

Certification Mark Usage Guidelines for the TestNav Qualified Program

The following Guide to use of the TESTNAV QUALIFIED Marks, posted online at www.testnavqualified.com and used on or in connection with computer software, hardware, and/or devices that have been tested and meet Pearson's Certification Standards (the "Qualified Products") are designed to ensure consistent and appropriate use of Pearson's TESTNAV QUALIFIED Mark/Logo (the "TESTNAV QUALIFIED Certification Marks").

This Guide to use of the TESTNAV QUALIFIED Marks has been developed to assist Licensees in featuring the marks in print, multimedia and online communications and may be used only in conjunction with Licensee Organization's name and/or logo on marketing and publicity materials as approved in advance by Pearson certification body. The TESTNAV QUALIFIED Marks may only be used as described in this Guide, and the TESTNAV Certification Standards Agreement.

These rules are important to maintaining the value of the TESTNAV QUALIFIED Marks. Please become familiar with this Guide and apply its rules and guidelines when developing collateral pieces that feature the TESTNAV CERTIFIED Marks. If you need further assistance, or would like Pearson to review business materials that you are developing that feature the Marks, feel free to contact us at testnavqualified@pearson.com.

Rules for Proper Usage of the TESTNAV QUALIFIED Mark

1. The TESTNAV QUALIFIED Mark shall be used only in those formats and contexts permitted, which Pearson has pre-approved in writing and shall not be modified or combined with any other words, symbols, images or logos.
2. TESTNAV QUALIFIED licensees may not own or use an e-mail address or internet domain name that includes the TESTNAV QUALIFIED mark.
3. The TESTNAV QUALIFIED Mark must always appear with a superscript symbol. The "™" symbol stands for "trademark" and the "®" stands for "registered" trademark. Using the ™ symbol lets others know that Pearson has adopted the mark and will object to unauthorized or infringing use of the exact or confusingly similar mark in order to protect its rights. Using the ® has the same function, but also tells others that the mark is registered with the U.S. Patent and Trademark Office. If the ™ or ® symbol cannot be created, a capital R in parentheses or capital TM in parentheses must be placed after the mark as a substitute, i.e. TESTNAV QUALIFIED(TM).
4. When using the TESTNAV QUALIFIED Mark on Pearson pre-approved marketing and publicity materials, Pearson's certification mark notice must be used.

"NCS Pearson, Inc. owns the TESTNAV QUALIFIED certification marks in the U.S., which it awards to TestNav Certificants who successfully meet Pearson's initial and ongoing Certification Program requirements."

SPACE LIMITATION ALTERNATIVE (for use when space is limited, i.e. in a newspaper advertisement):

"NCS Pearson, Inc. owns the TESTNAV QUALIFIED certification marks in the U.S."

Once the Certification Marks are registered, the following notice may be used in conjunction with the Marks:

“TESTNAV QUALIFIED and the Logo are registered U.S. certification marks of NCS Pearson, Inc.”

5. The TESTNAV QUALIFIED Marks may not be incorporated or included, in whole or in part, in your own product names, service names, trademarks, logos or Internet domain names or that of a third party.
6. You may not market any product or service under a name that is confusingly similar to the TESTNAV QUALIFIED Marks.
7. The TESTNAV QUALIFIED Marks may not be used in a manner that would disparage or defame Pearson, any of its products or services, or any other person or entity.
8. Any permitted use of TESTNAV QUALIFIED logos or graphics must adhere to the style guidelines at www.testnavqualified.com which may be updated from time to time.

