

Brand Style Guide

MATHNASIUM®
The Math Learning Center

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Introduction

Since our first learning center opened in California in the spring of 2002, we have grown to more than 1,000 Mathnasium Learning Centers worldwide. We are humbled and incredibly grateful that, with each center we open, we profoundly impact the lives of children, their families, and local communities. Simply put, it's a privilege and an honor.

Our well-respected brand is in your competent hands every day.

We created this guide to help you, our Mathnasium representatives, share our brand with quality, consistency and integrity. It should act as a primer and a reference. Please read it, share with anyone who writes, posts, or creates art on your behalf, and keep it handy in the center.



Our Mission

Teach children math so that they understand it, master it, and love it.
Math can change their lives, and they can change the world.

Our Beliefs

ABOUT MATH

Math matters, in school and in life.

Math proficiency impacts a child's academic and career opportunities. It promotes critical thinking and teaches problem-solving. Success in math supports success in life.

Anyone can succeed in math.

Children are not hardwired to be good or bad at math. With the right materials, the right instruction, and the right support, any child can learn, enjoy and thrive in math.

Math is fun.

Learning math and solving math problems are fundamentally stimulating, rewarding and fun activities. Although math mastery is a serious subject, we know how to keep the process fun.



Our Beliefs

ABOUT LEARNING

True understanding leads to higher performance and lasts a lifetime.

Building a child's foundational understanding supports progressive learning, higher performance and long-term retention.

Individualized instruction is the best way to address a child's unique learning needs.

We tailor our approach with personalized lesson plans and engaged, face-to-face instruction to support each child exactly where they need it most.

People are the best teaching technology.

There's nothing better than a well-trained, enthusiastic and compassionate instructor to motivate achievement, provide emotional support and celebrate student success.

Learning is a lifelong process.

Mastering math doesn't happen overnight. Learning compounds with ongoing training. The time and energy invested pays lasting dividends.



Our Beliefs

ABOUT BUSINESS

Superior systems support superior service.

To deliver the most value and superior customer experience, we utilize the best systems and practices available.

Franchising offers greater value and global impact.

Franchising is the optimal business model to deliver our product to the most families with the highest standard of quality.

One's career should be emotionally and financially rewarding.

Improving children's lives is one of the most gratifying ways to earn a great living.



Our Values

Our shared set of core values unites us in our mission to change lives through math.

Integrity: We pride ourselves on integrity and honesty, evident in our attitude and behavior, at all times.

Quality: Our **A+** brand identity comes from our high-quality work and dedication to customer service.

Caring: Caring and empathy are at the heart of the transformation we inspire in children's math education.

Respect: Respect for our customers and for each other is deeply rooted in our culture.

Teamwork: Exceptional teamwork sustains our growth and makes our global mission a reality.



Brand Name



Our name, **Mathnasium**, is a combination of the words **math** and **gymnasium**. Our name illustrates our belief that, while children need physical exercise to develop strong muscles, it's equally important to exercise their minds to develop strong "math muscles." Just as adults attend a local gymnasium to strengthen their bodies, children attend a local Mathnasium Learning Center to develop their minds.

By evoking a gymnasium, we connect our brand to ideas of fitness, engagement, achievement and enjoyment. We help parents understand that regular "workouts" (attendance) are necessary to achieve results.

This spirit of "mathematical fitness" is further conveyed by our Workout Books and by the characters in our marketing materials and on our center walls.

Voice & Tone

Our voice and tone guide what we say and how we say it. In both written and in-person communication, strive to be:

Clear, organized, logical and easily understood.

Friendly, warm and sometimes playful.

Caring, sincere, empathetic, and supportive.

Honest, factual and straightforward.

Professional, highly trained, respectful and authoritative.

Mathematical, infused with math shapes, symbols and language.



