



TEACHTOWN®

Exceptional Solutions for Exceptional Students

2021 Brand Style Guide

Language Development

Social & Emotional

Adaptive

Math

Language Arts

Cognitive



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OUR STORY

We founded TeachTown with one clear mission: To improve the academic, behavioral, and adaptive functioning of students with disabilities. Teachers, parents, and clinicians need proven tools and strategies that can help them meet educational goals and increase every child's intellectual and social functioning. We're extremely proud of the work we do here at TeachTown and our exclusive focus means we are specialists—we don't try to be everything to everybody. Our focus and specialization means you get the very best programming and services for your student, child, or client.



Our Mission



To improve the academic, behavioral, and adaptive functioning of students with disabilities.





Our Commitment

Here at TeachTown we are committed to research and evidence-based practices with an exclusive focus on serving the needs of only a few student populations.

- Children diagnosed with autism disorder
- Those with intellectual disabilities or developmental delays
- Children with emotional and behavior disorders





TEACHTOWN[®]

Exceptional Solutions for Exceptional Students



Overview

The TeachTown logo is our first layer of storytelling. First, we have the schoolhouse encompassed in a blue circle that represents our strong commitment to surround and foster those students with disabilities.

Second, we have our company name, TeachTown, as bold and strong as our mission.

The full TeachTown logo with tagline should be used. Additional options are provided on the following pages.



Logo Usage



Colors

	A. Blue		B. Green
Values		Values	
R: 26	C: 76	R: 155	C: 44
G: 151	M: 27	G: 203	M: 0
B: 212	Y: 0	B: 79	Y: 89
#1a97d4	K: 0	#9bcb50	K: 0
	C. Black		
Values			
R: 0	C: 100		
G: 0	M: 100		
B: 0	Y: 100		
#000000	K: 100		

Font Usage

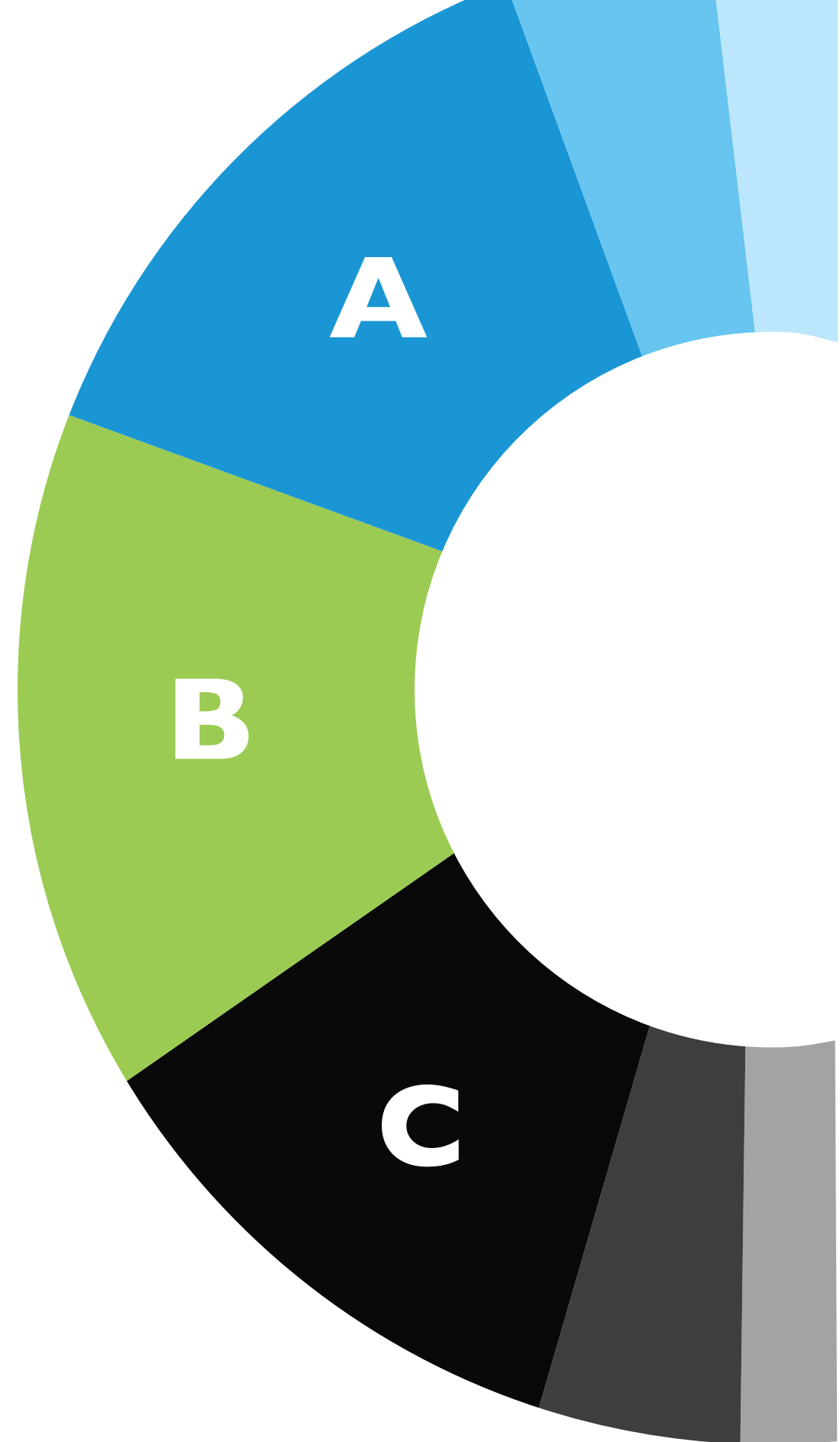
Gill Sans

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

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

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold,
Semibold Italic, **Bold**, ***Bold Italic***, **Ultrabold**



Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.

1.



Do NOT extend tagline beneath icon.

2.



Do NOT enlarge icon.

3.



Do NOT place ® on top.

4.



Do NOT remove icon.



Do NOT squash text.

5.



Do NOT remove blue circle.

6.



Do NOT remove icon on stacked logo.

7.



Do NOT remove tagline on stacked logo.

Typography

Our main typeface, **Gill Sans**, continues to reinforce our approachable personality. Gills Sans can be used in a variety of playful weights depending on your needs. With few exceptions Gills Sans is currently used across most of our product suite and in all of our marketing initiatives.

Our sister font, **Gill Sans Schoolbook** is used within our enCORE worksheets as a font that is easy to read for students and teachers.

GS

AaBbCc1234

Gill Sans

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

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

All Weights

Light, Light Italic, Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic, Ultrabold

GSS

AaBbCc1234

Gill Sans Schoolbook

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

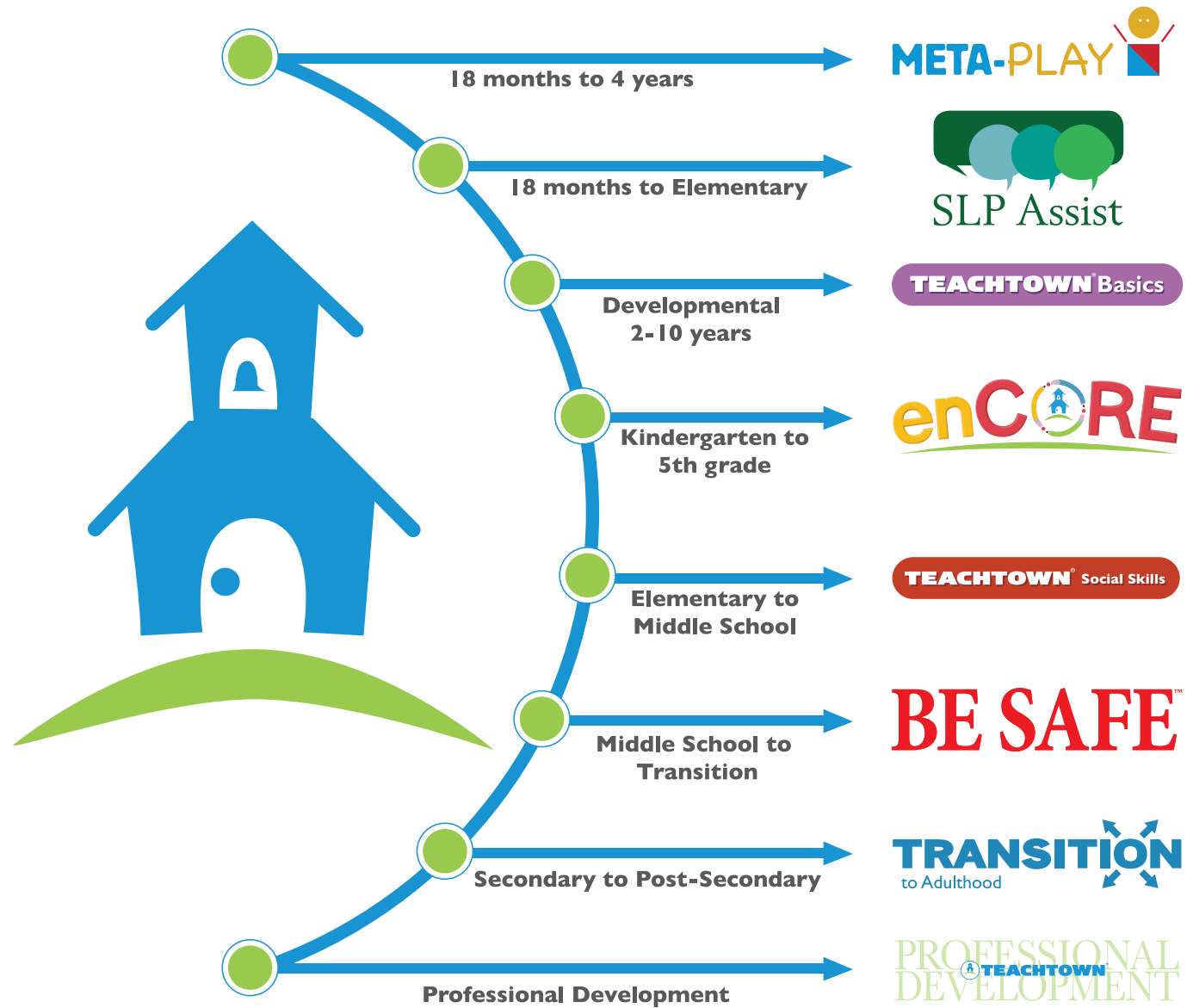
a b c d e f g h i j k l m
n o p q r s t u v w x y z

