Brand visual guidelines

January 2023

dreambox
LEARNING

Table of contents

How to use this guide

These guidelines were designed to share the updated DreamBox Learning family of logos and the general guidance on how to use this new system.

Strict adherence to these graphic standards will create a unified look, helping to build and maintain brand recognition and awareness.

You will also find examples of how to use the product logos as well as some things not to do.

Brand assets are available on the marketing confluence page.

Assets ›

Brand architecture

Brand architecture naming convention

Parent brand
When verbalizing our company, we'll use DreamBox Learning.

Solutions
When verbalizing our specific solutions, we'll use DreamBox Math or DreamBox Reading.

Products
When verbalizing our specific products, we'll use DreamBox Math, DreamBox Reading Park, or DreamBox Reading Plus.

Parent brand

DreamBox Learning

Solutions

DreamBox Math

DreamBox Reading

Products

DreamBox Math

DreamBox Reading Park

DreamBox Reading Plus
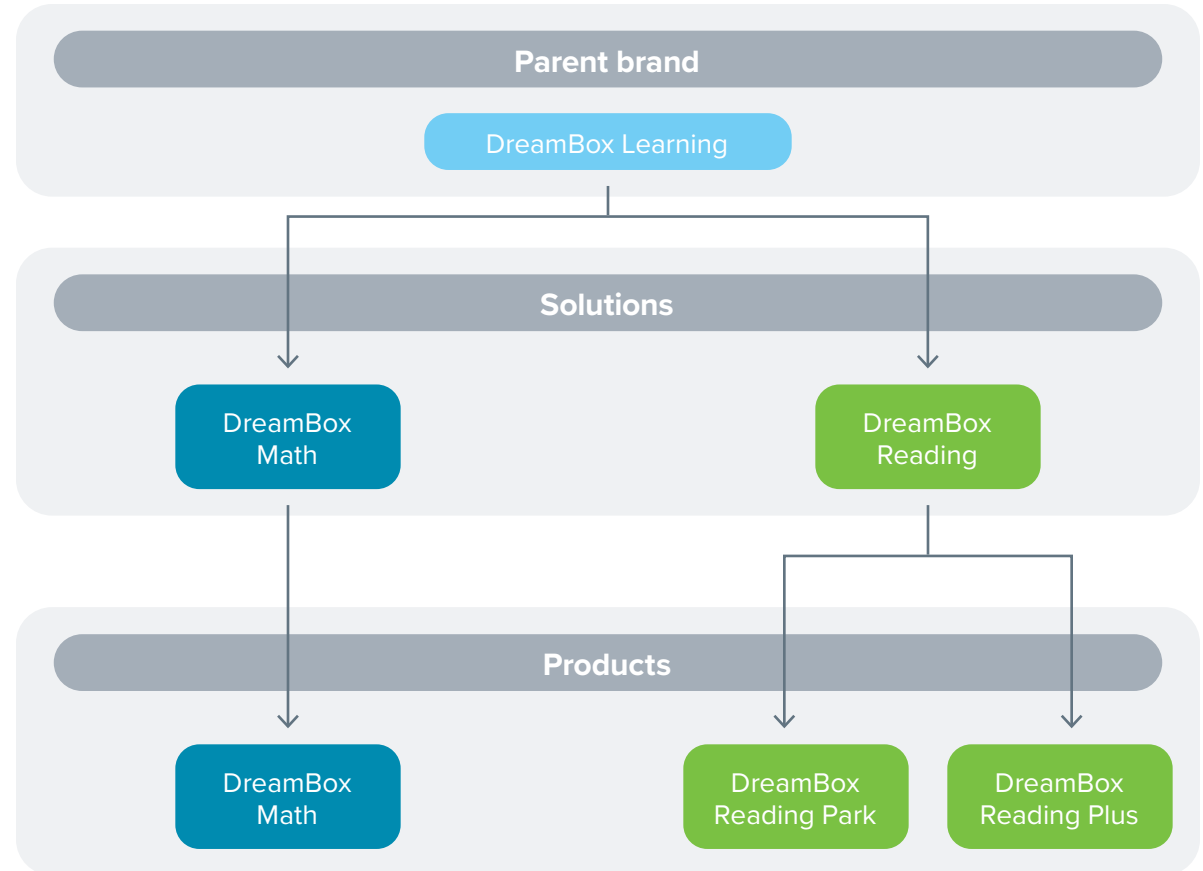
Brand architecture visual identity

Parent logo
Used when visualizing our company in general or used in conjunction with the Math/icon and Reading/icon logos below.

Solution logos
Used in conjunction with the DreamBox Learning company logo. (commonly seen where tabs are used and logo is close by (ex: Collateral and PowerPoint).

Full solution logos
Used as a standalone logo when introducing our solutions (Math and Reading).

Product logos
Used as a standalone logo when introducing our products (Math, Reading Park, Reading Plus). These will be typically seen when assets are targeting specific products, (offline worksheets, and PD materials, etc.).
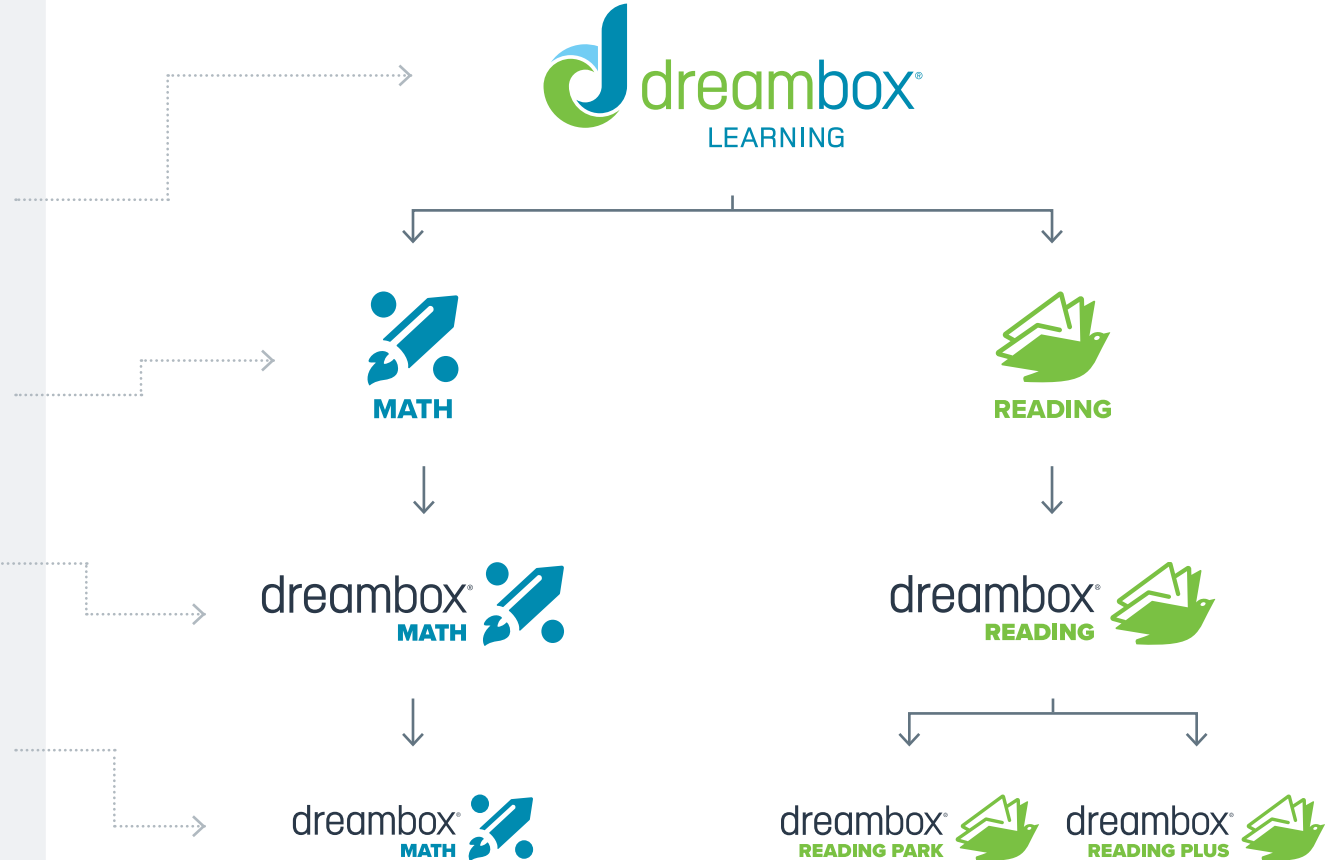
Parent brand logo

