Amplify.
Brand guidelines
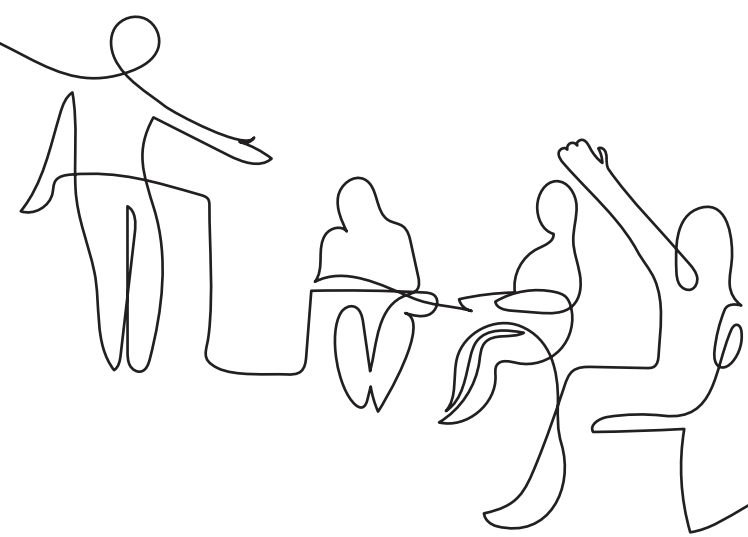
The guidelines in this document will help you understand the unique personality of the Amplify brand. They will explain how the brand system works to ensure that the look, feel and voice of what you create is consistent through all forms of communications.

How we present ourselves helps to humanize and bring the brand to life, so that our audience can immediately recognize us and remember us, much like a person.

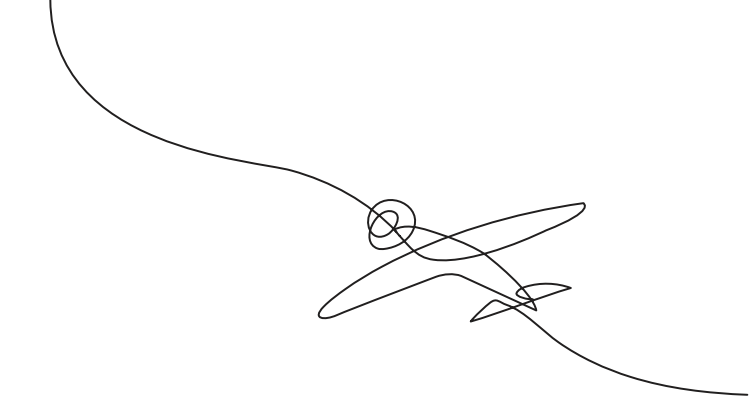Let us know if you have any questions, or if something isn't clear, by emailing brand.team@amplify.com.

Contents

1. Our brand

Amplify is both our name and our promise.

It explains what we stand for, and why anyone should care. If people ask what we do, we can simply say that we Amplify a teacher's capabilities, a student's progress, the effectiveness of education.

We end Amplify with a period because doing that creates a complete, imperative sentence. "Amplify." Rather than simply serving as a brand name, it creates an encouragement to act, using correct grammar right from the start.

We use orange because it's an approachable, warm, optimistic color. In our visual system, as you'll see, we use that warmth to highlight success, and the imperative to Amplify.

Amplify is dedicated to collaborating with educators to create learning experiences that are rigorous and riveting for all students.

We create pioneering digital products and services across assessment, curriculum and distribution platforms to transform teaching and learning.

In doing this, we will empower teachers to better help our children reach their full potential, and ensure they are prepared for the future.

We have a track record of success with a world-class team of educators and innovators who have taught, run districts, and brought digital innovation to schools.

Amplify breaks old ways of thinking and talking. We use unique personality traits to define who we are as a brand.

Optimistic.

Optimistic for a better future for students and teachers

Inventive.

Inventive because new ways are needed to change the status quo

Effective.

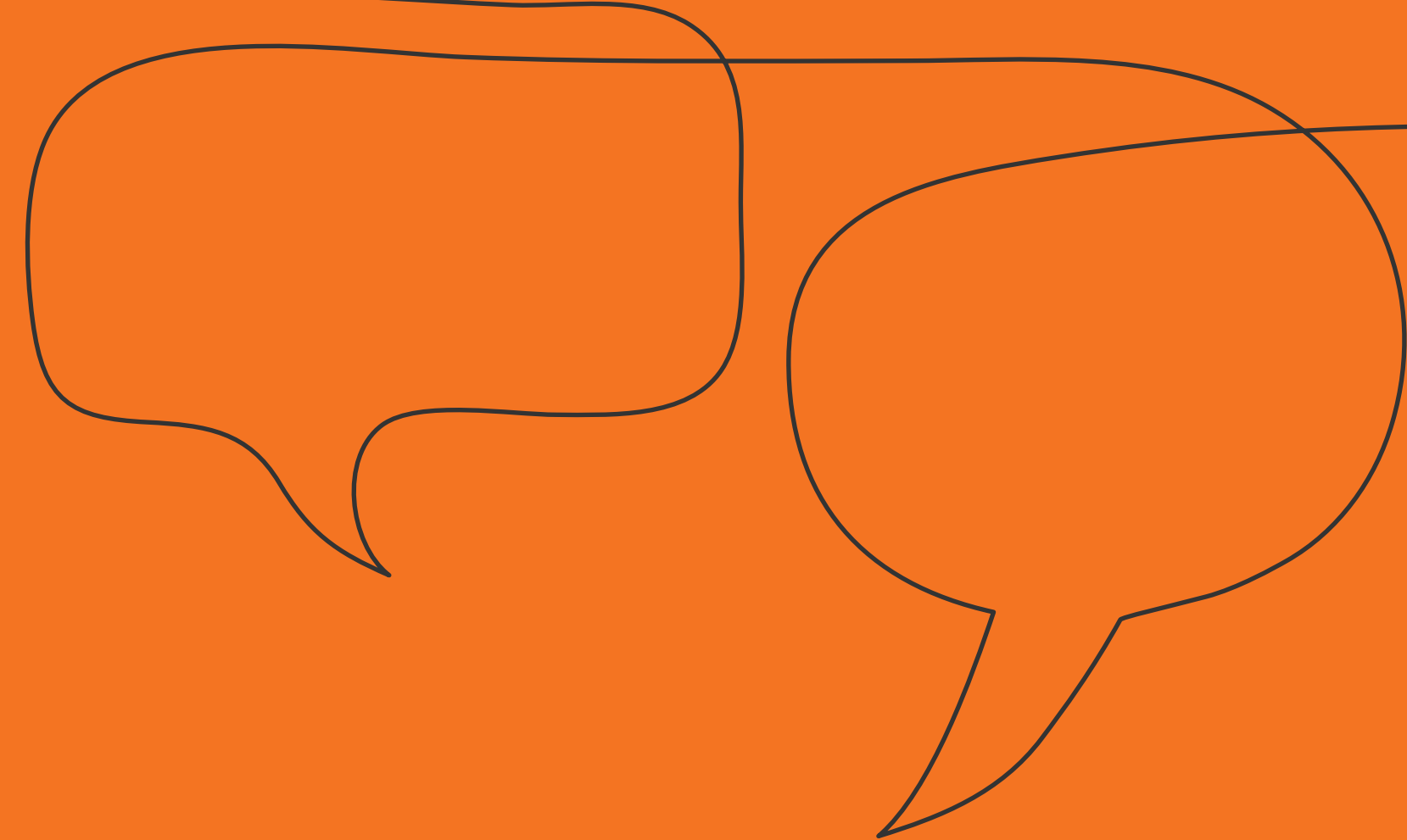Effective with an experienced and serious team to ensure solutions work

Thoughtful.

Thoughtful with creative and empathetic thinking about education

2. Our voice

Brand voice captures our unique personality and shares it with the world. Our tone of voice and the stories we tell will define our brand just as much as logos, type and graphics. It's how our customers hear us and how they remember us.

Our tone of voice is optimistic. Looking for a better way. Demonstrating transformative thinking. We speak of ourselves in terms of the impact we hope to have on the world.

But we are not dreamers: we are straightforward and practical. We are about building a real world in which digital innovation benefits the future of every child.

We are also accessible: easily understood by a broad audience, and not lapsing into jargon, acronyms or academic cliché.

2.2 Audience

While we are trying to sell to or engage administrators, partners, decision-makers, policy-makers, education influencers, parents and students, our brand and our offerings are fundamentally in support of teachers, and need teacher support to succeed.

If you need to imagine one audience, imagine your audience is a teacher. The benefits to a teacher appeal to all audiences. But remember to write in a way that is accessible and relevant to educators everywhere.

