



# MARKETING AND BRANDING GUIDELINES

MetaMetrics®

The Lexile® Framework for Reading

El Sistema Lexile® para Leer

The Lexile® Framework for Writing

The Quantile® Framework for Mathematics



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## ABOUT THE GUIDE

**The Marketing and Branding Guidelines describe the core elements of MetaMetrics’ identity system and provide direction on how to apply them correctly.** The document is intended to be a quick marketing reference for using the names, descriptions, logos and associated products and services of MetaMetrics®, The Lexile® Framework for Reading, El Sistema Lexile® para Leer, The Lexile® Framework for Writing, and The Quantile® Framework for Mathematics.

MetaMetrics’ Marketing and Branding Guidelines involve the following: corporate and product names and descriptions; corporate and product logos; and trademarks and copyrights. The guidelines contained in this document apply to the production of all MetaMetrics®, Lexile® and Quantile® materials, and the materials that include them.

For additional information, logo files or other inquiries, contact:  
Eric Zurowski, Marketing Manager, MetaMetrics  
919-547-3453 / [ezurowski@Lexile.com](mailto:ezurowski@Lexile.com)

## ABOUT

### MetaMetrics®

MetaMetrics® is focused on improving education for students of all ages. The organization develops scientific measures of academic achievement and complementary technologies that link assessment results with instruction. For more than twenty years, MetaMetrics' work has been increasingly recognized worldwide for its distinct value in differentiating instruction and personalizing learning. Its products and services for reading, mathematics and writing provide valuable insights about academic ability and the potential for growth, enabling students to achieve their goals at every stage of development.

The Lexile® Framework for Reading (Lexile.com) evaluates reading ability and text complexity on the same developmental scale. Unlike other measurement systems, the Lexile Framework determines reading ability based on actual assessments, rather than generalized age or grade levels. Recognized as the standard for matching readers with texts, tens of millions of students worldwide receive a Lexile measure that helps them find targeted readings from the more than 400 million articles, books and websites that have been measured. Lexile measures connect learners of all ages with resources at the right level of challenge and monitor their progress toward state and national proficiency standards.

Like its English-language counterpart, El Sistema Lexile® para Leer provides its own developmental scale and measure to connect Spanish readers with resources at the right level of difficulty and in their native language. Spanish Lexile measures help educators, librarians and families select targeted materials and activities that can improve reading ability and to monitor reading growth in school, the library and at home. Spanish Lexile measures are available from a growing number of reading assessments and programs, and the number of resources with Spanish Lexile measures continues to increase.

The Quantile® Framework for Mathematics (Quantiles.com) is a unique measurement system that uses a common scale and metric to assess a student's mathematical achievement level and the difficulty of specific skills and concepts. The Quantile Framework describes a student's ability to solve mathematical problems and the demand of the skills and concepts typically taught in kindergarten mathematics through Algebra II, Geometry, Trigonometry and Pre-calculus. Quantile measures take the guesswork out of instruction by describing which mathematical skills and concepts the student has learned and is ready to learn. They improve mathematics teaching and learning by targeting instruction and monitoring student growth toward proficiency standards and the mathematical demands of college and careers.

The Lexile® Framework for Writing is an innovative tool for differentiating writing instruction and monitoring growth in writing ability. It expresses student writing ability on the same Lexile scale as reading ability, providing an easy-to-understand language for expressing student writing growth and reinforcing the importance of reading in the development of writing skills. A Lexile writer measure is an estimate of a student's ability to express language in writing based on factors related to semantic complexity (the level of the words used) and syntactic sophistication (how the words are combined into sentences). Like Lexile reader measures, Lexile writer measures were designed to monitor writing progress within and across school years.

In addition to licensing Lexile and Quantile measures to state departments of education, testing and instructional companies, and publishers, MetaMetrics offers professional development, resource measurement and customized consulting services. For more information and to access free resources, visit [www.MetaMetricsInc.com](http://www.MetaMetricsInc.com).

## MARKETING DESCRIPTION

MetaMetrics® is focused on improving education for students of all ages. The organization develops scientific measures of academic achievement and complementary technologies that link assessment results with instruction. For more than twenty years, MetaMetrics' work has been increasingly recognized worldwide for its distinct value in differentiating instruction and personalizing learning. Its products and services for reading, mathematics and writing provide valuable insights about academic ability and the potential for growth, enabling students to achieve their goals at every stage of development. For more information and to access free resources, visit [www.MetaMetricsInc.com](http://www.MetaMetricsInc.com).

