



GED® Brand

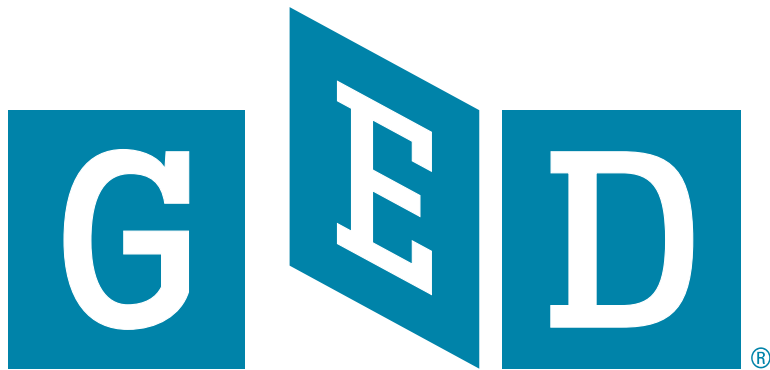
GRAPHIC STANDARDS

GED® is a powerful brand that is known across the country—and beyond. To preserve and enhance the GED® brand, it's essential to use our logo and visual identity consistently. Here are some quick guidelines for GED Testing Service® staff, partners and vendors.

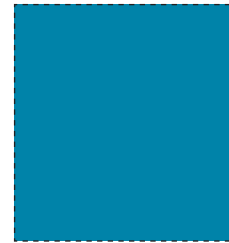
Please consult the GED® Brand Usage Guidelines for Licensed Jurisdictions and Other Licensed Users for correct use of the brand.

THE OFFICIAL GED® “OPEN DOOR” LOGO

The official GED® “open door” logo, a graphic representation of educational and career possibilities, is requested on all official communications and products related to GED® testing and preparation.



GED® LOGO COLOR



Peacock blue

Pantone Spot PMS: 314U

4-color Process
PRO: DS 235-2

CMYK: 80:0:0:35

Hex: #0084A9

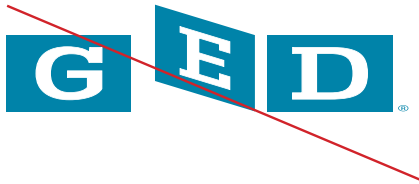


.75" wide minimum
reproduction size

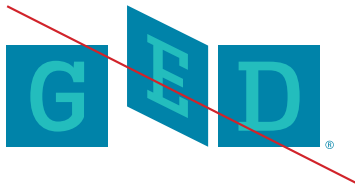
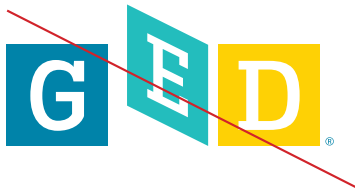
LOGO USAGE

Follow these tips when placing the logo:

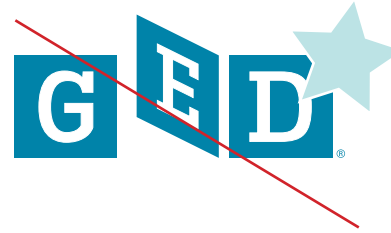
DON'T alter the dimensions of the logo, except to resize it proportionally.



DON'T change the colors of individual letters. The logo elements always appear in a single color.



DON'T add markings on top of or through the logo.



DON'T combine it with any other words.



DO visit GED AccessPoint™ for the official logo file. The logo features customized typefaces that can't be easily recreated.

LOGO USAGE

Use the logo in these colors when possible:

WHEN USED ON A LIGHT OR WHITE BACKGROUND

PREFERRED: Peacock blue on a light background.



BLACK AND WHITE: The logo can appear in black for projects, such as internal reports, where that is the only color being used.



WHEN USED ON A SOLID, NON-WHITE BACKGROUND

PREFERRED: Peacock blue with solid white letters.



DARK BACKGROUND:

