

The Future Starts Here



HiSET® Trademarks and
Visual Standards Guide



Introduction

This document provides detailed instructions for product-specific visual standards for HiSET.

Trademarks are an important element in promoting and protecting the *PSI*® 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 PSI product.

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

Improper use of HiSET trademarks will dilute the value and integrity of the HiSET brand, as well as diminish the value of your association with PSI and make it more difficult for PSI 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.



Table of Contents

Requirements for Creating Materials and Proper PSI Review Policies	2-4
Use of Trademarks and Branding	5-6
Use of Messaging and Imagery	7-10
Use of HiSET Color Palettes	11
Use of the HiSET Logo	12-14
Use of Trademarks on the Internet	15-16
If You Need Assistance	17

Requirements for Creating Materials and Proper PSI Review Policies

The HiSET Brand Marketing team has developed a variety of marketing materials for your use. These materials will be provided as editable files to allow your office to customize the materials to meet local marketing and business needs. All these materials can be found at this [webpage](#). 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 **hisetmarketing@psiexams.com**.

Formal PSI 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 PSI

Formal PSI 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 this [webpage](#)
 - are existing publications that were designed by your office and were not previously reviewed by PSI and are now due to be reprinted locally
 - contain newly written content
 - reflect changes to the original size of the publication provided on this [webpage](#)
 - are websites or social media platforms that include content about a HiSET product or service

Submitting Materials for Formal PSI Review

News Releases and Public Announcements

- Draft press releases and public announcements can be sent by email to the HiSET Communications mailbox at **hisetmarketing@psiexams.com**.
- Please allow five (5) business days for formal review by PSI. If you do not receive a response within five business days, your release and/or announcement is considered approved by PSI.

Marketing Materials

- Draft marketing materials should be sent electronically to:
Email: **hisetmarketing@psiexams.com**

- Your office will receive a response within fifteen (15) business days after your material is received by PSI. If you do not receive a response within fifteen (15) business days, your material is considered approved by PSI.
- 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 PSI. At times, PSI may ask for hard copies for display and/or marketing records.

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

PSI and the HiSET Brand Marketing team are utilizing many digital platforms to promote products and services. Your office should ensure that PSI 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 PSI trademarks (except under license agreement with PSI).

Use of Trademarks and Branding

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

- Use only the full test name — *HiSET® 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. PSI prefers the use of italics, in at least the first and/or most prominent placement.
 - **Example:** the *HiSET®* exam
- Include an PSI trademark footnote on all materials produced from PSI-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:** PSI, the PSI logo and HiSET are registered trademarks of PSI 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 PSI and HiSET trademarks to refer to only HiSET products and services.
 - **Example:** Learning Company’s Preparation Course for the *HiSET*® Exam
- Never use the HiSET trademark or logo in a manner that implies that a non-PSI product or service is from, or endorsed by, PSI.

Use of Messaging and Imagery

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

Expanding Opportunities. Changing Lives.

and the current messaging:

The Future Starts Here

The following taglines are © ETS and should no longer be used:

1. Measuring the Power of Learning
2. Listening. Learning. Leading.

The Future Starts Here



Expanding Opportunities. Changing Lives.

The *HiSET*® Exam

Examples

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

HISET. Powered by **PSL**

Approved alternative to the **GED®** test

The Future Starts Here

The HiSET® Exam
Expanding Opportunities.
Changing Lives.

Giving adult learners the best opportunity to demonstrate their skills and earn their high school equivalency credential

Visit us at booth #617

HISET. Powered by **PSL**

Expand Opportunities
with the WorkCareer™ Program from PSL, developer of the HiSET® Exam

The future of your organization depends on your team's ability to grow and adapt. You need employees who can accept training and acquire skills to meet for new demands and challenges ahead.

Help employees earn their high school equivalency credential
While many of your employees may have the practical skills to succeed in their current jobs, they may lack the basic language arts, science and mathematics skills to grow into new roles. One simple way to improve the quality of your job force is to provide the opportunity to earn a high school equivalency credential by taking the HiSET® exam.

A high school equivalency credential affirms that an employee has the college- and career-readiness skills that will allow them to grow on the job, participate in job training and seek postsecondary learning opportunities.

