



# CAMBRIDGE INTERNATIONAL COLLEGE

THE BRITISH INTERNATIONAL COLLEGE OF PROFESSIONAL MANAGEMENT

Professional Study & Training for Successful Careers

International HQ: Attique House, Route de Quennevais, St Brelade, Jersey JE3 8FP, Britain.

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## GUIDANCE ON PERMITTED USAGE OF THE APPROVED AFFILIATE/ASSOCIATE/AUTHORISED INTRODUCER LOGO

Institutions which are an up-to-date and valid **Affiliate** or **Associate** or **Authorised Introducer** of Cambridge International College, will be provided with a **CIC Authorised Logo** to use, with specific rules and restrictions, in their marketing literature, website, etc. The appropriate **CIC Authorised Logo** may be provided by Cambridge International College each year - see examples of these logos below - each of which state the year of validity:



### Key Summary Points (see following pages - which you MUST read - for more details):

- ★ An Affiliate or Associate or Authorised Introducer is NOT permitted to use, download, copy or display any other CIC logo or crest (brand), unless specific permission is first obtained in writing from a Cambridge International College and signed by Executive or Coordinator.
- ★ Where use of the appropriate **CIC Authorised Logo** occurs, it is advised and recommended that the marketing material, literature, advertisement, flyer, website page, etc, is submitted/sent to CIC (by email or post) for CIC's approval, advice and comments.
- ★ Where a CIC Affiliate or Associate or Authorised Introducer **Authorised Logo** is used on letter-heads, literature, etc, it should appear on the right-hand side of the page (top or bottom), and cannot be any more than one third the width of the page. The text of the Affiliate or Associate or Authorised Introducer's own name on the document should be central and should be no smaller than the text of the word "CAMBRIDGE" in the **CIC Authorised Logo**.
- ★ Any use of the CIC Affiliate or Associate or Authorised Introducer **Authorised Logo** must NOT give the impression that the document is prepared by CIC, or that your institution - Affiliate or Associate or Authorised Introducer - is an agent or legal representative of the College.
- ★ It is FORBIDDEN for any CIC Affiliate or Associate or Authorised Introducer to place a CIC logo or CIC's name on a certificate, award or similar document, unless specific permission is first obtained in writing from Cambridge International College and signed by a CIC Executive or Coordinator.
- ★ If there is any doubt about permitted use of a **CIC Authorised Logo**, then contact CIC for approval/advice, preferably with a draft of the document (advert, flyer, website page, etc).

Sincerely,

*David Lawson*

Vice Principal  
Cambridge International College

## **CIC Affiliate / Associate / Authorised Introducer Logo - “Brand” - Guidelines**

We want to make it clear and easy for you to be able to use your **Authorised CIC Affiliate / Associate / Authorised Introducer Logo (CIC Authorised Logo)** correctly and in accordance with CIC regulations and guidelines.

Therefore, to enable you to benefit from your use of the relevant **CIC Authorised Logo**, and before you take advantage of the marketing opportunities available to you, **you must read this document in its entirety**. This document is designed to help you ensure you are presenting your institution's status as an Authorised CIC Affiliate / Associate / Authorised Introducer correctly and accurately, and to **ensure that you are not breaking any CIC rules which might lead to withdrawal of your Authorised CIC status**.

Remember that when you or your institution use the **CIC Authorised Logo**, you accept and adhere to the **Terms of Affiliation / Association / Authorised Introducer status** in the signed Agreement which you submitted to CIC, as well as to ALL rules and directions in this document. Cambridge International College is the Copyright holder and owner of the **CIC Authorised Logo** which you may be permitted to use; CIC's allowance for you to use a **CIC Authorised Logo** does not confer ownership of the logo to you in any way. The **CIC Authorised Logo** must be used and displayed as outlined in this document and must appear exactly as it is provided to you, without any changes.

Preserving the integrity of Cambridge International College's name and logo (brand) is important. CIC is synonymous with high-quality provision of study, training and educational programs. Misuse and/or misrepresentation of CIC's name, logo (brand) and/or **CIC Authorised Logo** can harm the perception of the College and can lead to the cancellation of your Authorised status with CIC and the banning of your use of CIC's name or logo entirely. We want you to be able to celebrate your CIC Authorised status and to successfully market and promote that status and CIC Programs effectively; but be warned - there have been institutions which have been stripped of their CIC Authorised status, and on two occasions legal action has been taken against institutions which have used the **CIC Authorised Logo** wrongly and mis-represented their status. We hope you understand that following these rules will ultimately benefit you.

