



English for Professionals Exam

E^Pro™ Brand identity
December, 2012

Typefaces

All non-marketing print and electronic | Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Printed marketing materials | Gill Sans MT Pro
(Font available by contacting Pearson VUE marketing at pvmarketing@pearson.com)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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E^Pro™ logo

Pearson logo (Placed on the bottom of documents.)



Colors

Supporting colors


Pearson Blue PMS 661 C		
CMYK	RGB	HEX
100 75 0 0	54 67 149	364395

Pearson Orange PMS 158 C		
CMYK	RGB	HEX
0 68 100 0	237 107 6	ed6b06

Pearson Purple PMS 221 C		
CMYK	RGB	HEX
24 100 44 26	157 19 72	9d1348

CMYK	RGB	HEX
14 98 58 14	185 32 75	b9204b
9 94 69 9	202 47 69	ca2f45
5 90 65 5	216 61 77	d83d4d
3 86 61 3	224 72 84	e04854

Any print or electronic design that uses the E^Pro™ name or logo requires approval and permission.

Please send a .pdf of your design or any questions to pvmarketing@pearson.com 

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How to use these guidelines

These brand guidelines are a set of principles to be used by anyone working with the E[^]Pro™ brand. For anything not covered within this guide, please refer to the Pearson brand guidelines.

You can access the Pearson guidelines through the brand microsite: <http://brand-microsite.pearson.com>. If you are new to the brand microsite, please follow the home page instructions for requesting access.

E[^]Pro brand assets are available:

- On the E[^]Pro Neo site (for Pearson employees)
- By emailing a request to eproinfo@pearson.com

Within your request, please include a description of how the assets are to be used and required file specifications.

Exam name

The official exam name is English for Professionals Exam. The acronym, E[^]Pro™, is a registered trademark and should always bear the TM symbol.

The first time the exam name is referenced within body copy, it should be written as: E[^]Pro™ English for Professionals Exam. Subsequent references to the name can be shortened to E[^]Pro™ or E[^]Pro™ Exam.

The E[^]Pro™ logo can either stand alone, or can be used in conjunction with the exam name.

(Include a visual of the logo with the words English for Professionals Exam – like what's used on the cover of our marketing materials)



Test Center name

E[^]Pro™ exams are delivered in Pearson VUE test centers specifically authorized for E[^]Pro™.

When referencing the testing channel in collateral, it should be called a:

- Pearson VUE test center authorized to deliver E[^]Pro™

E[^]Pro™ tagline

The E[^]Pro™ tagline is:

- Measuring English skills for global success