

Advantage

Advantage Membership Badge Guidelines

www.britishcouncil.org/exam/advantage

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Welcome to Advantage Membership

We provide our Advantage members with the membership badge to recognise the partnership between your educational institute and the British Council.

This is a new, exciting mark of quality that will help to communicate the important work we do together, as well as acknowledging the support we offer your educational institute through Advantage loyalty scheme.

This document sets out the guidelines for how, when and where to apply the Advantage membership badge.

Dos and don'ts



Do

- Use the Advantage membership badge to identify your educational institute as a member of Advantage loyalty scheme.
- Use the Advantage membership badge on your marketing materials, across digital channels and/or print.
- Use the Advantage membership badge as supplied.
- Use your educational institute's name and brand as your primary identifier.
- Use the Advantage membership badge in a secondary role/identity to that of your own brand.
- Market your educational institute as a British Council Advantage member.
- Contact your local account support contact in our exams team for further information.



Do not

- Use the Advantage membership badge as the main identifier for your educational institute.
- Edit or alter the badge in any way.
- Use the British Council logo or Advantage visual identity in your communications and/or marketing materials.
- Use the British Council logo without authorisation and approval.
- Your local account support contact can provide access to ready-to-use marketing materials that include the British Council logo and Advantage visual identity for your own communications, such as brochures, websites, advertisements and posters.

Where to use the Advantage Membership badge



You may use the Advantage membership badge alongside your own educational institute's name and brand on marketing materials and some stationery items, such as:

- leaflets/brochures
- advertisements
- website pages
- social media
- letterheads and envelopes
- Posters
- email signatures and business cards
- yearbooks
- event materials



Examples of non-marketing materials that the Advantage membership badge cannot be used on:

- report cards
- Certificates
- financial documents (e.g. invoices or receipts)
- internal signage
- uniforms or name badges

To discuss the use of the badge on other marketing and promotional materials not listed, please contact your local British Council Account Relationship Manager.

How to use Advantage Membership badge

Indigo version

This is our preferred version for you to use



White version

If you need to place the badge on a dark background then you can use this version



File formats

The badges are available in the following file formats:

.EPS For use on printed materials.

.PNG For use on digital / screen applications. Do not use .PNG version on printed materials.

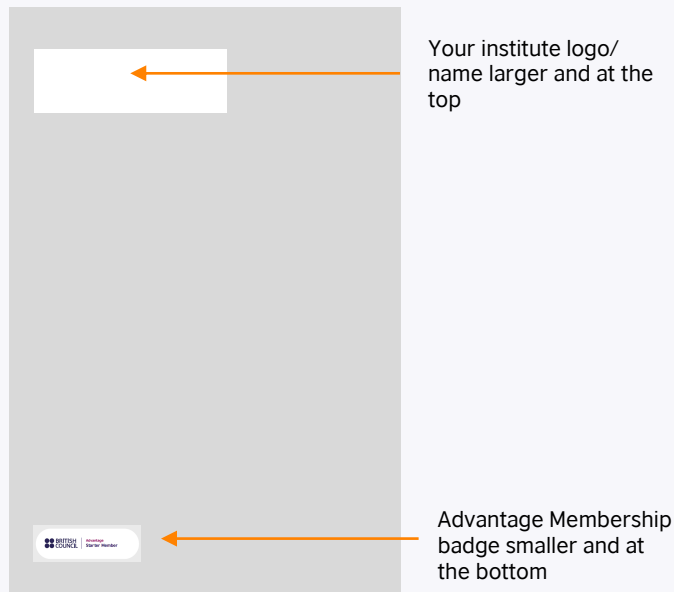


You must always use the badge as supplied. Do not edit or alter the badge in any way.

How to use Advantage Membership badge

Badge placement

Advantage membership badge must always be secondary in size and position to your educational institute's identity. It must be clear that your educational institute is not the British Council and is fully independent from us. There are examples of placement on the following pages.



Advantage membership badge guidelines

Badge size

To ensure the text on our badge is legible, please do not use smaller than the sizes below:

Print – 35mm wide

Digital – 200px wide

If you feel you need to use the badge at a smaller size than this, contact your local personal support contact

Badge clear space

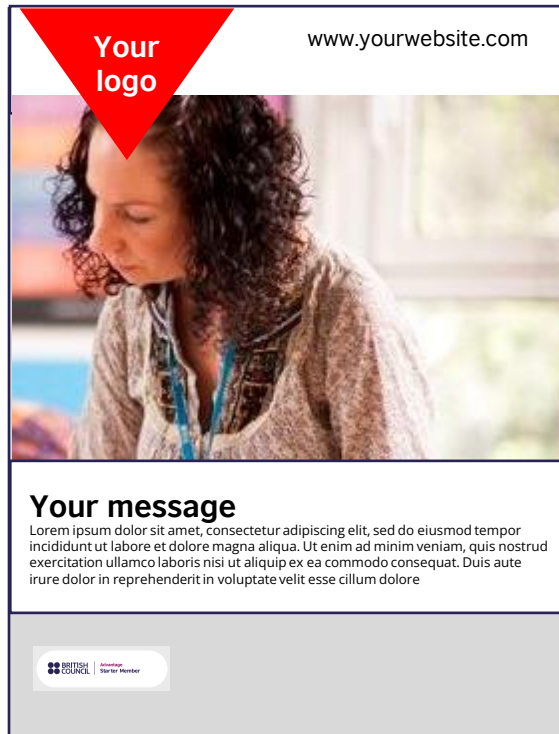
Please keep the area around the badge free from other graphic elements. Use the two circles from the logo to determine the clear space.



