

Don't touch that dial...
**Leave
It to
'Berta**



Hello!

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Collaborative Classroom: Learning Reimagined

- * Collaborative Classroom (formally Developmental Studies Center) was founded in 1980 to research children's learning and development and to create sound professional development materials and practices for educators.
- * The organization eventually segued into publishing curriculum as a means to grow their work.
- * When 'Berta started they had no defined branding, look and feel, or product line looks. She took the lead on designing all packaging and interiors, as well as digital products.
- * Over the years, 'Berta has overseen the evolution of the organization's brand.
- * 'Berta has also designed all and digital marketing campaign materials based on the established brand and messaging

Learn more at:

collaborativeclassroom.org



The Mission

To refocus the organization's brand and messaging to better reflect classroom collaboration and community rather than a strictly literacy focus and to create overall line looks



'Berta's Role

To work closely with the Marketing and Program Development teams to craft a new logo and flexible, visually compelling campaign collateral and materials



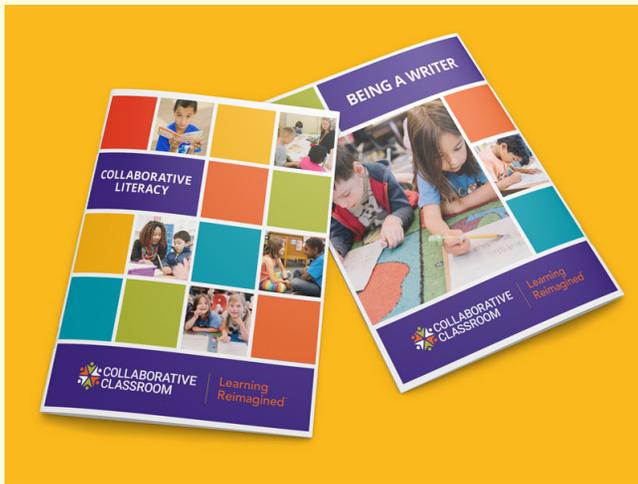
The Countdown

Conducted research, sketched, created mood boards, and collaborated with key stakeholders throughout to hone the look and feel, messaging, and product packaging

A Successful Launch!

- * The newly-minted brand and messaging and Collaborative Literacy materials were well received by the field team and by customers alike.
- * The flexible grid system of the marketing collateral allowed visually compelling campaigns, not just disparate messages and graphics.
- * Visibility for the organization was raised in the educational market and sales reached a record \$35M in 2021.





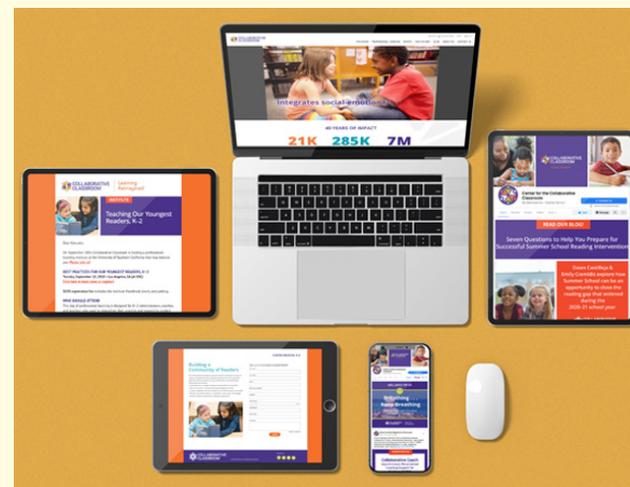
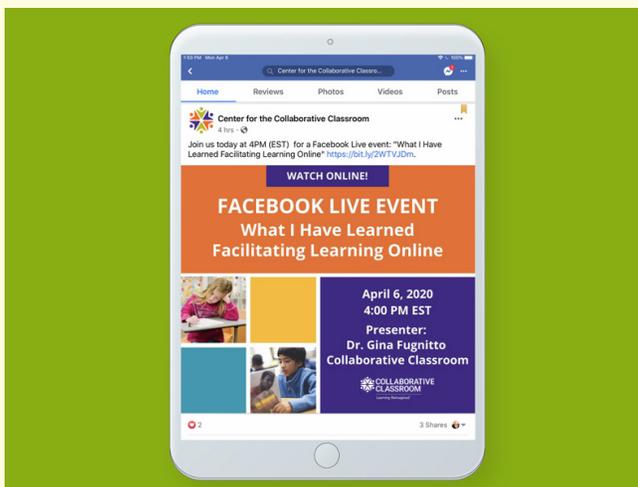
Logo Variations

The Collaborative Classroom logo can be used either by itself (main logo) or with the tagline. Below are the acceptable configurations of the logo. The main logo is to be used when a tagline is not necessary (e.g., on the front of a catalog or product covers and packaging). The logo with tagline should be used on items such as collateral, digital media, etc. The logo icon is used as an avatar on social media and as a favicon. The logo icon can also be used on book spines if space allows. Click [here](#) to access the logo files.