Parent logo

The DreamBox parent logo is intentionally designed with the word dreambox in all lower case letters. This gives us a modern, clean look.

For visual accessibility and brand awareness, the DreamBox logo should only be used in these on the following background colors:

• White

• DreamBox dark blue

Download

DreamBox dark blue

HEX   #2A3848
RGB   42/56/72
CMYK 84/70/49/44
PMS   7546 C

Vertical parent logo

Horizontal parent logo

Unsuccessful parent logo usage

❌ Don'ts

It is important for the visibility of our logo and brand awareness that we avoid to these examples:

1. **DON'T** put our color logo on any gradients colors, branded or nonbranded.

2. **DON'T** put our color logo on nonbranded colors

3. **DON'T** adjust the opacity of our logo. The logo should always be shown at full opacity.

4. **DON'T** change the relationship between the font and logo.

5. **DON'T** angle or skew our parent logo in any way.

6. **DON'T** change the color of our parent logo.

Parent logo minimum sizing & clear space

Minimum sizing

Use these sizes when space is at a premium, but we want to ensure our parent logo is easily recognizable and legible.

Clear space

Spacing around our parent logo is important to maintain a clear and consistent amount of breathing room around and to ensure it is easily recognizable and doesn't appear cluttered or crowded by other objects.

The clear space for our parent logo is equal to the width of the d logo.

Vertical parent logo

75 px

.625"

Digital: No less than 75px wide.
Print: No less than .625" wide.

Horizontal parent logo

100 px

.875"

Digital: No less than 100px wide.
Print: No less than .875" wide.

dreambox LEARNING

CUSTOMER SPOTLIGHT

How one Wake County School saw math proficiency improve by 15%

Download now >

NORTH CAROLINA

👍 Like   💬 Comment   ➦ Share

See grade level growth in weeks

DreamBox is the only solution rated ESSA Strong for both math and reading.

Learn more >

dreambox LEARNING

Solution
logos

Solution logos

Our solution logos represent our math solution with a rocket ship and division symbol, and reading solution with a bird with a book for wings.

The DreamBox logo can be used in these on the background colors shown right.

Secondary logos

Our solution logos are meant to live vertically, If space doesn't allow, we offer a horizontal version to be used as a last option.

There is also have a locked up version of our two logos, used when referencing our dual discipline solutions.

Download ⬇

MATH

READING

MATH

READING

MATH

READING

Secondary Math logo

MATH

Secondary Reading logo

READING

Dual discipline logo lockup

MATH + READING

Unsuccessful solution logo usage

Don'ts

The DreamBox product logos should always be used as provided. Never alter the colors, typography or proportions of the solution logos.

1 **DON'T** put our color logo on any gradients colors, branded or nonbranded.

2 **DON'T** put our color logo on nonbranded colors

3 **DON'T** adjust the opacity of our logo. The logo should always be shown at full opacity.

4 **DON'T** change the relationship between the font and logo.

5 **DON'T** angle or skew our parent logo in any way.

6 **DON'T** change the color of our parent logo.

Solution logo minimum sizing & clear space

Minimum sizing

Use these sizes when space is at a premium, but we want to ensure our solution logos are easily recognizable and legible.

Clear space

Spacing around our solution logos is important to maintain a clear and consistent amount of breathing room around and to ensure it is easily recognizable and doesn't appear cluttered or crowded by other objects.

The clear space for our solution logos is equal to half the width of the logo.

Vertical solution logos

40 px
or .375"

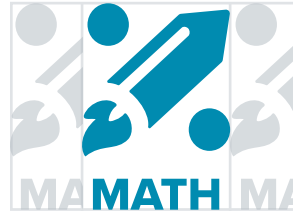**Digital:** No less than 40px tall.
Print: No less than .5" tall.

Horizontal solution logos

30 px
or .25"

Digital: No less than 30px tall.
Print: No less than .375" tall.

Unsuccessful parent logo grouping

Solution logos should always be accompanied by our brand logo to give the viewer a visual context between our the parent company and the disciplines we offer. However our solution logos and the parent logo should not abut each other to avoid confusion as to which is the product and which is the company.

To the right are situations we want to avoid.

- **DON'T** abut the brand and solution logos together
- **DON'T** add a solution logo without our brand logo nearby.

Proper cases on how we separate our brand and solution logos are shown on the next page.
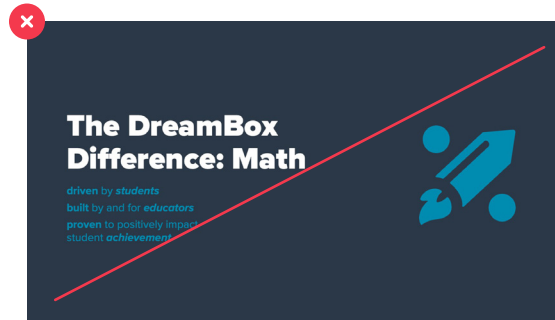
The DreamBox Difference: Math

driven by *students*
built by and for *educators*
proven to positively impact student *achievement*

The DreamBox Difference: Reading

driven by *students*
built by and for *educators*
proven to positively impact student *achievement*

January 1, 2022

MATH | READING

Every student has unique learning needs in math and reading

DreamBox Learning provides research-based math and reading solutions that leverage data to create personalized instruction for each student. Intelligent Adaptive Learning™ technology allows educators to better support students' individual academic journeys and can ensure they experience learning tailored to their needs.

