



GLOBAL
A subsidiary of Educational Testing Service

Listening. Learning. Leading.®

The EPA Guide

to Using Logos, Graphics and Trademarks for ETS Brands

For ETS Global EPAs



ETS and you — Achieving success together

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INTRODUCTION

For ETS Global and you — our colleagues within the ETS Preferred Network (EPN) — trademarks are an important element in promoting and protecting the ETS Brands. Trademarks help identify ETS products and services, and distinguish them from others. Trademarks also help assure customers, clients and test takers that they are using genuine ETS products.

ETS relies on you to help build goodwill with the ETS Brands, as well as promote its products and services. By properly using ETS trademarks, logos and graphics, you can leverage a consistent brand presence, gain a competitive advantage in the marketplace and help protect the integrity of ETS trademarks.

Improper use of ETS trademarks will dilute the value and integrity of the ETS Brand, as well as diminish the value of your association with ETS and make it more difficult for ETS to assert its rights in any legal dispute with infringers.

With your help and understanding of the importance of trademark use, the ETS Brands you are associated with will continue to be recognised as high-standard, globally recognised products in both the academic and workplace market segments.

HOW TO USE THIS GUIDE

The *EPA Guide* has been created to help you understand the proper use of ETS trademarks, logos, graphics and icons. This *Guide* should be used in conjunction with the information listed in your specific EPA contract.

The *EPA Guide* serves as a resource and provides:

- policies around the development and review of materials for local, in-country use
- information on how to use EPA designations, ETS logos, icons, graphics and decals
- general guidelines that apply to the use of business cards and letterhead
- website compliance information
- social media, Internet keywords, ad words and mobile app information
- guidelines on the proper informational use of ETS Brands in your market
- direction on the use of third-party photos and promotion of third-party products

Questions?

If at any time you have questions regarding this *EPA Guide* or the proper use of ETS trademarks, logos and graphics by your office, please contact ETS Global Market Support at: **market-support@etsglobal.org**.

REQUIREMENTS FOR CREATING MATERIALS AND PROPER REVIEW POLICIES

The ETS Global Market Support team has developed a wide variety of marketing materials for your use. These materials have been created in both low- and high-resolution formats. In addition, design files have been provided to allow your office to customise the materials to meet local marketing and business needs. These materials can be reprinted and distributed for advertising and promotional purposes; they may also be translated into your local language based on the guidelines below. If you need additional materials or have suggestions for new marketing pieces, please send your suggestions to your ETS Global contact.

In **most** cases, a formal review of marketing materials is not required if your office uses the marketing materials provided to you through ETS Global. Reviews are not needed of ETS Global-developed marketing material if:

- only your EPA contact information is added to the material
- photos are changed to reflect regional or cultural sensitivities or due to local legal/licencing concerns (The photo still needs to represent the values of the campaign or product, and you should be sure you have permission from the copyright owner to use the new photo.)
- it is a reprint or reproduction of a piece previously approved by ETS Global

Formal reviews by ETS Global (and ETS if necessary) *are* required for:

- Any news release or public announcement — this is especially true for press releases related to new products or services; product updates; changes in EPA status; information on new testing dates, locations and special make-up administrations; news conferences, gala events or ceremonies; and cancellations of testing dates.
- Marketing materials (both print and electronic formats) that:
 - ❑ contain new or a significant modification to the material developed and shared by ETS Global
 - ❑ are existing publications that were designed by your office and were not previously reviewed by ETS Global and are now due to be reprinted locally
 - ❑ contain newly written content
 - ❑ include content translated from the English version of the material provided by ETS Global (Your office should provide a copy in the local language along with an English translation of the content for verification purposes.)
 - ❑ reflect changes to the original size of the publication provided by ETS Global
 - ❑ is a website or social media platform that includes content about an ETS product or service

Submitting Materials for Formal Review

News Releases and Public Announcements

- Draft press releases and public announcements can be sent by email to the ETS Global Market Support Team at: **market-support@etsglobal.org**. If the announcement is in local language, please include an English translation of the content.
- Please allow ten (10) business days for formal review by ETS Global. If you do not receive a response within ten (10) business days, your release and/or announcement is considered approved by ETS Global.