All Weights

Regular, Italic, Bold, Bold Italic



TeachTown® is Excited to Offer a Range of Programs and Services!



Products Overview

TeachTown focuses exclusively on children diagnosed with autism spectrum disorder (ASD), developmental disabilities, intellectual disabilities and emotional and behavior disorders.

TeachTown's products utilize research-based best practices derived from the methodologies of ABA, making it easy to deliver this proven treatment with existing staff in any school or setting.



TEACHTOWN[®] Basics



Overview

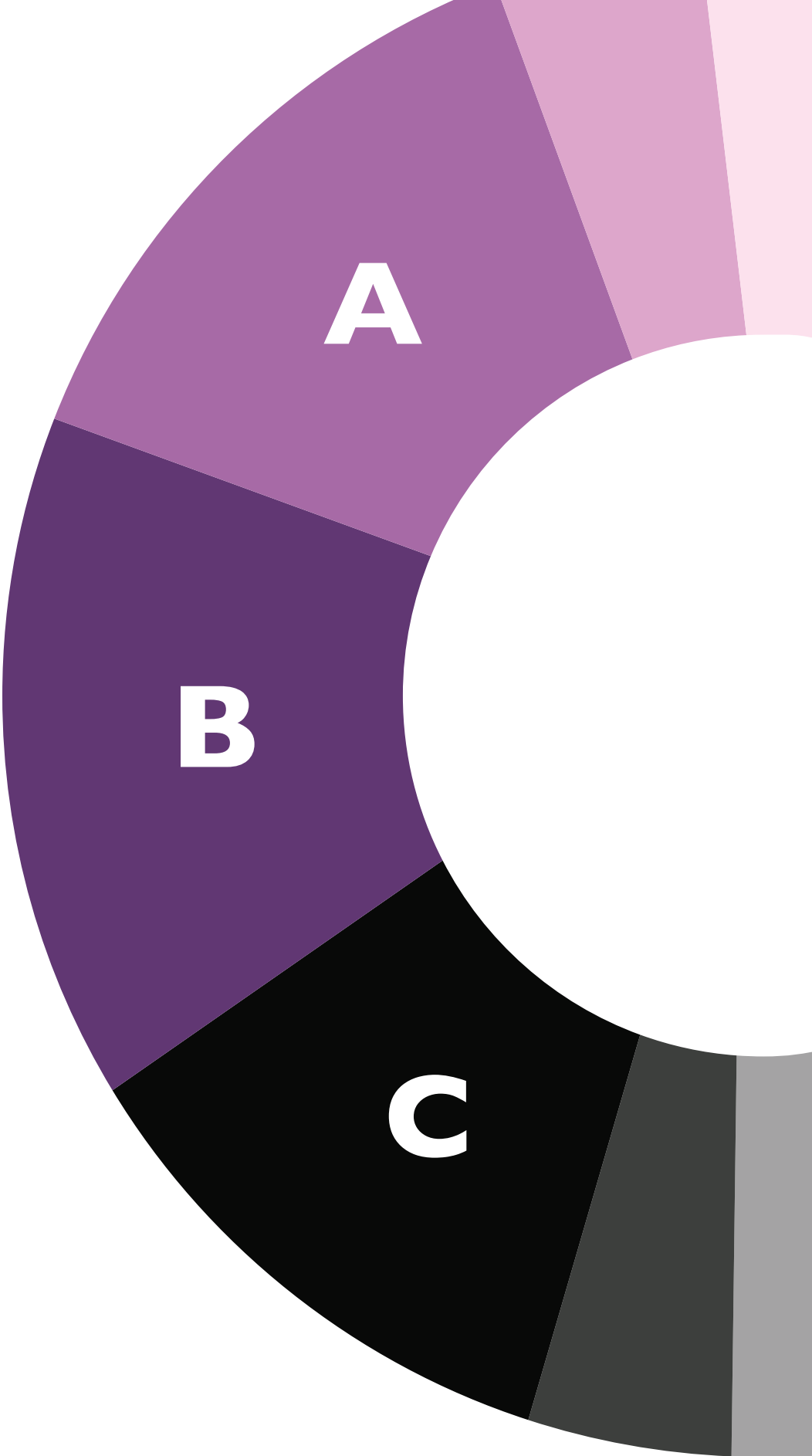
TeachTown Basics offers a blend of computer-delivered and teacher-led ABA instruction proven to increase a student's vocabulary, listening skills, social-emotional development, independence, academics and cognitive skills.

TEACHTOWN[®] Basics

TEACHTOWN[®] Basics

TEACHTOWN[®] Basics

TEACHTOWN[®] Basics



Colors

A. Purple

Values
R: 166 C: 37
G: 106 M: 68
B: 166 Y: 4
#a66aa6 K: 0

B. Dark Purple

Values
R: 97 C: 72
G: 55 M: 91
B: 115 Y: 25
#613773 K: 11

C. Black

Values
R: 0 C: 100
G: 0 M: 100
B: 0 Y: 100
#000000 K: 100

Font Usage

Gill Sans

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

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

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold,
Semibold Italic, **Bold**, *Bold Italic*, **Ultrabold**

Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.

3.



Do NOT remove background shape.

6.



Do NOT Squash Logo.

1.



Incorrect purple.

4.



Do NOT scale text.

7.



Do NOT use this logo. Incorrect and outdated.

2.



Do NOT remove drop shadow.

5.



Do NOT remove background shape or change color.

8.



Incorrect logo.

TEACHTOWN[®] Basics

Grades K-12



Overview

TeachTown Basics offers a blend of computer-delivered and teacher-led ABA instruction proven to increase a student's vocabulary, listening skills, social-emotional development, independence, academics and cognitive skills.

