



## Proper Usage of GED Trademarks

*Quick reference guide for third parties; Refer to full Style Guide for more detail*

### Background – GED Trademarks

- The American Council on Education® owns the rights to the trademarked terms “GED” and “GED Testing Service.”
- All organizations using these terms must recognize that they are registered trademarks by displaying the ® symbol properly.
- In all instances, “GED” must be used as an adjective.
  - For example, “GED Tests” or “GED diploma” are acceptable uses.
- Combining the registered term “GED” and any other letters, numbers or symbols as a single word is not allowed.
  - For example, “GEDfun” is not allowed.
- Any organization using these terms must include the official disclaimer statement on all print and electronic materials with potential for wide distribution (see below). The disclaimer must be readable under all reasonable circumstances.

### Usage Tips – GED Trademarks

- **Registration Mark ®**
  - Must be set as a subscript following the first usage of “GED” on all materials, including forms and publications, print and electronic
    - Preferably, the symbol should appear in a prominent location, such as a heading or title.
    - The symbol should generally be used only once, as overuse weakens the brand and is discouraged. (The only exception is within lengthy publications in places of prominence, such as headings and titles, as well as with charts, tables, and graphs that might be used or reproduced without reference to the original document or publication.)
  - Must be set as a subscript following the first usage of “GED Testing Service” on all materials, including forms and publications, print and electronic
    - The symbol should generally be used only once, as overuse weakens the brand and is discouraged.
    - Note that “GED” takes priority as a protected mark, given the rampant misuse and infringement of this term. Therefore, the first time that “GED” appears - regardless of whether it appears as part of “GED Testing Service” - it should be followed by the ®.
      - If both terms are used, the symbol may be used each time, first after “GED” and second after “GED Testing Service.” However, the ® should never appear twice in the same term: “GED® Testing Service®” is incorrect.

- **Disclaimer Statement**

- “GED® and GED Testing Service® are registered trademarks of the American Council on Education® and may not be used or reproduced without the express written permission of the American Council on Education.”
  - Must be present on all materials on which the trademarked terms “GED” and/or “GED Testing Service” are used
  - Must be present on the main web pages of any site offering GED content and materials in which the trademarked terms are used
    - Includes references, preparation materials and any other content created by third parties that can be shared widely online or through printing
  - May be on the bottom of a document, inside front cover of a publication, back of a T-shirt, footer of a web page, etc.
  - Can be as small as 8 pt. font

- **Using the term “GED” correctly**

- *“GED” as an adjective*

- The term “GED” must not be used as a noun, even to represent a degree or test. The term “GED” may be used only as an adjective to describe functions, products or services, such as “GED Tests” or “GED testing program”
    - WRONG: “I earned my GED.” Or “I’m studying to take the GED.”
    - RIGHT: “I earned my GED credential.”

- *“GED” as a stand-alone trademarked term*

- The term “GED” may not be combined or connected with any other letters, numbers or symbols to create new words. Third parties may use the term “GED” only in sequence with other words to indicate a reference to preparation for the GED Test.
    - WRONG: “GEDPrep” or “123GED”
    - RIGHT: “GED Prep Books” or “Express GED Classes”

- *“GED” used in reference to a preparation program offered online*

- The term “GED” may not be combined or connected with the term “online” in any way, including use of the two words in sequence. Otherwise, it may confuse the general public about the delivery model for the GED Tests. The term “GED” may be used to describe a preparation program or class that is offered online, only when a word such as “preparation” or “class” is used in between “GED” and “online”.
    - WRONG: “Online GED class” or “GED online program”
    - RIGHT: “GED class offered online” or “Online class to prepare for the GED Tests”

\*The GED Tests cannot be taken online. Every year, thousands of adults fall prey to online programs that purport to offer GED testing and credentials online, charging up to \$300 for fraudulent credentials.

## Graphic Examples

- Official GED Logo
  - May only be used by GED Testing Service, American Council on Education and its contracting partners (with permission). In addition, the logo may be used on a limited basis by commercial vendors who are under contract with GED Testing Service to provide a specific product or service.
  - Express written permission from the ACE Director of Publishing or the GED Testing Service Marketing and Public Relations unit is required for any and all external usage of the GED logo.
  - In all cases, authorized use must adhere to the guidelines in the *GED Testing Service® Style guide and Graphic Standards* document, and include the disclaimer.



- Web site implementation
  - All third parties must display the official disclaimer statement on the home page or main web page displaying GED testing information.
    - Those parties who have entered into a licensing agreement with the American Council on Education are provided with permission to use the GED logo in reference to the educational preparation services they provide.
  - Here is an example of proper web site usage of the GED trademark, implemented after having received permission from GED Testing Service and the American Council on Education. (*See next page*)
    - GED logo is properly displayed
    - The term “GED” is used as an adjective throughout
    - Official disclaimer is found in legible font size at the bottom of the page



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## GED: General Educational Development Testing

### GET STARTED



- Schedule your test
- Locate a test center
- Reschedule your test
- Confirm your test

[START](#)

Information and Downloads for the International GED Program

**Important:** The GED ID (GED Identification Number) you will provide in your registration and when scheduling consists of your date of birth and the three digit country code for the country in which you live. (See page 23 in the GED International Bulletin for your appropriate country code).

The format is as follows: **DDMMYYCCC**. If you register/schedule with your GED ID in any other format other than outlined in the bulletin or leave this field incomplete or blank, there will be a delay in processing and mailing your transcripts and/or diploma.

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## Further Questions

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