



National College Testing Association

Brand & Style Guide

The Brand & Style Guide sets a holistic set of standards that defines the National College Testing Association's (NCTA) branding. The goal of the guide is to ensure that all content from NCTA is consistent and recognizable for internal and external audiences.

About Us

The National College Testing Association (NCTA) is a non-profit organization of testing professionals working in post-secondary institutions, in companies with test-related products and services, and in other professional testing venues. NCTA currently has more than 2,300 members, representing over 600 post-secondary institutions and more than 60 corporations and certification agencies in the United States, Canada, and around the globe.

Mission Statement

NCTA is dedicated to the promotion of professionalism and quality in the administration of testing services and programs, including issues relating to test administration, test accessibility, test development, test scoring, and assessment. To achieve this vision, NCTA works to:

- Enhance professional testing practices,
- Offer opportunities for professional development,
- Encourage professional support activities, and
- Advance collaborative efforts among testing professionals, testing companies, and other policy-making agencies.

The organization maintains a comprehensive set of standards for testing centers administering paper-pencil and computer-based examinations, as well as a compilation of useful operation guidelines. Communication and professional development are promoted through an active mailing list, the NCTA eJournal (*Journal of the National College Testing Association*), and projects advancing the mission of the organization. NCTA hosts an annual conference and provides opportunities for professional networking, valuable information on technical and operational developments related to testing, and chances to interface with representatives from all of the major testing companies.

Foundation

Value of the NCTA Brand

The value of the NCTA brand represents the organization's core components from which NCTA emanates. It encompasses NCTA's past as an association formed in 2000 by smaller regional organizations across the United States, NCTA's present as a growing advocate of standards in the testing profession, and NCTA's future as the organization continues to be a leader in the industry.

With over 2,000 members and 20 years of history, NCTA's commitment to elevating professional testing practices, offering opportunities for professional development, and advancing the industry takes many forms, including but not limited to:

- ATP-NCTA Proctoring Best Practices
- eJournal (*Journal of the National College Testing Association*)
- Council for the Advancement of Standards in Higher Education (CAS) Testing Standards
- NCTA Proctoring Network
- Grants
- Mailing Lists
- NCTA Standards and Guidelines
- Test Center Certification

NCTA's Brand Platform

In short, NCTA differentiates itself as an association built upon a **network** of professionals working towards advancing testing through **integrity** for the testing process and value of the test. In addition, the **service** of NCTA's members on testing initiatives and programs that set standards, support research, and lead advocacy efforts demonstrate the **authority** of NCTA as a leader in the industry.

NCTA's Brand Tone

Network

With over 2,300 members across the globe and a Proctoring Network that covers the United States, NCTA's network and message is far reaching.

Key Words: National, Complex, Extensive, Global, Wide, Vast, Intricate, Comprehensive

Integrity

Standards and certifications instill integrity through the organization and in the work each member performs.

Key Words: Moral, Professional, Highest, Unquestioned, Ethical, Uncompromising

Service

NCTA is comprised of volunteers who give their expertise and time to the organization.

Key Words: Active, Valuable, Voluntary, Willing, Enthusiastic, Committed

Authority

Through efforts, such as the *Journal of the National College Testing Association*, collaborations with the Association of Test Publishers (ATP), and CAS Testing Standards, NCTA continues to demonstrate its authority in the industry.

Key Words: Knowledge, Accomplish, Experienced, Prominent, Respected

Tone and Voice

The tone and voice of any NCTA communication whether via email, physical or virtual texts, presentations, social media, speeches, etc. should be always reflect the tone and voice of NCTA. The tone and voice communicate the brand platform: network, integrity, service and authority.

Visual Language

Visual language includes typography and color. Any visuals whether to internal or external audiences should adhere to the visual language rules within this guide.

Typography

NCTA uses two typefaces, **Arial** and **Georgia**. Weights of the text can include regular or bold.

Arial ital

Arial Regular

Arial ital

Arial Bold

Georgia ital

Georgia Regular

Georgia ital

Georgia Bold

They can be used interchangeably for headlines and body copy.

Color

The color palette focuses on three colors.

Logo Colors



#3AB54A	#0F76B1	#013660	#FFFFFF
RGB(58, 181, 74)	RGB (15, 118, 107)	RGB (1, 54, 96)	RGB (255, 255, 255)
CMYK (75, 0, 99, 0)	CMYK (87, 48, 8, 0)	CMYK (100, 83, 36, 27)	CMYK (0, 0, 0, 0)

Logo



The NCTA logo must appear with a white background. It may be used in standalone situations.



The Certified Test Center logo is authorized for use by test centers who have completed and are in compliance with NCTA Test Center Certification.

In the event that the logo needs to be one color, the darker blue should be used

For the Journal of the NCTA please use:



For the NCTA Proctoring Network please use the following:

