

Oxford Test of English

Branding guidelines for **Approved Test Centres**

June 30th 2026

Approved Test Centre branding guidelines

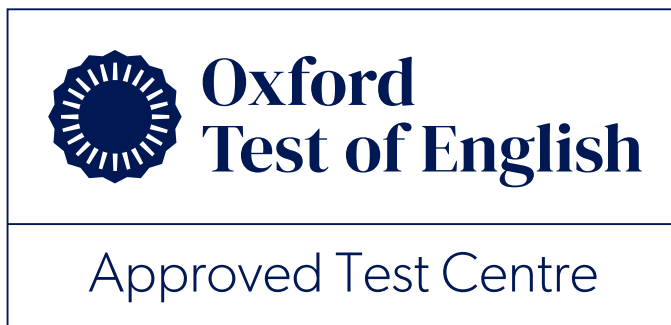
This document provides guidance on how Approved Test Centres may use the Approved Test Centre logo and other Oxford Test of English marketing materials provided by Oxford University Press (OUP).

Approved Test Centres are forbidden to use the Oxford Test of English logo on its own (unless in marketing materials provided by OUP) or logos, branding or trademarks relating to OUP, Oxford or the University of Oxford.

Oxford Test of English logo on its own:



Approved Test Centre logo:



The Approved Test Centre logo is available in the Support for Approved Test Centres catalogue provided to Test Centres when they are approved.

The Approved Test Centre logo can be used by the Approved Test Centre in the following communications:

- o emails
- o website
- o social media channels.

Legibility of Approved Test Centre logo

Designed to work both on screen and in print, the Approved Test Centre logo can be used at a size that best suits needs. The smallest legible sizes 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.

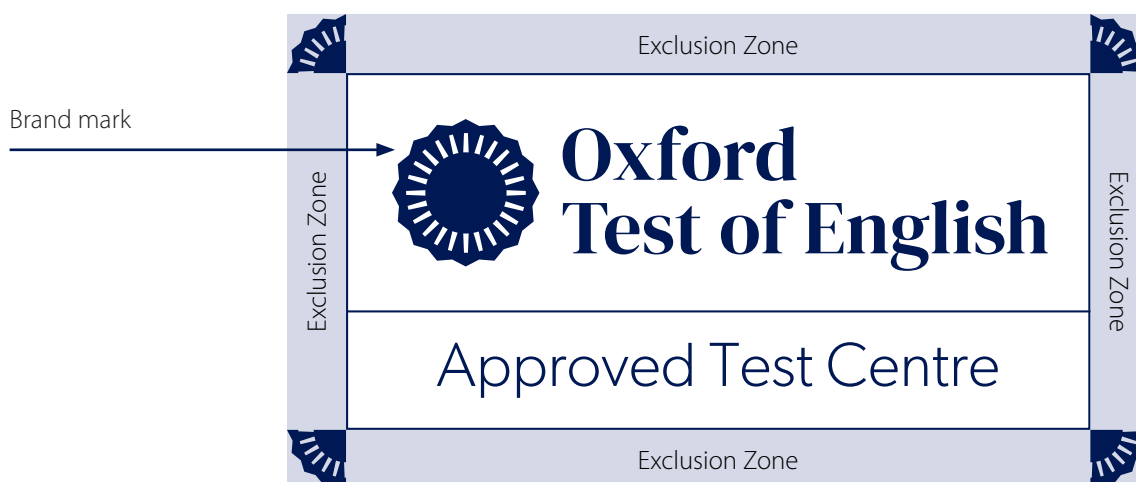
The Approved Test Centre logo has been designed to be applied at a minimum height of 30 mm. On a website, the minimum size of the logo is 126 pixels deep. There is no maximum usage size of the logo.

To make the logo 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. The artwork should only be used as provided.