TEACHTOWN[®] Basics

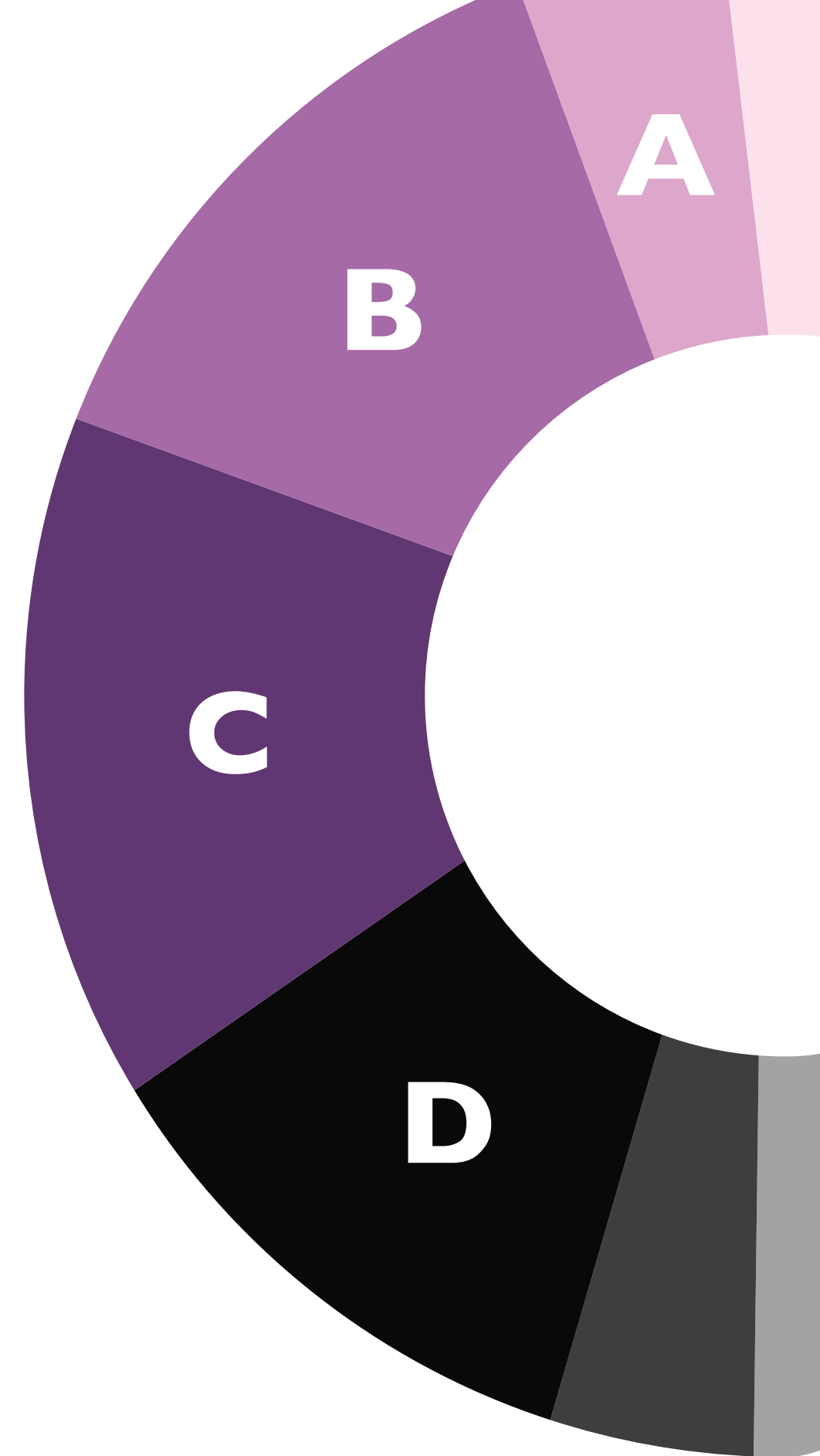
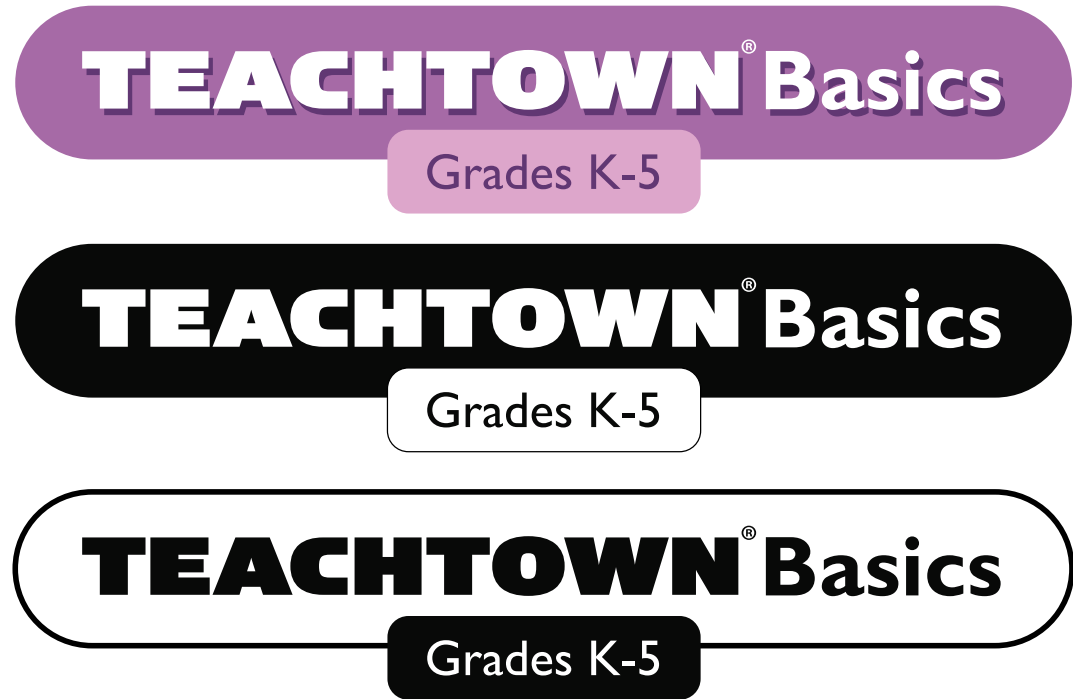
Grades K-5

TEACHTOWN[®] Basics

Grades 6-8

TEACHTOWN[®] Basics

Grades 9-12



Colors

<p>A. Light Purple</p> <p>Values</p> <p>R: 221 C: 10</p> <p>G: 166 M: 40</p> <p>B: 204 Y: 0</p> <p>#dda6cc K: 0</p>	<p>B. Purple</p> <p>Values</p> <p>R: 166 C: 37</p> <p>G: 106 M: 68</p> <p>B: 166 Y: 4</p> <p>#a66aa6 K: 0</p>
<p>C. Dark Purple</p> <p>Values</p> <p>R: 97 C: 72</p> <p>G: 55 M: 91</p> <p>B: 115 Y: 25</p> <p>#613773 K: 11</p>	<p>D. Black</p> <p>Values</p> <p>R: 0 C: 100</p> <p>G: 0 M: 100</p> <p>B: 0 Y: 100</p> <p>#000000 K: 100</p>

Font Usage

Gill Sans

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

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

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold,
Semibold Italic, **Bold**, ***Bold Italic***, **Ultrabold**

Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.

1.

TEACHTOWN Basics

Grades K-5

Secondary shape too large.

2.

TEACHTOWN Basics

PRE-K and ELEMENTARY

Incorrect subtext and color.

3.

TEACHTOWN Basics

Grades 6-8

Do NOT scale text.

4.

TEACHTOWN Basics

Grades 9-12

Incorrect use of purple.

5.

TEACHTOWN Basics

Grades K-5

Do NOT stroke both background and shapes.

6.

TEACHTOWN Basics

Logo is missing subtext and background shape.

7.

TEACHTOWN Basics

Grades 6-8

Do NOT squash logo.

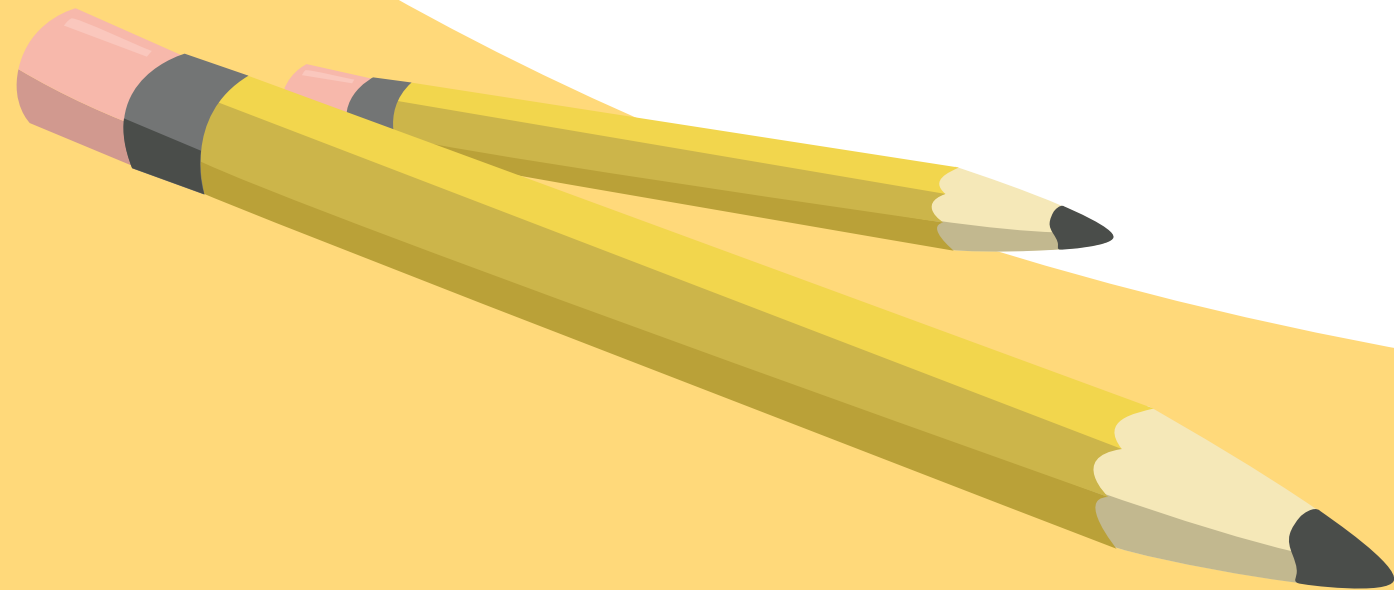
8.

TEACHTOWN Basics

Grades K-12

Do NOT include all grades in subject text.

enCORE



Overview

enCORE is the only standards-based, core-curriculum based on Applied Behavior Analysis (ABA) that provides students with moderate and severe disabilities access to the general education curriculum. The program is designed to utilize adapted grade-aligned content, high quality literature, and integrated technology for teaching children with autism, and other intellectual and developmental disabilities.



