

Oxford Test of English

Branding guidelines for **Affiliates**

June 30th 2026

Affiliate branding guidelines

This document sets out how Affiliates may use the Affiliate logo and other Oxford Test of English marketing collateral provided by Oxford University Press (OUP).

Affiliates 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:



Affiliate logo:



The Affiliate logo can be used by the Affiliate in the following communications:

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

Legibility of the Affiliate logo

Designed to work both on screen and in print, the Affiliate 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.

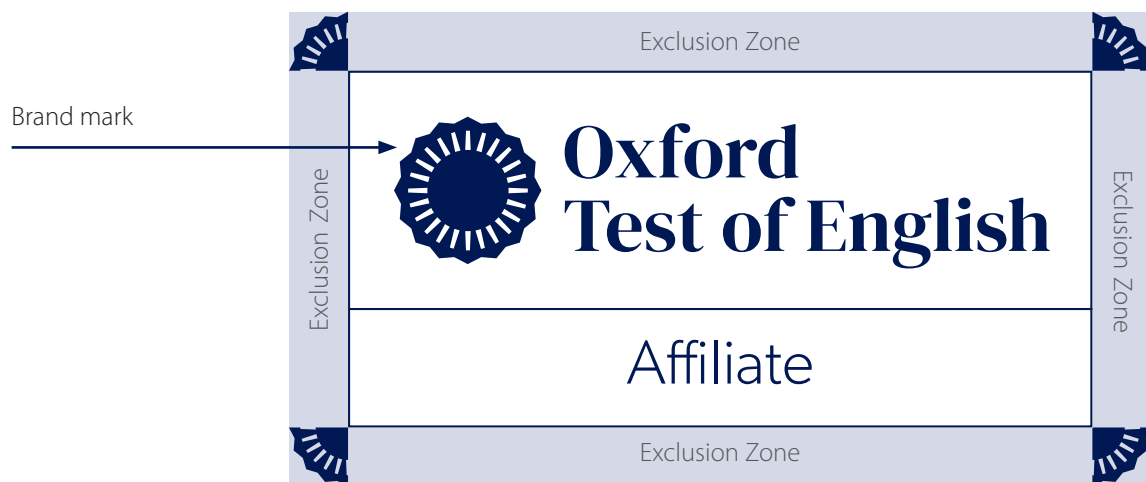
The Affiliate logo has been designed to reproduce at a minimum height of 30 mm. On a website, the minimum size of the logo is 126 pixels deep. There is no maximum usage size of the logo.

To make the logo stand out, do not put any text or images in the clear space. Leave space equivalent to half 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 re-drawn, adjusted or changed in any way. You should only use the artwork as provided.

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

Conditions of use of the Affiliate logo



Affiliates can:

- o use the Affiliate logo to complement the Affiliate's branding and promotion
- o use the Affiliate logo, maintaining a minimum exclusion zone equivalent to 1/2 of the height of the logo's brand mark, as shown above.

Affiliates must not:

- o adapt or change the Affiliate 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.
- o use any other version of the Affiliate logo aside from the version provided to the Affiliate by the Approved Test Centre.
- o use the Affiliate logo without the accompanying wording as stated above.
- o use the Approved Test Centre or Affiliate logo on any teaching or test materials, certificates or other materials.
- o use the Affiliate logo in any way that could be perceived to be part of the Affiliate name or branding.
- o use the Affiliate 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 Affiliate logo so that it is larger than the font of the Affiliate name
- o display the Affiliate logo less than a 1/4 width of the logo away from the Affiliate name.

Use of the Affiliate's own logo by OUP

As part of the process of becoming an Affiliate, 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 Affiliate plaque

Upon approval, the Affiliate will receive a plaque stating the Affiliate status for use on the façade of the **Affiliate** 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 Affiliate status is revoked from the institution.

