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| **1. Your name, email address and telephone number** |
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| **2. Organisation name, company registration number and registered address** |
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| **3. What is your current relationship to the University of Cambridge?**  A. Staff  B. Student  C. External organisation\*  \*If external organisation, all requests must have a University employee supporting the proposed usage.  >> Please provide name, job title, email and departmental / unit name of the Cambridge staff member. |
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| **4. What is the nature of this initiative?**  A. Not for profit relationship  B. For profit commercial relationship |
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| **5. Are you requesting use of**   1. Our global brand name  “Cambridge” (wordmark) 2. **A black text on a black background     Description automatically generated**Our primary logo mark 3. Both |
|  |
| **6. Where will the Cambridge brand be presented?**  Including but not limited to publications / website / social media / press / other promotional materials / buildings / other |
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| **7. How will the Cambridge brand appear?**  A. Lead brand, more prominent than other brands or  B. An equivalent brand, shown at the same size and in the same field of vision |
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| **8. What evidence can you provide that the Cambridge brand will be used in relation to a factual situation?**  (*i.e. The Cambridge brand should be used alongside factual statements about the Licensee’s  relevant product / service / business and not in a way that provides endorsement, so please  indicate the intended wording)*. |
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| **9. Intended audience**  A. Who is the intended audience for this initiative? For example, will it be presented in the public domain   or only within professional groups?  B. What country / countries will the Cambridge brand be used in? |
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| **10. Start date**  What is the start date for when our branding will be used? If this usage relates to a report or publication, please give the publication date. |
|  |
| **11. End date**  What is the end date for when our branding will stop being used? |
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| **12. Further context and details to support your request**  Please expand as much as possible on the nature of this request e.g. if appropriate, include links to your collaborators’ websites where you anticipate our brand (name and logo) will be featured.  *Please note that the Office of External Affairs and Communications at the University will supply approved artwork assets and usage guidance upon approval of this request; however, sight of the brand ‘in situ’ will be required before final approval is given.* |
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