

Scholastic Brand Guide

Version 1.0 **August 2015**

Table of Contents

PREFACE

Introduction

Our Mission	3
Reading Is the Message	4
Our Positioning	5
Honoring Our Brand	6
The Scholastic Red Bar	7
Logos & Icon Legal Considerations	8
Quickguide: Logo Usage	9

SECTION ONE

Foundation

Scholastic Logos & Icon	12
Colors	13
Typography	15
Iconography	19
Tone & Voice	20
Photography	22
Scholastic Brands	26
Trademark Approval	31

LOGO SPECIFICATIONS

Scholastic Red Bar Logo	32
Scholastic Red Bar Knockout Logo	40
Open a World of Possible Lockup	43
Taglines & Lockups	46
Scholastic Mini & Whisper Bar Logos	50
Scholastic Flying Pages Icon	56
Questions & Approvals	58

SECTION TWO

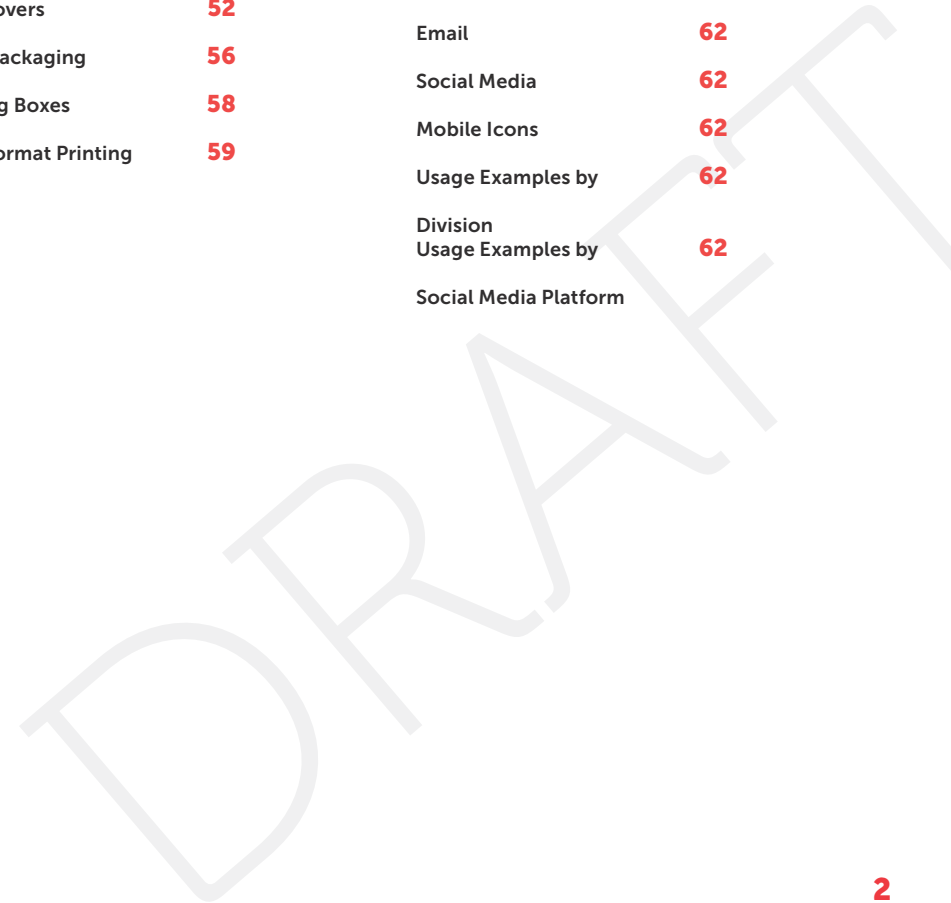
Print Usage

Colors	45
Stationery	46
Corporate Presentation	50
PowerPoint Book Covers	52
Media Packaging	56
Shipping Boxes	58
Large Format Printing	59

SECTION THREE

Digital Usage

Video	62
Web Logo Usage	62
Favicons	62
Web Touts	62
Email	62
Social Media	62
Mobile Icons	62
Usage Examples by Division Usage Examples by	62
Social Media Platform	



Our Mission

The corporate mission of Scholastic is to encourage the intellectual and personal growth of all children by inspiring them with a love of reading at every stage of their literacy development—and beyond.

Reading Is the Message

Learning, discovery and imagination at play. Scholastic's mission is built on that special moment a child finds the right book to read. When once-upon-a-time becomes the only time that matters, and a child who reads becomes a child who loves to read—for a lifetime. We are dedicated to helping every child make that precious, transformative moment his or her very own again and again.

We believe that, just as independent reading is a critical part of every child's learning and growth, finding the right book at the right time is an important first step in his or her individual development. With support from teachers, parents and schools, children choose from Scholastic the books they want to read and in doing so, empower themselves with new possibilities to indulge in curiosity, to imagine, discover, learn—and become contributors to their communities and the world.

The right book is a key. And it opens a world of greater understanding, self-motivation and joy—a world of possible.

Our Positioning

More than 90 years after it was founded, teachers, parents and children from around the world continue to recognize Scholastic as a trusted source for reading and learning, especially as it continues to grow as a leader in educational technology and services and children's media. And just as Scholastic is proud to help every child find the right book, it is privileged to help teachers and parents discover the books and information their children need—in print or electronic forms—to build strong lifetime foundations for reading and learning.

Honoring Our Brand

The Scholastic brand reflects an ongoing dialogue with teachers and parents that began with the first book the Company published—a collection of work submitted by students from across the country. The trusted relationships born from this ever-vibrant dialogue are what distinguish Scholastic in the marketplace.

As stewards of our brand, we must consistently promote and use its greatest strength—the integrity of our people and our enduring relationships with customers—to build our Company's future.

Please follow the guidelines in this document with care and respect for our most valuable asset: our brand reputation.

The Scholastic Red Bar Logos & Icon

Nothing captures the history and continuous achievements of Scholastic's corporate mission more than our iconic Scholastic Red Bar Logo and the Flying Pages Icon.

Simple, clear and red, the Scholastic Red Bar Logo and the Scholastic Flying Pages Icon are the Company's strongest visual assets and the foundation of our entire visual system—recognizable across all platforms, formats and mediums, from print to digital.

The consistent use and placement of Scholastic logos and icon adds cohesiveness to our customers' brand experience. In order to achieve a unified branding system, each element of the Scholastic Red Bar Logo, Scholastic Mini Bar and Whisper Bar Logos and the Scholastic Flying Pages Icon must remain consistent across all applications.

The Scholastic Logos should appear uniformly in every category of goods in which Scholastic does business whether placed on books, products or marketing materials.

The logo artworks should not be re-drawn, re-created or re-typeset in other fonts. Along with incorrect placement, such efforts compromise brand recognition and damage the cohesion of our branding system.

This guide details brand solutions that preserve the integrity of the Scholastic Red Bar Logo and allow for a consistent, repeatable brand application within and across all product lines.

Legal Considerations

The Scholastic Legal team is integral to maintaining a strong brand. Scholastic Legal provides important guidance that will help protect and strengthen the brand:

- **BEFORE:** To begin the creative process and determine if a trademark is available for use.
- **DURING:** To evaluate and advise during the design of a new trademark or the evolution of an existing trademark.
- **AFTER:** To maintain consistent usage of trademarks, and support trademark applications and registrations.

As part of the approval process, the legal team will provide you with guidance to ensure that all branding meets Scholastic's legal requirements.

See page XX for more information.

Quick Guide

A

The Scholastic Red Bar Logo

The Scholastic Red Bar Logo is the signature of the brand. It must be used consistently and prominently across all applications. It is the primary logo.

B

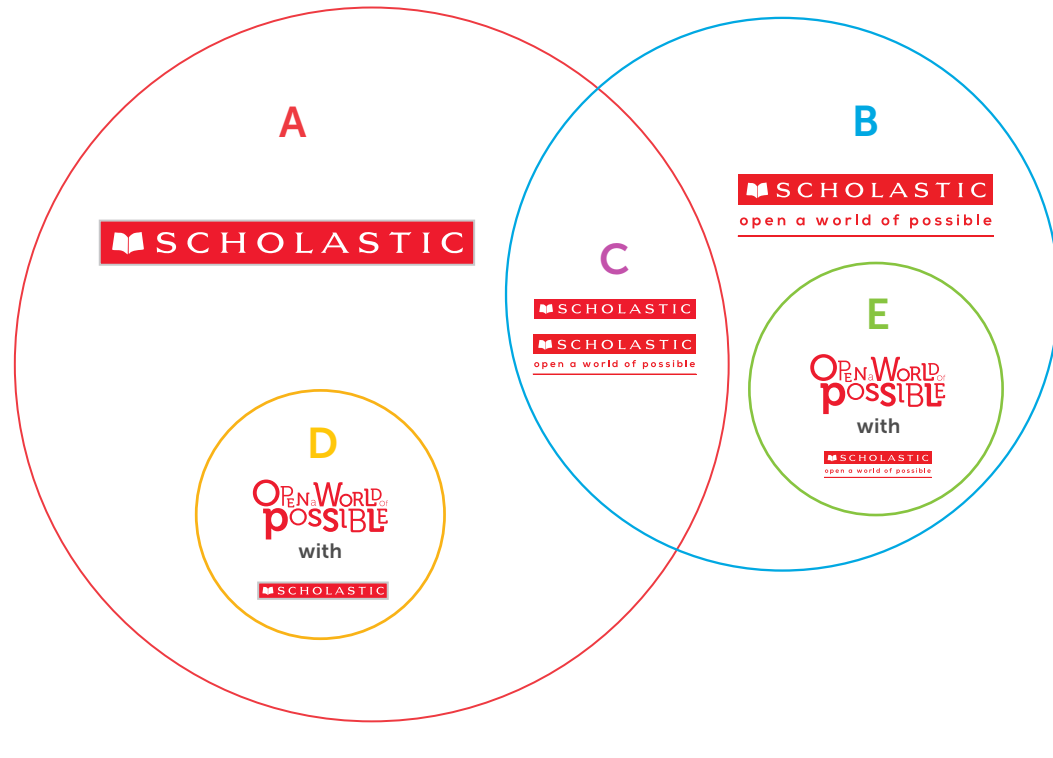
The Scholastic Open a World of Possible Lock-up

The Lock-up should be applied on materials in which collateral's primary purpose is to promote:

- Open a World of Possible.
- Scholastic's philanthropy.
- The reading message.
- Mediums contain Scholastic product (e.g. shipping boxes, envelopes)

Do not use the Lock-up:

- When space is limited.
- On Scholastic product.
- When the addition of "Open a World of Possible" messaging serves to confuse or distract from the primary message.
 - » In these cases, use the Scholastic Red Bar Logo instead.



C

The Scholastic Red Bar Logo & Open a World of Possible Lock-up

The Logos should not be displayed in the same visual space. Use both marks only:

- On multi-page or multi-sided medium, such as 2-sided flyers, reports, marketing brochures, etc.
 - » In these cases, display the Red Bar Logo on the front, and the Open a World of Possible Lock-up on the back.
- On web pages and emails.
 - » In these cases, display the Red Bar Logo at the top webpage or email, and the Open a World of Possible Lock-up at page bottom.

D

The Scholastic Open a World of Possible Wordmark & Red Bar Logo

- Use the wordmark when collateral focuses solely on the Open a World of Possible message. Use only as art incorporated into design elements.
- The Open a World of Possible message should not appear duplicative. When space is limited, such as on online touts or bookmarks, the Red Bar should be displayed instead of the lock-up.

E

The Scholastic Open a World of Possible Wordmark & Lock-up

- Use the Wordmark when collateral focuses solely on the "Open a World of Possible" message. Use only as art incorporated into design elements.
- Use the Lock-up as long as the Open a World of Possible message is not displayed near each other in the same visual space. The Open a World of Possible message should not appear duplicative.

Quick Guide



The Scholastic Red Bar Logo is the signature of the brand.
It must be used consistently and prominently across all applications.
It is the default logo.

Placement

Preferred placement is centered bottom, anchoring the page. If centered bottom is not available, it may be placed centered top. The Red Bar Logo should always appear 0.25 inches from edge when printed.

Safe Area

Clear space must always be a minimum of 200% of the Red Bar Logo's parameter.
No element should ever overlap the Red Bar.

Sizing

Minimum size is 1 inch when printed or 120 x 15 pixels when displayed digitally. The logo should never be more than 1/3 the width of collateral. On collateral with a width of 17 inches or less, the Logo should be no larger than 2.25 inches.

Stroke

The default, preferred Red Bar Logo does not include a white stroke.

Bleed

The Red Bar Logo is not allowed to bleed.

Black

The flying pages and word "Scholastic" should never be shown in black.

Lock-Ups

With the exception of the Scholastic website address and approved, trademarked imprint and product logos, the Scholastic Red Bar Logo should never be locked up with any words or images. This includes division names, department names or product names, headlines, titles, other logos, etc. These elements must be far enough from the Logo such that they are read as separate elements and the Red Bar Logo stands on its own.

Multi-Page/Sided

On multi-page or multi-sided medium, such as reports, pamphlets, brochures, bookmarks, etc., the Red Bar Logo should always be displayed bottom center of the front. The Red Bar should not appear on inside pages.

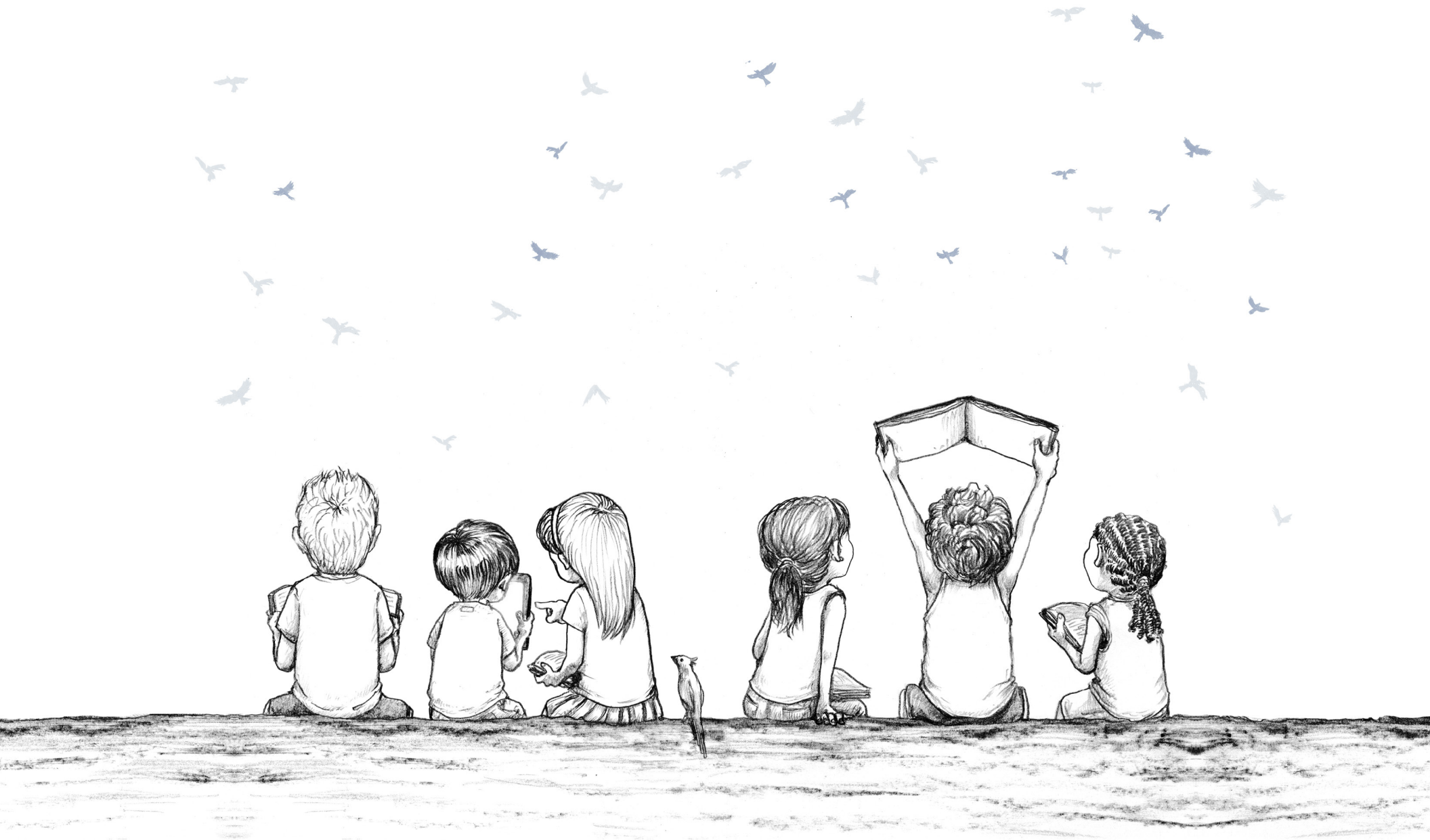
Duplication

The Red Bar Logo should not be displayed more than once on a page or within the same visual space.

MASTER ART FILES AND TEMPLATES SHOULD ALWAYS BE USED.

If a new version or variation of master art is required, please contact Corporate Design for assistance.

Foundation



The Scholastic Logos & Icon

To assure a consistent brand experience for our customers, the Scholastic Brand Guide provides three officially recognized design marks as the building blocks of our visual system: the Scholastic Red Bar Logo, the Scholastic Mini Bar and Whisper Bar Logos and the Scholastic Flying Pages Icon. Their component parts and silhouettes should never be altered or changed.

Scholastic Red Bar Logo

The Scholastic Red Bar Logo is the signature of the brand. It must be used consistently and prominently across all applications. It is the primary logo. (See pp. 10–13 for Guidelines and specifications.)

Scholastic Mini and Whisper Bar Logos (Print Only)

The Scholastic Mini and Whisper Bar Logos are supplemental branding aids and serve as a consistent branding solution for all spines. It must always be accompanied by the Scholastic Red Bar Logo. (See pp. 10–13 for Guidelines and specifications.)

Scholastic Flying Pages Icon (Digital Only)

The Scholastic Flying Pages Icon is a supplemental branding aid for digital applications and serves as a consistent digital branding solution for social media platforms, mobile icons and favicons. It must always be accompanied the Scholastic Red Bar Logo. (See pp. 10–13 for Guidelines and specifications.)

Scholastic Red Bar Logo



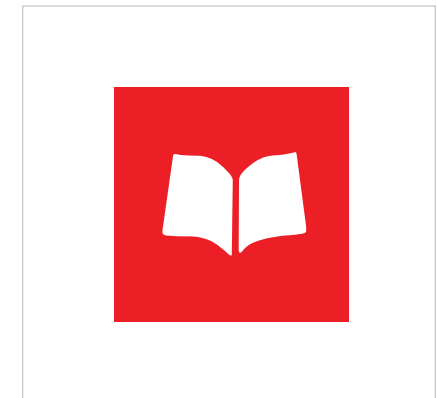
Scholastic Mini Bar Logo



Scholastic Whisper Bar Logo



Scholastic Flying Pages Icon



Color

Scholastic Red

Scholastic Red is the signature color of the Scholastic brand. No matter the medium, product line, substrate or item, Scholastic Red should always appear as Scholastic Red.

**Note: The colors shown on this page and throughout the document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.*

Scholastic Red

Uncoated

PMS 185

CMYK 0 100 90 0

Coated

PMS 185 C

CMYK 0 100 90 0

Digital

RGB 236 29 37

HEX #EC1D25

Process DS 86-1 C

CMYK 0 100 90 0

Plush PMS 200

Plastic Q510-6-2

Textile 17-1558 TP

Color

Color Usage

The color palette has been created to support and enhance Scholastic Red, extending the warmth and personality of the Scholastic brand image.

This palette is intended for use primarily in corporate materials or products and materials that do not already have an assigned color palette.

Along with the primary Scholastic Red, three secondary colors and four tertiary colors make up the palette.

These colors should be used judiciously to support the look and feel in which red and white space take precedence. Use of secondary and tertiary colors for supporting icons and secondary graphic elements is preferred.

When possible, gray is recommended for all copy to present a softer look and feel.

Exception: Use black on coarse medium

To hold on coarse paper stocks such as newsprint or corrugate, 100% black should be used.

Primary



Uncoated		Coated	
Pantone	185	Pantone	185 C
CMYK	0 100 90 0	CMYK	0 100 90 0

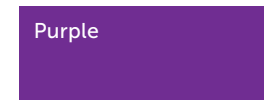
Scholastic Text	Uncoated	Pantone Cool Gray 11 U
		CMYK 30 17 8 51
	Coated	Pantone Cool Gray 11 C
		CMYK 44 34 22 77
	Black	80%
	CMYK	0 0 0 80



Secondary



Uncoated		Coated	
Pantone	306 U	Pantone	2995 C
CMYK	74 0 10 0	CMYK	83 1 0 0



Uncoated		Coated	
Pantone	2602 U	Pantone	527 C
CMYK	46 74 0 0	CMYK	69 99 0 0



Uncoated		Coated	
Pantone	389 U	Pantone	382 C
CMYK	24 0 79 0	CMYK	28 0 100 0

Tertiary



Uncoated		Coated	
Pantone	300 U	Pantone	285 C
CMYK	100 35 0 0	CMYK	90 48 0 0



Uncoated		Coated	
Pantone	116 U	Pantone	1235 C
CMYK	0 19 100 0	CMYK	0 30 100 0



Uncoated		Coated	
Pantone	Rhod. Red U	Pantone	225 C
CMYK	2 94 2 0	CMYK	0 100 2 0



Uncoated		Coated	
Pantone	144 U	Pantone	158 C
CMYK	0 55 84 0	CMYK	2 66 99 0

Typography

Typeface

Typography plays an important role in creating the brand experience. Product specific fonts are often required to complete a design. These fonts may be selected from the 27,000+ fonts Scholastic licensed from Monotype or may be acquired through our licensing team.

In corporate-level applications, or when Scholastic product branding does not dictate a typeface, the type family Museo and Museo Sans should be used. Museo is engaging, modern, playful and spans a wide range of styles and weights allowing it to display well at all sizes. The complete family is licensed for print and web products, but require additional licensing for app and ebook use.

When Museo is unavailable, Helvetica may be used. In digital formats Helvetica, Arial, and Myriad may be used. This includes on desktop applications such as Word®, PowerPoint® and email signatures.

The Font Initiative

Typefaces, or fonts, are licensed software. Scholastic's deal with Monotype allows a large collection of fonts to be used in print, web and ebook products.

- 20,000+ web fonts are available for self-hosting with the @font-face call, visit: fonts.com
- 7,000+ desktop fonts are available for printed and pdf designs. Access these fonts via Universal Type Client Type. Libraries include: Monotype, Adobe, ITC, Linotype.

Contact fonts@scholastic.com for more information.

Master Artwork Downloads

[Museo Sans Font Master Art \(.zip\)](#)

[Museo Font Master Art \(.zip\)](#)

Museo Sans

Aa

A Big Red Dog jumps over the lazy fox

900

A Big Red Dog jumps over the lazy fox

700

A Big Red Dog jumps over the lazy fox

500

A Big Red Dog jumps over the lazy fox

300

A Big Red Dog jumps over the lazy fox

100

A Big Red Dog jumps over the lazy fox

700 ITALIC

A Big Red Dog jumps over the lazy fox

500 ITALIC

A Big Red Dog jumps over the lazy fox

300 ITALIC

A Big Red Dog jumps over the lazy fox

100 ITALIC

Museo

Aa

A Big Red Dog jumps over the lazy fox

900

A Big Red Dog jumps over the lazy fox

700

A Big Red Dog jumps over the lazy fox

500

A Big Red Dog jumps over the lazy fox

300

A Big Red Dog jumps over the lazy fox

100

A Big Red Dog jumps over the lazy fox

700 ITALIC

A Big Red Dog jumps over the lazy fox

500 ITALIC

A Big Red Dog jumps over the lazy fox

300 ITALIC

A Big Red Dog jumps over the lazy fox

100 ITALIC

Specifications

Clear Content Hierarchy

Type weight usage should be determined by application. The use of contrasting weights and sizing is preferred to establish clear content hierarchy.

Recommended Weight Usage

- 100 or 300 for headers displayed at a significantly larger point size than body copy
- 300 or 500 for body copy
- 700 for headers displayed at a similar point size to body copy
- The use of Museo 900 should be limited

Spacing

Generous, open leading is preferred. In general, the smaller the type, the more spacious the leading should be. Headers and large fonts may be displayed with tighter leading.

Color & Type

Color should be used minimally for text. Body copy should be displayed in 75-85% black to present a softer, more playful feel. Gray bold is preferred when calling out copy within text. Red may be used sparingly for header copy. When red is used for header copy, the thinner weights of Museo and Museo Sans should be used. Primary colors may be used sparingly for headlines (see Colors, p. 44).

Exception: Black Copy Usage

Black may be used for header copy and in instances in which gray does not hold (e.g. coarse paper stocks, newsprint, etc.).

Headline H1: Museo 100, 44/47 pt, -10

Headline H2: Museo Sans 100, 27/30 pt, -10, Scholastic Red

Subhead H3: Museo Sans 300, 23/26 pt, Scholastic Text

Body header: Museo Sans 900, 13/16 pt

Body subhead: Museo Sans 700, 11/15, Scholastic Text

Body copy: Museo Sans 300, 10/16, Scholastic Text, **Body bold copy:** Museo Sans 700, same size and color. Body copy: Museo Sans 300, 10/16, Scholastic Text,

Bullet points header: Museo 500, 10/16, Scholastic Text

- > Bullet copy: Museo Sans 300, 10/16, indented 3 em, Bullet copy: Museo Sans 300, 10/16, indented 3 em
- > Bullet: Font Awesome, fa-chevron-right, Scholastic Red, 8pt
Bullet: Font Awesome, fa-chevron-right, Scholastic Red, 8pt

Header without subhead: Museo Sans 900, 12/15 pt

Alternate Body copy: Museo Sans 300, 12/19, Scholastic Text, *Book Titles and non-english words:* Museo Sans 300 Italic, same size.

“Quotes: Museo Sans 300, 12/17 pt, 50% Gray. Elit, voluptat ra quam, vellectusam et am, occus numquos am everror epressit elitaspit volorehent.”

—Attribution: Museo Sans 300, 10/15 pt, 50% Gray, indented 3 em. use em-dash instead of en-dash or hyphen.

Specifications

Typeface

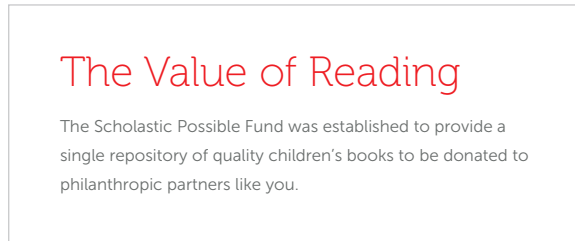
Type combinations should be used to ensure a clear hierarchy of information.

As a general rule, Museo 100 should be used at a large scale as a header; Museo Sans 300 should be used at a smaller and legible scale as body copy. Museo 900 should be used sparingly as it gives a robust, energetic look and is not as readable.

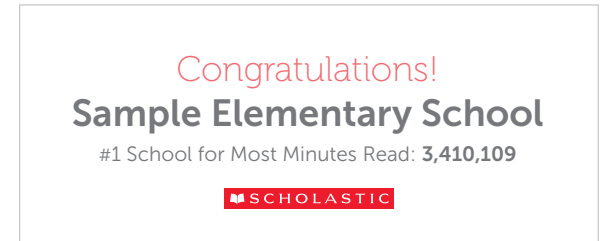
FontAwesome should be used for bullets and other icons at a small scale.

Master Artwork Downloads

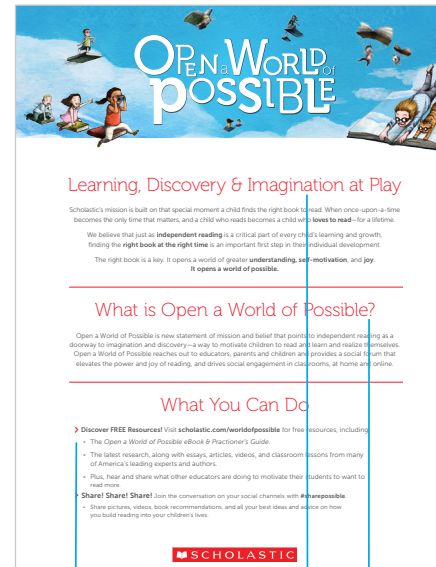
[Typography Master Template Download \(.idd\)](#)



Do Use Museo Sans as body copy when possible or a legible font to give a clean, classic look



Do Use Museo and Museo Sans to create an organized hierarchy



FontAwesome

Museo Sans 300,
12/19pt

Museo 100, 44/47pt

Specifications

Application: Line Length should not be too long or too short

Optimum Length: 10-14 Words/60 Characters

The right amount of characters on each line is key to readability. Sixty characters per line is optimum.

Too Wide

Line length that is too wide makes it difficult to see where lines begin and end, and difficult to continue reading to the correct line.

Too Narrow

Lines that are too short break the reader's rhythm. Short lines also tend to increase reading pace, making a reader begin on the next line before finishing the current one, skipping potentially important words.

4 words/line	10-14 words/line	16+ words/line
<p>Too narrow. rerspiet omnientia doluptatiis a accatiae. Facitasi ditiis dolupta sitius asimel velesti. m fugia nimusam am recte landam eos qui ullandusciet liquibus, si tes sum hic</p>	<p>Just right. Nequas verum experum soluptu repelic iatur, natur minvelis a dic toribea id exped quam, susandu santet venihictor sini di raectet fuga. Epedi dolorror si omnimag natem. Nem estias aliquaestlaboribus dollenis plicil eiuntio rescipist, voloreiume molupta eprovit a voluptat.</p>	

Too wide. minctum voloratem num quam sequame maiorit ab il eatem fugia nimusam am recte landam eos qui ullandusciet liquibus, si tes sum hicillam es nonserorpos demporum quaerna tiboalonssectur ma ilitae es sitiatque volum ut quia volorep erspellent, sitiatque volum ut quia volorep erspellent.m fugia nimusam am recte landam eos qui ullandusciet liquibus, si tes sum hicillam es nonserorpos demporum quaerna tiboalonssectur ma ilitae es sitiatque volum ut quia volorep erspellent, sitiatque volum ut quia volorep erspellent.m fugia nimusam am recte landam eos qui ullandusciet liquibus, si tes sum hicillam es nonserorpos demporum quaerna tiboalonssectur ma ilitae es sitiatque volum ut quia volorep erspellent, sitiatque volum ut quia volorep erspellent.

Source: "Readability: the Optimal Line Length"

<http://baymard.com/blog/line-length-readability>

Iconography

Iconography

The preferred iconographic set is FontAwesome, a web font that consists of a set of scalable vector icons that can be styled with CSS and used flexibly throughout all size print materials.

























FontAwesome Social Media Icons (e.g. Facebook, Twitter, Pinterest, etc.) are the preferred icons for use throughout Scholastic materials, both digital and print.

The icons should be used at small scale as a supplemental element to copy. Using the icons at large scale is not recommended.

**Note: A sample of icons are shown here. Additional icons are available to download.*

Master Artwork Downloads

[FontAwesome \(.zip\)](#)

							
DOWN ARROW Expand fa-chevron-down	UP ARROW Collapse fa-chevron-up	RIGHT ARROW Buttons/Links fa-chevron-right	UP CARET Btn Collapse fa-caret-up	DOWN CARET Btn Dropdown fa-caret-down	CIRCLE UP Filter fa-chevron-circle-down	CIRCLE DOWN Filter fa-chevron-circle-up	ENVELOPE Messages fa-envelope
							
PRINT Send to Printer fa-print	SHARE Social Media fa-share	HOME Breadcrumb/Nav fa-home	SEARCH Search fa-search	CART Top Nav fa-shopping-cart	SIGN IN Top Nav fa-lock	PLAY BUTTON Video fa-play-circle	SPEECH BUBBLE Comment fa-comment
							
MOBILE PHONE Business Cards fa-mobile-phone	PHONE Business Cards fa-phone	FAX Business Cards fa-fax	DROP PIN Map fa-map-marker	SEND Messages fa-send	CALENDAR Calendar fa-calendar	THUMBS UP Like/Recommend fa-thumbs-up	ELLIPSIS More fa-ellipsis-h

Official Social Media Icons (FontAwesome in ellipses)

							
#00ACED	#CB2027	#3B5998	#007BB6	#DD4B39	#35465C	#CD201F	#3F729B
							
TWITTER fa-twitter	PINTEREST fa-pinterest-square	FACEBOOK fa-facebook	LINKEDIN fa-linkedin	GOOGLE PLUS fa-google-plus	TUMBLR fa-tumblr	YOUTUBE fa-youtube	INSTAGRAM fa-instagram

Tone & Voice

The Scholastic tone is achieved through word choice and expression intended to capture the infinite values reading inspires in children, beginning with the following core messaging words:

Imagination

Imagination is a child's superpower—with it they are invincible, unpredictable and free.

Discovery

Discovery comes from reading, learning, sharing, playing—each one a child makes, even the smallest, brightens their awareness of the world around them.

Joy

Joy is the emotional fuel that powers a child's interest and engagement—at home and in school.

Continue Next Page →

Imagination

“ You can imagine a character when you're reading, what they look like, even how they brush their hair. ”

–Theo, 11

Discovery

“ I like to discover things about plants, because they're alive, too, just like people. ”

–Bonnie, 8

Joy

“ When I feel joy, it's like I want to jump out of my body and fly to the moon! ”

–Jamal, 8

Tone & Voice

Possibility

Possibility is where critical thinking meets daydreaming—what a child finds in the bound pages of a book to make their own lives boundless beyond measure.

Learning

Learning is a question asked and answered that leads to the next question, and the next, and the next—and its opportunity is present at a child's every waking moment.

