



classics

Brand Guide



Last Updated March 2023

Contents

Messaging

- 2 Positioning
- 3 Value Messaging
- 4 Product Descriptions

Visual Branding

- 8 Logo and Icon
- 10 Usage Guidelines
- 11 Colors
- 13 Illustrations

Putting It All Together

- 14 Product
- 15 Marketing

Positioning



Classics is a set of world-class novels and plays in two versions, adapted text and symbol supported, for unique learners in middle and high school.

TAGLINE Captivating Reads. Lively Discussion.

LABEL Accessible world-class literature

Value Messaging

Meet beloved characters.

EXPLORE NEW WORLDS.

How excited would your unique learners be to join their general education peers in reading world-renowned literary works? With Classics, middle and high school students can choose from 12 novels and plays that fire up their imaginations! Each work is accessible through adapted-text and symbol-supported versions, and leveled activities build understanding and independence.

STRENGTHEN COMPREHENSION WITH EFFECTIVE RESOURCES

Students learn to identify story elements and meaning through interactive vocabulary activities, end-of-chapter questions, and end-of-book activities differentiated to four levels.

EXPAND WAYS TO COVER STANDARDS AND SUPPORT GOALS

Meet extended and general education standards with a variety of engaging literature, and monitor progress toward IEP goals with performance data that's automatically collected.

CREATE AN INCLUSIVE COMMUNITY OF ENTHUSIASTIC READERS

Foster meaningful growth with age-appropriate materials that challenge students and lead to fulfilling discussions with peers and teachers.

Product Descriptions

~25 WORDS ACTIVE

Give unique learners in middle and high school equitable access to world-class novels and plays and build comprehension with differentiated activities using Classics.

~25 WORDS DESCRIPTIVE

Classics gives unique learners in middle and high school equitable access to world-class novels and plays paired with differentiated activities to build comprehension.

Product Descriptions

~50 WORDS ACTIVE

Give unique learners in middle and high school equitable access to world-class novels and plays and build comprehension with differentiated activities using Classics. Teach standards and course requirements with engaging literature. Satisfy learner needs and provide communication support with two versions of each work. Easily monitor progress with automatic data collection.

~50 WORDS DESCRIPTIVE

Classics gives unique learners in middle and high school equitable access to world-class novels and plays paired with differentiated activities to build comprehension. Its engaging literature helps teachers cover standards and students complete course requirements. Each work comes in two versions to satisfy learner needs and provide communication support. Automatic data collection makes progress monitoring easy.

Product Descriptions

~100 WORDS **ACTIVE**

Give unique learners in middle and high school equitable access to world-class novels and plays and build comprehension with four levels of differentiated end-of-book activities using Classics. Teach standards and course requirements with a variety of engaging literature. Foster meaningful growth with age-appropriate materials that challenge students and lead to fulfilling discussions with peers and teachers. Satisfy individual learner needs and provide communication support with two versions of each work: simplified, adapted text and text with optional symbols. Easily monitor IEP goal progress with performance data that's automatically collected.

Product Descriptions

~100 WORDS DESCRIPTIVE

Classics gives unique learners in middle and high school equitable access to world-class novels and plays that include four levels of differentiated end-of-book activities to build comprehension. Its varied, engaging literature helps teachers cover standards and students complete course requirements. Students experience meaningful growth by reading age-appropriate materials that challenge them and spark fulfilling discussions with peers and teachers. Each work comes in two versions to satisfy individual learner needs and provide communication support: simplified, adapted text and text with optional symbols. Automatic collection of performance data makes IEP goal progress monitoring easy.

Logo and Icon

At first glance, we see the shape of an open book, which immediately suggests reading and literature.

The right side of the book cover resembles a feathered wing, which represents students' imaginations taking flight and how they can reach higher levels of literacy.



NOTE Do not use the icon if the full logo would better communicate the product brand.

PREFERRED VERSION

Use this version on light backgrounds

classics-logo-rgb.ai



classics-icon-rgb.ai



REVERSED

Use this version on dark backgrounds

classics-logo-rev-rgb.ai



classics-icon-rev-rgb.ai



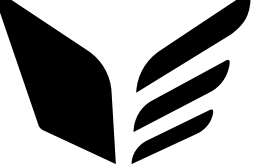
BLACK

Use this version for 1-color printed applications

classics-logo-1c-black.ai



classics-icon-1c-black.ai



WHITE

Use this as an alternate for the reversed logo—particularly when there isn't enough contrast between the icon colors and the background

classics-logo-1c-white.ai



classics-icon-1c-white.ai



NOTE Ensure there is sufficient contrast between the logo and the background. And avoid placing it on top of heavy textures or patterns.