Copy Guidelines

Our copy guidelines help us deliver consistent, on-brand user experiences across all company content and channels. Everything we write, from emails to press releases, should convey a professional image: grammatically correct, free of typos and clear in meaning. Written communication should be as brief as possible, respecting the time and attention of parents and other readers. The exception is blog posts, where added length and keyword inclusion boost search engine ranking.

STYLEBOOK AND DICTIONARY

For correct, consistent copy, please follow The Associated Press (AP) Stylebook and the Webster's New World College Dictionary, Fifth Edition. Exceptions are inevitable, especially in marketing materials (e.g., title case, serial comma, bold or italics, numerals, ampersands). Strive for consistency. For more guidance on capitalization, punctuation and more, see Addendum A: Best Practices in Writing.

HELPFUL TOOLS

We highly recommend downloading AP Styleguard, a plug-in that checks Microsoft® Word documents for AP style. The AP Stylebook, AP Styleguard plug-in, Webster's Dictionary and tools for use in your browser are available on the [AP Stylebook website](#).

We also recommend [Grammarly's free browser plug-in](#) for your web-based email clients and social media. While it doesn't always conform to AP style, it's a great tool to help with spelling, grammar and punctuation. For those who write articles or blog posts, Grammarly's premium version has advanced features, including a plagiarism check to help avoid duplicating content, which lowers search ranking for both your microsite and for the entire system.

Copy Guidelines

MATHNASIUM WORD USAGE

Advanced/Struggling Students: We use the word “advanced” and “struggling” to refer to students. We avoid the negative term “remedial” and limit use of the word “enrichment,” because it is somewhat vague.

Assessment: Our expert evaluation of a student’s strengths and weaknesses on both grade-specific and conceptual skills is central to our approach and differentiates us from competitors.

Enroll: We prefer the word enroll, because it connotes long-term engagement in an academic pursuit. Our program is not a quick fix that can be measured in weeks.

Instructors: We have instructors and avoid using the words “teachers” or “tutors.” It’s correct, though, to say we teach math.

Mathnasium Method™: We use the trademark symbol (™) whenever referencing our proprietary methodology.

Number Sense: The beginning of all math ability, number sense is the ability to appreciate the size and scale of numbers in the context of the question at hand.

Numerical Fluency: The ability to effortlessly recall basic number facts for all four operations (+, −, x, ÷) is the cornerstone of future math learning. It’s important that parents understand this term as a critical goal for their child.

Mental Math: The ability to do math in one’s head, without writing or counting on fingers.

Tutoring: We are not a tutoring center, and we don’t have tutors, but we do use “tutoring” to describe what we do. “Tutoring” is an important keyword word to use for SEO in order to compete in online searches.

For more specialized Mathnasium vocabulary, see Addendum: Best Practices in Writing/Frequently Used Words and Phrases.

Copy Guidelines

ABOUT MATHNASIUM

Use the following “About Mathnasium” copy at the bottom of a press release or any communication requiring a company boilerplate. Update the last line promptly each year.

About Mathnasium: North America’s leading math-only supplemental education franchise, Mathnasium teaches math so that children understand it, master it, and love it. The result of 40+ years of hands-on instruction and research, the Mathnasium Method™ has transformed the lives of children in grades 2-12 since 2002. With more than 1,000 learning centers worldwide, Mathnasium is ranked No. 2 in Forbes’ “Best Franchises to Buy” in the U.S. for 2019.

PRESS RELEASES

Press releases should use the following dateline format.

CITY (in caps), Date — Text

For example:

LOS ANGELES, Dec. 5, 2020 — Mathnasium Learning Centers is excited to announce ...

Logo

Our logo is the symbol of our brand. The dominant **A+** paired with “The Math Learning Center” clearly communicate the quality and nature of who we are. Our logo is what we want the world to envision when they think of excellence in personalized math instruction.

Our logo must have the registered symbol (®) attached in superscript. Whenever possible, use a version of the logo featuring the red **A+**.