Curiosity

Curiosity is a lingering question, an innate wonderment at the world, the reason a child opens book after book: to find out more.

Community

Community is the sense of belonging that a child feels. Physical or virtual, it's where they grow, laugh, love and learn to give back.

Possibility

“ The only thing not possible about reading a good book is putting it down when my mom says it's time for dinner. ”

–Jamal, 11

Learning

“ Learning is what happens when you're not bored. I like learning A LOT. ”

–Lee, 10

Curiosity

“ Curiosity killed the cat. Which I don't think is very fair. ”

–Amelia, 9

Community

“ My community is where I live and go to school and play with my friends and there's also a fireman and a policeman and a mailman. ”

–Colin, 6

Photography & Illustration

Principles

When using photography and illustration, choose images that express Scholastic's core messages: Discovery, Joy, Possibility, Curiosity, Imagination, Community and Learning. Imagery should support and enhance the Scholastic narrative and be representative of our customers: educators, parents, kids.

Style

Photographic style should emphasize sincerity and intimacy, and should look spontaneous. Suggestions:

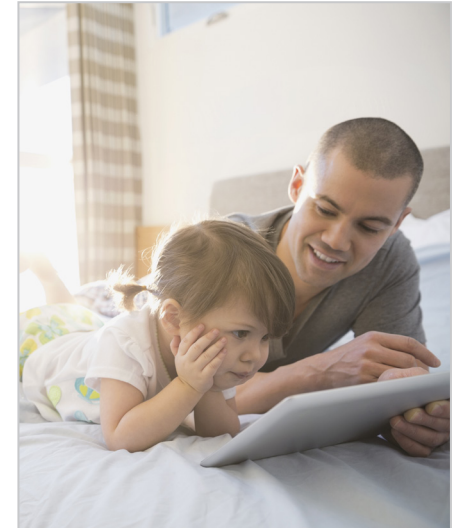
- Avoid subjects looking directly into the lens.
- Use natural lighting
- Create compositions that are informal, and appear almost accidental
- Use out of focus backgrounds
- Use images showing movement and action. Backgrounds may be blurry
- Use images that reflect the diversity of our customers - age, ethnicity, race, etc.

Using stock imagery

Consider that stock imagery has a tendency to look staged or posed, which can feel alienating and false, lacking the intimacy of the Scholastic message. Use imagery to express Scholastic's distinctive voice. For specific content, use specific imagery. For more abstract content, use interpretive photography and illustration.

Have a point of focus

Focus can range from a single point to an over-arching



Foundation >

Photography & Illustration

composition. Ensure that a clear concept or story is conveyed through this focus.

Lighting & Tone

Make sure images are lit well and that lighting is used consistently throughout materials. Lighting should be soft and natural in appearance. In photographic imagery, tones should be warm, not dark or saturated.

Use imagery to help tell a story

Create a story and a sense of context. Define the mood through visual storytelling. Is the mood joyful? Hopeful? Celebratory? Inspiring? Avoid clichés like handshakes, people talking on the phone behind a computer, or obvious metaphors.

Introduce scale

Introduce alternative scales to create levels of visual importance. To create a strong composition, place important things in the foreground and less important things in the background.

Resolution

Use high quality imagery. Images should not be blurry, grainy, stretched, pixilated or badly lit. Make sure images are high quality and appropriately sized for materials across platforms and mediums.

Product Shots

The way products are presented has significant impact



Scholastic Brands

Scholastic Brands

“One Scholastic”—A Clear Brand Hierarchy

Scholastic offers products and services to our audiences globally, making it especially important to maintain a consistent hierarchy of brand experience across platforms, products and places.

Scholastic’s visual identity system is comprised of Solution Groups—Scholastic Names, Scholastic Signatures, and Scholastic Imprints. This system has been established to create an understandable visual experience for our customers with a strong brand hierarchy, “One Scholastic,” and is intended to further strengthen and protect all our trademarks.

Scholastic Signatures

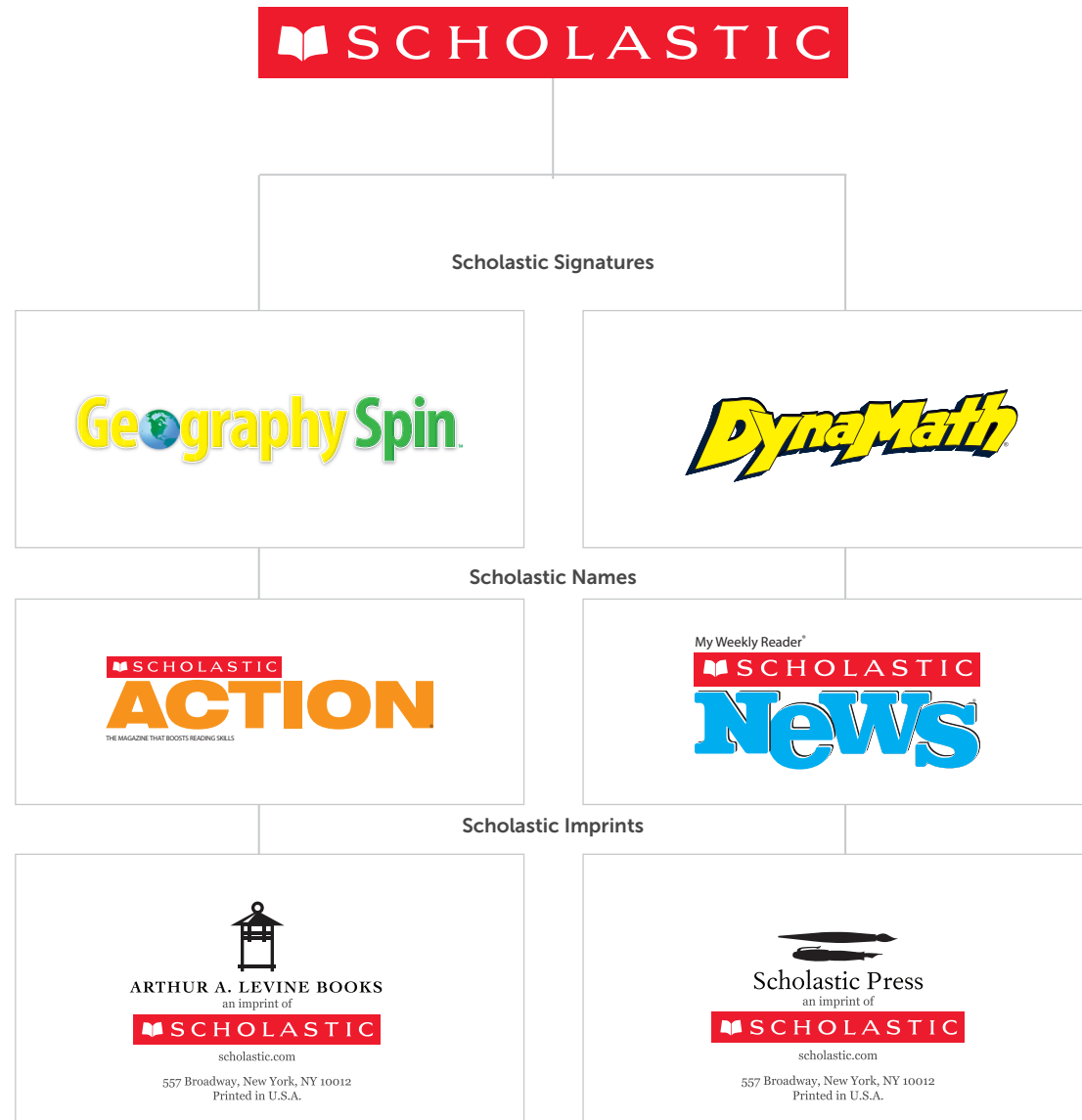
Scholastic brands that do not include the word “Scholastic” as part of their trademark are “Scholastic Signatures.” They do not require the Scholastic Red Bar Logo or the word “Scholastic.”

Scholastic Names

“Scholastic Names” are brands that include the word “Scholastic” as part of their trademarks. They should always have the word “Scholastic” or the Scholastic Red Bar Logo in their logos.

Scholastic Imprints

Imprints are trade names under which Scholastic publishes its books. Each carry their own unique character and target specific audiences. Imprint lock-ups always include the Scholastic Red Bar Logo. Exceptions: Klutz and Points.



Scholastic Signatures

All product, service, program, or property names that do not include the Scholastic trademark (the word “Scholastic” or Scholastic Red Bar Logo) fall in this group.

Placement

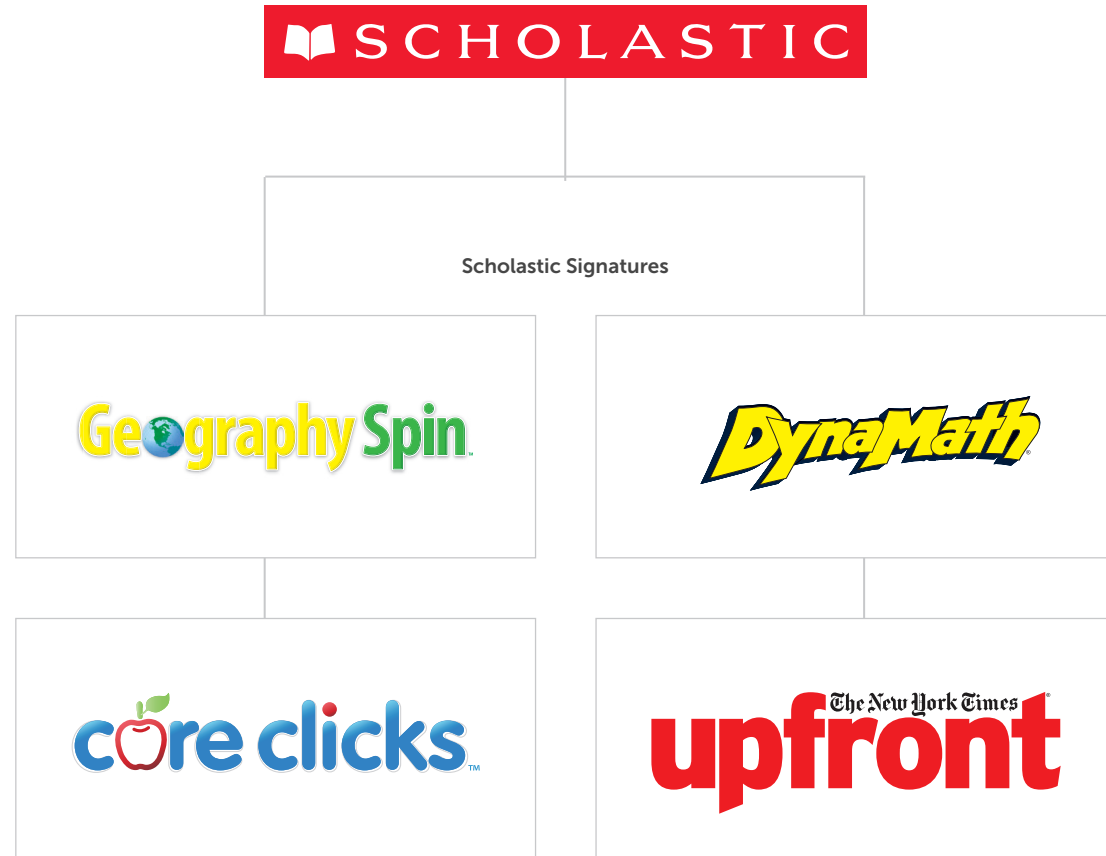
Preferred placement of the Scholastic Red Bar Logo is centered top or bottom, .25 inches from the edge when printed on book or magazine sized material. Only if centered bottom or top placement is not possible, may the Red Bar Logo be placed in a dynamic relationship to the marketing message or name of product, program or service. The Scholastic Red Bar Logo and the Signature should never be placed not close enough that the two trademarks appear as one.

Safe Area

Minimal overlap of the Scholastic Signature logo is permitted. The Scholastic Red Bar Logo must always appear as a floating silhouette with its four corners visible. Minimal overlap of the Scholastic Red Bar Logo is only permitted with art or photography, not typography. Its interior components—the flying pages and the letters—should not be overlapped or touched. It is not allowed to bleed.

LEGAL NOTICE

The Scholastic Red Bar Logo must never appear as if it is part of another trademark. Contact your Scholastic Legal representative to ensure preservation of each trademark.



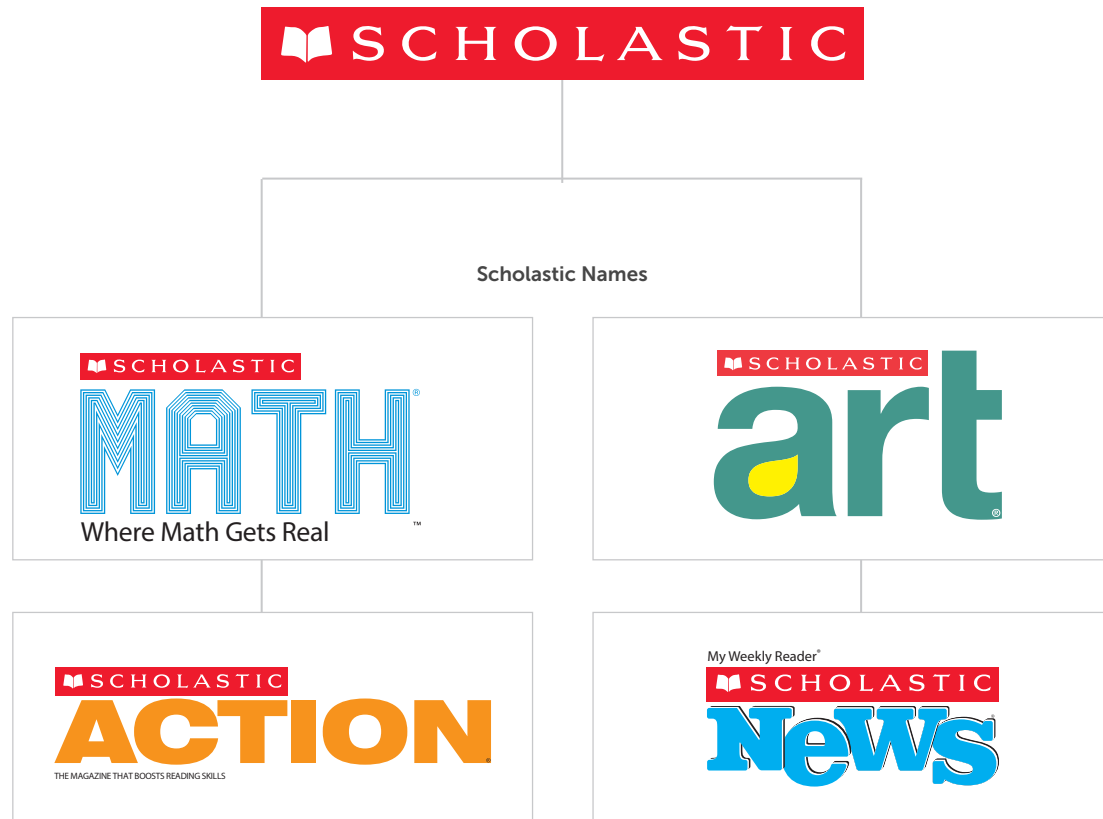
Scholastic Names

All product, service, program, or property names that include the Scholastic trademark (the word “Scholastic” or Scholastic Red Bar Logo) fall in this group. Divisions of Scholastic are not considered a “Scholastic Name” and should not have a design mark that incorporates the Scholastic Red Bar Logo.

All names should incorporate the word “Scholastic” or Scholastic Red Bar Logo into the Scholastic Name logo design. Once established and trademarked, this design relationship remains consistent as a lockup and should always travel as a unit. Usage: Placement/Safe Area

Safe Area

Minimal overlap of the Scholastic Name logo is permitted. The Scholastic Red Bar Logo must always appear as a floating silhouette with its four corners visible. Minimal overlap of the Scholastic Red Bar Logo is only permitted with art or photography, not typography. Its interior components—the flying pages and the letters—should never be overlapped or touched. The Scholastic Red Bar and Name Logo lockup is not allowed to bleed.



Creating a Scholastic Name Logo

The Scholastic Red Bar Logo should be the prominent element in the new logo design.

Choose a complementary typeface to complete a Scholastic Name logo design. Use of the Scholastic Red Bar Logo font Largo Lite or any similar typeface is not permitted for the part of the logo or graphic that is not the Scholastic Red Bar Logo.

The flying pages should never be used as a separate icon outside the Scholastic Red Bar Logo, Scholastic Mini Bar Logo, Scholastic Whisper Bar Logo and Flying Pages Icon.

Legal Notice

Upon legal approval, Scholastic Names may carry a legal notice. Contact your Scholastic Legal representative for proper legal notice.

Scholastic Imprints

All book product lines published as Scholastic or as an imprint of Scholastic fall in this group.

This group provides a menu of solutions for hardcover, softcover, board, and novelty books. Branding solutions are provided by type of book (softcover, hardcover, board, etc) and its market (children's, middle grade, YA, etc) and content (fiction, non-fiction, etc). See pages xx for details on logo usage. Master Art files have been created for all imprints. If new files are required, please contact corporate design.

Placement

The Scholastic Red Bar Logo should be placed centered bottom, in silhouette, one-third the width of the cover (with a maximum of 2.25 inches), .25 inches from trim.

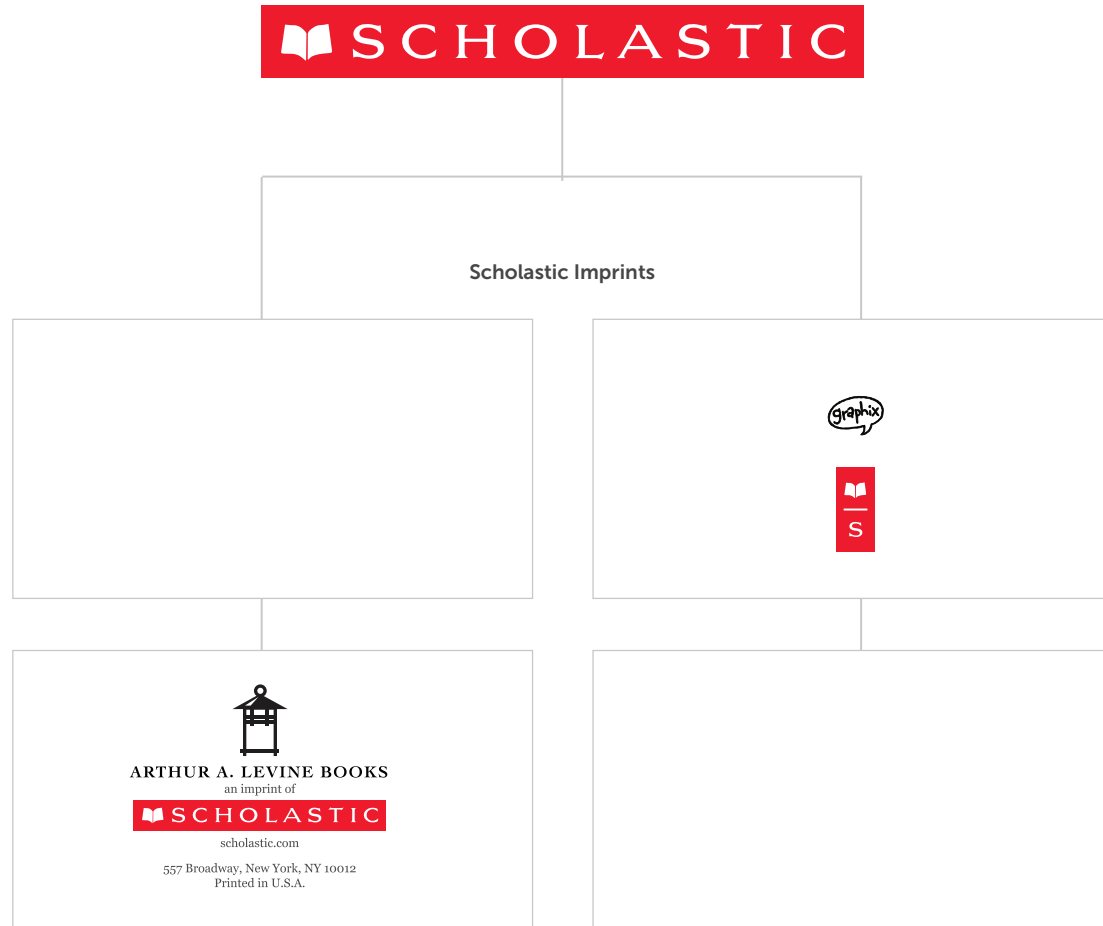
The Scholastic Mini Bar Logo, reproduced in Scholastic Red, is the branding signature for book spines.

The Scholastic Whisper Bar Logo is an outline version of the Mini Bar Logo and is reproduced in white or a single color chosen to complement the color palette of the book spine for hardcover books with dust jackets.

The flying pages should never be used as a separate icon outside the Scholastic Red Bar Logo, Scholastic Mini Bar Logo, Scholastic Whisper Bar Logo and Flying Pages Icon.

Safe Area

No overlap of the Scholastic Red Bar Logo, Imprint Logo, Mini or Whisper Bar Logos is permitted. The Scholastic Red Bar Logo, Mini and Whisper Bar Logos always appear as a floating silhouette—with its four corners visible. They are not allowed to bleed.



Trademark Usage

Our trademarks are among our most valued assets. In order to preserve and enhance the goodwill and value in our trademarks, it is important that you comply with these trademark usage guidelines. These guidelines will help you identify the correct form for Scholastic trademarks, the proper method of marking, using the symbols ® and ™, and the appropriate legal notice to accompany the use of our trademarks. Identifying the Proper Trademark Form To determine the proper trademark form, please check with Scholastic Legal. Never vary the spelling, add or delete hyphens (even for normal hyphenation at the end of a line of text), make one word two, or use a possessive or plural form of the trademark. Our trademarks must always be used as adjectives followed by a generic term (such as “software”), and never as nouns or verbs. For example, in marketing materials:

CORRECT: The children read SCHOLASTIC NEWS® magazine in the classroom.
INCORRECT: The children read SCHOLASTIC NEWS® in the classroom.

CORRECT: You’ll love the CLIFFORD® software’s great features.
INCORRECT: You’ll love CLIFFORD’s great features. Marking With ® or ™

When using any of our trademarks on any materials, if the trademark is registered, use the registered trademark symbol ® on the most prominent (or if none is prominent, the first) appearance. For any of our trademarks that are not registered, the ™ symbol should be used in place of the registered trademark symbol (®). Once marked, it is not necessary to mark subsequent appearances of the trademark in the same piece. The ® or ™ markings are determined by whether the trademark is registered on a country-by-country and product-by-product basis, unless the piece contains parts that are intended to be separated (e.g., reproducible books). Please contact Scholastic Legal to determine trademark symbols to be used. Please do not use the markings used as examples in this Branding Guide. Legal Notice Please include an attribution statement (which may appear in small but still legible print) when using any of our trademarks. The statement should read: [List of our marks used, beginning with “Scholastic and all related logos,” followed by any of our other marks if used, in alphabetical order] are registered trademarks or trademarks of Scholastic Inc. in the United States and/or other countries.

When using third parties’ marks, if it is not feasible to include a specific legal notice (and if it is not required by any contract you may have with such third parties), it may be acceptable to use a general purpose legal notice in a form such as this: All other trademarks are the property of their respective owners. Please check with Scholastic Legal to confirm that all legal notices that will be used are correct.

Use of Our Trademarks by Third Parties or With Third Party Trademarks

Our trademarks may not be used by a third party (except in connection with third parties advertising the sale of our products), including use as part of that party’s product, service, or trade name, without an express written agreement, approved by Scholastic Legal, permitting such use. Never combine, or license a third party the right to combine, any of our trademarks with a third party’s marks. This may damage both trademarks as source identifiers.

Corporate Name Use of Scholastic

The term “Scholastic” when used to refer to a Scholastic Book Club or a Scholastic book is a trademark, and its use is governed by the guidelines above. However, when “Scholastic” is used only to refer to Scholastic Inc., then it is being used as a corporate name, not a trademark. When “Scholastic” is used as a corporate name, no trademark marking or attribution is necessary—do not use the ™ or ® symbols.

CORRECT: Scholastic announced a new book series today.
INCORRECT: Scholastic® announced a new book series today.

CORRECT: Scholastic Inc.
INCORRECT: Scholastic® Inc.
(Note: no comma between “Scholastic” and “Inc.”)

How to Obtain Additional Information

Please contact: Scholastic Legal
212 343 6726

NOTE: These guidelines are not intended to be a definitive or complete statement of proper trademark usage. We may need to revise or add to these guidelines at any time.

Scholastic Red Bar Logo

Scholastic Red Bar Logo

The Scholastic Red Bar Logo should be cherished and protected. The Logo signals the Scholastic brand and ownership of product and is recognized all over the world.

The Flying Pages

The Flying Pages are the graphic symbol of Scholastic. They “knock out” of the Scholastic Red Bar Logo to white and always appear in this position. They should never be used outside of the Scholastic Red Bar Logo, Scholastic Mini Bar Logo, Scholastic Whisper Bar Logo and Flying Pages Icon.

Proportions

The Logo elements share a fixed proportional relationship and should never be altered. Retain the current proportions and positioning of each element. Do not add or delete any of the elements.

Master Artwork Downloads

[The Scholastic Red Bar Logo Master Art \(.zip\)](#)

**Note: Special-use logo files (e.g. small applications, newsprint and corrugate) are included in the Master Artwork Set.*

Scholastic Red Bar Logo



The Flying Pages

Scholastic Red

Scholastic Red is the signature color of the Scholastic brand. The color of the logo should not be altered. (See Foundation Colors, p. 34)

Scholastic Logo Font

The word “Scholastic” is based on the font Largo Lite, but has been manipulated to uniquely represent the Scholastic brand. This word should not be re-typeset.

Scholastic Red Bar Logo

The Scholastic Red Bar Logo should be cherished and protected. The Logo signals the Scholastic brand and ownership of product and is recognized all over the world.

Scholastic Red Bar Logo with White Stroke

The default, preferred Scholastic Red Bar Logo does not include a stroke. The white stroke should be used to frame the Scholastic Red Bar Logo only when placed on similarly colored, vibrating, or busy/patterned backgrounds, or when color options are limited. A stroke should not be used in any other instance. The weight of the white stroke is always 75% of the height of the crossbar on "H."

Scholastic Red Bar Logo



Scholastic Red Bar Logo with White Stroke



Specifications

Placement

Recommended placement is centered bottom, anchoring our collateral with the Scholastic branding message. If centered bottom cannot be used, place the Logo centered top or in a dynamic relationship to the marketing message or name of product, program or service. In standard book/magazine size materials, the logo should be placed .25 or .25 inches from the edge when printed.

Safe Area

Clear space protects the Logo from other graphic elements such as headlines, text, imagery and the outer edges of printed materials. No element should ever overlap the Scholastic Red Bar Logo. Clear space must always be a minimum of 200% of the Scholastic Red Bar Logo's parameter. No other elements should or be placed within this safe area. The Scholastic Red Bar Logo is not allowed to bleed.

Sizing

To ensure legibility, the Scholastic Red Bar Logo should never be smaller than 1 inch when printed or 120 x 15 pixels when displayed digitally. The Scholastic Red Bar Logo should be no more than 1/3 the width of collateral. On collateral with a width of 17 inches or less, the logo should be no more than 2.25 inches. On books, the Scholastic Red Bar Logo should be a minimum size of 1.5 inches and a maximum size of 2.25 inches.

**Note: For more detailed information on sizing please see the respective sections: book covers (pp. 51–54), large format (p. XX), packaging (p. 57), multimedia covers (pp. 56–57) and video (pp. 61–62).*



Minimum Size in Print



Maximum Size on Book Cover



Minimum Size on Screen



Guidelines

Logo Application

The application of the Scholastic Red Bar Logo is determined by the background on which it is placed. While it is always preferable to show the Scholastic Red Bar Logo in the official Scholastic Red color, flexibility in color treatment is allowed. (See pg. xxx)

Primary usage of the Scholastic Red Bar Logo is without the white stroke. Use the stroke only when placed on similarly colored, vibrating, or busy/patterned backgrounds, or when there are limited color options.

To maintain the integrity of the Scholastic Red Bar Logo, never take elements of the Red Bar Logo out of the bar or allow elements to float.

Copy, graphics and/or background elements should never intersect the Scholastic Red Bar Logo.

Maintain Integrity of the Scholastic Red Bar Logo



Do Apply Scholastic Red Bar Logo on color backgrounds (see Stroke Usage, pp. 14–15)



Do Apply Scholastic Red Bar Logo with White Stroke on vibrating backgrounds (see Stroke Usage, pp. 14–15)



Do Use the Scholastic Red Bar Logo with White Stroke on a busy background.



Do Apply Scholastic Red Bar Logo with White Stroke on red backgrounds or when there are limited color options available (see Stroke Usage, pp. 14–15)

Never Alter or Distort the Scholastic Red Bar Logo



Don't Apply Scholastic Red Bar Logo on red backgrounds without stroke or distort the red bar



Don't Take elements out of the Red Bar



Don't Apply Scholastic Red Bar Logo on busy images without stroke



Don't Apply the Scholastic Red Bar Logo with white stroke on light colored background

Exceptions

Exception: When Colors Options Are Limited

While it is always preferable to show the Scholastic Red Bar Logo in Scholastic Red with white flying pages and lettering, flexibility in color treatment is permitted when color options are limited.

Always use the Scholastic Red Bar Logo with White Stroke in these cases.

It is always preferred that the flying pages, lettering and stroke are displayed 100% opacity white. However, if two color application does not allow white as a color, the elements may be displayed in an alternate color. All elements should be shown in the same alternative color.

The Flying Pages and word "Scholastic" should never be shown in black.

One-color printing



Do When color options are restricted, the Scholastic Red Bar Logo may appear in a color other than Scholastic Red



Do When color options are limited or when used on busy backgrounds, change the color of the bar

Two-color printing



Do When color options are restricted, the Scholastic Red Bar Logo may appear in a color other than Scholastic Red



Don't Apply the Scholastic Red Bar Knockout Logo color options are limited



Don't Change the color of the Flying Pages or the word "Scholastic" to black



Don't Apply the Scholastic Red Bar Knockout Logo, change its color when color options are limited



Don't Change the color of the Flying Pages or the word "Scholastic" to black

Guidelines

Stroke Application: Use Scholastic Red Bar Logo with White Stroke on Similar Background Shades

To improve visibility and maintain integrity of the Scholastic Red Bar, the Scholastic Red Bar Logo with White Stroke should be applied on backgrounds with shades similar to Scholastic Red (40% to 70%).

Usage on Different Background Shades



Guidelines

Stroke Application: Use Scholastic Red Bar Logo with White Stroke on Vibrating Background Colors

It is not recommended to use the Scholastic Red Bar Logo on vibrating colors (saturated greens and blues with brightness from 40 to 70%); however, when it is not possible to avoid vibrating color combinations, the Scholastic Red Bar Logo with White Stroke should be used to reduce vibration.

Usage on Different Background Colors



Scholastic Red Bar Knockout Logo

Application

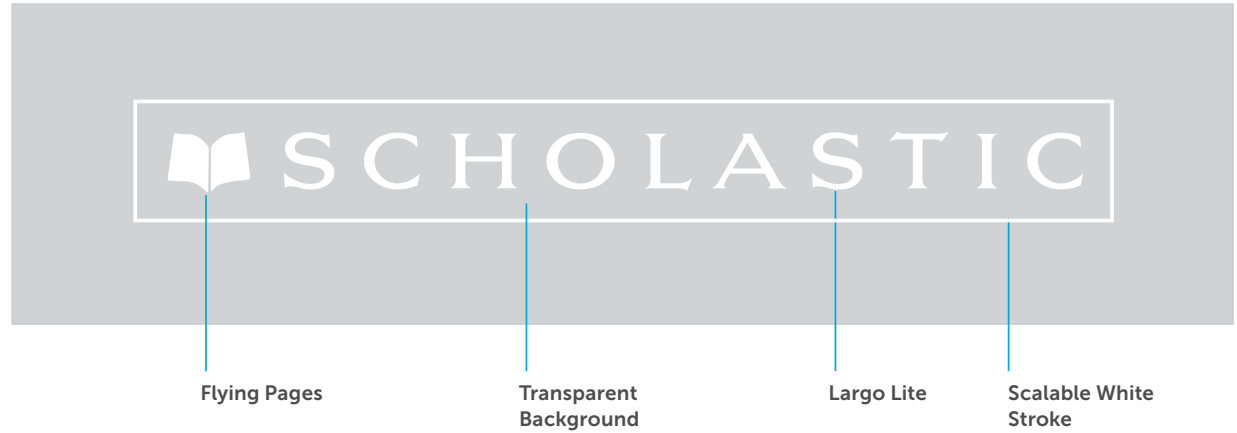
The Scholastic Red Bar Knockout Logo should be used in digital formats and in applications that require an understated brand representation or whenever. The Flying Pages Icon should be accompanied by the Scholastic Red Bar Knockout Logo in all digital applications (see Scholastic Flying Pages Icon Guidelines, p. 29).

Specifications and guidelines for the Scholastic Red Bar Knockout Logo mirror those of the Scholastic Red Bar Logo.

Master Artwork Download

[Scholastic Red Bar Logo Master Art \(.zip\)](#)

Scholastic Red Bar Knockout Logo



Specifications

Sizing

The same Guidelines that apply to the Scholastic Red Bar Logo also apply to the Scholastic Red Bar Knockout Logo.

To ensure legibility, the Scholastic Red Bar Knockout Logo should never be smaller than 1 inch when printed or 120 pixels x 15 pixels when displayed digitally, stroke included.

The Scholastic Red Bar Knockout Logo should be no more than 1/3 the width of collateral and should follow the same sizing requirements as the Scholastic Red Bar Logo.