In all of our communications, the Amplify brand:

Is	Is not
Using tech to support teachers	Disruptive for the sake of disruption
Creating a two-way dialogue	Sending a one-way communication
Customized and personal	Using tech to replace teachers
Addressing root causes	Treating symptoms
Approachable	One-size-fits-all
Visionary	Intimidating
Dynamic	Arrogant
Confident	Static

When writing about Amplify, follow these rules:

1. Be human. Write as though you're a person talking to a teacher, not a company talking to a customer.

2. Avoid acronyms, jargon and business-speak wherever possible.

3. Don't be afraid of colloquial forms.

4. Use "we" and "you" where natural, rather than "Amplify" and "customers."

5. Use sentence case, including in headlines.

6. Take extraordinary care to be grammatically correct. We're an education brand, after all.

7. Follow Associated Press Style as a general rule.

3. Brand architecture
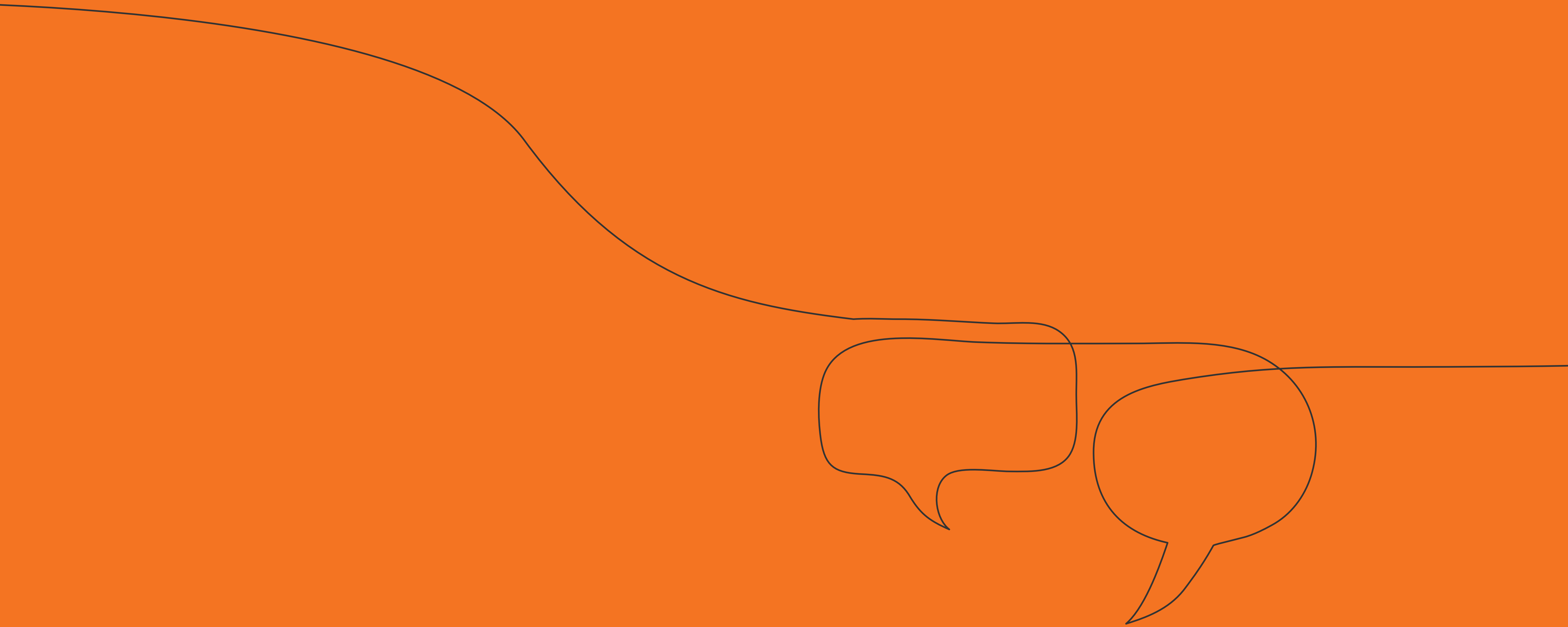
3.1 About our brand architecture

Brand architecture is a map of how the parts of a brand work together. It defines the key pieces of the brand and how those key pieces relate to one another for practical use. A good brand architecture helps customers navigate the company and offerings.

Rather than reflect our organization chart, our brand architecture is meant to simplify a complex story to ensure we present ourselves in a clear and compelling way.

Masterbrand

Amplify.

Always use externally to communicate who we are. It's the company name in our products, marketing and communications.

Branded divisions

Amplify insight.

Only use internally to help our employees navigate the company structure and differentiate between the businesses.

Branded product families

Amplify Assessment

Always use externally to clarify and communicate what we do. Product families describe a group of coherent products or services in aggregate to aid awareness.

Functional descriptors

Assessment

Use short descriptions to help people quickly understand what we do and to aid navigation of our whole range of offerings.

Products, variants, components

mCLASS®Beacon™

Use short descriptions to help people quickly understand what we do and to aid navigation of our whole range of offerings.

3.2 Brand architecture overview

Brand architecture is a map of how the parts of a brand work together. It defines the key pieces of the brand and how those key pieces relate to one another for practical use. A good brand architecture helps customers navigate the company and offerings.
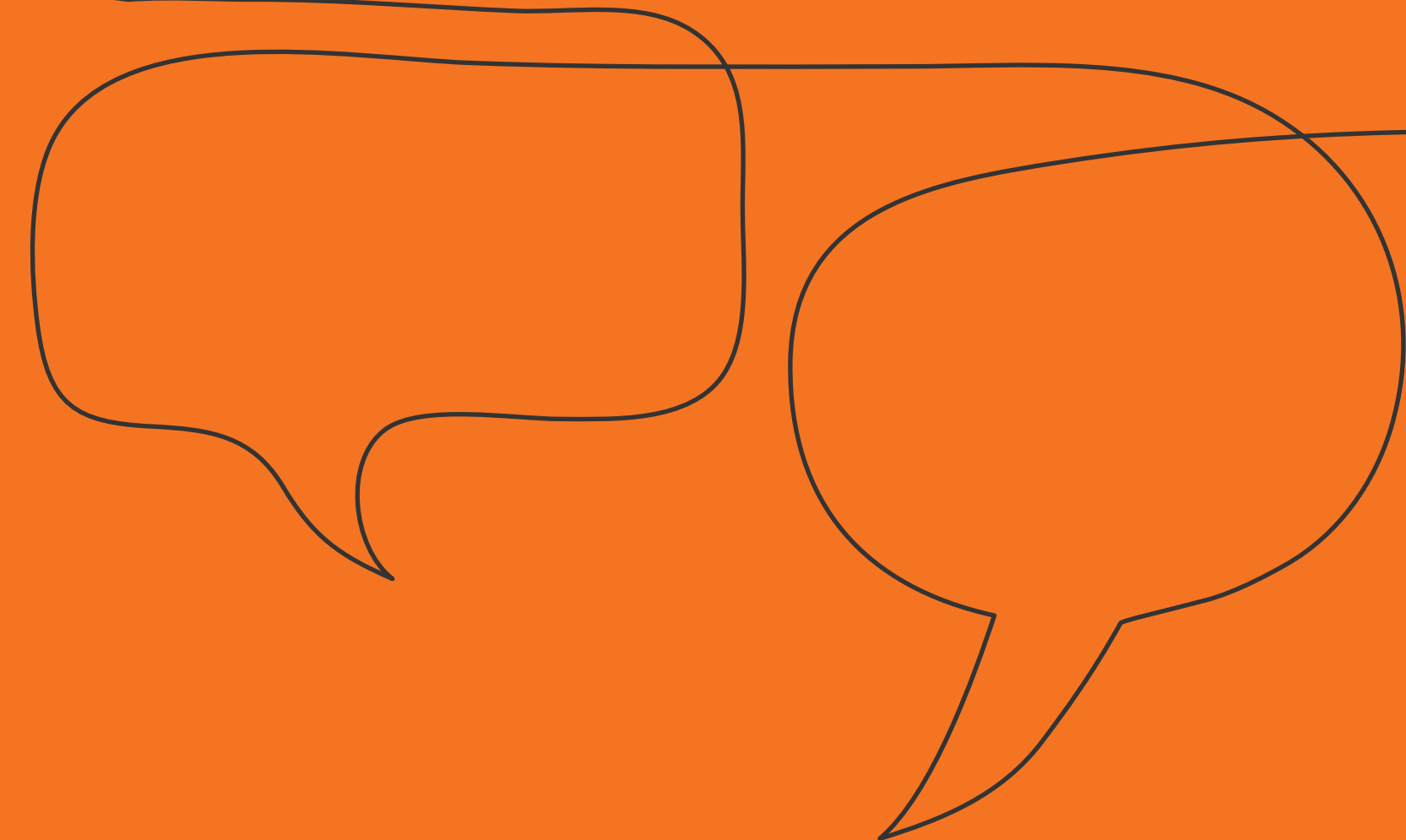
Rather than reflect our organization chart, our brand architecture is meant to simplify a complex story to ensure we present ourselves in a clear and compelling way.

Product navigation	Core curriculum	Supplemental curriculum	Assessment & Intervention
Product brands and editions	**Amplify** CKLA	**K-5**	mCLASS®:DIBELS Next®
	Amplify CKLA California Edition	**Amplify** Fractions	DIBELS ®Deep
	Amplify ELA	**Amplify** Decimals	mCLASS®:Reading3D™
	Amplify ELD	**Amplify** CKLA Skills	mCLASS®:Reading3D™ Spanish
	Amplify ELA California Edition	**Amplify** Reading	mCLASS®:IDEL®
	Amplify ELD California Edition		mCLASS®:Math
	Amplify ELA Florida Edition	**K-5**	Burst®:Reading
	Amplify Science	**Amplify** CloseReading	Burst®:Reading Assessment
	Amplify Science Florida Edition	**Amplify** Vocabulary	
	Amplify Science Louissiana Edition		
	Amplify Science California Edition		

4. Visual identity

4.1 Word marks

4.1.1 Word marks: Masterbrand

The Amplify word marks reflect the brand architecture with distinct, text-only typographic treatments of names, used for purposes of identification and branding. The open, simple and modern wordmarks embody the Amplify brand with smooth curves and precise corners.

Our word mark is also a complete sentence. It is a simple statement and thought. The period does a perfect job punctuating that point. Where possible the word mark should appear in orange on a white background.

Amplify.

4.1.2 Word marks: Build

The Amplify word mark has its own glyph or "keystroke"— when using the Amplify typeface, "alt l" (lowercase) will bring up word mark. When used in body copy, we always write Amplify with an initial cap. Regular size period after the word mark. Always add the period after the word mark.

Word mark build

Amplify.

The Amplify word mark has its own glyph or "keystroke"— when using the Amplify typeface, "alt l" (lowercase) will bring up word mark.

| alt-option | + | L |
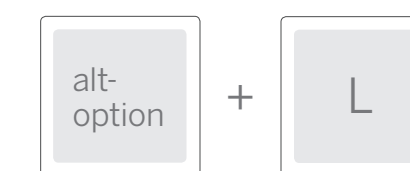
Regular size period after the word mark.

4.1.3 Word marks: Clear space

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements. The diagram shows the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.

Word mark clearspace

Amplify.

X

X

X

X

X

4.1.4 Word marks: Reversed

The background upon which the word mark appears should ensure proper contrast and avoid becoming visually competitive. Only when the orange word mark competes with its background can you use the reversed, alternative version. The orange and the reversed word mark are the only two approved color versions of the word mark.

Orange on White

Amplify.

White on Gray 85%

Amplify.

White on Orange

Amplify.