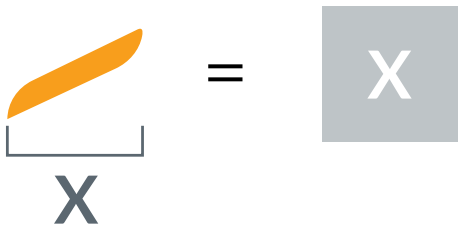


Download logos & icons from MediaVale

Usage Guidelines

MINIMUM SAFE AREA

Negative space around the logo should always be equal to or greater than the width of the smallest section of the mark "wing" (labeled "X" in the diagram to the right).



MINIMUM LOGO SIZE

Minimum size for this logo is 24 px tall for digital applications or 0.25 inches tall for print.





Colors

PRODUCT BRAND



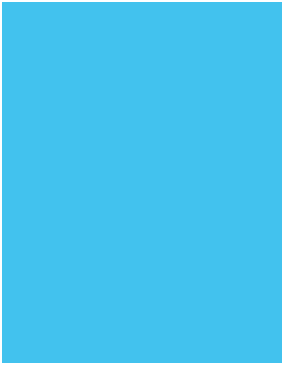
PRIMARY
CLS Gold

#efae37
r239, g174, b55
m27, y92
PMS 7409 C



SECONDARY
CLS Brown

#763921
r118, g57, b33
m74, y94, k57
PMS 168 C



ACCENT
SSP Cyan

#42c2ee
r66, g194, b238
c67, y4
PMS 298 C



Gold Light

#fdd26e
r253, g210, b110
m11, y62
PMS 134 C

Gold Dark

#cc8a00
r204, g138, b0
m39, y100, k11
PMS 131 C



Brown Light

#9a6a4f
r154, g106, b79
c17, m53, y59, k25
PMS 7525 C

Brown Dark

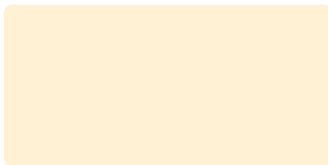








#4f2c1d
r79, g44, b29
c14, m75, y91, k76
PMS 4625 C



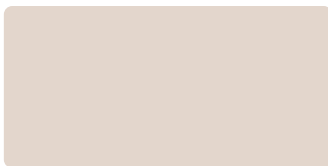






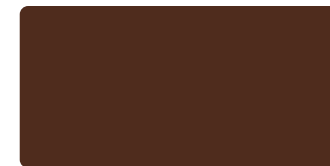
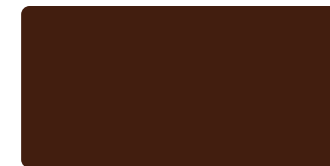
Download ASE files from MediaValet

USER-INTERFACE
TINTS/SHADES

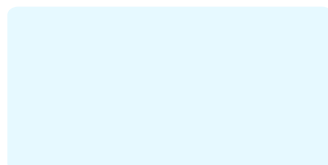
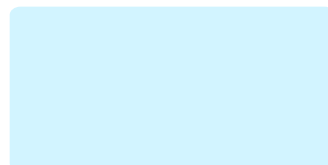
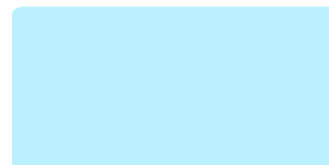
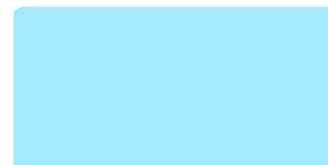
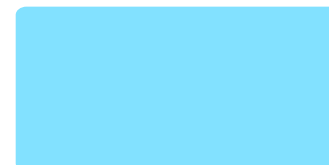




PRIMARY
Classics Gold

								
(10) #fff1d4	(20) #ffe7b3	(30) #ffe099	(40) Gold Light #fdd26e	(50) #f7c245	(60) CLS Gold #efae37	(70) #df9d2b	(80) Gold Dark #cc8a00	(90) #b37800

SECONDARY
Classics Brown

								
(10) #e3d6cc	(20) #ccb19f	(30) #b3856b	(40) Brown Light #9a6a4f	(50) #8c512e	(60) CLS Brown #763921	(70) #663117	(80) Brown Dark #4f2c1d	(90) #421e0f