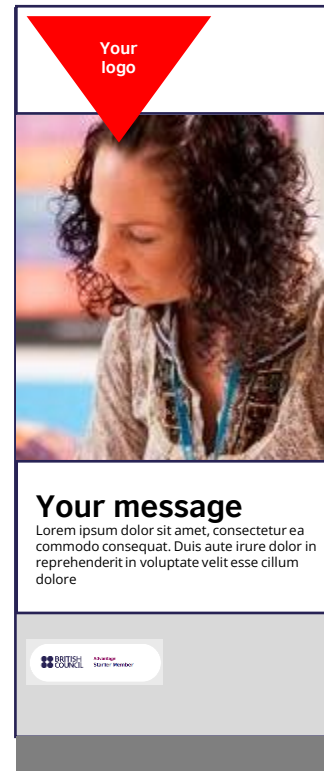
If you are placing our badge alongside other organisations, please ensure they are the same size proportionally

Examples on printed materials

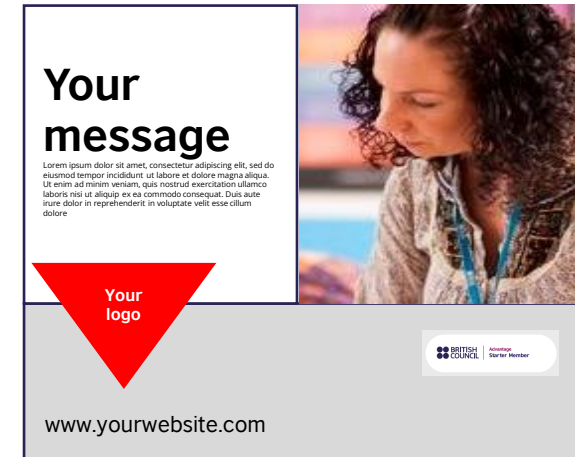
Poster



Pull-up banner

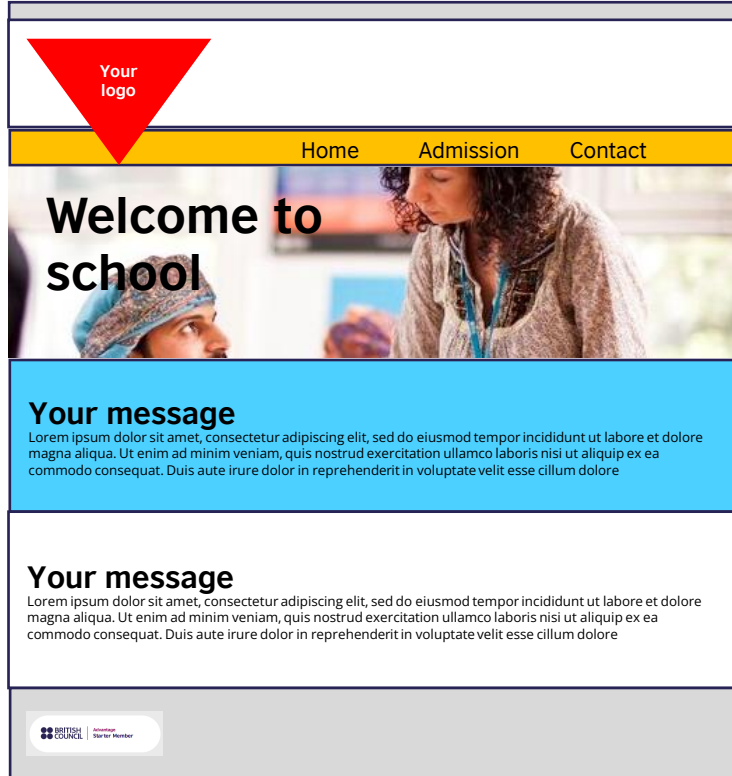


Advert



Examples on digital materials

Website



Advantage Membership badge governance policy

If you would like to use the Advantage Membership badge, please submit a request to your local Account Relationship Manager and access will be approved.

Written approval from the British Council is required before you print, display or distribute materials using the Advantage Membership badge.



Every new item that uses the Advantage Membership badge needs separate approval. You must also describe how and where materials will be displayed.



Advantage

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The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.

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