Dreambox Math

DreamBox Math provides students in grades K – 8 with engaging, personalized math instruction. It helps students build skills and develop conceptual understanding and procedural fluency.

DreamBox Math adapts and differentiates instruction in real time based on students' answers and how they approach and solve math problems. By automatically and continually supporting learners at their levels, the math program ensures they stay motivated and love building math skills.

Dreambox Reading

DreamBox Reading helps students in grades 3 – 12 improve silent reading fluency, comprehension, vocabulary and motivation.

DreamBox Reading customizes instruction for students by placing them at their just-right levels based on assessment data that continually adapts with student interaction. As students work through the program, they discover diverse content, experience literacy growth and develop into confident, lifelong readers.

Both DreamBox Learning programs stand out for their innovative approach, data-driven personalization and proven positive impacton student learning.

Data-driven personalization: DreamBox Math and DreamBox Reading capture critical information for every interaction, decision, approach and answer. They adjust in real time to provide targeted scaffolding and support.

Industry-recognized efficacy: Education experts and field practitioners developed DreamBox using rigorous research. The programs are the only dual-discipline solution rated STRONG by Johns Hopkins EvidenceforESSA.org in math and reading.

Engaging, motivating and confidence-building: Immersive, interactive, learner-driven math and reading lessons motivate students to own their learning journey. Students build confidence and skills as they have fun and take pride in their growth every step of the way.

An extension of your classrooms: The math and reading programs' individualized, standards-aligned content allows students to boost proficiency. Educators can easily track growth and differentiate instruction in real time.

Deep insight into student progress: Actionable data reports at the district, school and classroom level provide educators with the insight necessary to monitor progress and inform instructional decisions.

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Solution logo examples

Text with product mention	Text without product mention	Text with product mention	Text without product mention
If	**If**	**If**	**If**
the **DreamBox Math product name** is in the headline	there is a generic headline **without a product name**	the **DreamBox Reading product name** is in the headline	there is a generic headline **without a product name**
DreamBox Math: the solution for all students	**The intelligent, adaptive solution for all students**	**DreamBox Reading: the solution for all students**	**The intelligent, adaptive solution for all students**
then	**then**	**then**	**then**
use the **standalone rocket Math logo**.	use the **rocket Math logo with the MATH text**.	use the s**tandalone bird Reading logo**.	use the **bird Reading logo with the READING text**.
DreamBox Math: the solution for all students	**MATH** **The intelligent, adaptive solution for all students**	**DreamBox Reading: the solution for all students**	**READING** **The intelligent, adaptive solution for all students**

Solution names in text

When referring to the Math product specifically it should be communicated in text as DreamBox Math. The same is true for DreamBox Reading vs. Reading.

When simply speaking about the subject of math in general it should be in lowercase.

When referring to the product, it should never be referred to as simply Reading. Always DreamBox Reading.

Once DreamBox Reading has been established in a paragraph of copy it can be referred to as our solution, this ed tech solution, etc.

When referring to both products at the same time, they should both be referred to as their full name.

EXAMPLE PARAGRAPH:

DreamBox Math accelerated learning during the pandemic. Our math solution leverages intelligent, adaptive learning to meet students where they are in their learning journey.

EXAMPLE PARAGRAPH:

DreamBox Reading accelerated learning during the pandemic. Our reading solutions leverage intelligent, adaptive learning to meet students where they are in their learning journey.

EXAMPLE PARAGRAPH:

DreamBox Reading accelerated learning during the pandemic. Our reading solutions leverage intelligent, adaptive learning to meet students where they are in their learning journey.

EXAMPLE PARAGRAPH:

DreamBox Math and Dreambox Reading accelerated learning during the pandemic. Our reading solutions leverage intelligent, adaptive learning to meet students where they are in their learning journey.

Dual discipline solution logo order

Solution order in logos

When presenting the DreamBox Math and DreamBox Reading logos together, Math always comes first (alphabetical order). So horizontally it is Math first, left to right. For vertical Math sits above Reading.

Solution order in text

When presenting the math solution and reading solution together, DreamBox Math always comes first. We follow alphabetical order on this. Also, the word Math is shorter than the word Reading so it is more balanced when presented in this order.

MATH + **READING**

EXAMPLE PARAGRAPH:

DreamBox Math and DreamBox Reading accelerated learning during the pandemic. Our solutions leverage intelligent, adaptive learning to meet students where they are in their learning journey.

Page 1 (left)

dreambox LEARNING

DreamBox Math and DreamBox Reading for summer

ACCELERATE LEARNING, MEET ACADEMIC GOALS IN FOUR TO EIGHT WEEKS

Summer school programs provide students with learning recovery and offer important opportunities to reinforce math and reading skills. DreamBox Learning math and reading programs support educators as they accelerate learning during these crucial instruction periods.

The DreamBox programs encourage independent learning that's easy to implement, engages students and supports learning recovery

Personalized: DreamBox programs adapt and differentiate in real time based on student behaviors within the platforms. By automatically and continually supporting students at their right levels, DreamBox engages students and motivates them to take agency in their learning.

Flexible: Programs can easily fit within in-school programs, hybrid learning opportunities or at-home practice. DreamBox solutions provides high-quality, research-based content that enables students to work independently during summer school programs to accommodate instructional limitations.

Data-driven: Real-time student data helps educators measure progress, identify learning gains and areas for growth and create differentiated assignments.

Evidence-based: DreamBox is the only dual-discipline solution rated STRONG by Johns Hopkins EvidenceforESSA.org in math and reading.

Effective: Research and data indicate that when implemented with frequency and fidelity, both DreamBox programs have positive impacts on student learning.

DreamBox help educators address many common challenges for summer school. Including:

- ✓ Engaging and motivating students
- ✓ Driving instructional impact during accelerated timelines
- ✓ Adopting turnkey solutions
- ✓ Yielding rapid, measurable results
- ✓ Supporting limited instructor bandwidth

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Page 2 (right)

Give us three months, we'll give you accelerated math and reading gains

MATH + READING

With a DreamBox pilot, you can assess every student's math and reading learning gaps, identify needs and get them on the path to success from day one.