The logotype, M A + H N A S I U M, changes only in rare circumstances with explicit Home Office approval.



Logo

MISTAKES TO AVOID

Use the logo only on solid white, Pantone 179 C (Mathnasium Red) or Pantone Black 6 C (Mathnasium Black) backgrounds.

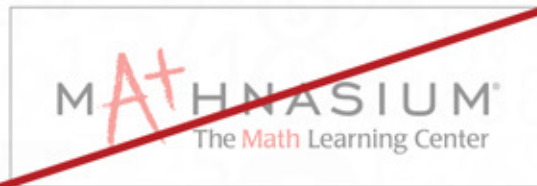
Do not alter the logo color or proportions. Do not outline, rotate or add effects such as shadows, gradients or dimension.



Do not scale



Do not rotate



Do not reduce opacity



Do not use grey on light backgrounds



Do not change the logo's colors



Do not use grey on red

Logo

CLEAR SPACE & LEGIBILITY

Clear space frames the logo and separates it from other elements, including text and the edge of printed materials.

When measuring for sufficient space around the logo, exclude the **A+** and "The Math Learning Center." Instead, measure from the edges of the capitalized letters in "MATHNASIUM." There should be at least two times the width of the final "M" in "MATHNASIUM" on all sides. The exception is the tagline, which may be placed closer to the bottom of the logo.

The logo should always be readable, even when printed on a small scale, such as on pencils, business cards and premiums. If it would be too small to read, use the **A+** icon instead.

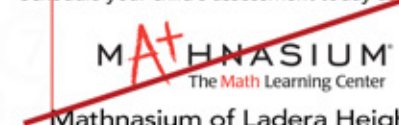


Schedule your child's assessment today at



Mathnasium of Ladera Heights

~~Schedule your child's assessment today at~~



Call Us Today For \$100 Off



Brand Descriptor & Tagline

The phrase, **The Math Learning Center**, is our *brand descriptor*. It tells the world that we teach children math (and only math) on-site, not in their homes or online. It's an important distinction that helps parents understand our business.

The logo should have the brand descriptor under it. There are rare occasions when the brand descriptor may be omitted:

1. If space considerations and logo size make the descriptor font smaller than 10 points.
2. If space considerations and the need to use our tagline force a compromise.
3. If a message heavily promotes the @home program.

Any other deviations must be approved by the Home Office.

Our tagline, **Changing Lives Through Math**,™ is an opportunity to communicate our company's focus and to differentiate our brand from others.

Our tagline emphasizes the aspirational nature of our work. It reflects our desire make a true and lasting impact on our students, their families and the world at large. The phrase, **We Make Math Make Sense**,™ should no longer be used as a brand tagline.

Our tagline should always have the trademark symbol (™) attached.

The tagline should be capitalized when it stands alone in marketing materials; otherwise, use sentence case:

We're changing lives through math around the world.

Our instructors always say, "We're changing lives through math."

Color Matrix

Color paints perspective about what we see. We apply distinctive, bold colors to bring math to life and to increase the emotional impact of our brand.

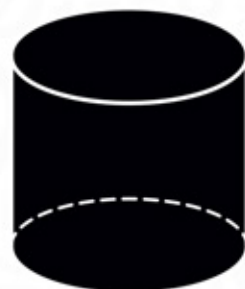
Pantone 179 C and **Pantone Black 6 C** are our powerful primary red and black colors, to be used with white. **Pantone 420 C**, **Cool Gray 7 C**, **395 C** and **7620 C** are our secondary colors and should not be used on more than 25% of a marketing piece. To achieve a clean, on-brand look, leave plenty of white space and do not stray from this color scheme.

