

IELTS Registration Partner Brand Guidelines

Overview

This guide is for British Council IELTS Registration Centres/Partners). This guide is to help you understand how you can (and cannot) promote your IELTS Registration Centre status and your association with the British Council through signage, your websites and in promotional material we provide you with.

Any bespoke signage, promotion and advertising materials featuring the 'British Council IELTS Registration Centre' logo must first be approved by the British Council. British Council reserves the right to prohibit a third party in using the logos. A final proof of the design must be sent to your local account manager for approval.

Logo and strapline

[The British Council IELTS Registration Centre Logo and Strapline](#)

The British Council IELTS Registration Centre logo can be used by centres where test takers can register for an IELTS test with the British Council. There are three versions of the logo.

Full colour logo lock-up

This is the primary version of the logo and must be used wherever possible. It appears on white and light grey backgrounds (less than 20 per cent black).



White logo lock-up

The secondary version is white. It may be used on IELTS Red or indigo backgrounds.



Black logo lock-up

A black version is intended for application where colour is not available such as black and white printing.



When not to use the Registration Centre logo?

The logos cannot be used on any materials which also promote other services operated by the Registration Centre, such as student placement, books, English Language Courses, etc.

The logos cannot be used on the same page or screen as the regular British Council IELTS logo or together with IDP logos and promotional materials.

Size and positioning of the logo

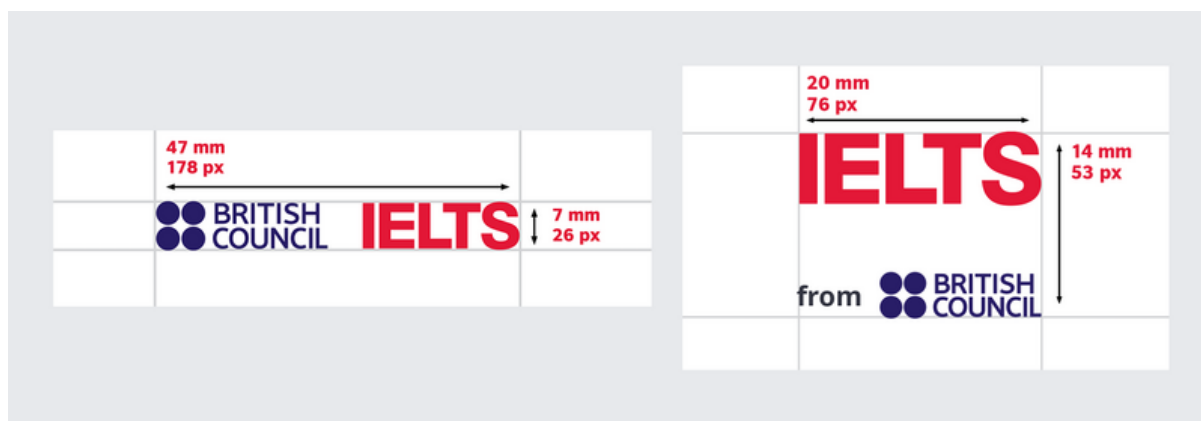
Clear space

To ensure clarity in busy visual environments, please maintain a clear space around the logo lock-up equivalent to half the logo height as specified.



Minimum size

For legibility, do not use the logo lock-up at widths less than 47mm (178 pixels) for the side by side version and 20mm (76 pixels) for the stacked version.



Colour palette

Please use the exact specifications so that your customers see is consistent however they are engaging with us. Always use the colours at 100 per cent – we are a bold brand, so please do not use tints.



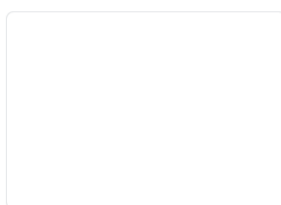
IELTS Red

HEX #E31837

Pantone 186

CMYK 0, 100, 81, 4

RGB 227, 24, 55



White

HEX #FFFFFF

Pantone N/a

CMYK 0, 0, 0, 0

RGB 255, 255, 255



British Council Indigo

HEX #23085A

Pantone 2745C

CMYK 100, 100, 0, ...