There are slightly different **CIC Authorised Logo** for CIC Affiliates, Associates, and Authorised Introducers. Regardless, you must follow the CIC Authorised Logo (brand) rules set out in this document. If you do not follow and adhere to these rules and guidelines, and do not respond to our communications regarding this satisfactorily we would, regretfully, be left with no other choice than to remove your CIC Authorised Status.

### **AUTHORISED WORDING**

On your acceptance as a CIC Affiliate / Associate / Authorised Introducer you were advised of the wording which you were permitted to state regarding your Authorised Status, and that wording must not be deviated from; it is important that your Authorised Status is not misrepresented. To remind you, the following wording must be used, as appropriate to your CIC Affiliate / Associate / Authorised Introducer status:

CIC Affiliates may state in their literature/website, etc, that:

**“(the institute) is Affiliated to Cambridge International College”**

**or**

**“(the institute) is an Affiliate of Cambridge International College”**

CIC Associates may state in their literature/website, etc, that:

“(the institute) **is Associated to Cambridge International College**”

or

“(the institute) **is an Associate of Cambridge International College**”

CIC Authorised Introducers may state in their literature/website, etc, that:

“(the authorised introducer) **is an Authorised Introducer for Cambridge International College**”

**Note carefully that CIC does not appoint or use the terms ‘Agent’ or ‘Representative’ - and those terms must not be used by any CIC Affiliate, Associate or Authorised Introducer.**

Your status as a CIC Affiliate, Associate or Authorised Introducer helps applicants, students, parents, employers, sponsors and other stakeholders make a more informed choice about whether you or your institution is suitable and trustworthy to assist in enrolling and/or providing related services to applicants/learners (Members) wishing to enrol with this high-quality accredited British College.

## **AUTHORISED CIC LOGO USE, AND AVOIDING MISUSE**

The display and appearance of the **CIC Authorised Logo** must remain consistent and must appear in its approved form(s) only. The **CIC Authorised Logo** should not be misinterpreted, modified, or added to. No attempt should be made to alter a **CIC Authorised Logo** in any way. Its orientation, colour and composition should remain exactly as it is provided to you by CIC.

**Do NOT use any other version of a CIC Logo. Do not download, save from the internet or, in any other way, use a CIC logo from any other source.** Always use the most recent version of the **CIC Authorised Logo** which you have received from ASIC.

We appreciate that there are a lot of “do not’s” in this document, but please understand that this is necessary to avoid any confusion and to help you use the **CIC Authorised Logo** effectively in your institution’s marketing.

## **RELATIONSHIP**

Your Authorised Status pertains ONLY to you / your institution. Use of a **CIC Authorised Logo** is for your use only (and only if you are a current **CIC Affiliate, Associate or Authorised Introducer**). You must not share the **CIC Authorised Logo** with anybody outside of your institution or with any external person. Your CIC Authorised Status cannot be conferred or associated in any way with any institution or organisation or person with whom you ‘partner’ (unless with the express and clear written permission of CIC in a document signed by a CIC Executive or Coordinator).

The only way in which any organisation, institution, or individual may display a CIC logo is with our permission and written consent. If any of your partners wish to display any CIC logo or any other recognition by CIC, then they must seek their own relationship with CIC, either directly or through you.

In using the **CIC Authorised Logo**, you agree to abide by these **CIC Authorised Logo** (brand) guidelines; this includes you being proactive in dissuading and preventing your partners from abusing your trust and from displaying a CIC logo in error and/or without CIC’s permission. If any of your partners are found to be displaying a **CIC Logo** because of a relationship with you or your institution, they will be asked to remove it with immediate effect and you must ensure

they do so. If they continue to display a **CIC Logo**, we will have no choice but to review your CIC Authorised status and in some situations might have no choice but to take legal action.