Marketing Materials

- Draft marketing materials, along with the English translation (if in local language), should be sent electronically to ETS Global Market Support at: **market-support@etsglobal.org**. If an electronic copy is not available, please send a color hard copy including the English translation to:

Market Support Team
ETS Global
43 rue Taitbout
75 009 Paris-France
- Your office will receive a response within thirty (30) business days after your material is received by ETS Global. If you do not receive a response within thirty (30) business days, your material is considered approved by ETS Global.
- Materials that require significant revisions may need a second review. An ETS Global Market Support team member will notify you of the time frame for the second review period.
- Upon approval, EPN members should provide a final electronic copy of the marketing material to ETS Global. At times, ETS Global may ask for hard copies for display and/or marketing records.

GRAPHICS

EPA Graphic

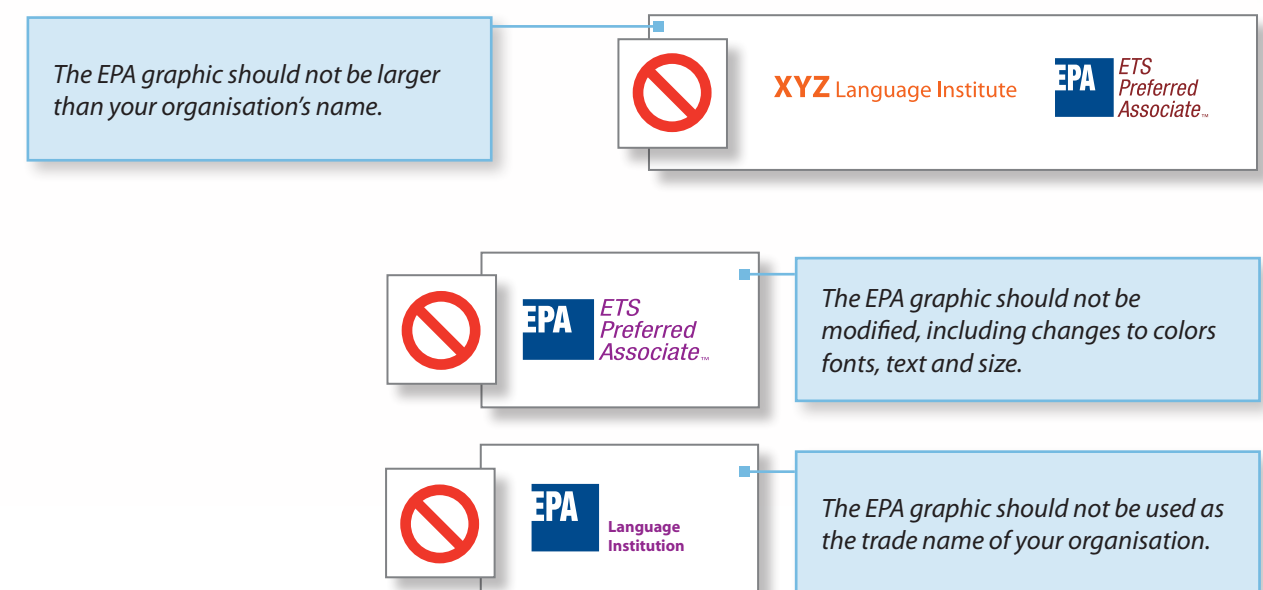
ETS has created an ETS Preferred Associate (EPA) designation graphic to help you promote your status as a member of the ETS Preferred Network (EPN).



This graphic can be used along with the trademark or name of your organisation. Below is an example of the correct use of the EPA graphic:

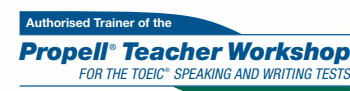
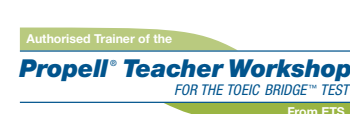


Some examples of incorrect use of the EPA graphic are listed below:



Product Identifier Graphics

Distinctive Product Identifier Graphics have been developed for promoting ETS products and services. These graphics are another option to promote products and services on letterhead, business cards, websites and other social media platforms.



* for Japan and Korea

Test Centre Decals and Graphics

Test Centre Decals:

- If you are an Authorised Test Centre or manage test centres as part of your *TOEIC*, *TOEFL ITP* or *TOEFL Junior* EPA Agreement, you may use or distribute the Authorised Test Centre decals. The decals, available in two different shapes and in both U.S. and British English versions, can be provided by ETS Global.



Important Note: EPAs must inform institutions that purchase and administer the TOEFL ITP that they are not permitted to use the ETS logo or graphics, and they may not authorise or permit such use. Institutions may not represent in any manner that they are administering the TOEFL ITP assessment on behalf of ETS.

