Use the brand right, stay out of trouble.

My Permit Pass is a study tool, not a government service. The rules below keep every ad, post and page honest — and keep ad accounts and affiliate networks from rejecting your creative.

NAME AND LOGO

- Name: **My Permit Pass** (three words) or **MyPermitPass**. Short form in headlines: **MPP**.
- Full-color logo on light backgrounds; the on-dark version on asphalt or photos. Clear space at least one "P" wide.
- Don't stretch, rotate, recolor or outline the logo, and don't place the color logo on a dark or busy image.
- Download: mypermitpass.com/press (logos, PNG and SVG)

COLORS AND TYPE

- Asphalt #15191E · Go orange #D4401F · Lane yellow #F5C518 · Mint #00BAC0 · Paper #F5F7F9
- Instrument Sans for English and Spanish; Inter for Russian; Noto Sans for Chinese and Korean.

NEVER SAY OR IMPLY

- DMV, state or government affiliation, approval or endorsement
- "Official" test, "real exam questions", or any state seal, DMV logo or flag treatment
- A guaranteed pass, a pass rate or any statistic we haven't published
- "Free" without saying what is free (see mypermitpass.com/pricing)
- Testimonials or reviews that aren't real and verifiable

ALWAYS INCLUDE WHERE SPACE ALLOWS

Independent study tool. Not affiliated with any DMV.

The 468×60 banner and the 120×60 logo have no room for it; wherever those run, the landing page carries the disclosure.

DISCOUNT CODES AND TRACKING

Codes	Only use a code we issued to you, in your own channels. Codes must not appear in general paid ads or on coupon sites; that breaks attribution for every partner.
Links	Use your tracking link as issued. Don't bid on the brand name ("my permit pass", "mypermitpass") in paid search unless agreed in writing.
Audience	Many learners are 15–17. Follow platform rules for teen audiences and never target under-13s.
Questions	hello@mypermitpass.com — we answer fast, and we'd rather approve a line than reject a campaign.

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hello@mypermitpass.com