The White Stroke

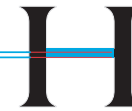
The same Guidelines that apply to the Scholastic Red Bar with White Stroke Logo should be observed when using the Scholastic Red Bar Knockout Logo. The weight of the white stroke is 75% of the height of the crossbar on "H."



White Stroke Thickness



75%



Minimum Size



120 px

Guidelines

Logo Application

Since the Scholastic Red Bar Knockout Logo alone has no background, it is important that the Logo is placed such that it is unobstructed by background elements.

Usage on Color Backgrounds or Images



Do Use the Scholastic Red Bar Knockout Logo on flat color backgrounds, so the elements of the Logo read clearly



Do Use the Scholastic Red Bar Knockout Logo on a quiet area of images so the elements of the Logo read



Don't Use the Scholastic Red Bar Knockout Logo on art



Don't Apply Scholastic Red Bar Knockout Logo on a busy part of images

“Open a World of Possible” Lock-up

Exception: When “Open a World of Possible”

Message is Primary

The Open a World of Possible Red Bar Lock-up builds upon the brand strength of the Scholastic Red Bar and brings to life Scholastic’s brand position and reading message.

This brand hierarchy should be clearly conveyed to customers on all materials through the Lock-up’s placement and treatment in relation to the Scholastic Red Bar Logo and Scholastic product logos.

The component parts and silhouettes of the Lock-up should never be altered or changed. It is provided in English, French and Spanish.

Application

Usage, specifications and guidelines for the Open a World of Possible Lock-up mirror those of the Scholastic Red Bar Logo, with the following exceptions:

- **PLACEMENT:** Preferred placement is bottom center, anchoring the page. However, it may also be displayed centered top.
- **MINIMUM SIZE:** The Open a World Lock-up should be a minimum of 1 inch when printed or 160 x 17 pixels when displayed digitally.

See the [Open a World of Possible Style Guide](#) for details on usage.

[“Open a World of Possible” Lock-up Master Art \(.zip\)](#)

[“Open a World of Possible” Style Guide \(.pdf\)](#)

Full Color Lock-up



Guidelines

Lock-up Application

As the primary Open a World of Possible mark, the Open a World of Possible Lock-up should be applied on all on materials in which collateral's primary purpose is to promote:

- Open a World of Possible.
- Scholastic philanthropy.
- The reading message.
- Mediums that contain Scholastic product (e.g. shipping boxes, envelopes).

Do Not Use The Lock-Up:

- When space is limited. In these cases, the Scholastic Red Bar Logo should be displayed instead.
- On Scholastic product.
- When the "Open a World of Possible" message may serve to confuse or distract from the primary message or product marketing message.

Open a World of Possible Lock-up



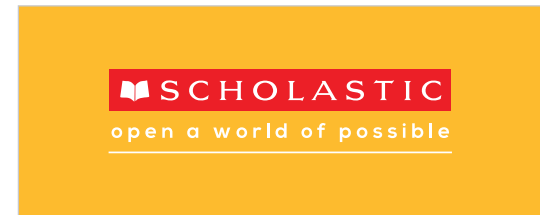
Lock-up with Black Tagline



Lock-up Treatment on Red Background



Lock-up Treatment on Colored Background



Lock-up Treatment on Photography



Guidelines

Duplication of the Red Bar Logo

The Scholastic Red Bar Logo should not be displayed more than once on a page or within the same visual space.

On multi-page or multi-sided medium, such as reports, pamphlets, brochures, bookmarks, etc., the Red Bar Logo should always be displayed bottom center of the front cover. It is preferred that the Open a World of Possible Lock-up is displayed bottom center on the back of these materials as a signature mark, anchoring the document with our brand positioning. The Scholastic Red Bar Logo does not need to be repeated on all inside pages.

In these instances, the Logos and Lock-up should bottom align and be displayed at the same size.

On webpages and emails in which the customer will not see the two logos at once, the Red Bar Logo should be placed at the top of center of the page, and the Open a World of Possible Lock-up should be placed at page bottom, anchoring the page with our brand message without distracting from the product message.



Taglines and Lock-Ups

The Scholastic Red Bar Web Address Lock-up

The Scholastic web address lock-up is for use on all Scholastic products. The address should remain centered under the Scholastic Red Bar Logo and the size should remain consistent (see Lock-up Specifications, p. 37).

Two master versions of the web address lock-up are provided for use: one for standard use and one for Small applications.

A forward slash and a page name may be added for marketing purposes or to reference a specific product line or design. Proportions and spacing should not be adjusted.

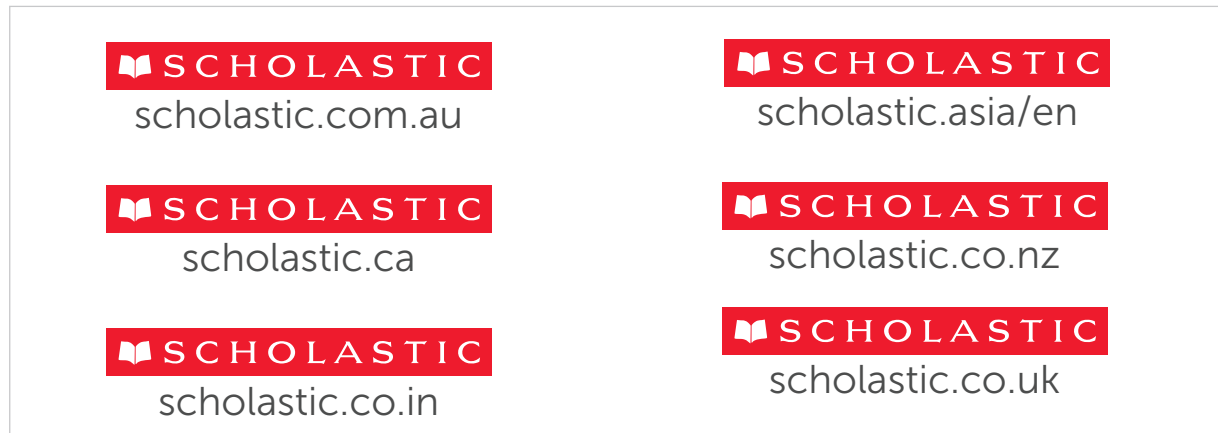
Approved Standard Web Address Lock-up



Approved Small Web Address Lock-up



Approved Standard Web Address Lock-up for other countries



Approved Product Web Address Lock-up



Do Lock up the Scholastic web address or any product web addresses within Scholastic.com

Approved Open a World of Possible Web Address Lock-up



Do Lock up the Scholastic Open a World of Possible web address and hashtag

Specifications

Sizing

The web address "scholastic.com" is positioned in proportion to the height of the Scholastic Red Bar Logo. The web address "scholastic.com" should always be in lowercase.

The Standard lock-up is set in Museo 500, centered under the Scholastic Red Bar. The x-height of the web address is a quarter the height of the Scholastic Red Bar Logo.

The Small lock-up is set in Museo 700, centered under the Scholastic Red Bar. The x-height of the web address is half the height of the Scholastic Red Bar Logo.

Approved Standard Web Address Lock-up



Museo Sans 300



Approved Small Web Address Lock-up



For Digital & small scale:
Thicker type to hold

Museo Sans 700



Guidelines

Consistent Presentation

A set of approved lock-ups have been created to ensure consistency. Master files should be used in all cases. The font weight, case, spacing and proportions may not be altered.

“Open a World of Possible” should be displayed in the approved lock-up, wordmarks or as text.

Unofficial & Unapproved Taglines & Lock-ups

With the exception of the Scholastic website address and approved, trademarked imprint and product logos: the Scholastic Red Bar Logo should never be locked up with any words or images. This includes division names, department names or product names, headlines, titles, other logos, etc. Elements must be far enough from the Logo such that they are read as separate elements and the Red Bar Logo stands on its own.

Our reading message “Open a World of Possible” is the only tagline approved for use on Scholastic materials.

Master Artwork Downloads

[Web Address Lock-ups Master Art \(.zip\)](#)

Approved Web Address Lock-up



Do

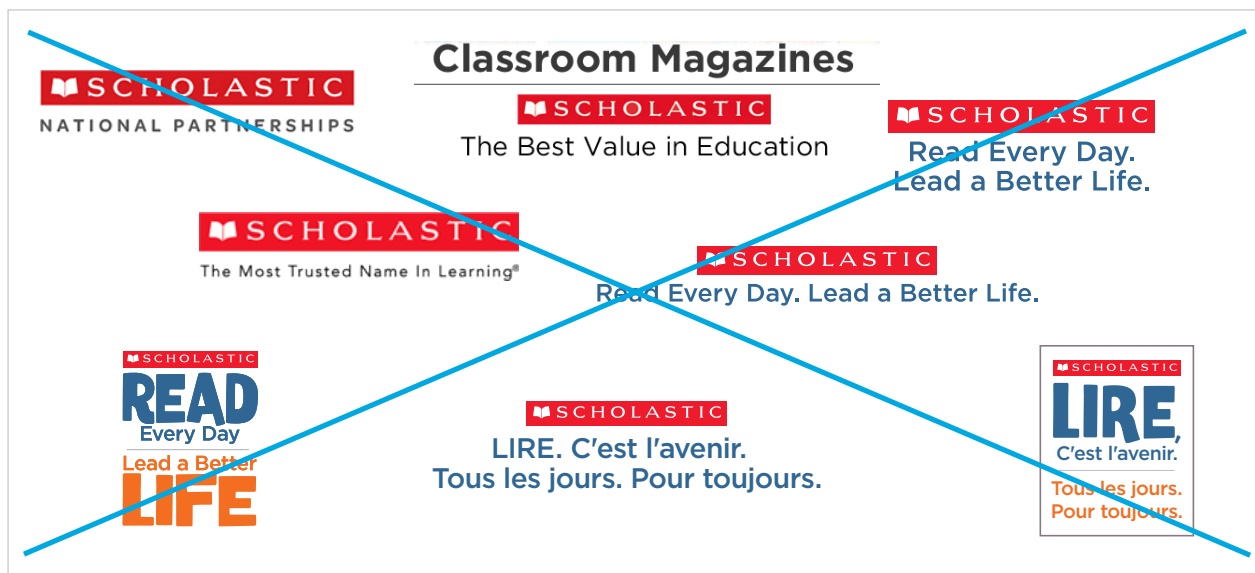
Use the approved Scholastic web address Lock-up

Approved Open a World of Possible Lock-up



Do

Use the approved Scholastic Open a World of Possible Lock-up



Don't

Use any unapproved or old taglines

Exception

Exception: International Tagline Usage

In international markets, in which Scholastic is not yet fully established a brand presence, market directives may dictate the use of our trademarked tagline: "The Most Trusted Name In Learning™."

International Use



Scholastic Mini & Whisper Bar Logos

Scholastic Mini Bar & Whisper Bar Logos

Scholastic Mini Bar Logo

The Scholastic Mini Bar Logo is an iconic symbol of the Scholastic brand and provides a consistent branding solution for book spines. It should be displayed only on spines. The elements of the logo should never be adjusted or manipulated. It is always preferable to show the Mini Bar Logo in Scholastic Red.

Scholastic Whisper Bar Logo

The Scholastic Whisper Bar Logo is the knockout version of the Scholastic Mini Bar Logo. It is for use only on hardcover books and hardcover books with dust jackets (see Hardcover Books with Dust Jackets, p. 56). It is preferred that the Scholastic Whisper Bar Logo is displayed 100% Opacity White. It may also be displayed at 80% opacity white. On Hardcover books with and without dust jackets, the Whisper Bar may be displayed in a single color chosen to complement the color palette of the spine. The elements of the logo should never be adjusted or manipulated.

Letter "S"

As is the case in the Scholastic Red Bar Logo, the letter "S" is based on the font Largo Lite. It has been manipulated to be unique to the Scholastic brand. This letter should not be re-typeset.

See pg. xx for specification and usage details.

Master Artwork Downloads

[Scholastic Mini Bar Logo Master Art \(.zip\)](#)

[Scholastic Whisper Bar Logo Master Art \(.zip\)](#)

Scholastic Mini Bar Logo



Scholastic Red

Scholastic Red is the signature color of the Scholastic brand. The color of the logo should not be altered.

Scholastic Whisper Bar Logo



White

80% or 100% Opacity

Specifications

Scholastic Mini Bar Logo with White Stroke

The Scholastic Mini Bar Logo with White Stroke follows the same Guidelines as the Scholastic Red Bar Logo with White Stroke (see Minibar Color Chart, p. 28). Use the stroke only when placed on similarly colored, vibrating or busy/patterned backgrounds, or when color options are limited.

Scholastic Mini Bar and Whisper Bar Logo Strokes

The Scholastic Mini Bar with White Stroke and Scholastic Whisper Bar Logo's stroke recalls the exact perimeter silhouette of the Scholastic Mini Bar Logo. The weight of the stroke is always 60% of the rule between the Flying Pages and the Scholastic "S."

Color Usage

The Scholastic Mini Bar should always be displayed in two colors: Scholastic Red and 100% Opacity White. It's color should never be changed.

The Scholastic Whisper Bar Logo may be used at 80% or 100% opacity. The application of 100% Opacity is preferred. All elements should carry the same color or tone.

***Exception:** On hardcovers and hardcovers with dust jackets, the Whisper Bar Logo may also be reproduced in a single color chosen to complement the color palette of the book spine.

Mini Bar Logo
Scholastic Red



Mini Bar Logo with White Stroke
Scholastic Red



Scholastic Whisper Bar Logo

WHITE
100% Opacity White



Primary
Hardcover book jackets,
young adult books &
social media cover
images

RED
100% Opacity Red



Secondary
Hardcover book jackets,
young adult books &
social media cover
images

TONAL
80% Opacity White



Secondary
Subtle logo presence

***Exception:** On Hardcovers &
Hardcovers with Dust Jackets

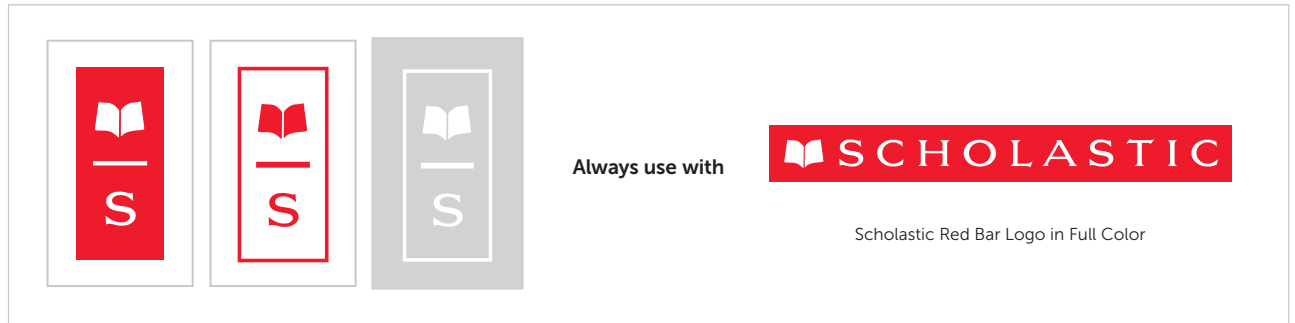
COLOR
Book Cover Color Scheme



Tertiary
Subtle logo presence

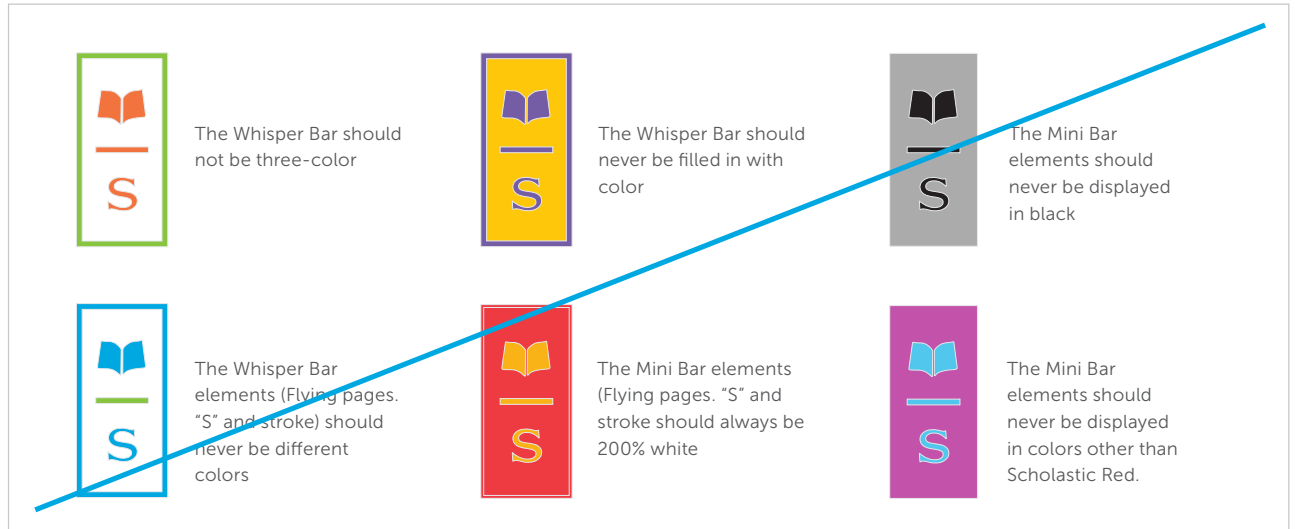
Guidelines

The Scholastic Whisper Bar and Mini Bar must be shown with the Scholastic Red Bar Logo



Do Use the Scholastic Mini Bar Logo or Scholastic Whisper Bar Logo with the Scholastic Red Bar Logo

Don't Modify Color Elements of the Scholastic Mini or Whisper Bar Logos



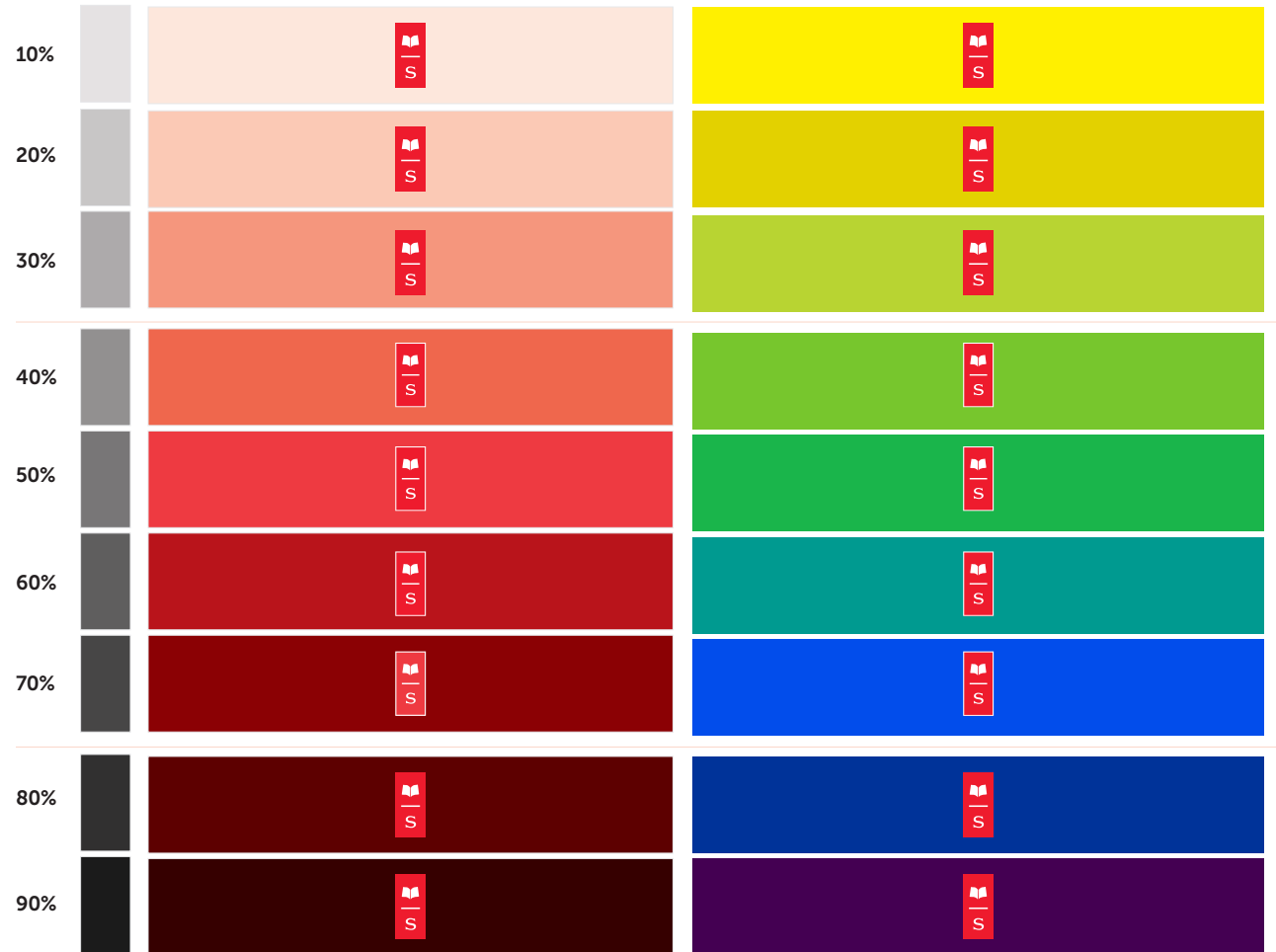
Don't Modify the color of the logo or new versions of the logo

Guidelines

Application: Use the Scholastic Mini Bar with White Stroke Usage on Similar Background Shades and Vibrating Background Colors

To improve visibility and maintain integrity of the Scholastic Mini Bar, the Scholastic Mini Bar Logo with White Stroke should be applied on backgrounds with shades similar to Scholastic Red (40% to 70%).

It is not recommended to use the Scholastic Mini Bar Logo on vibrating colors (saturated greens and blues with brightness from 40 to 70%); however, when it is not possible to avoid vibrating color combinations, the Scholastic Mini Bar Logo with White Stroke may be used to reduce vibration.



The Scholastic Flying Pages Icon

The Scholastic Flying Pages Icon

The Scholastic Flying Pages Icon

The Scholastic Flying Pages Icon serves as a solution for digital applications. These digital applications require the display of the Scholastic Red Bar Logo at illegible sizes or distorted shapes, thus compromising its integrity.

The Scholastic Flying Pages Icon should be cherished and protected. All applications of the Scholastic Flying Pages Icon should be consulted consistently to unify and strengthen Scholastic's communication to customers and protect our brand.

The Scholastic Red Bar Logo or word "Scholastic" should always be displayed with the Scholastic Flying Pages Icon to reinforce the Scholastic brand.

* Digital Use Only

The Scholastic Flying Page Icon is strictly limited to online use, more specifically: social media profile images, favicons and mobile icons. The Scholastic Flying Pages Icon should not be used in print applications.

**Note: The gap between the Scholastic Flying Pages has been adjusted to improve visibility at small scale. Do not use the Scholastic Flying Pages Icon from the Scholastic Red Bar Logo or create derivatives. Only use the approved master files.*

See pg. xx for specification and usage details.

Master Artwork Downloads

[Scholastic Flying Pages Icon Master Art \(.zip\)](#)

The Scholastic Flying Pages Icon



Questions & Approvals



All divisions must obtain two separate approvals. One from Legal and one from Corporate Design.

LEGAL APPROVAL

For All New Trademarks (or changes to existing trademarks): All proposed new or modified trademarks must be cleared with Legal before use. Please follow these directions and make sure you plan enough time for the following process:

- All divisions must send their trademark search requests to Marian Steffens in the Legal Department via e-mail.
- Your search request must indicate the type of goods or services for which the trademark is being requested (e.g., print, audio, video, CD-ROM, advertising and/or book club services).
- If the trademark clears on the outside search, you will receive a trademark clearance memo via e-mail, with instructions on the next steps for filing an application for registration.

All internal searches will be done by Marian (at no cost) within 2 business days of such request. If the trademark clears internally and you indicate that you want to proceed, an outside comprehensive search will be ordered, which will take approximately 7-10 business days to obtain. Alice Fradin in the Legal Department will then review and opine upon such search within 2 business days of receiving it. The cost of the outside search is approximately \$600.

**Note: It is preferred that product names are strong enough to hold trademark on their own without requiring the word "Scholastic."*

Questions and approvals should be directed to Legal:

Marian Steffens
msteffens@scholastic.com
212 343 xxxx

CORPORATE DESIGN APPROVAL

If you are creating a trademarked logo design incorporating the word "Scholastic" or Scholastic Red Bar Logo, or creating a new design approach using the Scholastic Red Bar Logos, take the following steps:

- Visit the Branding Site on the Intranet and click on the Approval Form.
- Fill out the form and attach a digital file of the design that includes its image, proposed minimum size and an example of placement in use.
- Submit a PDF as well as mechanical files (Illustrator, Indesign or Photoshop).
- Allow five business days for Corporate Design to process submission for approval.
- Design will be catalogued and given a tracking code by Corporate Design.
- Design will be approved by Corporate Design or guidance will be provided.
- Design will be approved by the Legal Department or guidance will be provided.
- As determined by Corporate Design: Corporate Design will submit design and proposed usage to Chairman's office.
- Design will be approved by the Chairman's office or guidance will be provided.
- Notification will be sent through Corporate Design via email and approved design is placed on XXXXX.

Questions and approvals should be directed to Corporate Design:

Erin Davis
edavis@scholastic.com
212 343 6445

MASTER ART FILES AND TEMPLATES SHOULD ALWAYS BE USED.

If a new version or variation of master art is required, please contact Corporate Design for assistance.

Print Usage



Book Covers & Spines

Overview

Logo Placement

The Scholastic Red Bar Logo and Scholastic Mini or Whisper Bar Logo should appear in consistent positions and sizes across all book covers.

When placed on the front cover, the Red Bar Logo should be centered horizontally and base aligned to sit 0.25 inches from the cover's bottom edge.

When placed on the back cover, the Red Bar Web Address or Imprint Lock-up should be left-aligned and should be base aligned 0.25 inches from the bottom edge, so that Scholastic logos and lock-ups align from front to back. Imprint lock-ups should appear .25 inches under the rule on the back cover. Align neatly with top or bottom of UPC code white area. There should be margins of 0.25 inches on the left, right and bottom of the back cover.

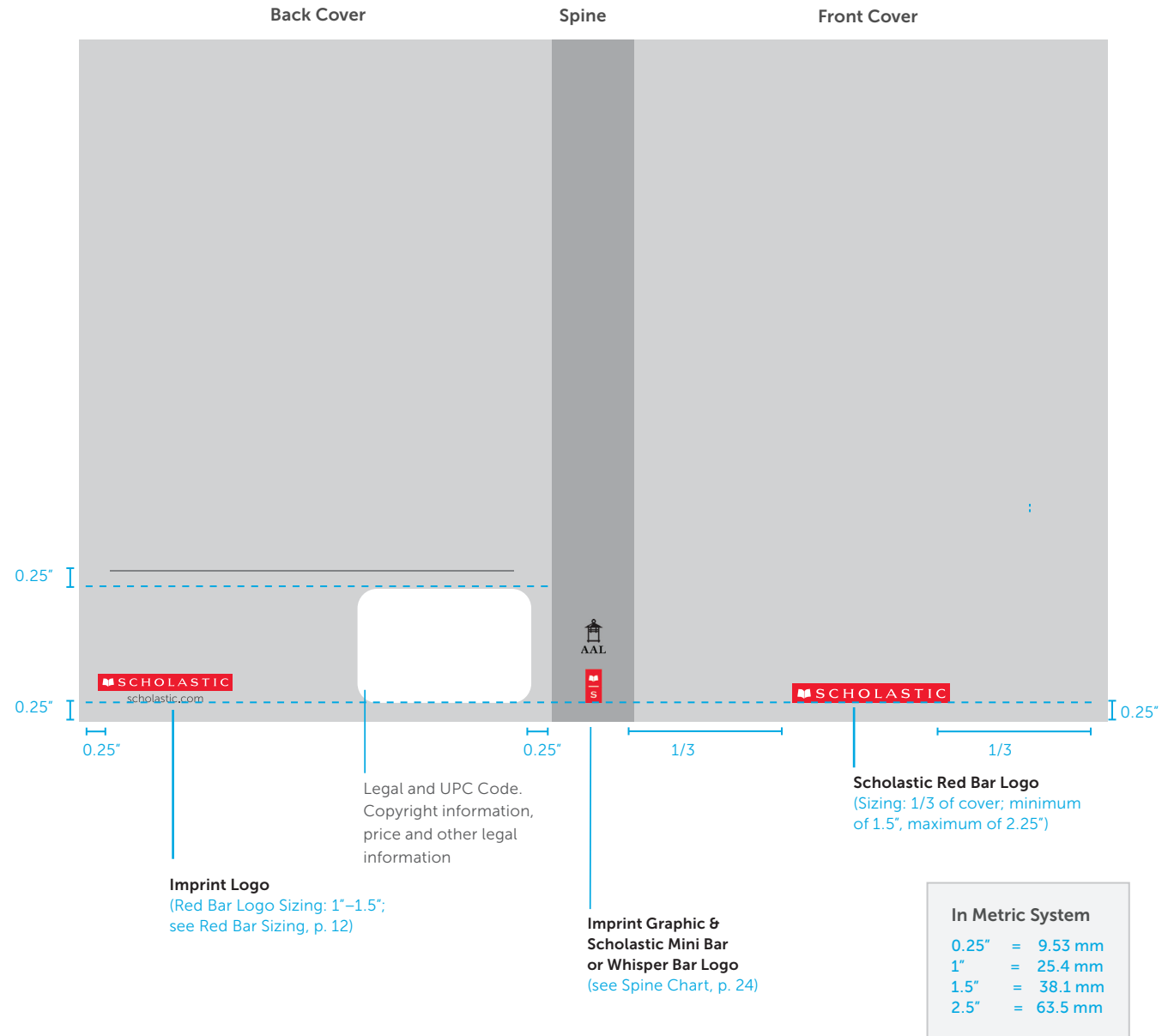
Spines

When placed on spines, the Mini Bar or Whisper Bar logo should be centered horizontally, and sit 0.25 inches from the cover's bottom edge.

Imprint logos should appear on spines 1/8 of an inch or wider. Imprint Graphics should be placed above the Scholastic Mini or Whisper Bar Logo, and base aligned to the Mini or Whisper Bar's safe area. Imprint graphics should be sized such that they don't overwhelm the Scholastic mark. Please use Master Files provided, which contain proper sizing and placement.

Legal and UPC Code

Hang legal and UPC code information from the same height under the 0.5 point rule. Position the UPC code white area right aligned with a 0.25 inch margin.



Guidelines

Minimum & Maximum Sizes

The Scholastic Red Bar Logo should appear in consistent positions and sizes across all book covers. The logo should never be treated as part of cover art.

On front covers:

When placed on the front cover, the Red Bar Logo should be displayed at 1/3 cover width, with a minimum size of 1.5 inches and a maximum size of 2.25 inches.

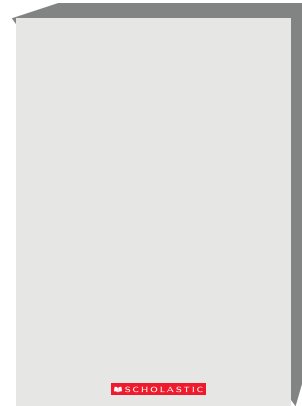
On back covers:

When placed on the back cover, the Red Bar Logo should be displayed minimum of 1 inch and a maximum of 1.5 inches.

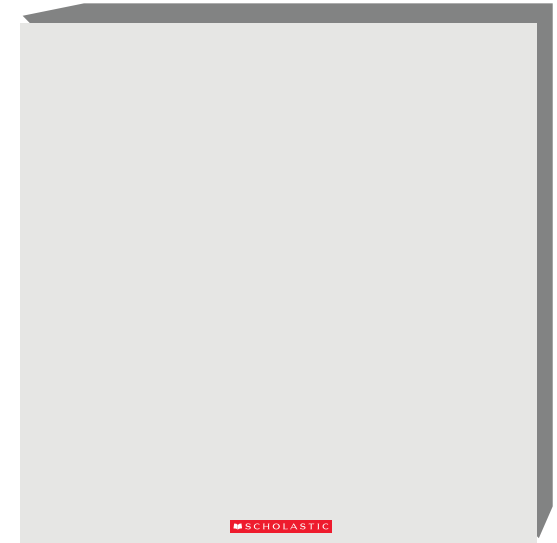
Front Cover



Smaller Books (0-4.5' wide)
Red Bar is no smaller than 1.5"

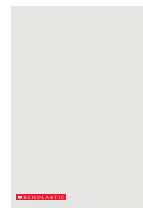


Standard Books (4.5" to 6.75" wide)
Red Bar occupies 1/3 of its width

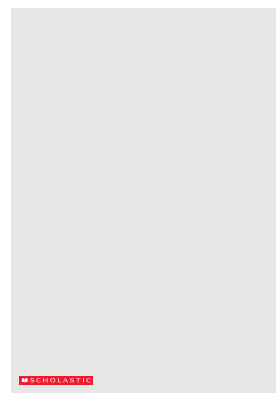


Larger Books (6.75" - 18" wide)
Red Bar is no larger than 2.25"

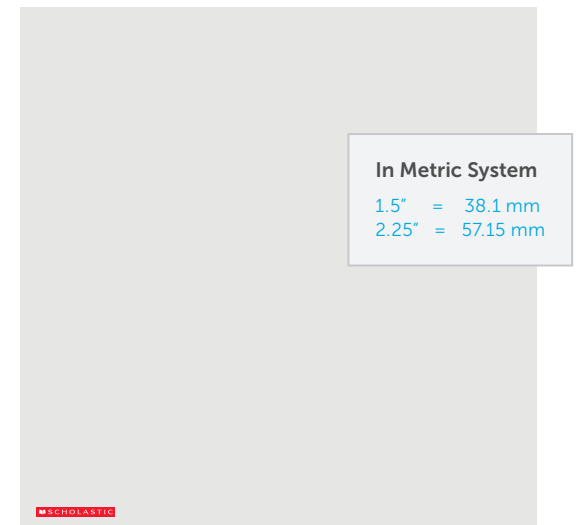
Back Cover



Smaller Books (0-4.5' wide)
Red Bar is no smaller than 1"



Standard Books (4.5" to 6.75" wide)
Red Bar is no larger than 1.5"



Larger Books (6.75" - 18" wide)
Red Bar is no larger than 1.5"

In Metric System

1.5" = 38.1 mm
2.25" = 57.15 mm

Guidelines

Size

The Scholastic Mini and Whisper Bar Logos are supplied in two sizes: standard and small. The correct size usage depends upon the width of the spine on which it is placed.