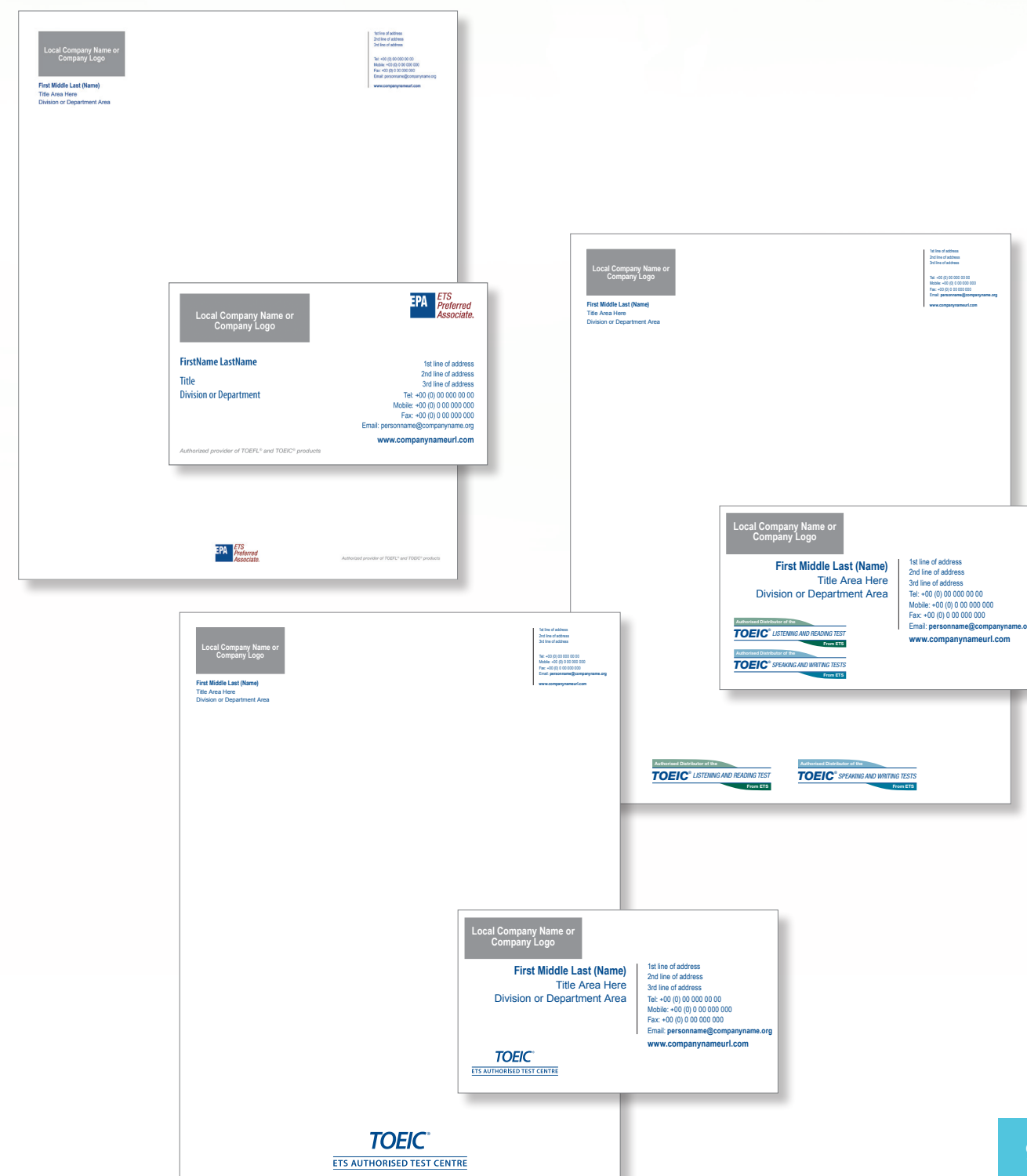
Test Centre Graphics:

In addition to the test centre decals, ETS has created graphics that can be used to identify your office as an authorised test centre.



BUSINESS CARDS AND LETTERHEAD

To assist you in both representing your relationship and promoting ETS products and services in the market, business card and letterhead templates have been developed and can be provided by ETS Global. Examples of these templates, using the available graphics, are shown below:



If these business card and letterhead templates do not meet your needs, please contact the ETS Global Market Support team for assistance. Alternatively, you may also create your own business cards and letterhead, provided you adhere to the following general guidelines:

The EPA and product identifier graphics or test centre graphics can be used in conjunction with your organisation's name and logo. The name (or logo) of your company should be larger than the ETS logo/graphic.