RGB 35, 8, 90



IELTS Charcoal Grey

HEX #333541

Pantone 426

CMYK 75, 58, 52, 56

RGB 51, 53, 65

Approved straplines for Registration Centres

The statement '**Authorised British Council IELTS Registration Centre**' and/or '**Member of the British Council IELTS Partnership Programme**' can appear on marketing materials using the British Council IELTS Registration Centre logo.

The statement isn't part of the British Council IELTS Registration Centre logo and must therefore sit separately from it, positioned right aligned in the footer area. The statement text should be set to a minimum of 10pt.

Test Report Forms

Please refrain from posting any IELTS Test Report Forms (TRFs) or other sensitive documents on your website or any online platforms for marketing or promotional purposes.

Displaying TRFs (or other documents such as passports or visas) publicly, even with the best intentions, can expose sensitive information and poses a security risk to both candidates and the IELTS test. Safeguarding candidate information and maintaining trust in our processes are top priorities, and we rely on our partners to help uphold these standards.

Instead, we encourage you to highlight the value and benefits of IELTS through testimonials, success stories, or other content that reflects the positive outcomes of the test—without sharing any personal or test-specific data. This can include pictures of test takers with their TRF as long as no information from the TRF is visible.

The British Council IELTS Partnership Programme

The British Council IELTS Partnership Programme aims to empower partner organisations to unlock their full potential. Members enjoy access to British Council tools and training and generous incentives for supporting test delivery and recruiting test takers.

Membership levels are set by a British Council staff member. Each level enjoys benefits through the programme. The levels are (not always all offered):

- Bronze
- Silver
- Gold
- Platinum

There are also the following rules governing the assets and privileges given to members.

Programme levels:

Bronze level and above

- Can be listed on the British Council country website.
- Can use the collateral (logos, posters, banners) we provide for Registration Partners
- Can use the approved straplines:

‘Member of the British Council IELTS Partnership Programme’

And/or

‘Authorised British Council IELTS Registration Centre’

Silver level and above (all previous benefits plus):

- Can be listed on [Take IELTS website](#) partners site.

Gold level and above (all previous benefits plus):

- Can have their logo alongside the British Council IELTS Registration Centre logo on materials designed to promote their membership of the British Council IELTS

Partnership Programme and/or to advertise their status as an authorised British Council IELTS Registration Centre (as long as those materials are British Council authorised).



Such materials must comply with the rules outlined in this guidance (for example they cannot be used to promote wider services).

We supply templates for promotional materials with space to include the partner logo. However, Registration Centres can also produce their own promotional materials, as long as they are in consultation with British Council marketing colleagues who should check the guidelines to make sure they are followed through. In all cases final designs must be signed off by local British Council marketing colleagues prior to use. If colleagues are in any doubt, they should consult with their Global Marketing colleagues.

Premises branding and other campaign assets

Global British Council marketing have created a wide range of [British Council IELTS online & print-ready assets and editable templates](#) for British Council colleagues to adapt and provide to their partners. On each template, there are certain elements that should not be changed. These are:

- British Council IELTS logo (size, colour and position)
- Font style (typography)
- Photography style
- Colour palette

Examples of Brand Misuse

- Using old British Council or IELTS logos (or versions created to look like these) instead of the approved IELTS Registration Centre Logo



- Using the IELTS logo with unapproved additional text or graphics



- Using the British Council or IELTS logos (or any other similar assets, such as the web banners we sometimes provide with these logos on) to suggest that we endorse or accredit any of the wider services that you (our IELTS Registration Partner Organisations) provide (such as your preparation classes or your study abroad services). IELTS Registration Centre/Partner status means you are an official centre/partner of ours for the purpose of registering IELTS test takers to our British Council IELTS test centres. It does not convey any endorsement or accreditation of your wider services.

Thank you for reading this Guide.

If you have any questions, or if you need to have promotional material checked and authorised, please contact your local British Council IELTS account manager