



CTB



TEST
ASSESSING
SECONDARY
COMPLETION™

TRADEMARK GUIDELINES

TASC Test Assessing Secondary Completion™

TASC Test Assessing Secondary Completion™ is a brand name and trademark for Data Recognition Corporation | CTB. This document provides instruction for proper use and attribution of the trademark. You can help both DRC|CTB protect its intellectual property by implementing these guidelines in all future publications.

EXAMPLES & EXPLANATIONS

What does TASC test stand for?

TASC test stands for Test Assessing Secondary Completion

- TASC test is a state-of-the-art and affordable national high school equivalency assessment, accessible to the approximately 40 million adults in the U.S. who have not graduated from high school or obtained a high school equivalency.
- A student who passes TASC test has displayed the same general level of academic achievement as the typical student who graduates high school.

Never use the term “TASC” alone

- In all references, TASC should not appear as a standalone term. It must be followed by the spelled-out product name, or a noun such as “test.” The term “the TASC test” should not be used, so rather use the term “TASC test.”

So correct usage would be:

> TASC test, or spelled out, TASC Test Assessing Secondary Completion

- The “TM” or ™ symbol should never be placed directly adjacent to the term TASC.
- The TASC test acronym shall be displayed in close association with the full wording Test Assessing Secondary Completion both (i) the first time the TASC test acronym appears and (ii) whenever the TASC test acronym appears prominently.

Never use the term “diploma” or “degree”

TASC test should be referred to using one of the following generic terms:

- high school equivalency
- high school equivalency certificate or certification

Only use the TASC test as an adjective

Avoid using TASC as a noun. For example, statements such as, “I took the TASC” should be replaced with “I took the TASC test”, or “I took the TASC Test Assessing Secondary Completion™.”

The following are some examples of proper uses of the TASC test brand:

- TASC test TASC testing program
- TASC test taker or TASC test candidate
- TASC test center or TASC testing center
- TASC test preparation materials
- TASC Test Readiness Assessment

Examples of Proper nouns incorporating the term “TASC test”

TASC testing center • TASC Test Coordinator • TASC Test Examiner • TASC test examinees • TASC Test Readiness Assessment • TASCtest_Helpdesk@ctb.com • TASC test sites • TASC Test Website • TASC Test Customer Support (this could be TASC Assessment Customer Support) • TASC Test Readiness Assessment • TASC Test Expected Performance Tables • TASC Test Expected Performance • TASC Test Special Testing Accommodations Request Form • Evaluator Guidelines for Requesting TASC Test Special Testing Accommodations • Overview of TASC Test Accommodations • TASC Test Special Testing Accommodations Request Form • TASC Test Special Testing Accommodations Descriptions • TASC Test Allowable Resources • TASC Test Accommodations Administrator • TASC Test Prior Notification Form • TASC Test Special Testing Accommodations Approval Criteria

Use proper trademark notice

Although some brands may not require the use of the registration symbol (the TM symbol ™), TASC Test Assessing Secondary Completion™ has elected to require this notice whenever Test Assessing Secondary Completion™ is used to refer to the high school equivalency test in order to educate the public about Data Recognition Corporation |CTB's rights to this venerable brand.

This applies to all materials such as form letters (email blasts to multiple recipients), the Internet including any websites controlled by Data Recognition Corporation |CTB and any websites where TASC test is used under Data Recognition Corporation |CTB's license or authority, informational brochures, documents, business cards, advertising commercials, marketing materials, educational materials, public announcements, etc.

Use proper attribution

All digital and print materials (except for TASC test booklets themselves) in which TASC Test Assessing Secondary Completion™ mark is referenced must include the following attribution statements, typically at the end of the document, inside jacket cover of books and pamphlets, or at the bottom of each relevant page:

Data Recognition Corporation | CTB

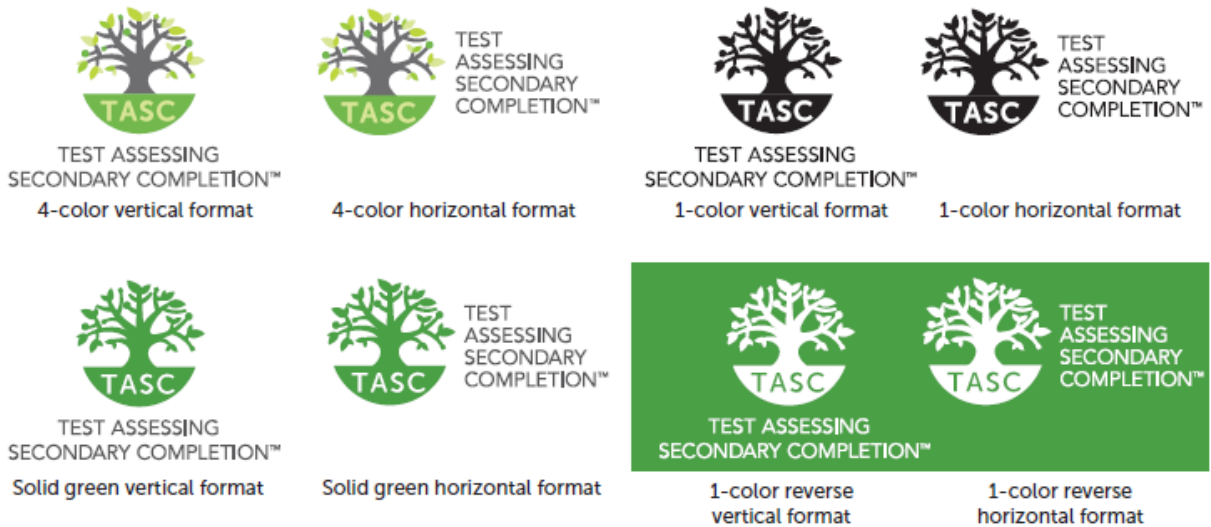
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TASC test logo use guidelines:

- The Data Recognition Corporation | CTB mark will always be displayed on materials bearing TASC test mark.
- The logo can and should be placed on websites, stationery, marketing and educational materials.
- The logo is subject to the same requirements for trademark notice and attribution as TASC Test Assessing Secondary Completion™ word mark (the trademark without the logo design), except that the trademark symbol should appear after the word "Completion" in Test Assessing Secondary Completion graphic image, and not next to the term "TASC" within the logo.
- Clear Space: A generous amount of white space or clear space around the logo is preferred, since it is the primary branding tool for TASC test, and giving it its own space creates the most impact.
- In cases where space is limited, the minimum clear space for TASC test logo is half of the diameter of the logo.
- Minimum Size: TASC test logo is designed to be scalable. The preferred size for brochures, sell sheets, direct mail covers is 0.787". The minimum acceptable size is 0.4583".

The TASC test Logo

The examples below all show proper uses of the TASC test logo:



The examples below all show **prohibited** uses of the TASC test logo:



The © and ™ symbols should never be used adjacent to the Tree Logo