XYZ Language Institute

Authorised Distributor of the
TOEIC® SPEAKING AND WRITING TESTS
From ETS

ETS XYZ Language

Do not use ETS or ETS Global logos by themselves or as part of your organisation's name or logo.

Do not modify any of the ETS graphics or product identifiers that you are permitted to use.

EPA ETS Approved Testing Center

Authorised Distributor of the
TOEIC® SPEAKING AND WRITING TESTS
From ETS

WEBSITES

ETS Global may grant only its exclusive partners the right to register country-specific domain names that include ETS trademarks, such as **toeic.mx**.

Websites are a great opportunity to promote your relationship with ETS Global and the products and services you provide in your market. The ETS Brand Marketing team has created both a website template and a Facebook® template. For support in creating an approved ETS product website or Facebook page, please contact the ETS Global Market Support team at: **market-support@etsglobal.org**.

Website Guidelines

If you already have a website, or you are creating a website on your own (not using the ETS template), please be sure your office is in compliance with the following policies:

1. Use graphics exactly as provided by ETS Global. Never use the ETS logo or animate, float, morph or modify any ETS graphics.
2. Use marketing content exactly as provided by ETS Global. Any marketing content that is changed or translated from an approved version must be sent to ETS Global for approval, according to the review guidelines on pages 3–4. **Important Note:** Do not attempt to copy HTML code directly from **etsglobal.org**, **ets.org** or any **ets.org** product pages. Copying content directly from the website, including coding, may violate licence agreements and affect web monitoring functions. All content posted on your company website relating to ETS programs and products must be approved by ETS Global and ETS first.

IMPORTANT INFORMATION ABOUT DOMAIN NAMES

Only ETS has authoritative rights to apply for and own:

- any top-level domain name that includes ETS trademarks, such as **'toeic.com'**.
- any top-level domain name extensions containing ETS trademarks, such as **'toeic.'**

However, if you have a **nonexclusive** EPA agreement with ETS or ETS Global, you can use ETS trademarks as a folder within your own organisation's domain name. An example of a folder is: **www.companyname.com/toeflitp**.



3. Link to the appropriate webpage on **www.etsglobal.org** whenever possible, using the approved ETS Global or ETS product linking devices on page 12–13.
4. Use language that correctly informs the public about the products and services that your company offers. Example: “[Company], an ETS Preferred Associate for the *TOEFL*® *ITP* tests, also offers its own English-language instruction and test preparation.”
5. Use language that correctly describes the ownership and content of the materials on your website.
 - ❑ Correct: Use our preparation course to practice for the *TOEIC*® test.
 - ❑ Incorrect: Practice with [EPA Name’s] *TOEIC*® questions.
6. Use a trademark footnote (pages 13–14) and legend on every page of your company website that references an ETS trademark.

Legend: The website owner is entirely responsible for the content of this website.
7. Comply with the guidelines for “Proper Informational Use of ETS Trademarks” (pages 13–14) when referring to ETS trademarks.

The guidelines contain important information including the proper use of registry symbols, trademark footnotes and legends that must be displayed on your website.
8. Never post ETS copyrighted tests or test preparation materials on your website without prior written permission from ETS.

Selected ETS copyrighted test preparation materials are available under licence by completing the request form in the “Permissions” section at **www.ets.org/legal**.
9. If your company or affiliates maintain a forum or bulletin board for use by students and test takers, please post the following notice in a prominent place such as the front page or log-in screen:

Note for ETS Test Takers:

Be aware that when you register to take an ETS test, you are legally bound by a confidentiality agreement with ETS. This means that you agree not to disclose or distribute ETS test materials including test questions, answers or any information about the test content, whether obtained or memorised. Posting ETS test materials on any website, blog or forum or in any other form is strictly prohibited. ETS has the right to cancel your test scores and to sue anyone who posts, solicits or agrees to post or distribute any unauthorised or infringing test materials.

10. Never purchase or use an ETS trademark as an Internet keyword or sponsored link.

EPA websites will be reviewed periodically to ensure that they use the ETS trademarks appropriately. ETS Global will contact your office to arrange a formal review process.

Linking to ETS Global

Website linking icons have been developed as a way for you to direct customers from your local website to the appropriate **etsglobal.org** website. The website icons below can be placed on your site, with the appropriate links to **etsglobal.org** or the TOEIC or TOEFL home pages. These icons **should not** be used to link to product pages within your own website.

These linking icons, like other authorised ETS graphics, may be used only for the specified purpose. These devices are solely for the purpose of linking to the **etsglobal.org** website and should not be used in a way that may mislead or cause consumer confusion about the nature of your relationship with ETS Global.