Logo Usage

Font Usage



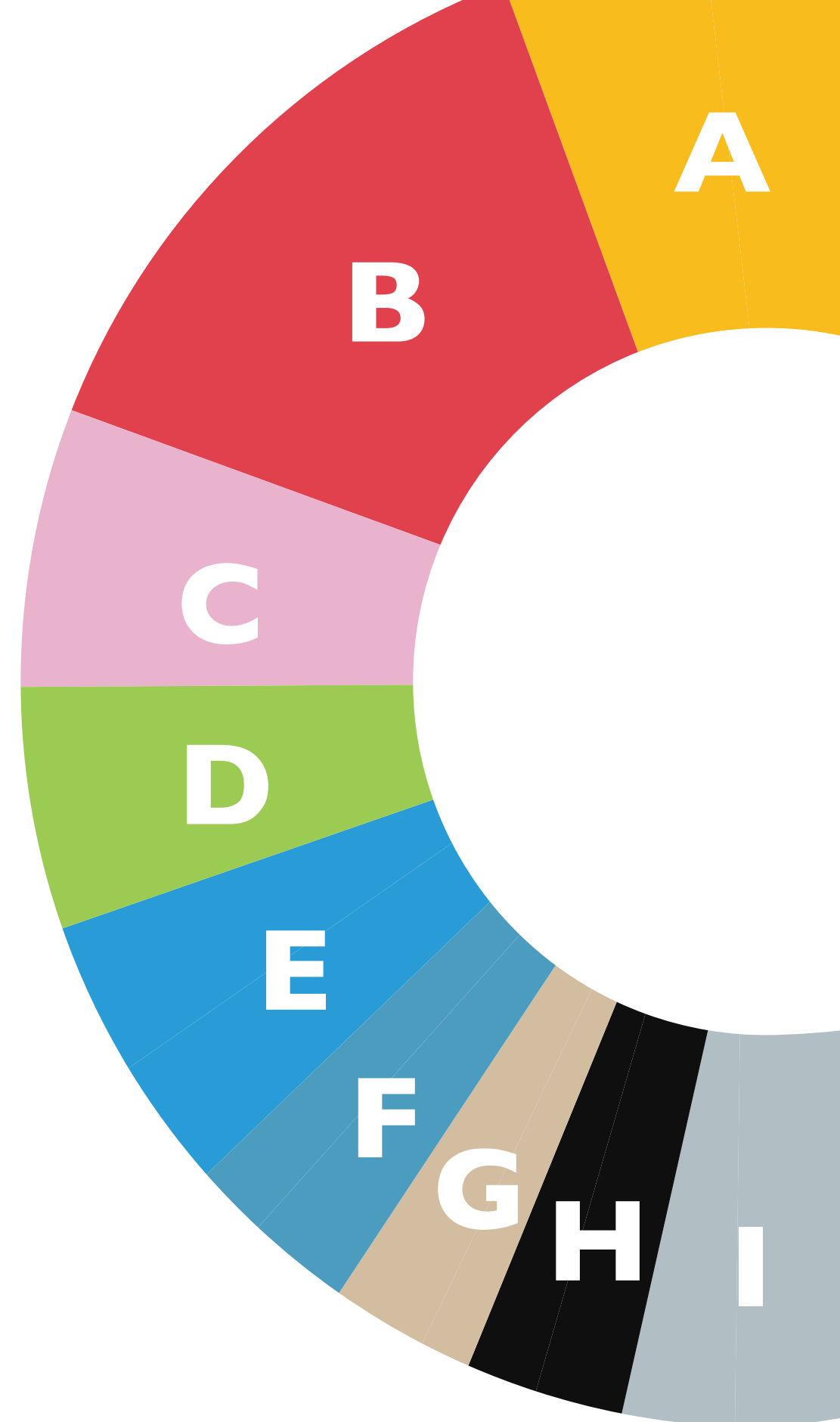
Gill Sans

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

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

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold, *Semibold Italic*, **Bold**, *Bold Italic*, **Ultrabold**



Colors

A. Yellow
Values
R: 248 C: 2
G: 188 M: 27
B: 28 Y: 98
#f8bc1c K: 0

B. Red
Values
R: 224 C: 7
G: 65 M: 90
B: 77 Y: 69
#e0414d K: 0

C. Light Pink
Values
R: 233 C: 5
G: 179 M: 35
B: 205 Y: 2
#e9b3cd K: 0

D. Green
Values
R: 155 C: 44
G: 203 M: 0
B: 82 Y: 88
#9bcb52 K: 0

E. Blue
Values
R: 41 C: 73
G: 156 M: 24
B: 215 Y: 0
#299cd7 K: 0

F. Dark Blue
Values
R: 76 C: 69
G: 156 M: 25
B: 191 Y: 15
#4c9cbf K: 0

G. Brown
Values
R: 210 C: 18
G: 189 M: 23
B: 160 Y: 38
#d2bda0 K: 0

H. Black
Values
R: 0 C: 100
G: 0 M: 100
B: 0 Y: 100
#000000 K: 100

I. Grey
Values
R: 177 C: 31
G: 190 M: 18
B: 196 Y: 18
#b1bec4 K: 0

Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.

3.



Do NOT shrink schoolhouse.

6.



Icon missing pencils.

1.



Do NOT remove the green grass.

4.



Do NOT shrink icon.

7.



Incorrect logo.

2.



Do NOT remove bevel from "enCORE."

5.



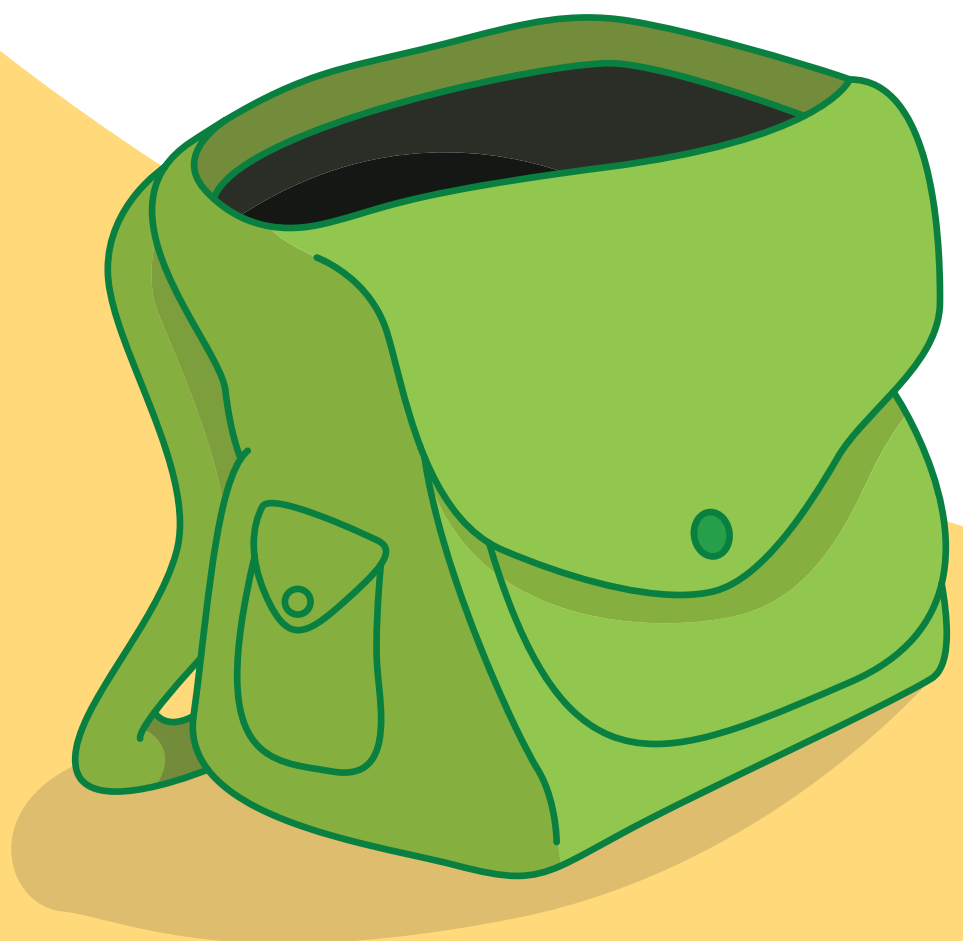
Do NOT squash logo.

8.



Do NOT stretch logo.