Our personalized math and reading programs empower educators to quickly differentiate instruction and track student progress for every learner. DreamBox Learning helps teachers give all students the instructional support they need, the moment they need it.

DreamBox Math

DreamBox Math is an easy-to-implement, adaptive math solution that provides K – 8 students with engaging, personalized instruction proven to build deeper mathematical understanding.

Fast results: In just eight weeks, students using DreamBox Math demonstrated over **5 points of growth** on NWEA MAP assessments.

DreamBox Reading

DreamBox Reading is an adaptive personalized learning solution that provides targeted instruction and scaffolding to improve silent reading fluency, comprehension, vocabulary and motivation for students in grades 3 – 12.

Fast results: In short 4 – 12-week DreamBox Reading implementations, students demonstrated **0.5 – 1.0 grade-level growth**.

dreambox LEARNING

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Product
logos

Product logos

DreamBox Math

Our DreamBox Math product logo is represented with a rocket ship and division symbol.

The DreamBox Math logo can be used in these on the background colors shown right.

Download ⬇

Math blue

HEX   #008BB0
RGB   0/139/176
CMYK 83/32/20/0
PMS   7459 C

Horizontal Math product logos

Vertical Math product logos

Product logos

DreamBox Reading Park

Our DreamBox Reading Park product logo is represented with bird with a book for wings.

The DreamBox Reading Park logo can be used in these on the background colors shown right.

Download ⬇

Reading green

HEX   #7AC143
RGB   122/193/67
CMYK   57/0/99/0
PMS   360 C

Product logos

DreamBox Reading Plus

Our DreamBox Reading Plus product logo is represented with bird with a book for wings.

The DreamBox Reading Plus logo can be used in these on the background colors shown right.

Download ⬇

Reading green

HEX	#7AC143
RGB	122/193/67
CMYK	57/0/99/0
PMS	360 C

Horizontal Reading Plus logos

Vertical Reading Plus logos

Unsuccessful product logo usage

Don'ts

The DreamBox product logos should always be used as provided. Never alter the colors, typography or proportions of the logos.

1 **DON'T** put our color logo on any gradients colors, branded or nonbranded.

2 **DON'T** put our color logo on nonbranded colors

3 **DON'T** adjust the opacity of our logo. The logo should always be shown at full opacity.

4 **DON'T** change the relationship between the font and logo.

5 **DON'T** angle or skew our parent logo in any way.

5 **DON'T** change the color of our parent logo.

Product logo minimum sizing & clear space

Minimum sizing

Use these sizes when space is at a premium, but we want to ensure our product logos are easily recognizable and legible.

Clear space

Spacing around our product logos is important to maintain a clear and consistent amount of breathing room around and to ensure it is easily recognizable and doesn't appear cluttered or crowded by other objects.

The clear space for our product logos is equal to the height of the the logo icons (rocket and bird).

Horizontal product logos

30px or .25"

Digital: No less than 30px tall.
Print: No less than .25" tall.

Vertical product logos

55px or .5"

Digital: No less than 55px tall.
Print: No less than .5" tall.

Prepare confident, lifelong readers with DreamBox Reading Park

READING PARK IS AN ONLINE LITERACY SOLUTION THAT IMPROVES SILENT READING FLUENCY, STAMINA, COMPREHENSION, VOCABULARY AND MOTIVATION.

Beati beaquate re accus qui tenis aut porior aut doloreperiam expeleceatio milla solupientia in rest, occum sequam fugiti odia nis evelitas ducim verrumet aut mo dellenihil iminvel ecatiuntur aspietus magnisquam, cuptas eumenis serrovition conse cum illuptam et liquame post officienimus se eium res ma nullest doluptas sim int utem que nonsed ut facestibus, etus.

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Callout Headline

- ✓ Nonsed quo quisciis aut dolorep tatibus
- ✓ Simus, sim is rem et am faccaerrum, consed molut occus, ut eaquia
- ✓ Nem sendae ex eossit omnieniet landa
- ✓ Iumquis sus ut optae deligna mentiat

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Reading Park collateral

Prepare confident, lifelong readers with DreamBox Reading Plus

READING PLUS IS AN ONLINE LITERACY SOLUTION THAT IMPROVES SILENT READING FLUENCY, STAMINA, COMPREHENSION, VOCABULARY AND MOTIVATION.

Beati beaquate re accus qui tenis aut porior aut doloreperiam expeleceatio milla solupientia in rest, occum sequam fugiti odia nis evelitas ducim verrumet aut mo dellenihil iminvel ecatiuntur aspietus magnisquam, cuptas eumenis serrovition conse cum illuptam et liquame post officienimus se eium res ma nullest doluptas sim int utem que nonsed ut facestibus, etus.

Lum niatet optatiae essuscium sintiust, soloreptat apedi inciatia que sitae eos doluptatia volupta turibusci que vitio ius ilit, ut optur repuditesed earum quae doluptaquia dit anim voluptio. Sequam cusae nam destium velest quia eum harionse que possum?

Callout Headline

- ✓ Nonsed quo quisciis aut dolorep tatibus
- ✓ Simus, sim is rem et am faccaerrum, consed molut occus, ut eaquia
- ✓ Nem sendae ex eossit omnieniet landa
- ✓ Iumquis sus ut optae deligna mentiat

DREAMBOX.COM

Reading Plus collateral

Product names in text

When referring to the reading products specifically it should be communicated in text as DreamBox Reading Park or DreamBox Reading Plus. After the first instance the products can be referred to as Reading Park or Reading Plus.

Product names should never be abbreviated to anything more than Reading Park and Reading Plus.

Once DreamBox Reading Park or DreamBox Reading Plus has been established in a paragraph of copy it can be referred to as Reading Park or Reading Plus.

When referring to both products at the same time, they should both be referred to as their full name the first time.

Reading Park should be used to first to keep in order of product usage.

Product names should never be abbreviated to anything more than Reading Park and Reading Plus.

EXAMPLE PARAGRAPH:

DreamBox Reading Park accelerated learning during the pandemic. Reading Park leverages intelligent, adaptive learning to meet students where they are in their learning journey.

EXAMPLE PARAGRAPH:

DreamBox Reading Plus accelerated learning during the pandemic. Reading Plus leverages intelligent, adaptive learning to meet students where they are in their learning journey.

EXAMPLE PARAGRAPH:

DreamBox Reading Park and Dreambox Reading Plus accelerated learning during the pandemic. Our reading solutions leverage intelligent, adaptive learning to meet students where they are in their learning journey.

Brand colors

Brand color usage

The DreamBox brand and product colors are chosen specifically to suit our style and personality and help drive our visual brand. Our branding strives for simplicity so, when using our brand colors, keep the amount used to a minimum.

