GED TESTING SERVICE®

BRAND MANUAL

Revised March 2021

GED TESTING SERVICE®

OUR BRAND IS WHO WE ARE

And at GED Testing Service, we live it every day. Our brand encompasses our products and our principles. It grows from the lives we help change and from our partnerships across the country — and beyond.

Our brand is about how others see us. And it is shaped by everything we do.

Dery, graduate

The tools outlined in this manual highlight the strengths of our company and standardize the way we represent GED Testing Service and the GED Testing Service® brand to all audiences. By using these guidelines consistently over time, we will solidify and extend our company's image within education and job markets.

Thank you for doing your part to strengthen our brand.

GOT QUESTIONS?

We're here to help. Contact the Marketing Communications team:

GED Testing Service
1919 M Street NW – Suite 600
Washington, D.C. 20036
communications@GEDtestingservice.com

GED TESTING SERVICE® BRAND

OVERVIEW

We are GED Testing Service, the sole provider of the official GED test. We've helped over 20 million people attain their GED credential -- we are the only high school equivalency program that is recognized by 97% of employers and colleges nationwide. And we've been doing it for more than 75 years.

GED Testing Service is focused on helping adults gain their high school equivalency diploma and change their lives for the better. Whether their goal is a new career, college or to climb the job ladder, our program is designed to help students develop the critical thinking skills and self-confidence that will help them flourish.

We look at the GED as more than a credential: it is a tool to help adult learners develop the skills they will need to succeed across many careers and in higher education. GED students unlock career and educational opportunities and become role models both to their peers and the next generation of learners.

Here's an at-a-glance overview of the elements that work together to represent our brand. This manual details how to apply them.

OUR BRAND COLORS

PRIMARY

SECONDARY

TERTIARY

LOGOS

FOR GED TESTING SERVICE

FOR LICENSED JURISDICTIONS AND STATE-SPONSORED AGENCIES

FOR GEDWORKS™ PROGRAM AND BUSINESS PARNTERS IN PROGRAM

GRAPHICS & ICONS

"I wanted a better life and education."

— Tommy, GED® graduate, OK

20
MILLION

GED® GRADUATE PHOTOGRAPHY STYLE

TYPEFACES PRINT

Univers Light

Univers Bold

Madawaska Regular

Madawaska Bold

TYPEFACES WEB

Roboto Regular

Roboto Bold

Roboto Slab Regular

Roboto Slab Bold

STOCK PHOTOGRAPHY STYLE

BRAND ELEMENTS IN USE

GED TESTING SERVICE® BRAND

ABOUT OUR LOGOS

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 to the logo. That includes 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 and third parties must contact the Marketing Communications department for the logo: communications@GED.com.

Do not attempt to recreate any of these logos.

REGISTRATION MARK AND ATTRIBUTION

Always use a registration mark ® in the superscript position with the trademarked terms "GED" and "GED Testing Service" (when it's used as a brand term). It's also included in both logos in the proper position.

Use the registration mark after each use of the term "GED" but not when the trademarked term is used within GED Testing Service or another trademarked term: GED Marketplace®. Use the registration mark after GED Testing Service only when you refer to it as a brand: GED Testing Service® brand. Do not use the mark when you refer to it as a business entity: I work for GED Testing Service.

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.

There are some exceptions to these standards — like in social media. Contact Marketing Communications team (communications@GED.com) for more details.

REGISTRATION MARK

ATTRIBUTION STATEMENT

GED® and GED Testing Service® are registered trademarks of the American Council on Education. 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.

Copyright © 2018 GED Testing Service LLC. All rights reserved.

HOW TO USE THE LOGO

Primarily, the logo should appear only in our brand color, peacock blue (see page page 4.1), or black.

- For a white or light-colored background, use the logo in it's original peacock blue. It's preferable for the logo to be peacock blue in most situations.

- For white or light gray background, in black and white applications, use the logo in black.

- Only if a dark background is unavoidable, use the logo in white. But this should be rare.

- The letters "GED" should always appear in white, regardless of background color, except when the logo itself is white. Then the letterforms will appear in the same dark color as 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 equal to or greater than the width of the rectangular letter block D from the logo.

PREFERRED COLORS

SPACE AROUND LOGO

width

THE GEDWORKS™ LOGO

GEDWorks™ represents the partnership between GED Testing Service and employers to empower their employees to earn their GED® credentials.