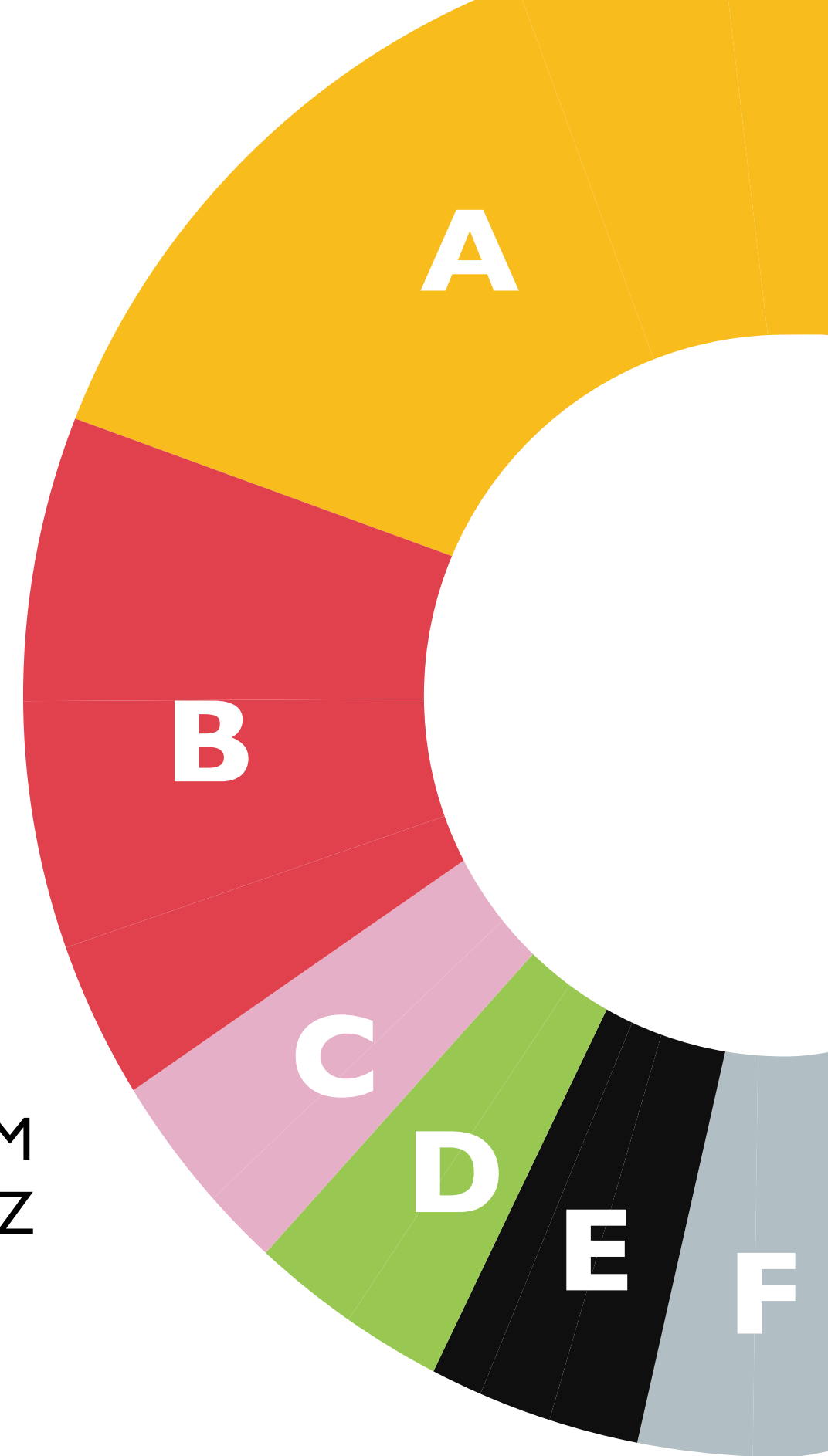
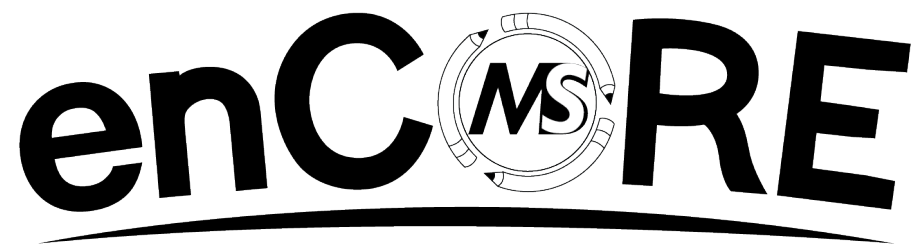
enCORE



Overview

enCORE is the only standards-based, core-curriculum based on Applied Behavior Analysis (ABA) that provides students with moderate and severe disabilities access to the general education curriculum. The program is designed to utilize adapted grade-aligned content, high quality literature, and integrated technology for teaching children with autism, and other intellectual and developmental disabilities.





Colors

A. Yellow
 Values
 R: 248 C: 2
 G: 188 M: 27
 B: 28 Y: 98
 #f8bc1c K: 0

B. Red
 Values
 R: 224 C: 7
 G: 65 M: 90
 B: 77 Y: 69
 #e0414d K: 0

C. Light Pink
 Values
 R: 233 C: 5
 G: 179 M: 35
 B: 205 Y: 2
 #e9b3cd K: 0

D. Green
 Values
 R: 155 C: 44
 G: 203 M: 0
 B: 82 Y: 88
 #9bcb52 K: 0

H. Black
 Values
 R: 0 C: 100
 G: 0 M: 100
 B: 0 Y: 100
 #000000 K: 100

I. Grey
 Values
 R: 177 C: 31
 G: 190 M: 18
 B: 196 Y: 18
 #b1bec4 K: 0

Font Usage

Gill Sans

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

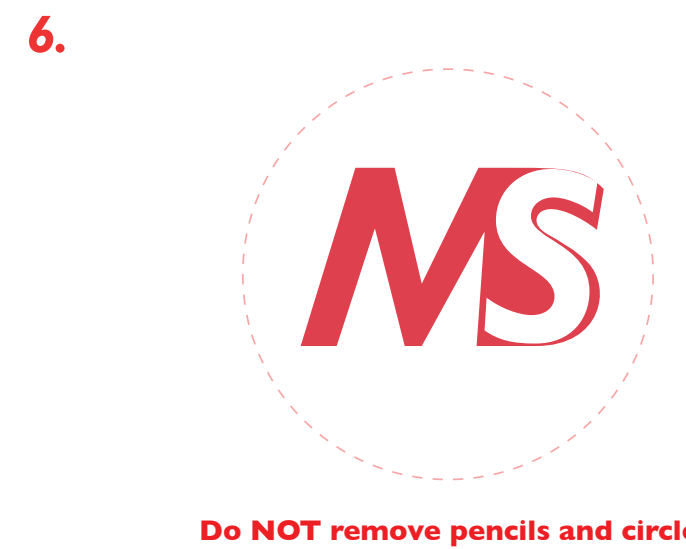
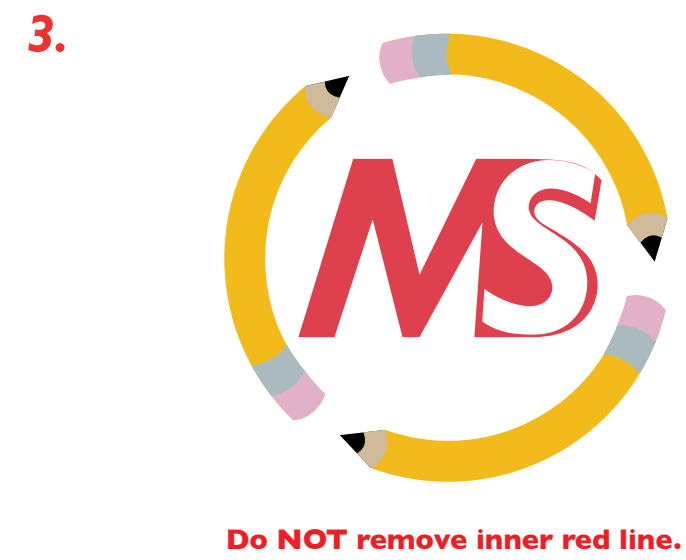
a b c d e f g h i j k l m
n o p q r s t u v w x y z

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold,
Semibold *Italic*, **Bold**, **Bold Italic**, **Ultrabold**

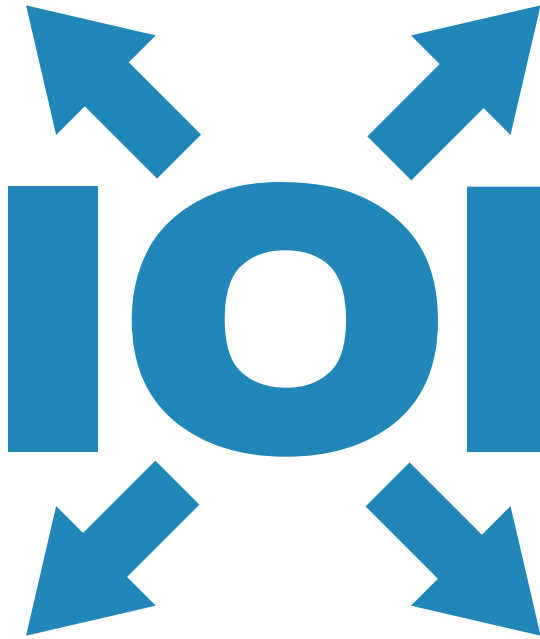
Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.