SOCIAL MEDIA, INTERNET KEYWORDS, AD WORDS AND MOBILE APPLICATIONS

As technology advances, ETS, ETS Global and EPA offices are utilising other platforms to promote products and services. As these platforms are implemented, your office should ensure that ETS 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”.

EPAs 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 ETS trademarks (except under licence agreement with ETS).

PROPER INFORMATIONAL USE OF ETS TRADEMARKS

When referring to or making informational use of ETS trademarks, it is important that the brand name be used in the appropriate manner. Below are general guidelines and examples to assist you in describing, or providing information about, ETS products and services in text:

- Use the ETS Brand name (i.e., TOEFL, TOEIC, etc.). Do not use the 'long' version of product names, such as *Test of English as a Foreign Language* or *Test of English for International Communication*.
- Distinguish the product brand name from surrounding words in text and headers. ETS prefers the use of *italics* in at least the first and/or most prominent placement (with the exception of China).
- Include the appropriate trademark symbol in the first and/or most prominent placement (i.e., "Frequently Asked Questions About the *TOEIC*® Test").
- Include the ETS trademark footnote on all materials produced from ETS provided templates. If you are producing your own localised product or promotional materials, use the appropriate trademark footnote as shown in the example.

Example: "TOEIC is a registered trademark of Educational Testing Service (ETS) in the United States and other countries, used under licence in [Country]."

- Always use the ETS brand name as an adjective, followed by a noun or generic phrase.

Example: The *TOEIC* Test.

- Always use an ETS trademark in a singular and nonpossessive form.
- Use the ETS-authorized translated or transliterated trademarks when necessary and appropriate.
- Never use an ETS trademark and/or designation to imply ETS's endorsement of a non-ETS product or service.

ETS has more than 1,400 registered or pending trademarks — ETS's brand names and logos — throughout the world. Please check the ETS website at <http://www.ets.org/trademarks/owned> for the most up-to-date ETS trademarks and registered marks, and proper trademark, service mark or registry symbols.

For more information about use of individual ETS trademarks in your country, please contact the ETS Global Central Marketing team at communication@etsglobal.org.

GUIDELINES FOR USE OF THIRD-PARTY LICENCED PHOTOGRAPHS AND IMAGES

Many of the approved advertising and marketing materials that ETS Global provides for use by EPAs contain photographs or other images. ETS Global has licenced these images from numerous stock photography vendors for use in advertising and marketing materials. All of these vendor licence agreements with ETS Global have restrictions on how the images can be used, and these restrictions extend to EPAs that may wish to use the licenced images in advertising and promotional materials.

The following guidelines tell how these pre-approved, licenced images may, and may not, be used in connection with advertising and promoting ETS products and services.

Permitted uses — in compliance with ETS Global's agreement with the vendors:

- You may use and reproduce the licenced images embedded in advertising and promotional materials developed by ETS Global, as is, without modification.
- You may use the licenced images to create ETS Global-approved localised advertising and promotional materials only, relating to specific ETS products and services, and strictly subject to the terms set forth in this *Guide*.

Restricted uses:

- You may not use the licenced images in connection with any "print-on-demand" items, such as coffee mugs or T-shirts.
- You may not use the licenced images in any derivative works, such as a translation of an ETS test prep publication.
- You may not use licenced images for promotion of non-ETS products and services.
- You may not use the licenced images in any way that makes it possible for others to easily extract or access the licenced images for any unlicensed or unauthorised purpose, including web pages.
- You may not use the licenced images in connection with content downloadable to mobile and handheld devices without obtaining a separate licence directly from the providers.
- You may not distribute or resell the images to any party for any purpose.
- You may not use the licenced images in connection with your official business card or letterhead.
- You may not use the licenced images as part of a logo.

If you have any questions about possible uses of licenced images that are not covered in these Guidelines, please send your inquiry to communication@etsglobal.org.

THIRD-PARTY PRODUCTS AND SERVICE MARKS

If your office has an agreement to distribute a third-party product, please contact the ETS Global Marketing Support team for proper usage of trademarks. Some of the third-party products include:

SpeakingPal® Plus!™ from SpeakingPal Ltd.

Engaging English™ from MetaMetrics®

English Skills Series from AmEnglish® (Pronunciation in English, Idioms in English and Writing in English)

English Discoveries Online

If you have any questions concerning this *EPA Guide* or the manner in which you can use any ETS trademark or graphic, please contact **communication@etsglobal.org**.



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