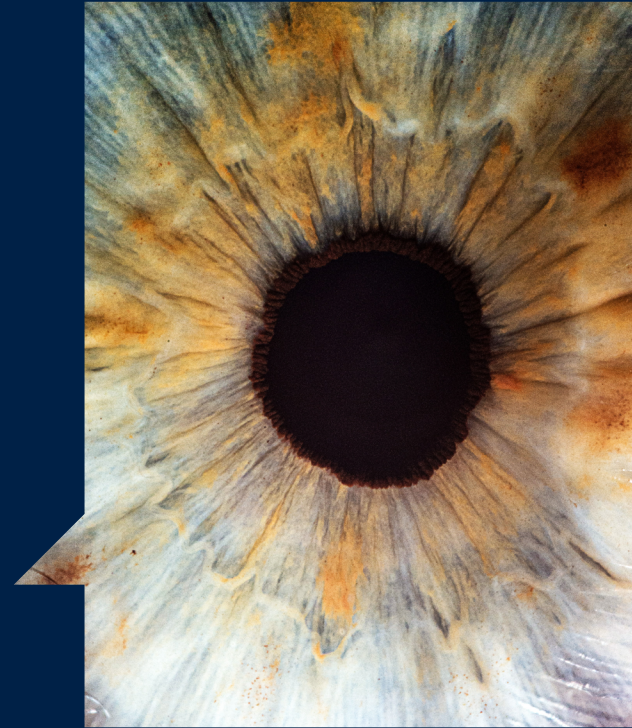


Schools *Guidelines*



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1.0 *Our brand*

A warm welcome to OxfordAQA – thank you for joining us.

OxfordAQA shares the same values and aspirations as all great schools and teachers. Like you, we're driven by the desire to bring out the very best in every student. This mission is something we really do live and breathe. And that's why we're proud that many schools see us as their partners, not just their exam board.

Our visual identity has been developed to closely reflect and communicate our vision, values and ethos.

As an approved OxfordAQA school you have permission to use our approved centre badge on your marketing materials.

Permission to use this logo is solely based on complying with these guidelines. To ensure consistency, you **must** get approval from us before printing or publishing any new marketing items using the OxfordAQA badge by sending a digital copy to info@oxfordaqa.com.

We look forward to hearing from you.



2.0 Variants

The variations of the badge allow it to be used on a range of backgrounds that vary in colour and imagery.

When using the OxfordAQA badge in these instances, please choose the version that provides the most contrast and ensure that any use of imagery is in a clear text space area.



Main colour badge
(for use on light backgrounds)



Colour badge variant
(for use on dark backgrounds)

3.0 Spacing

To preserve the integrity of our badge, a minimum area of clear space has been established.

The guidelines opposite show the exclusion zone required for our badge. Please ensure no other graphic elements or text are placed within these zones.

This has been determined by the width of two “X’s” in the Oxford part of the logotype.



4.0 Positioning

For consistency across all applications, please follow the sizes below.

