

**Our heritage.
Our expertise.
Your assurance.
Your advantage.**

advantage
member scheme

ADVANTAGE MEMBER SIGN GUIDELINES FOR MEMBERS

2021

Introduction

One of the benefits offered to Addvantage members is the use of the Addvantage member sign on your school or institution's printed and digital promotional materials, if you should choose, for the purpose of promoting your association with the British Council and membership of the Addvantage member scheme.

The British Council logo is a registered trademark worldwide and a valuable piece of our intellectual property. For this reason we need to vigorously protect the use of our trade name, brand name and sign.

General Conditions

- 1.** The Addvantage member sign is fully owned by the British Council. The British Council logo is a registered trademark worldwide and protected by international law.
- 2.** Permission to use the Addvantage member sign is dependent on your school or institution's active membership of the Addvantage member scheme and compliance with these guidelines.
- 3.** Addvantage is not an accreditation scheme for schools or language centres. The recognition it gives is limited to the number of exams candidates registered and in no way relates to the quality of the teaching provided. Use of the Addvantage member sign and materials must therefore not be used to imply academic "accreditation" by the British Council.
- 4.** You may use the Addvantage member sign to promote the activities and services your school or institution provides in relation to the examinations you register with the British Council.
- 5.** Any unauthorised use of the British Council or Addvantage member scheme trade name, brand name or sign shall not be permitted and the British Council shall be entitled to ask you to remove it upon its own discretion to prevent and deal with such unauthorised use.

How to use the Advantage member sign for your promotional materials

1. The sign may be used on your printed and digital promotional materials alongside your school or institution's identity. Your school or institution's logo should always be aligned to the top of the frame of the Advantage member sign.
2. The maximum size of the sign to be used is 8mm in vertical height for print applications and 35 pixels in vertical height for digital applications.
3. You should use the CMYK format of the sign for print applications and the RGB format of the sign for digital applications.
4. The sign must always appear in its complete form. The British Council logo must not appear separately to the Advantage name style.
5. You may only use the Advantage member sign artwork supplied to you and it must never be redrawn or obtained from any other source.
6. Where NOT to use the Advantage member sign:

a. The sign cannot be used on certificates, contracts, invoices, name cards, business cards, email signatures, letterheads and corporate premiums, as well as other legal and financial documents. Instead you may use the following description of your Advantage membership for promotional purposes.

*[Your school or institution's name]
is a British Council Advantage member.*

- b. The sign cannot be used on your premises, with the exception of any certificate or plaque you may receive from the British Council to acknowledge your Advantage membership.
- c. The sign cannot be used on any social media profiles or posts, with the exception of any templates provided to you by the British Council.

7. As much space as possible between the square frame of the sign and other visual elements should be left so it can be seen clearly wherever it appears.

Approval procedure

1. Any signage, promotion and advertising materials featuring the Advantage member sign must obtain written acceptance from your British Council Exams Centre. The British Council reserves the right to prohibit a third party in using the aforementioned sign. A final proof of the design on PDF must be sent at least 10 working days before use by email to: **communications@britishcouncil.bg**
The British Council will aim to provide a response within 5 working days.

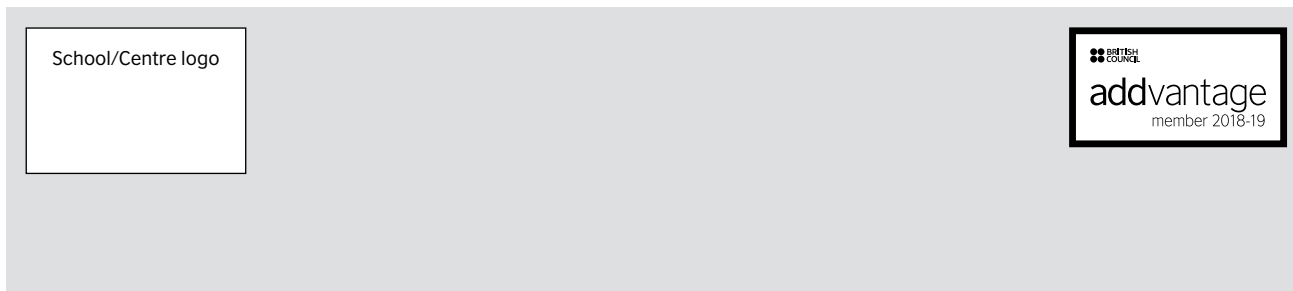
2. From the moment membership is terminated, all entitlement to benefits of the Advantage member scheme will cease and members are obliged to remove all uses of the Advantage member sign and refrain from referring to the Advantage member scheme in promotional materials from thereon.

Examples of use

The following examples show how your school or institution's identity should always sit on the left which will ensure that it is the most prominent sign:

Online banners

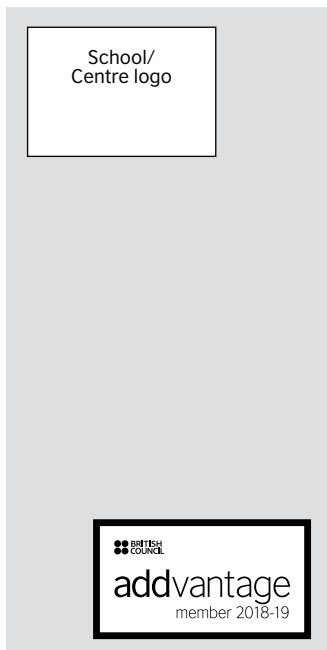
Banner 1200x268 px.



Banner 728x90 px.



Banner 300x600 px.



Banner 580x400 px.



Webpages



Size and space around the sign

DON'T reduce the width/height of the sign disproportionately.

DON'T increase the border to fill space.