TRANSITION

to Adulthood



Overview

TRANSITION to Adulthood was built around evidence-based practices to meet the needs of individuals with autism spectrum disorder, intellectual disabilities, and developmental disabilities. It uses point-of-view video modeling, task analyses, computer-based lessons, teacher-delivered lessons, and visual supports to teach a range of critical, functional skills in the areas of: Personal Life Skills, Home Skills, Vocational Skills, Community Skills, and Leisure Skills. It also includes an online assessment tool for progress monitoring.

TRANSITION

to Adulthood

The logo for 'TRANSITION to Adulthood' is set within a blue rounded rectangular background. The word 'TRANSITION' is written in a large, bold, white, sans-serif font. Below it, the words 'to Adulthood' are written in a smaller, white, sans-serif font. Surrounding the word 'TRANSITION' are four white arrows pointing outwards in a circular pattern: one pointing up-left, one up-right, one down-left, and one down-right.

Logo Usage



Colors

A. Light Blue

Values

R: 32 C: 81
G: 136 M: 36
B: 183 Y: 13
#2088b7 K: 0

B. Dark Blue

Values

R: 31 C: 95
G: 77 M: 73
B: 121 Y: 29
#1f4d79 K: 13

C. Black

Values

R: 0 C: 100
G: 0 M: 100
B: 0 Y: 100
#000000 K: 100

Font Usage

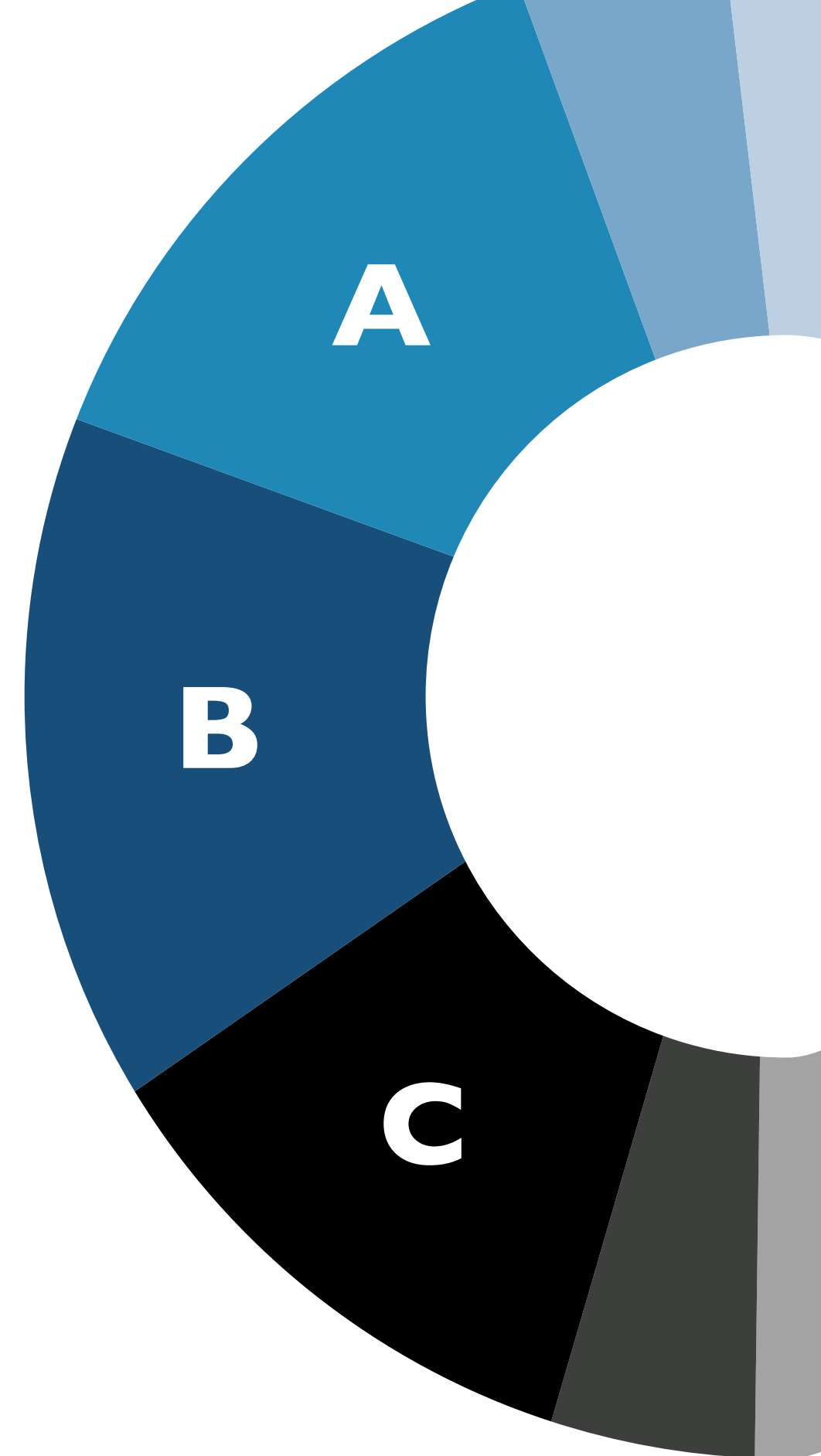
Gill Sans

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

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

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold,
Semibold Italic, **Bold**, ***Bold Italic***, **Ultrabold**



Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.

1.



Do NOT change background color to black.

2.



Do NOT scale Transition logo.

3.



Incorrect background shape and size.

4.



Stroke color should be "blue" not black.

5.



Do NOT squash logo.

6.



Do NOT outline background shape.

7.



Do NOT remove arrows around "o."

8.



Do NOT remove subtext, "to Adulthood."

BE SAFE™



Overview

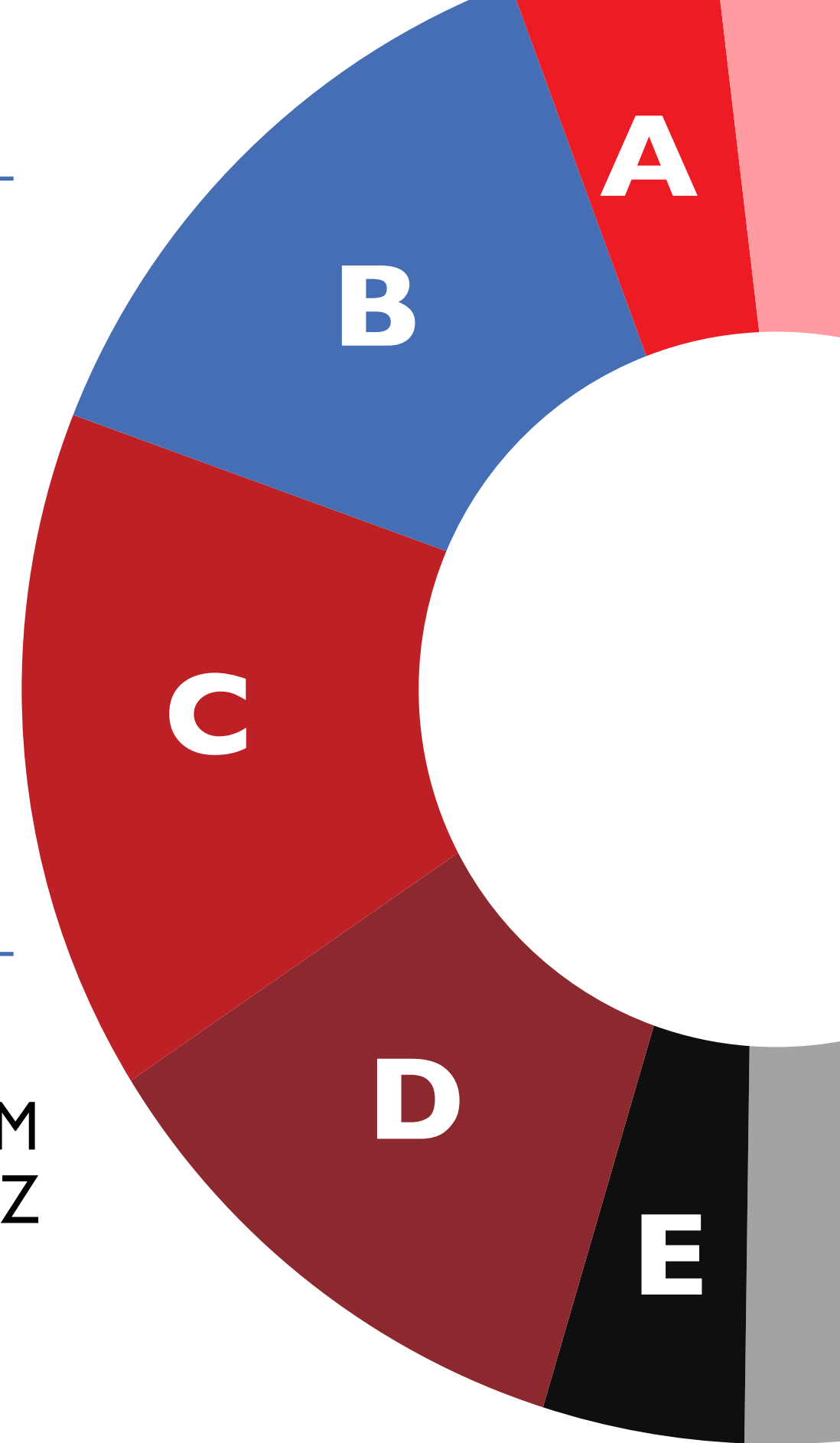
BE SAFE is a curriculum to help teens and adults with disabilities learn how to interact appropriately with law enforcement, as well as how to handle emergency situations.