The logo can be used by GED Testing Service and their employer partners to refer to this program in various communications.

Currently, the logo incorporates the original GED® logo with registration mark as part of its design.

HOW TO USE THE GEDWORKS® LOGO

Primarily, the logo should appear only in our brand color, peacock blue with black.

- For a white or light-colored background, use the logo in it's original peacock blue and black.

- For white or light gray background, in black and white applications, use the logo in black.

- Only if a dark background is unavoidable, use the logo in white. But this should be rare.

- In video the white version can be used as a (faded back 35-50%) watermark, when the majority of backgrounds are dark enough to contrast. Otherwise, use the black version, faded back, instead.

- The letters "GED" should always appear in white, regardless of background color, except when the logo itself is white. Then the letterforms will appear in the same dark color as 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 equal to or greater than the width of the rectangular letter block D from the logo.

PREFERRED COLORS

SPACE AROUND LOGO

width

GED TESTING SERVICE® BRAND

COLORS

Using a defined color palette consistently builds identity for our brand.

The primary palette sets a bold visual tone. Additional palettes provide options for more complex communication materials and media. The web-only tones are added for online flexibility and accessibility requirements.

PRIMARY PALETTE

GED PRIMARY BLUE
Pantone: 314U
CMYK: 80:0:0:35
RGB: 0:132:169
Hex: #0084A9

GED AQUA BLUE
Pantone: 326U
CMYK: 70:0:30:0
RGB: 39:189:190
Hex: #27BDBE

GED® LIGHT AQUA
Pantone: 7464U
CMYK: 35:0:15:0
RGB: 188:228:229
Hex: #BCE4E5

SECONDARY PALETTE

SS (GREEN)
Pantone: 376U
CMYK: 64:11:100:0
RGB: 98:153:98
Hex: #4DA160

SCIENCE (RED)
Pantone: 7417U
CMYK: 2:74:60:0
RGB: 232:101:96
Hex: #E86560

RLA (PURPLE)
Pantone: 7661U
CMYK: 46:52:22:0
RGB: 142:106:150
Hex: #8E6A96

TERTIARY PALETTE

GED YELLOW
Pantone: 7406U
CMYK: 0:15:75:0
RGB: 255:193:7
Hex: #FFC107

RGB: 255:236:179
Hex: #FFECB3

RGB: 218:178:36
Hex: #DAB224

Web-only tonal values

RGB: 11:201:255
Hex: #9CCEDF

RGB: 188:228:229
Hex: #BCE4E5

RGB: 147:203:160
Hex: #93CBA0

RGB: 0:84:108
Hex: #004C65

RGB: 14:129:150
Hex: #0E8196

RGB: 59:123:73
Hex: #3B7B49

RGB: 245:197:188
Hex: #F5C5BC

RGB: 201:184:205
Hex: #C9B8CD

MATH (BLUE) RGB: 31:160:196
Hex: #1FA0C4

RGB: 210:54:28
Hex: #D2361C

RGB: 111:83:117
Hex: #6F5375

RGB: 90:199:229
Hex: #5AC7E5

RGB: 23:120:148
Hex: #177894

GED TESTING SERVICE® BRAND

TYPEFACES

Typefaces are our organizational signature and an important part of our visual presence.

Our type strategy relies upon variation and a careful mix of typefaces and weights.

Headlines

HEADLINES

Text, **text**

Display typefaces for print applications

- Use Madawaska for section organizers, headings, or display.

- Do not use Madawaska for items that need to be read from a distance (posters, signs, name badges). Use Univers instead.

Madawaska Bold

Madawaska Book

Madawaska Regular

Standard typefaces for print applications

- Use Univers for everything, including headings and display.

Univers Light

Univers Bold

Univers Light Oblique

Univers Bold Oblique

Univers Light Condensed

Univers Bold Condensed

Display typefaces for website use

- Use the Google font, Roboto Slab, for section organizers, headings, or display.

H1: Roboto Slab Bold (72/90 pt)

H2: Roboto Slab Regular (54/57 pt)

H5: Roboto Slab Regular (26/35 pt)

Standard typefaces for website use

- Use Roboto for everything, including some headings and display.

H4: Roboto Condensed Regular (26/36 pt)

H6: Roboto Condensed Bold (18/24 pt)

Body copy: Roboto Regular (16/22 pt)

EVERYDAY USE IN EMAIL, WORD DOCS, AND POWERPOINT FILES

Secondary typefaces

Arial Regular

- Use Arial Regular for body copy.