Spines less than 1/8 inches:

Scale the Scholastic Mini Bar Logo to the full width of the spine

Spines of 1/8 inches–5/16 inches:

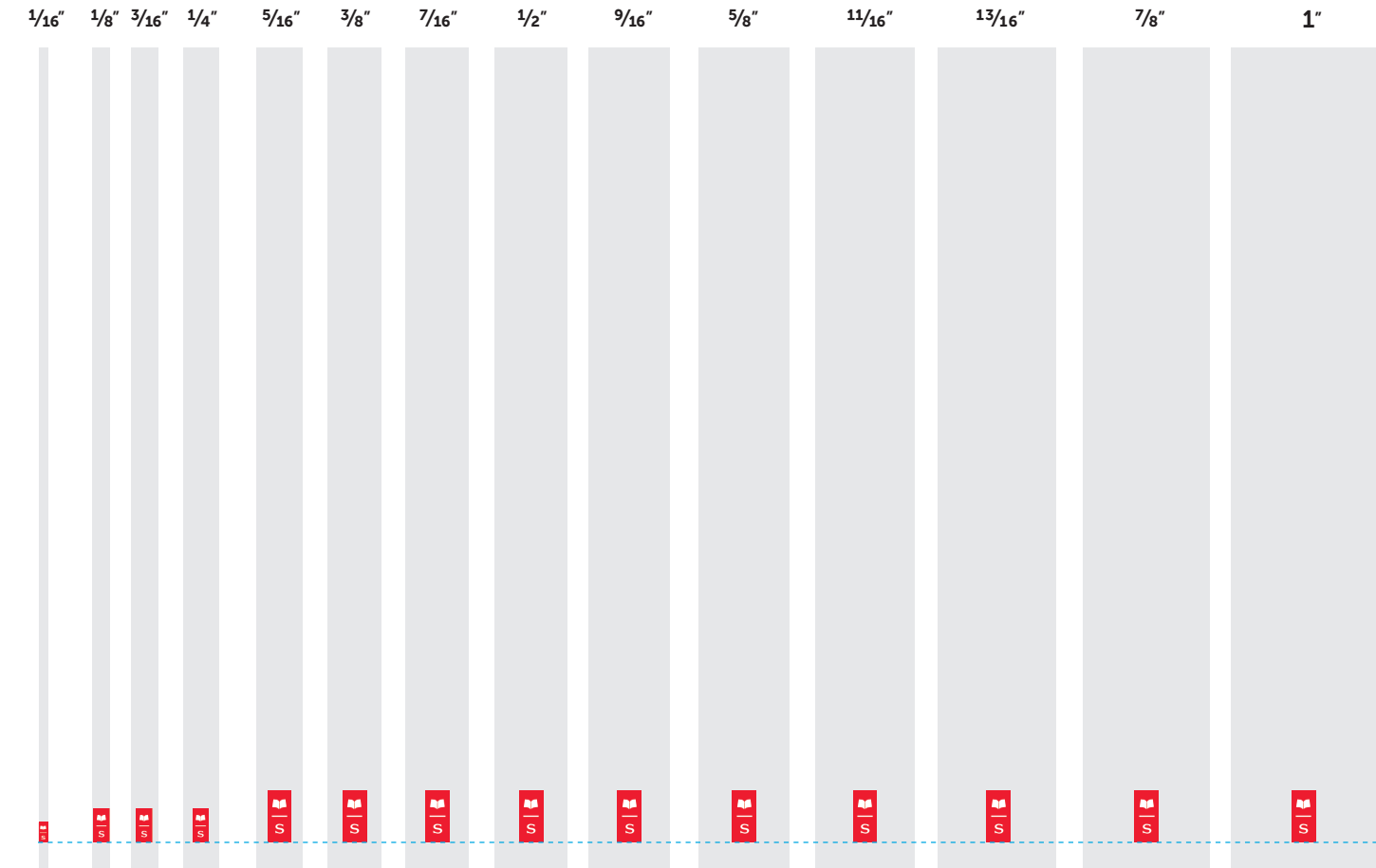
Use the small Scholastic Mini Bar Logo

Spines more than 5/16 inches:

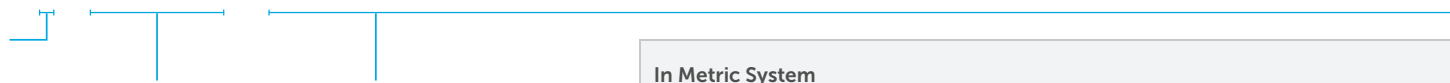
Use the Standard Scholastic Mini Bar Logo

Placement

The Scholastic Mini and Whisper Bar Logos should always be base aligned 0.25 inches from page bottom and centered on the spine.



Scholastic Mini Bar Logo:
Full width of spine



Small Scholastic
Mini Bar Logo (1/8")

Standard Scholastic Mini
Bar Logo (3/16")

In Metric System

1/16" = 1.59 mm	1/8" = 3.18 mm	5/8" = 15.88 mm	5/16" = 7.94 mm
	3/16" = 4.76 mm	11/16" = 17.46 mm	3/8" = 9.53 mm
	1/4" = 6.35 mm	13/16" = 20.46 mm	7/16" = 11.11 mm
		7/8" = 22.23 mm	1/2" = 12.70 mm
		15/16" = 25.40 mm	9/16" = 14.29 mm

Application Overview

Logo Application By Type, Market, Content

Logo and Imprint usage is determined by book type, target market and content:

Book Type

- Hardcover with Dust Jackets
- Hardcover/Paper on Board (POB)
- Paperbacks

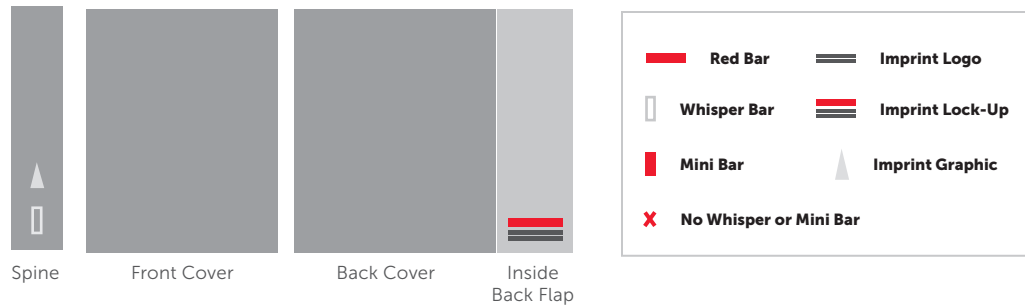
Target Market

- Children
- Middle Grade
- Young Adult (YA)
- Specific Imprint

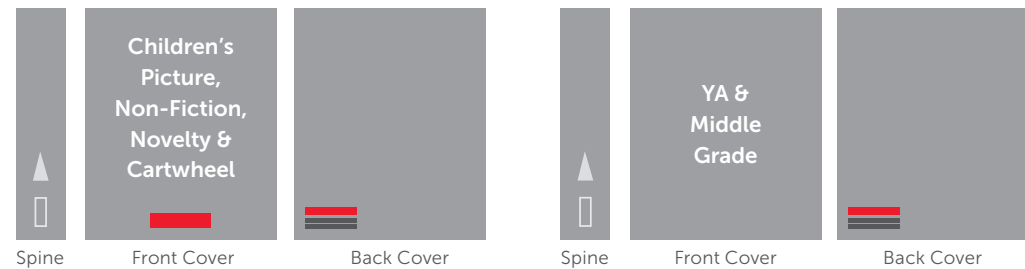
Content

- Non-Fiction
- Novelty
- Picture

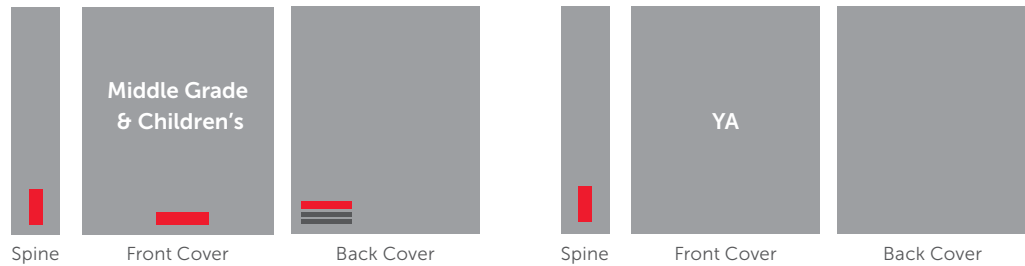
Hardcovers with Dust Jackets



Hardcovers/Paper Over Board (POB)



Paperbacks



Paperback Exceptions

Paperback Exceptions

Exceptions in usage of standard placement of the Scholastic Red Bar Logo, the Mini and Whisper Bar Logos and Imprints are dependent on target markets.

*Exception: Crossover Markets & Lead Young Adult

Paperbacks considered crossover and lead Young Adult books as decided by the editor, should not display the Scholastic Red Bar or Imprint Lock-ups or Graphics. The Whisper Bar Logo should be displayed on all spines.

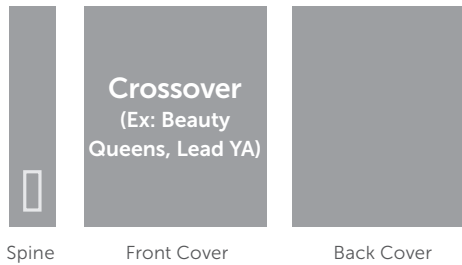
*Exception: Push & Point Imprints

Paperbacks with Push and Point imprints should display the Imprint Graphic on the spine only, placed at the bottom edge. The Scholastic Red Bar Logo should not be displayed. The Imprint Logo (without Red Bar Logo) should appear left-aligned on the back cover, such that the last line of imprint copy is base aligned 0.25 from the bottom edge.

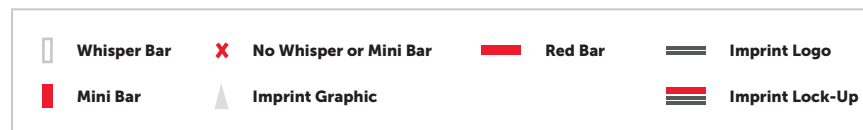
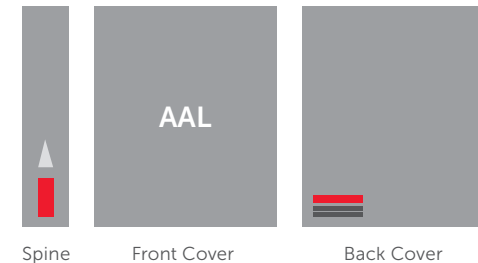
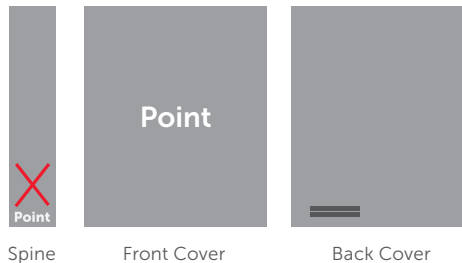
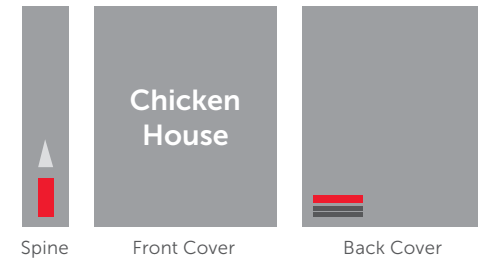
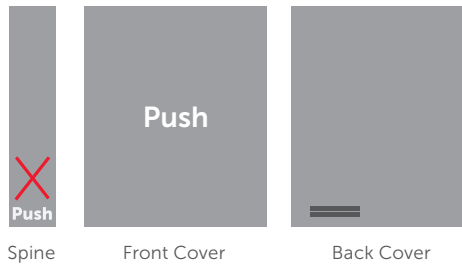
*Exception: Chickenhouse & AAL Imprints

The Mini Bar should be centered horizontally on the spine and base aligned 0.25 inches from the cover's bottom edge. Chickenhouse and AAL Imprint Graphic should be placed above the Mini Bar Logo, base aligned to the Whisper Bar Logo's safe area. Imprint Lock-ups should appear left-aligned with a 0.25 margin on the back cover.

*Exception: Crossover Markets & Lead YA



*Exception: Push, Point, Chickenhouse and AAL Imprints

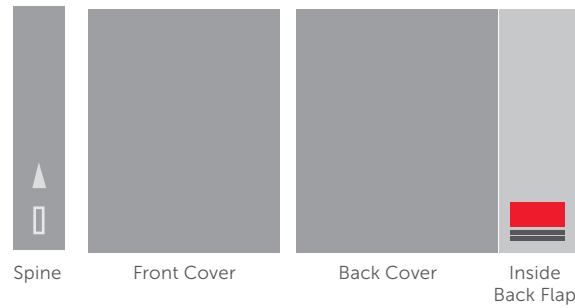


Exception

***Exception:** Hardcover Picture Books with Dust

Jackets should display the Open a World of Possible Lock-up on the inside back flap of dust jackets instead of the Scholastic Red Bar Logo.

***Exception:** Hardcover Picture Books with Dust Jackets



Hardcovers with Dust Jackets

Logo Application

The Scholastic Red Bar Logo does not appear on the front cover of Hardcovers with Dust Jackets.

Spines Logo & Imprint Application

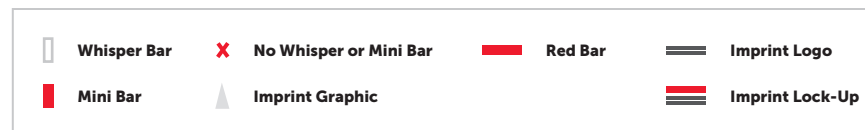
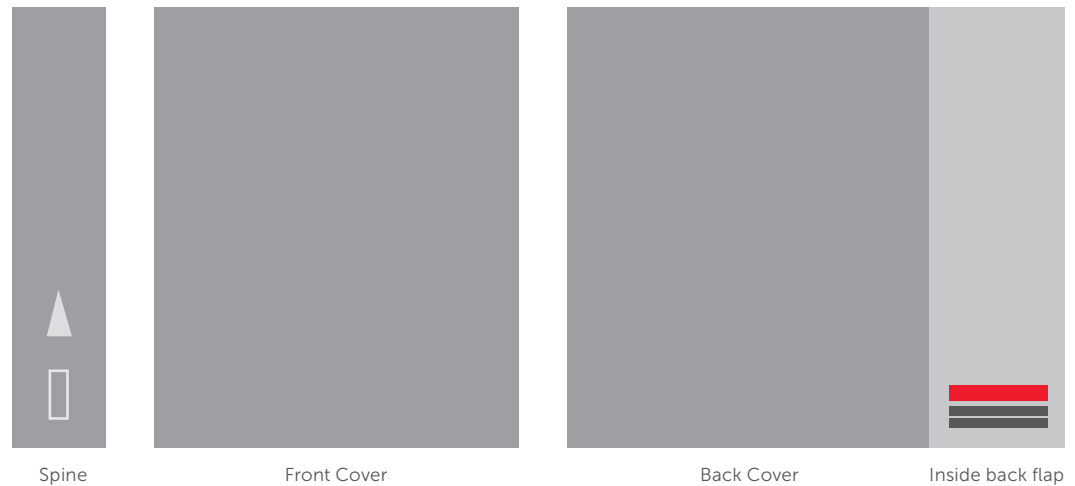
The Whisper Bar should be applied to all spines of hardcovers with dust jackets.

Imprint Graphics should be placed above the Scholastic Whisper Bar Logo, base aligned to the Whisper Bar Logo's safe area. Please use Master Files provided.

Back Cover Logo Application

Scholastic Red Bar Logo Imprint Lock-ups should appear at the bottom of the inside back flap of dust jackets with a 0.25 margin, such that the last line of imprint copy is base aligned with the Whisper Bar Logo.

Hardcovers with Dust Jackets



Hardcovers with Dust Jackets

Scholastic Whisper Bar Logo Placement

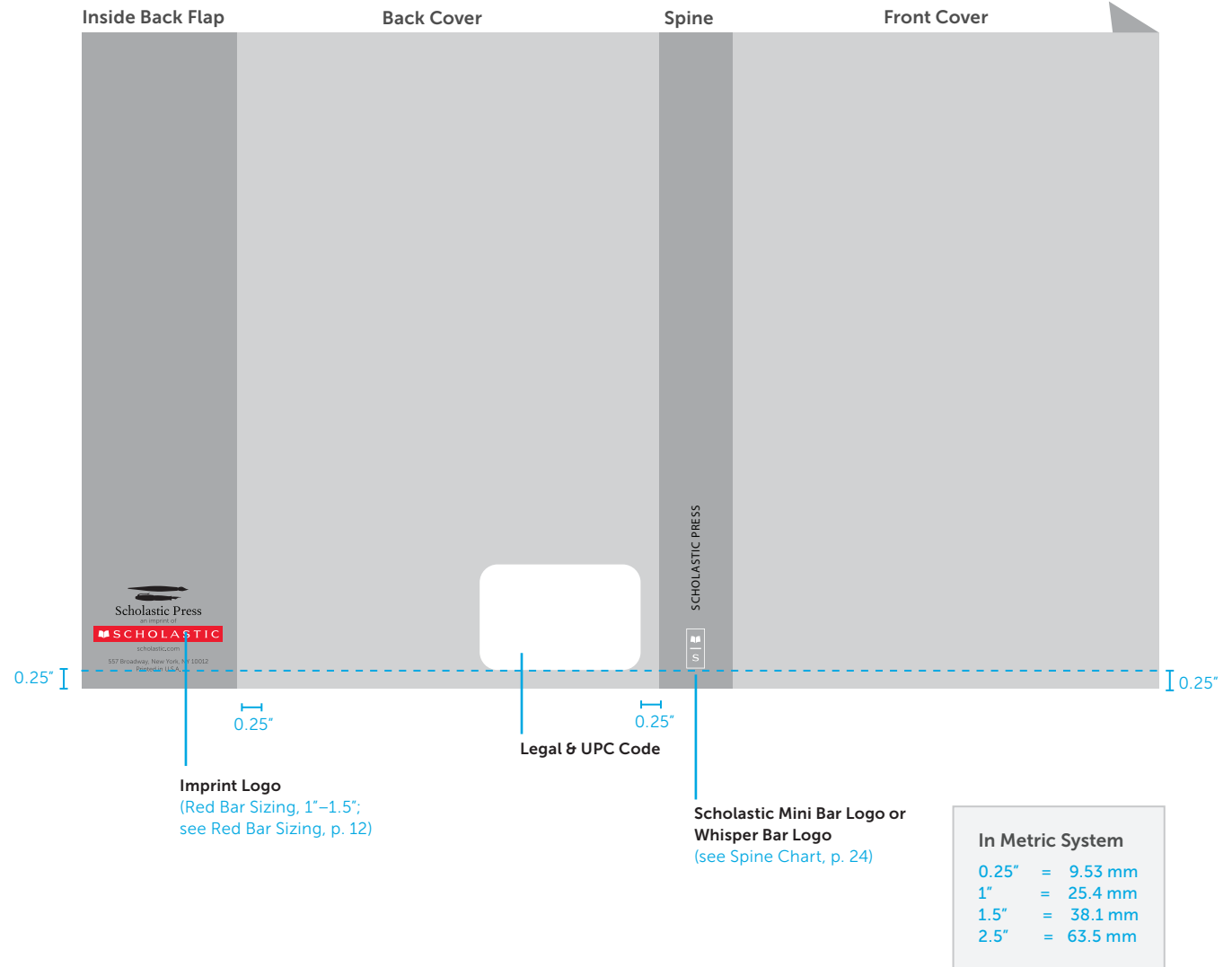
The Whisper Bar should be applied to all hardcovers with dust jacket and their book spines. The Whisper Bar should be horizontally centered on the spine and base aligned 0.25 inches from the cover's bottom edge.

Imprint Lock-up Placement

Imprint Lock-ups should appear on the inside back flap of dust jackets. It is preferred that Imprint Lock-ups are placed at the bottom of the back flap such that the last line of copy is base aligned .25 from the bottom edge.

UPC Code Placement

The placement of the UPC code on the back cover should always be within a white area, as shown here. The white area should base- and right-align and clear a margin of 0.25.



Hardcovers/Paper Over Board (POB)

Logo and Imprint placement and usage is determined by book type and target markets (Children, Middle Grade and Young Adult).

Front Cover Application

Use of the Scholastic Red Bar is dependent on target markets. The Scholastic Red Bar in Red is preferred. However, the Knockout Red Bar logo may be used when the Red Bar Logo creates visual vibration or when a subtle Scholastic presence is required.

Middle Grade and YA: Hardcover/POBs targeting Young Adults and Middle Grades should not display the Red Bar Logo on the front cover.

Children's picture books, non-fiction, novelty and Cartwheel:

Display the Red Bar Logo centered horizontally on the spine and base-aligned 0.25 inches from the cover's bottom edge.

Spine Logo Application

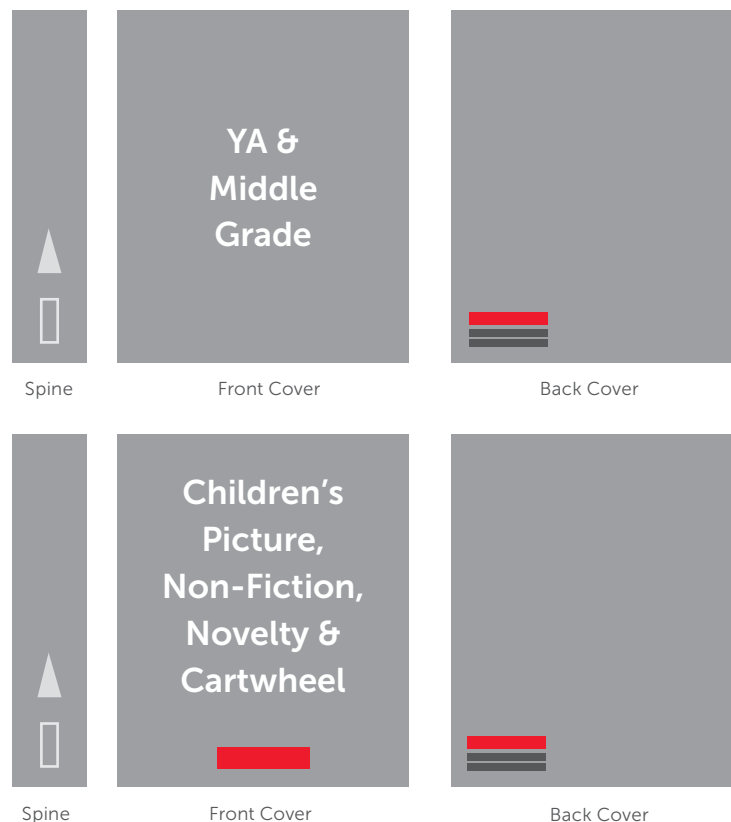
The Whisper Bar should be centered horizontally on all hardcover spines and base aligned 0.25 inches from the cover's bottom edge.

Imprint Graphics should be placed above the Scholastic Whisper Bar Logo, sized such that it is proportionate to the Whisper Bar, and base aligned to the Whisper Bar Logo's safe area.

Back Cover Application

Imprint Lock-ups should appear left-aligned with a 0.25 margin on the back cover, such that the last line of

Hardcovers/Paper Over Board (POB)



Paperbacks

Front and Back Cover Application

Scholastic Red Bar and Imprint Lock-up usage is dependent on target market.

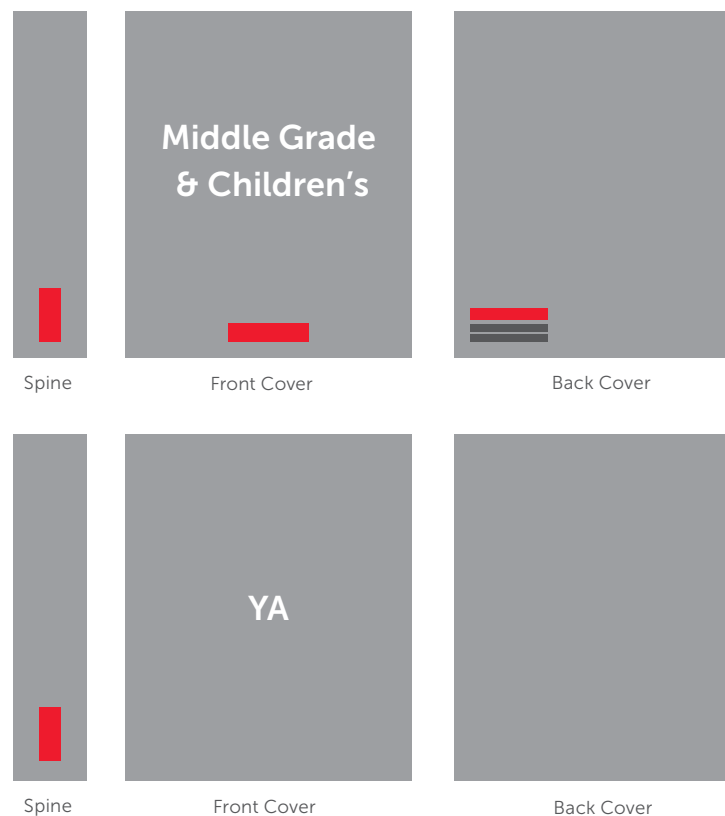
Middle Grade & Young Children: Paperbacks targeting Middle Grade and Young Children should display the Scholastic Red Bar Logo. It should be centered horizontally on the spine and base aligned 0.25 inches from the cover's bottom edge. Imprint Lock-ups should appear left-aligned with a 0.25 margin on the back cover, such that the last line of imprint copy is base aligned with the Mini Bar Logo.

Young Adults: Paperbacks targeting Young Adults should not display a Red Bar Logo or Imprint lock-up..

Spine Logo Application

The Mini Bar should be applied to all paperback spines. It should be horizontally centered on the spine and base aligned 0.25 inches from the cover's bottom edge. Imprint Graphics should not be displayed on paperback spines.

Paperbacks



Book Covers with a Reading Level Module

The type treatment for all Reading Level modules should be consistent. Museo 500 is used uniformly in the web addresses, the price, and the attributions on top of the barcodes.

Red Bar Logo Placement

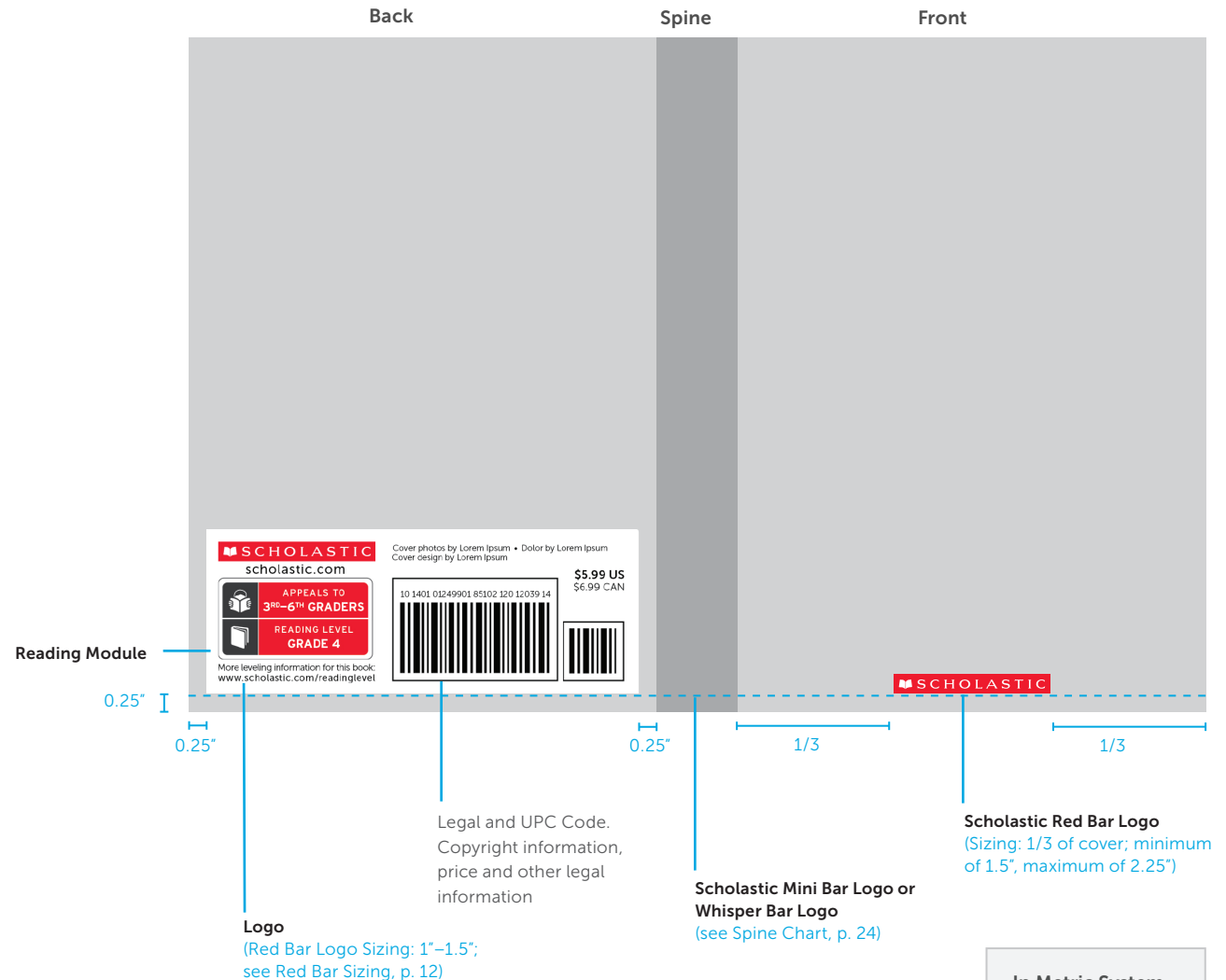
The Red Bar Lock-up with Website Address should be placed above the Reading Level Module and span its width. It should not be larger or smaller than the module. The module itself, including the two lines of copy in Museo 500 beneath it, should align on the 0.25 inch baseline.

UPC

TBD

Master Artwork Download

[Reading Level Module Placement Master Art \(.zip\)](#)



In Metric System	
0.25"	= 9.53 mm
1"	= 25.4 mm
1.5"	= 38.1 mm
2.5"	= 63.5 mm

Leveled Readers

Exception: Leveled Readers

The Red Bar Logo should be displayed center top on both front and back of Leveled Reader books. The baseline that the Mini Bar Logo sits on is also adjusted to be placed 0.4375 inches (7/16 inches) from the book's bottom edge and fills the spine width.



In Metric System

$7/16'' = 11.11 \text{ mm}$

$3.25'' = 82.55 \text{ mm}$

Scholastic Red Bar Logo Imprint Lock-ups

A set of approved imprint lock-ups and imprint graphic files have been created for every imprint to ensure consistent spacing and typography. Master files should be used in all cases.

Imprint Graphics are for use on spines.

Scholastic Red Bar Imprint Lock-ups are for use on the back of book covers and inside back flap of dust jackets.

Master Art Files

Master Art files have been created for all logos, imprints and lockups. These Master Art files should be used in all applications. Master Art for Spines include lockups of the Whisper Bar or Mini Bar with each graphic imprint. Placement, size and proportion should never be adjusted.

Master Art for Covers include website address lockups and imprint lockups. Each imprint lockup includes the imprint graphic, web address, address, and print location, all centered with the Red Bar Logo. Sans and Sans Serif versions are available. Master art color and printer location ("Printed in the U.S.A.") may be adjusted, however sizing, proportion, spacing and leading should never be altered (see Imprint Lock-ups Specifications, p. 32)

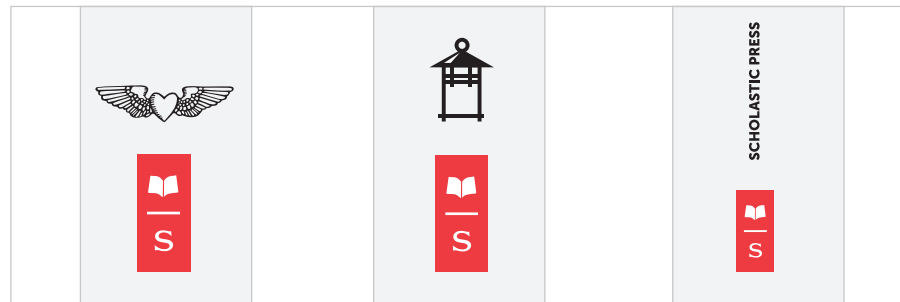
Master Artwork Download

[Imprint Lock-ups and Imprint Graphics Master Art \(.zip\)](#)

Imprint Lock-ups



Imprint Graphics



Specifications

Imprints

The words “an imprint of” is always set in Museo 500, centered and above the Red Bar. Imprint language should always reside equal distance 0.5x between the imprint logo and the Scholastic Red Bar Logo.

