates to take Cambridge English Qualifications at our network of authorised exam centres.

**We provide our Advantage members with an exclusive member badge to recognise the partnership between your educational institution and the British Council.**

Our new badge is an exciting mark of quality that will help to communicate the important work we do together and is one of the ways we will provide marketing support through Advantage.

This document sets out the guidelines for how, when and where to apply the Advantage membership badge.

# Do's and don'ts



## Do

- Use the Advantage membership badge to identify your educational institution as a member of the British Council Advantage loyalty programme.
- Use the Advantage membership badge on selected marketing materials as specified in these guidelines.
- Use the Advantage membership badge as supplied.
- Use your educational institution's name and brand as your primary identifier.
- Use the Advantage membership badge in a secondary role/identity to that of your own brand.
- Promote your educational institution as a British Council Advantage member.
- Contact your local British Council account support with any questions around the use of the Advantage membership badge on your marketing materials.



## Do not

- Use the Advantage membership badge as the main identifier for your educational institution.
- Edit or alter the badge in any way.
- Use the Advantage visual identity and guidelines in your communications and/or marketing materials, other than the Advantage membership badge, marketing materials or other templates provided to you.
- Use the British Council logo on its own without authorisation and approval.



# Where to use Advantage membership badge



You may use the Advantage membership badge alongside your own educational institution's name and brand on the following marketing materials:

- Brochures
- Website pages
- Offline advertisements

Please contact your local British Council account support to:

- Request use of the badge on marketing and promotional materials not listed here
- Report badge misuse
- Ask questions about the badge



Examples of materials that the Advantage membership badge cannot be used on:

- Report cards
- Certificates
- Financial documents (e.g. invoices or receipts)
- Internal signage
- Uniforms or name badges
- Email signatures and business cards
- Letterheads and envelopes
- Event materials
- Social media advertising
- Posters



# How to use Advantage membership badge

## Version for white background

This is our preferred version for you to use (with outline)



## Version for dark background

If you need to place the badge on a dark background, then you can use this version



Advantage Membership badge guidelines

## File formats

The badges are available in the following file formats:

**.EPS** For use on printed materials.

**.PNG** For use on digital / screen applications. Do not use .PNG version on printed materials.



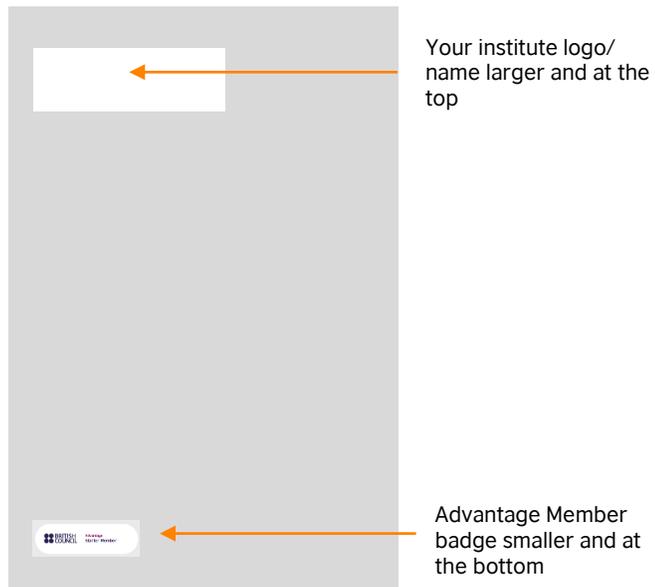
You must always use the badge as supplied. Do not edit or alter the badge in any way.



# How to use Advantage membership badge

## Badge placement

The badge must always be secondary in size and position to your educational institution's identity. It must be clear that your educational institution is not the British Council and is fully independent from us. There are examples of placement on the following pages.



Advantage Membership badge guidelines

## Badge size

To ensure the text on our badge is legible, please do not use smaller than the sizes below:

**Print** – 35mm wide

**Digital** – 200px wide

If you feel you need to use the badge at a smaller size than this, contact your local account manager

## Badge clear space

Please keep the area around the badge free from other graphic elements. Use the two circles from the logo to determine the clear space.