## TERM USAGE

The first reference to "MetaMetrics®" must include a "®." Subsequent references do not require a "®."

## WEB SITE

The MetaMetrics website must be written as "www.MetaMetricsInc.com" or "MetaMetricsInc.com" (with a capital M, M and I), unless it is part of a compound URL (for example, [www.metametricsinc.com/news](http://www.metametricsinc.com/news) or [metametricsinc.com/news](http://metametricsinc.com/news)).

## LOGO



The MetaMetrics logo consists of three parts: the MetaMetrics name in its unique design; the tagline, "Linking Assessment with Instruction;" and the corporate artwork. The logo must always be reproduced using the digital master artwork provided by MetaMetrics. It must never be modified in any way (for example, do not squash, stretch or re-draw it). The logo must always appear on an uncluttered background of an appropriate color to ensure clarity. It must not be used on any background which may make it indistinct. The logo must never be used as part of a phrase or sentence.

The MetaMetrics logo may appear in the following color variations:



**Duotone:** The MetaMetrics logo uses PANTONE 3015 and PANTONE Black. The two-color version of the logo ensures the best possible reproduction and should be used in all print-based applications, when possible.

The MetaMetrics logo can also appear in the following formats:



Grayscale



Monochrome (black)



Monochrome (white)

## TAGLINE

The tagline, “Linking Assessment with Instruction™,” reinforces MetaMetrics’ corporate identity and should be legible beneath the logo in all materials. It can not be repositioned, resized or reformatted in any way. The tagline can be removed if the size of the logo renders it illegible.

## CLEAR ZONE



The MetaMetrics logo must be positioned in its own clear zone, apart from other images and/or text. The clear zone helps to protect the trademark status of the logo and ensures its consistent display. The minimum clear zone can be achieved using the letter M. To ensure the correct and consistent use of the logo, please see Appendix A: Common Mistakes on page 15.

## CORPORATE FONT

MetaMetrics uses Optima as its corporate font. The Optima font family is available from Adobe ([www.adobe.com](http://www.adobe.com)) and should be used in the production of all print materials, including collateral, advertising and signage.

(Optima)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## TRADEMARK & COPYRIGHT

Anyone using the MetaMetrics name, logo or corresponding descriptions has an obligation to correctly represent the corporate brand by including the appropriate trademark and copyright statements on all materials. The trademark and copyright statements must appear “in such a manner and location as to give reasonable notice” of a claim to copyright.

### **MetaMetrics Trademark and Copyright Statement**

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## The Lexile® Framework for Reading

### ABOUT

The Lexile® Framework for Reading is a scientific approach to measuring reading ability and the text demand of reading materials. The Lexile Framework includes a Lexile measure and the Lexile scale. A Lexile measure represents both the complexity of a text, such as a book or article, and an individual's reading ability. Lexile measures are expressed as numeric measures followed by an "L" (for example, 850L), and are placed on the Lexile scale. The Lexile scale is a developmental scale for measuring reader ability and text complexity, ranging from below 200L for beginning readers and beginning-reader materials to above 1700L for advanced readers and materials. Knowing the Lexile measures of a reader and a text helps to predict how the text matches the reader's ability—whether it may be too easy, too difficult or just right. All Lexile products and services rely on the Lexile measure and Lexile scale to match reader with text.

### MARKETING DESCRIPTION

The Lexile® Framework for Reading (Lexile.com) evaluates reading ability and text complexity on the same developmental scale. Unlike other measurement systems, the Lexile Framework determines reading ability based on actual assessments, rather than generalized age or grade levels. Recognized as the standard for matching readers with texts, tens of millions of students worldwide receive a Lexile measure that helps them find targeted readings from the more than 400 million articles, books and websites that have been measured. Lexile measures connect learners of all ages with resources at the right level of challenge and monitor their progress toward state and national proficiency standards.

### TERM USAGE

The Lexile Framework for Reading is the foundation of all Lexile products and services, providing the underlying philosophical and scientific structure for everything that uses the Lexile scale and the Lexile measure (for both reading and writing).