ACCENT
SSP Cyan

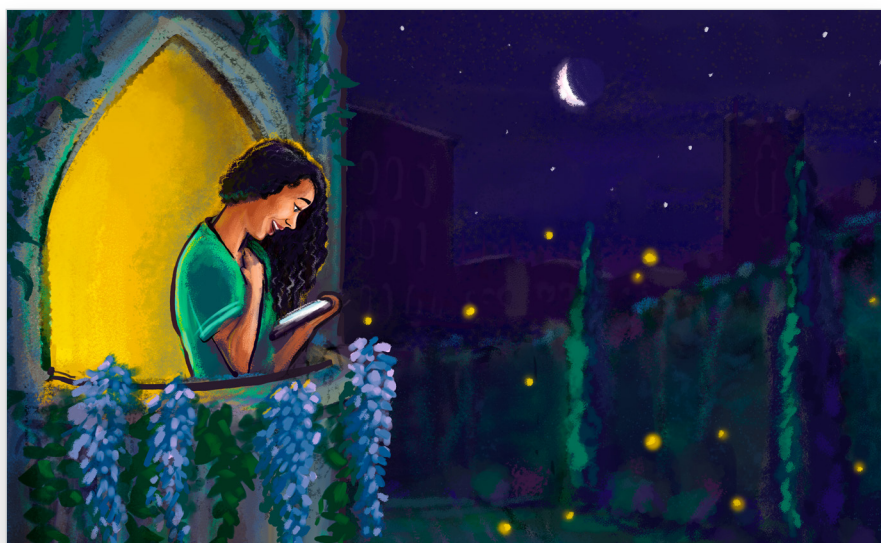
								
(10) #E6F9FF	(20) #D2F4FF	(30) #BAEFFF	(40) #A4E9FF	(50) SSP Light #82E1FF	(60) SSP Cyan #42C2EE	(70) #30ADDF	(80) #1D97CE	(90) SSP Dark #0075B5