A3 – 45mm width

A4 – 35mm width

A5 – 25mm width

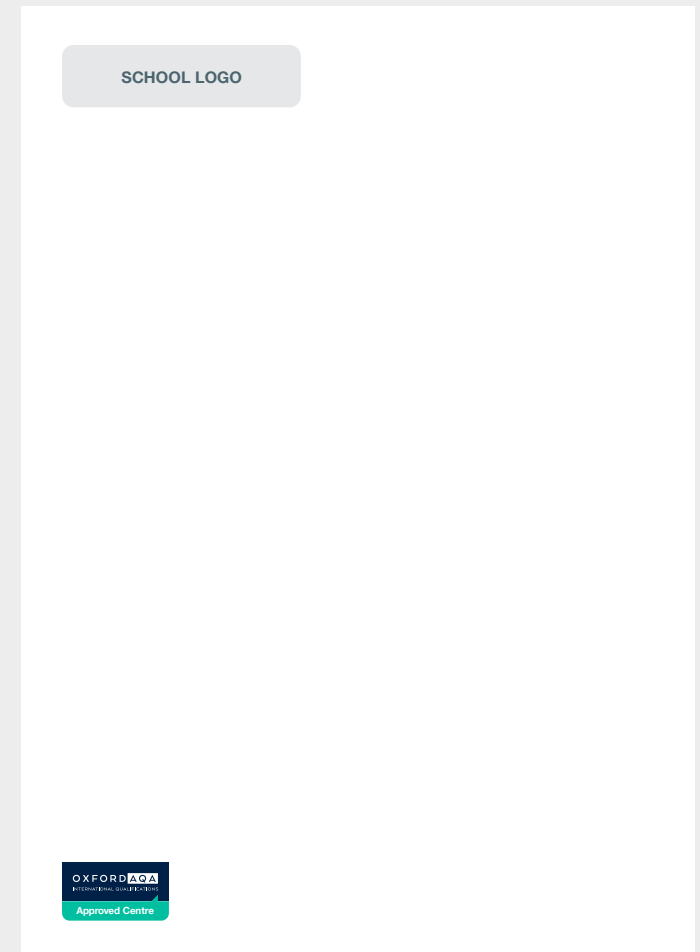
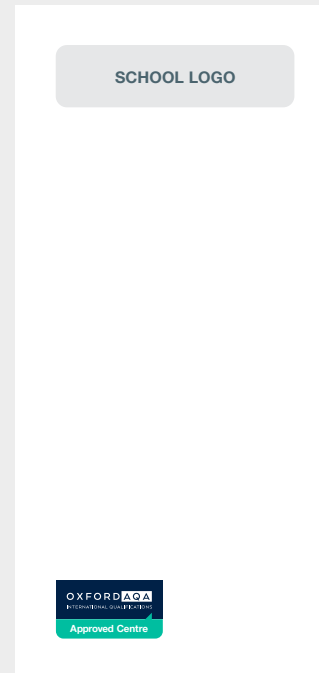
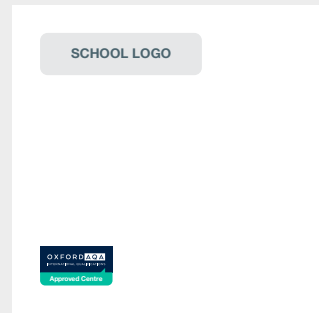
A6 – 20mm width

When using bespoke formats, please use a similar relative A size format to determine the logotype width size.

The badge should be bottom left aligned on all materials.

Logo sizing for one off large format use, such as within exhibitions and events, should be determined on a case by case basis, depending on the scale of use, proportion of components and the distance from the audience.

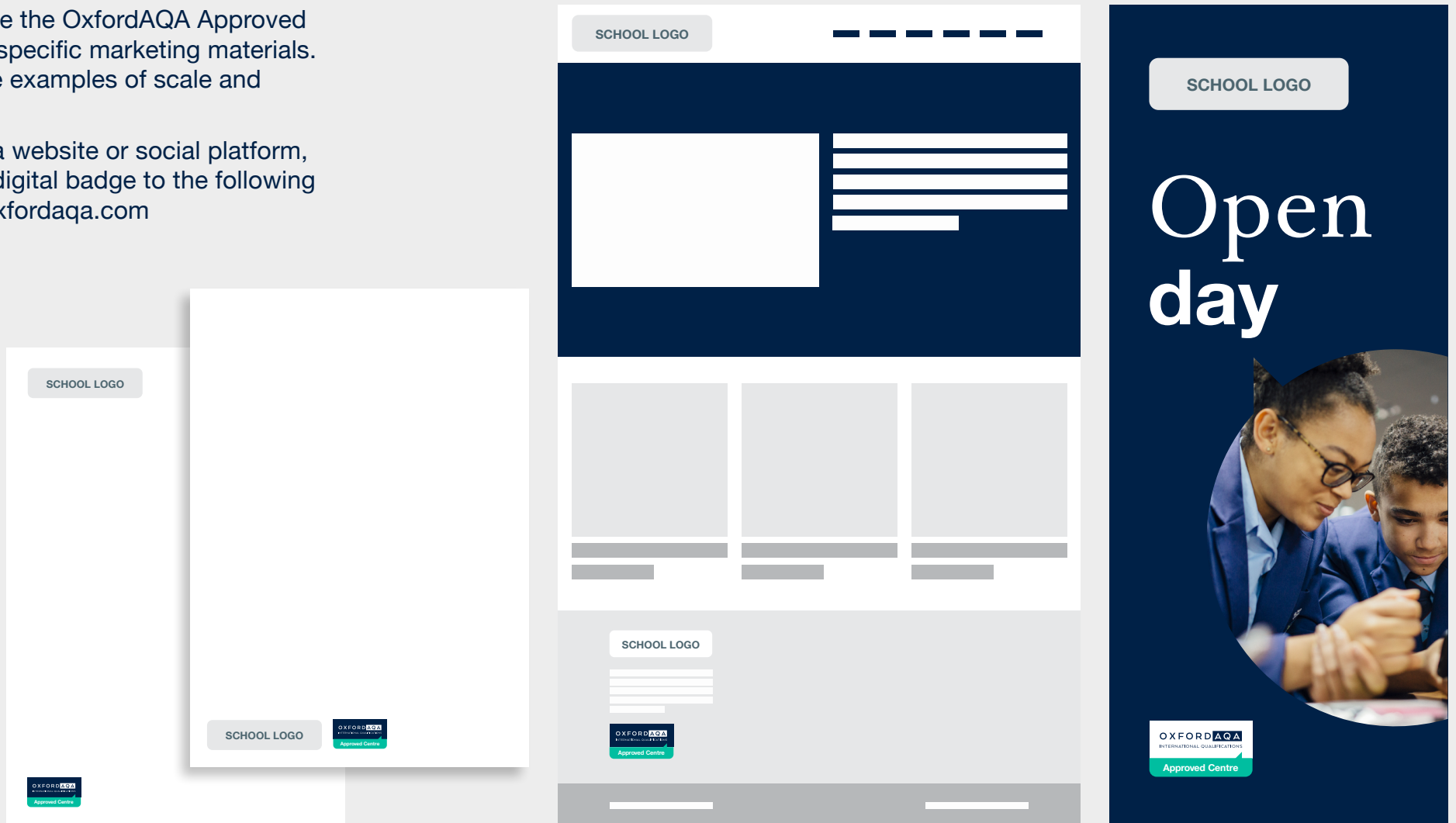
Contact us at info@oxfordaqa.com for assistance.



