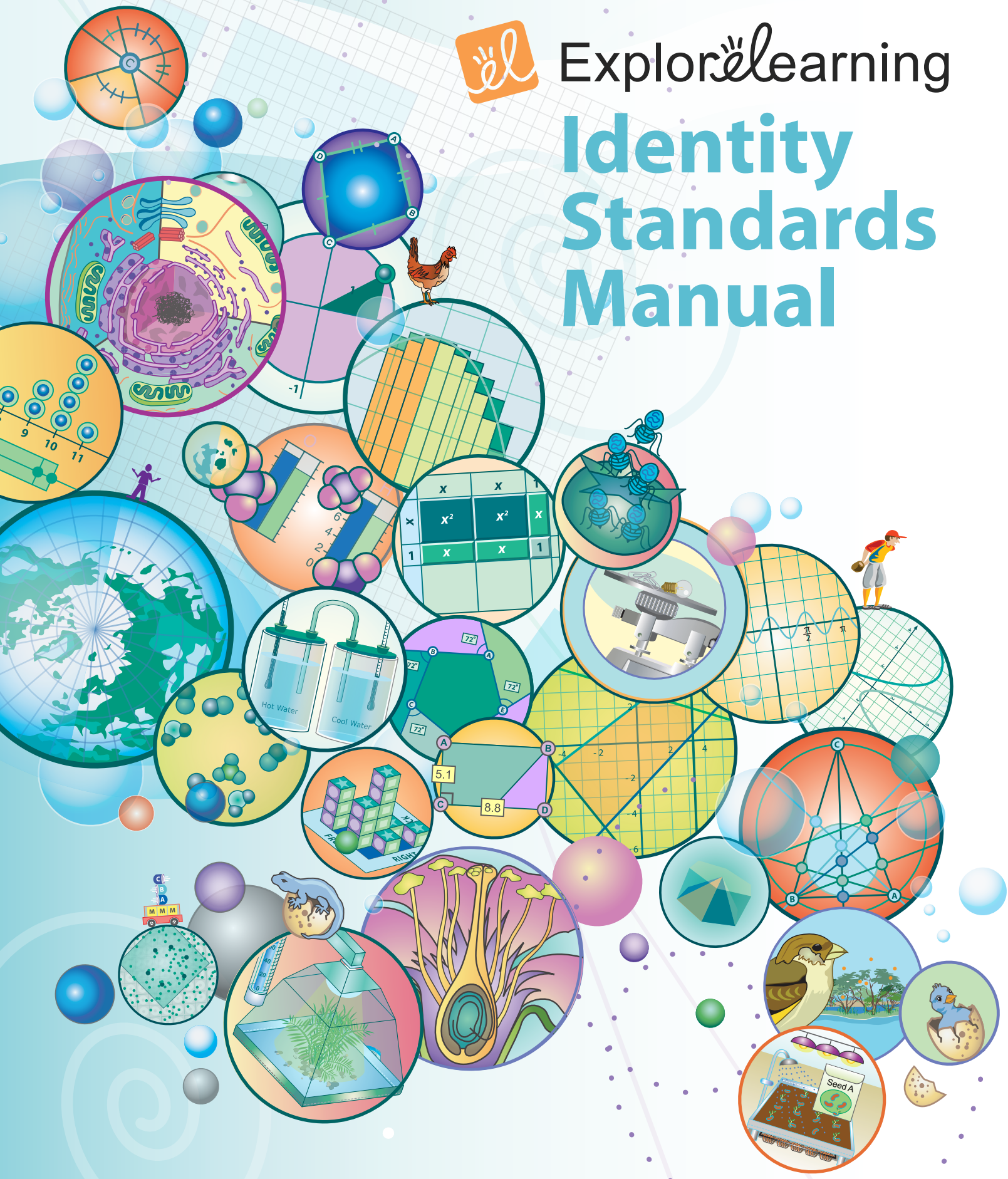
Explorelearning

Identity Standards Manual



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Introduction

It is important that ExploreLearning distinguish itself within the education market by consistently branding the company's identity. The purpose of the attached guidelines is to ensure that our company remains at the forefront of the education industry by effectively differentiating itself. By following the guidelines, we make certain that all customers and clients know that when they see our logo, it presents an ExploreLearning product or publication.

It is essential that we follow these guidelines and refer to them at all times. Please read them carefully and follow the rules closely. If there are any questions, please contact ExploreLearning Marketing at **866-882-4141**.

Thank you for your cooperation.

ExploreLearning Logos

The logos on this page are the variations most used. There are also four approved colors that can be used to customize their look. Please refer to page 10, Corporate Color Scheme, for details.

Logos are available from the ExploreLearning Marketing or Graphics departments at **866-882-4141.**

Note the "el" in the middle of this logo. It cannot be replicated by type. It must be imported as a graphic.

Explorelearning

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There are four approved colors that may be used for the icon in this logo. Refer to page 10.

There are four approved colors that may be used with this icon. Refer to p.10 for details. You may also use white on black, white on gray, or black on white.