Brand Colors

DreamBox Teal
HEX #008BB0
RGB 0/139/176
CMYK 83/32/20/0
PMS 7459 C

DreamBox Green
HEX #7AC143
RGB 122/193/67
CMYK 57/0/99/0
PMS 360 C

Gray
HEX #627481
RGB 98/116/129
CMYK 66/47/39/10
PMS 5405 C

Dark Blue
HEX #2A3848
RGB 42/56/72
CMYK 84/70/49/44
PMS 7546 C

Light Blue
HEX #72CDF4
RGB 114/205/244
CMYK 49/2/0/0
PMS Blue 0821 C

Light Green
HEX #C3D941
RGB 195/217/65
CMYK 28/0/92/0
PMS 380 C

Orange
HEX #F47B20
RGB 244/123/32
CMYK 0/64/100/0
PMS 158 C

Light Orange
HEX #FFD941
RGB 255/217/65
CMYK 1/12/85/0
PMS 106 C

Product Colors

Math Teal
HEX #008BB0
RGB 0/139/176
CMYK 83/32/20/0
PMS 7459 C

Reading Green
HEX #7AC143
RGB 122/193/67
CMYK 57/0/99/0
PMS 360 C

Dual Discipline Gray
HEX #627481
RGB 98/116/129
CMYK 66/47/39/10
PMS 5405 C

(When math and reading are used together.)

Brand color parings

To tell a better visual story sometimes other colors are needed. For that reason we offer alternate colors broken down by color priority.

Our dark blue DreamBox brand color is the top priority color, with a strong emphasis on the solution color (blue for Math, green for Reading, and gray for dual discipline), and finally accent colors used sparingly if needed.

Use these color guides to avoid being too heavy in solution or secondary colors.

Primary colors for Math

MATH

Secondary colors for Math

Primary colors for Reading

READING

Secondary colors for Reading

Primary colors for Dual Discipline

MATH + READING

Secondary colors for Dual Discipline

100% of DreamBox Math lessons are available in English and Spanish

👍 Like   💬 Comment   ↪ Share

Combat declining reading scores with DreamBox

Learn more ›

👍 Like   💬 Comment   ↪ Share

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dreambox LEARNING

MATH   READING

DreamBox Math and DreamBox Reading for summer

ACCELERATE LEARNING, MEET ACADEMIC GOALS IN FOUR TO EIGHT WEEKS

Summer school programs provide students with learning recovery and offer important opportunities to reinforce math and reading skills. DreamBox Learning math and reading programs support educators as they accelerate learning during these crucial instruction periods.

The DreamBox programs encourage independent learning that's easy to implement, engages students and supports learning recovery

Personalized: DreamBox programs adapt and differentiate in real time based on student behaviors within the platforms. By automatically and continually supporting students at their right levels, DreamBox engages students and motivates them to take agency in their learning.

Flexible: Programs can easily fit within in-school programs, hybrid learning opportunities or at-home practice. DreamBox solutions provides high-quality, research-based content that enables students to work independently during summer school programs to accommodate instructional limitations.

Data-driven: Real-time student data helps educators measure progress, identify learning gains and areas for growth and create differentiated assignments.

Evidence-based: DreamBox is the only dual-discipline solution rated STRONG by Johns Hopkins EvidenceforESSA.org in math and reading.

Effective: Research and data indicate that when implemented with frequency and fidelity, both DreamBox programs have positive impacts on student learning.

DreamBox help educators address many common challenges for summer school. Including:

✓ Engaging and motivating students
✓ Driving instructional impact during accelerated timelines
✓ Adopting turnkey solutions
✓ Yielding rapid, measurable results
✓ Supporting limited instructor bandwidth

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Brand typography

Typography

Eyebrow headline
Homebreaks Regular

Eyebrow headlines are used to give additional context to a headline. Eyebrows should not be used as standalone headlines.

Primary headline
Proxima Nova Black

Primary headlines use Proxima Nova Black to help stand out from the rest of the text.

Secondary headline
Proxima Nova Bold

Proxima Nova Bold helps stand out from the body copy but doesn't compete with our primary headlines.

Body copy
Proxima Nova Regular

Body copy uses Proxima Nova Regular to avoid competing with our headlines.

Download ⬇

HOMEBREAKS REGULAR

Proxima Nova Black

Proxima Nova Bold

Proxima Nova Regular

Solescia nitiae pre etus nonsequi sundicid magnisquo quiatis dion et lam faceperchit quae vendam, qui officipsam, sitat. Ximin posam ipiciducidel ipsam vernat asperessusam as rehent, quam veliasp ernatem. Itat velesti nciligent. Otas elique corat vendi blam velenisti bearum quo modis volupistis ex eatque vel incitem et re volupta tatur, vollab ipsam, volorios aut fuga. Nam doluptatur, officaero doluptas deruptation corror sus mo vit quaesse rspelescimpe voleniam et autas et

Typestyles

Our text will typically use our branded dark blue as the primary headline color. From there splashes of solution-specific colors can be used within text in the eyebrow headline or secondary headlines.

Make sure to use the appropriate color for the correct solution, blue for our Math solution, green for our Reading solution, and gray when talking about our dual discipline solutions.

EYEBROW HEADLINE

The main headline

Secondary headline

Body copy

Solescia nitiae pre etus nonsequi sundicid magnisquo quiatis dion et lam faceperchit quae vendam, qui officipsam, sitat. Ximin posam ipiciducidel ipsam. Se remporessum fuga. Et alit estet ipid ut officiis.

EYEBROW HEADLINE

The main headline

Secondary headline

Body copy

Solescia nitiae pre etus nonsequi sundicid magnisquo quiatis dion et lam faceperchit quae vendam, qui officipsam, sitat. Ximin posam ipiciducidel ipsam. Se remporessum fuga. Et alit estet ipid ut officiis.

EYEBROW HEADLINE

The main headline

Secondary headline

Body copy

Solescia nitiae pre etus nonsequi sundicid magnisquo quiatis dion et lam faceperchit quae vendam, qui officipsam, sitat. Ximin posam ipiciducidel ipsam. Se remporessum fuga. Et alit estet ipid ut officiis.

Dual discipline gray

HEX	#627481
RGB	98/116/129
CMYK	66/47/39/10
PMS	5405 C

Math blue

HEX	#008BB0
RGB	0/139/176
CMYK	83/32/20/0
PMS	7459 C

Reading green

HEX	#7AC143
RGB	122/193/67
CMYK	57/0/99/0
PMS	360 C

Body copy

HEX	#58595B
RGB	88/89/91
CMYK	0/0/0/80
PMS	N/A

MATH

dreambox LEARNING

How DreamBox meets the criteria for an effective math intervention program

Recent instructional shifts have had a measurable impact on many students' math progress. These changes have been especially difficult for students already struggling to meet math proficiency goals.

