

Kuder, Inc. Logo Guidelines

We encourage our customers and members of the press to utilize our logo when promoting our company and solutions as well as when linking students, adults, parents, and educators to the *Kuder® Career Planning System* or any of our customized systems.

Please follow the guidelines below when using our logo:

ALLOWED



Standard: Most referred use. Includes registered trade mark.



All black. All white on colored background also allowed.



With Kuder URL: www.kuder.com.



With "powered by" to accompany customized *Kuder* systems.

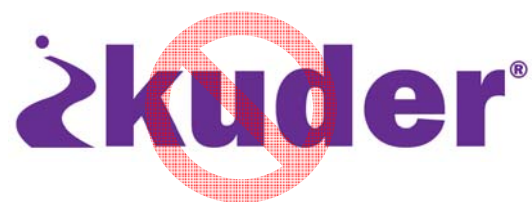


All black or white with "powered by" to accompany customized *Kuder* systems.

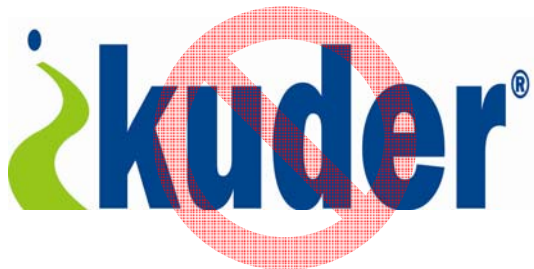
NOT ALLOWED



Without registration mark “®”.



Changed to a color besides our corporate Blue (PMS 287) and Green (PMS 376), Black, or White.



Resized too small or stretched not proportionally.

If you would like to use the Kuder logo in a printed document or on your web site, please send your request to Bethney Larson, Director of Communications, at larsonb@kuder.com.