ExploreLearning Logo–Reversed

The company name appears in white with a black background.

The company name and el logo appear in white with colored background.

The company name appears in white with a black background. The icon appears in white with a black "el" fill.

The "el" icon on the previous page may be used in reverse and in one-color as described below:

Top Left: The icon appears in one of the four approved colors (p.10) with white fill and a black background.

Top Right: The icon appears in one of the four approved colors (p.10) with white fill and a colored background.

Bottom Left: The icon appears in black with white fill and a colored background.

Bottom Right: The icon appears in white with black fill and a black background.

Product Logos

There are four approved product logos. The only variation allowed is in the color of the icon (see p.10 for details). The trademark symbol should be used with these logos (see p.12 for details).

Experience Math & Science with
Gizmos™
www.explorelearning.com

Gizmos™
www.explorelearning.com

Gizmos™

Explorelearning
Gizmos™
www.explorelearning.com

Product Logos –Reversed

The Gizmos product logo may be used in reverse and in one-color as described below:

The Gizmos logo appears in white with a black background. The icon appears in one of the four approved colors (p.10) with white fill.

The Gizmos logo appears in black with a ... background. The icon appears in one of the four approved colors (p.10) with white fill.

The Gizmos logo appears in black with a ... background. The icon appears in black with one of the four approved colors' (p.10) fill.

URL

In the stylized version of the URL, ExploreLearning is to be handled in the same fashion as the official logo on p.5.

www.Explorelearning.com

For typeset URLs, use Arial, Verdana, or Myriad font. The "e" and the "l" should not be capitalized in typeset URLs.

www.explorelearning.com

Corporate Color Scheme

Pantone 157C — 0, 38, 76, 0
(but prints best with colors listed below)
CMYK — **0, 42, 62, 0**
RGB — **249, 164, 108**

Pantone 563C
CMYK — **43, 0, 28, 6**
RGB — **135, 198, 185**

Pantone 521C
CMYK — **28, 51, 0, 0**
RGB — **182, 137, 190**

Pantone 7468C
CMYK — **86, 42, 16, 1**
RGB — **0, 125, 171**

Our colors help to create a strong, distinctive look and feel for all ExploreLearning brand communications. There are four colors that may be used for the icon.

Note that the colors used in the on-screen guidelines do not match Pantone®*color standards. Standards for these colors may be found in the current edition of the Pantone®* color formula guide.

*Pantone® is a registered trademark of Pantone,Inc.

Typography

Capitalize the "E" and the "L" in text references to ExploreLearning. Acceptable fonts for ExploreLearning body text: Arial, Verdana, Myriad

Do not capitalize the "E" and the "L" in ExploreLearning logos.

ExploreLearning is always written as one word. There is never a space between "Explore" and "Learning"

ExploreLearning

Our web address is referenced in all lower case letters, except where the stylized version is used, see p.9 for details.

www.explorelearning.com

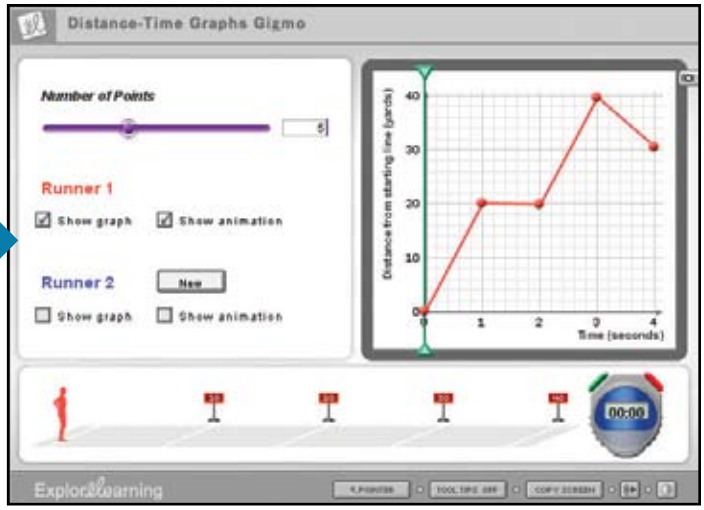
Always capitalize the "G" in Gizmos™. Acceptable fonts for typesetting Gizmos: Times New Roman. There is no "TM" on Gizmos written alone. We only have common law trademarks on Gizmos when used with other lead-in words.

Gizmos

Trademarks

ExploreLearning trademarks are common law trademarks. We have indicated our claim to common law rights for these marks by using "TM" in superscript with them.

ExploreLearning has common law trademarks for these marks. Note that our common law trademark only applies to Gizmo marks with a lead-in phrase or icon. Gizmos alone is not common law trademarked.

References to Gizmos in printed material

ExploreLearning Gizmos are sometimes referenced in books, research papers, magazine articles, and other printed material. Writers and editors wishing to do this should contact ExploreLearning Marketing to have the screenshot approved. Screenshots should include the entire frame with the colored header and EL logo at top and ExploreLearning at the bottom. The printed screenshot should include this verbiage below it: Screenshot reprinted with permission of ExploreLearning.