**PANTONE
179 C**



CMYK: 0,91,87,0
RGB: 239,62,51
HEX: #EF3E33

**PANTONE
BLACK 6 C**



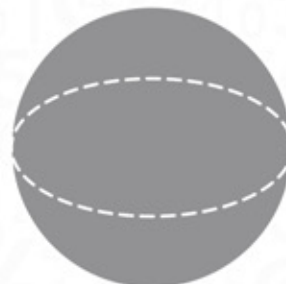
CMYK: 60,40,40,100
RGB: 0,0,0
HEX: #000000

**PANTONE
420 C**



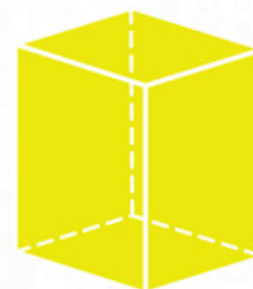
CMYK: 21,17,17,0
RGB: 200,200,200
HEX: #C8C8C8

**PANTONE
COOL GREY 7 C**



CMYK: 45,37,36,2
RGB: 146,146,148
HEX: #929294

**PANTONE
395 C**



CMYK: 11,0,100,0
RGB: 235,231,14
HEX: #EBE70E

**PANTONE
7620 C**



CMYK: 20,100,100,12
RGB: 181,18,27
HEX: #B5121B

Typography

The words we use shape our message, but the visual appeal of those words influences how our message is received. Mathnasium typefaces are clean, modern and fun, yet professional. The specific typefaces we have chosen are critical to conveying our message. Use only the following fonts for your marketing materials. Do not use more than three on any one marketing piece or combine too many variations, such as bold and italic. These fonts are fully licensed and available (except for CC Sign Language); download the set using any of the links below.

The Clear Type: **Avenir**

Mathnasium: Changing Lives Through Math™

Avenir is our main marketing typeface. It's clear and clean, and we use it for headlines and body text on all marketing materials (including forms). If you have difficulty installing Avenir on your computer, please contact support. As a last resort only, use Tahoma as the default typeface.

The Emotional Type: *Sonora*

"My kids love going to Mathnasium!"

Sonora is the handwriting-style typeface we use sparingly as a graphic accent or headline. It is used for more emotional copy, such as testimonials or congratulations on a job well done.

The Fun Type: **CC Sign Language**

"The number zero is a good idea." – Beth, age 8

CC Sign Language is used in our wall art quotes; it resembles the bold lines of our characters. It is used sparingly to add whimsy and fun to social media and can only be licensed through Adobe Creative Cloud. If you aren't able to use CC Sign Language, use Avenir Bold instead.

The Email and Constant Contact Type: **Tahoma**

Dear Mrs. Jones,

Tahoma is a sans-serif typeface that is readily available for use in email communication.

Typography

AVENIR 35 LIGHT

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

AVENIR 35 LIGHT ITALIC

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

 [DOWNLOAD FONT](#)

Typography

AVENIR 65 MEDIUM

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

AVENIR 65 MEDIUM ITALIC

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

 [DOWNLOAD FONT](#)

Typography

AVENIR 95 BLACK

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

AVENIR 95 BLACK ITALIC

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

 [DOWNLOAD FONT](#)

Typography

SONORA

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

CC SIGN LANGUAGE

A B C D E

F G H I J K L M

N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

 [DOWNLOAD FONT](#)

Patterns

Patterns should be used judiciously within headers, footers, banners or as subtle graphic accents. Our two patterns are a collection of numbers or symbols and come in Mathnasium's six colors, represented below.

Patterns should always be in the background, helping the design or message to reflect the Mathnasium brand. They should never overtake the design or message.

Despite any resemblance to our pre-2019 number patterns, these patterns are the only ones approved for use.



 [LINK TO MATRIX](#)

Characters

Since our founding, unique characters have enhanced the walls of our learning centers and on educational and in-center marketing materials. They are designed to engage children and add whimsy.

Our characters represent the spirit of Mathnasium and set an example of **mathematical fitness** through athletic activities that a child might enjoy. They connote active participation, strength, playfulness and fun.