Spine Imprint

When the imprint lock-up is used on the spine, its color treatment should be 100% black or mimic that of the Scholastic Whisper Bar Logo.

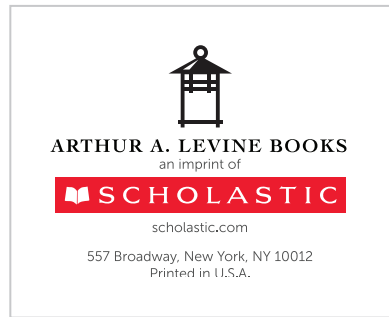
Color

Imprint Lock-ups should be displayed in black, at 80% or 100% Opacity White, or a single color to complement the book cover's color palette. The application of 100% black opacity is preferred.

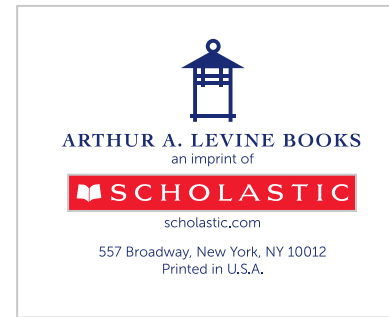
Type

Museo Sans typeface is preferred. However when typeface is changed, to complement the visual style of the cover, the size of type should always remain in the same proportions.

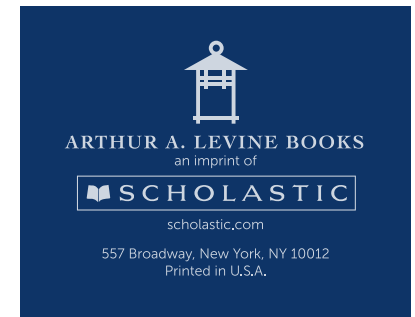
Imprint Lock-up Usage



Preferred: Type set in black



Type set in the book's font color

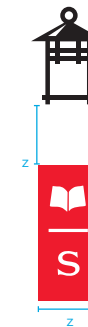


Type set in 80% opacity white

Imprint Lock-up



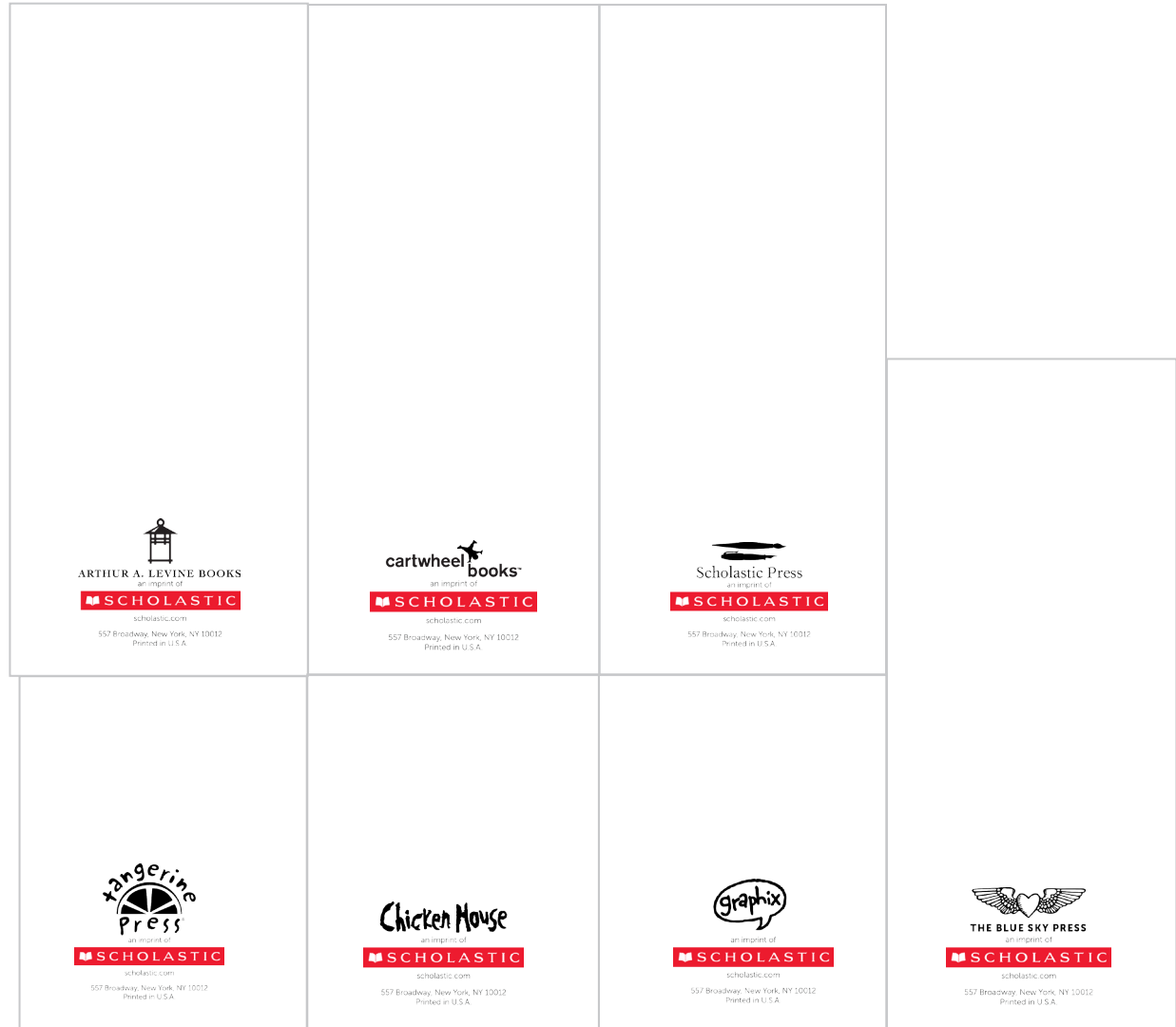
Imprint Graphic on Spine



Specifications

Type

The default, preferred font, which is applied in all master files is Museo Sans. The font weight ratio, case, spacing and proportions may not be altered. However the font itself may be changed to support the cover's overall typographic treatment. (see Imprint Color Usage, p. 23).



Guidelines

Size

The correct size usage depends upon the width of the spine on which it will be placed. The Imprint Spine Logo should never display visually larger than the Mini Bar or Whisper Bar Logo.

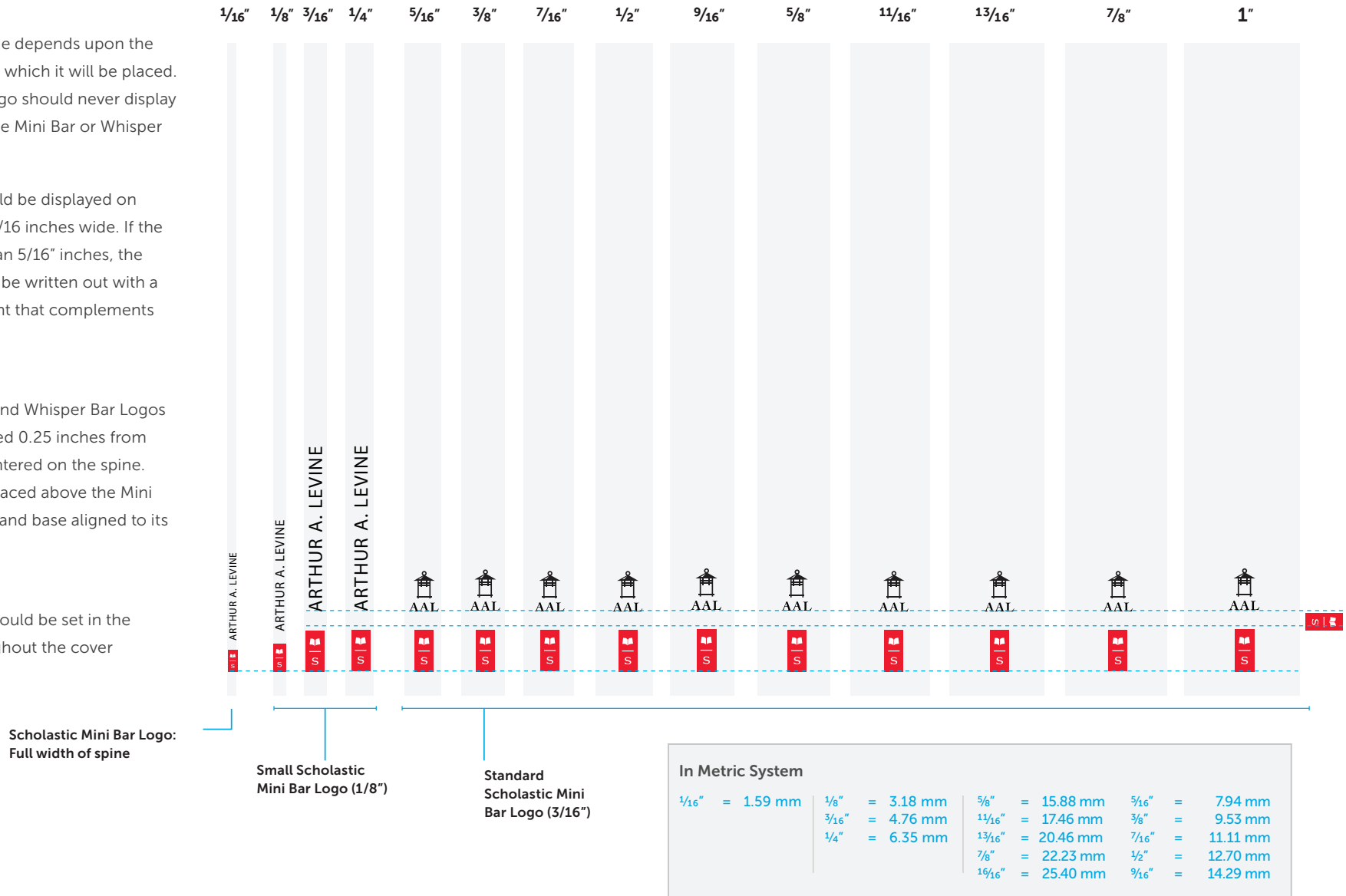
Icons on spines should be displayed on spines greater than 5/16 inches wide. If the spine width is less than 5/16" inches, the imprint name should be written out with a typographic treatment that complements the book art.

Placement

The Scholastic Mini and Whisper Bar Logos should be base aligned 0.25 inches from page bottom and centered on the spine. Imprints should be placed above the Mini or Whisper Bar Logo and base aligned to its safe area.

Type

The Imprint Name should be set in the typeface used throughout the cover treatment.



Guidelines

Imprints should be displayed on all Hardcover Books and Hardcover Books with Dust Jackets. Imprints should not be displayed on paperbacks.

***Exception: Blue Sky Press & Scholastic Press**

Blue Sky Press and Scholastic Press imprint names should be written out in typography that complements book art. Their icons should not be used. Type size should be chosen such that the imprint name does not overwhelm the Scholastic Mini Bar Logo.



Exceptions

Scholastic Español

The logo mark for Scholastic Español should replace the Scholastic Red Bar Logo on all books

Klutz

The Klutz imprint does not carry the Scholastic Red Bar Logo.

Multimedia Packaging

Print Usage >

Multimedia Packaging & Product

The Scholastic Red Bar Logo and the Scholastic Mini Bar Logo or the Scholastic Whisper Bar Logo appear in consistent positions and sizes across all DVD and Multimedia packaging.

Scholastic Red Bar Logo Placement

The Red Bar Logo should be 1/3 the width of the front cover. It must be centered horizontally and base aligned sitting 0.25 inches from the cover's bottom edge.

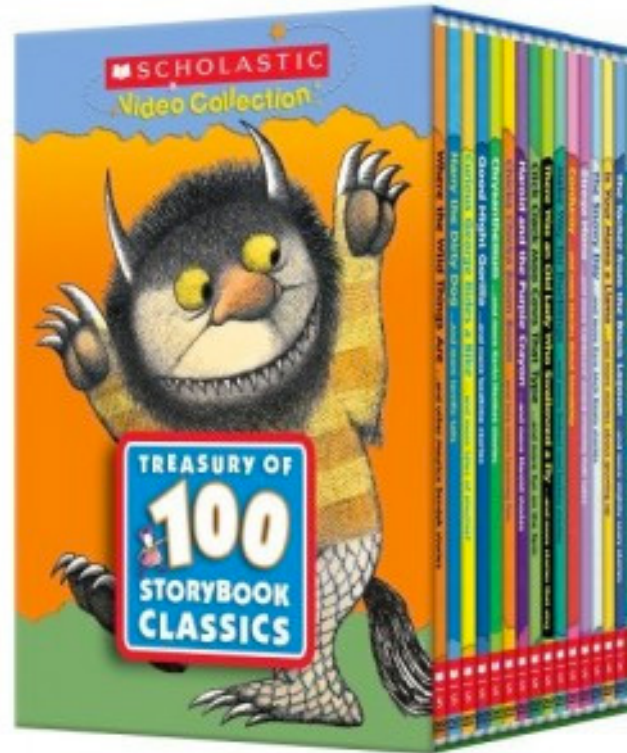
On the back cover, preferred placement is also centered horizontally. When appropriate, the Red Bar, Red Bar web address lock-up, or Imprint lock-up may be placed in a dynamic relationship to messaging; however, the Red Bar should always remain base aligned 0.25 inches from the bottom edge so that all Scholastic logos align from front to back.

Scholastic Mini Bar Logo Placement

The Mini Bar Logo or Whisper Bar Logo should be base aligned, sitting 0.25 inches from the cover's bottom edge. The logo should be centered horizontally on all multimedia spines.

Minimum and Maximum Sizes

On the front cover, the Red Bar Logo is always 1/3 the width of the cover, with a minimum width of 1.5 inches and a maximum of 2.25 inches. On the back cover, the Red Bar Logo should be a minimum of 1 inch and a maximum of 1.5 inches.



Specifications

Scholastic Red Bar Logo

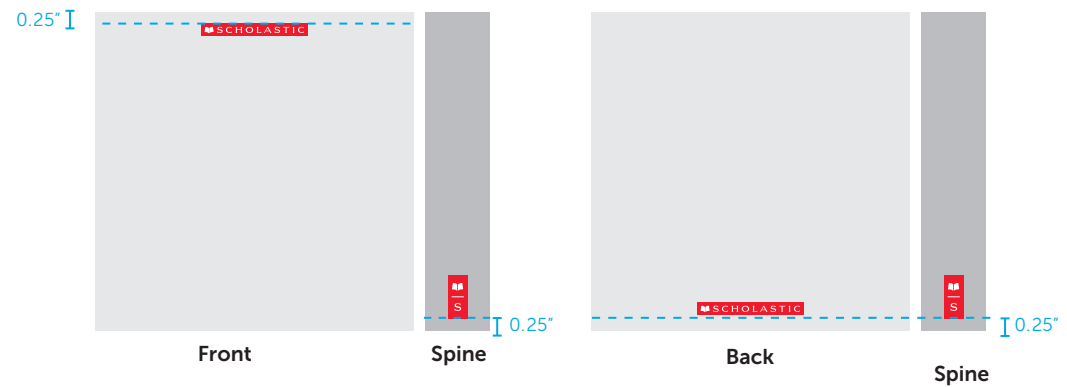
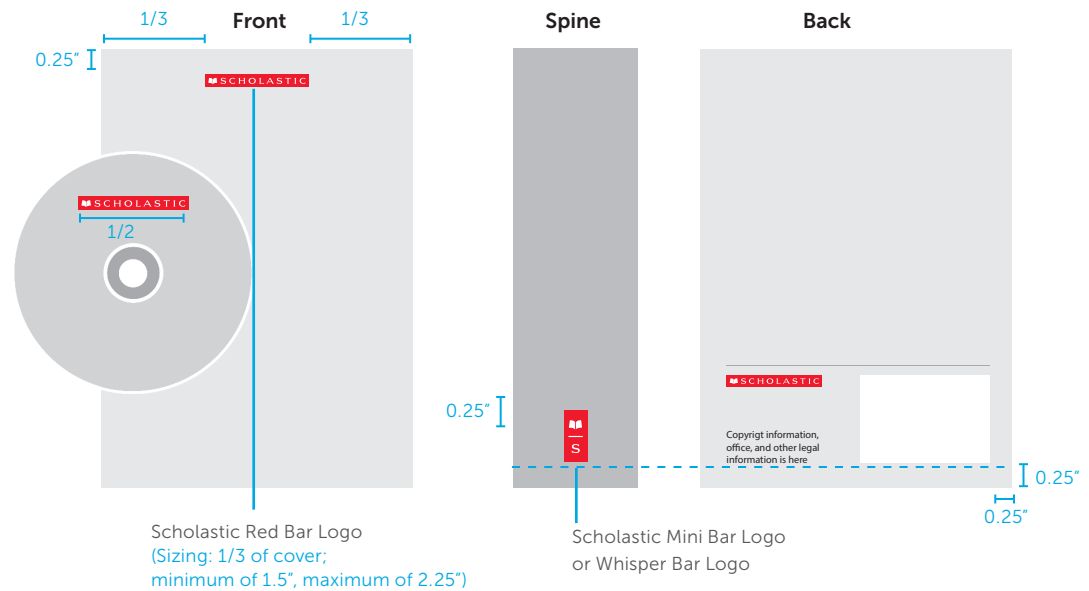
The Red Bar Logo should be one-third the product width. If the package belongs to a Scholastic product, the Red Bar Logo is centered and its top edge sits 0.25 inches from the cover's bottom edge. If the product belongs to an acquired company, the Red Bar sits at the bottom.

Scholastic Mini Bar Logo or Whisper Bar Logo

The Scholastic Mini Bar Logo provides a consistent branding solution for multimedia spines and should be displayed only on spines.

Exception: Small CD Packages

For media packages smaller than 5 x 5 inches, The Mini Bar Logo will align 0.125 inches from the bottom edge.



In Metric System

0.25"	=	9.53 mm
1"	=	25.4 mm
1.5"	=	38.1 mm
2.5"	=	63.5 mm

Large Format

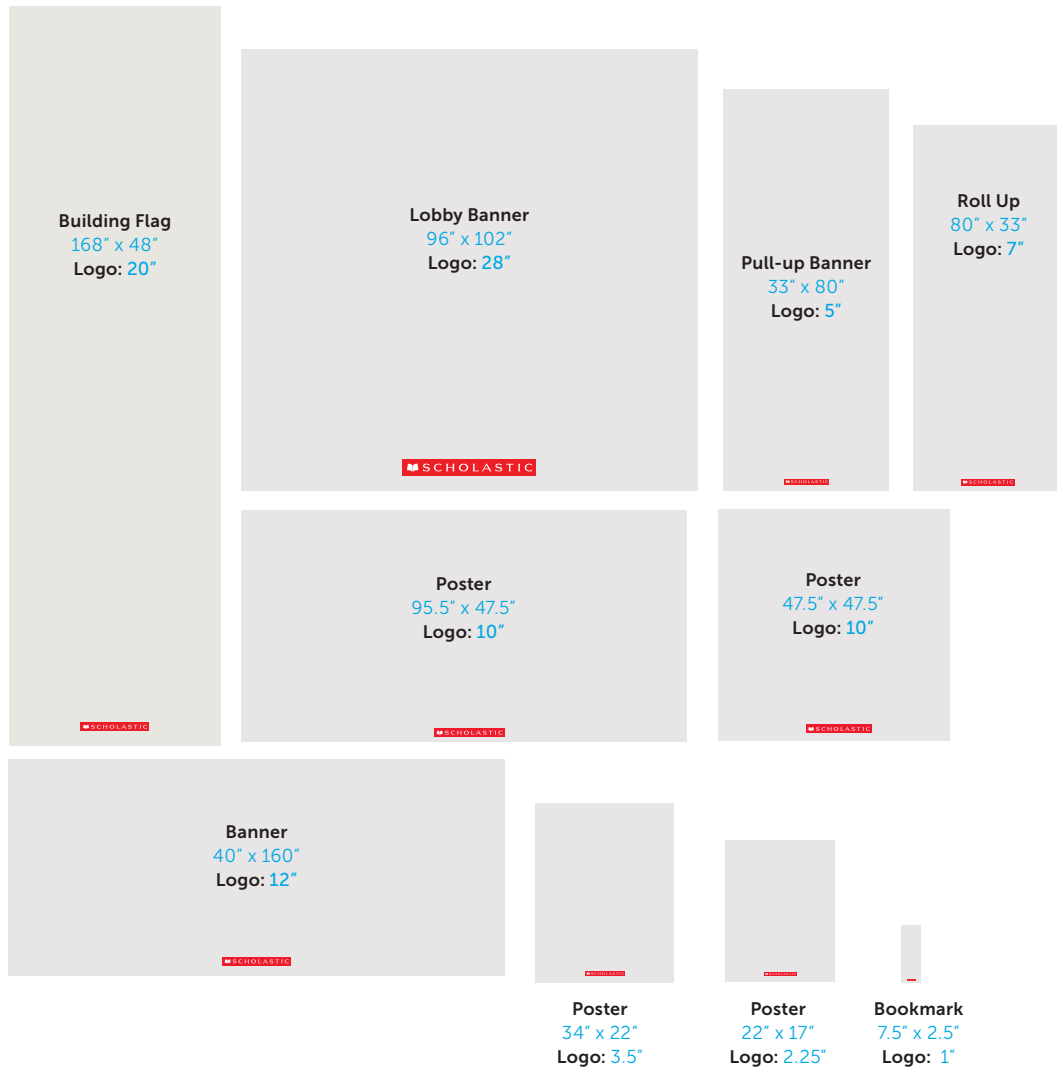
Large Format Applications

Large Format Applications

When the medium is larger than 15 inches wide, the height and width should both be taken into account to determine the size of the Red Bar Logo so that the Red Bar is not displayed disproportionately large.

Please use the examples here as general guidelines for logo sizes on large format applications.

Suggested Logo Size Usage



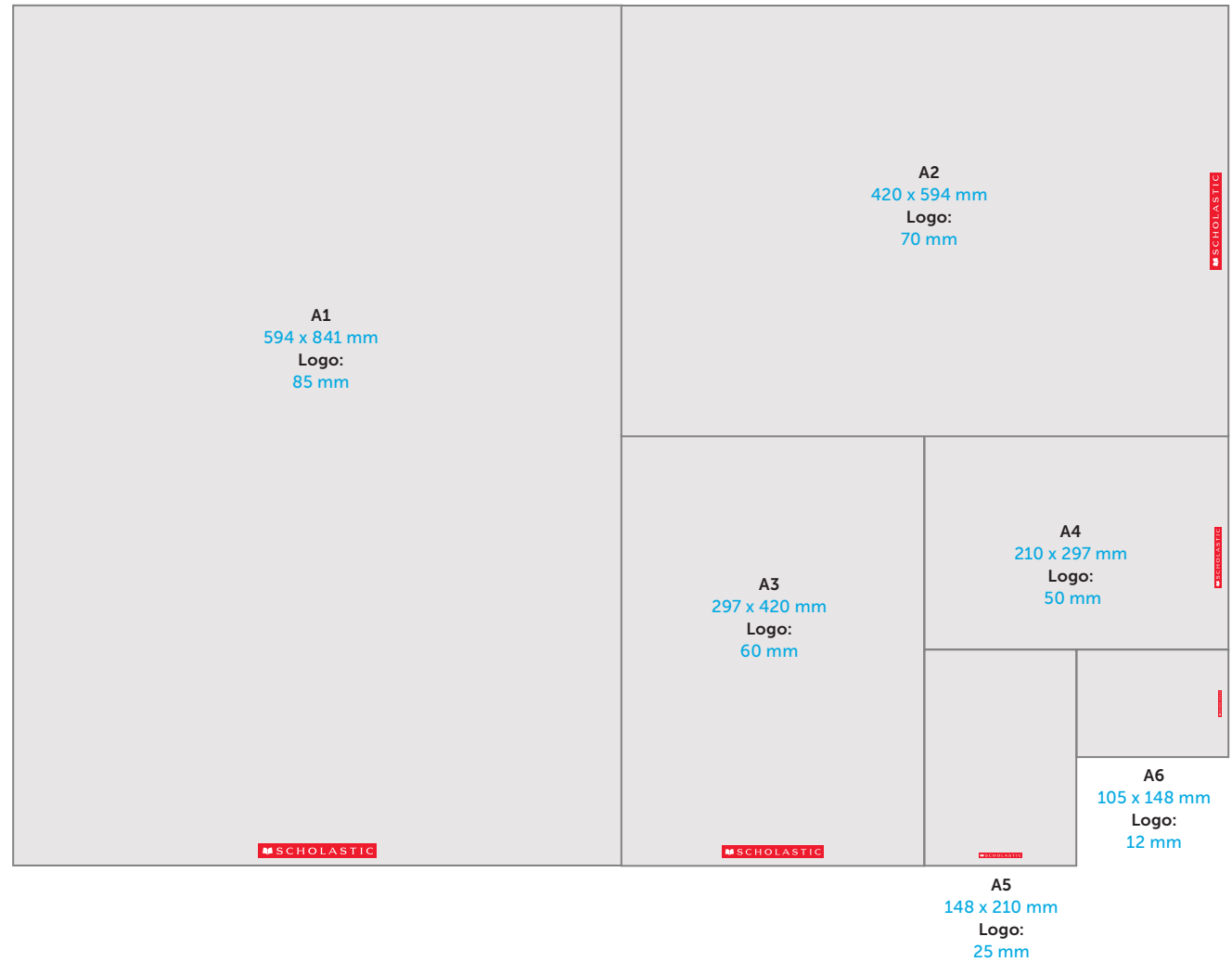
Large Format Applications (Metric)

Large Format Applications

When the medium is larger than 380 cm wide, the height and width should both be taken into account to determine the size of the Red Bar Logo so that the Red Bar is not displayed disproportionately large.

Please use the examples here as general guidelines for logo sizes on large format applications.

Suggested Logo Size Usage



Corporate Stationary & PowerPoint

Print Usage >

Corporate Stationery

The global corporate stationery system leverages key brand assets, including the Scholastic Red Bar Logo, the Open a World of Possible Lock-up, Scholastic Red and typography.

The Company's commonly used formats include personalized business cards, memo pads and letterhead, as well as mailing labels, envelopes, folders, thank you/note cards and invitations.

To support a unified Scholastic experience, the Red Bar Logo is displayed prominently and consistently. No other logos should be applied to Scholastic stationery. Similarly, business, division and product names should no longer occupy a dominant place on stationery.

- The global stationery design should be used for all Scholastic offices and divisions in all countries.
- The layout and templates for stationery should not be altered.
- Divisions, imprints and offices may no longer create custom stationery formats.
- The Red Bar Logo should be the only logo displayed. Additional logos will no longer be allowed on Scholastic stationery.
- Please note that company divisions (e.g.



Business Card Front
88.9 X 50.8 mm
3.5 X 2 inches



Business Card Back
88.9 X 50.8 mm
3.5 X 2 inches



US Letterhead
8.5 X 11 inches



Mailing Label
101.6 X 152.4 mm
4 X 6 inches

Memo Pad
139.7 X 215.9 mm
5.5 X 8.5 inches



A4 UK Letterhead
210 X 297 mm

Corporate Stationery

The global corporate stationery system leverages key brand assets, including the Scholastic Red Bar Logo, the Open a World of Possible Lock-up, Scholastic Red and typography.

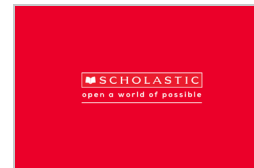
The Company's commonly used formats include personalized business cards, memo pads and letterhead, as well as mailing labels, envelopes, folders, thank you/note cards and invitations.

To support a unified Scholastic experience, the Red Bar Logo is displayed prominently and consistently. No other logos should be applied to Scholastic stationery. Similarly, business, division and product names should no longer occupy a dominant place on stationery.

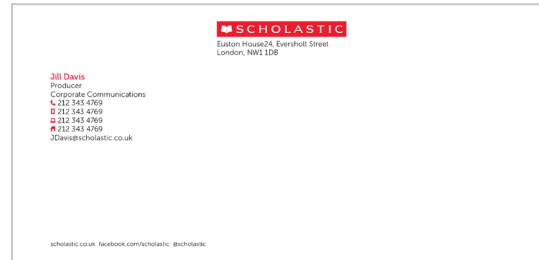
- The global stationery design should be used for all Scholastic offices and divisions in all countries.
- The layout and templates for stationery should not be altered.
- Divisions, imprints and offices may no longer create custom stationery formats.
- The Red Bar Logo should be the only logo displayed. Additional logos will no longer be allowed on Scholastic stationery.



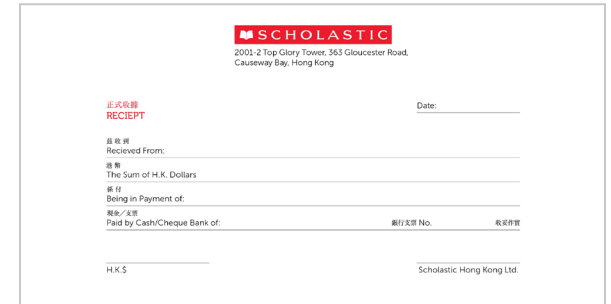
UK Business Card Front
88.9 X 50.8 mm



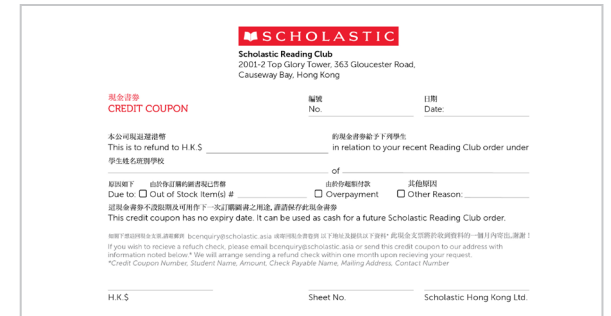
UK Business Card Back
88.9 X 50.8 mm



UK Compliment Strip
210 X 99 mm



Hong Kong Receipt
215 X 111 mm



Hong Kong Credit Coupon
215 X 111 mm

Overview

eScholastic, Scholastic Media, etc.) and company product lines (Scholastic Reading Club, Classroom Magazines, etc.) should use corporate stationery. For approved product lines and divisions, the name may appear after title and department lines.

- Scholastic Inc. and other corporate/division/brand names are no longer displayed as copy in the address line.
- All business cards, memos and letterhead display Scholastic's corporate-level online presence, including business addresses, websites (scholastic.com, scholastic.ca, scholastic.com.au, scholastic.co.uk, etc.) and corporate Facebook and Twitter handles. Division- and brand-level logos, URLs and social media handles should never be used on stationery.

**Note: All current stationery guides are created in both local standard sizes and international ISO standard sizes.*

Imprints/Divisions

Imprint logos will no longer be allowed on Scholastic stationery. The imprints include:

- Arthur A. Levine Books
- Cartwheel Books
- Chicken House
- Grolier
- Scholastic en Español
- Scholastic Press
- Scholastic Entertainment, Inc./Scholastic Media
- Scholastic Library Publishing
- Scholastic Reference
- Tangerine Press

Collateral Materials

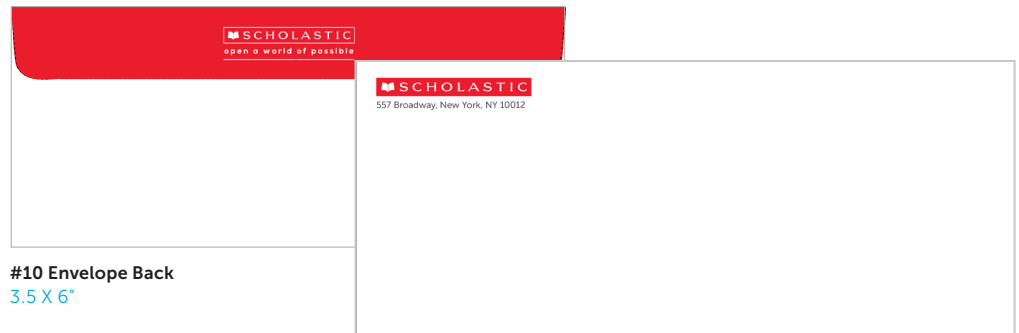
Collateral materials following a stationery format should follow the standard stationery design.

Ordering Stationery



Folder Back
9" x 12"

Folder



#10 Envelope Back
3.5 X 6"

#10 Mailing Envelope

Overview

Letterhead, envelopes, notepads and mailing labels can be ordered through the mailrooms in most Scholastic offices.

Staff in the U.S. should order personalized stationery through the Procurement Initiative's eStationery page.

Approvals & Assets

New stationery collateral needs or sizing requests should be sent to Corporate Design. For additional information, master artwork and approvals, please contact Corporate Design:

Erin Davis
edavis@scholastic.com
212 343 6445

Thank You Card



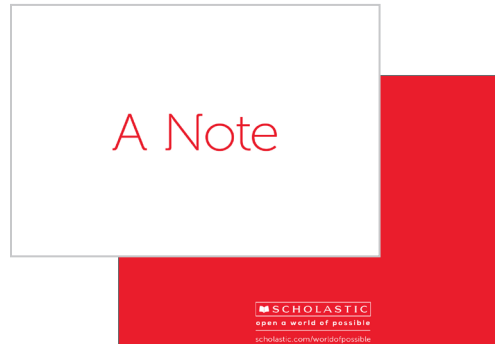
Back
4.5 x 6"

Invitation



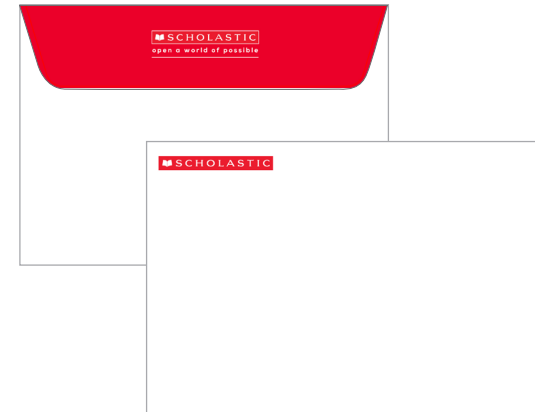
Back
4.5 x 6"

Thank You Card



Back
4.5 x 6"

Envelope Back



Envelope
4.75 x 6.25"

Specifications

Letterhead

Margins for letterhead should be set at 10.25 inches (left/right), 2.75 inches (top) and 1 inch (bottom).

