



# Brand guidelines:

Pearson VUE<sup>®</sup> Authorized Test Centers

November 2017

# Pearson VUE® Authorized Test Centers

Thank you for partnering with Pearson VUE to deliver exams that license, certify or otherwise validate the qualifications of your community's professionals. What we do supports and protects candidates, industries and the public alike.

Just as our procedures and technology safeguard exams, we hope this document serves as a useful tool in protecting the brand that we share.

# Pearson VUE® Authorized Test Centers Logos

## Logo version

Your brand kit will contain a select or standard version of the Pearson VUE® Authorized Test Center logo for both the US and UK. This will depend on your centers level of approval and the country where the center is operating.

## Logo clearspace

When you place the logo in a design always leave the clearspace area empty. This space is included in the logo artboard.

## Logo minimum size

Digital – Minimum width 71 px  
Print – Minimum width 26 mm

Pearson VUE® Authorized Test Center Standard US logo



Pearson VUE® Authorized Test Center Select US logo



Pearson VUE® Authorized Test Center Standard & Select UK logos



Window Decal



\*ATC logo is used as an example only.

# Pearson VUE® Authorized Test Centers

## Using the logos

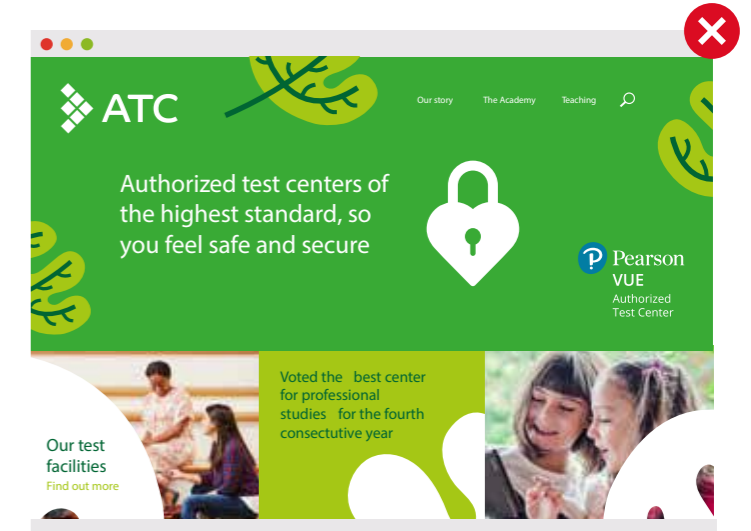
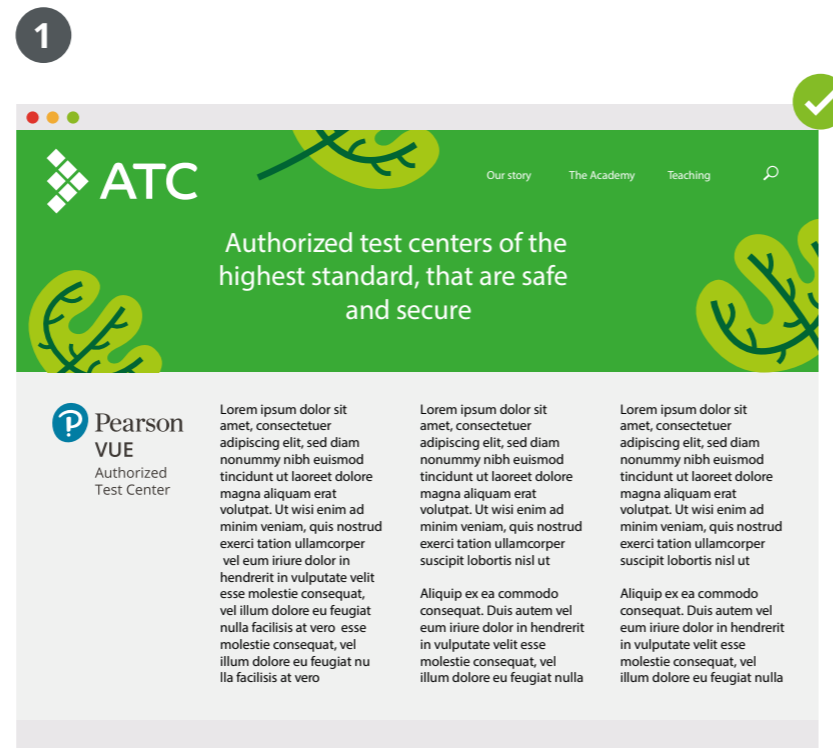
The Pearson VUE® Authorized Test Center logos provided are to help support and strengthen the status of the test center, and should be applied sparingly. Shown here are examples of when it is and is not appropriate to use them.

### 1. Do use the logo

Do use the Pearson VUE® Authorized Test Center logo on secondary surfaces when referring to the relationship and get Pearson’s approval.

### 2. Don’t use the logo

Don’t use the Pearson VUE® Authorized Test Center logo on primary or single surfaces e.g., landing page, posters, or as a lock-up with the third party logo.



Please be sure to adhere to these guidelines and forward to your web or design agency. If you have any questions, please write to

**[David.Herkenhoff@pearson.com](mailto:David.Herkenhoff@pearson.com)**