Arial Bold

- Use Arial Bold for emphasis or highlighting info.

COLORS

- For headlines, use our brand colors peacock blue and aqua blue.

- Make sure there is sufficient contrast between the text color and its background.

- For body copy, use any color but yellow. Reserve yellow text for display type, such as headlines, against a dark background.

- When reversing body copy out of a dark background, use white.

- For two or more paragraphs of body copy, use black or peacock blue type for best readability.

Headline

Headline

Quiditate eatam, se ea simo quam autem suntiatur? Iqui iusdae volupta sperspe rruntiae. Fugit quae nos voloAnis mo doluptatur aut lam restiorrume

19

Quiditate eatam, se ea simo quam autem suntiatur? Iqui iusdae volupta sperspe rruntiae. Fugit quae nos voloAnis mo doluptatur aut lam

Quiditate eatam, se ea simo quam autem suntiatur? Iqui iusdae volupta sperspe rruntiae. Fugit quae nos voloAnis mo doluptatur aut lam restiorrumeLaboreped ma

DOS AND DON'TS

- **Do** use consistent point sizes for headlines and body copy throughout your documents.

- **Don't** use any fonts not specified in this guideline.

- **Do** use Arial in GEDTS branded Powerpoint, emails, and Word documents. But not for printed marketing materials.

- **Don't** use type smaller than 6 point for footnotes and attribution statements.

TYPE SIZE GUIDELINES FOR PRINT DOCUMENTS

This is 12 point type. Use this point size for most body copy.

This is 10 point type. This is the minimum point size for body copy.

This is 6 point type and is the minimum point size for footnotes and attribution statements.

GED TESTING SERVICE® BRAND

GRAPHICS & ICONS

A particular set of graphics and icons supports our storytelling.

Graphics and icons add dynamic style, guide readers through the material and highlight key facts.
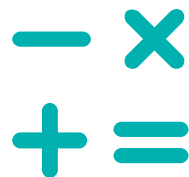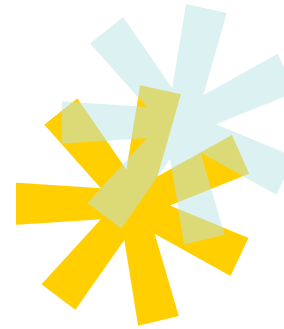
GRAPHICS USE BASIC SHAPES

The basic shapes are combined with text and numbers to separate different types of content and call attention to specific information.

See examples of use on the next page.

SOME GRAPHICS & ICONS IN USE

20
MILLION

"I wanted a better life and education."

— Tommy, GED® graduate, OK

DOS AND DON'TS

For statistics/facts

- **Do** emphasize the numerals by making them a larger size.

- **Do** vary the typefaces on the big numerals whenever you feature more than one statistic/ piece of information.

- **Do** use only the approved typefaces.

- **Do** simplify the language used in statistics. Make them easy to read, short in length, and easy for readers to process.

- **Do** use any of the GED® approved colors for these graphic icons.

- **Don't** use more than two colors when creating statistical or factual graphics.

- **Don't** use the speech bubble graphics when there are text quotes in the same document.

STATISTICAL FACTS

20 MILLION

63%
Percentage of GED® test-takers who aspire to attend college or a career training program

$403,000
is the average added lifetime value of a high school credential.

GRAPHICS & ICONS

In general

Our graphic style is generally flat color shapes and text objects. Icons use a more rounded edge, line-based design style.

- **Do** use the quotation marks icon and asterisks as art when you want a stronger visual punch. To expand the design options within the identity, these two marks can overlap in yellow and light aqua. The dynamic interplay of the overlapping elements gives them a bold style in line with the other elements.

- **Do** use our style of graphics. They can be obtained from Marketing Communications (communications@GED.com).

- **Do** use the official set of icons when referring to test content areas, whenever possible.

- **Don't** use any clip art or icons that do not match our style.
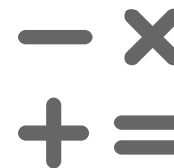
ONLY USE SPARINGLY FOR ADDED VISUAL PUNCH

OFFICIAL ICONS FOR TEST CONTENT AREAS

Reasoning Through Language Arts (RLA)

Science

Mathematical Reasoning

Social Studies

GED TESTING SERVICE® BRAND

PHOTOS & IMAGES

Millions of people's success stories build the foundation of our brand, and our distinctive photo style brings those stories to life.