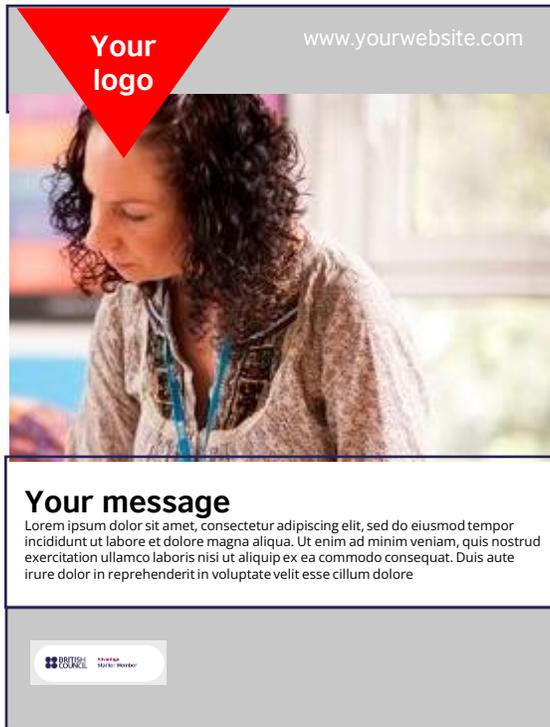


If you are placing our badge alongside other organisations, please ensure they are the same size proportionally

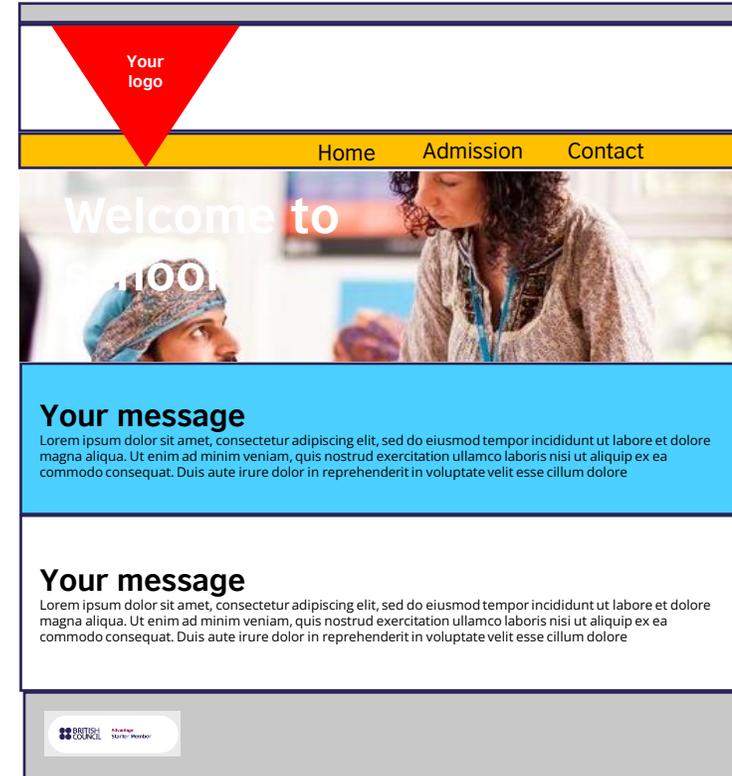


# Example on brochure cover and website

## Brochure cover



## Website



# Advantage membership badge governance policy

If you would like to use the Advantage membership badge for any use that is not covered by these guidelines, such as for signage, promotion and digital or print advertising materials, please submit a request to your local British Council account support by email.

Written approval from the British Council is required before you print, display or distribute materials using the Advantage membership badge for any use not covered by these guidelines.



Every new item outside of the permitted uses in these guidelines that uses the Advantage membership badge needs separate approval. You must also describe how and where materials will be displayed.

The British Council reserves the right to prohibit a third party in using the British Council logo and Advantage visual identity.

The British Council will aim to provide a response within 5 working days to all approval requests. If for any reason the British Council's response is delayed, this cannot be taken as approval and explicit permission still needs to be sought.

Note that any branding, content or marketing materials supplied to you from / or on behalf of Cambridge Assessment English is governed by their Terms of Use.





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The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.

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