White on Gray 65%

Amplify.

4.1.5 Word marks: Violations

It is asked that you not break the visual representation of the brand. If you have doubts of your treatment of the brand, please default to the keystroke word mark on white background. This list is not comprehensive.

Do not use a drop shadow or any other offsetting effects.

Amplify.

Do not use a drop shadow or any other offsetting effects.

Amplify.

Do not add an outline to the word mark.

Amplify.

Do not outline the logo.

Amplify.

Do not add an outline to the word mark.

Amplify

Do not make the logo illegible.

Amplify.

Amplify brand guidelines

4.1.6 Word marks: Divisions

Each division also doubles as a statement of what we are amplifying and a call to action. It's a unique and special thing that our brand name allows us to do. The period moves over to create new statements with each division name. The Amplify word mark is always in orange and division title in 65% Grey. When used in body copy, the division names should be treated with initial caps and without the period, for example — Amplify Insight.

Amplify Access word mark

Amplify insight.

Amplify Access word mark

Amplify access.

Amplify Learning word mark

Amplify learning.

4.1.7 Word marks: Divisions build

Each division also doubles as a statement of what we are amplifying and a call to action. It's a unique and special thing that our brand name allows us to do. The period moves over to create new statements with each division name. Amplify word mark in orange and division title in 65% Grey. When used in body copy, the division names should be treated with initial caps and without the period, for example — Amplify Insight.

Word mark divisions build

Amplify|insight.

75

Use the Amplify word mark glyph.

The space between the Amplify word mark and the division name is 0.075 ems, or 75 in Adobe Indesign's kerning control.

Make sure the division name is in Amplify Regular and 65% gray. Regular size period after the word mark.

4.1.9 Word marks: Products build

Instead of a word space between the word mark and product name, use an optical spacing of 75 (075 ems) and do not use a period after the name. Remember to always use the Amplify wordmark glyph and to make the product name in Amplify Light 85% gray (vs. the 65% for the Amplify Regular typeface).

Word mark divisions build

Amplify Science

75

Word mark divisions build

Amplify CKLA Skills

75   125

Use the Amplify word mark glyph.

The space between the Amplify word mark and the division name is 0.075 ems, or 75 in Adobe CC's kerning control.

Make sure the Product name is in Amplify Light and 85% gray.

The space between the Division name and category is 0.125 ems, or 125 in Adobe CC's kerning control.

4.1.10 Word marks: Products edition logo

In addition to general editions, several products have state-specific content and are labeled with labels bearing the name of the state in question.

Product editions word mark build
The edition label outline should align to the x-height of the word mark and be separated from the word mark by 150 or 0.15 ems.

Word mark divisions build
The edition outline should approximate the thickness of the type, Benton Sans Medium with 100 tracking or 0.01 ems.

Amplify|Science CALIFORNIA

75   150

CALIFORNIA

X
X
X

X   X

4.1.11 Word marks: Legacy products

For products created before Amplify was founded or products created in collaboration with outside partners, use Amplify Light to create the word mark and include existing trademarks. Remember to make the product name in Amplify Light 85% gray (vs. the 65% for the Amplify Regular typeface).

mCLASS:Beacon word mark

mCLASS®:Beacon™

mCLASS:DIBELS Next word mark

mCLASS®:DIBELS Next®

Burst:Reading word mark

Burst®:Reading

Four things to keep in mind when using the Amplify word mark:

1. Only use the approved colors for the word mark.

2. Be sure the word mark always has enough clear space.

3. Always make sure the background upon which the word mark appears ensures proper contrast.

4. Under no conditions should the configuration of either the Amplify word mark or the division word mark be modified from their designed forms.

4.2 Typography

Typography is a critical component of our brand.

We have a new, custom-designed font called, appropriately, Amplify. It is recognizable and brings a clear, visual distinctiveness to our brand.

Our typography system has been designed to communicate globally and across a wide media landscape. Its expression lies in its simplicity. Over time, it will become highly recognizable.

4.2.2 Typography: Typefaces

Amplify Light is our main typeface and should be used for headlines and body. Amplify Bold should never be used for display purposes (headlines, subheadlines) and can only be used for emphasis in body text.

Aa

Amplify Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Amplify Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Amplify Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4.2.2 Typography: Typefaces

Benton is our full secondary typeface. It is primarily used for body copy, user interface, infographics and mathematical formulas. Arial is our "office safe" family of fonts for Word, PowerPoint, e-mail, etc. Use Benton in a secondary way for functional purposes such as in UI elements, captions, labels, etc.

Aa

Benton Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4.2.3 Typography: Text setting

When setting headlines Amplify Orange can be contrasted with gray to bring in more branded moments and to make text more dynamic.

Headlines

Lorem ipsum

Elit, sed do eiusmod tempor ut labore

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Amplify Regular 65% gray is primarily used for headlines and subheads. Subheads in a smaller size can be orange to help emphasis.

Amplify Light or Benton Sans Book 85% gray is used for text. Do not exceed 65 characters on a line. Leading should be 120% of the font size, i.e. 14-point type would mean 16.8 point leading. The content should not feel small and take up an appropriate amount of size with white space. White space is needed to deliver readability and focus.

Color contrast

If you need to imagine one audience, imagine your audience is a teacher.
The benefits to a teacher appeal to all audiences.

Amplify Orange and 65% gray can be used to bring contrast to copy. The first of two sentences can be higlighted in orange.

Highlights

Amplify is dedicated to reimagining K-12 education by creating digital products and services that empower teachers, students and parents in new ways.

When using a running sentence with Amplify as the first word the weight will remain in regular. Point size and leading should be strictly followed.'Amplify' and the 'Amplify.' will be written in Amplify orange, our text will be written in 65% gray.

4.2.4 Typography: U.I. Usage

4.2.5 Typography: Violations

We have created the typographic system for to be flexible and understanding in most conditions. It is asked that you not break the visual representation of the brand. Do not consider this list to be comprehensive.

Do not set copy in Amplify Orange

Lorem ipsum dolor sit amet, consectetur adipis icing eit, sed do eiusmod tempor incididunt ut labore et dolore mag sequat duis aute iruue laudan tium, totam rem aperiam, eaque ipsa quae ab.

Do not use any special visual effects or customize the font in any way

Lorem ipsum dolor sit amet.

Do not set headlines or subheads in all caps

LOREM IPSUM DOLOR SIT AMET.

Fonts can only be used in the colors specified in these guidelines

Lorem ipsum dolor sit amet.

Six things to consider when setting type:

1. Always use sentence case; even in headlines.

2. Always set type flush left.

3. No indents. Use paragraph space to indicate new paragraphs.

4. Headlines in Amplify Regular or Bold are 65% gray.

5. Text in Amplify Light or Benton Sans Book are 85% gray.

6. Infographics on the brand buttons, icons, footer and navigation for the website and product U.I. are in Benton.

4.3 Color

White backgrounds and open space play an integral role in our visual communications.

White enhances the crisp presentation of the visual system. White is the clear canvas against which our lively colors glow and text and imagery stand out. White imparts a clean, inviting and contemporary visual sensibility to our print, electronic and dimensional applications.

White provides a visual stage for presenting a humanistic dimension of our brand personality. We encourage our creative teams to incorporate white backgrounds and highlights liberally throughout visual communications.

The Amplify toolbox includes two different color palettes that both fulfill very specific needs for the brand:

The brand color palette gives the brand its rigorous and sophisticated feeling. Its main color, the Amplify orange, was carefully selected based on these same parameters. The informational color palette adds a layer of energy to the brand. These restrained, yet vibrant, colors will mainly be used to highlight certain content and to bring our illustrations and infographics to life.

