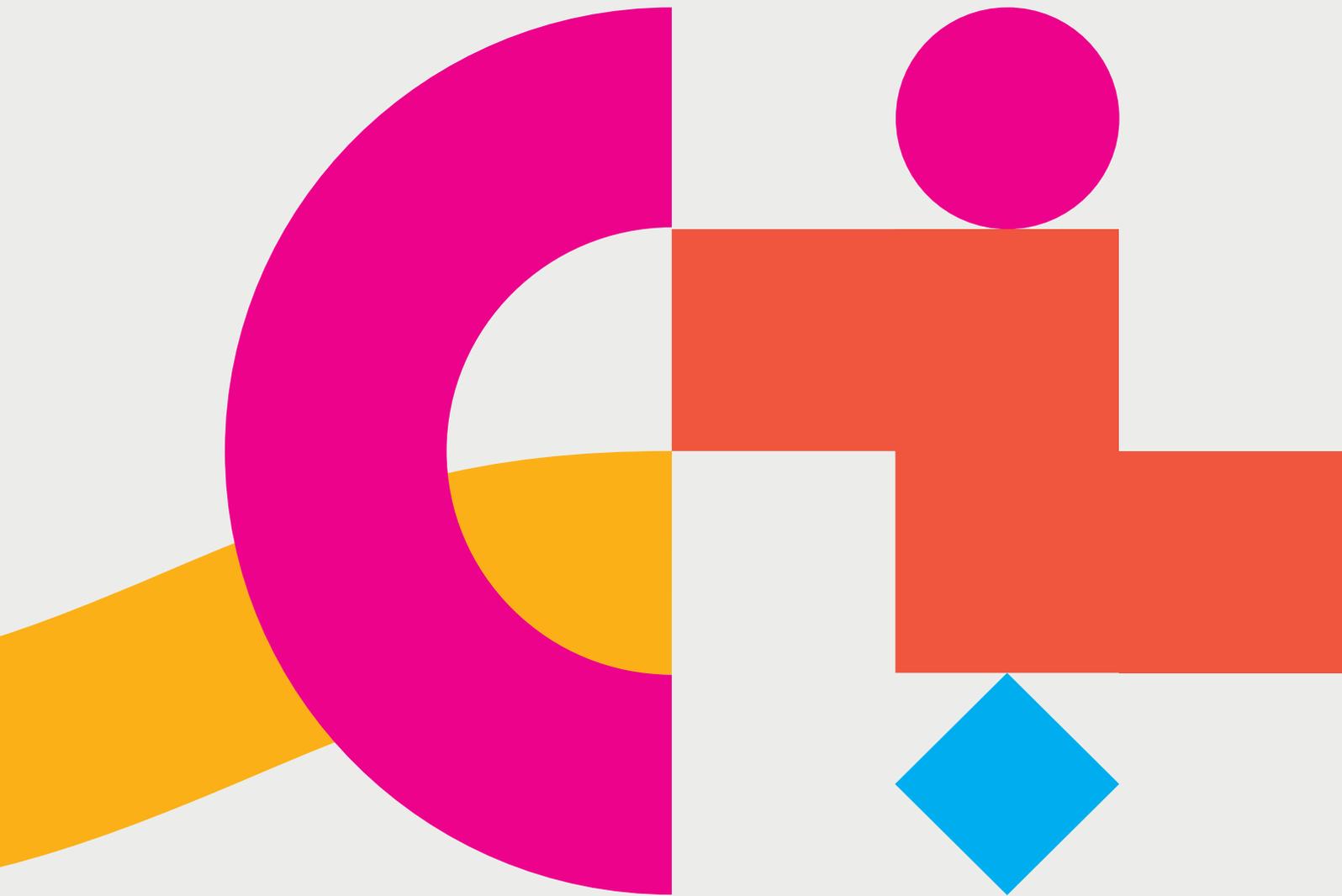




**Cambridge Assessment
English**



**Frequently
asked
questions**

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Why are we changing?

To explain more clearly who we are and what we do.

We want to make it clear we are part of Cambridge Assessment. As a department of the University of Cambridge, Cambridge Assessment has 160 years of expertise and an unrivalled depth of experience in working within national education systems, international education and English language learning.

We help people learn English and prove their skills to the world

By bringing together Cambridge Assessment and English we want everyone to understand our commitment to improving education standards, with English at the heart of it.

What is changing?

Our name

From 21 September our new name will be **Cambridge Assessment English**

n.b. We are doing research on local market needs in China and therefore will be rolling out the new brand to a different timetable in that market.

