



The Partner Marketing Guide describes the core elements of MetaMetrics identity system and provides guidance on how to apply them. It is intended to be a quick reference for using the names, symbols and associated products and services of the following:

- The Lexile Framework® for Reading
- The Quantile Framework® for Mathematics
- MetaMetrics®, Inc.

For additional information, logo files or other inquiries, please contact Eric Zurowski, Marketing Manager, MetaMetrics, Inc., at 919-547-3453 or ezurowski@Lexile.com.

The Lexile Framework® for Reading

Definition: The Lexile Framework for Reading

The Lexile Framework® for Reading is a scientific approach to measuring reading ability and reading materials. The Lexile Framework includes a Lexile® measure and the Lexile scale. A Lexile measure represents both the difficulty of a text, such as a book or article, and an individual's reading ability. Lexiles are expressed as numeric measures followed by an "L" (e.g., 850L), and are placed on the Lexile scale. The Lexile scale is a developmental scale for measuring reader ability and text difficulty ranging from below 200L for beginning readers and beginning-reader materials to above 1700L for advanced readers and materials. Knowing the Lexile measure of a reader and the Lexile measure of a text helps to predict how the text matches the reader's ability—whether the text may be too easy, too difficult or just right. All Lexile products, tools and services rely on the Lexile measure and the Lexile scale to match reader and text.

Marketing Description: The Lexile Framework for Reading *(about 100 words)*

The Lexile Framework® for Reading is a scientific approach to reading measurement, providing a common scale for matching reader ability and text difficulty. The Lexile Framework provides educators and parents with the confidence to choose materials that can help to improve student reading skills and monitor growth across the curriculum and at home. Recognized as the most widely adopted reading measure in use today, Lexiles® are part of reading and testing programs at the district, state and federal levels. More than 100,000 books, 80 million articles and 60,000 Web sites have Lexile measures, and all major standardized tests can report student reading scores in Lexiles. For more information, visit www.Lexile.com.

The Lexile Name

The Lexile Framework for Reading is the foundation of all Lexile products, tools and services, providing the underlying philosophical and scientific structure for everything that uses the Lexile scale and the Lexile measure. The terms *The Lexile Framework for Reading*, *the Lexile Framework* and *Lexile* are synonymous.

The complete name, *The Lexile Framework® for Reading*, must be used on the first reference. Use a capital *T* for the word *The*, and include a ® on the word *Framework*. Subsequent references can be abbreviated *the Lexile Framework* with a lowercase *t* and no ®, or simply *Lexile®*. The name *Lexile* must use a capital *L* and include a ® on the first reference.

Depending on the context, the name *Lexile* can also represent the *Lexile scale* or the actual *Lexile measure*. Please note that the Lexile scale and the Lexile measure are integral parts of The Lexile Framework and are not separate products or tools. The *Lexile scale* always uses a lower case *s*, and the *Lexile measure* always uses a lower case *m*.

Lexile Web site

The Lexile Web site must be written as *www.Lexile.com* (with a capital *L*), unless it is part of a compound URL (e.g., *www.lexile.com/news*).

Lexile Logo

The Lexile logo consists of the Lexile name in its unique design and the Lexile artwork (the “swooshes”). The logo must **only** appear in all black or reversed (white on a dark background):



The logo must always be reproduced from digital master artwork. It must never be modified in any way (i.e., do not squash, stretch or re-draw it). The logo must always appear on an uncluttered background of an appropriate color to ensure clarity. It must not be used on any background which may make it indistinct. The logo must never be used as a part of a phrase or sentence.

Lexile Tagline

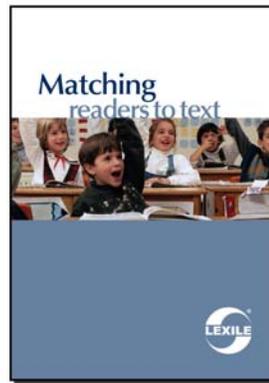
The tagline, *Matching readers to text*, reinforces the Lexile brand and should be used in all communication materials, such as corporate publications, advertising and Web sites. While use of the tagline in these instances may vary, depending on the communication and target audience, MetaMetrics encourages its use to promote consistency and add value to the overall brand.



Lexile: Matching readers to text

If the tagline is used, it must be centered directly under the logo (as shown above). The tagline can not be positioned anywhere else in relation to the logo. The proportions of the logo and tagline must remain the same. The tagline typeface is California FB.