BE SAFE




BE SAFE™



BE SAFE™

BE SAFE™



Colors

	A. Yellow Values R: 237 C: 0 G: 28 M: 100 B: 36 Y: 100 #ed1c24 K: 0		A. Yellow Values R: 70 C: 78 G: 111 M: 57 B: 82 Y: 0 #466fb6 K: 0		A. Yellow Values R: 189 C: 17 G: 32 M: 100 B: 37 Y: 100 #bd2025 K: 9
--	---	---	---	---	--

	A. Yellow Values R: 139 C: 49 G: 41 M: 100 B: 45 Y: 100 #8b292d K: 9		E. Black Values R: 0 C: 100 G: 0 M: 100 B: 0 Y: 100 #000000 K: 100
--	--	---	--

Font Usage (*Gill Sans Stretched 14% Vertically)

Gill Sans

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

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

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold,
Semibold Italic, **Bold**, ***Bold Italic***, **Ultrabold**

Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.

1.

BE SAFE^o

Logo missing "TM."

2.

BE SAFETM

Do NOT squash logo.

3.



Icon missing blue outline.

4.

BE SAFETM

Do NOT Stretch logo.

5.

BE SAFETM

Incorrect spacing.

6.



Icon missing gradients.

7.

BE SAFETM

Do NOT scale text.

8.

BE SAFETM

Incorrect background color.



SLP Assist



Overview

SLP Assist provides technology-driven lessons for students and a dashboard for SLPs to increase efficiency.

Student lessons include a concept instruction video prior to each lesson. The program automatically adjusts difficulty based on student responses, and automatically progresses when mastery is met.





Font Usage

Gill Sans



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

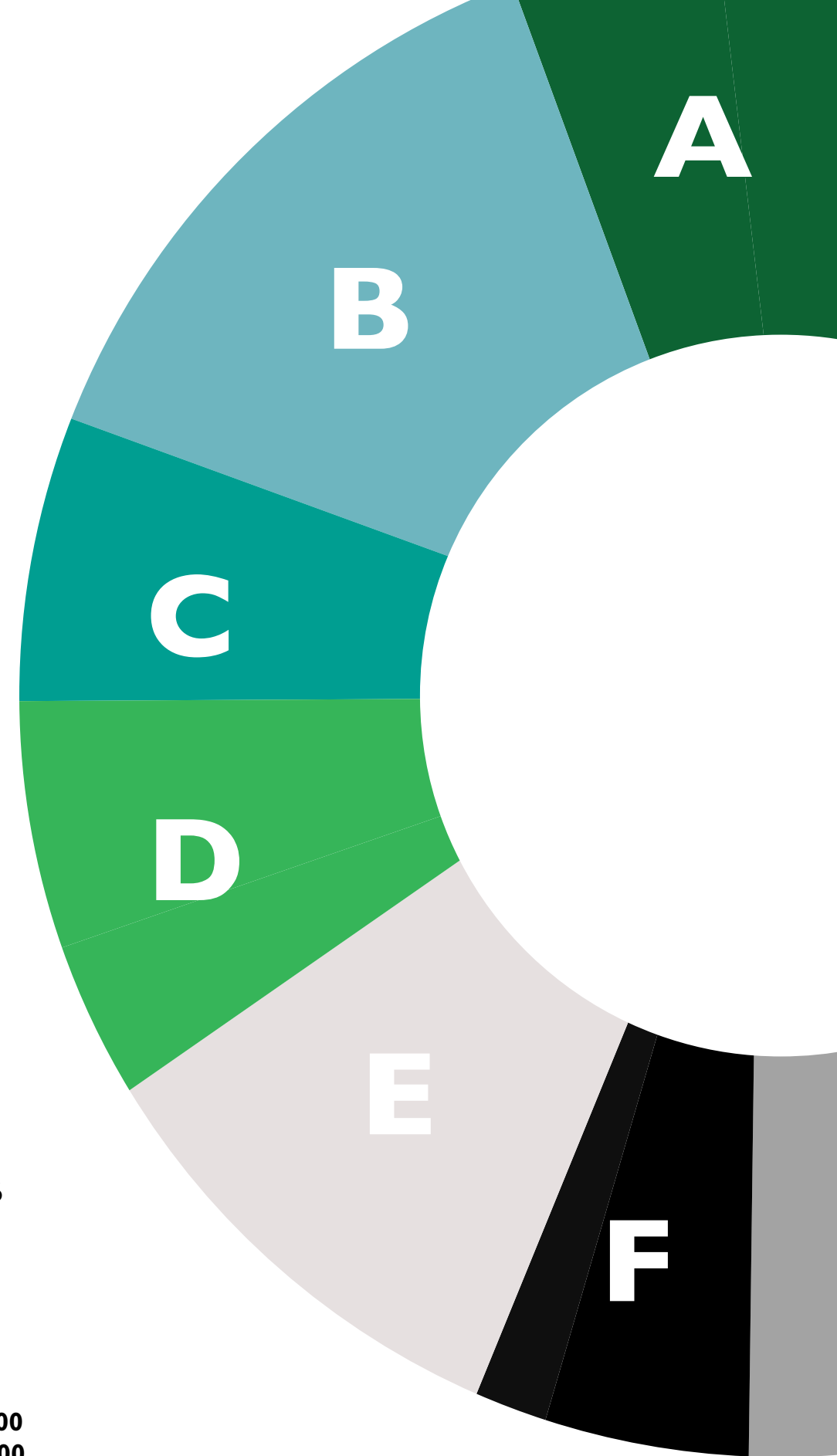
a b c d e f g h i j k l m
 n o p q r s t u v w x y z

All Weights

Light, *Light Italic*, Regular, *Italic*, **Semibold**,
Semibold Italic, **Bold**, **Bold Italic**, **Ultrabold**

Colors

 <p>A. Dark Green Values R: 13 C: 89 G: 99 M: 35 B: 51 Y: 100 #0d6333 K: 30</p>	 <p>B. Light Blue Values R: 108 C: 57 G: 182 M: 11 B: 191 Y: 24 #6cb6bf K: 0</p>	 <p>C. Teal Values R: 0 C: 81 G: 159 M: 16 B: 146 Y: 50 #009f92 K: 0</p>
 <p>D. Light Green Values R: 53 C: 75 G: 181 M: 0 B: 88 Y: 90 #35b558 K: 0</p>	 <p>E. Light Gray Values R: 229 C: 9 G: 224 M: 9 B: 224 Y: 8 #e5e0e0 K: 0</p>	 <p>F. Black Values R: 0 C: 100 G: 0 M: 100 B: 0 Y: 100 #000000 K: 100</p>

