

# Oxford Test of English branding guidelines for Approved Test Centres

This document provides guidance on how the Oxford Test of English Approved Test Centre logo may be used by Approved Test Centres.

Please note: Test Centres are forbidden to use logos or branding relating to Oxford University Press (OUP) or the University of Oxford. Please also ensure that this is the only version of the Oxford Test of English logo you apply to your own materials.

The logo is available in dark blue and white, with both white and transparent backgrounds, and we ask that you don't alter the colour.



Dark blue logo on white background



White logo on transparent background

## Use of the Oxford Test of English Approved Test Centre logo

The Oxford Test of English Approved Test Centre logo can be used by the Test Centre in the following print and digital communications:

- emails
- website
- printed marketing materials
- posters
- social media channels

## Legibility

Designed to work both on screen and in print, the Oxford Test of English logo can be used at a size that best suits your needs. The smallest legible size for the logo for print and screen are shown below. Minimum sizes for processes such as embroidery or engraving will vary and require careful testing.

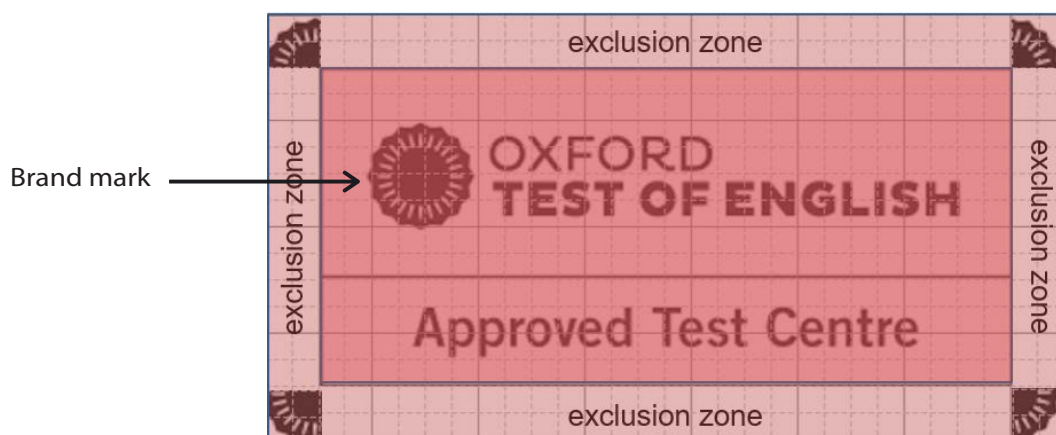
The Oxford Test of English logo has been designed to be applied at a minimum height of 30mm. On a website the minimum size of the logo is 126 pixels deep. There is no maximum usage size of the logo.

To make the logotype stand out, do not put any text or images in the clear space. Leave space equivalent to half of the logo's brand mark height all the way around the logo.

Minimum size for print (A4 page)



Minimum size for web



It is important that the appearance of the logo is consistent. The logo should not be misinterpreted, modified or added to. It must also never be redrawn, adjusted or changed in any way. You should only use the artwork as provided.

If it comes to OUP's attention that the logo is being misused, Test Centres will be contacted to fix the problem immediately.

**Test Centres can:**

- use the Oxford Test of English Approved Test Centre logo to complement the Test Centre's branding in signage and promotion
- use the Oxford Test of English Approved Test Centre logo maintaining a minimum exclusion zone equivalent to 1/2 of the height of the logo's brand mark, as shown above

**Test Centres must not:**

- adapt or change the Oxford Test of English Approved Test Centre logo in any way, including those stated below:
  - do not distort the logo
  - do not take the logo out of its frame
  - do not place text on the logo
  - do not add tone to the inner part of the logo
  - do not outline the logo
  - do not use the logo as a marker or bullet point
  - do not change the colour or transparency of the logo
- use the Oxford University Press, Oxford, or University of Oxford trademarks
- use any other version of the Oxford Test of English logo aside from those provided in the digital assets folder
- use the Oxford Test of English Approved Test Centre logo on any teaching or test materials, certificates, or other materials
- use the Oxford Test of English Approved Test Centre logo in any way that could be perceived to be part of the Test Centre name or branding
- use the Oxford Test of English Approved Test Centre logo in any way which might prejudice the distinctiveness or validity of Oxford University Press or the University of Oxford, or damage the goodwill or reputation of OUP or the University of Oxford
- display the Oxford Test of English Approved Test Centre logo so that it is larger than the font of the Test Centre name
- display the Oxford Test of English Approved Test Centre logo less than a 1/4 width of the logo away from the Test Centre name

**Use of the Test Centre's own logo by OUP**

As part of the process of becoming an Approved Test Centre, the Test Centre manager agrees to provide Oxford University Press (OUP) with the institution's logo in a form and format requested by OUP within **14 days** of OUP's request. OUP will be entitled to use the institution's logo on the OUP Oxford Test of English website or social media to identify the institution as an Approved Test Centre and for marketing and promotional purposes.