

## TYPOGRAPHY

We want reading to be fun and approachable, so we use typefaces with simplicity and legibility of form.

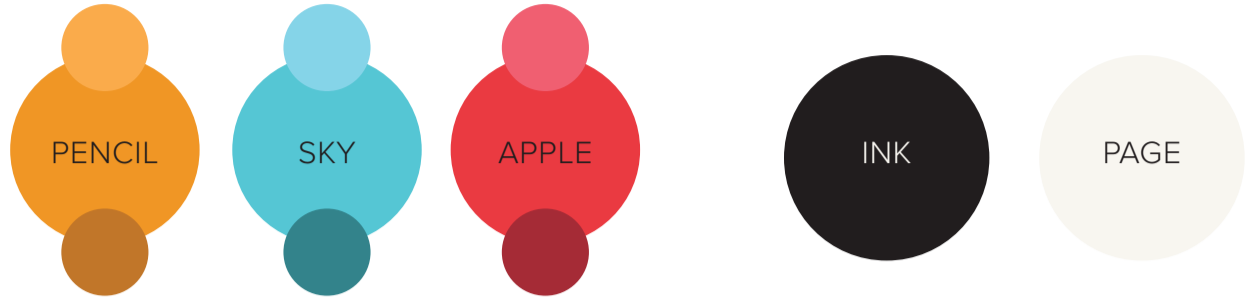
## Fredoka One Headlines

### Proxima Nova Medium Subheader

Proxima Nova Regular or Light Body Copy  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut

## COLOR

Our color palette is based on a triad of bold primaries, which complement our focus on learning a fundamental skill. In addition to the primary hues, we use ink and page for maximum contrast.



Our primary hues are used to denote challenge level. Blue indicates activity which takes place in the reader's Zone of Proximal Development.



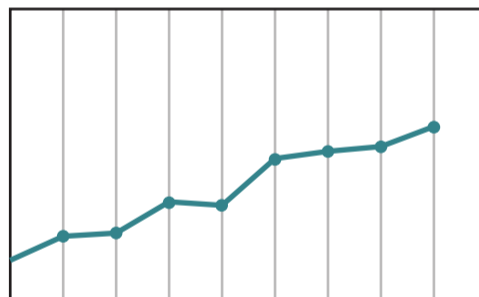
## ILLUSTRATION & ICONOGRAPHY

As with our letterforms, our illustrations and icons are based around clean, basic shapes. Rounded corners feel friendly to our primary audience. We lean towards outlined, iconic in our visual style. This approach is more universal, and suggests the shared imagination and understanding that is gained through reading.



## DATA VISUALIZATION

Quantitative data is represented in box gridded because it constitutes fixed points of information. Qualitative data is displayed in open-sided charts to convey flexibility and fluidity.



QUANTITATIVE

STRENGTHS	STRUGGLES
ACCURACY	"GHT" ENDINGS
SIGHT WORDS	IRREGULAR VOWELS
2 SYLLABLES	3 SYLLABLES

QUALITATIVE

## BUTTONS & CTAS

We use a rounded button to match our illustration style. A similar convention is used for word bubbles and callouts. Color may vary, but primarily uses text in page white on a field of a hue shade, for maximum contrast and legibility.



## BOOKBUDDY

Book Buddy is a round, friendly pal. When represented in illustration, a straight on view is preferred. BookBuddy may feature a gradient glow, or may be represented flat.