Most of our professional materials and campaigns use color photos shot on white backgrounds. These photos are often cropped unconventionally to bring out each subject's facial expressions, which can range from confident to celebratory.

PHOTO TYPES

Marketing photography

This bank of "success story" photos is owned and created by GED Testing Service. No other companies are authorized to use these images apart from marketing materials supplied by GED Testing Service.

- For the most part these photos should be reserved for marketing pieces distributed to wider audiences. These photos aren't necessary on internal materials.

- Photos of graduates will almost always be accompanied by a caption with the student's first name followed by "GED® graduate".

- Be sensitive about overusing any single image. It can lose its impact.

- Stock photography will be purposely unlike our licensed graduate photography. When photos depict people, they are in the most non-staged appearance possible, are warm and relatable, and are in familiar situations.

- We also create illustrations or use stock illustrations for certain marketing purposes. Our style is generally a flat design style with some flat shadowing and highlights. Try to avoid images with line borders and eyes for people. Try to use in our brand colors.

GRADUATE PHOTOGRAPHY

STOCK IMAGE AND ILLUSTRATION STYLE

Photos for internal use

Snapshot-style images, such as staff photos or "journalistic" photos, can be used in newsletters, videos, or other internal projects.

- In situations that need to show objects or processes— not people— stock photography can be used.

- Both snapshot-style and stock images must be approved by the Marketing Communications team (communications@GED.com).

APPROVAL TO USE PHOTOS

Subjects in marketing photography sign a photo release form that outlines how these images can be used.

Contact the Marketing Communications team before using any photography, including but not limited to marketing photos, snapshots, and stock images.

DOS AND DON'TS

For marketing materials that represent GED Testing Service

- **Do** use only approved photography for all marketing materials.

- **Do** show the diversity of our community/ audience (ethnic, gender, and age) when using more than one approved image.

- **Do** select stock photography that is authentic-looking. Try to find images that don't have people looking straight at the camera, doing unrealistic poses and smiling a lot, people using outdated technology, and people wearing noticeably outdated outfits.

- **Don't** use clichéd or overly staged body language in images.

- **Don't** use photos with poor lighting or composition.

SHOWCASE DIVERSITY

PASSING
THE TEST
Your guide to GED® success
4th edition
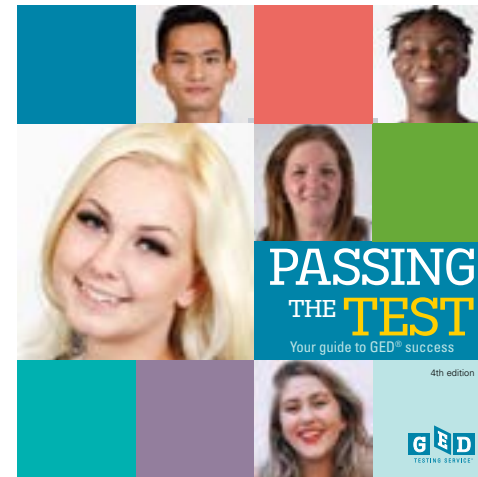
AVOID CLICHÉD IMAGES

Image by gailjadehamilton of Flickr.com

GED TESTING SERVICE® BRAND

EDITORIAL GUIDELINES

A consistent writing style helps our audiences build confidence in and relationships with the GED Testing Service® brand.

In every piece of writing GED Testing Service produces, we strive to:

Inform – Provide audiences with accurate and helpful information.

Empower – Drive audiences to believe that they are competent and capable of achieving their goals.

Inspire – Motivate audiences to take action and work towards their goals.

Establish authority – As an education company, it's essential for GED Testing Service to establish and maintain credibility.

OVERVIEW OF EDITORIAL TONE

Helpful

Convey the feeling that "we're here to help".

Friendly

Write like you're talking to a friend or co-worker, not lecturing or talking down to the audience.

Conversational

Avoid official or academic-type language. Audience should feel like they're interacting with a human, not a robot.

Positive

Frame messages or information in a positive light; avoid negative language whenever possible.