Get the support you need to develop and retain staff
The WorkCareer™ Program helps employers and organizations:

- Demonstrate their commitment to supporting the career development of all employees
- Attract a larger and more motivated pool of applicants
- Stabilize employee turnover rates and enhance morale
- Support their local communities with an easy-to-promote benefit that has lasting value

As an employer, you benefit from the WorkCareer Program that is now based on a study and research by independent, third-party research firms to support your business.

Human resource administration
Tactical and administrative support to launch the program

Supported by state departments of education to ensure a high school equivalency credential to top education

HISET. Powered by **PSL**

The Future Starts Here

Expanding Opportunities. Changing Lives.
The HiSET® Exam

HISET. Powered by **PSL**

The Future Starts Here

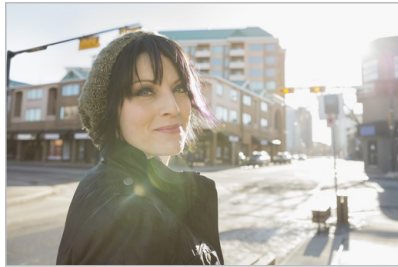
Expanding Opportunities.
Changing Lives.
The HiSET® Exam

A successful transition depends on education and career-readiness training. The HiSET® exam provides the best opportunity for your adult learners to earn the high school equivalency credential that employers value.

To learn more online, visit
hiset.org

Photography

In the same way, photography and imagery should be aspirational and bright, featuring subjects with confident expressions.



For use by internal staff and PSI partners only

Use of HiSET 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.



Pantone®
138



Pantone
431



Pantone
427



Pantone
583

Color Breakdowns

C = 12%
M = 58%
Y = 100%
K = 1%

R = 221
G = 129
B = 40

Hexadecimal = DD 81 28

C = 0%
M = 0%
Y = 0%
K = 80%

R = 88
G = 89
B = 91

Hexadecimal = 58 59 5B

C = 0%
M = 0%
Y = 0%
K = 20%

R = 209
G = 211
B = 212

Hexadecimal = D1 D3 D4

C = 24%
M = 0%
Y = 100%
K = 10%

R = 184
G = 203
B = 38

Hexadecimal = b8 cb 26

Use of the HiSET Logo

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

The primary logo is available in full colour or white. Please use your own discretion of what is appropriate with the given background it will overlay.

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.

Minimum Clear Space

Layouts must include enough clear space — absent of any text or visuals — around the HiSET logo to ensure a clear, uncluttered look.

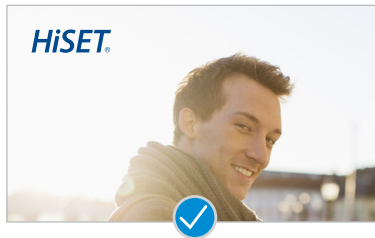


Proper Use

The use of the 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 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



Note: The HiSET slimline arc should be used for any print materials.

Typography

Myriad Pro is the HiSET typeface. Communications for all HiSET products should use Myriad Pro.

Use of Trademarks on the Internet

Domain Names

PSI reserves all rights to register and use domain names that include PSI-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 HiSET trademark and logo graphics on your official website, please be sure to comply with the following requirements:

- Always use the HiSET logo graphics exactly as provided by PSI. Never deconstruct, animate, float, morph or modify any HiSET logo graphics.
- Use PSI-developed content exactly as provided by PSI. Any PSI-provided content that is changed from the approved version must be submitted to PSI for approval, according to the review guidelines on pages 2–4.
- Use language that correctly identifies the source of any non-PSI 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 — PSI products and services.

- Use a trademark footnote (see page 5) on every page that references the PSI HiSET exam or other PSI brands.

Social Media and Mobile Apps

- PSI 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:
 - PSI and HiSET trademarks should be used to refer to only 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 PSI.

Use of the HiSET logo in social media posts should follow the guidelines in the Use of the HiSET Logos section of this guide.

If You Need Assistance

For more information about the use of HiSET trademarks,
please contact **hisetmarketing@psiexams.com**.

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All other trademarks are property of their respective owners. 36058

powered by The PSI logo consists of the lowercase letters "psi" in a dark blue font, enclosed within a circular graphic element that is partially open at the top.

psiexams.com