The preferred type is Museo Sans; however, Helvetica may be used when Museo Sans is not available. A font size of 10–12 points is preferred.

Letterhead should be used consistently for all Scholastic offices and divisions in all countries.

**Note: Personalization of letterhead is reserved for Vice Presidents and above unless authorized by a business manager.*

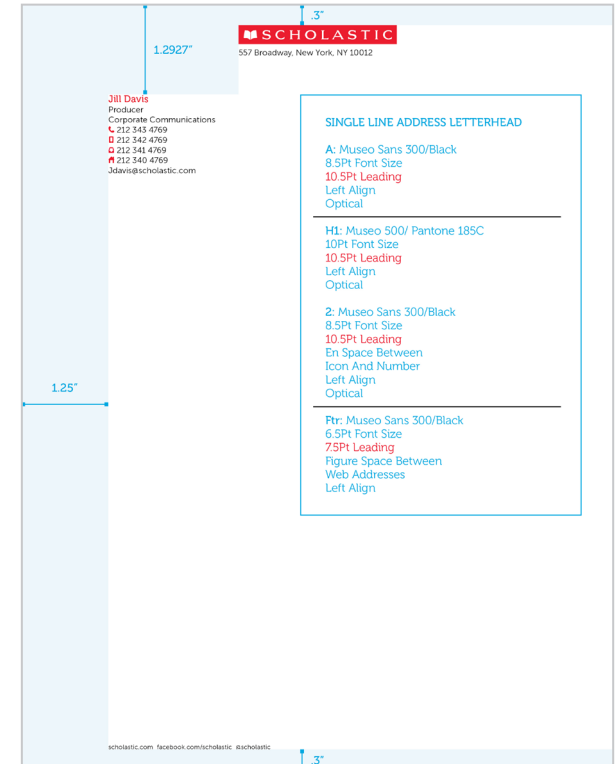
Approvals & Assets

For additional information, master artwork and approvals, please contact Corporate Design:

Erin Davis
edavis@scholastic.com
212 343 6445



U.S. & Canada Letterhead
8.5 X 11"



U.S. & Canada Letterhead
8.5 X 11"

Exception

Exception: Division/Imprint Titles

Divisions, product lines and imprints may no longer have unique stationery. It is preferred that only employee's title and department are displayed. However, an approved division or imprint name may appear on its own line following title and department lines.

Approvals & Assets

For additional information, master artwork and approvals, please contact Corporate Design:

Erin Davis

edavis@scholastic.com

212 343 6445

When division must be included



Business Card
76.2 X 127 mm
3 X 5"

When Scholastic and its logo are not represented on any sales product



Business Card
3 X 5"



Memo Pad
5.5 X 8.5 inches

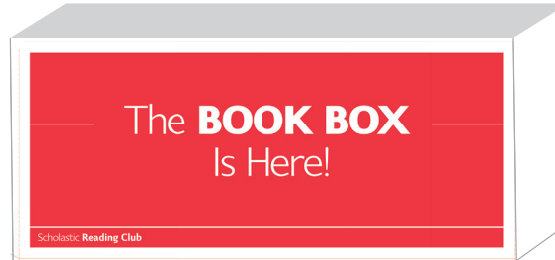
Print Usage >

Shipping Boxes

On all shipping boxes, the Open a World of Possible Lock-up, 1-800-SCHOLASTIC and the Scholastic web address should be applied. The remaining space can be used for a marketing or advertising message upon branding and legal approval.



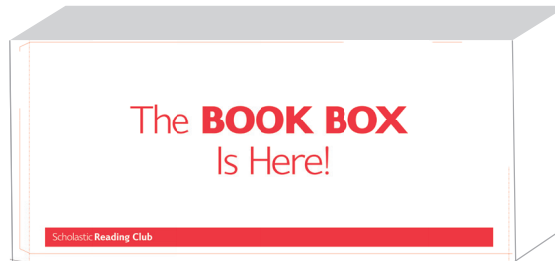
Front



Side



Front



Side



Stationery & Shipping Box Sizes Available

CORPORATE

Letterhead – 8.5 x 11"
Business Card – 3.5 x 2"
Memo Pad – 5.5 x 8.5"
Envelope – #9 – 3.875 x 8.875"
Envelope – New Jersey – 5 x 8.750"
Envelope – B96 – 9 x 12"
Envelope – G33 – 9.5 x 4.125"
Envelope – Note Card – 3.75 x 5.375"
Mailing Label – 4.25 x 3.25"
A Note Card – 3.625 x 5"
Thank You Card – 3.625 x 5"
You're Invited Card – 3.625 x 5"
Pocket Folder – 12 x 9"
Internal Fax – 8.5 x 11"
Internal Memo – 8.5 x 11"
field sales
Letterhead – 8.5 x 11"
Business Card – 3.5 x 2"
Memo Pad – 5.5 x 8.5"
Mailing Label – 4.25 x 3.25"

BOOK FAIRS

Letterhead – 8.5 x 11"
Regional BF Letterheads – 8.5 x 11"
Business Card – 3.5 x 2"
Memo Pad – 5.5 x 8.5"
Envelope – #10 – 4.125 x 9.5"
Envelope – 6 x 9
Envelope – Lock Box – 6 x 9
Envelope – 13 x 10"
Envelope – B86 – 9.5 x 6"
Envelope – Lock Box – B86 – 9.5 x 6"
Envelope – B96 12 x 9"
Mailing Label – 4.25 x 3.25"

KLUTZ

Letterhead – 8.5 x 11"
Business Card – 3.5 x 2"
Memo Pad – 5.5 x 8.5"

SHIPPING BOXES (Width x height x depth)

Wordmark Shipping Box – 17.06 x 9.63 x 11.56"
OWP Lockup Shipping Box – 13.17 x 3.41 x 8.89"
OWP Lockup Shipping Box – 16.78 x 6.68 x 11.32"
OWP Lockup Shipping Box – 17.26 x 4.36 x 12.86"
OWP Lockup Shipping Box – 13.27 x 7.43 x 8.89"
Reading Club Shipping Box White – 19.44 x 9.26 x 12.65"
Reading Club Shipping Box Red – 19.44 x 9.26 x 12.65"

INTERNATIONAL

Canada

Letterhead – 8.5 x 11"
Business Card – 3.5 x 2"
Business Card French Back – 3.5 x 2"
Business Card Alternate Back (English & French) – 3.5 x 2"
Memo Pad – 5.5 x 8.5"
Internal French Fax – 8.5 x 11"
Internal French Memo – 8.5 x 11"

UK

Letterhead – A4 – 210 x 297mm
Business Card – 85 x 55 mm
Memo Pad – 139.7 x 215.9mm
1/3 Compliment Strip 210 x 10mm

ASIA – Singapore

Business Card – 89 x 51mm
Letterhead – A4 – 210 x 297mm
Memo – 140 x 100mm
Envelope – A4 – 324 x 229mm
Envelope – A5 – 229 x 162mm
Envelope – A3 – 458 x 324mm
Envelope – DL Window – 220 x 110mm
Envelope – DL – 220 x 110mm

ASIA – Hong Kong

Business Card – 90 x 55mm
Letterhead – LS – 216 x 279mm
Envelope – DL – 114 x 240mm
Envelope – A4 – 330 x 254mm
Envelope – A5 – 229 x 162mm
Receipt – 215 x 111mm
Credit Coupon – 210 x 114mm

ASIA – Malaysia

Business Card – 90 x 55mm
Letterhead – A4 – 210 x 297mm
Envelope – A4 – 330 x 254mm
Envelope – DL Window – 114 x 240mm
ASIA – Taiwan
Business Card – 90 x 55mm
Letterhead – A4 – 210 x 297mm
Envelope – A4 – 330 x 254mm
Memo – A5 – 148 x 210mm
Envelope – DL Window – 114 x 240mm

ASIA – Shanghai

Business Card – 90 x 55mm
Letterhead – A4 – 210 x 297mm
Envelope – A4 – 330 x 254mm
Memo – A5 – 148 x 210mm
Envelope – DL Window – 114 x 240mm

ASIA – Japan

Business Card – 90 x 55mm
Letterhead – A4 – 210 x 297mm
Envelope – A4 – 330 x 254mm
Memo – A5 – 148 x 210mm
Envelope – DL Window – 114 x 240mm

ASIA – Philippines

Business Card – 90 x 55mm
Letterhead – A4 – 210 x 297mm
Envelope – A4 – 330 x 254mm
Memo – A5 – 148 x 210mm
Envelope – DL Window – 114 x 240mm

Approvals & Assets

New stationery collateral needs or sizing requests should be send to Corporate Design. For additional information, master artwork and approvals, please contact Corporate Design: Erin Davis, edavis@scholastic.com, 212 343 6445

Corporate Presentations

The Corporate Presentations have been created to provide the most up-to-date information about Scholastic in an accessible format. Two versions are available:

- Standard Corporate Presentation
- Open a World of Possible / International Corporate Presentation

The presentations also serve as useful reference points for best practices in using typography, hierarchy, layout and graphic elements.

A few best practices:

- Establishing clear, consistent hierarchy through typography and layout.
- Allowing for ample white space.
- A neutral color palette in which Scholastic Red is primary.
- Using the approved set of icons.
- Concise, digestible copy.
- Using bullet point lists when possible.

Master Artwork Downloads

[Corporate Presentations Master PDFs \(.zip\)](#)

Corporate Presentation

[Print Usage >](#)

Corporate PowerPoint Templates

PowerPoint Templates

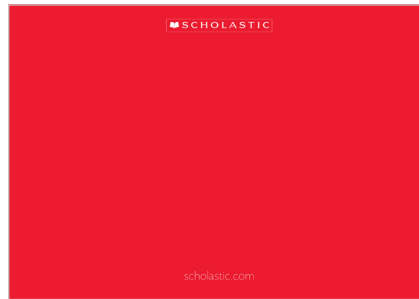
To unify and strengthen our communication with our partners internally and externally, the Corporate and Open a World of Possible/International PowerPoint layouts and our corporate icon set are available for use.

Please refer to the Corporate Presentation PDFs to replicate its typographic style and hierarchy.

Master Artwork Downloads

[Corporate PPT Master Template \(.zip\)](#)

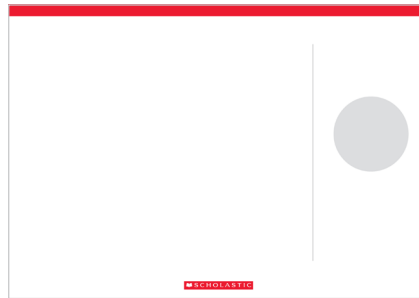
[Corporate Icon Master Set \(.zip\)](#)



Cover Page



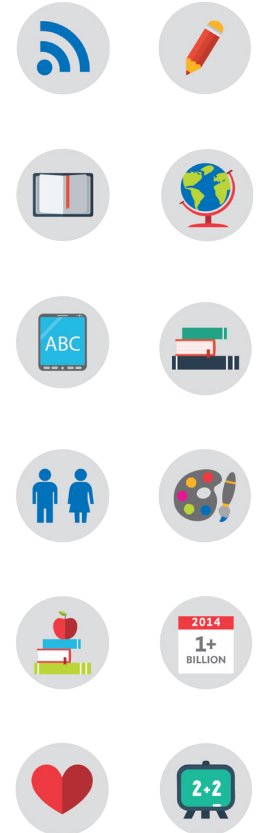
Blank Inside Page



Blank Inside Page with Icon Sidebar



Blank Inside Page with Text Sidebar



Product PowerPoint Templates

Product PowerPoint Templates

Product PowerPoint Templates are available for use when content is specific to a Scholastic product or brand. These templates maintain Scholastic branding hierarchy while providing more real estate for a specific product or campaign.

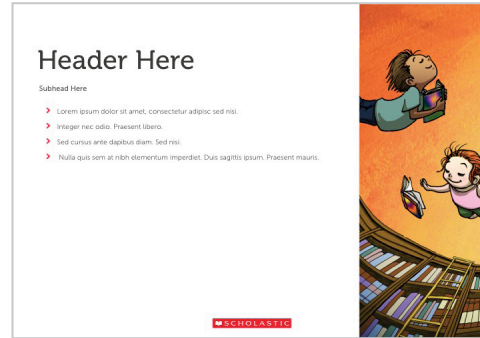
There are two layout variations available for use—vertical and horizontal—as well as several design examples for reference.

Master Artwork Downloads

[Product PPT Master Template & Icon Master Art \(.zip\)](#)



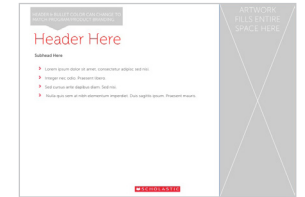
Vertical Cover Page Sample



Vertical Inside Page Sample



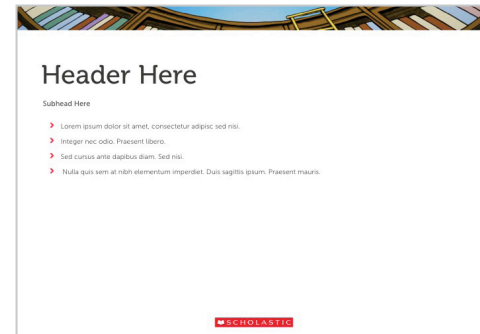
Cover Page



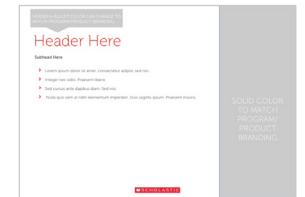
Blank Inside Page with Icon Sidebar



Horizontal Cover Page Sample



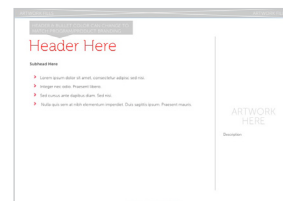
Horizontal Inside Page Sample



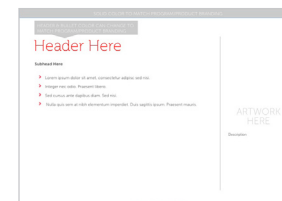
Blank Inside Page with Text Sidebar



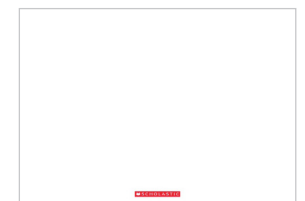
Cover Page



Blank Inside Page with Icon Topbar



Blank Inside Page with Text Topbar



Blank Inside Page

Digital Usage



The Scholastic Flying Pages Icon

The Scholastic Flying Pages Icon

The Scholastic Flying Pages Icon serves as a solution for digital applications. These digital applications require the display of the Scholastic Red Bar Logo at illegible sizes or distorted shapes, thus compromising its integrity.

The Scholastic Flying Pages Icon should be cherished and protected. All applications of the Scholastic Flying Pages Icon should be consulted consistently to unify and strengthen Scholastic's communication to customers and protect our brand.

The Scholastic Red Bar Logo or word "Scholastic" should always be displayed with the Scholastic Flying Pages Icon to reinforce the Scholastic brand.

* Digital Use Only

The Scholastic Flying Page Icon is strictly limited to online use, more specifically: social media profile images, favicons and mobile icons. The Scholastic Flying Pages Icon should not be used in print applications.

**Note: The gap between the Scholastic Flying Pages has been adjusted to improve visibility at small scale. Do not use the Scholastic Flying Pages Icon from the Scholastic Red Bar Logo or create derivatives. Only use the approved master files.*

See pg. xx for specification and usage details.

Master Artwork Downloads

[Scholastic Flying Pages Icon Master Art \(.zip\)](#)

The Scholastic Flying Pages Icon



Specifications

Social Media Avatars

Avatars and thumbnails serve as tap targets that lead to a primary view of the brand or content. The Scholastic Flying Pages Icon should be used as the avatar for all social media accounts (see Exceptions, p. 70).

Favicons

Favicons are usually found above the address bar of the user's web browser. All Scholastic web pages should use the Scholastic Flying Pages Icon.

Mobile Icon

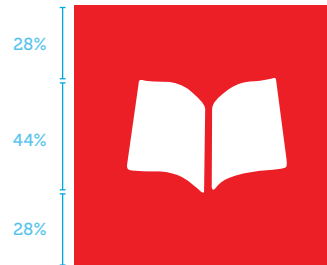
Mobile Icons include app icons as well as bookmark icons on smartphone homescreens. All but a few approved Scholastic brands should use the Scholastic Flying Pages Icon (see Mobile Icons, p. 73).

Master Artwork Downloads

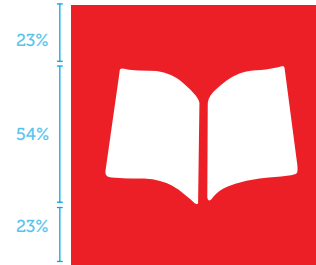
[Scholastic Flying Pages Icon Master Art \(.zip\)](#)

**Note: The gap between the Scholastic Flying Pages Icon has been adjusted to improve visibility at small scale. Do not use the Scholastic Flying Pages Icon from the Scholastic Red Bar Logo or create derivatives.*

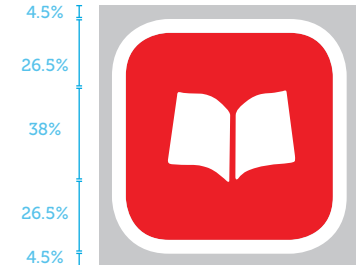
Specific Uses of Scholastic Flying Pages Icon (All Digital)



Social Media Avatar
Standard size Flying Pages Icon holds well as avatars at all social media sizes



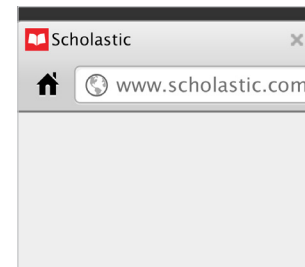
Favicon
The Flying Pages and gap between its pages are larger so the gap remains visible when size is reduced



Mobile Icons
Mobile Icons are customer-made bookmarks on smartphone homescreens.



Social Media Platforms



Favicons



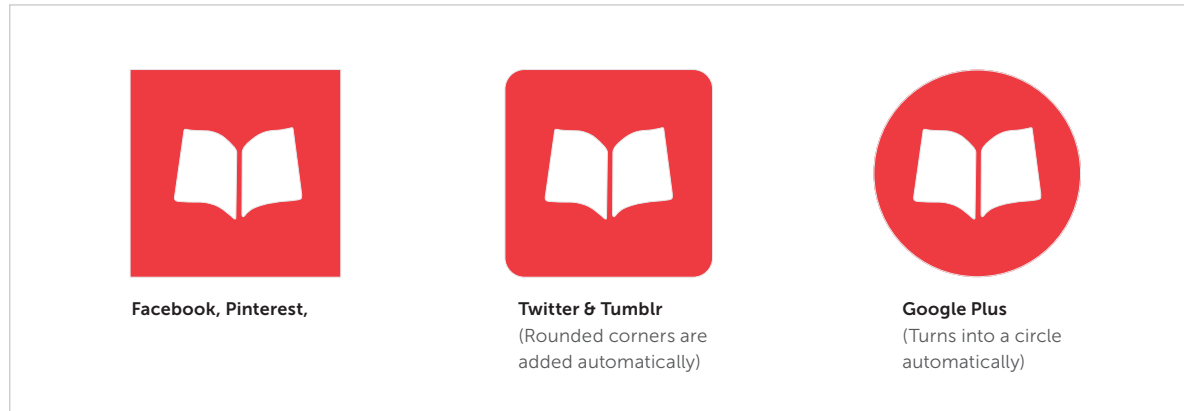
Mobile Icons

Guidelines

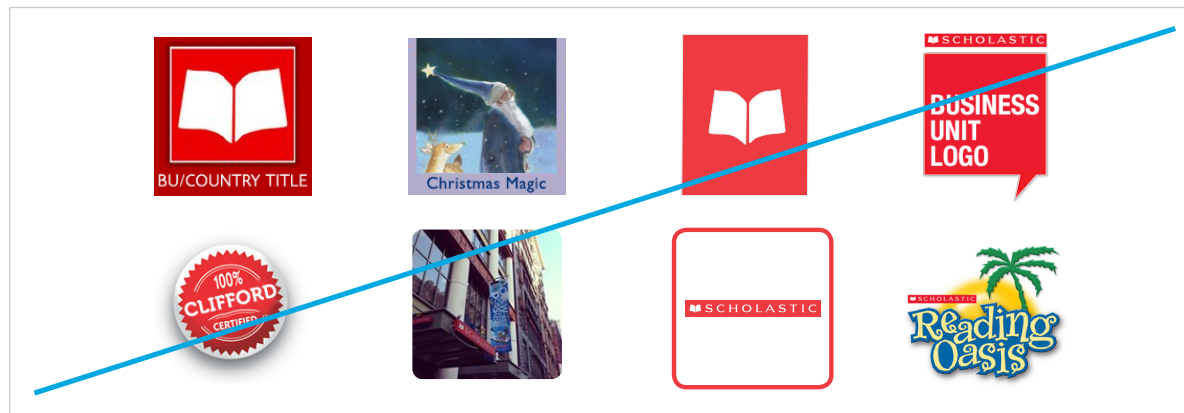
Application: Social Media Avatar

All applications of the Scholastic Flying Pages Icon should be Scholastic Red (Hex #EC1D25). The Flying Pages are sized at 44% of square container, centered, with a visually adjusted gap between the Flying Pages.

The red background is always square and should not be stretched or expanded. Do not re-create the approved master artwork.



Do Apply the Scholastic Flying Pages Icon for all division social media pages



Don't Modify the Scholastic Flying Pages Icon or use any other images as thumbnails

Guidelines

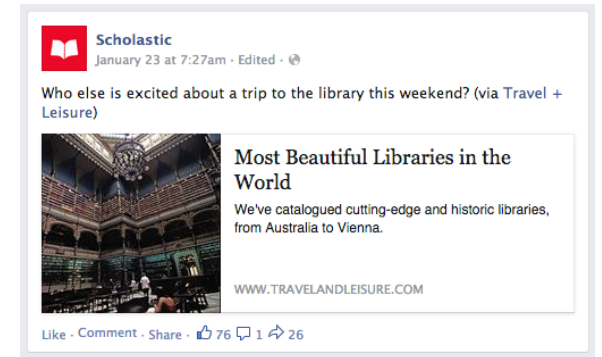
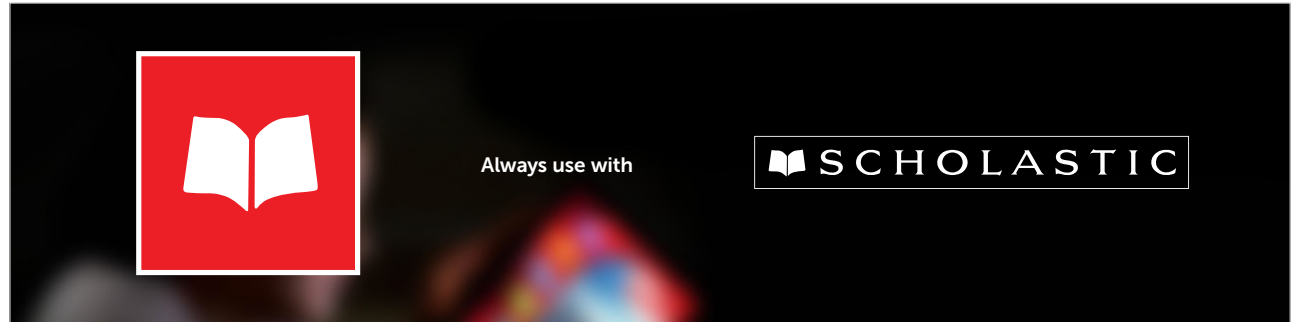
Application: Always use the Scholastic Flying Pages Icon with the Scholastic Red Bar Logo or word "Scholastic"

While the Scholastic Flying Pages Icon provides strong brand recognition, the Scholastic Red Bar Knockout Logo should always be used within the same application to reinforce the Scholastic brand presence.

For instance, the Scholastic Red Bar Knockout Logo must always appear in the Facebook cover image along with the Scholastic Flying Pages Icon. Derivative usage within the Facebook page (comments, posts, etc.) should contain the Scholastic Flying Pages Icon only.

The word "Scholastic" should accompany The Scholastic Flying Pages Icon whenever possible.

The Scholastic Flying Pages Icon Logo Should Always Appear with the Scholastic Red Bar Knockout Logo



Favicons

All Scholastic websites must use the Scholastic Flying Pages Icon as the favicon.

Exception: Product or Property Brand Recognition is Primary

The Scholastic Flying Pages Icon should only be replaced by other art when:

- Users recognize a property through its characters.
- Users primarily recognize the product or brand.

Master Artwork Downloads

[Favicon Master Art \(.zip\)](#)

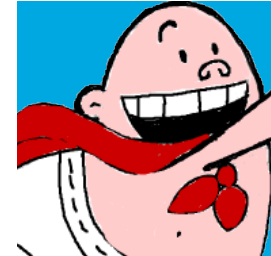
**Note: To maximize legibility, the side margins within the Flying Pages Icon have been reduced.*

Always use Scholastic Flying Pages as Favicon

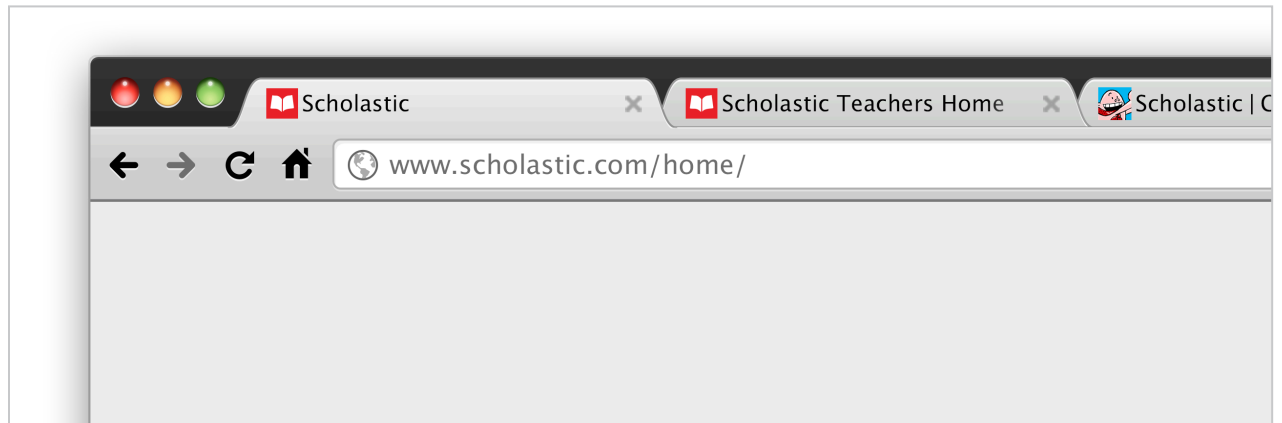


Use Scholastic Flying Pages Icon for all favicons

Exception: Product or Property Brand Recognition is Primary



Use character or logos for trade, media or education



Social Media

Always Use the Scholastic Flying Pages Icon

The Scholastic Flying Pages Icon should be cherished and protected. All Scholastic divisions must use the Scholastic Flying Page Icon as provided without any modification.

At the small sizes that digital icons are displayed on various digital media, the word "Scholastic" becomes illegible in the Red Bar logo and the integrity of the Scholastic Red Bar is threatened.

To maintain the integrity of the Scholastic Brand, we use the Scholastic Flying Pages Icon in these types of applications.

Master Artwork Downloads

[Scholastic Flying Pages Icon Master Art \(.zip\)](#)



Scholastic Australia Facebook Page

Page Title: Scholastic Australia

Cover Image: Red Bar Knockout Logo

Guidelines

Page Title & Cover Image

The Scholastic Flying Pages Icon provides strong brand representation, but should always be supplemented with the word “Scholastic” and the Red Bar Knockout Logo.

If the word “Scholastic” is not currently part of the page title, and the product trademark permits the word “Scholastic” prior to its name, please refer to the documentation provided to learn how to change page titles on all social media platforms.

Master Artwork Downloads

[Page Name Change Instructions \(.pdf\)](#)

Thumbnail
Flying Pages Icon

Cover Image
Red Bar Knockout

Page Title
Scholastic Australia

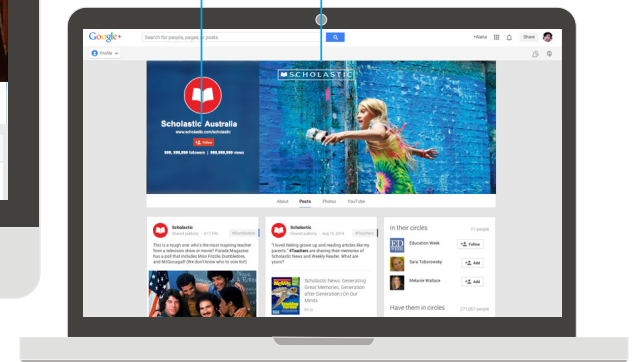


Scholastic Australia
Facebook Page

Thumbnail
Flying Pages Icon

Page Title
Scholastic Australia

Cover Image
Red Bar Knockout
Logo



Scholastic Corporate
Google Plus Page

Cover Image Guidelines

Treatment

All cover images should display the Red Bar Knockout Logo centered on top with a 200% safe area.

The distance between the top of the image and the Red Bar Knockout Logo in each platform is different (see caption next to artwork for specifications). However, the Knockout Red Bar Logo should never touch the edge of the image, and should be placed approximately 0.25 inches from the top edge. A 30% gradient overlay should be placed behind the logo to ensure legibility.

Cover Image

The subject of the cover image should always be centered so it is not cropped when displayed on mobile devices. The subject should not overlap or intersect with the Scholastic Red Bar Knockout Logo or Scholastic Flying Pages Icon. Cover images should remain clean and simple. Refrain from using busy imagery.

Always create cover art using the master social media templates. Instructions are included within the PSD files.

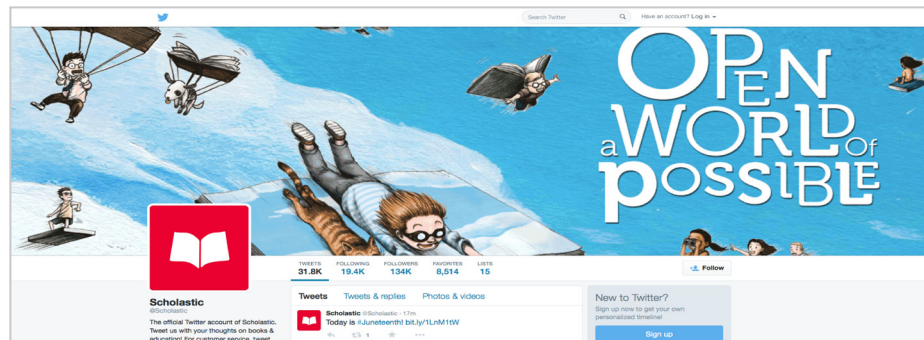
Master Artwork Downloads

[Social Media Cover Master Templates \(.zip\)](#)



Facebook (851 x 315 px)

The Red Bar Knockout Logo is always 204 x 25 px, centered horizontally and 25 px from the top. A 30% shadow (included in template) should be applied when the Red Bar Knockout Logo blends with its background.



Twitter (1500 x 500 px)

The Red Bar Knockout Logo is always 290 x 35 px, centered horizontally and 33 px from the top. A 30% shadow (included in template) should be applied when the Red Bar Knockout Logo blends with its background.



Google Plus (1080 x 608 px)

The Red Bar Knockout Logo is always 318 x 39 px, centered horizontally and 38 px from the top. A 30% shadow (included in template) should be applied when the Red Bar Knockout Logo blends with its background.

Exceptions

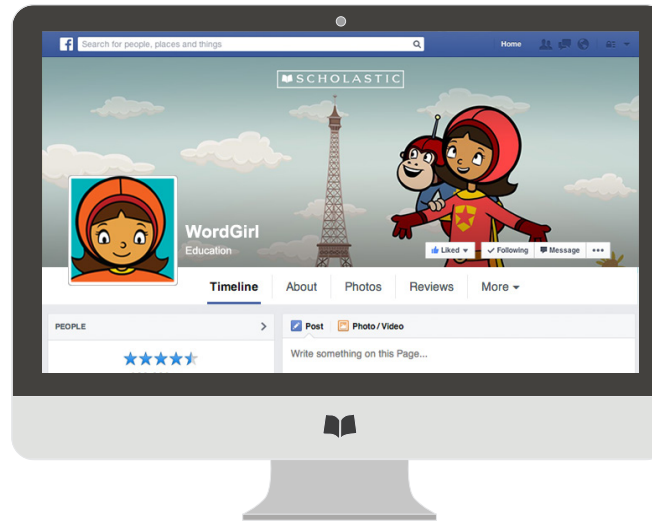
Exception: Product or Property Brand Recognition is Primary

The Flying Pages Icon should only be replaced by other art when:

- Users recognize a property through characters.
- Users primarily recognize the product's brand.

Many Trade, Media and Scholastic Education products may not use the Flying Pages Icon.