5.0 *Marketing materials*

You can only use the OxfordAQA Approved Centre logo on specific marketing materials. Below are some examples of scale and positioning.

When used on a website or social platform, please link the digital badge to the following URL – <https://oxfordaqa.com>



6.0 Signage

There are two methods to highlight the status of an approved school.

Approved Centre plaque

A gold and/or silver plaque, supplied by OxfordAQA, is to be suitably displayed in a reception area



Using the OxfordAQA badge on another sign

The badge can be added to an existing school sign in a clear space that doesn't encroach on either logo's exclusion zone. Please choose the badge that gives the most colour contrast.



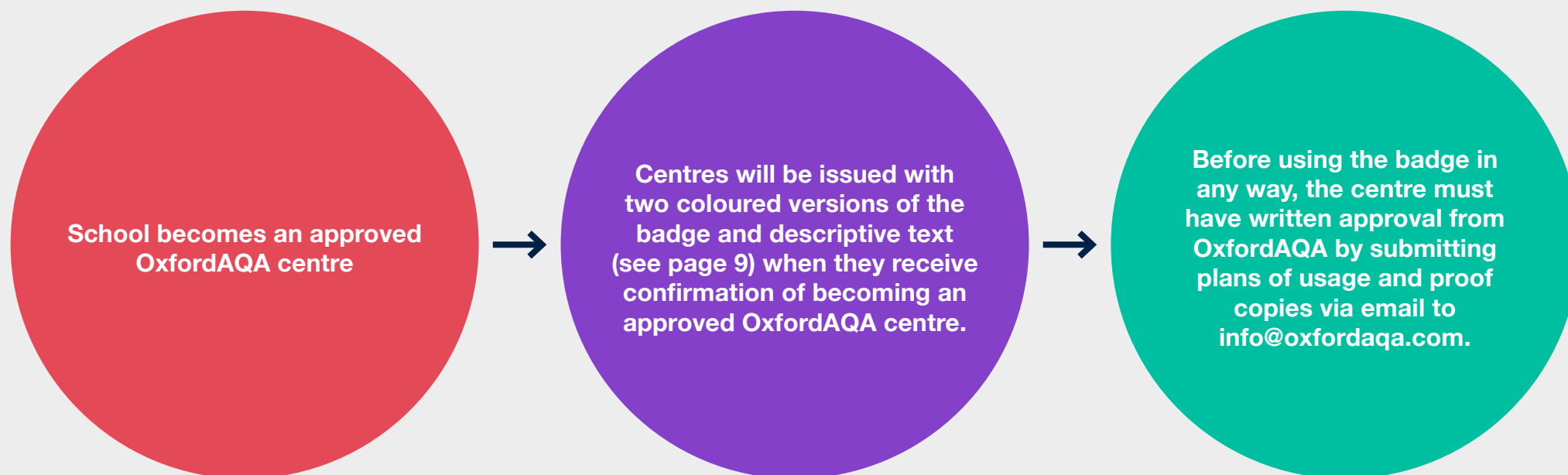
7.0 *Descriptive text*

Please use the approved text opposite when describing OxfordAQA.

OxfordAQA is the international exam board that puts fairness first. Benchmarked to UK standards, OxfordAQA exams only ever test subject ability, not language skills or cultural knowledge.