4.3.3 Color: Brand color palette

Orange
C0 M68 Y 100 K0
R243 G115 B33
HEX F37321
Pantone 1665

Black
C0 M 0 Y0 K100
R0 G0 B0
HEX 000000
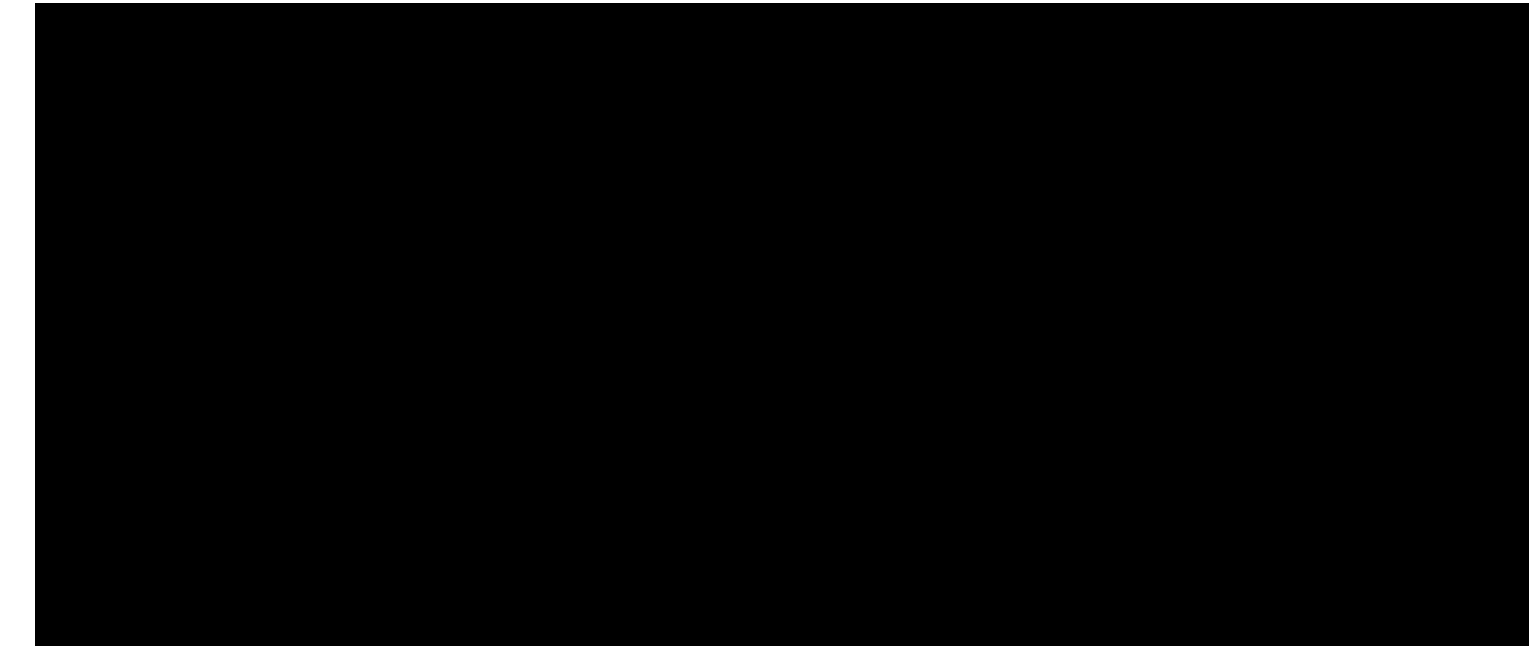
White
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFF
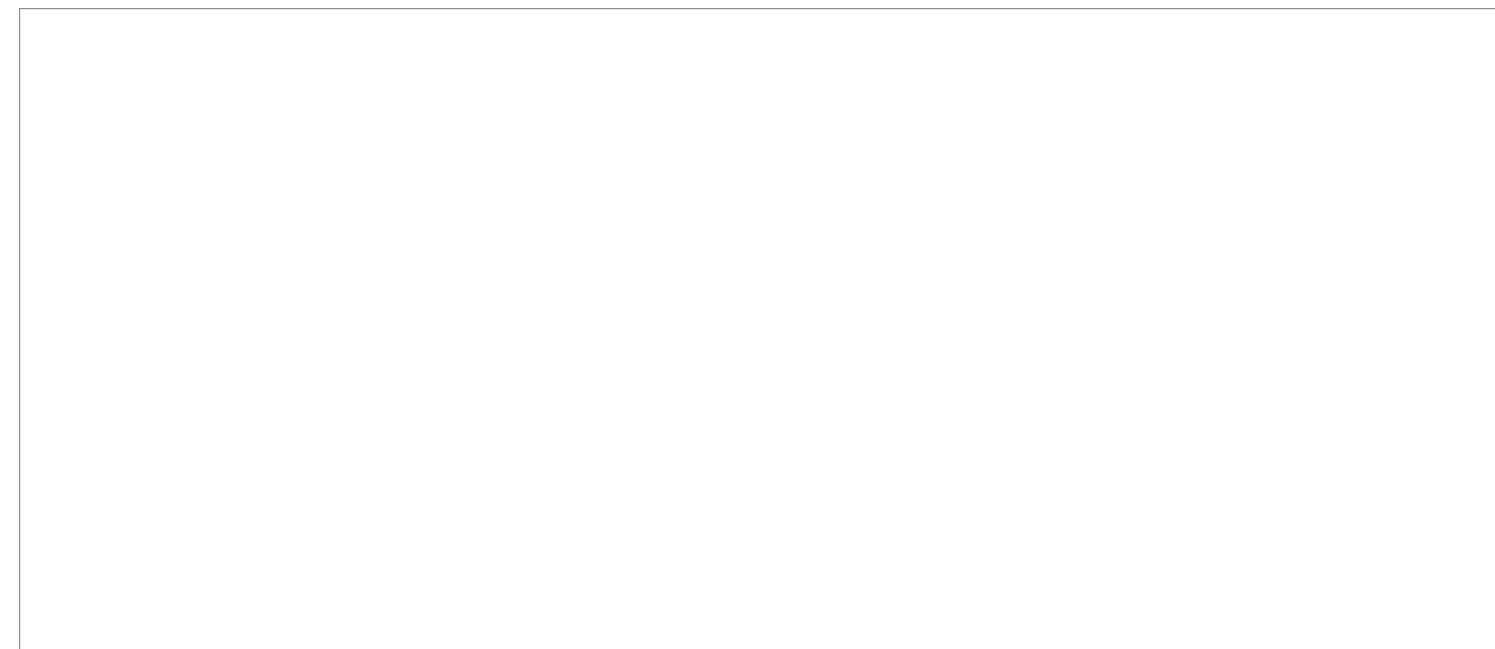
Pale Grey
C0 M0 Y0 K10
R230 G231 B232
HEX E6E7E8
Pantone Cool Grey 1
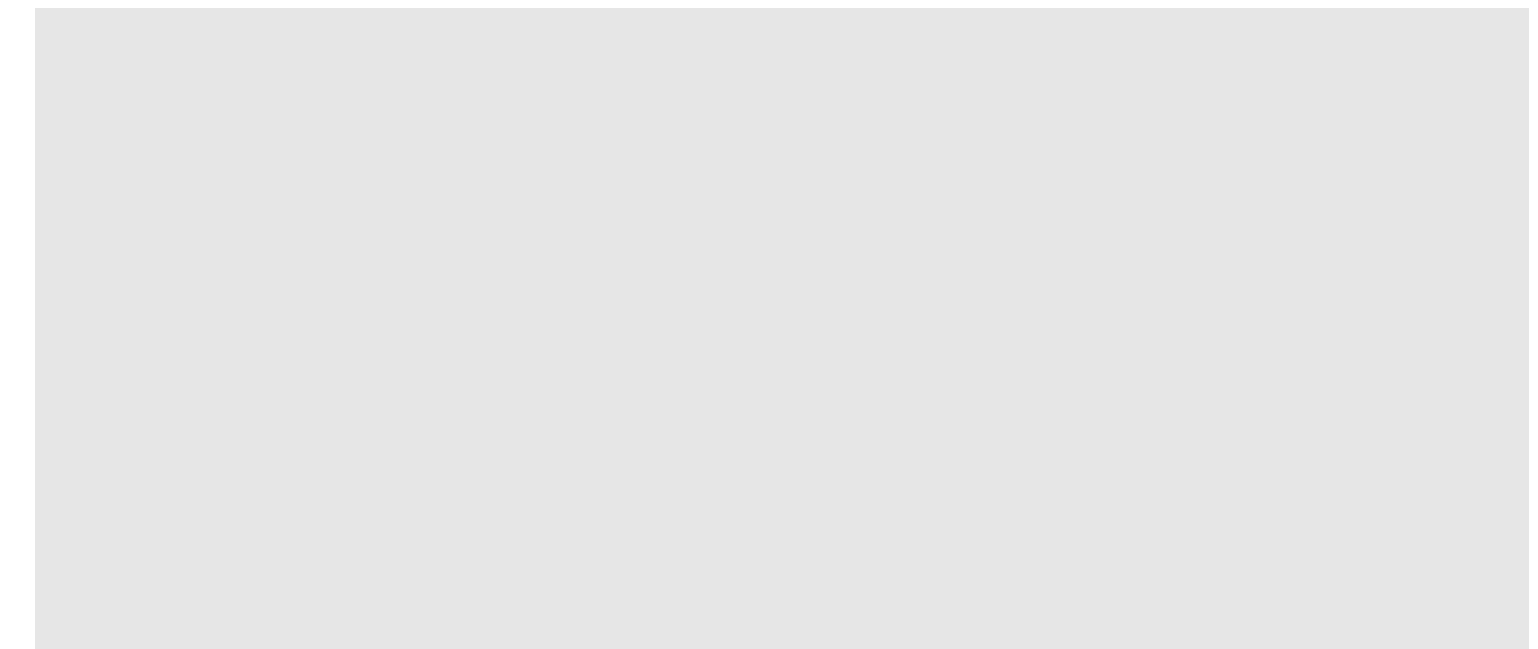
Dark Grey
C0 M0 Y 0 K65*
R119 G120 B123
HEX 77787B
Pantone Cool Grey 11

4.3.3 Color: Brand color palette

Orange
Orange is the color of Amplify.
We will also use it for our word
mark(s). But also for clickable links
on the website, to indicate success
and as a call to action. Orange
is not a canvas color used for
backgrounds.