The complete name, "The Lexile® Framework for Reading," must be used on the first reference. Use a capital "T" for the word "The," and include a "®" on the word "Lexile." Subsequent references can be abbreviated "the Lexile Framework" with a lowercase "t" and no "®."

The name "Lexile®" must use a capital "L" and include a "®" on the first reference. "Lexile measure" always uses a lower case "m." A "Lexile measure" should never be referred to as a "Lexile score" or other similar term. "Lexile" must always modify another term (for example, "Lexile measure" or "Lexile scale"). "Lexile" should never be used as a stand-alone term (for example, "My Lexile is..."). Variations of "Lexile" should never be used (for example, "Lexiles," "Lexiled" or "Lexiling").

### LEXILE MEASURES

A "Lexile® measure" is represented by a number followed by an "L" (for example, 850L). If the text has been assigned a Lexile code, the two-letter acronym must precede the number and "L" (for example, AD460L). In instances when both a student's reading and writing abilities are discussed, use "Lexile reader measure" to denote reading ability and "Lexile writer measure" (for example, 850W) for writing ability.

## WEB SITE

The Lexile website must be written as “www.Lexile.com” or “Lexile.com” (with a capital L), unless it is part of a compound URL (for example, www.lexile.com/news or lexile.com/news).

## LOGO



The Lexile logo consists of two parts: the Lexile name in its unique design and the Lexile artwork (the “swooshes”). The logo can only appear in all black or reversed (white on a dark background). The logo must always be reproduced using the digital master artwork provided by MetaMetrics.

It must never be modified in any way (for example, do not squash, stretch or re-draw it). The logo must always appear on an uncluttered background of an appropriate color to ensure clarity. It must not be used on any background that may make it indistinct. The logo must never be used as part of a phrase or sentence.

## CLEAR ZONE



The Lexile logo must be positioned in its own clear zone, apart from other images and/or text. The clear zone helps to protect the trademark status of the logo and ensures its consistent display. The minimum clear zone can be achieved using the letter L. To ensure the correct and consistent use of the Lexile logo, please see Appendix A: Common Mistakes on page 15.

PRODUCTS, TOOLS  
& SERVICES

“**Find a Book**” enables users to build custom reading lists based on Lexile range and personal interests and to check the availability of books at the local library.

**Lexile Analyzer**<sup>®</sup> enables registered users to analyze text and generate a Lexile measure. A free, limited version is available at [www.Lexile.com](http://www.Lexile.com).

**Lexile**<sup>®</sup> **Map** provides a graphic representation of texts matched to appropriate levels of reading ability.

**Lexile**<sup>®</sup> **Professional Development** provides on-site and regional workshops, online training and customized consulting to help educators and librarians implement Lexile measures in the classroom and library/media center.

OTHER COMMON  
TERMS

**Lexile**<sup>®</sup> **Book Database** comprises tens of thousands of fiction and nonfiction titles with Lexile measures.

**Lexile**<sup>®</sup> **range** spans 100L below to 50L above an individual’s Lexile measure, and is the optimal range for successful reading practice.

**Lexile**<sup>®</sup> **scale** ranges from below 200L for beginner-level readers and texts to above 1700L for more advanced-level readers and texts.

## TRADEMARK & COPYRIGHT

Anyone using the Lexile name, logo or corresponding descriptions has an obligation to correctly represent the product brand by including the appropriate trademark and copyright statements on all materials. The trademark and copyright statements must appear “in such a manner and location as to give reasonable notice” of a claim to copyright.

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## El Sistema Lexile® para Leer

### ABOUT

El Sistema Lexile® para Leer, the Spanish-language version of The Lexile Framework for Reading, is a scientific approach to measuring the reading ability of Spanish-speaking students and text demand when the presentation language is Spanish. El Sistema Lexile includes a Spanish Lexile measure and the Spanish Lexile scale. A Spanish Lexile measure represents both the complexity of a text, such as a book or article, and an individual's reading ability. Spanish Lexile measures are expressed as numeric measures followed by an "L" (for example, 850L), and are placed on the Spanish Lexile scale. The Spanish Lexile scale is a developmental scale for measuring reader ability and text complexity, ranging from below 200L for beginning readers and beginning-reader materials to above 1400L for advanced readers and materials. Knowing the Spanish Lexile measures of a reader and text helps to predict how the text matches the reader's ability—whether it may be too easy, too difficult or just right. All Spanish Lexile products and services rely on the Spanish Lexile measure and Spanish Lexile scale to match reader with text.

