Introduction

This document provides detailed instructions for product-specific visual standards within the ETS brand sphere, and is intended for use in combination with the ETS® Visual Standards.

Trademarks are an important element in promoting and protecting the ETS® and HiSET® brands. Trademarks help identify brands and distinguish them from others. Trademarks also help assure test takers as well as college and employer score recipients that the HiSET exam is a genuine ETS product.

As a participating state or state-approved testing center, ETS has granted you the right to use ETS trademarks to promote and administer the HiSET program. We rely on you to help build goodwill toward ETS and the HiSET brand. By properly using the ETS trademarks and logo graphics, you can leverage a consistent brand presence and help protect the integrity of ETS trademarks.

Improper use of ETS trademarks will dilute the value and integrity of the HiSET brand, as well as diminish the value of your association with ETS and make it more difficult for ETS to assert its rights in any legal dispute with infringers.

With your help and understanding of the importance of trademark use, the HiSET brand will be recognized as a trusted, high-standard high school equivalency test that helps adult learners achieve their college and career goals.
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Requirements for Creating Materials and Proper ETS Review Policies

The HiSET Brand Marketing team has developed a variety of marketing materials for your use. These materials have been created in both low- and high-resolution formats. In addition, design files have been provided to allow your office to customize the materials to meet local marketing and business needs. All these materials can be found on the HiSET State and Test Center Staff SharePoint® site. You can reprint and distribute these materials for advertising and promotional purposes. If you need additional materials or have suggestions for new marketing pieces, please send your suggestions to the HiSET Communications mailbox at hiset@ets.org.

Formal ETS reviews of these marketing materials are not required if:

- only your state or test center contact information is added to the material
- color changes are within the approved brand color palette
- it is a reprint or reproduction of a piece previously approved by ETS

Formal ETS reviews are required for:

- Any news release or public announcement. This is especially true for press releases related to new products or services; product updates; information on new testing dates, locations and special makeup administrations; news conferences; and cancellations of testing dates.
• Marketing materials (both print and electronic formats) that:
  – contain new or significant modifications to the material developed and posted to the HiSET State and Test Center Staff SharePoint site
  – are existing publications that were designed by your office and were not previously reviewed by ETS and are now due to be reprinted locally
  – contain newly written content
  – reflect changes to the original size of the publication provided on the HiSET State and Test Center Staff SharePoint site
  – are websites or social media platforms that include content about a HiSET product or service

**Submitting Materials for Formal ETS Review**

**News Releases and Public Announcements**

• Draft press releases and public announcements can be sent by email to the HiSET Communications mailbox at **hiset@ets.org**.

• Please allow five (5) business days for formal review by ETS. If you do not receive a response within five business days, your release and/or announcement is considered approved by ETS.

**Marketing Materials**

• Draft marketing materials should be sent electronically to:

Mary Shepherd
Senior Trademark Administrator

**mshepherd@ets.org**
• Your office will receive a response within fifteen (15) business days after your material is received by ETS. If you do not receive a response within fifteen (15) business days, your material is considered approved by ETS.

• Materials that require significant revisions may need a second review. A HiSET Brand Marketing team member will notify you of the time frame for the second review period.

• Upon approval, HiSET state and test center staff members should provide a final electronic copy of the marketing material to ETS. At times, ETS may ask for hard copies for display and/or marketing records.

Social Media, Internet Keywords, Ad Words, Domain Names and Mobile Applications

ETS and the HiSET Brand Marketing team are utilizing many digital platforms to promote products and services. Your office should ensure that ETS and HiSET trademark names are not included as part of a social media user name, blog name, internet keyword or ad words such as “Google® ad words.”

HiSET state and test center staff members are prohibited from creating or distributing mobile applications and/or products that are useable on mobile or handheld devices or are downloadable to a computer that displays or incorporates one or more ETS trademarks (except under license agreement with ETS).
Use of Trademarks and Branding

Below are general guidelines and examples to assist you in describing or providing information about ETS’s HiSET program in text or in branding:

- Use only the full test name — *ETS® High School Equivalency Test* — minimally such as in the introductory sentence in marketing materials, web pages or other media, if at all. Instead, please emphasize the HiSET brand name in describing the program, exam, score reports, etc.

- Include the registered trademark symbol (®) with the HiSET brand name in at least the first and/or most prominent placement in headers and the first reference in text.
  - **Example:** Frequently Asked Questions about the HiSET® Exam

- Distinguish the HiSET brand name from surrounding words in text and headers. ETS prefers the use of italics, in at least the first and/or most prominent placement.
  - **Example:** the HiSET® exam

- Include an ETS trademark footnote on all materials produced from ETS-developed templates. If you are producing your own localized versions of informational materials about the HiSET program, please use the following trademark footnote on the materials:
  - **Example:** ETS, the ETS logo and HiSET are registered trademarks of Educational Testing Service (ETS) and used in the United States under license.
• Always use the HiSET brand name as an adjective modifying a generic noun or phrase.
  – **Example:** “the HiSET exam,” “HiSET scores”

• Always use the HiSET brand name in a singular, nonpossessive form.