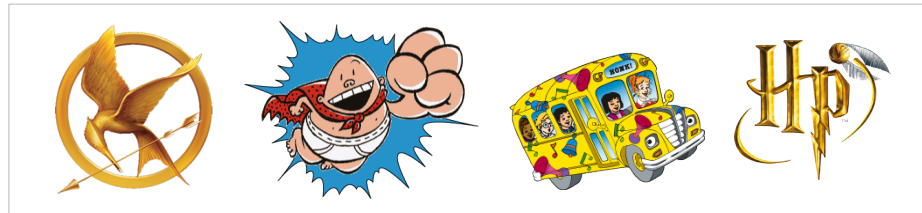
Exception: Property Brand Recognition is Primary



WordGirl Facebook Page

Page Title: Word Girl

Cover Image: Red Bar Knockout Logo



Do Use product logos for product pages and characters or logos for properties pages

Exceptions

Exception: Page Titles & Cover Images in Which Product Brand is Primary

The same convention applies to product-focused social media pages. Page titles should include the word “Scholastic” and cover photography/art must include the Red Bar Knockout Logo.

When the division brand is primary and its logo does not have the word “Scholastic” trademarked, it is not necessary to include “Scholastic” in the page title.

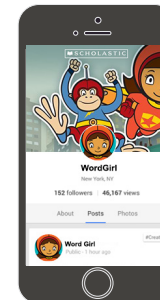
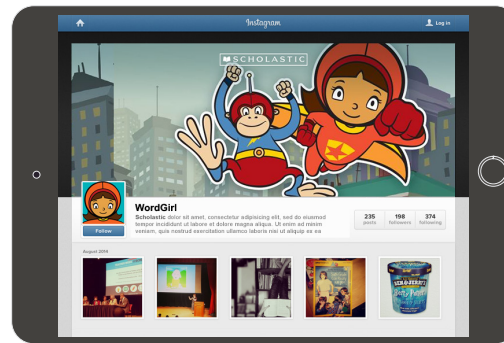
Exception: Do Not Use “Scholastic” in Page Name, Red Bar Knockout Logo in Cover Image



Exception:
Thumbnail
WordGirl

Cover Image
Red Bar Knockout Logo

Exception:
Page Title
WordGirl



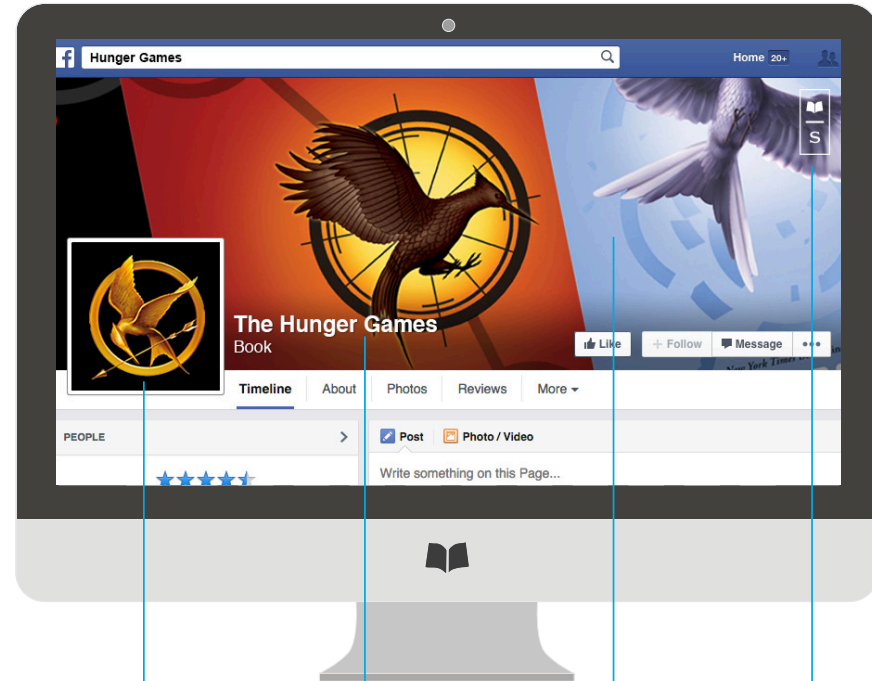
Exceptions

Exception: Young Adult Target Markets Which Require a Subtle Scholastic Presence

For instance: when marketing to young adults, Scholastic strategy requires a more subtle logo presence. This strategy is reflected on all hardback book covers and products targeted to the young adult market and should be applied throughout all digital platforms as well.

In this case, social media pages should not display the Red Bar Logo or the Red Bar Knockout Logo. Instead, the Whisper Bar Logo should be displayed in the top right corner.

Exception: Use the Whisper Bar Logo for Young Adult Properties



Exception: Thumbnail
Hunger Games Logo

Exception: Page Title
The Hunger Games

Cover Image
The Hunger Games

Exception: Logo
Whisper Bar Logo

Apps

Mobile Icons

At the small sizes that App Icons are shown on smartphones, the word "Scholastic" becomes illegible and the integrity of the Scholastic Red Bar is threatened.

To maintain the integrity of the Scholastic Brand, the Scholastic App Icon and Scholastic App Shell have been created to ensure consistency in our customers' visual experience. For all Scholastic Apps a border is used to provide visual distinction from homescreen backgrounds to prevent Scholastic App Icons from competing or blending into the background.

Master Artwork Downloads

[Mobile Icon Border Master Art \(.zip\)](#)

Flying Pages Icon for Mobile App Icons
(User Created Homescreen Icons)



Scholastic App Shell for All Scholastic Applications



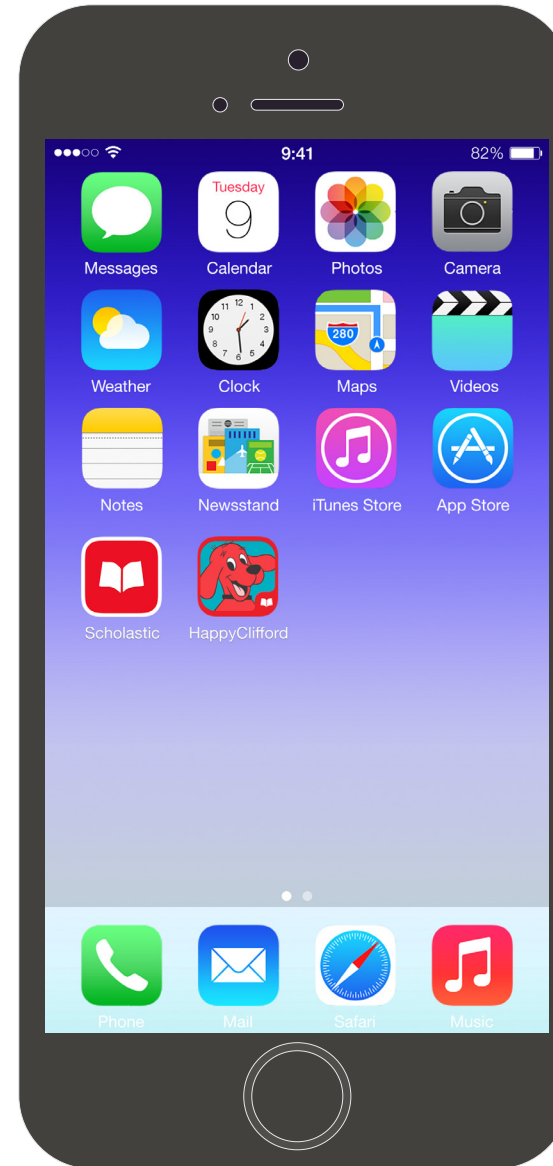
Mobile Icons

Mobile Icons follow Guidelines analogous to the Flying Pages Icon Guidelines for social media:

Unless otherwise specified, all business units and products should use Flying Pages Icon as its app icon.

Non-corporate applications in which the product or character is primary to our customers should display a wrapper around the border with the Flying Pages Icon at the bottom right corner.

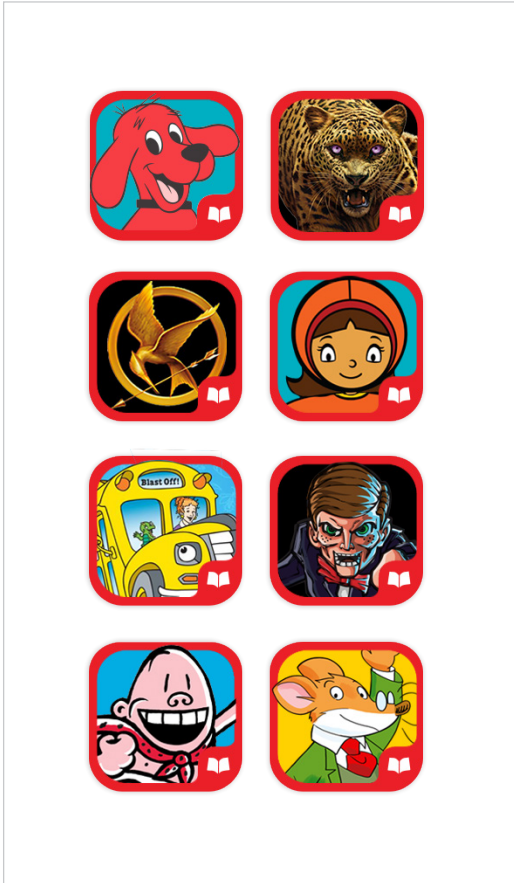
**Note: There is a very light shadow within the edges of the border to provide distinction from background.*



Guidelines

Borders

To provide a unified visual experience, App Icon borders are always Scholastic Red or white. The Scholastic Red border is preferred; however, if the icon is red (e.g. Scholastic READ 180, Do the Math, etc.), the white border should be used.



Do Use Scholastic App Red Shell on all property apps



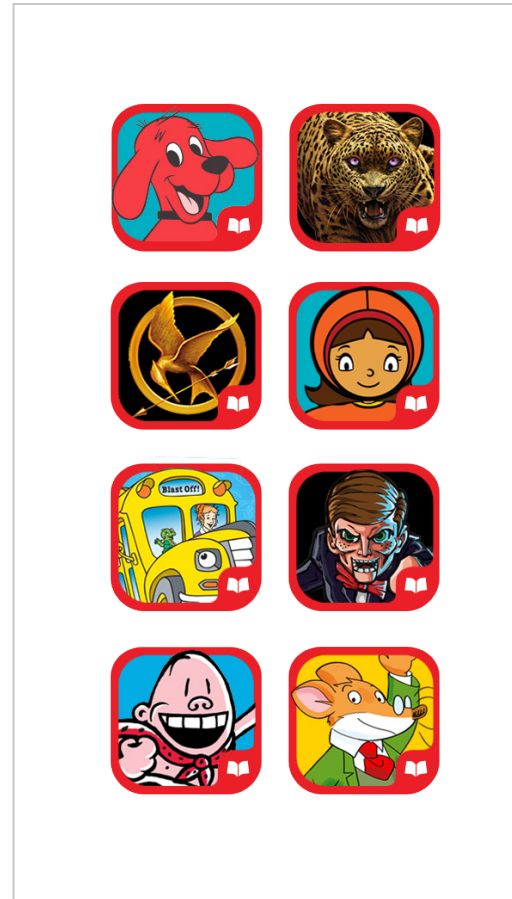
Don't Use the Red Bar Logo on any app icons

Exception

Exception: Properties Recognized by Their Characters or Products Recognized by Their Logos

If users are most likely to recognize properties by their characters or products by their logos, the Flying Pages Icon should be replaced. For example, a user is more likely to search for and recognize the MATH 180 or READ 180 logos as education products. Likewise they are more likely to recognize the Mockingjay symbol for The Hunger Games or Slappy the Dummy for Goosebumps than to associate those products or brands with the Scholastic logo.

Exception: Scholastic Properties



Mobile App Splash Screens

All Scholastic mobile Apps should display the Red Bar Logo when the users enter the applications. If the app has a splash page, the Red Bar Logo must be displayed in a dynamic relationship with the product logo. If the home screen is the first screen the users see, the Scholastic Red Bar should be 50% the screen width, placed top or bottom.

Exception: Multiverse apps may use the Flying Pages Animation to project a strengthened brand message.

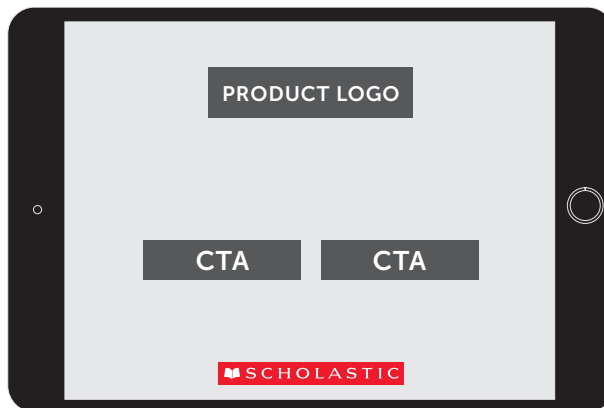
Apps With a Splash Screen



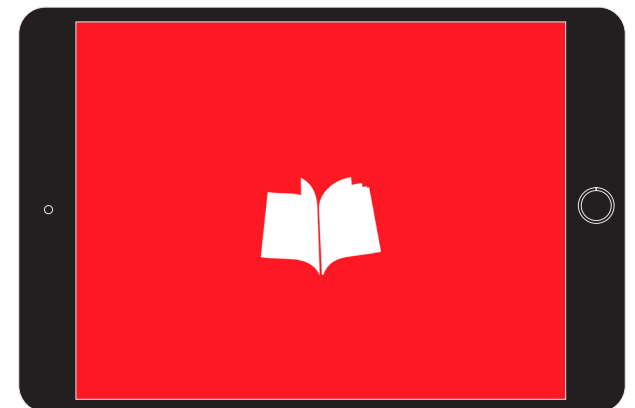
Utilities/Productivity Apps Without a Splash Screen



Immersive Apps With a Splash Screen



Exception: Multiverse Apps May Use the Flying Pages Animation



Video

Video

Logo Usage in Videos

Opening and closing video templates have been created to unify and strengthen communication to our customers and to assure consistent brand presence in our videos.

All Scholastic videos must include an end slide using one of the templates provided. The Scholastic Red Bar Logo should always be centered and 50% of the width of the screen.

An opening slide is strongly preferred.

Flying Page Icon Bug

The Flying Pages Icon Bug is required only in interview formats, but may also be used when a subtle brand presence is desired throughout the video.

Master Artwork Downloads

[Closing Video Master Template \(.zip\)](#)

[Opening Video Master Template \(.zip\)](#)

[Flying Pages Bug Master Art \(.zip\)](#)

**Note: Templates have been created for both 16:9 and 4:3 screen ratios.*

Closing Slide with Artwork



Opening Slide with Red Bar Logo



Flying Pages Icon Bug



Guidelines

Exception: Knockout Logo Usage

The Red Bar Logo should be used consistently. The word "Scholastic" should not be taken out of the Red Bar Logo and used as a branding element, nor should the logo or its individual elements, such as the Flying Pages or the word "Scholastic," be animated. Instead, the Scholastic Knockout Red Bar Logo may be used.

The Knockout Red Bar logo may also be used when the Red Bar Logo creates visual vibration or when a subtle Scholastic presence is required.



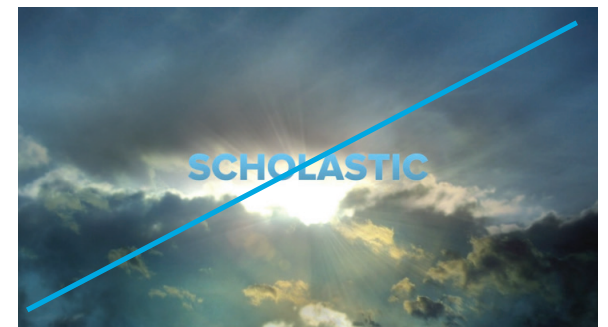
Do Use the video template to place art in left half, copy and logo on the right



Do Use the Red Bar Knockout Logo to create a soothing visual experience



Don't Stretch any images or typography or arrange art and type without hierarchy



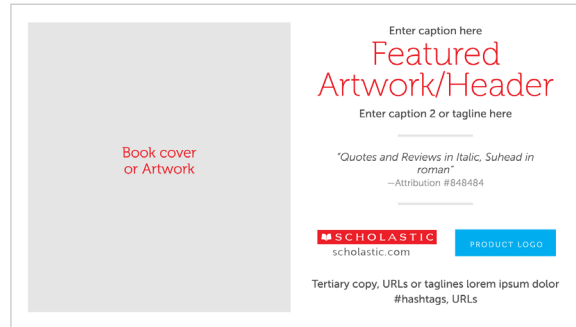
Don't Use the word "Scholastic" in various font treatments, taken out of the red bar, in colors other than white or red or animate elements of the logo

Video End Slides

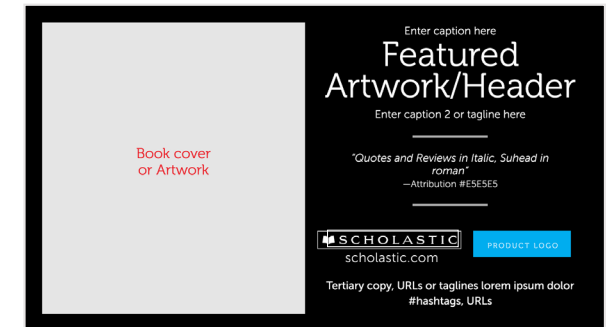
End Slides

All videos must include an end slide using one of the templates provided, and/or a closing sequence. If artwork is included on end slides, the Scholastic Red Bar Logo should follow the general 1/3 sizing rule.

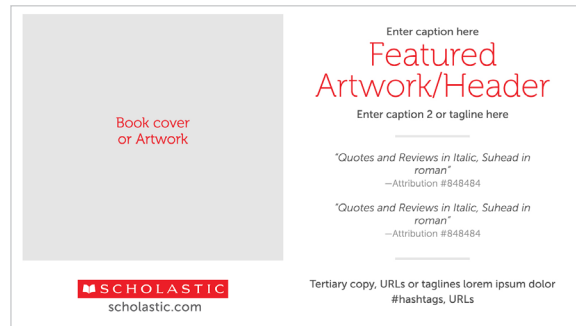
End Slide with Artwork



End Slide with Artwork (Red Bar Knockout)



End Slide with Artwork



End Slide with Artwork (Red Bar Knockout)



Video End Slides

End Slides

All videos must include an end slide using one of the templates provided, and/or a closing sequence. If no artwork is displayed, the Scholastic Red Bar Logo or Open a World of Possible Lockup should be centered and 50% of the width of the screen.

End Slide without Artwork



End Slide without Artwork (Red Bar Knockout)



End Slide without Artwork (Open a World of Possible)



End Slide without Artwork (Open a World of Possible)

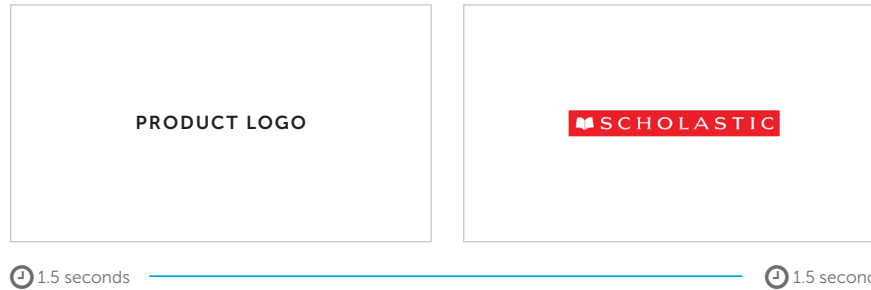


Closing Sequences

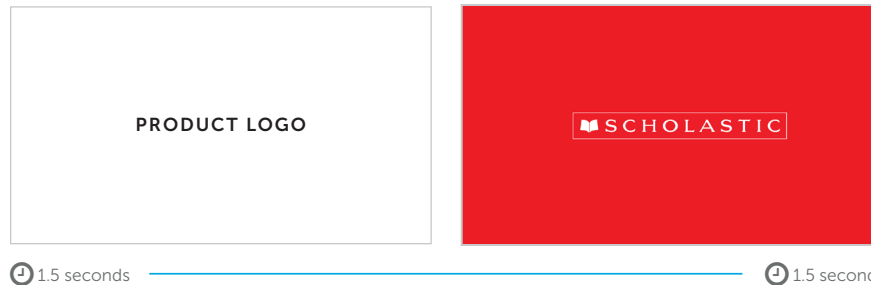
Closing Sequences

All videos must include an end slide using one of the templates provided, and/or a closing sequence. If no artwork is displayed, the Scholastic Red Bar Logo should be centered and 50% of the width of the screen.

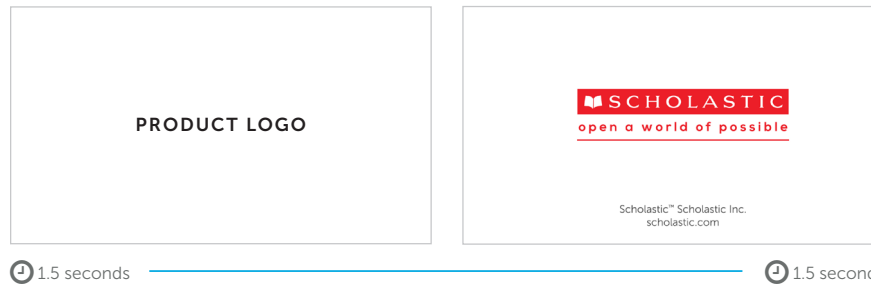
Red Bar Logo Closing Sequence with Product Logo



Red Bar Knockout Closing Sequence with Product Logo



Open a World of Possible Lock-up Closing Sequence with Product Logo



Opening Slides & Sequences

Application

An opening slide or sequence is preferred.
The same sizing and placement rules apply.

Opening Sequence w/ Red BG (optional)



Opening Slide with Title (optional)



Opening Sequence (optional)

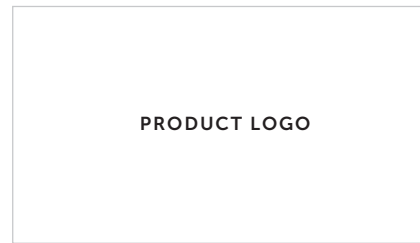


⌚ 1.5 seconds



⌚ 1.5 seconds

Red Bar Knockout Opening Sequence (optional)



⌚ 1.5 seconds



⌚ 1.5 seconds

Online

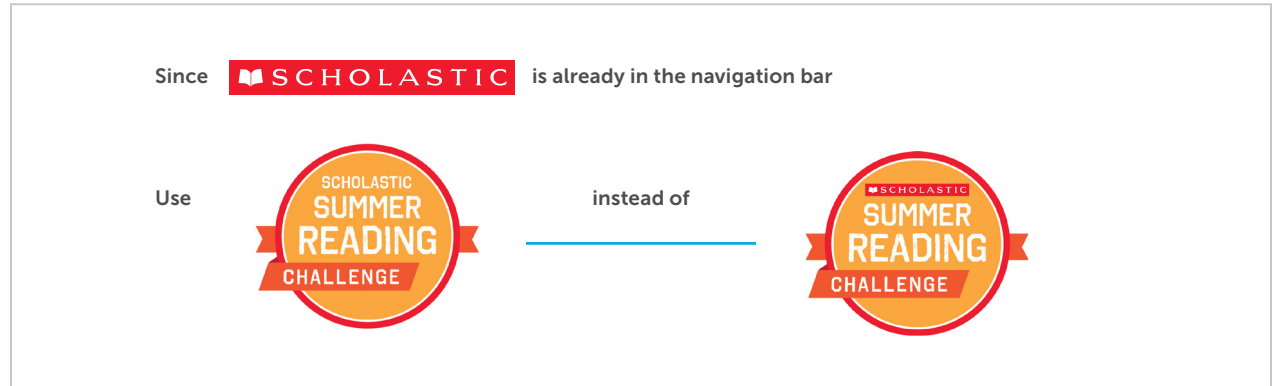
Web Logo Usage

Avoid Showing the Red Bar Logo More Than Once

Many user-facing product and business unit logos incorporate the Red Bar Logo or the word "Scholastic" as part of its mark. In these instances, business units should use a version of their logo without the Red Bar. The word "Scholastic" should be available for use when the Red Bar Logo is already present. For product logos already trademarked, please consult legal to find out whether your logo or mark has flexibility in this regard.

On occasions in which the Red Bar Logo is displayed along with a product logo, the product should use its stand-alone logo.

For instance, the Red Bar Logo and "Scholastic" should be omitted when used on scholastic.com pages with global navigation since it includes the Red Bar Logos at the top of each page. This includes all touts and promos that live under global navigation and email headers that already incorporate the Red Bar Logo.



Email Marketing

The Red Bar Logo should be placed at the top left corner of Scholastic emails and the Open a World of Possible Lock-up should be placed at the bottom left or center. The body of the message content may be customized by sender. Both Marketing and Newsletter templates are provided, with Marketing Templates structured such that space for marketing messaging is provided "above the fold" while newsletter templates allow for more branding and social media interaction with customers more immediately at the top.

Please contact the email marketing department for approvals:

Kathleen Chambard

kchambard@scholastic.com

212 343 7140

All email marketing also requires legal approval to ensure compliance with Can-Spam Act regulations.

Please contact:

Marian Steffens

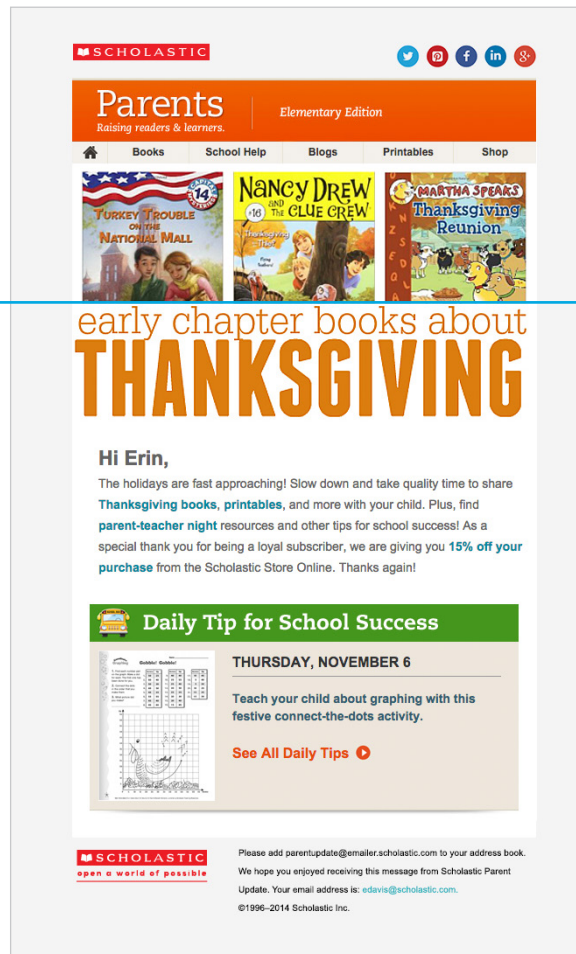
msteffens@scholastic.com

212 343 6726

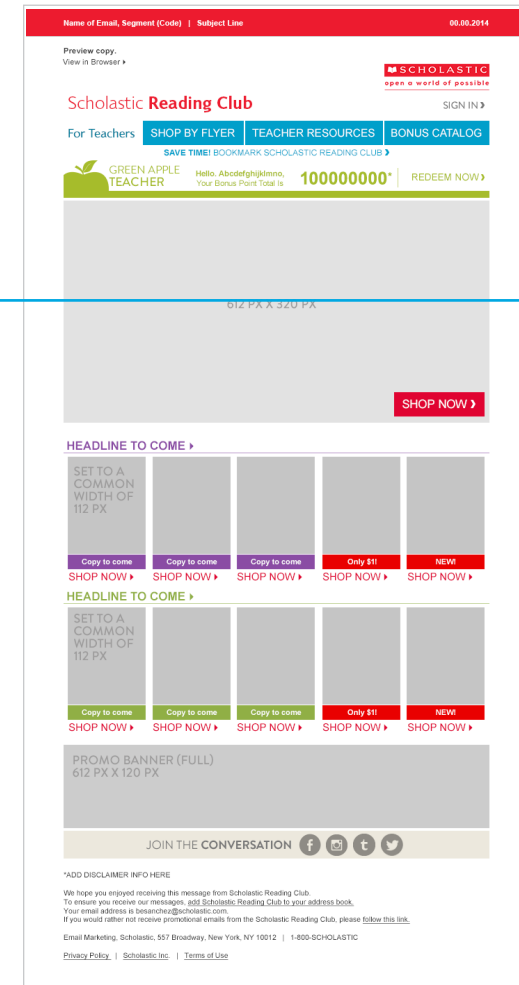
Download Master Artwork

[Email Marketing Master Template \(.zip\)](#)

Newsletter Email Template



Marketing Email Template



Above the fold

Blogs

Blogs

If a product needs a new template designed, please contact Daisy Kim.

Daisy Kim
212-389-3490
DKim@Scholastic.com

Education Blog

SCHOLASTIC

EDU Our blog about education and learning

Leadership | Literacy | Math | Research & Practice | Early Learning | Family & Community

LATEST POST

Resources for National Diversity Day
by Alexandra Wladich • October 2nd, 2014

VISIT SCHOLASTIC EDUCATION >

Search

Subscribe to Our Latest Posts and get updates sent directly to your inbox.

enter your email

Send Me Updates

FOLLOW US

Scholastic News Kids Press Blog

SCHOLASTIC

News Kids PRESS CORPS

Reporters' Notebook

HOME | MEET THE KID REPORTERS | SCHOLASTIC CLASSROOM NEWSBREAK

CLASSROOM NEWSBREAK®

Walking-on-Icicles
by Ryan Stoltz • February 27, 2015

Our Kid Reporter visits a real-life ice castle.
Since the 2013 debut of the movie Frozen, all things icy have become intriguing to kids. But for Brent Christensen, creating winter wonderlands is nothing new.

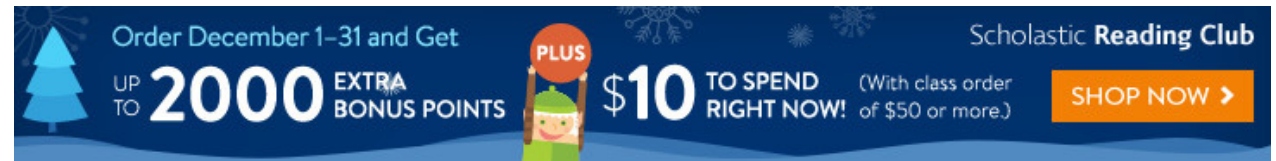
Video player showing a child in winter gear standing in a snowy landscape.

Online Touts and Banners

scholastic.com

Because the Red Bar is already displayed on scholastic.com, the Red Bar Logo should not be displayed on touts and promos that are created to exist on official Scholastic websites. It is preferred that the word "Scholastic" is included on all touts.

scholastic.com



Leaderboard 728 x 90 px

The Red Bar Logo is preferred; however, a product logo, that includes the word "Scholastic", may be incorporated according to marketing requirements.



Vertical Rectangle 650 x 285 px

The Red Bar Logo is preferred; however, a product logo, that includes the word "Scholastic", may be incorporated according to marketing requirements.



Medium Rectangle 300 x 250 px

Only include the product logo. The word Scholastic is sufficient.

Online Touts and Banners

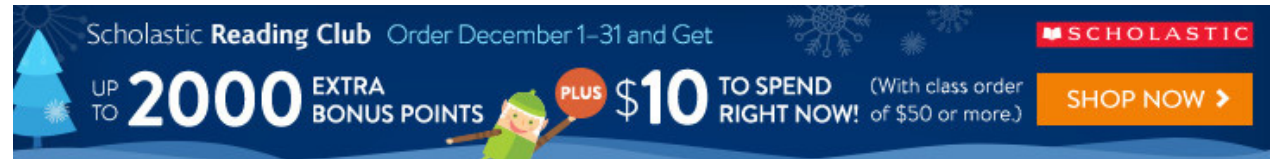
External Sites

The Red Bar Logo should always be present on touts and promos that exist outside of scholastic.com. The Red Bar must never bleed, and must have the standard 200% safe area.

Exception: Red Bar Logo Placement on Digital Touts

The Red Bar may be displayed in a dynamic relation to messaging on online touts in which space is limited and the centering of the logo diminishes ability to display product messaging.

External Sites



Leaderboard 728 x 90 px

Always include the Red Bar Logo in touts for external sites. Product logos may also be included, depending on marketing requirements.



Medium Rectangle 254 x 113 px

Always include the Red Bar Logo. Product logo may also be included.



Medium Rectangle 300 x 250 px

Always include the Red Bar Logo. Product logo may also be included.



Vertical Rectangle 240 x 400 px

Use the Knockout version if the Red Bar becomes distracting to the product message, or if the target market or partnership requires a subtle logo presence.

Online Touts and Banners

Exception: Widths between 120 & 160

When the provided width is between 120 and 160 pixels the Scholastic Red Bar may occupy the entire width of its container with no margins or padding. It may bleed at the bottom and sides.

Exception: Thumbnails/Buttons

When the provided width is less than 120 pixels, do not apply the Scholastic Red Bar. Instead, the word "Scholastic" should be used whenever possible.

External Sites



Tower 120 x 600 px

Use the Red Bar Logo when given width is 120 px or more.



Button 70 x 70 px

Do not use the Red Bar Logo when given width is smaller than 120 px.