Consult the wall art planogram on the Marketing Matrix for proper order. In marketing materials, use individual characters for accent, not as the focus.



Point



Segment



Ray



Line



Acute Angle



Right Angle



Obtuse Angle



Straight Angle



Scalene Triangle



Right Triangle



Isosceles Triangle



Equilateral Triangle



Trapezoid



Kite



Parallelogram



Rhombus



Characters



Rectangle



Square



Pentagon



Hexagon



Heptagon



Octagon



Nonagon



Decagon



Circle



Ellipse



Plane



Intersecting Planes



Square Pyramid



Octahedron



Cube



Rectangular Prism



Cone



Cylinder



Frustum



Icosahedron



Dodecahedron



Icosidodecahedron



Sphere



Ellipsoid



Hemisphere



Torus

 [DOWNLOAD SET](#)

Icons

Our transformation icon is aspirational and represents student “future selves.” It reminds people that attending Mathnasium is transformational:

We change lives through math.

The icon must be in one of the approved Mathnasium colors. The icon should be used sparingly and rarely in headers, footers, banners or as subtle graphic accents.



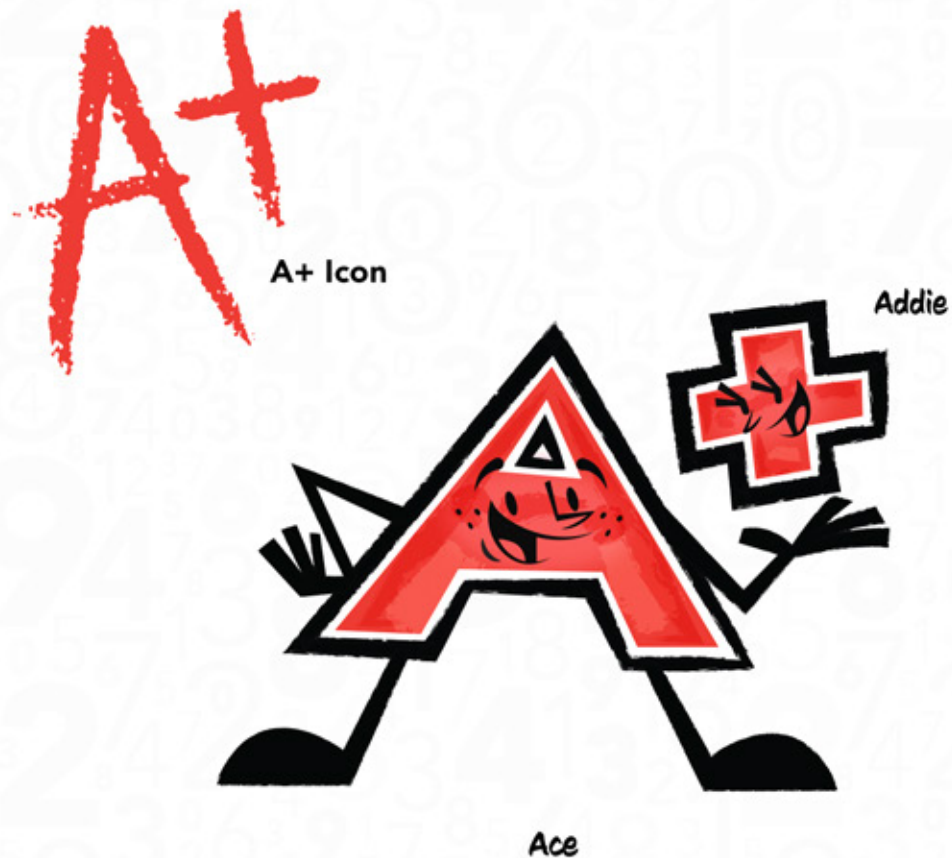
 [DOWNLOAD ICONS](#)

Icons

Our **A+** icon comes directly from our company name and logo.