OUR EDITORIAL TONE WITH STUDENTS

- **Friendly** but not goofy or snarky

- **Warm** but not gushing

- **Directive** but not intimidating or bossy

- **Informative** but not verbose

- **Motivating** but not pushy

- **Empathetic** -- we've been where you are and understand your fears

- **Accessible** as a favorite teacher would be

For more information on how we speak to students view our Student Brand Voice Guide. (Link only accessible to GED Testing Service staff.)

HOW TO REFER TO OUR ORGANIZATION

Always use GED Testing Service to refer to our organization in all communications, including print and electronic media, phone messages, presentations, letters, and personal communications.

Never use the plural form, GED Testing Services or use a "the" in front of it. Avoid all abbreviations for GED Testing Service except in the case of repeated use throughout a long document. In those cases, only use "GEDTS" as the abbreviation.

LEGAL GUIDELINES IN EDITORIAL COPY

See the separate document entitled GED® Brand Usage Guidelines for Licensed Jurisdictions and Other Licensees for more details. It is available for download on GEDTS Marketing group in NEO.

- Use the registration mark after each use of the term "GED", but not when the trademarked term is used within GED Testing Service, or another trademarked term: GED Ready®.

- Do not use the registration mark after GED Testing Service when it's referred to as a business entity: "I work for GED Testing Service." Use the registration mark **only** when it's referred to as a brand: GED Testing Service® brand.

- Use the attribution statement every time a logo or trademarked term is used. (See page 3.3.)

- There are some exceptions to these standards — like in social media. Contact Marketing Communications team (communications@GED.com) for more details.

- Find a list of trademarked terms on GEDTS Marketing group in NEO.

STYLE GUIDE

A more complete writing resource guide for GED Testing Service is available for download on GEDTS Marketing group in NEO.

GED TESTING SERVICE® BRAND

ONLINE PRESENCE

Our online presence is what people know of us before we arrive, and what they read— and show others—long after we leave.

It contains some of the most important communications tools and must be consistent with the GED Testing Service® visual identity to deliver maximum impact.

Generally, all visual identity guidelines apply to online communications except where noted.

WEBSITE AND SOCIAL MEDIA STYLE STANDARDS

As the hub of our communications and a constant representation of our brand, the GED Testing Service websites (GED.com, GEDmarketplace.com, GEDanalytics.com) follow standards consistent with the editorial and graphic standards provided here.

Writing out a URL or Email address

Always write "GED" in all caps in website and email addresses.

Web match colors

See page 4.1.

SOCIAL MEDIA IMAGES

View our Social Media Guide for more information.

SOCIAL MEDIA POLICY

GED Testing Service's social media makes use of a more informal, collegial, and supportive editorial style. Social media can be an effective way to answer questions, dispel myths, and share our brand's mission with others.

GED Testing Service takes cues from Pearson's social media policy available on NEO, including:

- **Be transparent:** Identify your GED Testing Service relationship if posting about our programs or services. If posting a personal opinion, state that the views expressed are your own and don't necessarily reflect those of GED Testing Service. Do not mention your GED Testing Service connection if posting about topics not involving the company.

- **Be factually accurate:** Avoid vague or misleading claims. If you make a mistake, own up and correct it as soon as possible. If the mistake impacts GED Testing Service, contact your manager or the Legal Department. If you have permission to post on behalf of GED Testing Service, use an appropriate tone of voice and avoid stating any personal preferences or views. Quality matters in social media so check your work before you post.

Respect copyright and other laws: Avoid quoting directly. Instead, link directly to the original source materials, and attribute the original author/source in your post. Laws such as libel and privacy apply to social media. Remember that you are personally liable for what you post on personal Twitter accounts, blogs, etc.

- **Be decent:** Show respect to others and never insult or attack when posting. Don't use profanity or obscene, threatening, defamatory or discriminatory language. Avoid arguments, because no one wins. Avoid posting in haste or in anger: whatever you post is going to be public for a very long time, so think about it carefully before you hit the send key.

ONLINE PRESENCE

FAVICON

This icon appears in the tabs or address bar of most web browsers for all GED Testing Service websites.

ACTUAL SIZE

G

ENLARGED

G

WEB FONTS

Major head (H1)

Roboto Slab Bold (primary)

- Preferably in GED® peacock blue

All other text

Roboto Regular

ROBOTO CONDENSED REGULAR

- Feel free to use different styles, weights, sizes, and colors (other than GED® peacock blue) to differentiate and create hierarchy

Text links

SAMPLE LINK

- links should preferably be GED® peacock blue with an underline

- For more details on web font usage see page 5.3.