# GED
TESTING SERVICE®

INTERNATIONAL
PARTNER TOOLKIT
Your Guide for Marketing the GED® to Students

We are excited to partner with you to expand GED success to students around the world and in your country. This toolkit will help promote your prep center and make it easier and faster to tell students about the GED exam, including the benefits of the credential and how the program works. We highly encourage you to utilize this marketing toolkit, with some local adaptations, so that together we can all build the visibility, reputation and recognition of the GED program. Download materials mentioned in this guide to get started (ZIP file).

If you have any questions about the content of this guide or accompanying files, our contact information is available on the last page.

BRAND
IDENTITY
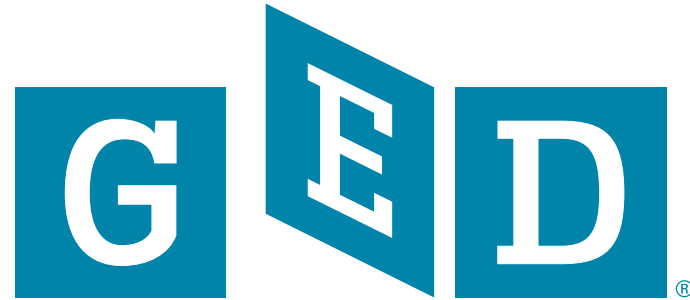
THE GED® LOGO

GED® (and GED Testing Service®) 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.

BRAND IDENTITY

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.

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REGISTRATION MARK AND ATTRIBUTION

Always use a registration mark ® in the superscript position with the trademarked term "GED". It's also included in the logo in the proper position.

Use the registration mark after each use of the term "GED" but not when the trademarked term is used within another trademarked term like *GED Marketplace®*.

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.

BRAND IDENTITY

PREFERRED COLORS

SPACE AROUND LOGO

width

HOW TO USE THE LOGO

Primarily, the logo should appear only in our brand color, primary blue or black.

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

BRAND IDENTITY

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: 0:84:108
Hex: #004C65

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

RGB: 245:197:188
Hex: #F5C5BC

RGB: 201:184:205
Hex: #C9B8CD

RGB: 210:54:28
Hex: #D2361C

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

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

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

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

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

RGB: 23:120:148
Hex: #177894

BRAND IDENTITY

DISPLAY TYPEFACES FOR WEBSITE USE

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

H4: Roboto Condensed Regular (26/36 pt)

H6: Roboto Condensed Bold (18/24 pt)

Body copy: Roboto Regular (16/22 pt)

EVERYDAY USE TYPEFACES

Arial Regular

Arial Bold

TYPEFACES

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

Use *Roboto* for anything, including body copy, and some headings and display.

For everyday use in email, word processing software, or presentation software use the standard *Arial*.

For body copy try to keep the size above 11 pt. And footnotes and captions no smaller than 6 pt.

TYPEFACE COLORS

For headlines, use our brand colors primary 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 primary blue type for best readability.

BRAND IDENTITY

BRAND VOICE AND EDITORIAL GUIDELINES

When writing or speaking about the GED® brand, being consistent globally allows audiences to become familiar with the brand and build confidence. In all copy, we strive to:

- Inform – Provide audiences with accurate information.

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

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

- Evoke trust – Establish credibility with audiences, as they are entrusting their education to the GED brand.

The GED brand must also remain approachable. It is highly recommended to use a positive, encouraging tone when writing to student audiences. When communicating with students, please utilize the following tones:

- Friendly but not comical

- Directive but not intimidating

- Informative but not verbose

- Motivating but not pushy

- Empathetic and understanding

- Available to help when needed

PRINTABLE MATERIALS

Included in the [materials](#) are three flyer versions and a fact sheet. You can customize the included flyer to add location, contact information and other details about your prep center. The files are formatted to print on A4 size paper.

Flyer
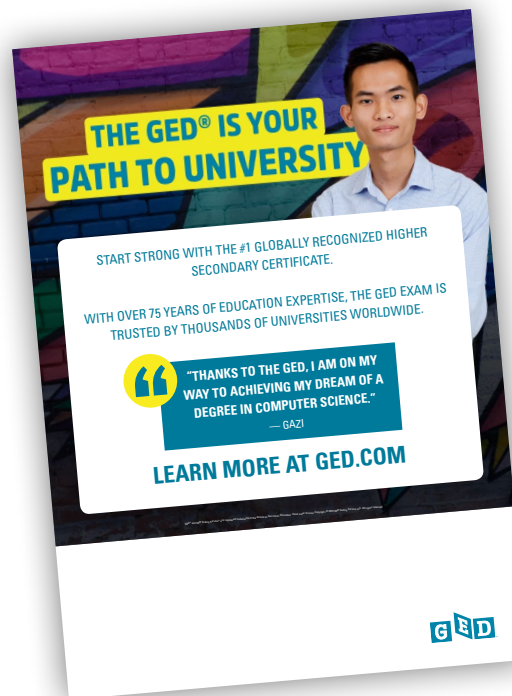
Fact sheet

SOCIAL MEDIA ADS

EXAMPLES OF A FINISHED FULL AD.

(Photos are not intended for distribution. Please use your own photography and graphics as necessary.):

The provided copy on the following page is ready to use for advertising (sponsored content) on Facebook; each line fits the character limit and ad requirements. Please feel free to substitute imagery with photos that best suit your audience.

SOCIAL MEDIA ADS

COPY ABOVE IMAGE

1 *The GED®: Your path to university and your dream career*

/ or /

> *Seize the day! You're a few steps away from the GED® diploma.*

/ or /

> *Trust the GED®: Credibility. Flexibility. Affordability.*

COPY BELOW IMAGE

2 *GED.COM*

> *The world's leading higher secondary certificate*

/ or /

> *GED.COM*

> *#1 globally recognized higher secondary certificate*

/ and /

3 **CTA:** *Sign up*

> Click-to URL: https://ged.com/en/

CONTACT US

GED Testing Service

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