Our “Ace” and “Addie” characters are our brand ambassadors, company mascots, and students’ cheerleaders rolled into one. Always a team and always positive, they represent academic excellence, youthful exuberance and a love of learning math. If a student has doubts, Ace and Addie support them in staying the course. And whenever they “ace” a test, Ace and Addie help them celebrate!

Ace and Addie aren’t salespeople, though, and should be used sparingly as an accent.



 [DOWNLOAD ICONS](#)

Graphic Elements

Key Lines: Key lines are used to hold words or graphics together but should not be overused.

Schedule An Assessment Today

Bursts: Geometric bursts can be used on printed and online marketing materials to emphasize a word or a phrase. The bursts available on the Marketing Matrix are the only ones acceptable for use.



Space: Plenty of open space, especially white space, should be used on layouts and in artwork to emphasize the content and reinforce simplicity and a calm, clean look.

Mathematical Symbols: All mathematical symbols must be in approved fonts. All fractions should have a horizontal vincula. For example: $\frac{1}{3}$ not 1/3.

The graphic elements mentioned above are the sum total of what may be used. Do not use blotches, bubbles, sunbursts, swirls, pinwheels, racing stripes or complex 3D imagery.

 [LINK TO MATRIX](#)

Photography & Videography

To properly communicate our message, our imagery must be clear, positive and aspirational. Specifically, our imagery highlights the learning process and the chemistry between instructor and student. Photos should feature confident, happy children learning, and friendly instructors teaching. An extensive collection of company-produced photography and testimonial videos is available on the Marketing Matrix.

It is critical to obtain a signed release for any person photographed or videotaped in your center. Any imagery including a child should be accompanied by a release that has been signed and submitted by the parent or guardian.

 [LINK TO MATRIX](#)



Photography & Videography

Should you need to photograph or video special events or activities, please follow these guidelines:

- Always include people (children, parents and/or center staff).
- Staff must wear Mathnasium-branded clothing, be engaged and project a positive attitude.
- Children should be enjoying themselves, actively learning and/or interacting with staff.
- Center must be clean and organized — from pencils to manipulatives, brag board to binders.
- Be mindful of how students in the background or to the side appear as well.

 [LINK TO MATRIX](#)



Creating New Materials

Being consistent and uniform in our communications is the only way to protect our brand and cumulatively build a look that garners immediate recognition across the globe.

When creating our brand style, we carefully considered every aspect of design. It is nuanced, so this style guide should be consulted closely in the creation of any marketing materials. Materials not created by the Home Office require approval. Please submit a Marketing Materials Request for Approval form with sufficient notice, before your planned publication date, so that any required changes can be made.



Conclusion

When you add it up, the sum of our brand is more than a mission, manifesto or style — it's all of us as individuals, combining our efforts to build and maintain our A+ grade. Mathnasium's brand journey will continue to evolve, but our A+ DNA will remain the same. We'll always strive to stay at the top of our class, *changing lives through math* — from more than 1,000 learning centers around the world. It's who we are. It's what we do.

Thank you for using our Mathnasium Brand Style Guide to ensure the consistency and quality of our A+ brand identity.



Addendum: Best Practices in Writing

Best Practices in Writing

In addition to following standard grammar and AP style (with some exceptions), use the rules and best practices below for consistent, correct communication.

CAPITALIZATION, IN BRIEF

In our name

When writing the three words “Mathnasium Learning Center(s)” together, all words are capitalized. If “learning center” or “center” are not preceded by “Mathnasium,” don’t use capital letters.

In headlines and titles

AP style uses sentence case, which capitalizes only the first word of a full sentence and proper nouns. Marketing assets and other materials, where appropriate, may use title case. Title case capitalizes all words except for articles (a, an, the), coordinating conjunctions (and, or, but, ...) and short prepositions (in, on, for, up, ...).