Black
We use black as a departure.
Its use is limited to things
like video backgrounds, line
illustrations and title/divider
pages for presentation
documents.
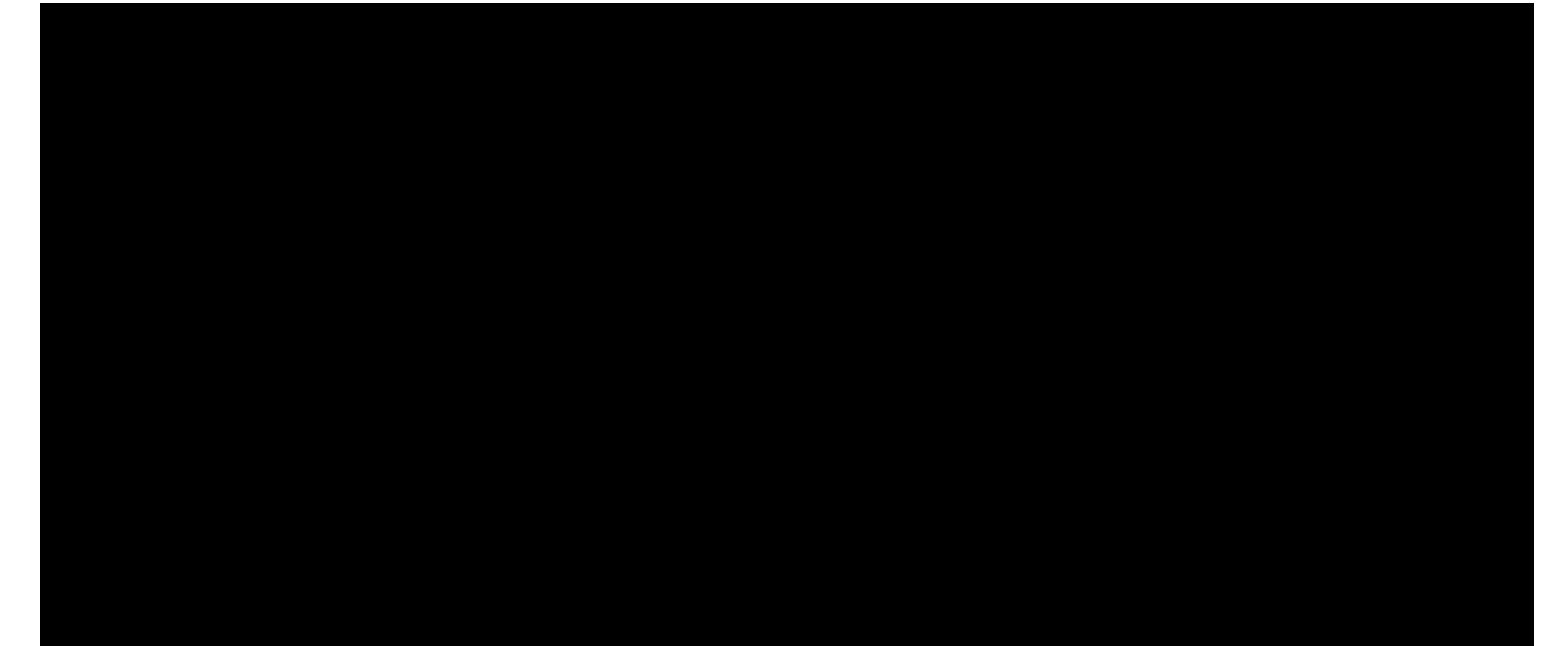
White
White is our canvas color. It
enhances the crisp presentation
of the visual system. White
backgrounds and open space
play an integral role in our visual
communications.
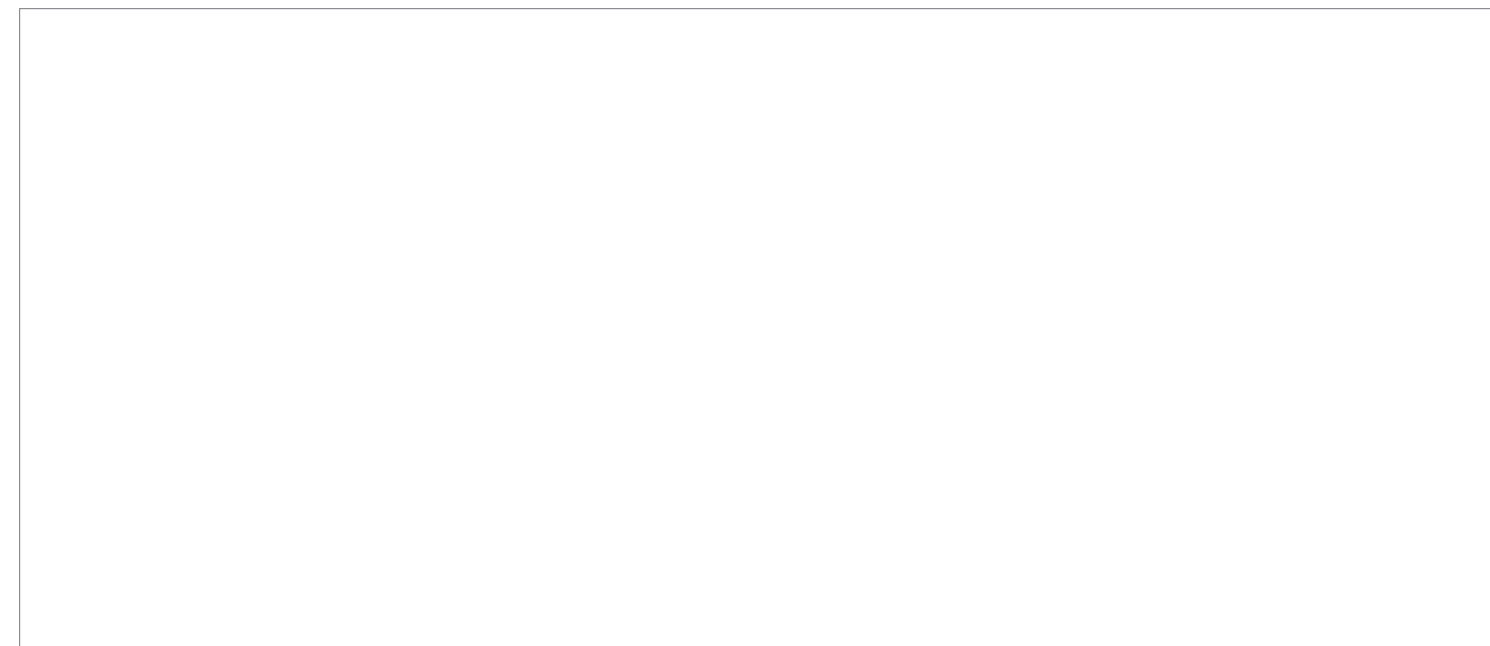
Pale Grey
Pale gray is used as a
background color to
divide the white space
where needed. It will help
to neutralize the colors
in our infographics and
illustrations.
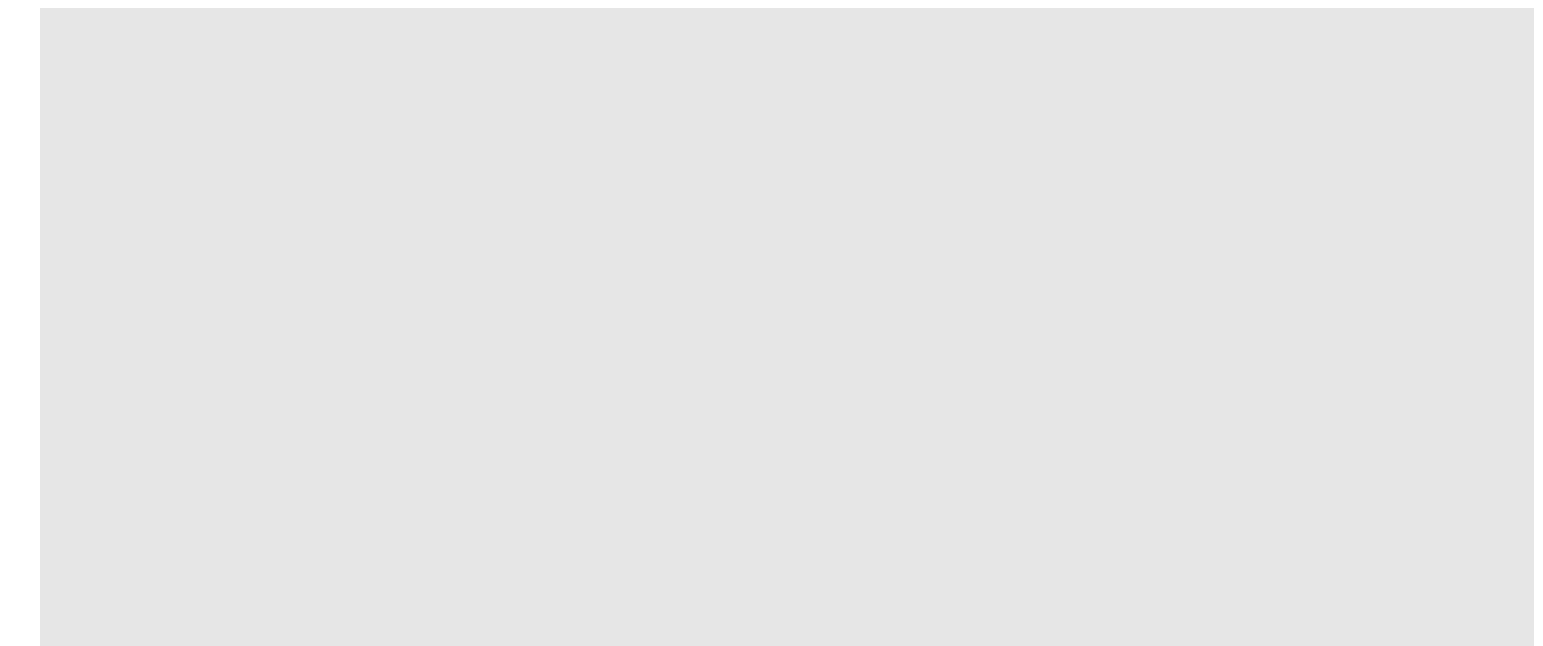
Dark Grey
Dark gray is a great accent to
Amplify orange and will mainly
be used for body copy. Use 85%
grey to optically match the dark
grey for body copy in Amplify
Light.

4.3.4 Color: Informational palette

Supplemental colors have been chosen to expand flexibility. The secondary colors can be used with restraint wherever differentiation is required and work best as a foundation for icons and infographics. They should not be used as a dominant color. 60% and 30% tints of Amplify Orange and all secondary colors are available and only to be used in infographic applications where differentiation is needed, i.e. on charts. Don't mix multiple colors from the secondary palette; mix tints of the same color. The maximum is two colors from the secondary palette and two tints.

