TESTS OF ADULT BASIC EDUCATION

Tests of Adult Basic Education (TABE®)

Tests of Adult Basic Education is a brand name and a registered trademark for Data Recognition Corporation. This document provides instruction for proper use and attribution of the trademark. You can help both TABE and DRC protect its intellectual property by implementing these guidelines in all future publications.

EXAMPLES AND EXPLANATIONS

What does TABE stand for?
TABE stands for Tests of Adult Basic Education

What is TABE?
TABE® 11&12 is the latest edition of DRC's Tests of Adult Basic Education (TABE) assessment for adult learners. For 50 years, TABE has been a well-respected assessment tool for use in adult education. Today, TABE remains the most comprehensive and reliable assessment product in the adult education industry, providing a solid foundation for effectively assessing the skills and knowledge of adult learners.

TABE Product Name Usage
In all references, TABE should always appear in all CAPITAL LETTERS.

Correct usage:	Incorrect usage:
• TABE	• Tabe
	• tabe

Use Proper Trademark Notice
Although some brands may not require the use of the registered trademark ® symbol), Tests of Adult Basic Education (TABE®) has elected to require this notice the first time TABE® is used. This applies to all materials such as form letters (email blasts to multiple recipients), the Internet including any websites controlled by Data Recognition Corporation and any websites where TABE® is used under Data Recognition Corporation's license or authority, informational brochures, documents, business cards, advertising commercials, marketing materials, educational materials, public announcements, etc.

- The ® symbol should be placed to the right of the TABE product name and in Superscript for the first mention of the product as follows:
    - TABE®

TABE Acronym

- The TABE acronym shall be displayed in close association with the full wording Tests of Adult Basic Education the first time the TABE® acronym appears

The following are some examples of proper uses of the TABE® brand:

- TABE testing program
- TABE test taker or TABE test candidate
- TABE test center or TABE testing center
- TABE test preparation materials

Examples of Proper nouns incorporating the term "TABE"

- TABE testing center
- TABE Test Coordinator
- TABE Test Examiner
- TABE Test examinees
- tabetesthelpdesk@datarecognitioncorp.com
- TABE Test sites
- TABE Test Website
- TABE Test Customer Support (this could be TABE Test Customer Support)

Use Proper Attribution

All digital and print materials (except for TABE booklets themselves) in which TABE® 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 Copyright © XXXX by Data Recognition Corporation. All rights reserved. TABE is a registered trademark of Data Recognition Corporation.
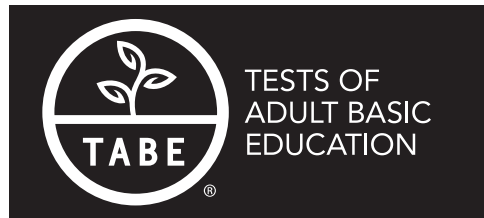
TABE® Logo Use Guidelines:

- The Data Recognition Corporation mark will always be displayed on materials bearing TABE mark.
- The logo can and should be placed on websites, stationery, marketing and educational materials.
- The TABE logo is subject to the same requirements for trademark notice and attribution as the TABE word mark (the trademark without the logo design), except that the registered trademark symbol should appear after the word "TABE"
- Clear Space: A generous amount of white space or clear space around the TABE logo is preferred, since it is the primary branding tool for TABE, and giving it its own space creates the most impact.
- In cases where space is limited, the minimum clear space for TABE logo is half of the diameter of the logo.
- Minimum Size: TABE 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".

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The TABE Logo

The examples below all show proper uses of the TABE logo:

Notice the ® is part
of both TABE logos

TABE 11&12 Logo

TABE 9&10 Logo

Make sure to use the correct reversed logo
for use on black or dark backgrounds.

Only use **Purple PMS 669C** or **Blue PMS 279C**
colors for the logo.

Don't rearrange the wordmark and/or icon. The TABE logo must always remain intact.