In job descriptions

“Owner,” “franchise owner,” “franchisee,” “center director” and “instructor” should be capitalized only at the beginning of a sentence, directly before a name or in a signature line.

Franchise Owner Joe Smith is terrific.

But: Joe Smith is the franchise owner.

The franchisee, Joe Smith, is terrific.

Instructor Kevin Smith is a college student.

But: Judy is an instructor at the local Mathnasium Learning Center.

Jane is the center director.

Best regards,

Jane Doe

Center Director

Best Practices in Writing

PUNCTUATION, IN BRIEF

Commas: Commas are ... complicated. Reference the AP Stylebook for guidelines. As a rule, we use a comma after an introductory phrase, e.g., "Tomorrow, we'll learn multiplication." AP style rejects the serial comma unless it's necessary for clarity, but we feel it's fine to include if it improves sentence rhythm.

Dashes: Use em dashes (the longest dash), not en dashes. Use a space on each side. (E.g., We teach math — and only math.) Hyphens, which have their own rules, do not replace dashes.

Ellipses: Put a space on both sides of ellipses (...).

FREQUENTLY USED WORDS & PHRASES

Mathnasium has a specialized vocabulary. In addition to what was detailed in the Style Guide, the list below will help you spell, punctuate and capitalize these words and phrases correctly.

after-school (as a modifier)

a.m. and p.m. (lowercase, with periods)

A's and B's (with apostrophes for readability)

assessment (lowercase except in headlines)

backup (noun, adjective); back up (verb)

blog (lowercase)

brag board (lowercase)

center owner (capitalize only before a name)

Checkup (noun, capped, e.g., Checkup #3); check up (verb, lowercase)

cool-down (adjective, noun); cool down (verb)

critical thinking skills (no hyphen)

dates — never use "st," "nd," "rd," "th" (Dec. 5, not Dec. 5th)

decision-maker

Best Practices in Writing

drop-down menu

drop-off (noun, adjective)

email

face time (between two people. FaceTime is a product of Apple Inc.)

face-to-face (adjective); face to face (adverb)

fine-tune

Focus On (capped)

follow-up (noun, adjective); follow up (verb)

gameplay

giveaway

goal setting

goody bags

heads-up (noun, adjective); heads up (interjection)

high-five (noun); high-five (verb)

in-center (do not cap center)

internet (lowercase)

learning center

Learning Plan (capped)

life changing (noun); life-changing moment (adjective)

lightbulb

Mastery Check (capped)

Mathnasium@home ("h" is always lowercase)

Mathnasium Learning Center
(always capped when the three words are together)

Mathnasium Method™
(always capped and with the trademark)

microsystem (one word)

Best Practices in Writing

multicenter (one word)

number sense (lowercase)

onboarding

one-to-one (adjective); one to one (adverb)

owner (as in center owner) —
capitalize only before a name or in a signature

pay-per-click campaign (hyphenate and all lowercase);
pay per click (standing alone)

pi (lowercase), Pi Day (an event)

pop-up (adjective, noun)

problem-solving (adjective, noun)

Prescriptive, Prescriptive Pack(s) (capped)

Progress Check(s) (capped)

P.S. (with periods, no colon)

punch card (two words)

real time (noun), real-time (adjective)

rewards cabinet (lowercase)

school-age (hyphenate and no “d” at end)

seasons (spring, summer, fall, winter) lowercase unless part of a
formal name or a headline

setup (noun, adjective); set up (verb)

sign-up (noun); sign up (verb)

startup (noun, adjective); start up (verb)

tabletop

takeaway

Team Teaching (capped)

telltale signs

Best Practices in Writing

toolkit

top of mind; top-of-mind position
(hyphenate only when modifying a noun)

Veterans Day

U.S. (not US)

warmup (noun); warm up (verb); warm-up (adjective)

web, website, web browser (lowercase)

Workout Book (capped)

year-round (adjective); year round (adverb)

ZIP code (capitalize ZIP)