



Stern Center
for Language and Learning

Brand Guidelines

Brand Logo

Our wordmark builds on our history and focuses on language and learning. Our icon is visually impactful and approachable, signifying learning and growth.



Primary Logo

The logo has two formats—centered and horizontal—to accommodate different layouts.

Use the logo on all forms of communication, including anything we produce and partners' pages and collateral. Always lead with our logo on covers and in primary applications.

The horizontal and vertical logo can also be used in one color (black) or dropped out of a solid color to appear white.



Stern Center
for Language and Learning



Stern Center
for Language and Learning



Stern Center
for Language and Learning



Stern Center
for Language and Learning



ICON

Icon Colors

The icon can appear in teal, black, or, when appropriate, magenta or periwinkle blue. It can also be dropped out in white against our primary solid colors and black.



Logo Don'ts

Always use the approved version of the logo. Do not stretch, change colors, use a background that conflicts with the logo, or create new versions.

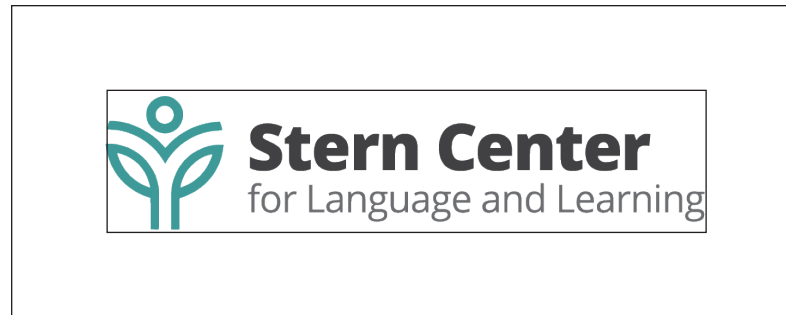
What you see here is not a comprehensive list of don'ts. These are a few examples of how not to change the logo.



Logo Safe Area

It is important to have space around the logo to ensure that it looks good and is easily visible without other objects distracting from it.

The space around the logo should equal the height of the words in the logo.



Secondary Identity Placement

When using secondary identities, Stern Center for Language and Learning should appear larger and precede the secondary identity.



Stern Center for Language and Learning | Lead to Read



Slide Examples



Primary and Secondary Colors

We use our primary colors—teal, magenta, and periwinkle blue—in a specific hierarchy. Teal is used in our logo and represents the entire organization, including our services for learners and families. It reinforces the Stern Center brand and should be woven through all materials. Magenta is used to represent our professional learning opportunities for teachers. Periwinkle blue is used with our services for schools and districts.

Secondary colors can be used in publications as accent colors.

PRIMARY



PMS = 126-14
RGB = 27, 127, 129
CMYK = 84, 33, 47, 8
HEX = #1b7f81



PMS = 83-15
RGB = 171, 72, 150
CMYK = 35, 86, 3, 0
HEX = #ab4896



PMS = 102-5
RGB = 113, 125, 200
CMYK = 59, 51, 0, 0
HEX = #717DC8

SECONDARY



RGB = 252, 205, 0
CMYK = 0, 16, 95, 0
HEX = #ffcc00



RGB = 179, 198, 53
CMYK = 35, 7, 100, 0
HEX = #b3c635



RGB = 13, 67, 87
CMYK = 95, 66, 46, 34
HEX = #0d4357



Gradients

#1b7f81	80%	60%	40%	20%
#ab4896	80%	60%	40%	20%
#717Dc8	80%	60%	40%	20%
#242E35	80%	60%	40%	20%
Black	80%	60%	40%	20%



Website Palette

Our website colors have a range of tones. These colors conform to the Web Content Accessibility Guidelines (WCAG), allowing individuals with low vision to see copy or images on a screen.

PRIMARY	SECONDARY	
#1b7f81	#cee8e8	#e6f3f4
#1b7f81	#913e80	#1f3e8f3
#1b7f81	#656d94	#717dc8
#1b7f81	#EEEEEE	#f8f8f8



Typography

We use Open Sans and Freight Text Pro typefaces in our collateral, marketing, website, and social media posts. Please use these two typefaces whenever possible. When using Freight Text, use only the regular weight and not bold.

Depending on context and layout, headlines and subheads can be set in either Open Sans or Freight, however, body copy should always be set in Open Sans. For readability, the size of body copy should never be set in any size smaller than 9 pt.

If you do not have access to typefaces, use:

Open Sans can be replaced with Calibri

Freight Text Pro can be replaced with Georgia

OPEN SANS

Ovit, tem faceste dis mos volor min pelis dem et qui oditata quatatum et ad ex eos do

expernatat magnam endae. Cietur, sant, id mosanda dolendam utem duci int am as eicium

ape si rem aut harum quae veliquis quoste eriorit, eos esed ut laut mintiam cones aci ipsa cor sum rectatio ernam

d icipsant am vendae consed ut accatecus atecte

FREIGHT TEXT PRO

Ovit, tem faceste dis mos volor min pelis dem et qui oditata quatatum et ad ex eos dolese eressinvendi

audiae quate nobisqui idem net expernatat magnam endae. Cietur, sant, id mosanda dolendam utem duci i

nt am as eicium excerib usdae. Dis et fugiandi dolorrum ape si rem aut harum



Our Tagline

The brand tagline reflects our history and lets people know why we do what we do.

“Because all great minds don’t think alike.”



Brand Strategy

Brand is more than just our name and logo. It is who we are, what we do, and why we do it.



