



TERI BRAND USAGE GUIDELINES

This document provides guidelines for the use of TERI branding on marketing materials that promote TERI guaranteed education loan products. The TERI brand embodies a valuable message of strength and service. To maintain this image, it is critical that branding remain consistent. Please refer to these instructions on how best to use and leverage the TERI brand.

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MARKETING CONTENT

One of the below descriptions should accompany the TERI logo on all print and electronic marketing materials that reference TERI or promote TERI guaranteed education loan products. These marketing materials include, but are not limited to, brochures, websites, presentations, advertisements, “preferred lender lists,” etc.

Please be sure to place the TERI logo in close proximity to this content. Two logo file formats are included for your convenience; EPS format for printed materials and JPG format for web-based marketing. Logo usage instructions and guidelines are detailed beginning on page three.

Please note: When adding the TERI logo to a webpage, it should link to TERI’s website:
<<http://www.teri.org>>.

TERI DESCRIPTION OPTIONS

In each of the below listed options, the phrase “the guarantor of this private loan program” may be removed if the materials are general product information and are not part of a specific loan application or product offering.

Option 1

TERI, the guarantor of this private loan program, is the most experienced and largest nonprofit guarantor of private loans for education and a leader in providing college access programs that help people identify and achieve their postsecondary education goals. TERI supports schools, students, and their families in making available a wide choice of low cost, flexible private loans for education.

Option 2

TERI, the guarantor of this private loan program, has assisted over two million individuals through its loan guarantee and college access programs. In addition, TERI’s loan programs have supported students attending over 6,000 colleges and universities.

Option 3

TERI, the guarantor of this private loan program, is the most experienced and largest nonprofit guarantor of private education loans, and has provided more than \$9 billion in guarantees for students attending over 6,000 colleges and universities.

LOGO USAGE

STANDARD OPTIONS

Blue and yellow form the basis of TERI's corporate color palette. The TERI logo consists of two basic elements: the yellow starburst and the blue "TERI". Both elements should be used as specified. The color arrangements shown on the following pages are the only allowed iterations. Other combinations should not be created. Although several options are provided for flexibility, the TERI logo is most effectively displayed on a white background and in three colors as shown.

Electronic artwork is made available in the enclosed ZIP file. The use for each logo type is outlined below followed by the filename of the image. Each logo type is available in either JPG for web-based marketing, and EPS for print material (except "reversed" logos, which are available in EPS format only).

Three-Color Blue and Yellow Positive Logo

The 3-color version should be used for all web-based marketing and when color printing is available.
[Filename: TERI_3color]



Two-Color Blue and Yellow Positive Logo

The 2-color version should be used when color printing is available, but three-color production is cost-prohibitive. In this case, the "SM" mark is the same color as the "TERI" mark.
[Filename: TERI_2color]



One-Color Positive Logo

Use the black 1-color version when color usage is restricted or when printing in black and white.
[Filename: TERI_1 color]



REVERSED OPTIONS

The reversed logo is only to be used with printed marketing materials. Certain designs or background colors require the TERI logo to be reversed or “knocked out.” The darker the background, the better the reversed logo will appear. The logo file used here is only available in an EPS file as it is a transparent image, allowing it to appear knocked out against the non-white background.

Two-Color Reverse Logo

This version should be used when color printing on a very dark background that will provide sufficient contrast.

[Filename: TERI_reverse2color]



One-Color Reverse Logo

Use this “white” 1-color version when color usage is restricted or when printing in black and white.
[Filename: teri_reverse1 color]



UNACCEPTABLE LOGO USAGE

The TERI logo should never be stretched or distorted, nor should the colors be changed. The following are examples to avoid.

Do not switch the colors



Do not scale the star or logotype independently



Do not display the logotype without the symbol



Do not disrupt the aspect ratio of the logotype



TERI COLOR GRID

To ensure proper color usage of the TERI logo, use the following guide. Please pay particular attention to the different **coated** and **uncoated** color specifications. The yellow color has a significant difference when used on coated vs. uncoated stock.

TERI Blue



Spot Color

Match to
PANTONE 286C
PANTONE 286U

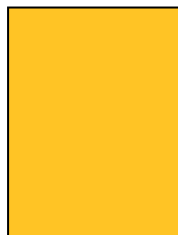
Four-Color Process

Cyan: 100%
Magenta: 85%
Yellow: 5%
Black: 0%

RGB (On-Screen)

Red: 0
Green: 37
Blue: 160
Hex: 003399

TERI Yellow – Starburst



Spot Color

Match to
PANTONE 123C
PANTONE 115U

Four-Color Process

Cyan: 0%
Magenta: 24%
Yellow: 94%
Black: 0%

RGB (On-Screen)

Red: 227
Green: 154
Blue: 0
Hex: FFC61E

TERI Gray – “SM”



Spot Color

Match to
PANTONE
Cool Gray 8C
Cool Gray 8U

Four-Color Process

Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 45%

RGB (On-Screen)

Red: 155
Green: 141
Blue: 137
Hex: 999999

BRANDING PLACEMENT

The following instructions provide guidelines on the placement of TERI's logo and descriptive paragraph in printed and online marketing materials.

Print

To avoid brand conflict, please place TERI's logo and descriptive text on the bottom of the back, or last, page of your printed collateral.

Online

When including TERI's logo in online marketing, its location is best determined by the design and layout of the particular webpage. The TERI logo and descriptive text should be placed in a non-obtrusive, but conspicuous area that separates it from other branding.

Please be sure to link the logo image to TERI's website: <www.teri.org>.

TERI MARKETING CONTACT

If you have any questions on these guidelines, your specific application of these guidelines, or would like to discuss the use of TERI branding not included in this guide, please feel free to contact Keri O'Brien at kobrien@teri.org.