NOTE: If you are in doubt about which logo to use, please reach out to the Creative Director. Do not create your own modified version of the logo.

Main Logo on White		Main Logo on Purple	
Logo with Tagline Vertical on White		Logo with Tagline Vertical on Purple	
Logo with Tagline Horizontal on White		Logo with Tagline Horizontal on Purple	
Logo Icon on White		Logo Icon on Purple	

Collaborative Classroom Brand Style Guide | March 2023



COLLABORATIVE CLASSROOM | Learning Reimagined[®]

INSTITUTE

Teaching Our Youngest Readers, K-2

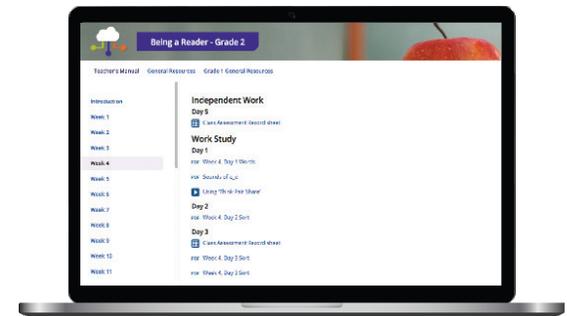
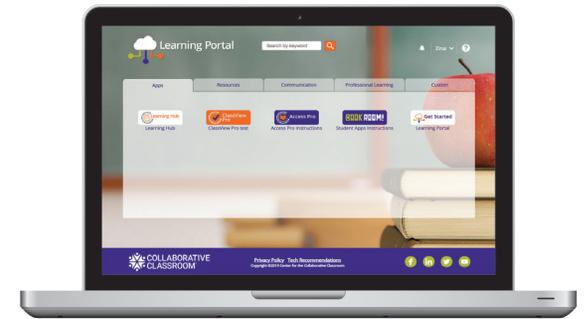
Dear Educator,

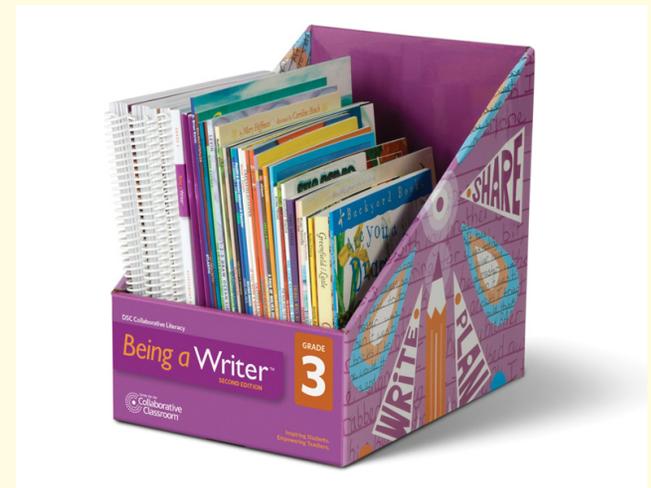
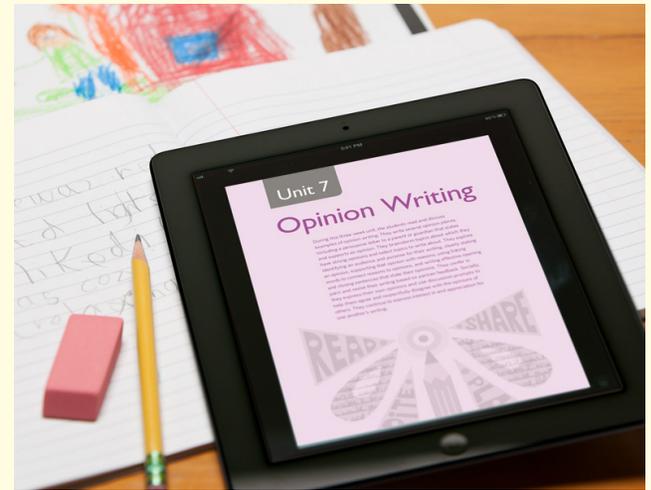
On September 18th, Collaborative Classroom is hosting a professional-learning institute at the University of Southern California that may interest you. [Please join us!](#)

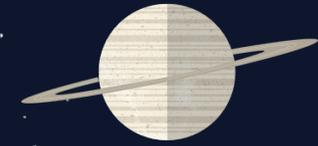
BEST PRACTICES FOR OUR YOUNGEST READERS, K-2
 Tuesday, September 18, 2018 • Los Angeles, CA (at USC)
[Click here to learn more or register!](#)

\$100 registration fee includes the Institute Handbook, lunch, and parking.

WHO SHOULD ATTEND
 This day of professional learning is designed for K-2 administrators, coaches, and teachers who want to strengthen their practice and respond to student







**Not sure how your brand
stacks up to the competition?**
**Schedule your complimentary
30-minute test flight today!**