Green
C50 M0 Y100 K0
R141 G198 B63
HEX 8DC63F
Pantone 376C

100% 65% 35%
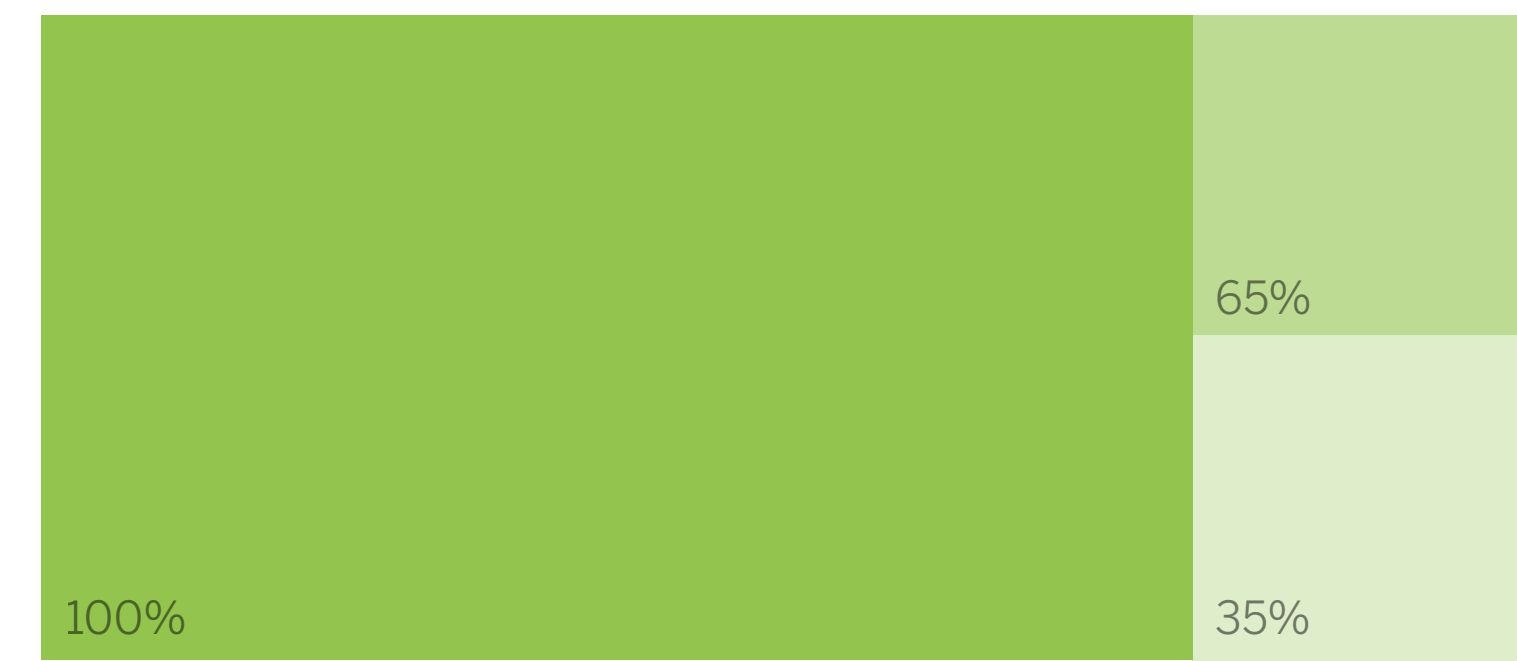
Cyan
C69 M7 Y0 K0
R19 G181 B234
HEX 13B5EA
Pantone 298C

100% 65% 35%

Purple
C43 M76 Y0 K0
R155 G91 B165
HEX 9B5BA5
Pantone 258C

100% 65% 35%

Blue Green
C100 M0 Y50 K7
R0 G159 B147
HEX009F93
Pantone 3285C
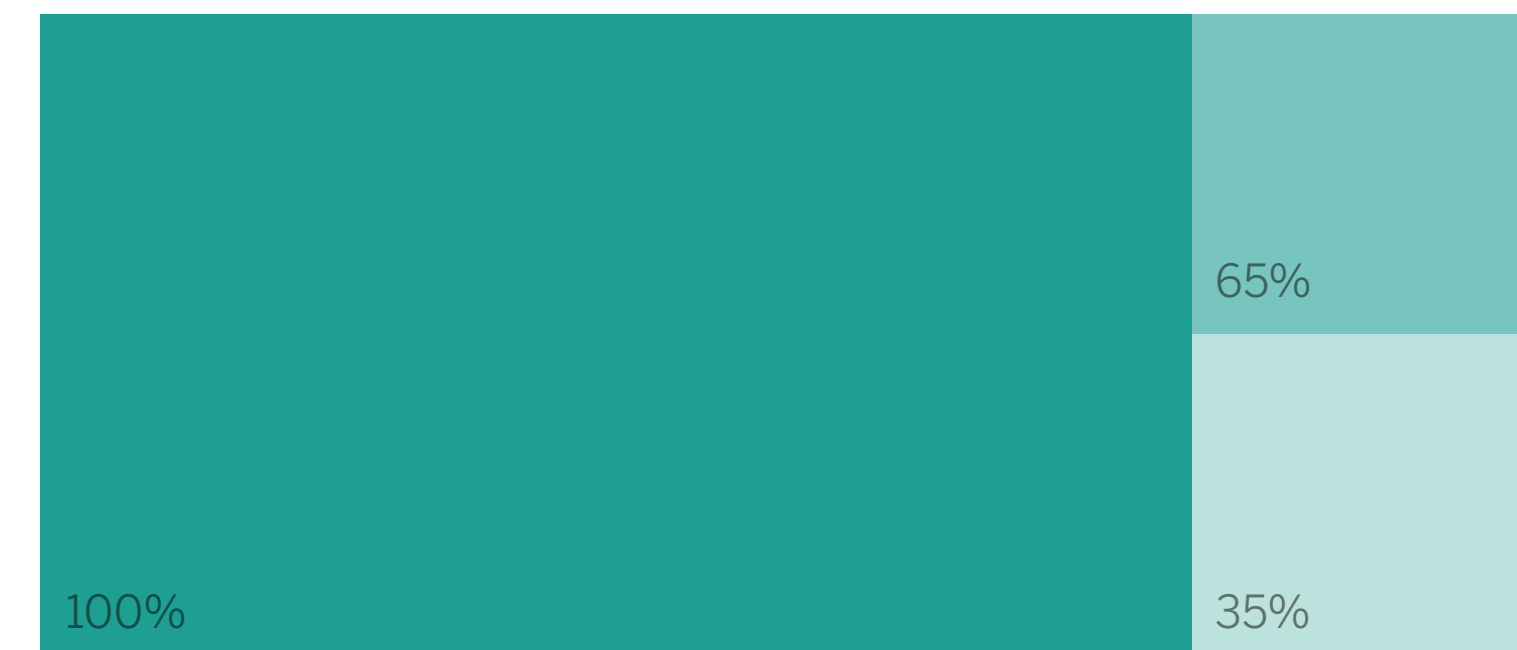
100% 65% 35%

Seven things to consider when using color:

1. Only use colors from our approved color palettes.

2. Orange is used to indicate success.

3. Show restraint when using color.

4. Secondary palette is to be used as a highlight color.

5. Use the pale gray background for infographics.

6. Use tints on infographics.

7. Never set body copy in Amplify Orange.

4.4 Photography

4.4.1 Photography: Overview

Our photography should be genuine, original and sincere, characterized by natural light and authentic situations. It is always 'caught in the moment' with a photo journalistic, intimate style. Subjects are always real educational leaders, teachers, administrators and students.
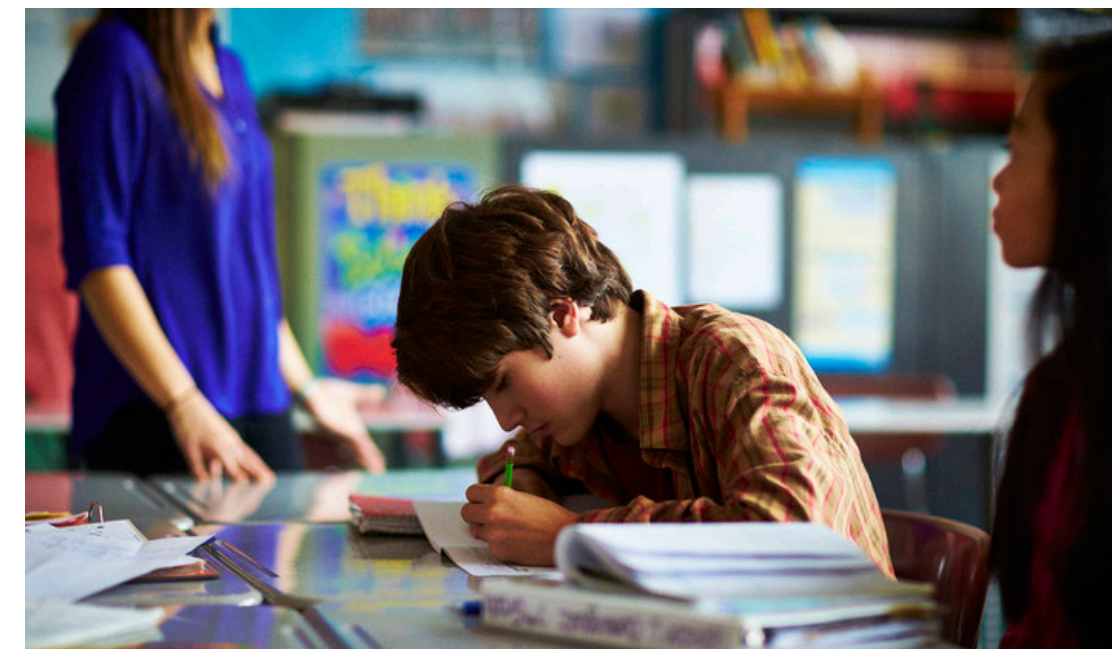
4.4.2 Photography: Photo editing and narrative

1. Use a photojournalistic style that depicts real people in real situations, capturing spontaneous moments.

2. Show the real diversity of urban public schools.

3. Capture interesting objects or details.

4. Vary the subject matter and draw from the world of education and people in their day-to-day contexts; don't repeatedly show classrooms or people using laptops, for example.