Rules for Proper Usage of the TESTNAV QUALIFIED Logo Mark

1. The TESTNAV | QUALIFIED Logo is comprised of five (5) components of the design: the letters “TESTNAV”, with the letter “V” symbolized as a check mark, a vertical line, the letters “QUALIFIED”, and the ™ (“trademark”) symbol. These five (5) components must be used together as one unit at all times to protect the visual integrity of the Logo Mark. See the examples at the end of the document.
2. All reproductions of the Logo Mark must be made from original reproduction artwork provided by Pearson, and may only be used in Blue: Pantone 3015 or Black: Pantone Black unless otherwise approved by Pearson. In instances where these colors are too dark for the background on which they appear, use white. TESTNAV QUALIFIED certificants can download artwork by logging in to www.testnavqualified.com. Under no circumstances may the Logo Mark be altered, modified, re-drawn or hand-drawn, stretched, squeezed, nor may it be typeset, reproduced or electronically scanned in such poor quality as to distort or significantly alter its appearance. Do not position the Logo Mark over an image.
3. When using the Logo Mark on Web sites, advertisements and other promotional materials, Pearson’s certification mark notice must be used.
4. “NCS Pearson, Inc. owns the TESTNAV QUALIFIED Certification Mark and Logo in the U.S., which it awards to TestNav Certificants who successfully meet Pearson’s initial and ongoing Certification Program requirements.”
5. SPACE LIMITATION ALTERNATIVE (for use when space is limited, i.e. in a newspaper advertisement):
6. “NCS Pearson, Inc. owns the TESTNAV QUALIFIED certification mark and Logo in the U.S.”

Rules for Reproducing the Logo Mark

To maintain quality control over the appearance of the Logo Mark, Pearson requires that all reproductions be made from original artwork, be readable, legible and on approved backgrounds, and have consistent use of color. The information below will provide your print vendor the information necessary to create proper proportions of the Logo Mark.

1. Original Artwork and all reproductions of the Logo Mark must be made from original reproduction artwork provided by Pearson. To obtain positive and reverse reproduction images, download from Pearson's Web site at www.testnavqualified.com, contact us at testnavqualified@pearson.com
2. Readability
To maintain readability of the trademark symbol, use the provided aspect ratio for the graphic relationships between the Logo Mark and the ™ (trademark) symbol have been developed.
3. Current aspect ratio for horizontal version:
8.62 in w
1.02 in h
4. Current aspect ratio for vertical version:
5.27 in w
2.00 in h
5. Use relationship A when the mark measures greater than 1/2", relationship B when the mark measures between 1/2" and 9/32" and relationship C when the mark measures 1/4".
6. Legibility
There should be a blank space of at least the length of 1.5 of the T's in TestNav around all edges of the logo. The impact and legibility of the printed mark will be lessened by crowding it with other visual elements. A "clear zone" surrounding the mark has been established as an area into which no other graphic imagery or other visual elements may enter. As shown below in the examples, this space is determined by the cap height of "xxx," the typographic element of the mark. The one exception to this rule is when the mark is used within text. To ensure optimum legibility of the mark, a minimum reproduction width size of 1" is recommended. If reduced to a smaller size, the overall legibility and visual impact of the mark may be compromised. If reproduction quality of the mark cannot be guaranteed when reproduced at 1/4", a larger size may be necessary. The marks in the text paragraphs on this page are shown at the minimum 1/4" size.
7. Approved Backgrounds
The positive mark should be used on light colored backgrounds ranging from white to values no darker than 40% of black. The mark should be reversed if used on dark backgrounds from 50%-100% value of black. Use the illustration below as a guide when determining background values.
8. Color Options
Consistent use of color in the mark is important to establish immediate recognition of individuals certified by Pearson certification body. The only two-color option for the mark is shown in examples A & B below, Blue PANTONE®* 3015Blue for the word "Qualified" and the line element and black: Pantone Black for the "TESTNAV" and trademark elements. Also shown are other approved one-color options. Printers should refer to the PANTONE® color formula guide for an exact color and density match.

Examples

A.

T E S T N A ✓ | Qualified[®]

B.

T E S T N A ✓

Qualified[®]

C.

T E S T N A ✓ | Qualified[®]

D.

T E S T N A ✓

Qualified[®]

These guides are not intended to be a definitive or complete statement of proper use of the TESTNAV QUALIFIED certification marks and Pearson reserves the right to modify these guides from time to time. Pearson reserves the right to object to any use of TESTNAV QUALIFIED Marks that it reasonably determines (1) is likely to create confusion as to the sponsorship or source of any materials with which the Marks are used or otherwise damage the integrity of the

Marks, and/or (2) in connection with marketing activities that violate applicable laws, including applicable advertising and privacy regulations.