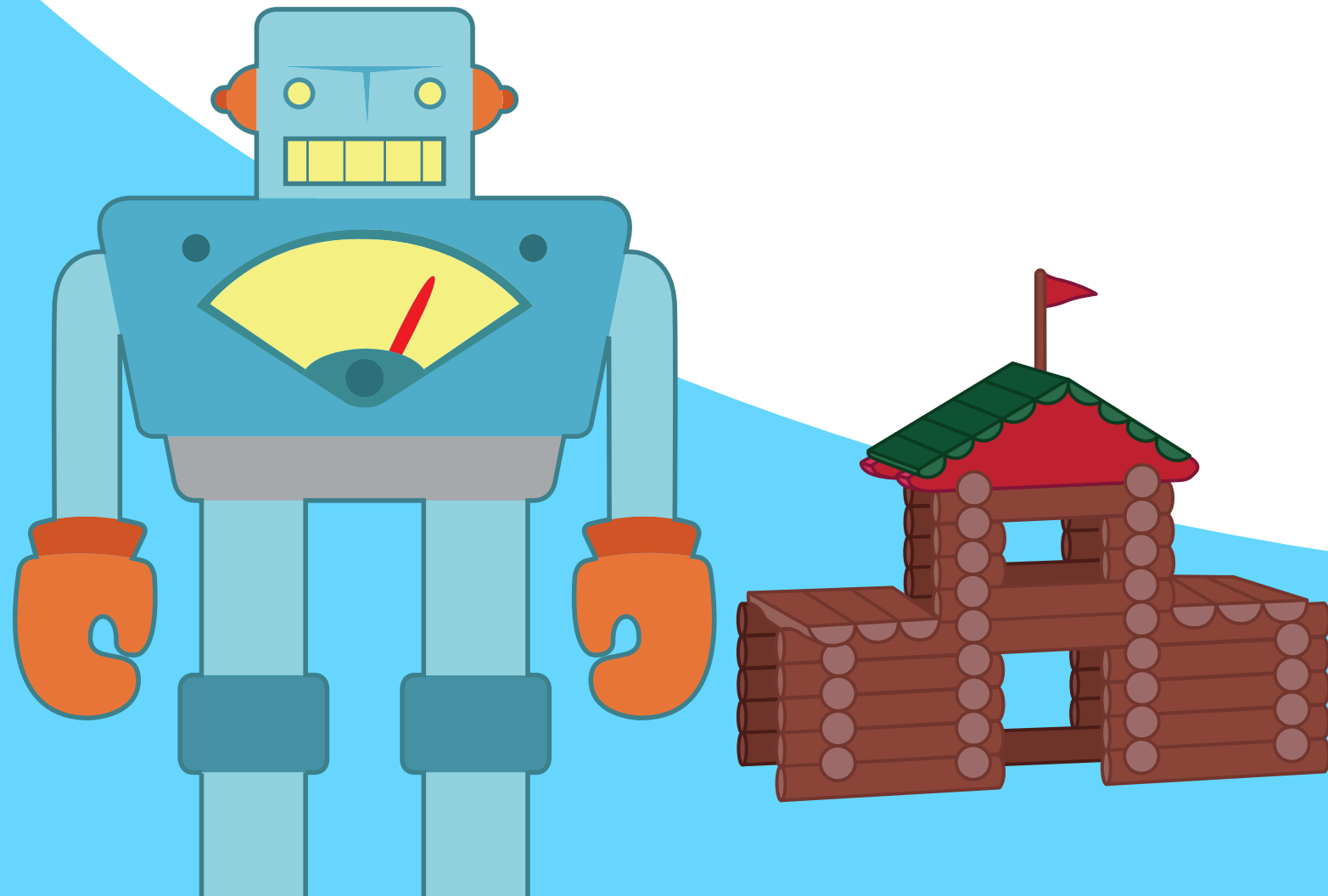


Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.



META-PLAY

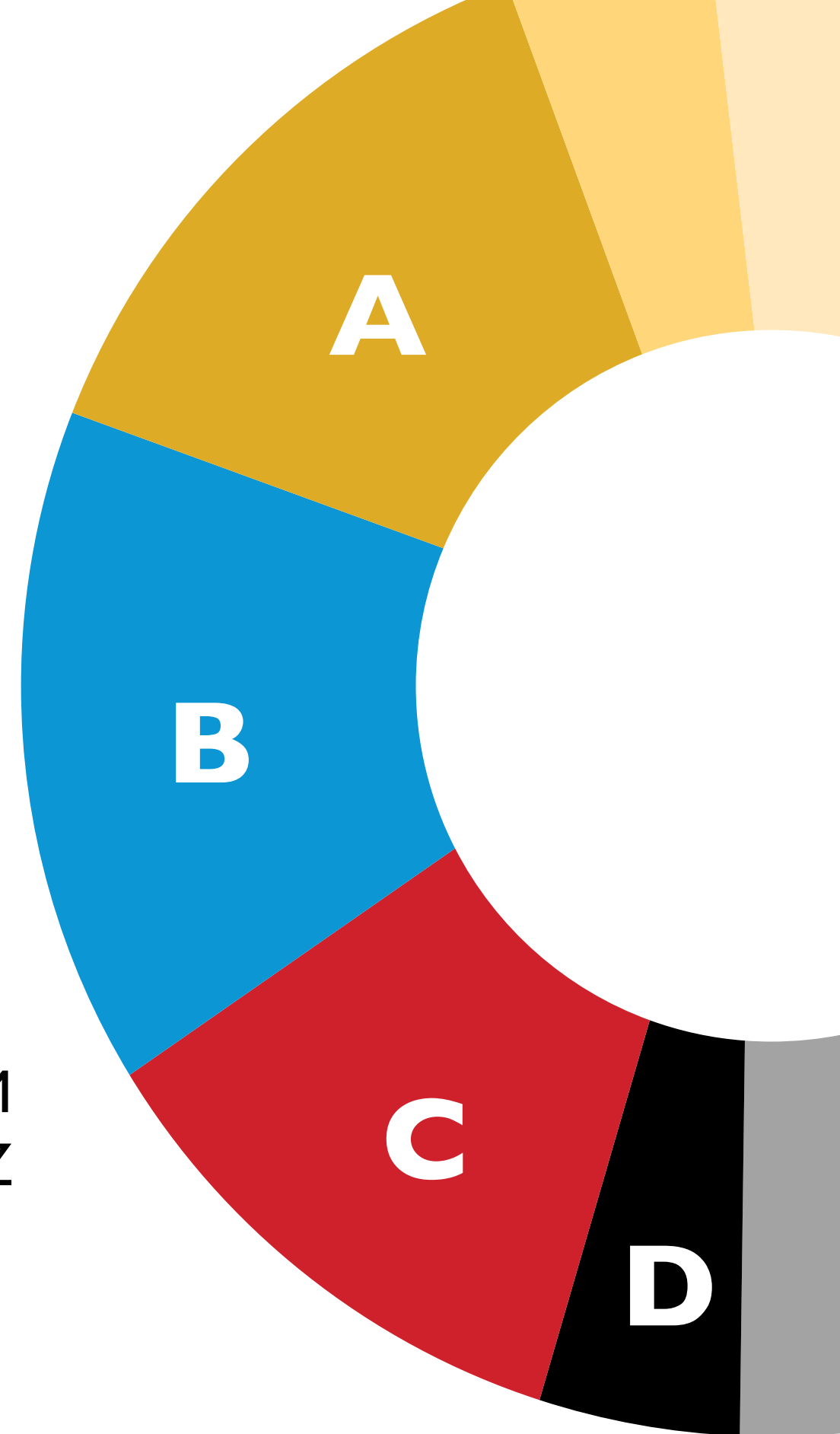
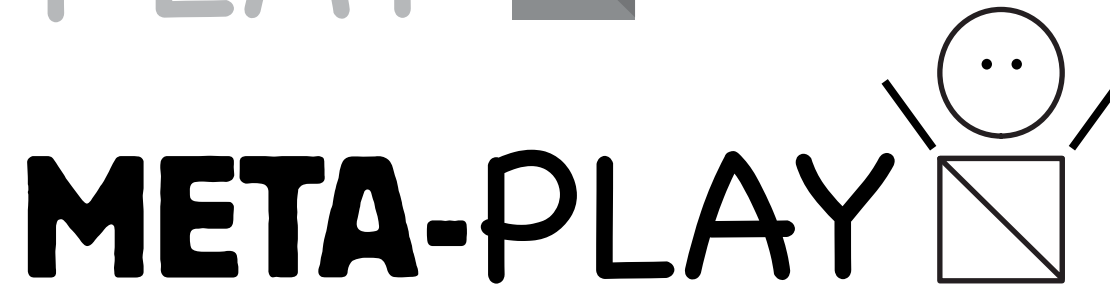


Overview

The Meta-Play Method offers a systematic approach to fostering the development of imagination and play skills in young children diagnosed with Autism Spectrum Disorder (ASD), intellectual disabilities, developmental delays, and social and emotional disabilities. By creating meaningful and purposeful play for young learners with disabilities, the Meta-Play Method provides educators, practitioners, and families with a comprehensive play-based curriculum that sequentially teaches skills that foster the development of imaginative thinking, pretend play, and age-appropriate social skills.



Logo Usage



Colors

A. Gold
 Values
 R: 221 C: 14
 G: 170 M: 33
 B: 39 Y: 100
 #ddaa27 K: 0

B. Blue
 Values
 R: 13 C: 77
 G: 150 M: 27
 B: 212 Y: 0
 #0d96d4 K: 0

C. Red
 Values
 R: 206 C: 13
 G: 32 M: 100
 B: 43 Y: 95
 #ce202b K: 3

D. Black
 Values
 R: 0 C: 100
 G: 0 M: 100
 B: 0 Y: 100
 #000000 K: 100

Font Usage

Gill Sans

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

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

All Weights

Light, *Light Italic*, Regular, *Italic*, Semibold,
Semibold Italic, **Bold**, ***Bold Italic***, **Ultrabold**

Logo Don'ts

*Always use one of the **approved** logos from the Logo Usage page.

1.



Text should be two colors.

2.



Do NOT remove character.

3.



Do NOT squash logo.

4.



Do NOT stretch logo.

5.



Do NOT change the color of the character.

6.



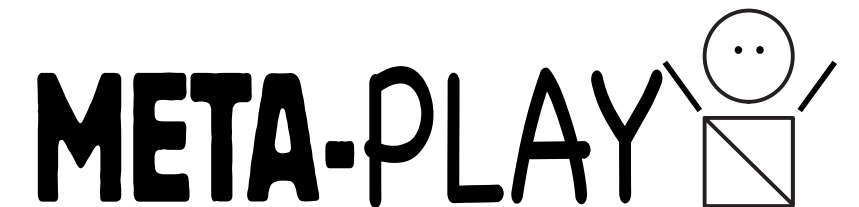
Do NOT scale character.

7.



Logo missing hyphen.

8.



Do NOT scale text.