Don't

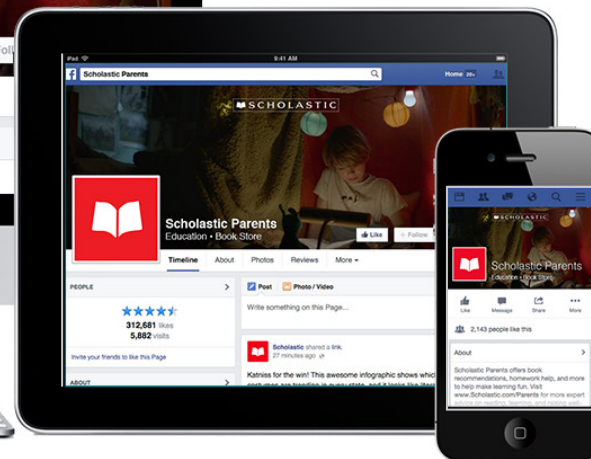
Apply Scholastic Red Bar
Logo less than its
minimum size

Usage Examples by Social Media Platforms

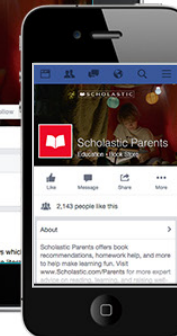
Facebook



Scholastic Parents Facebook
Large Displays



Scholastic Parents Facebook
Tablet

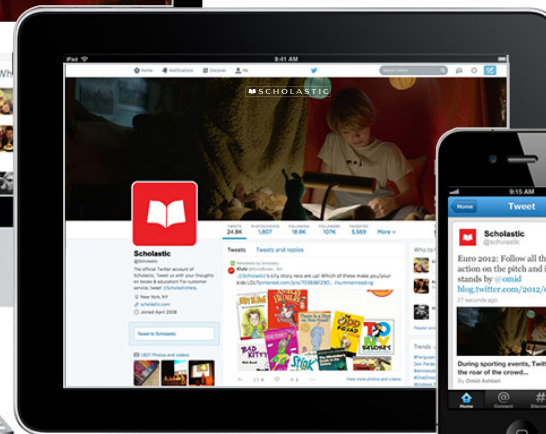


Scholastic Parents Facebook
Small Mobile

Social Media Examples
Twitter



Scholastic Twitter
Large Displays

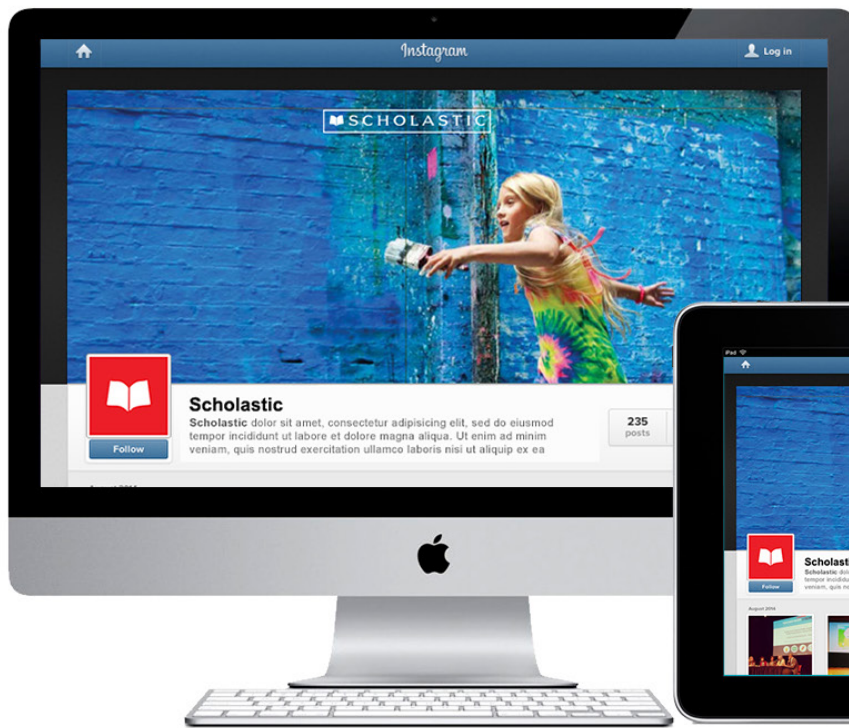


Scholastic Twitter
Tablet

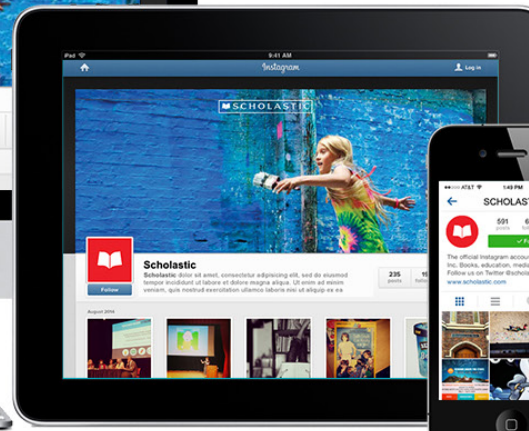


Scholastic Twitter
Small Mobile

Social Media Examples
Instagram



Scholastic Instagram
Large Displays

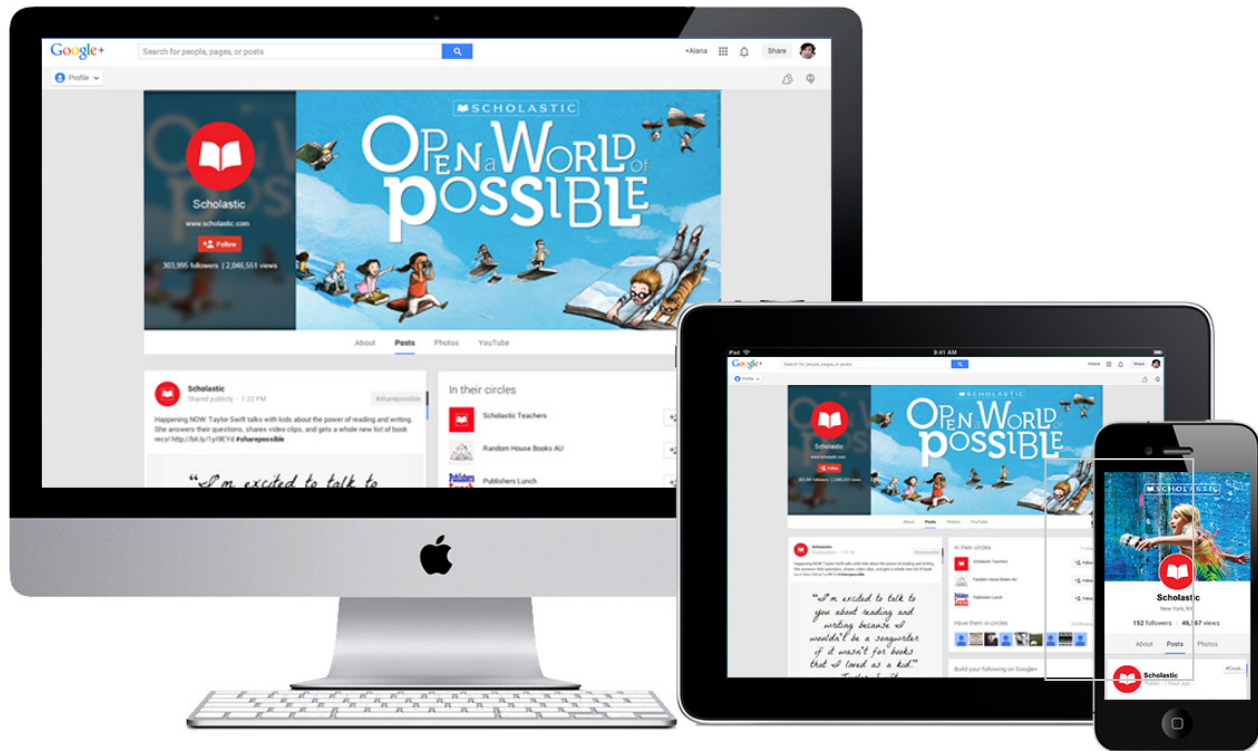


Scholastic Instagram
Tablet



Scholastic Instagram
Small Mobile

Social Media Examples
Google Plus



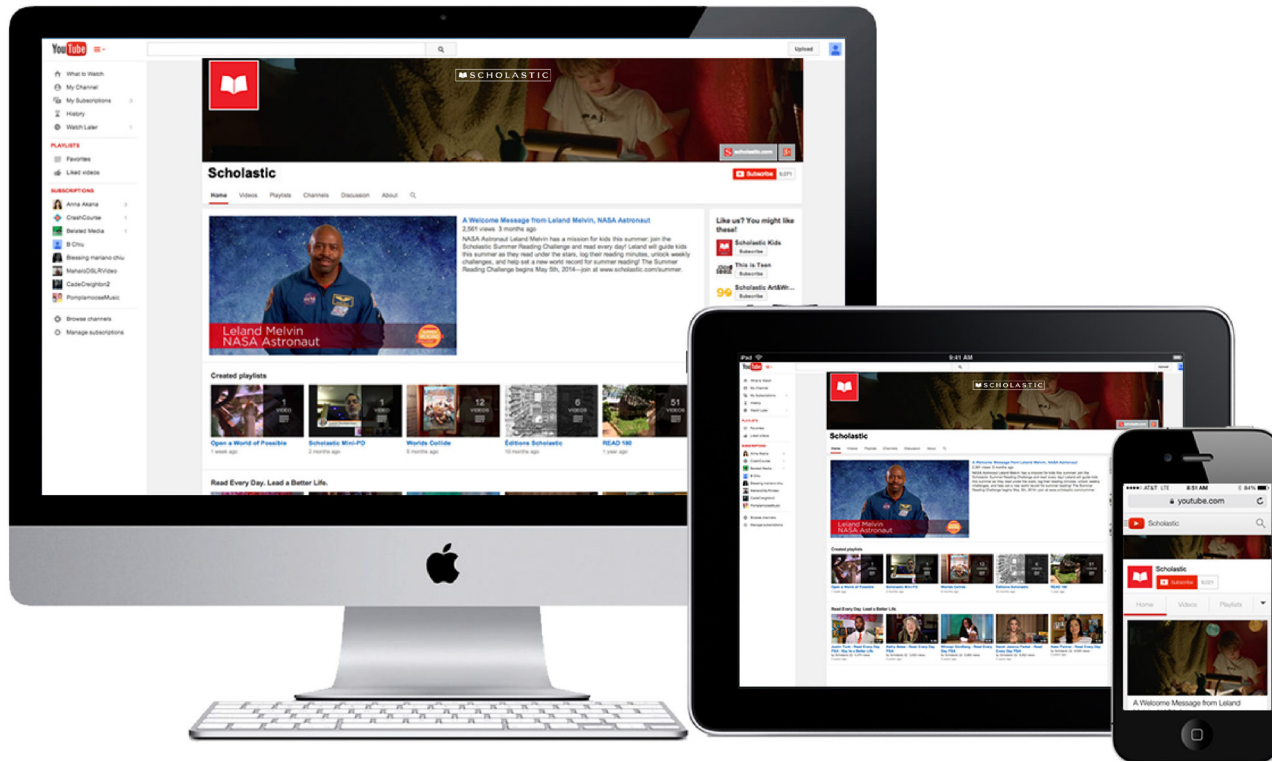
Scholastic Canada
Google Plus
Large Displays

Scholastic Cannada
Google Plus
Tablet

Scholastic Cannada
Google Plus
Small Mobile

Social Media Examples

YouTube



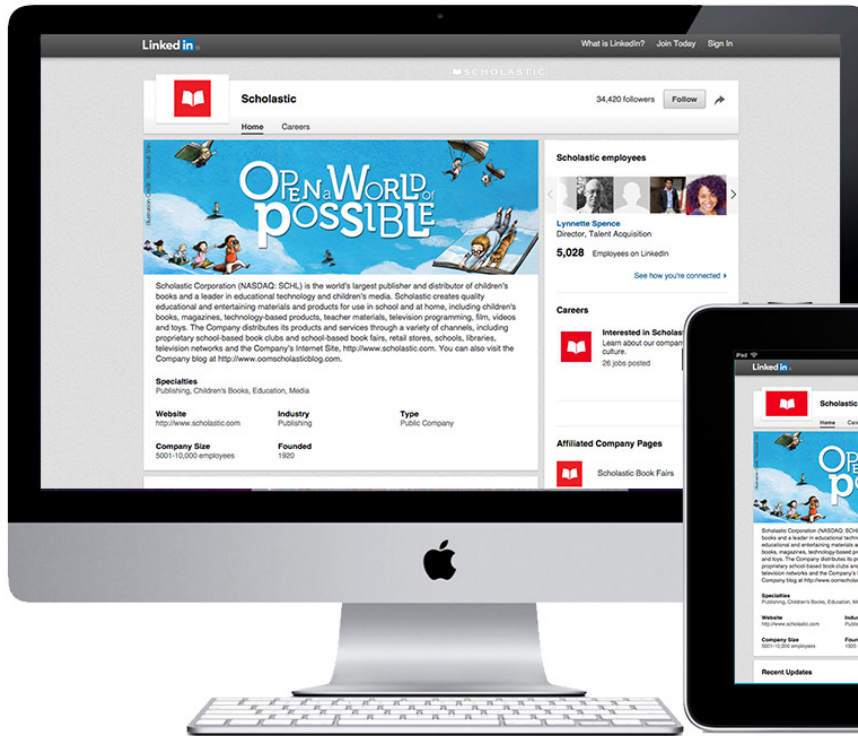
Corporate YouTube
Large Displays

Corporate YouTube
Tablet

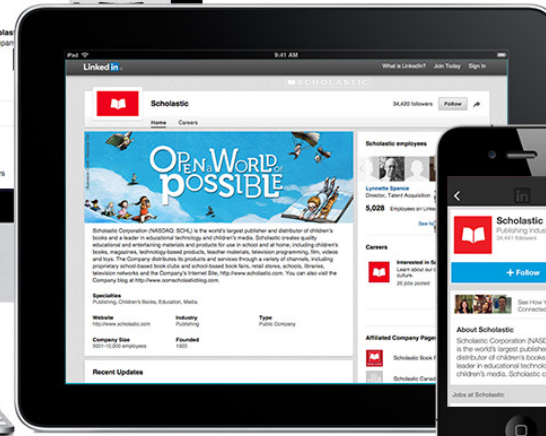
Corporate YouTube
Small Mobile

Social Media Examples

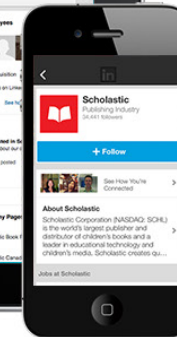
LinkedIn



Scholastic LinkedIn
Large Displays



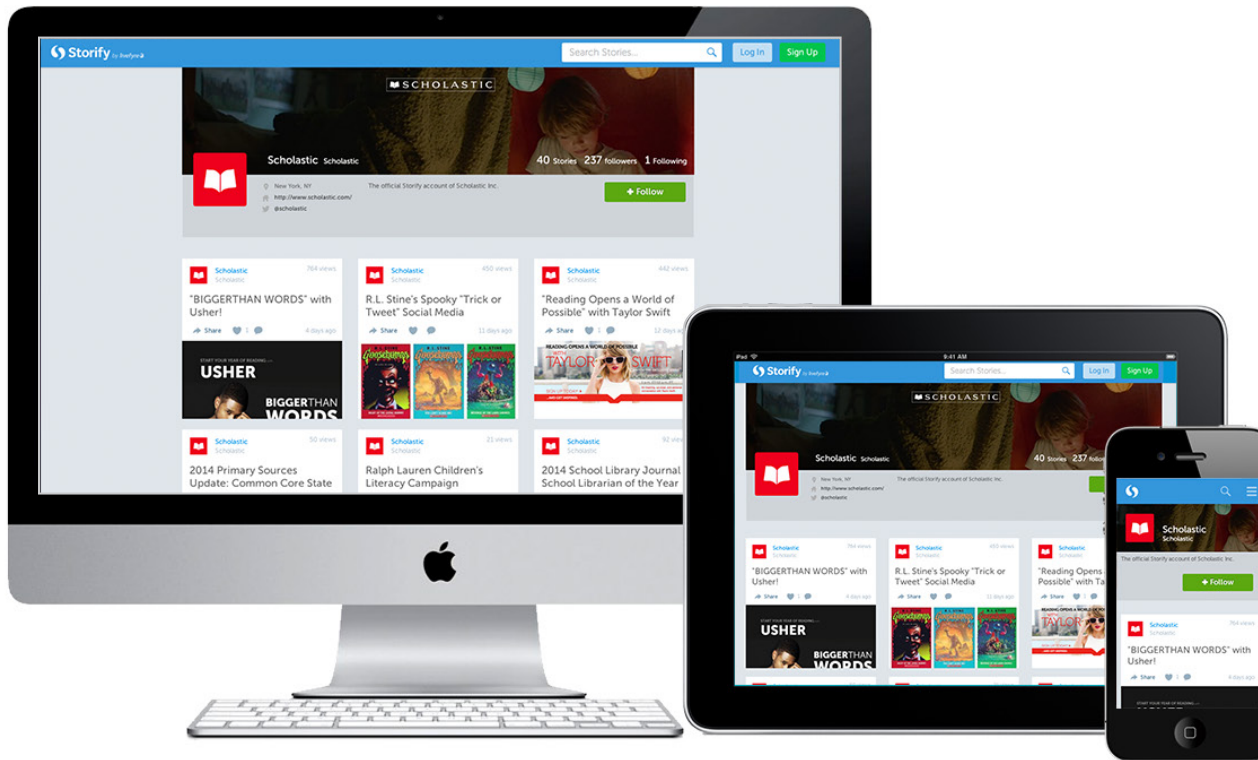
Scholastic LinkedIn
Tablet



Scholastic LinkedIn
Small Mobile

Social Media Examples

Storify



Scholastic Storify
Large Displays

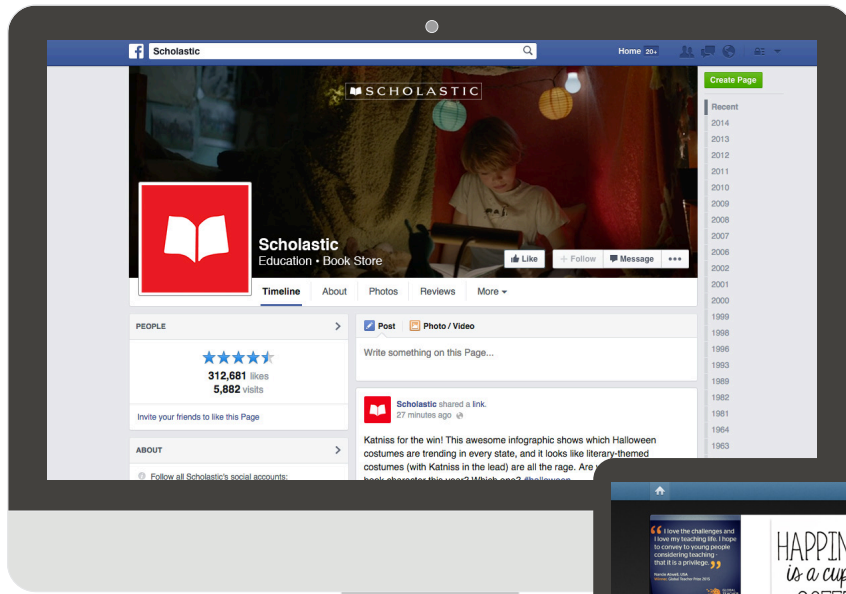
Scholastic Storify
Tablet

Scholastic Storify
Small Mobile

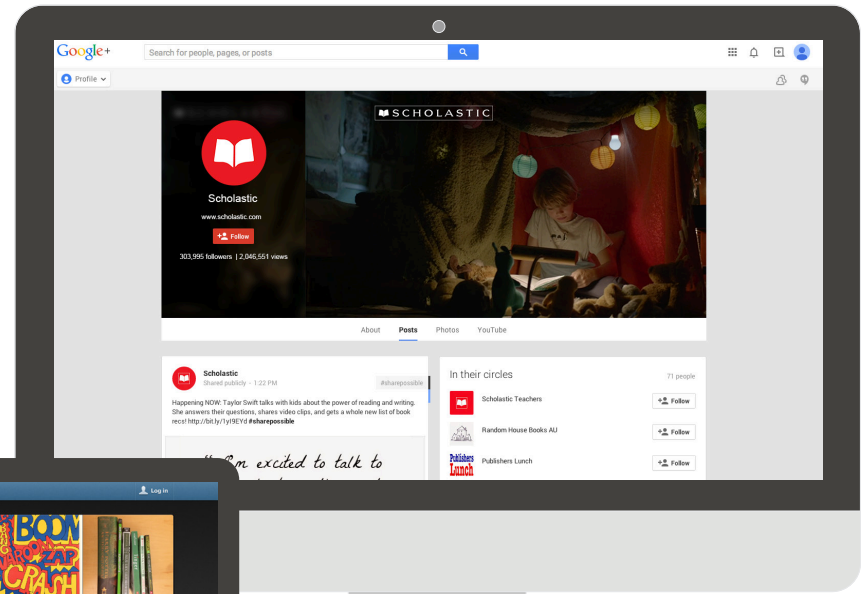
Usage Examples by Divisions

Usage Examples

Corporate



Corporate Facebook
Large Displays



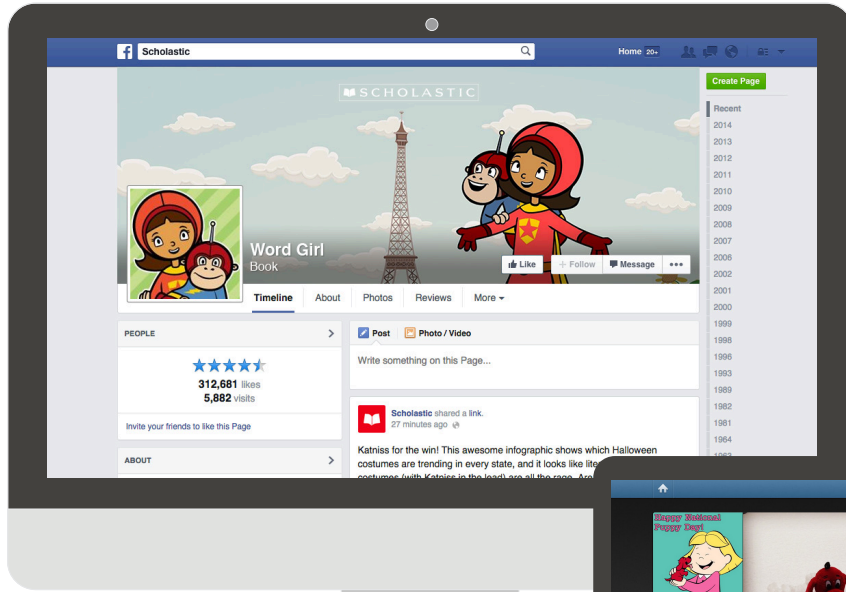
Corporate Google +
Larger Displays



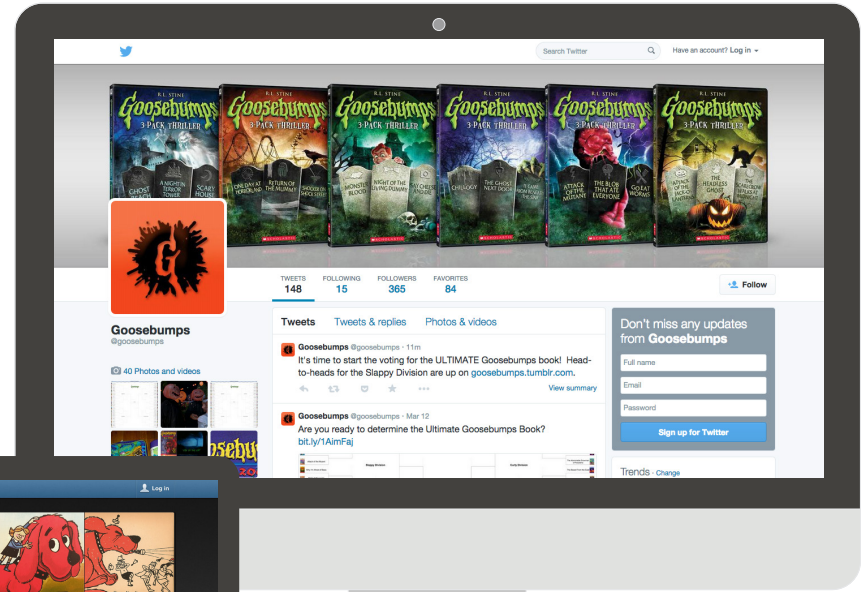
Corporate Instagram
Medium Displays

Usage Examples

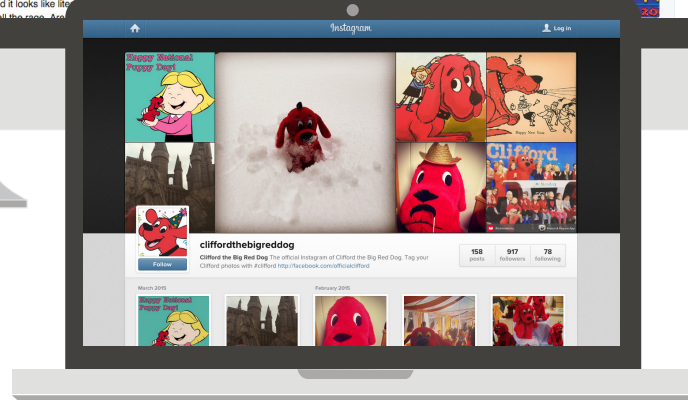
Trade Properties



WordGirl Facebook
Large Displays



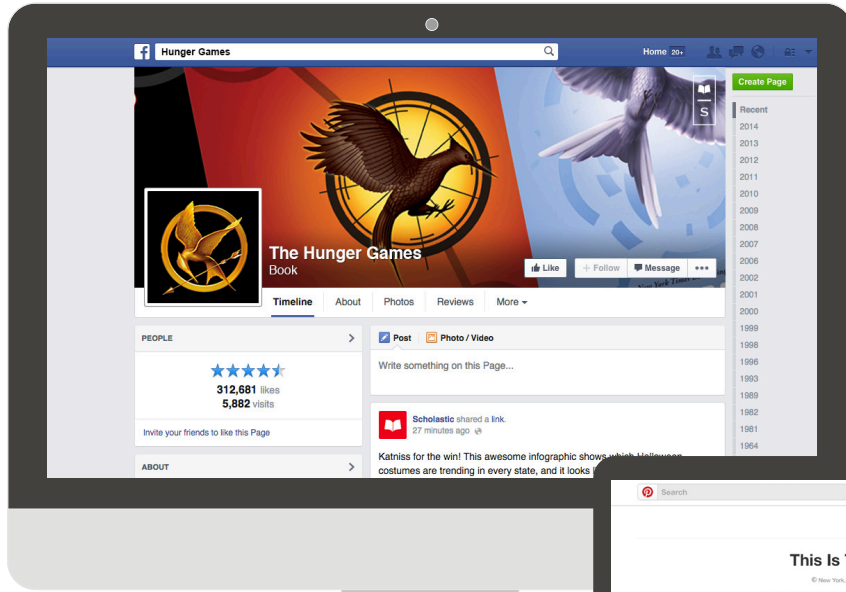
Goosebumps Twitter
Large Displays



Clifford Instagram
Medium Displays

Usage Examples

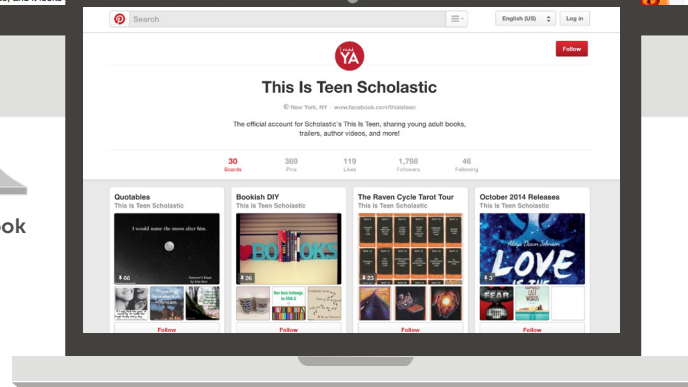
Young Adult



Hunger Games Facebook
Large Displays

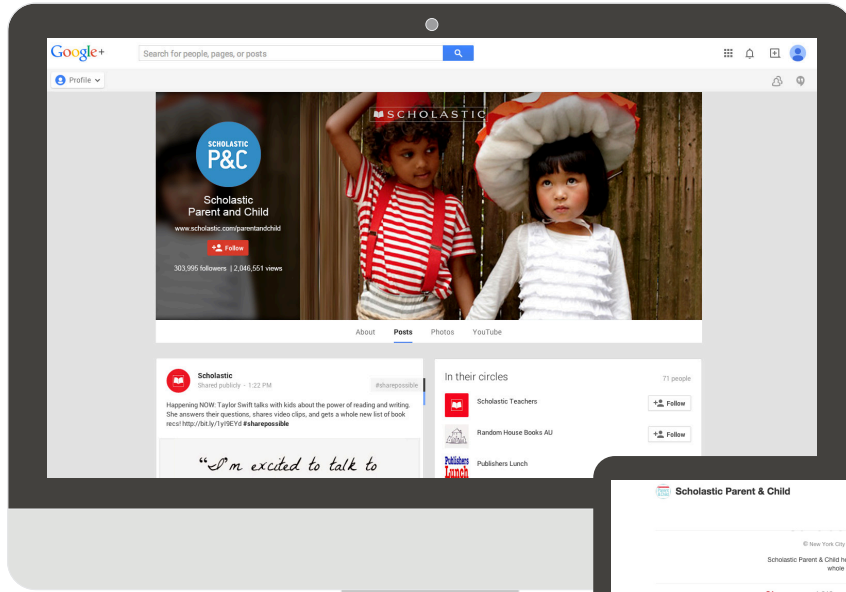


This is Teen Twitter
Medium Displays



This is Teen Tumblr
Small Mobile

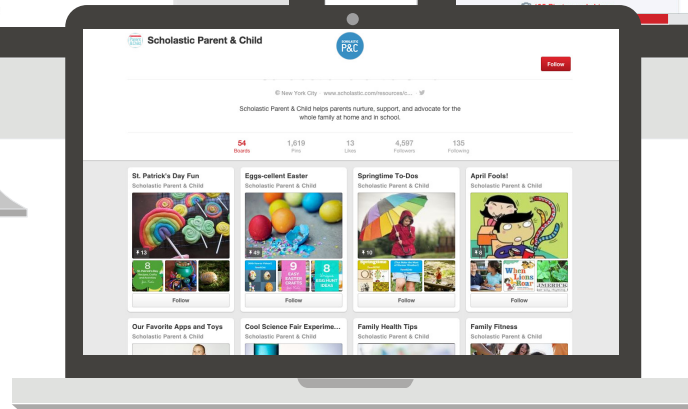
Usage Examples Magazine



Scholastic Parent & Child Facebook
Large Displays



Scholastic Parent & Child
Large Displays



Scholastic Parent & Child
Medium Displays

Magazines

The Scholastic Red Bar Logo is used as a major component of the logos and cover designs of our magazines. The relationship between the Red Bar Logo and other elements of the magazines name are treated differently in some cases due to trademark considerations.

Red Bar Logo Lock-ups

When Scholastic is part of the trademarked name of the magazine, the Red Bar is used as part of a logo lock-up. The elements of these lock-ups stay in consistent proportion regardless of the size in which the lock-up is used

Logos without the Red Bar Logo/Proper Legal Trademark

The scholastic Red Bar Logo must appear separate and at a safe distance from the Instructor logo. Scholastic legal will advise of the proper distance and of the trademark notice a product must contain.

TBD

In Metric System
1.5" = 38.1 mm
2.5" = 63.5 mm

Catalogues

Scholastic's catalogues reach into schools, libraries and homes. They can be a powerful means of promoting our brand. The Scholastic Red Bar and other branding elements should be given prominence.

Scholastic Red Bar Logo and Open a World of Possible Logo Placement

The Red Bar Logo should be 1/3 the width of the front cover. It must be centered horizontally and base aligned sitting 0.25 inches from the cover's top or bottom edge.

On the back cover, preferred placement of the Open a World of Possible Lock-up is centered horizontally, base aligned 0.25 inches from the bottom edge.

Spines

The Mini Bar Logo should be used on spines when spines are more than xxxx width.

TBD

In Metric System
1.5" = 38.1 mm
2.5" = 63.5 mm

1. The Red Bar Logo is placed directly above the Name, with 0.25 inch margins between the Red Bar Logo and the Name. The Red Bar should 3 inches wide, proportionally; the Name should be the same width.

2. The Red Bar Logo is placed above the name with 0.25 inch margins between the Red Bar Logo and the Name. The Red Bar should proportionally $\frac{1}{3}$ the size of the Name, which stretches across the top of the magazine. The Red Bar can either be shifted 0.5 inch inward from the Name's edge, or centered on the page.

Scholastic Brands

Untrademarked Logos

New Product and Property Logos: Preferred w/out Red Bar Logo

Creating clear brand hierarchy: Scholastic Red Bar Usage in product and property logos and lockups

To avoid duplication of the Scholastic Red Bar on medium and to create a clear brand hierarchy, it is preferred that new product names are strong enough to stand alone without the use of the word "Scholastic" or the use of the Scholastic Red Bar Logo for trademark purposes.

Logos using the Scholastic Red Bar Logo, Not Trademarked

For existing products that incorporate the Scholastic Red Bar Logo or the word "Scholastic" as part of its mark but are not trademarked, .

The Scholastic Red Bar Logo (per guidelines) should appear on all Scholastic products.

**Note: Please consult legal about removal of the the Scholastic Red Bar Logo. For some established brands this may not be recommended by counc*

Preferred



Always use with



Version of product logo without the Red Bar Logo

Alternate



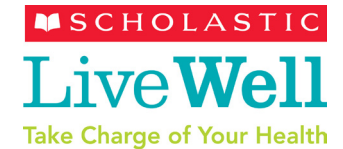
Version of product logo with the Red Bar Logo



Always use with



Version of product logo without the Red Bar Logo



Version of product logo with the Red Bar Logo