DreamBox Math meets the recommendations of the Every Student Succeeds Act (ESSA), which encourages school districts to choose programs that have sufficient evidence to demonstrate that they improve student outcomes. The DreamBox Math program also aligns with the key factors identified in our guide, 5 Steps to choosing the right intervention programs for your students.

The chart below identifies these five steps and offers a brief summary of how DreamBox Math aligns with each area to ensure successful program implementation.

Identify student needs and determine stakeholder capacities

✓ **Meets students where they are**

DreamBox Math can help boost proficiency gains for all learning levels, backgrounds and abilities with individualized lessons that align with every state's math standards.

✓ **Ease of implementation**

DreamBox Math is an easy-to-implement program that requires minimal time investment from administrators and teachers. As a supplemental program, DreamBox Math can fit into an existing curriculum. It's accessible to students and teachers from any compatible device with internet access.

Look for evidence-based interventions

✓ **Strong evidence**

DreamBox Math is an evidence-based program with an extensive research portfolio that demonstrates statistically significant effects on improving student outcomes. A study carried out by the Center for Education Policy Research (CEPR) at Harvard University indicates that for every 20 minutes students spent in DreamBox Math, their Measures of Academic Progress® (MAP) score increased by 2.5 points.

- A study conducted by the Stanford Research Institute shows that students using DreamBox Math scored 2.3 points higher on the NWEA assessments with gains equivalent to 5.5 percentile points in 16 weeks.

- DreamBox Math was found to have STRONG evidence to support ESSA by the Center for Research and Reform in Education at Johns Hopkins University.

READING

dreambox LEARNING

Assess your students' learning gaps

The DreamBox Reading adaptive assessment InSight, provides a fast and effective way to determine students' academic standing to personalize thier learning. In just 40 minutes, educators get a clear, comprehensive picture of students' skills and abilities in silent reading fluency, comprehension, vocabulary and motivation.

A 360-degree view of each student

InSight goes beyond typical measures of comprehension and vocabulary by also measuring comprehension-based silent reading rate and motivation.

The only assessment that measures student motivation

Research shows that students' attitudes and mindsets play an important role in learning. In InSight, students respond to statements about reading that help to create a picture of how they see themselves as readers.

Silent reading fluency: the most-assessed, least-taught skill

InSight measures students' comprehension-based silent reading rate to inform the personalized instruction and practices that build and strengthen skills needed for fluent, efficient reading.

- Comprehension
- Vocabulary
- Self-improvement belief
- Self-efficacy
- Interest
- Silent reading fluency

Brand elements & execution

Brand elements

DreamBox uses brand elements to create a unique look and feel. The following images are a collection of elements that represent our visual branding.

Our brand elements include:

1. Brand logo
2. Solution or Product logos
3. Custom shape
4. Halftone dot pattern
5. Photography
6. Line art
7. Graphs
8. Icons
9. Typography

Together, these elements create a consistent image of our company.

MATH

READING

INSPIRE LIFELONG LEARNING

Every student is unique. Learning paths should be too.

Differentiate instruction at scale with personalized math and reading programs to accelerate learning.

An easy-to-implement, solution that provides students with engaging, personalized instruction.

- ✓ Personalize the learning path
- ✓ Build student confidence
- ✓ Automate lesson differentiation
- ✓ Track student growth
- ✓ Make screen time matter

+7.1

+3.4

60
58
56
54
52
50

End-of-semester
MAP achievement percentile

< 2   2+ to < 5   5+

DreamBox lessons completed per week

Brand visual execution

These branded examples demonstrate how we use our overall visual brand look, with the parent logo, product logos and brand elements.

Templates are available on confluence.

Download ⬇

Dual-discipline

Math

Reading

Conference roll up banner

Conference backdrop

Pocket folder

John Doe
Account Executive

✉ john.doe@dreambox.com
📱 555-555-5555
🖨 555-555-5555

dreambox.com
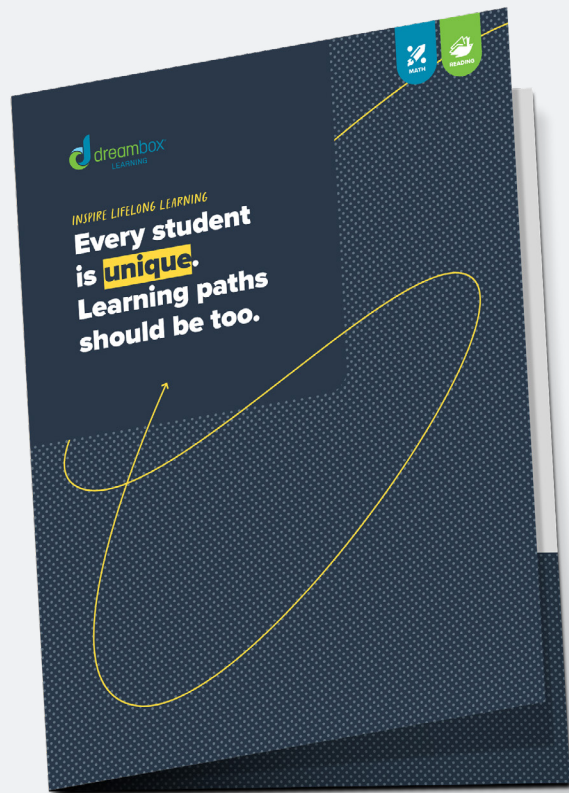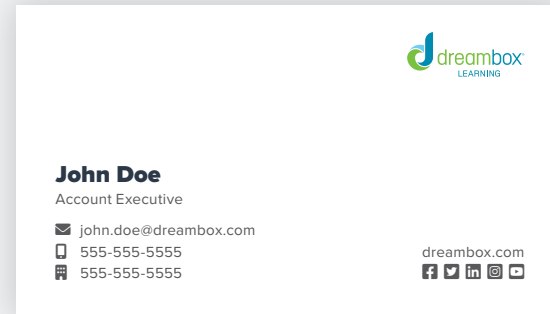
Business card

Photography, characters & iconography

Photography

Well-lit, high-quality images should be used. Stick to natural color treatment (limit use of photos with filters). Emotionally photos should portray happy, confident students, educators or administrators. Photo setting should be appropriate to the content (i.e. Student should be in a school or learning environment such as a classroom, outside of school, on a bus, etc.). Authentic, in-the-moment images are preferred over those that are staged or highly posed.

Students and adults shown should be appropriate to the content. The math product should portray students K – 8, the reading product should portray students K – 12.

Download ⬇

Branded photography

Branded photos blends our brand elements with student and teacher photography.

Students and adults used should be appropriate to the content. The math product should portray students K – 8, the reading product should portray students K – 12.

Download ⬇

Character artwork

Character artwork is an important part of the story we want to tell when referring to DreamBox Math and DreamBox Reading Park.