### MARKETING DESCRIPTION

El Sistema Lexile® para Leer, the Spanish-language version of the widely adopted Lexile Framework for Reading, provides its own developmental scale and measure to connect Spanish readers with resources at the right level of difficulty and in their native language. Spanish Lexile measures help educators, librarians and families select targeted materials and activities that can improve reading ability and to monitor reading growth in school, the library and at home. Spanish Lexile measures are available from a growing number of reading assessments and programs, and the number of resources with Spanish Lexile measures continues to increase.

### TERM USAGE

The complete name, "El Sistema Lexile® para Leer," must be used on the first reference. Use a capital "E" for the word "El," and include a "®" on the word "Lexile." Subsequent references can be abbreviated "El Sistema Lexile."

The name "Lexile®" must use a capital "L" and include a "®" on the first reference. "Lexile measure" always uses a lower case "m." A "Lexile measure" should never be referred to as a "Lexile score" or other similar term. "Lexile" must always modify another term (for example, "Lexile measure" or "Lexile scale"). "Lexile" should never be used as a stand-alone term (for example, "My Lexile is..."). Variations of "Lexile" should never be used (for example, "Lexiles," "Lexiled" or "Lexiling").

### SPANISH LEXILE MEASURES

Like a Lexile measure in English, a "Spanish Lexile® measure" is represented by a number followed by an "L" (for example, 850L). To differentiate between the measures, use "Spanish Lexile® measure" for the Spanish scale (El Sistema Lexile) and "Lexile® measure" for the English scale (the Lexile Framework). Do not refer to either Lexile measure as a Lexile score or other term.

## LOGO

Please refer to page 6 for the appropriate use of the Lexile logo.

PRODUCTS, TOOLS  
& SERVICES

**Spanish “Find a Book”** enables users to build custom reading lists based on Spanish Lexile range and personal interests and to check the availability of books at their local library.

**Spanish Lexile Analyzer®** enables registered users to analyze Spanish text and generate a Spanish Lexile measure.

**Spanish Lexile® Map** provides a graphic representation of Spanish texts matched to appropriate levels of reading ability.

TRADEMARK &  
COPYRIGHT**Trademark and Copyright Statement**

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**En Español**

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## The Lexile® Framework for Writing

### ABOUT

The Lexile® Framework for Writing is a scientific approach to measuring writing ability, utilizing the same Lexile scale used to measure reading ability and text readability. A common, developmental scale provides educators with a consistent and straightforward method for monitoring student growth in both reading and writing and reinforces the importance of reading in the development of writing skills. A Lexile writer measure is an estimate of a student's ability to express language in writing, based on factors related to semantic complexity (the level of words used) and syntactic sophistication (how the words are written into sentences). A student's Lexile writer measure typically is lower than his or her Lexile reader measure, as students tend to comprehend text at a higher Lexile level than they can produce written text. Because the writing scale is grade-, genre- and punctuation-independent, educators can use students' Lexile writer measures to differentiate instruction and monitor the development of writing skills over time and across the curriculum (grades 2–12). All Lexile writing products and services rely on the Lexile writer measure and Lexile scale to match a writer with targeted writing materials and activities.

### MARKETING DESCRIPTION

The Lexile® Framework for Writing is an innovative tool for differentiating writing instruction and monitoring growth in writing ability. It expresses student writing ability on the same Lexile scale as reading ability, providing an easy-to-understand language for expressing student writing growth and reinforcing the importance of reading in the development of writing skills. A Lexile writer measure is an estimate of a student's ability to express language in writing based on factors related to semantic complexity (the level of the words used) and syntactic sophistication (how the words are combined into sentences). Like Lexile reader measures, Lexile writer measures were designed to monitor writing progress within and across school years.

