

The Lexile® Framework for Reading

ABOUT

The Lexile® Framework for Reading (Lexile.com) provides a common, developmental scale and measure to match readers with resources and activities that are targeted to their ability level. Lexile measures help educators, librarians and families select books, articles and other materials that provide the right level of challenge for the reader's skills and goals, and to monitor growth in reading ability. Tens of thousands of books and hundreds of millions of articles have Lexile measures, and the number of resources with Lexile measures continues to grow. Recognized as the most widely adopted reading metric, Lexile measures are used at the school level in all 50 states. Each year, more than 30 million Lexile measures are reported from reading assessments and programs, representing more than half of U.S. students.

LEXILE MEASURES

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 "®."

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

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.



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.

TRADEMARK & COPYRIGHT

Anyone using the Lexile name, logo or descriptions has an obligation to correctly represent the 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.

LEXILE®, LEXILE FRAMEWORK® and the LEXILE® logo are trademarks of MetaMetrics, Inc., and are registered in the United States and abroad. Copyright © 2010 MetaMetrics, Inc. All rights reserved.

For additional information, logo files or other inquiries, contact:

Eric Zurowski, Marketing Manager, MetaMetrics

919-547-3453 / ezurowski@Lexile.com