

GED TESTING SERVICE® BRAND

ABOUT THE LOGO

The “open door” logo represents the many opportunities that are available to adults who earn the GED® credential.

LOGO VERSIONS

Logo with “Testing Service”

GED Testing Service® is a trademark for the company that creates, delivers, and safeguards the GED® test.

Employees of GED Testing Service should use this logo on all communications representing the organization. Licensed jurisdictions and other licensees are not permitted to use this logo.

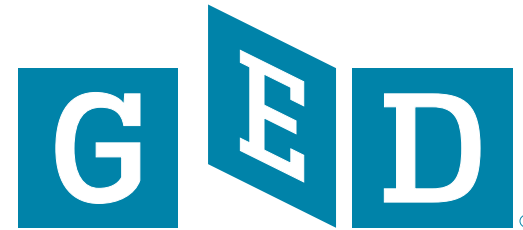


Logo without “Testing Service”

GED® is a brand name and registered trademark for a test used to measure high school equivalency.

Jurisdictions licensed by GED Testing Service and state-sponsored agencies of these jurisdictions can use this logo. No text can be added in front of, above, below or after the logo, including the name of the state or agency authorized to administer the GED® test.

Refer to the *GED® Brand Usage Guidelines for Licensed Jurisdictions and Other Licensed Users* for details about how to use this logo.



WHERE TO GET THE LOGO

GED Testing Service staff can download official logo files from NEO or the shared staff folder. Third parties must use the document library on GED AccessPoint™ or contact the Marketing Communications department for the logo: communications@GEDtestingservice.com.

The logo features customized typefaces that can't be easily recreated.

REGISTRATION MARK AND ATTRIBUTION

Always use a registration mark ® in the superscript position with the trademarked terms “GED” and “GED Testing Service.” It’s also included in both logos in the proper position.

When using these trademarks, include the registration mark plus the attribution statement. This statement is typically placed at the end of a document or at the bottom of each relevant web page.

This attribution statement clearly indicates the ownership of the brand and is necessary to protect the trademark from misuse by companies that may seek to take advantage of test-takers.

REGISTRATION MARK



ATTRIBUTION STATEMENT

GED® and GED Testing Service® are registered trademarks of the American Council on Education (ACE). They may not be used or reproduced without the express written permission of ACE or GED Testing Service®. The GED® and GED Testing Service® brands are administered by GED Testing Service, LLC under license from the American Council on Education.

ABOUT THE LOGO



HOW TO USE THE LOGO

Primarily, the logo should appear only in peacock blue or black.

- For a white or light background, use the logo in peacock blue or black only. A light background is always preferred.
- If a dark background is unavoidable, the logo must appear in white only.
- The letters “GED” should always appear in white, regardless of background color, except when the logo is reversed out of a dark color. When reversed out, the letterforms will appear in the dark color of the background as shown at the right.

PLACING THE LOGO

The logo should always appear with ample space around it so it never looks crowded. The clear space on each side should be the width of one rectangular letter block from the logo. (Do not use the height of a letter block.)

PREFERRED COLORS



ABOUT THE LOGO



DOS AND DON'TS

- **Don't** alter the dimensions of the logo, except to resize it proportionally.
- **Don't** add markings on top of or through the logo.
- **Don't** change the colors of individual letters or boxes. The logo elements always appear in a single color.
- **Don't** combine it with any other words, except as approved by GED Testing Service.
- **Don't** use the logo smaller than .75 inches wide.
- **Don't** use the old GED® logo.



ABOUT THE LOGO

- **Don't** place the logo on a patterned background.
- **Don't** place the logo over the dark part of a photograph. Always find white or light-colored space, so the logo is visible and legible. Be sure there is ample clear space around the logo as described on page 4.5.
- **Don't** place watermarks, with or without the logo, in the center of a document. Use them in the top or bottom corner only.
- **Don't** center the logo on documents. Use the logo at the top or bottom of the page—in a corner or centered across the top (or bottom).
- **Don't** add colors to individual elements. The logo is a one-color logo.