When first introducing our organisation please use Cambridge Assessment English. Cambridge English will continue to be used as a shorthand and can be used in text on the second mention.

Our logo

Primary
(on all printed material)



Secondary
(for digital use or where the space favours this shape more)



How we describe ourselves

We are Cambridge Assessment English. Part of the University of Cambridge, we help people learn English and prove their skills to the world.

How we describe what we do

We help people learn English and prove their skills to the world

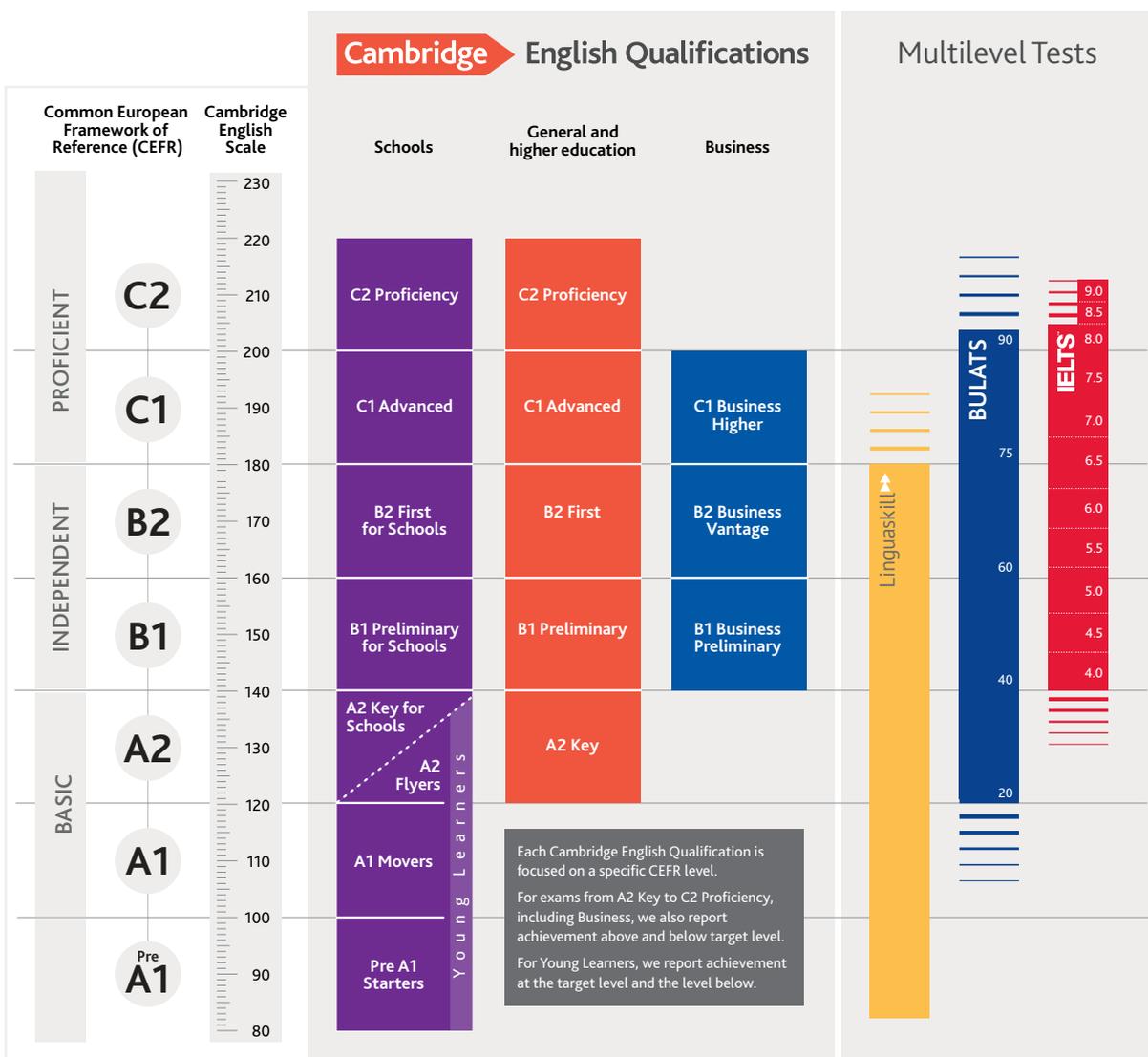
How we describe our unique offer

For every learner, every step of the way

The way we describe our in-depth examinations

Cambridge English Qualifications

Cambridge English Qualifications is the new term to describe our complete offer of in-depth examinations. This includes all the exams previously referred to as Young Learners, lower and upper main suite, and BEC.



