Graduate Management Education Data Standards Badge Usage & Style Guide

Graduate Management Admission Council™

In response to requests from the membership, GMAC formed a task force at the beginning of 2019 to revise the MBA Reporting Criteria into new **GME Admissions Reporting Standards** ("Standards"). The purpose of the Standards is to aid in creating trust, educating colleagues or those new to GME admissions, and standardizing reporting, so candidates can accurately compare across programs. These new standards (endorsed by members in July 2020) are intended to align with the transformation of our industry and should be leveraged when reporting data to third parties. Schools that adopt and adhere to the Standards are encouraged to display this badge on their websites to indicate alignment in how they are reporting their data. The badge should only be used for programs in compliance with the Standards.

To access the badge, please email **datastandards@gmac.com**.

Data Standards Badge usage
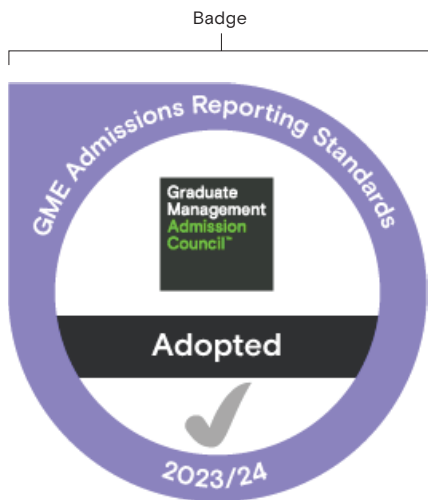
- Schools should use the compliance badge to indicate the data being reported in their marketing collateral and on digital properties aligns with the Graduate Management Education Admissions Reporting Standards. The badge should only be used for programs in compliance with these Standards.

- The badge can be used only for the purposes specified in the trademark license granted by GMAC to your organization.

- A new badge will be issued in the fall of each year.

- The following legal attribution must appear at least once on each page of the website or document where the logo is displayed: Graduate Management Admission Council and the Square logo are trademarks of the Graduate Management Admission Council and used with permission.
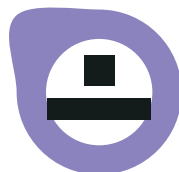
Don'ts (Prohibited uses)

Don't distort or warp the logo, or rotate or change the angle.

Don't change or alter the logo in any way, such as changing the colors. Including coverting to black and white.

Do not redraw or recreate the logo.

Do not use a drop shadow or 3-D depiction of the logo.

Do not place the logo over stylized patterns and place appropriately on photos