Illustrations

HERO IMAGE



SUPPORTING
ILLUSTRATIONS

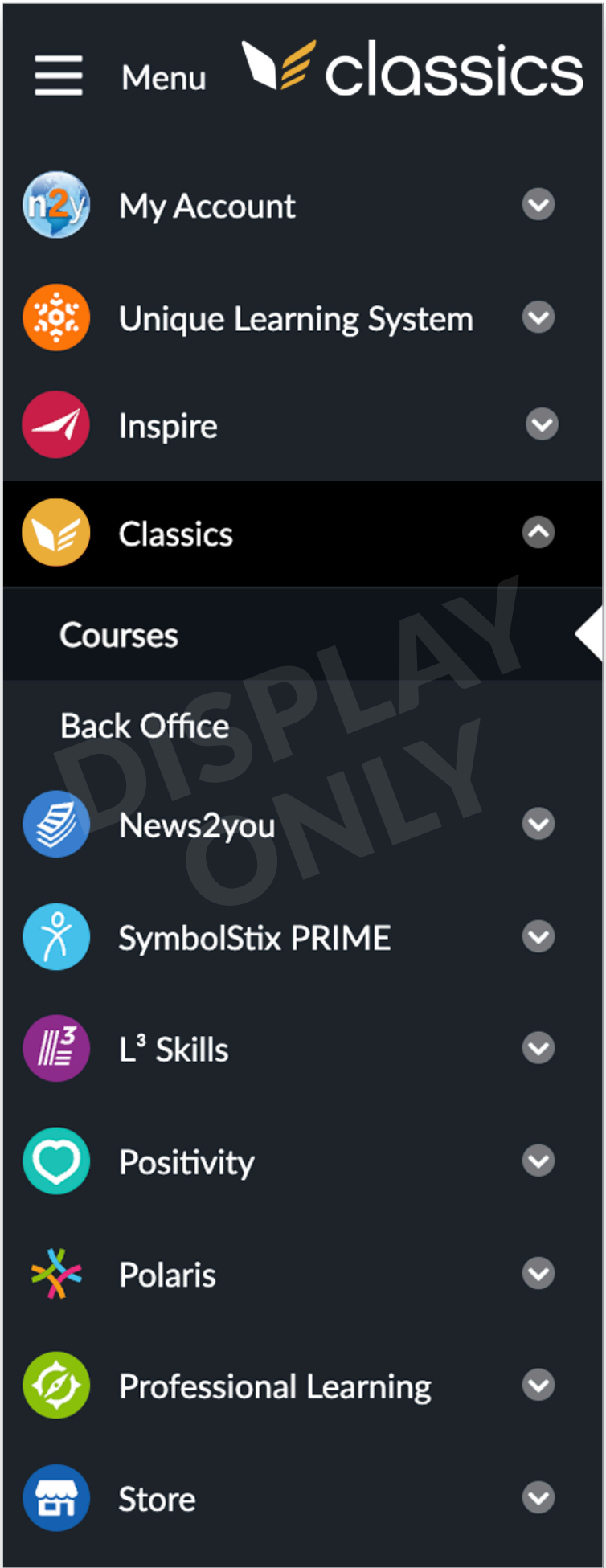
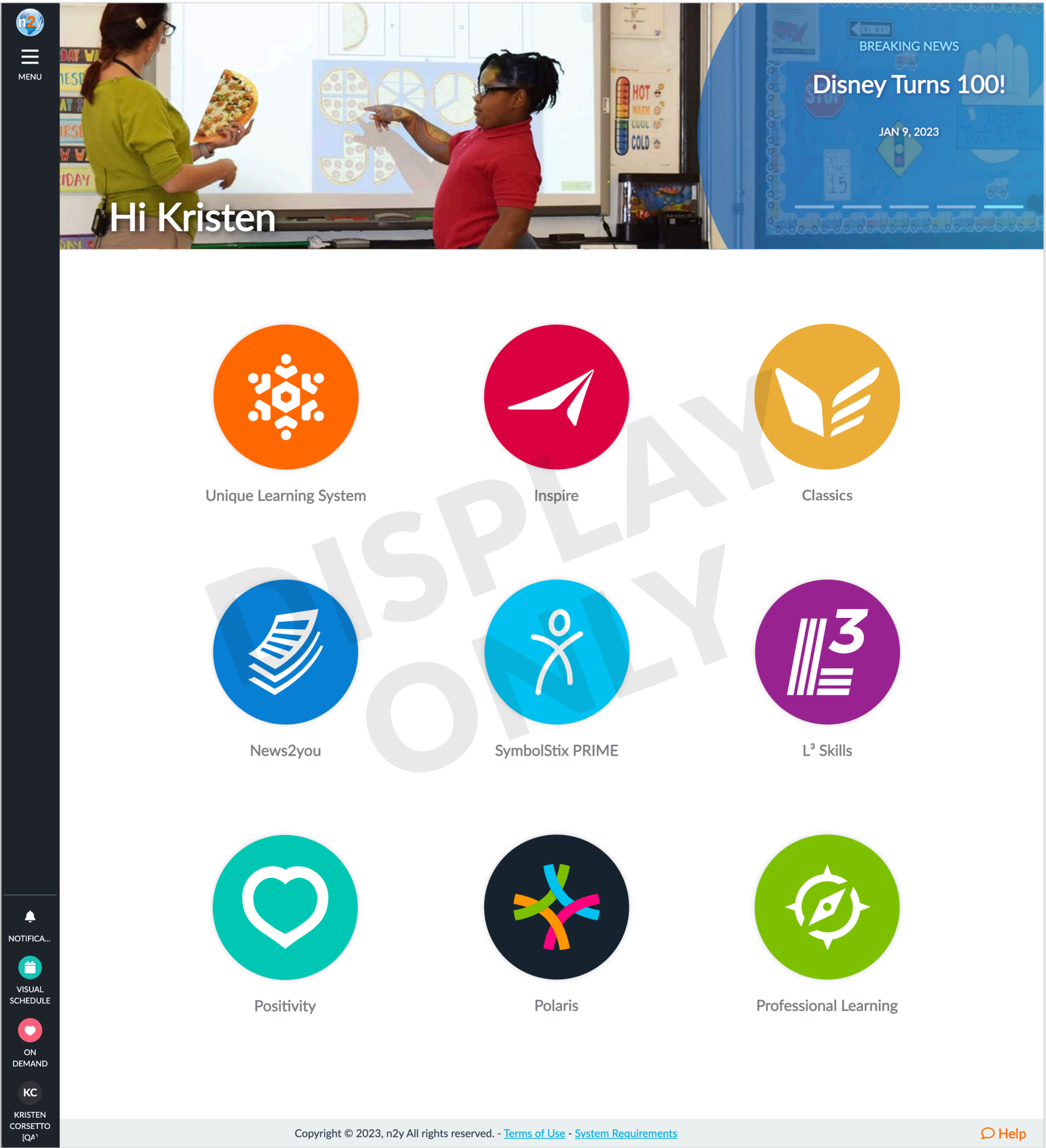


 [Download illustrations from MediaValet](#)

Putting It All Together






Product





Marketing





**Captivating reads.
LIVELY
DISCUSSION.**

NEW

How excited would your unique learners be to join their general education peers in reading world-renowned literary works? With Classics, middle and high school students can choose from 12 novels and plays that fire up their imaginations! Each work is accessible through adapted-text and symbol-supported versions, and leveled activities build understanding and independence.





**Meet beloved characters.
EXPLORE NEW WORLDS.**

STRENGTHEN COMPREHENSION WITH EFFECTIVE RESOURCES

Students learn to identify story elements and meaning through interactive vocabulary activities, end-of-chapter questions, and end-of-book activities differentiated to four levels.

EXPAND WAYS TO COVER STANDARDS AND SUPPORT GOALS

Meet extended and general education standards with a variety of engaging literature, and monitor progress toward IEP goals with performance data that's automatically collected.

CREATE AN INCLUSIVE COMMUNITY OF ENTHUSIASTIC READERS

Foster meaningful growth with age-appropriate materials that challenge students and lead to fulfilling discussions with peers and teachers.

To learn more, contact us at n2y.com/sales

EVERYONE Can Learn®
800.697.6575 • n2y.com



Copyright © n2y, LLC. All rights reserved.