Use of the Affiliate Certificate

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

Other Oxford Test of English marketing materials

Affiliates 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

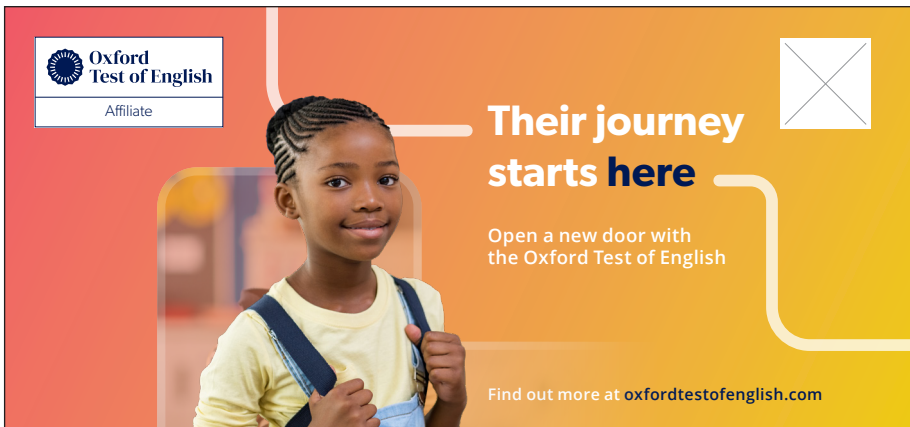


The web banner features a dark blue background with a woman holding a tablet. The Oxford Test of English logo and 'Affiliate' text are in the top left. The main text reads: 'Your dream', 'Your journey', 'Your test'. Below this is 'Open a new door with the Oxford Test of English' and 'Find out more at oxfordtestofenglish.com'. A placeholder box for the affiliate logo is in the top right.

Affiliate logo placed here

300 x 1004px

Email signatures

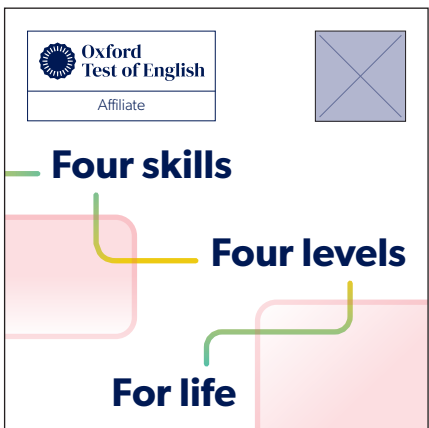


The email signature features an orange and yellow background with a young girl. The Oxford Test of English logo and 'Affiliate' text are in the top left. The main text reads: 'Their journey starts here', 'Open a new door with the Oxford Test of English', and 'Find out more at oxfordtestofenglish.com'. A placeholder box for the affiliate logo is in the top right.

Affiliate logo placed here

280 x 600px

Social Media



The social media post features a white background with pink and yellow geometric shapes. The Oxford Test of English logo and 'Affiliate' text are in the top left. The main text reads: 'Four skills', 'Four levels', 'For life'. A placeholder box for the affiliate logo is in the top right.

Affiliate logo placed here

1080 x 1080px

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 :

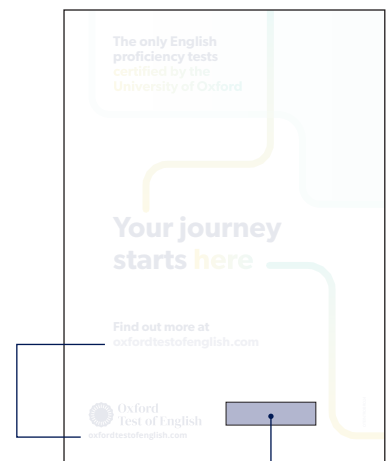
1)Affiliate name

2)Affiliate web site URL

3)Affiliate contact details(telephone, email address)

Please do not insert any company logo in the area.

Brochure back cover and Flyer



Call to action : Affiliate name, web site and contact details ONLY.

NO company logo is allowed.

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.