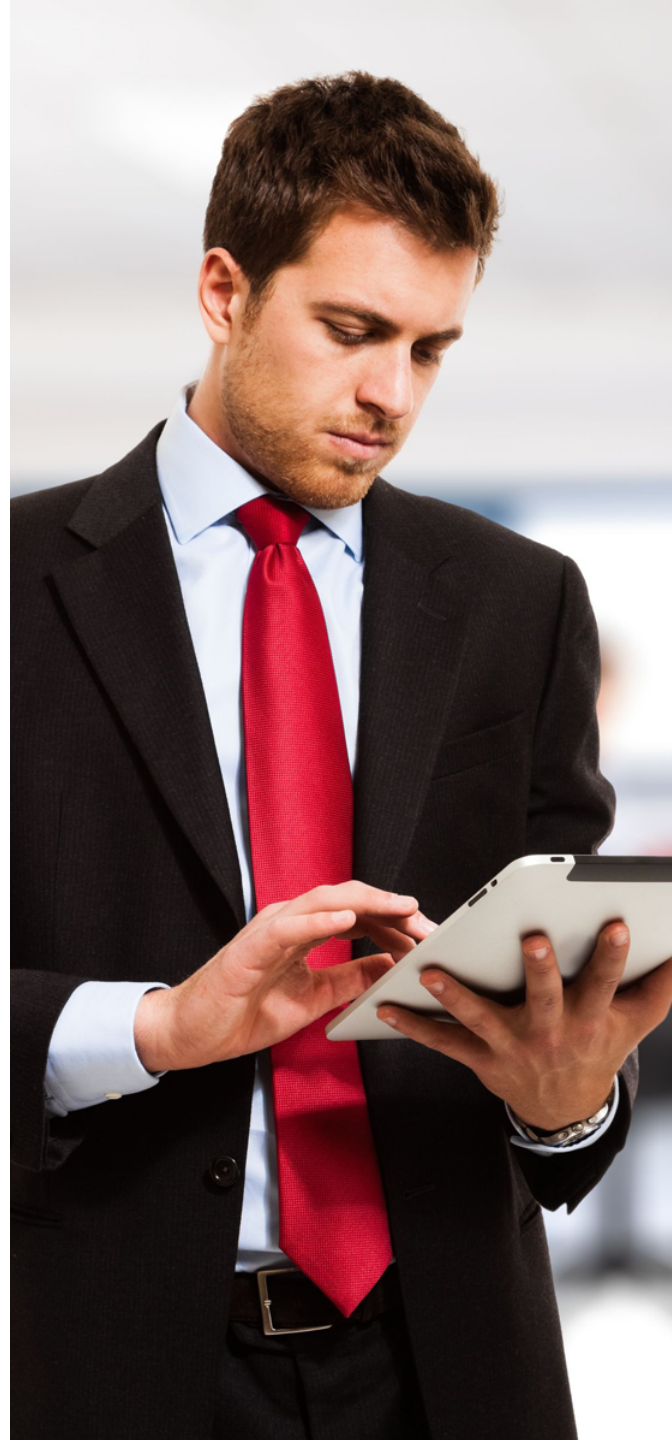




# DynEd Distributors Brand Guidelines

August 2014



# 1) Logo



# Logo: Overview with and without Tagline

Please submit any usage of DynEd logos for review and approval to your Regional Manager and DynEd's Marketing Department at [marketing@dyned.com](mailto:marketing@dyned.com).