5. Wherever possible, show people interacting.

6. Show things in a contemporary and optimistic way like people's faces exhibiting a positive or joyful attitude.

7. Show results, not just products.
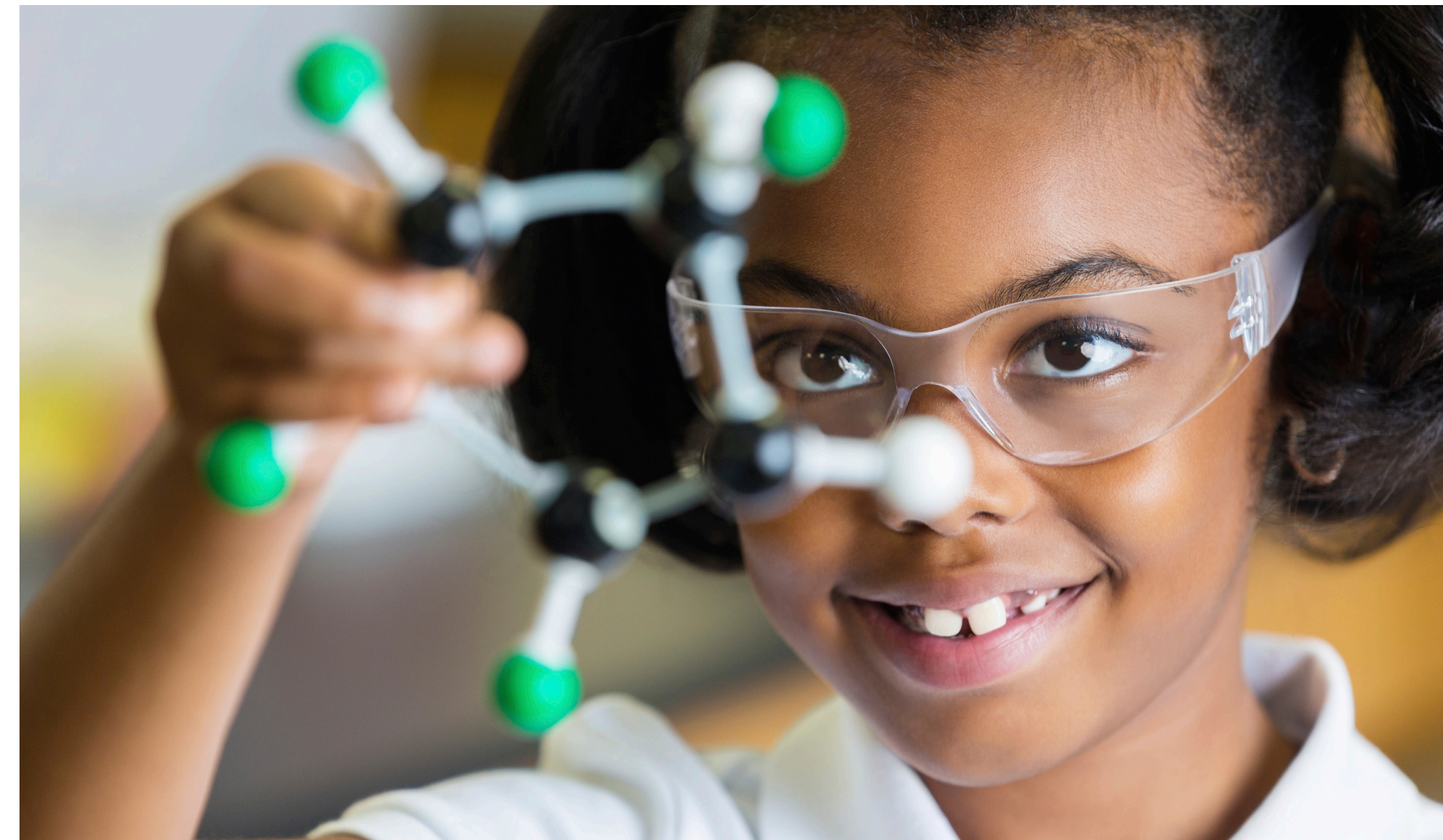
4.4.3 Photography: Style

1. Use natural light and a real, non-staged setting.

2. Create clear, uncluttered crops for maximum impact.

3. Take a human-centered approach to best reflect human interaction by photographing from eye level.

4. Add depth of field to emphasize interactions or reactions.

5. Combine motion blur and focus to display movement.

6. Use the rule of thirds to create visual interest

4.4.4 Photography: Product shots

1. When using photography and not a mock up to depict a product, show real people interacting with real books or apps.

2. Always include students or teachers (or parts of them such as shoulders) in close-ups.

3. Clearly depict the content on the screen or book.

4. Depth of field in this instance in particularly effective in highlighting how people use and react to our products.

4.4.5 Photography to avoid

1. Generic images of classrooms and classrooms that do not include people or that are devoid of activity

2. Images that feel staged or like stock imagery

3. Overly stylized photography that appear unnatural or have been noticeably overedited

4. Images shot at an angle or at overly low or high angles as convey tension and uneasiness

5. Black and white photography

6. Photography that lacks focus

7. Images with people wearing overly dark or light clothes

8. Images with cluttered backgrounds and less desirable background elements that are difficult to crop out
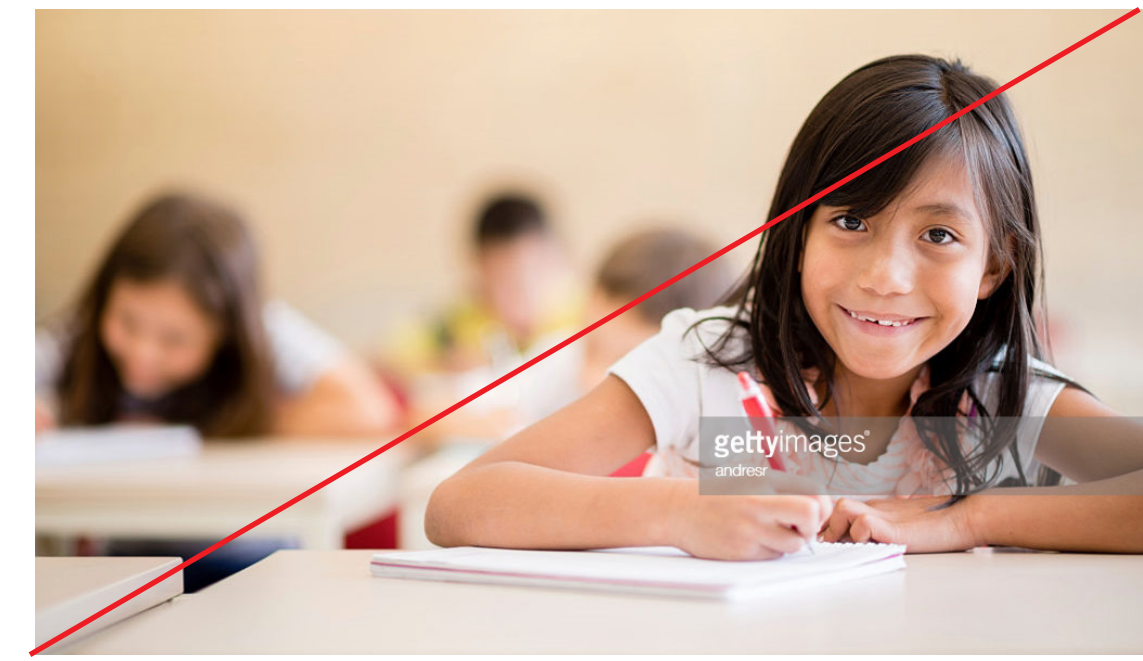
5. Visual system
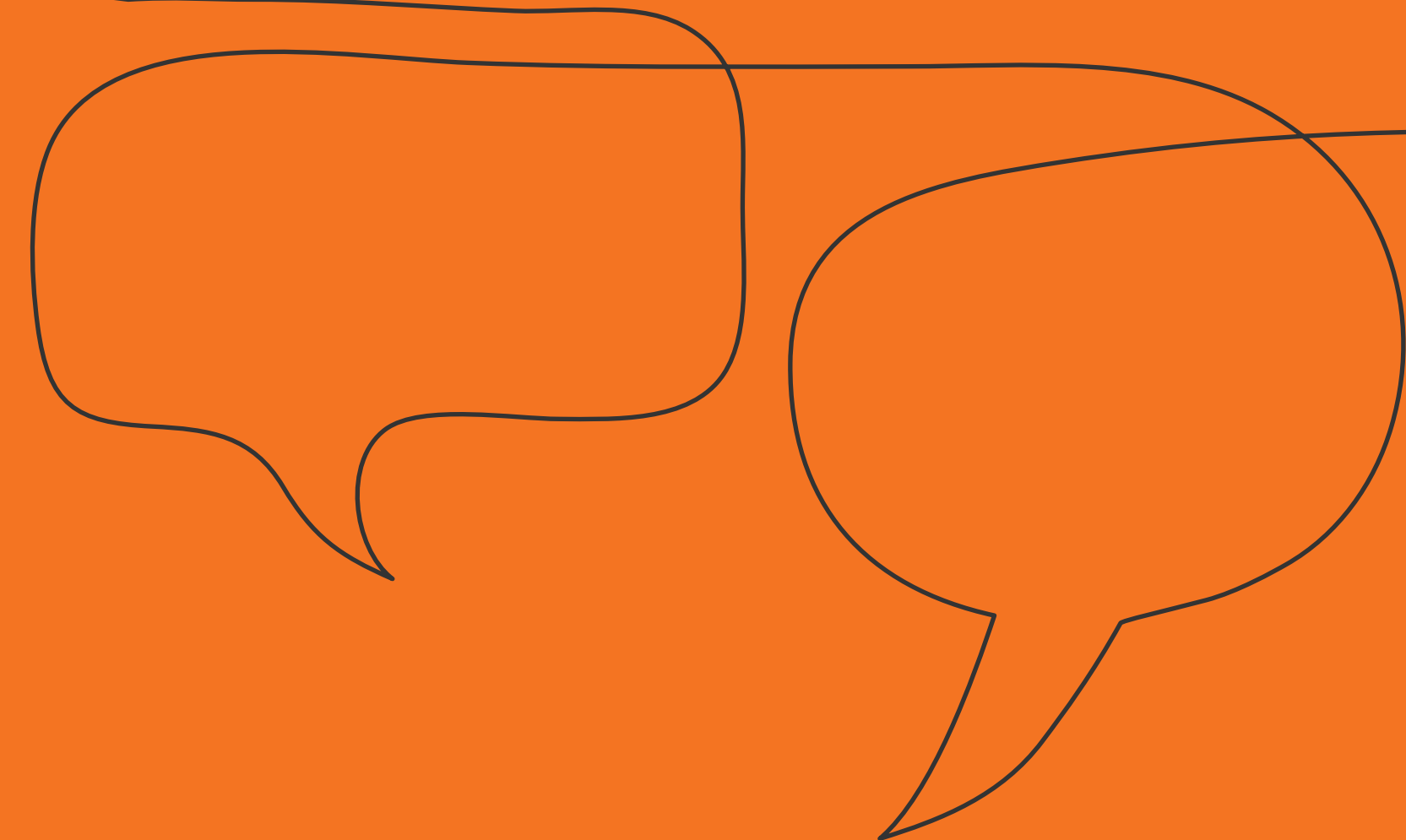
5.2 Sell sheet

5.2.1 Sell sheet: Grid

The grid is a structure of vertical columns and rows used to rationally structure a design and efficiently organize content. The sales sheet sits on an underlying grid of 12 columns and 12 rows, which can be used to create either 2, 3 or 4 column designs. The sales sheet uses a three column format on a US Letter-sized page.