### TERM USAGE

To avoid confusion, the complete name, "The Lexile® Framework for Writing," should be used for all references to the writing framework. Use a capital "T" for the word "The," and include a "®" on the word "Lexile." When referencing the reading and writing frameworks in the same material, use the complete product names for both: "The Lexile® Framework for Reading" and "The Lexile® Framework for Writing."

The name "Lexile®" must use a capital "L" and include a "®" on the first reference. "Lexile measure" always uses a lower case "m." A "Lexile measure" should never be referred to as a "Lexile score" or other similar term. "Lexile" must always modify another term (for example, "Lexile measure" or "Lexile scale"). "Lexile" should never be used as a stand-alone term (for example, "My Lexile is..."). Variations of "Lexile" should never be used (for example, "Lexiles," "Lexiled" or "Lexiling").

### LEXILE MEASURES

A "Lexile® writer measure" is represented by a number followed by a "W" (for example, 850W); a "Lexile® reader measure" is represented by an "L" (for example, 850L). In instances when both a student's reading and writing abilities are discussed, use "Lexile reader measure" to denote reading ability and "Lexile writer measure" for writing ability. Do not refer to either Lexile measure as a Lexile score or other term.

## LOGO

Please refer to page 6 for the appropriate use of the Lexile logo.

## PRODUCTS, TOOLS & SERVICES

**Lexile® Writing Analyzer** is a grade-, genre-, and punctuation-independent automatic essay-scoring engine for establishing Lexile writer measures.

**Lexile® Writing Professional Development** provides on-site and regional workshops, online training and customized consulting to help educators implement Lexile writer measures in the classroom.

**MyWritingWeb**, powered by The Lexile® Framework for Writing, is a unique, Web-based application that integrates the monitoring of student growth in writing ability with writing activities targeted to each student's Lexile writer measure.

## TRADEMARK & COPYRIGHT

### **Lexile Trademark and Copyright Statement**

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## The Quantile® Framework for Mathematics

### ABOUT

The Quantile® Framework for Mathematics is a scientific approach to measuring mathematics achievement and concept/application solvability. The Quantile Framework consists of a Quantile measure and the Quantile scale. A Quantile measure represents the difficulty of a mathematical skill, concept or application (called a QTaxon) and a developing mathematician’s understanding of the QTaxons in the areas of Geometry, Measurement, Numbers and Operations, Algebra, and Data Analysis and Probability. Quantile measures are expressed as numeric measures followed by a “Q” (for example, 850Q), and are placed on the Quantile scale. The Quantile Framework spans the developmental continuum from kindergarten mathematics through the content typically taught in Algebra II, Geometry, Trigonometry and Pre-calculus, from below 0Q (Emerging Mathematician) to above 1700Q. Quantile measures take the guesswork out of determining which mathematical skills a developing mathematician has learned and which ones require additional instruction. All Quantile products and services rely on the Quantile measure and Quantile scale to match students with mathematics resources.

### MARKETING DESCRIPTION

The Quantile® Framework for Mathematics (Quantiles.com) is a unique measurement system that uses a common scale and metric to assess a student’s mathematical achievement level and the difficulty of specific skills and concepts. The Quantile Framework describes a student’s ability to solve mathematical problems and the demand of the skills and concepts typically taught in kindergarten mathematics through Algebra II, Geometry, Trigonometry and Pre-calculus. Quantile measures take the guesswork out of instruction by describing which mathematical skills and concepts the student has learned and is ready to learn. They improve mathematics teaching and learning by targeting instruction and monitoring student growth toward proficiency standards and the mathematical demands of college and careers.

### TERM USAGE

The Quantile Framework for Mathematics is the foundation of all Quantile products and services, providing the underlying philosophical and scientific structure for everything that uses the Quantile scale and the Quantile measure.

The complete name, “The Quantile® Framework for Mathematics,” must be used on the first reference. Use a capital “T” for the word “The,” and include a “®” on the word “Quantile.” Subsequent references can be abbreviated “the Quantile Framework” with a lowercase “t” and no “®.”

The name “Quantile®” must use a capital “Q” and include a “®” on the first reference. “Quantile measure” always uses a lower case “m.” A “Quantile measure” should never be referred to as a “Quantile score” or other similar term. “Quantile” must always modify another term (for example, “Quantile measure” or “Quantile scale”). “Quantile” should never be used as a stand-alone term (for example, “My Quantile is...”). Variations of “Quantile” should never be used (for example, “Quantiles” or “Quantiled”).