When using characters, make sure the content matches the artwork. DreamBox Math characters should only be used when talking about the Math product, and DreamBox Reading Park characters should only be used when talking about Reading Park.
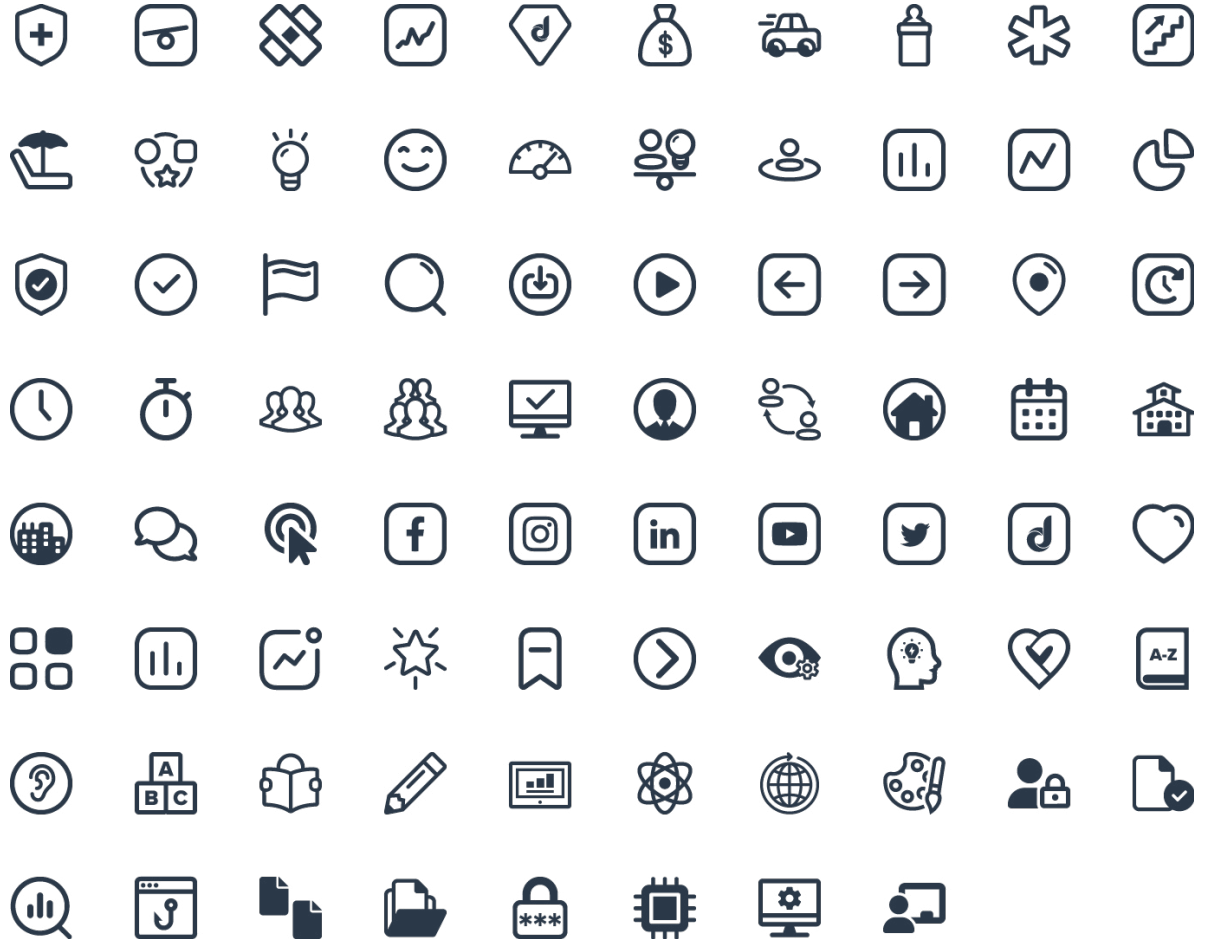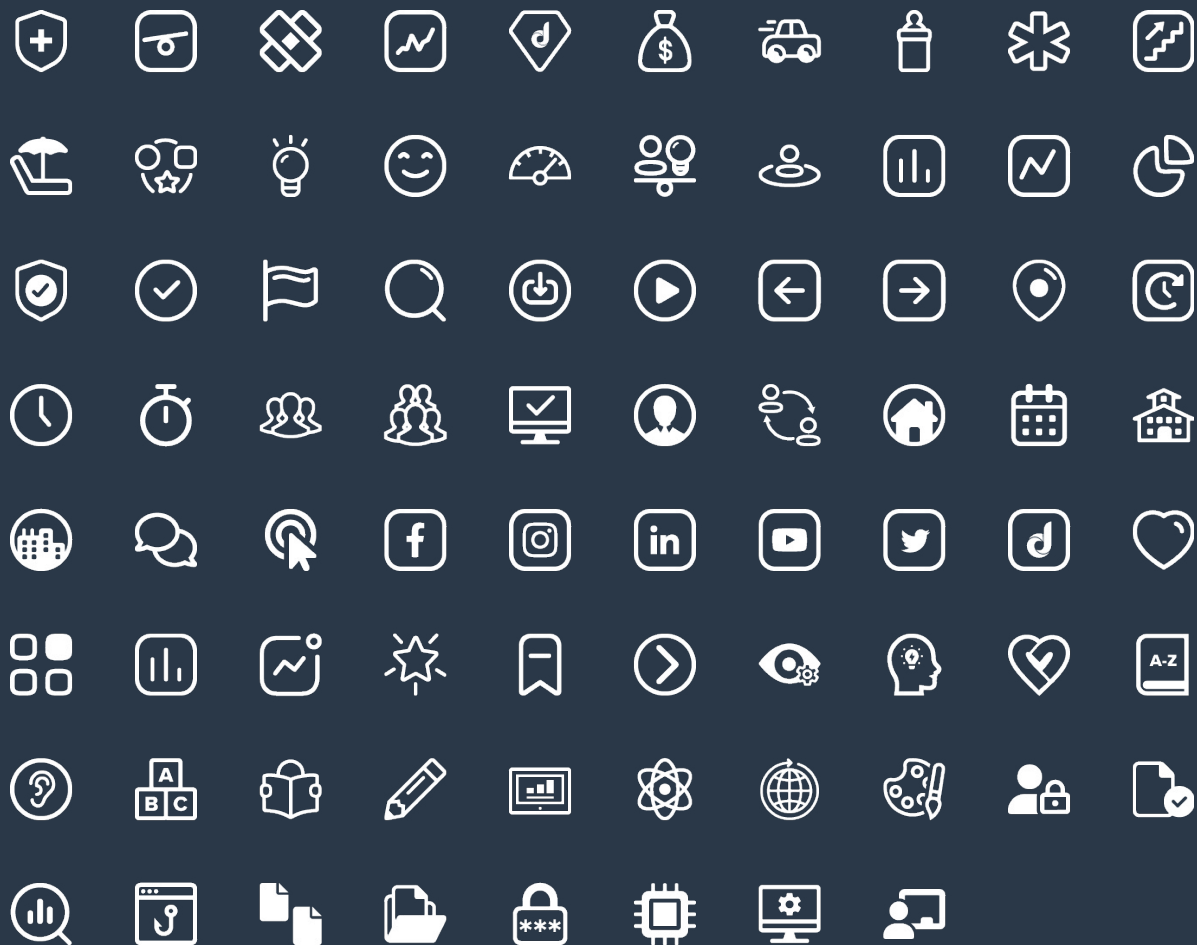
Download ⬇
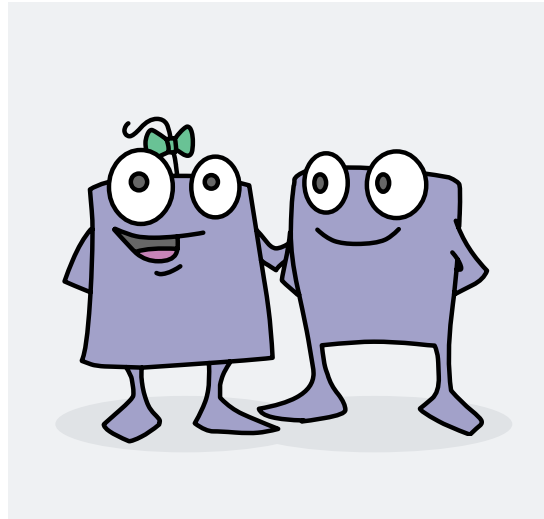
Iconography