The tagline can also be used independent of the Lexile logo (i.e., primary headline of a corporate publication). In these instances, the tagline should not be repeated under the logo (as shown below).



Logo Clear Zone

The Lexile logo must be positioned in its own clear space, apart from other images and/or text. The clear zone helps to protect the trademark status of the logo and ensures its consistent display.

Lexile Products, Tools and Services

- **Lexile Analyzer**[®] allows licensed customers to analyze text, literature and supplementary materials and generate Lexile measures. *A free, limited version is available at www.Lexile.com.*
- **Lexile Book Database** contains more than 100,000 English and Spanish fiction and nonfiction books with Lexile measures.
- **Lexile Calculator** is a free online tool for calculating text comprehension at various Lexile measures.
- **Lexile Lingos**SM measures the English vocabulary development of students for whom English is a second language.
- **Lexile Map** provides a graphic representation of texts matched to appropriate levels of reading ability.
- **Lexile Power Vocabulary**TM offers systematic and individualized vocabulary development activities to improve reading comprehension.
- **Lexile Professional Development** develops and delivers workshops to help educators implement Lexiles in the classroom and library/media center.
- **Lexile Reader/Writer** allows educators to assign material to students for reading, and then audit their reading comprehension and writing and summarization skills.
- **Lexile Reading Pathfinders** are book lists that help readers select texts that relate to particular topics within their Lexile range.
- **Lexile Vocabulary Analyzer** generates a Lexile measure for individual words, enabling educators to match vocabulary to the student's Lexile level.



Lexile Trademark and Copyright Statement

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The Quantile Framework® for Mathematics

Definition: The Quantile Framework for Mathematics

The Quantile Framework® for Mathematics is a scientific approach to measuring mathematical achievement and concept/application solvability. The Quantile Framework consists of a Quantile® measure and the Quantile scale. A Quantile measure represents the difficulty of a mathematical skill, concept or application (called a QTaxon) and a developing mathematician's mastery of the QTaxons in the areas of geometry, measurement, numbers and operations, algebra, and data analysis and probability. Quantiles are expressed as numeric measures followed by a "Q" (i.e., 850Q), and are placed on the Quantile scale. The Quantile Framework spans the developmental continuum from kindergarten mathematics through the content typically taught in Algebra II, Geometry, Trigonometry and Pre-calculus, from below 0Q (Emerging Mathematician) to above 1400Q. Quantile measures take the guesswork out of determining which mathematical skills a developing mathematician has mastered and which ones require further instruction.

Marketing Description: The Quantile Framework for Mathematics *(about 100 words)*

The Quantile Framework® for Mathematics measures mathematical achievement and concept/application solvability similar to the way The Lexile Framework® for Reading measures reader ability and text difficulty. Quantile® measures represent a student's ability to apply mathematical skills in order to solve concepts and applications in areas such as numbers and operations, geometry and measurement. Because the Quantile Framework uses a common, developmental scale to measure both mathematical achievement and task difficulty, educators can use Quantile® measures to differentiate mathematics instruction, monitor student development and forecast performance on end-of-year tests. For more information, visit www.Quantiles.com.

The Quantile Name

The Quantile Framework® for Mathematics is the foundation of all Quantile products, tools and services, providing the underlying philosophical and scientific structure for everything that uses the Quantile scale and the Quantile measure. The terms *The Quantile Framework for Mathematics*, *the Quantile Framework* and *Quantile* are synonymous.

The complete name, *The Quantile Framework® for Mathematics*, must be used on the first reference. Use a capital *T* for the word *The*, and include a ® on the word *Framework*. Subsequent references can be



abbreviated *the Quantile Framework* with a lowercase *t* and no ®, or simply *Quantile*®. The name *Quantile* must use a capital *Q* and include a ® on the first reference.

Depending on the context, the name *Quantile* can also represent the *Quantile scale* or the actual *Quantile measure*. Please note that the Quantile scale and the Quantile measure are integral parts of The Quantile Framework and are not separate products or tools. The *Quantile scale* always uses a lower case *s*, and the *Quantile measure* always uses a lower case *m*.

Quantile Web site

The Quantile Web site must be written as *www.Quantiles.com* (with a capital *Q*), unless it is part of a compound URL (e.g., *www.quantiles.com/news*).