We will not allow unethical organisations or individuals to devalue our name, logo (brand) or reputation or our activities. It is in your best interests to support the protection of the integrity of the CIC name, logo (brand) and reputation. This allows the CIC Authorised status to be recognised and celebrated for the achievement that it is, and for what it represents and offers to people worldwide.

## **WEBSITE AND MARKETING POLICY**

Maintaining the CIC name, logo (brand), reputation and image online goes beyond clearly displaying your **CIC Authorised Logo**. The following applies to all uses a **CIC Authorised Logo** on your institution's website and in your marketing activities.

The content of your website and all marketing activities must follow the rules and guidance as laid out in this document and in any other CIC communications and documents. You must not involve your institution or use or refer to the CIC name or use a **CIC Authorised Logo** or any other CIC logo in connection with any activity that could be deemed as misleading or unethical in nature. Honesty and integrity are cornerstones of quality; do not plagiarize or use copyrighted material. Your website must abide by all laws regarding copyrights, trademarks, intellectual property, and by all those pertaining to the internet. You must not display anything on your website which could bring your institution, or CIC, into disrepute. This also extends to your partnerships, in that your website cannot contain links to any partner sites that contain material which can be deemed as misleading or unethical.

We reserve the right to withdraw consent for use of the **CIC Authorised Logo** if used alongside any content which CIC or other stakeholder regards as objectionable, or unethical, including (but not limited to) any partnerships, marketing activities, or advertising space.

## **ANNUAL UPDATE AND REVIEW**

A new/updated CIC Affiliate / Associate / Authorised Introducer Logo is available each year - **annually** - for current authorised CIC Affiliates, Associates, and Authorised Introducers. This should be seen as an extra opportunity for you to review your CIC activities, status, knowledge, information and updates, and to inform CIC of your current email, telephone and postal details, of key personnel, and of any changes (you should in any case do so on a regular basis).

## **THANK YOU FOR UNDERSTANDING**

We hope that this guide has helped you to understand why is important to use your **CIC Authorised Logo** correctly. It has been provided to help you display your CIC Authorised status in an easy, and clear way. Now that it is clear how to use the **CIC Authorised Logo** (and what to avoid and what not to do), you can include it in your website and marketing materials with confidence.

If you have any questions, do not hesitate to ask us and to contact us for clarification. If you are unsure whether you or your institution is representing your **CIC Authorised status** and the CIC name and logo (brand) correctly, please contact: [affiliates@cambridgetraining.com](mailto:affiliates@cambridgetraining.com)

Now please complete and return the Form on the next page to confirm your understanding of this document, to advise of any changes, and so that the appropriate and newest **CIC Authorised Logo** can be provided to you.



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## AFFILIATE / ASSOCIATE / AUTHORISED INTRODUCERS UPDATE FORM AND CIC AUTHORISED LOGO DECLARATION

In order to ensure that CIC has your full, complete up-to-date details, we kindly request that you complete this Form and return it to Cambridge International College (by email or by post).

CIC Reference:	
Organization Name:	
Physical Address: <i>(you must provide details for all 5 parts of your address)</i>	<ol style="list-style-type: none"> <li>1. Building address:</li> <li>2. Road or Street name:</li> <li>3. Town or City:</li> <li>4. Country:</li> <li>5. Postal or zip code (if there is one):</li> </ol>
Postal Address:	<ol style="list-style-type: none"> <li>1. P O Box:</li> <li>2. Town or City (and/or region):</li> <li>3. Country:</li> </ol>

Telephone:		Website:	
Email address (1):		Email (2):	

A Ministry of Education Registration or Licence is held? <i>(attach a copy of the document issued if not already previously provided, or if it is new)</i>	YES/NO
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Senior Management & Staff or relevant contacts:		
Name	Position/Responsibilities	Direct Email address

Details of: Any other changes, current range of activities (attach a prospectus and/or other literature if helpful), any other information or comments which you would like to provide:

I have read and fully understood the <b>GUIDANCE ON PERMITTED USAGE OF THE APPROVED AFFILIATE/ASSOCIATE/AUTHORISED INTRODUCER LOGO</b> document and I / my institution will fully abide by all rules and guidance it contains - (required before new CIC Authorised Logo can be provided)	YES/NO
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Signature:	
Position:	
Date:	