• Always use the ETS and HiSET trademarks to refer to only ETS HiSET products and services.
  – **Example:** Learning Company’s Preparation Course for the *HiSET*® Exam

• Never use the ETS HiSET trademark or logo in a manner that implies that a non-ETS product or service is from, or endorsed by, ETS.
Use of Messaging and Imagery

The HiSET exam helps adult learners achieve their college and career goals, as reflected in the product tagline:


and the current messaging:

The Future Starts Here
The Future Starts Here


The HiSET® Exam
Examples

All messaging should be positive, upbeat and forward-thinking in tone, focusing on future success rather than past obstacles.
Photography

In the same way, photography and imagery should be aspirational and bright, featuring subjects with confident expressions.
Use of ETS Color Palettes

HiSET Brand Palette

The product-specific brand colors for HiSET communications should be used whenever possible to solidify the HiSET identity. The color specifications listed below must be followed to maintain quality control.

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<th>Pantone® 431</th>
<th>Pantone® 427</th>
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<td>Hexadecimal = D1 D3 D4</td>
<td>Hexadecimal = b8 cb 26</td>
<td></td>
</tr>
</tbody>
</table>
Use of the ETS and HiSET Logos

Only the states and their authorized test centers are authorized by ETS to use the ETS HiSET logo.

Non-licensed third-party publishers or others developing test preparation products and services for the HiSET exam may **not** use the HiSET logo. However, non-licensed third parties may use the HiSET® trademark to refer to the HiSET exam in titles and text, in compliance with the *Guidelines for the Informational Use of ETS Trademarks by Third Parties* located on the ETS website at [http://www.ets.org/legal/trademarks/](http://www.ets.org/legal/trademarks/).

Minimum Clear Space

Layouts must include enough clear space — absent of any text or visuals — around the ETS logo and ETS HiSET logo to ensure a clear, uncluttered look. A minimum space, equal to the capital height of the ETS logotype must be maintained, as shown below.
Proper Use

The use of the ETS logo and HiSET logo should be carefully considered in conjunction with the set of design and layout challenges in each piece. The examples below illustrate the basic requirements.

The appropriate amount of contrast must be achieved when placing the logo over a color background. In this example a white logo is necessary over a blue field of color.

When placing the ETS logo and HiSET logo over photographs, they must be positioned in an area free of visual clutter or textures that obscure or affect the visibility and importance of the logo.
Ghosting is helpful in distinguishing the logo from a photographic background. However, the effect should blend with the background with subtlety, using a technique that is less detectable by the viewer.

**Slimline Arc**

![Slimline Arc Example](image)

**Note:** The ETS HiSET slimline arc should be used for any print materials. The ETS logo alone may be used for digital media. For further details regarding logo and slimline arc usage, please reference the ETS Visual Standards.

**Typography**

Myriad Pro is the ETS corporate typeface. Communications for all ETS products should use Myriad Pro.
Use of Trademarks on the Internet

Domain Names
ETS reserves all rights to register and use domain names that include ETS-owned trademarks worldwide. If you wish to refer to the HiSET trademark in a web address, you can use the trademark as a folder within your organization’s domain name.

• Example: www.state.us/hiset

Websites
If you would like to use the ETS HiSET trademark and logo graphics on your official website, please be sure to comply with the following requirements:

• Always use the ETS HiSET logo graphics exactly as provided by ETS. Never deconstruct, animate, float, morph or modify any ETS logo graphics.

• Use only the HiSET link icon to link from your website to the ETS HiSET website.

• Use ETS-developed content exactly as provided by ETS. Any ETS-provided content that is changed from the approved version must be submitted to ETS for approval, according to the review guidelines on pages 2–4.

• Use language that correctly identifies the source of any non-ETS products or services that may be developed to prepare for the HiSET exam, in order to avoid confusion in the marketplace about what are — and are not — ETS products and services.
• Use a trademark footnote (see page 5) on every page that references the ETS HiSET exam or other ETS brands.

Social Media and Mobile Apps

• ETS trademarks should not be included as part of social media user and/or blog name.

• If you maintain a social media site such as a blog, forum or bulletin board for the use of test takers or others:
  – ETS and HiSET trademarks should be used to refer to only ETS HiSET products and services and should not be incorporated into the name of any mobile apps or other products and services that are useable on mobile devices or which are downloadable to a computer, except under a separate license agreement with ETS.

Use of the ETS logo and HiSET logo in social media posts should follow the guidelines in the Use of the ETS and HiSET Logos section of this guide.
If You Need Assistance

For more information about the use of ETS trademarks, please contact mshepherd@ets.org.