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

Conditions of use of the Approved Test Centre logo

Approved Test Centres can:

- use the Approved Test Centre logo to complement the test centre's branding and promotion
- use the 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

Approved Test Centres must not:

- o adapt or change the Approved Test Centre logo in any way including those stated below:
 - distort the logo
 - take the logo out of its frame
 - place text on the logo
 - add tone to the inner part of the logo
 - outline the logo
 - use the logo as a marker or bullet point
 - change the colour or transparency of the logo
 - use any other version of the Approved Test Centre logo aside from those provided in the digital assets folder provided to Test Centres when they are approved
- o use the Approved Test Centre logo on any teaching or test materials, certificates or other materials
- o use the Approved Test Centre logo in any way that could be perceived to be part of the Test Centre name or branding
- o use the Approved Test Centre logo in any way which might prejudice the distinctiveness or validity of Oxford University Press (OUP) or the University of Oxford, or damage the goodwill or reputation of OUP or the University of Oxford
- o display the Approved Test Centre logo so that it is larger than the font of the Approved Test Centre name
- o display the Approved Test Centre logo less than a 1/4 width of the logo away from the Approved Test Centre name

Use of the Approved 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 Oxford Test of English website to identify the institution as an Approved Test Centre and for marketing and promotional purposes.

Use of the Approved Test Centre plaque

Upon approval, the Approved Test Centre will receive a plaque stating the Approved Test Centre status for use on the façade of the Approved Test Centre building or room. The plaque must be used in the format and shape provided and may not be altered in any way. The plaque remains the property of Oxford University Press (OUP) and must be returned if the Approved Test Centre status is revoked from the institution.

Use of the Approved Test Centre Certificate

Approved Test Centre will receive a digital certificate that may be used to promote their Approved Test Centre status. The certificate must not be modified by the Approved Test Centre in any way, but it may be printed and displayed within their institution. The certificate must be removed if the Approved Test Centre status is revoked from the institution.

Other Oxford Test of English marketing materials

Approved Test Centres must not create their own Oxford Test of English marketing materials or amend Oxford Test of English marketing materials provided to them, unless they receive permission from Oxford University Press (OUP).

To request permission, please contact the Oxford Test of English marketing team by emailing to: ote.marketing@oup.com.

These branding guidelines are also referenced in section 12 of the Approved Test Centre Handbook.

Examples of co-branding

Oxford University Press permits co-branding only across a defined set of digital assets: web banners, email signatures, and social media posts. Please refer to the examples provided for correct application. Any use of co-branding outside these approved formats must be submitted for prior review and approval. Requests should be sent to ote.marketing@oup.com before any materials are produced or distributed.

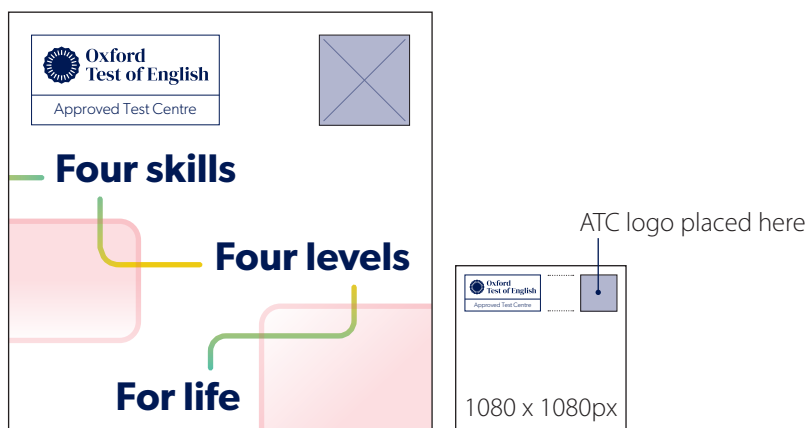
Web Banner



Email signatures



Social Media



Examples of co-branding

The only physical asset that OUP permits co-branding is the test taker brochure. Please refer to the example provided for correct application. In the area outline, you are welcome to add the below in the call to action area:

- 1) Test Centre name
- 2) Test Centre web site URL
- 3) Test Centre contact details (telephone, email address)

Please do not insert any company logo in the area.

Brochure back cover and Flyer



Any marketing assets created by Approved Test Centre or Affiliate should be sent to Oxford Test of English Marketing team by emailing to ote.marketing@oup.com for approval before use.