Quantile Logo

The Quantile logo consists of the Quantile name in its unique design and the Quantile artwork (the “swooshes”). The logo must **only** appear in all black or reversed (white on a dark background):



The logo must always be reproduced from digital master artwork. It must never be modified in any way (i.e., do not squash, stretch or re-draw it). The logo must always appear on an uncluttered background of an appropriate color to ensure clarity. It must not be used on any background which may make it indistinct. The logo must never be used as a part of a phrase or sentence.

Quantile Tagline

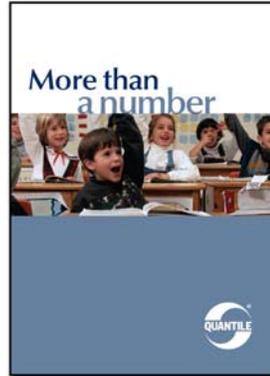
The tagline, *More than a number*, reinforces the Quantile brand and should be used in all communication materials, such as corporate publications, advertising and Web sites. While use of the tagline in these instances may vary, depending on the communication and target audience, MetaMetrics encourages its use to promote consistency and add value to the overall brand.



Quantile: More than a number

If the tagline is used, it must be centered directly under the logo (as shown on the previous page). The tagline can not be positioned anywhere else in relation to the logo. The proportions of the logo and tagline must remain the same. The tagline typeface is Franklin Gothic Book Compressed.

The tagline can also be used independent of the Quantile logo (i.e., primary headline of a corporate publication). In these instances, the tagline should not be repeated under the logo (as shown below).



Logo Clear Zone

The Quantile logo must be positioned in its own clear space, apart from other images and/or text. The clear zone helps to protect the trademark status of the logo and ensures its consistent display.

Quantile Products, Tools and Services

- **QTaxon Database** includes more than 500 QTaxons, searchable by Quantile measure, keywords, mathematics strand or state curricular standards.
- **Quantile Map** provides a graphic representation of QTaxons aligned to their appropriate Quantile strands and measures.
- **Quantile Mathematics Dictionary** is a free online dictionary of mathematical terms and concepts.
- **Quantile Professional Development** develops and delivers workshops to help educators implement Quantiles in the classroom.

Quantile Trademark and Copyright Statement

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MetaMetrics, Inc.

About MetaMetrics, Inc.

A Jackson Stenner, Ph.D. and Malbert Smith III, Ph.D. founded MetaMetrics®, Inc. with the first of five Small Business Innovation Research grants from the National Institutes of Health. Dating back to its founding in 1984, MetaMetrics has focused on “bringing meaning to measurement”—developing new ways of matching students to appropriate instructional material in order to foster better educational practices and improve learning. The company’s more than 15 years of research in reading comprehension culminated in The Lexile Framework® for Reading, a common, scientific scale for measuring reader ability and text difficulty. In 2004, MetaMetrics launched The Quantile Framework® for Mathematics, a common, scientific scale for measuring student mathematical achievement and concept/application solvability. MetaMetrics is a privately-held educational measurement firm based in Durham, N.C. The company licenses test methods and measures, delivers professional development instruction and offers customized consulting services.

Marketing Description: MetaMetrics, Inc.

MetaMetrics®, Inc. developed The Lexile Framework® for Reading and its companion scale, The Quantile Framework® for Mathematics. The Lexile Framework provides a common scale for matching reader ability and text difficulty, enabling teachers and parents to choose materials that can help to improve student reading skills and monitor literacy across the curriculum and at home. Recognized as the most widely adopted reading measure in use today, Lexiles® are part of reading and testing programs at the district, state and federal levels. More than 100,000 books, 80 million articles and 60,000 Web sites have Lexile measures, and all major standardized tests can report student reading scores in Lexiles. Launched in 2004, Quantiles® measure student mathematical achievement and concept/application solvability similar to the way Lexiles measure reading proficiency. The Quantile Framework represents a student’s ability to think mathematically in a taxonomy of mathematical skills, concepts and applications. The Quantile strands—Geometry; Measurement; Numbers and Operations; Algebra/Patterns & Functions; and Data Analysis & Probability—integrate and align with the strands described by the National Council of Teachers of Mathematics (NCTM). For more information, visit www.Lexile.com or www.Quantiles.com.

The MetaMetrics Name

The complete name, *MetaMetrics®, Inc.*, must be used on the first reference and include a ®. Subsequent references can be abbreviated *MetaMetrics* with no ®.

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