This gives every student the best possible chance to show what they can do and get the results they deserve.

8.0 *Approval process*



9.0 Conditions of use

The following information is an extract from the General Regulations and Terms and Conditions for Approved Centres (Version 1) document and relates to the centre's use of the OxfordAQA badge. Please read this information carefully before using the badge in your marketing collateral.

Centres that have been approved by OxfordAQA to enter candidates for its examinations are permitted to use the OxfordAQA badge (the "badge") in the centre's signage and marketing materials under the conditions set out on the following page.

Signage (School exterior sign and school exterior header)	Permitted	✓
Reception	Permitted	✓
Signs inside the school	Permitted	✓
Adverts (bill boards, buses, other large print)	Permitted	✓
Print Marketing materials (catalogues, brochures, flyers)	Permitted	✓
Electronic marketing (banner adverts, emails)	Permitted	✓
Rucksacks, key rings, pens, stickers, etc	Not permitted	✗
School manuals, booklets, pedagogic materials, forms and other formal self-published school materials	Not permitted	✗
School's staff uniforms and student uniforms	Not permitted	✗
Certificates	Not permitted	✗
Financial documentation	Not permitted	✗
Letter heads	Permitted	✓
Business cards	Permitted	✓
Centre's website	Permitted	✓

9.0 Conditions of use continued

The centre is permitted to:

- ✓ use the badge in its marketing materials if it is teaching qualifications from OxfordAQA or planning to teach qualifications from OxfordAQA in the following academic year;
- ✓ use the badge to complement the centre's branding in signage and promotion in the forms specified in 2.22 listed below;
- ✓ use the badge in a way that clearly presents OxfordAQA and the centre as two separate entities;
- ✓ use accompanying wording that clearly communicates that the centre is teaching qualifications from "OxfordAQA", and articulating no other relationship between the centre and OxfordAQA.

The centre is not permitted to:

- ✗ display the badge in any form of signage or marketing materials if the centre name contains the word 'Oxford' or implies a connection to the city of Oxford or the University of Oxford in its branding;
- ✗ adapt or modify the badge in any way;
- ✗ use extracted content from the badge in any way, such as the 'Oxford' name;
- ✗ display the badge in a way that may be perceived as representing that the centre and OxfordAQA Exams are the same entities, affiliated in some way, or engaged in any other business partnership than that of the centre teaching OxfordAQA' qualifications and entering students for OxfordAQA' examinations (for example, by giving the badge equal prominence to the centre's name/logo in the centre's signage or advertising);
- ✗ use the badge on any self-published teaching or test materials;
- ✗ use the badge on its own certificates for students, parents, staff members or members of the community;
- ✗ use the badge on school materials such as rucksacks and uniforms;
- ✗ use the badge on its invoices, receipts or other financial documentation;
- ✗ use the badge in a way that could be perceived to be part of the centre's name or branding;
- ✗ use the badge in any way which might prejudice the distinctiveness or validity of OxfordAQA, Oxford University Press or AQA Education, or damage the goodwill or reputation of OxfordAQA, Oxford University Press or AQA Education;
- ✗ use the badge if the centre has not been approved by OxfordAQA to enter candidates for its examinations;
- ✗ use the badge if the centre is not teaching qualifications from OxfordAQA or planning to teach qualifications from OxfordAQA in the following year;
- ✗ continue using the badge if OxfordAQA has withdrawn approval for the centre or if the centre has not been re-approved by OxfordAQA following an inspection;
- ✗ pass on the badge to any other organisation, or allow the badge to be used by any organisation that is not the approved centre (including but not limited to the centre's holding company if the holding company is not an approved centre);
- ✗ use wording that states or implies that the centre has a relationship with OxfordAQA other than the relationship of the centre teaching its qualifications and entering candidates for its examinations;
- ✗ use wording that states or implies that the centre has a relationship with Oxford University Press or the University of Oxford;
- ✗ change its name to include the word 'Oxford'.

10.0 *Dos & Don'ts*

Please be considerate when applying the digital badge.

Please do not:



1. Introduce new colours



2. Change the shape



3. Change the text



4. Use a different font



5. Rotate the badge



6. Squash the badge



7. Break the badge apart



8. Place over complicated imagery



9. Add effects or treatments

10.0 *Dos & Don'ts continued*

Please be considerate when applying the badge to signage.

Please do not:



1. Use overly large scaling.



2. Crop the badge.



3. Demote the badge in scale or position.



4. Use the white out version on a white background.



5. Place too close to the school name.



6. Change the orientation of the badge.

11.0 *Contact*

If there are any questions or queries,
please contact us for advice and
guidance at info@oxfordaqa.com