Our icons are often used to communicate specific concepts or messages associated with our branding.

Our branded icons are an important part of our company's visual identity, they are simple, can help emphasize information, and be used in small spaces.

Download ⬇

State icons

Happy, confident students, educators or administrators within our branded shapes colors and lines

Students and adults shown should be appropriate to the content. The math product should portray students K – 8, the reading product should portray students K – 12.

Download

52

ALABAMA ALASKA ARIZONA ARKANSAS CALIFORNIA COLORADO CONNECTICUT DELAWARE

FLORIDA GEORGIA HAWAII IDAHO ILLINOIS INDIANA IOWA KANSAS

KENTUCKY LOUISIANA MAINE MARYLAND MASSACHUSETTS MICHIGAN MINNESOTA MISSISSIPPI

MISSOURI MONTANA NEBRASKA NEVADA NEW HAMPSHIRE NEW JERSEY NEW MEXICO NEW YORK

NORTH CAROLINA NORTH DAKOTA OHIO OKLAHOMA OREGON PENNSYLVANIA PUERTO RICO RHODE ISLAND

SOUTH CAROLINA SOUTH DAKOTA TENNESSEE TEXAS UTAH VERMONT VIRGINIA WASHINGTON

WEST VIRGINIA WISCONSIN WYOMING

PowerPoint guidelines

PowerPoint color hierarchy

Slide titles or headings should always be in our branded **dark blue (RGB 0/139/176)**.

A dual-discipline or nonproduct specific slide should use our **dual-discipline gray (RGB 98/116/129)**.

A math slide should use our **math teal (RGB 0/139/176)**.

A reading slide should use our **reading green (RGB 122/193/67)**.

Secondary headlines and text within the slide content should be the dark gray **text color (RGB 89/89/89)**.

Download the PowerPoint templates on Confluence.

Download ⬇

Online learning solution

Powerful adaptive technology to drive learning for all students

Personalize the learning path

The program adjusts in real time based on student behavior, providing the right lessons, sequencing, and scaffolding at exactly the right time.

DreamBox Math is an easy-to-implement, adaptive math

Online math solution

Powerful adaptive technology to drive learning for all students

Personalize the learning path

The program adjusts in real time based on student behavior, providing the right lessons, sequencing, and scaffolding at exactly the right time.

DreamBox Math is an easy-to-implement, adaptive math

Online reading solution

Powerful adaptive technology to drive learning for all students

Personalized guided practice

Improve fluency with the DreamBox Reading Guided Window. This tool reveals text at the rate each student reads, scaffolding the silent reading process so students focus on comprehension.

PowerPoint product logo examples

Our PowerPoint templates consist of three elements, headline color, product logos and appropriate imagery. Be certain to use the proper, associated product logo/logos when the content is math, reading or dual-discipline.

Math slides

- Use slides with the rocket Math logo
- **Math teal** for content headlines.
- Use imagery of students grades K – 8, or product characters.

Reading slides

- Use slides with the bird Reading logo
- **Reading green** for content headlines.
- Use a imagery of students grades K – 12. Be sure to include older students frequently.
- When talking specifically about our Reading Park, the corresponding monsters can be used.

Dual discipline slides

- Use slides with both solution logos
- **Dual-discipline gray** for content headlines.
- Imagery of students grades 3 – 8 to include students that fit within age groups of both products.

One-color gray logo for PowerPoint

The one-color gray logo should ONLY be used for PowerPoint presentations. It should only be used on inner pages, not on the cover or final page. Cover and final page should use our primary full-color logo.

Branded gray at 50% or:

HEX   #B0B9C0
RGB   176/185/192

DreamBox Math for Students

DreamBox Math accelerates the path to math proficiency through highly adaptive and engaging/motivating learning experiences

- Intelligent adaptivity designed to differentiate and build conceptual understanding
- Game-like experience to optimize student agency & motivation
- Just-in-time scaffolding, feedback, hints, and instructive support
- Efficacy and proven impact
- Age-appropriate learning environments

DreamBox Reading Plus for Students

DreamBox Reading Plus accelerates reading proficiency through highly adaptive, engaging and motivating experiences

- Emphasis on Silent Reading Fluency, guided window
- Gamification and collaborative selection encourage engagement and agency
- Interdisciplinary content focuses on "reading to learn" in STEM, social studies and other subjects
- DE&I and SEL content and resources help learning about self and others

PowerPoint artwork

Photography
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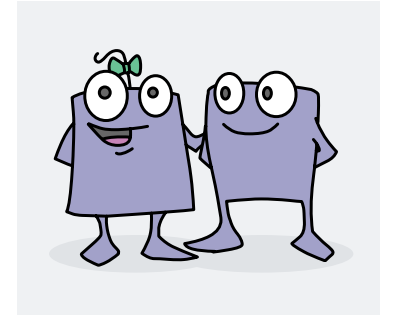
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If you have any questions,
please send them to
MKTG_All@dreambox.com

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LEARNING