Our Vision

We strive to make a positive difference through our work for students, families, teachers, schools, education leaders, and communities. Founded in 1983, we have a proud history of aligning the practices we embrace in evaluation, teaching, and curriculum to research in neuroscience. We are dedicated to expanding the power of learning, nurturing diverse minds, turning potential into reality, and making communities stronger.

“Every learner deserves to feel valued confident, and successful in the classroom and beyond.” — Carrie Alexander



Whom We Serve

LEARNERS & FAMILIES

We teach learners, embracing the belief that all great minds don't think alike. We engage students in one-on-one learning to support success in reading, writing, math, organization, time management, and more.

We help people of all ages learn about social communication, supporting their understanding of interactions with others and providing opportunities to practice individually or in social learning groups, with guidance from our team of autism experts and speech-language pathologists.

“Our daughter is more confident, feels better about herself as a learner, and is much more successful in school. These are the kinds of outcomes Stern Center delivers. It’s an investment in your child’s future.” — Parent



Whom We Serve

TEACHERS AND SCHOOLS

We inspire teachers by providing engaging, timely, relevant professional learning to individuals, school teams, and whole districts. Educators trust us to know the research on what really works to build learning environments where everyone can thrive—and to empower them with an understanding of why those approaches work.

Our structured literacy commitment comes to life through our accredited Orton-Gillingham Institute, our Wilson Language Training® partnership, and our many initiatives designed to reward the drive and curiosity of those called to teach.

“I absolutely loved this course. It solidified my understanding of students’ language development.”

— Professional Learning Participant



Powerpoint Presentations

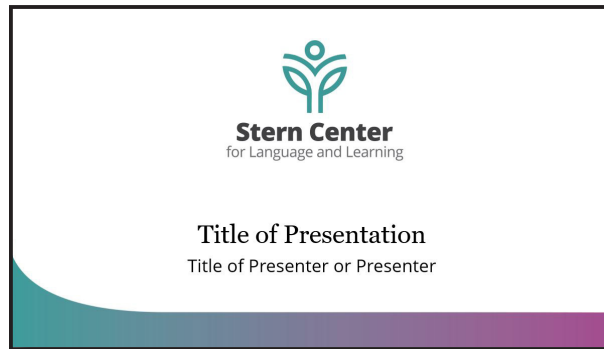
Powerpoint templates have been developed for your use and are housed on the **S Drive**. Both wide screen and standard sizes are available.

When creating presentations:

- Include one idea per slide
- Make use of the headings
- Include one essential point
- Give credit where credit is due
- Avoid clutter
- Use images to represent words to create interest

Available here:

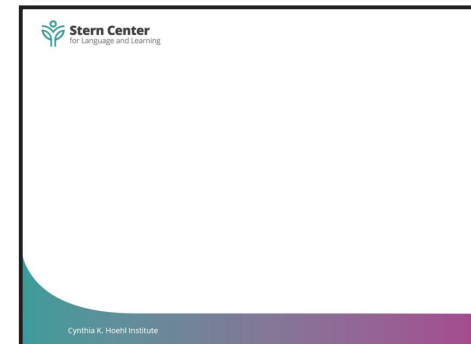
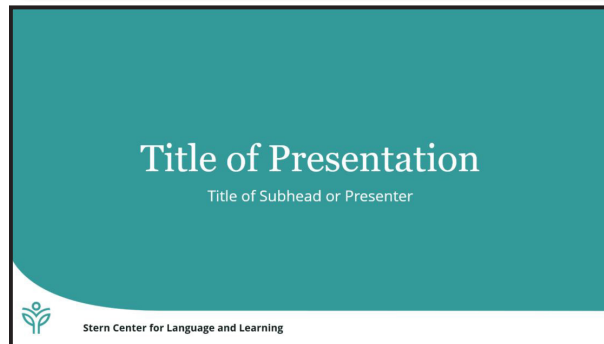
S drive/POWERPOINT TEMPLATES



Wide Screen



Standard



Collateral Examples



The Stern Center is an educational nonprofit dedicated to life-changing learning.

Here's What We Do:



We provide evaluations that detail people's strengths and challenges with learning, including any disabilities or differences. Evaluations provide insight at home, in education, in jobs, in relationships, and beyond. An evaluation from the Stern Center is created by our first-rate team of experts who are all well-versed in the science of literacy and the Orton-Gillingham Approach. With a high-quality, thorough, and supportive process of testing and consulting, Stern Center evaluations guide current and future plans for learning—and foster insight for success.




We teach learners, embracing the belief that all great minds don't think alike.

- Our experienced instruction team engages students using proven approaches, such as Orton-Gillingham, in one-on-one learning to support success in reading, writing, math, organization, time management, and more. Instruction takes place by appointment at the Stern Center, online, or at school partner sites.
- We help people learn about the understanding of interactions to practice, with guidance from pathologists.




We inspire teachers by providing learning to individuals, school team grant program makes it affordable while our virtual learning emphasizes structured literacy commitment to Gillingham Institute, and our many and curiosity of those called to teach.

Contact us about services at www.sterncenter.org




Get expert help with reading, writing, math, and more.

Contact us today! learning@sterncenter.org




Reading Instruction

Using a carefully planned, step-by-step approach, we help struggling readers develop fundamental reading skills, including phonological awareness, phonics, spelling, and reading comprehension.




Reading Comprehension

We help students grow the underlying skills that lead to deep comprehension, such as vocabulary, sentence structure, background knowledge, problem-solving, and critical thinking.



Reading Intervention

Our teachers are skilled reading instructors with years of extensive training and Orton-Gillingham certification. They provide intensive support for students with dyslexia and other learning differences.



sterncenter.org | 802-478-2332 | learning@sterncenter.org



Annual Report
September 1, 2021–August 31, 2022



Social Media Posts