Exam names

For clarification, Cambridge English Qualifications is the new overarching name for our in-depth examinations. These are always described as examinations or qualifications.

The table below shows the new names on in the left-hand column and the old names in the right-hand column.

There is no contradiction between the old and the new but we will phase out the use of acronyms such as PET, KET, CAE and BEC.

Examination names now include the CEFR level

 English Qualifications	The old examination names:
Pre A1 Starters	Starters (YLE Starters)
A1 Movers	Movers (YLE Movers)
A2 Flyers	Flyers (YLE Flyers)
A2 Key and A2 Key for Schools	Key (KET) and Key (KET) for Schools
B1 Preliminary and B1 Preliminary for Schools	Preliminary (PET) and Preliminary (PET) for Schools
B2 First and B2 First for Schools	First (FCE) and First (FCE) for Schools
C1 Advanced	Advanced (CAE)
C2 Proficiency	Proficiency (CPE)
B1 Business Preliminary	Business Preliminary (BEC)
B2 Business Vantage	Business Vantage (BEC)
C1 Business Higher	Business Higher (BEC)

Why are the exam names changing?

Research has shown that although our organisation has good recognition, people have low awareness of the range of examinations and tests we provide. By making the CEFR level more prominent and the name easier to understand, parents and learners can more readily appreciate the progression available. We are for every learner, every step of the way and renaming our in-depth examinations helps demonstrate that.

Why are there still some acronyms on the website?

We are beginning our rebrand now, but it is a phased approach and we will be seeing old and new names and branding alongside each other for a little while.

We have updated some key materials and websites but there is much that still needs to be done. We have given ourselves a year to complete the task.

What's happening with teaching qualifications?

We are taking a phased approach and over the course of the next 12 months we will be reviewing both the messaging and positioning of our teaching qualifications. We will keep everyone informed when new messaging and positioning of these qualifications is agreed.

Recognition

Will our qualifications and tests still be recognised by universities, employers and governments?

Yes, our qualifications and tests will continue to be recognised by universities, employers, governments and other organisations worldwide. The recognition is based on our qualifications, not our name.

Will the qualifications and tests still be accepted for visa applications?

There have been no changes to the qualifications and tests themselves and so the same recognition as before will apply.

Logo use

Where can I get the new organisational logo?

We will continue to issue the logo in line with existing policies.

Will I need to change the logo on my website?

There is no rush to do anything straight away. We will be rolling out the new brand over the course of the next year and will work with you on any changes required when necessary. As part of our rebrand we will be providing more guidance on the use of our logo. In the meantime please do not make any changes just yet.

How do Authorised Exam Centres get the logo?

The new logo will be introduced to Authorised Examination Centres in line with a new centre agreement that sets out more clearly the mutual expectations between Cambridge Assessment English and the Authorised Exam Centre. Network Services in Cambridge is co-ordinating the roll-out of the agreement with Regional Heads.

How do Preparation Centres get the logo?

Preparation Centres won't receive a new logo immediately. We will be rolling out a new logo for Preparation Centres to use as part of a comprehensive support package for Preparation Centres which is being developed. For the short term continue to use the existing branding and logo supplied.

How do Platinum Centres get the logo?

The Platinum Scheme is being reviewed this year and the new scheme will be in place from August 2018. As part of the new scheme there will be a new set of branding for our Platinum Centres. Please continue to use your existing Platinum branding in the meantime.

Marketing materials

What help will I get with the change?

We will provide as much help as we are able to with the change. We are giving centres 12 months to make the transition. Regional offices will provide advice and guidance and information will be updated on the Support Site.

Where can I order new materials?

Authorised Centres are able to order new materials using the order form on the Support Site. Preparation Centres should request materials from their local Authorised Centre.

Will I need to change all my materials straight away?

As far as possible, we will be conducting a phased rebrand. While key touch points (such as our website) will be rebranded from September, we will be rolling out the new brand over a period of 12 months; the necessary changes will be implemented gradually. We suggest updating materials the next time you need to reprint.

I have just had stock printed. How long can I use it for?

We will be rolling out the new brand over a period of 12 months so there is no need to destroy any items you have just printed. We would encourage you to ensure that when new items come up for (re)print you make the necessary changes.