

# Brand guidance:

## Pearson VUE® Authorized test centers

**April 2017**

# *Authorized test centers*

Authorized test centers play a vital role in the world of learning and perform a range of functions. They enable learners to take important tests within secure, professional environments, safe in the knowledge that the center has met with Pearson's high standards.

To show our support we provide a Pearson VUE brand guide with design assets to be used in each approved test center. These guidelines will help explain how and when to apply these design assets appropriately.

# Pearson VUE® Authorized Test Centers

## Brand guide

### Logo version

Your brand kit will contain a select or standard version of the Pearson VUE ATC 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 colorways

Both negative and positive versions of the Pearson VUE ATC logos will be provided to suit dark and light backgrounds.

### Logo minimum size

Digital – Minimum width 71 px  
Print – Minimum width 23 cm

Pearson VUE ATC Standard US logo



Pearson VUE ATC Select US logo



Pearson VUE ATC Standard & Select UK logos



Window Decal



9 in x 9 in



\*ATC logo is used as an example only.

# Pearson VUE® Authorized Test Centers

## Using the logos

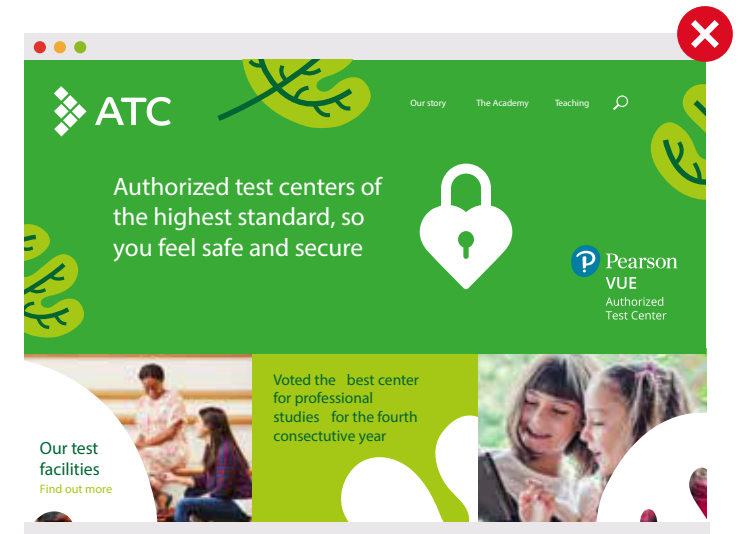
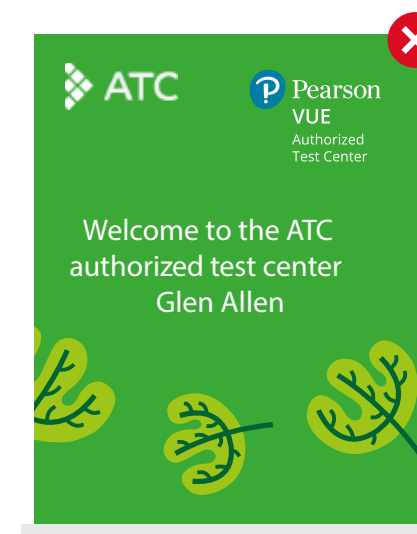
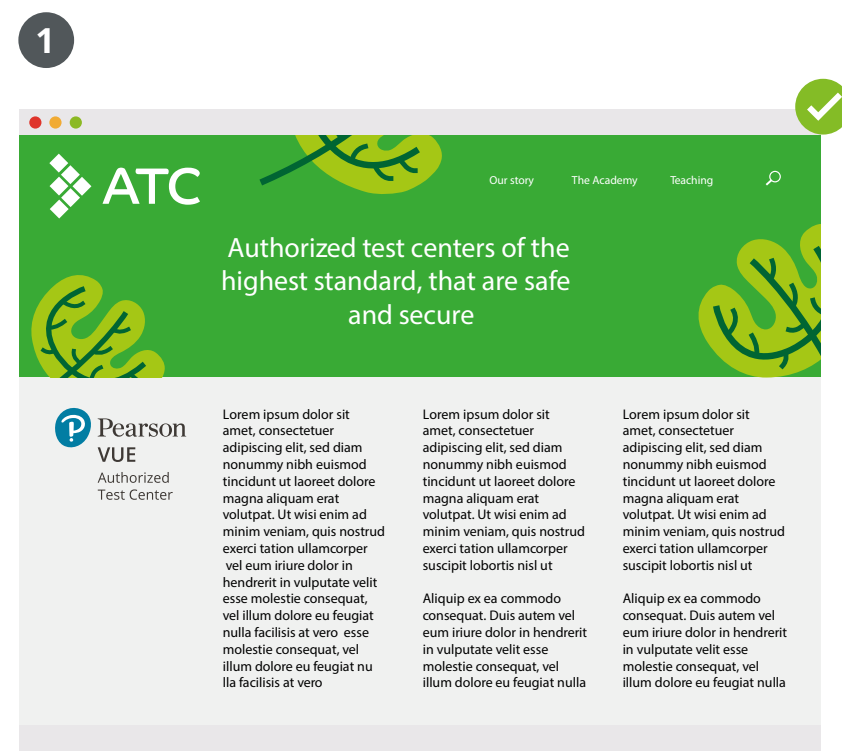
The Pearson VUE ATC logos provided are to help support and strengthen the status of the ATC, and should be applied sparingly. Shown here are examples of when it is and is not appropriate to use them.

### 1. Do use the logo

Do use the Pearson VUE ATC logo on secondary surfaces when referring to the relationship and Pearson's approval.

### 2. Don't use the logo

Don't use the Pearson VUE ATC logo on primary or single surfaces e.g., landing page, posters, or as a lock-up with the third party ATC.



If you have any further questions  
about the brand guidance:  
Authorised test centers' please  
get in touch with the Pearson  
Brand team by email at the  
address below:

**[brandhelp@pearson.com](mailto:brandhelp@pearson.com)**