## QUANTILE MEASURE

A “Quantile<sup>®</sup> measure” is represented by a number followed by a “Q” (for example, 850Q). Do not refer to a Quantile measure as a Quantile score or other term.

## WEB SITE

The Quantile website must be written as “www.Quantiles.com” or “Quantiles.com” (with a capital Q), unless it is part of a compound URL (for example, www.quantiles.com/news or quantiles.com/news).

## LOGO



The Quantile logo consists of two parts: the Quantile name in its unique design and the Quantile artwork (the “swooshes”). The logo can only appear in all black or reversed (white on a dark background). The logo must always be reproduced using the digital master artwork provided by MetaMetrics.

It must never be modified in any way (for example, do not squash, stretch or re-draw it). The logo must always appear on an uncluttered background of an appropriate color to ensure clarity. It must not be used on any background that may make it indistinct. The logo must never be used as part of a phrase or sentence.

## CLEAR ZONE



The Quantile logo must be positioned in its own clear zone, apart from other images and/or text. The clear zone helps to protect the trademark status of the logo and ensures its consistent display. The minimum clear zone can be achieved using the letter Q. To ensure the correct and consistent use of the Quantile logo, please see Appendix A: Common Mistakes on page 15.

## PRODUCTS, TOOLS & SERVICES

**Math Skill Database (QTaxon Search)** enables educators to search QTaxons by Quantile measure, keywords, mathematics strand or state curricular alignments.

**Math@Home<sup>®</sup>** provides access to a growing number of family-friendly mathematical resources that support the textbook lesson a child is studying in school.

**Quantile<sup>®</sup> Map** provides a graphic representation of mathematical skills and concepts aligned with their strands and Quantile measures.

**Quantile<sup>®</sup> Professional Development** provides on-site and regional workshops, online training and customized consulting to help educators implement Quantile measures in the classroom.

**Quantile<sup>®</sup> Teacher Assistant** supports differentiated instruction by providing access to resources on specific mathematical skills and concepts that are aligned with state and the Common Core standards.

**Textbook Search** includes more than 100 textbooks, searchable by publisher, ISBN, author, title or keyword. Textbook calibrations are at the lesson level, enabling educators to match students with targeted mathematics activities.

## TRADEMARK & COPYRIGHT

Anyone using the Quantile name, logo or corresponding descriptions has an obligation to correctly represent the product brand by including the appropriate trademark and copyright statements on all materials. The trademark and copyright statements must appear “in such a manner and location as to give reasonable notice” of a claim to copyright.

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## Appendix A: Common Mistakes

It is essential that the MetaMetrics, Lexile and Quantile logos be used in a considered and consistent manner. Mistakes, however small or apparently insignificant, will collectively erode the overall cohesion and reduce the impact of the MetaMetrics, Lexile and Quantile brands. Some common mistakes relating to the use of the logos are shown below.

### DISTORTION

**DON'T distort the shape or form of the logo.** Always use digital master artwork provided by MetaMetrics to ensure the logo is represented correctly.



### CLEAR ZONE

**DON'T forget about the logo clear zone.** Always position the logo away from the edge of the page and other text and graphic elements.



### COLOR

**DON'T change the color of the logo to match a particular color scheme.** Always use digital master artwork provided by MetaMetrics to ensure the logo is represented correctly—in all black on reversed (white on a dark background).



### ADDED GRAPHICS

**DON'T place other graphics around the logo.** These could be interpreted as part of the logo and threaten its trademark status. Make sure the logo clear zone rules are followed.



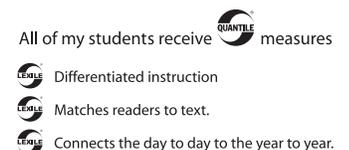
### ROTATION

**DON'T rotate the logo.** The words should always be perfectly horizontal with the reading plane. Always use digital master artwork provided by MetaMetrics to ensure the logo is represented correctly.



### LOGO AS TEXT

**DON'T use the logo in any part of a sentence as text.** The logo should always be a distinct image set apart from text and never used as a bullet or in place of text.





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[www.Quantiles.com](http://www.Quantiles.com)

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