# Logo: Features

Completely  
custom font and  
kerning

Optimized spacing  
between letters

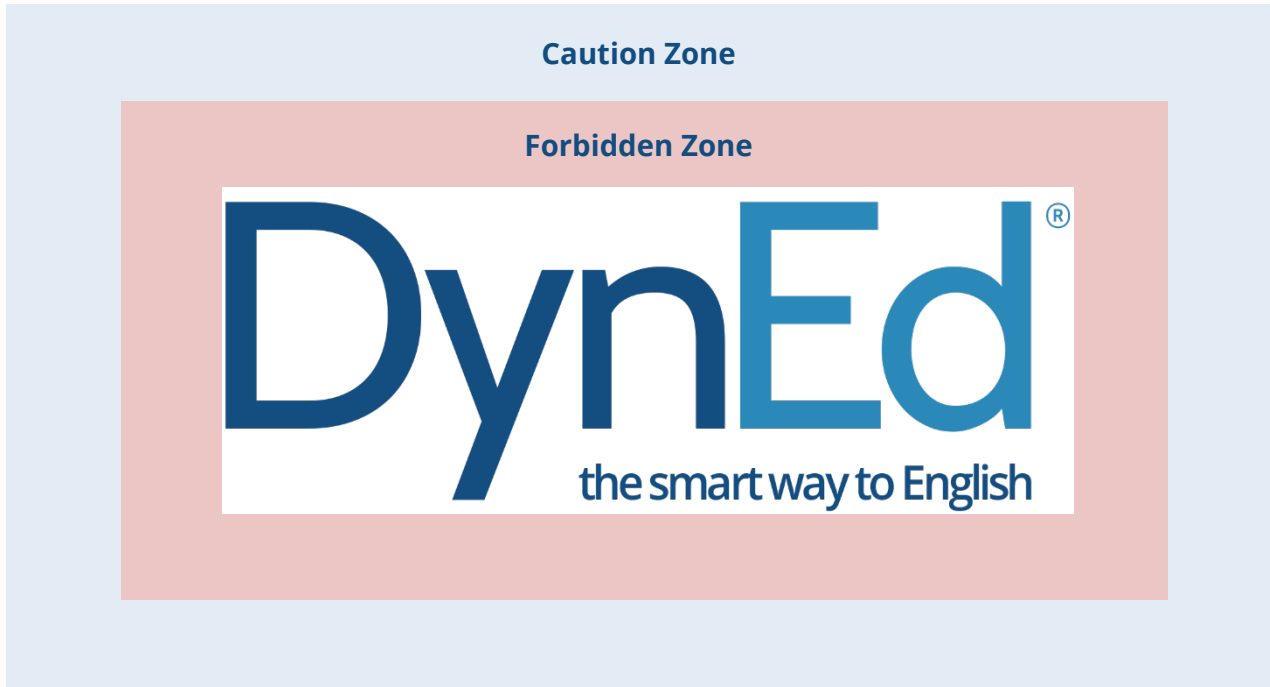
**DynEd**®  
the smart way to English

Registered  
trademark always  
appears on the  
name

Color separation to  
make the name  
clearer and  
attractive

Subtle tagline that  
makes use of color  
contrast (optional)

# Logo: Spacing



# Logo: Correct Usage



# Logo: Incorrect Usage



# Logo: Backgrounds

Dark Blue



White



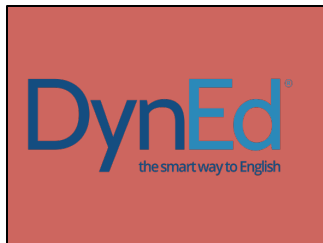
Gray



Black



## Other colors and Patterns





# Logo: Registered Mark Usage

The registered mark icon is always used no matter the size of the logo. It is scaled proportionally according to the size of the logo





## 2) Distributor and Center Logos

# Authorized Distributor Logo

Please submit any usage of DynEd's **Center logo** (by your authorized schools and educational centers) for review and approval to your Regional Manager and DynEd's Marketing Department at [marketing@dyned.com](mailto:marketing@dyned.com).



# Distributor Logo Usage (example)

On the left of  
Distributor's own  
logo



Both logos should  
be the same size  
from top to bottom

# Authorized School or Center Logo

Please submit any usage of DynEd's **Center logo** (by your authorized schools and educational centers) for review and approval to your Regional Manager and DynEd's Marketing Department at [marketing@dyned.com](mailto:marketing@dyned.com).



# Center or School Logo Usage (example)

On the left of  
the Center's own  
logo



Both logos should  
be the same size  
from top to bottom

### 3) In Text



# Using the word DynEd in text

1. The word “DynEd” used in text can be used in the font assigned to the entire paragraph or document.
2. The same color should be applied to the entire word.
3. The word DynEd should not be placed in italics.
4. The first mention of the word DynEd in a document should carry the Registered Trademark symbol next to it on the top right\*:

DynEd®

5. Additional mentions of the name in the same document do not require the use of the registered mark.

**\*Current Countries with officially filled Registered Trademark:** Brazil, Burma, China, European Union, Hong Kong, India, Japan, Korea, Malaysia, Mongolia, Turkey, United States, Venezuela, Colombia, Indonesia, Norway, Panama, The Philippines, Russia, Singapore, Switzerland, Viet Nam.



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Note: Change year, country name per materials as applicable.

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