The layout places a premium on white space. On the cover, copy occupies 8 columns and is grouped tightly to the image, pushing white space below and to one side.

Measurements, in points

Top margin:	42
Side margins:	36
Bottom margin:	42
Column:	34

5.2.2 Sell sheet: Cover with half-page image

The half-page sales sheet format showcases a prominent image and allows for multiple copy configurations on the front page. Images should have a compelling narrative component, strong aesthetic appeal and be cropped according to the rule of thirds for maximum impact.
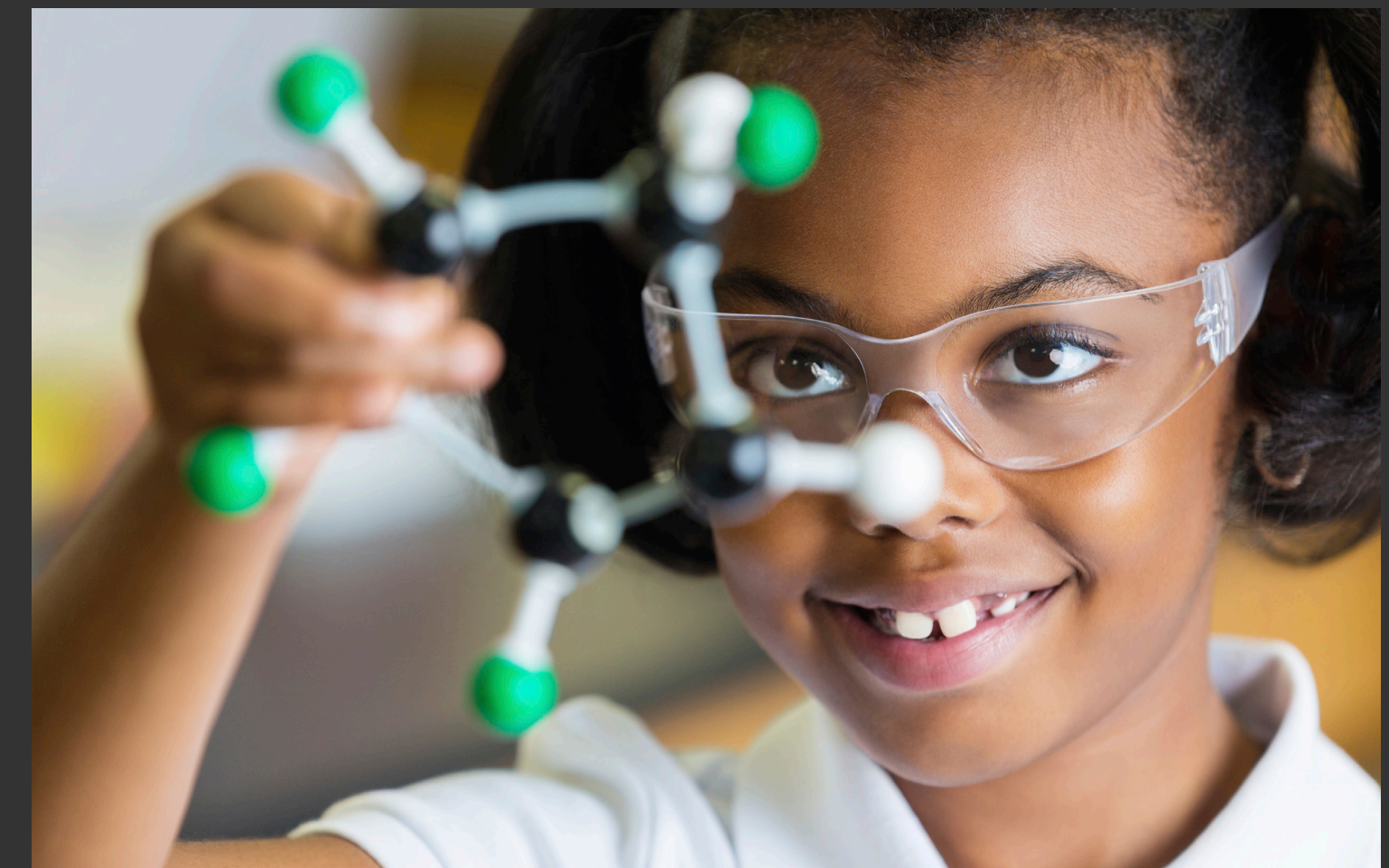
Challenge students to think, read, write and argue like scientists and engineers.

Amplify Science is a breakthrough K–8 curriculum that empowers students to make the leap from "learning about" to "figuring out." real-world problems provide relevant, 21st-century contexts through which students investigate different scientific phenomena.

Authored by THE LAWRENCE HALL OF SCIENCE
UNIVERSITY OF CALIFORNIA, BERKELEY

Amplify Science

With knowledge at the center, the possibilities are endless.

A comprehensive Preschool–Grade 5 program for teaching skills in reading, writing, listening, and speaking, Core Knowledge Language Arts® (CKLA™) also builds students' knowledge and vocabulary in literature, history, geography, and science.

Idea one
Enis doluptati as eum consequi sum commolorem sum quo tenimus. Expelio rererltatem solupta tentet laborem idenimet experum eribus volori core porem iliquis aut reptatur as vel ipiscipis sit quo beriam, veratum id estiundam reictem delitium re lique omnistis sum aut rem facimolum verum

Amplify CKLA

With knowledge at the center, the possibilities are endless.

A comprehensive Preschool–Grade 5 program for teaching skills in reading, writing, listening, and speaking, Core Knowledge Language Arts® (CKLA™) also builds students' knowledge and vocabulary in literature, history, geography, and science.

Idea one
Enis doluptati as eum consequi sum commolorem sum quo tenimus. Expelio rererltatem solupta tentet laborem idenimet experum eribus volori core porem iliquis aut reptatur as vel ipiscipis sit quo beriam, veratum id estiundam reictem delitium re lique omnistis sum aut rem facimolum verum

Amplify CKLA

5.2.2 Sell sheet: Cover with half page copy

The half-page front page format accommodates four different copy configurations that include any combination of a headline, subheadline, and body text.
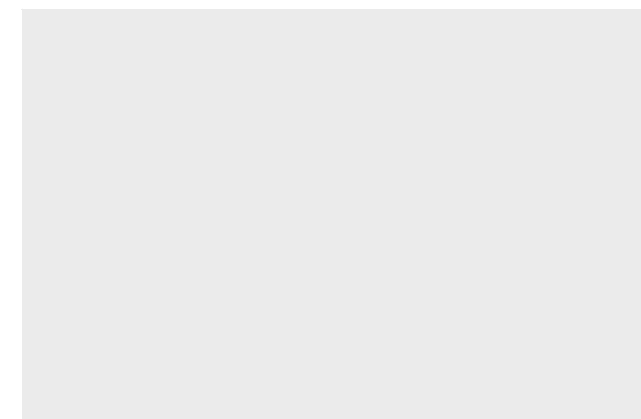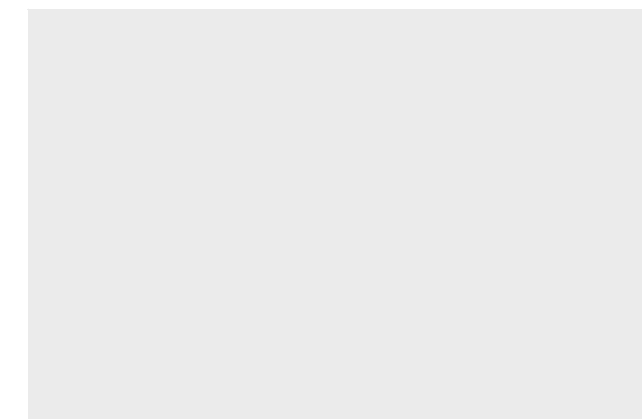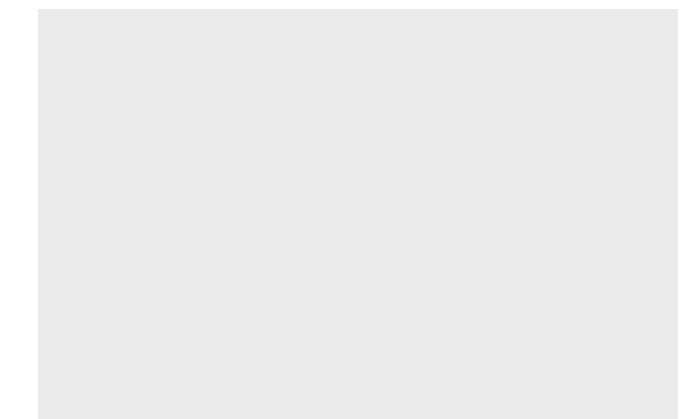
Layout one
• Large headline
• Subtitle

Layout two
• Small headline
• Subtitle
• Two body copy blocks

Layout three
• Large headline
• Two body copy blocks

Layout four (CKLA/ELA)
• Headline
• Subtitle
• One body copy block

5.2.2 Sell sheet: Cover with three fourths-page image

An alternative to the half-page format is a layout with an image occupying three-fourths of the page, or 9 rows of the grid. While offering less opportunity for copy, this format is more visually impactful and immersive. Copy should reflect the bold approach and be direct and to the point. This layout should be reserved for exceptional photography.

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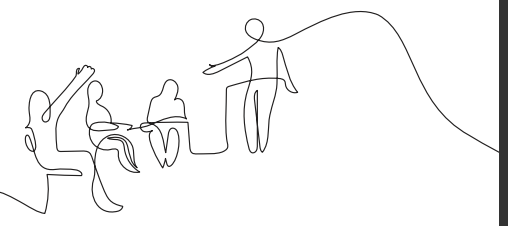
Amplify CKLA

Challenge students to think, read, write and argue like scientists and engineers.

THE LAWRENCE HALL OF SCIENCE

Amplify Science

5.2.2 Sale sheet: Cover with mosaic

Use a mosaic or gridded approach to convey the breadth of content or offering by juxtaposing product artwork or product artwork and teacher-student photography. Avoid images and image combinations that are visually too "busy." As a recourse, use Amplify orange and gray color blocks carefully and sparingly to neutralize the noise factor.
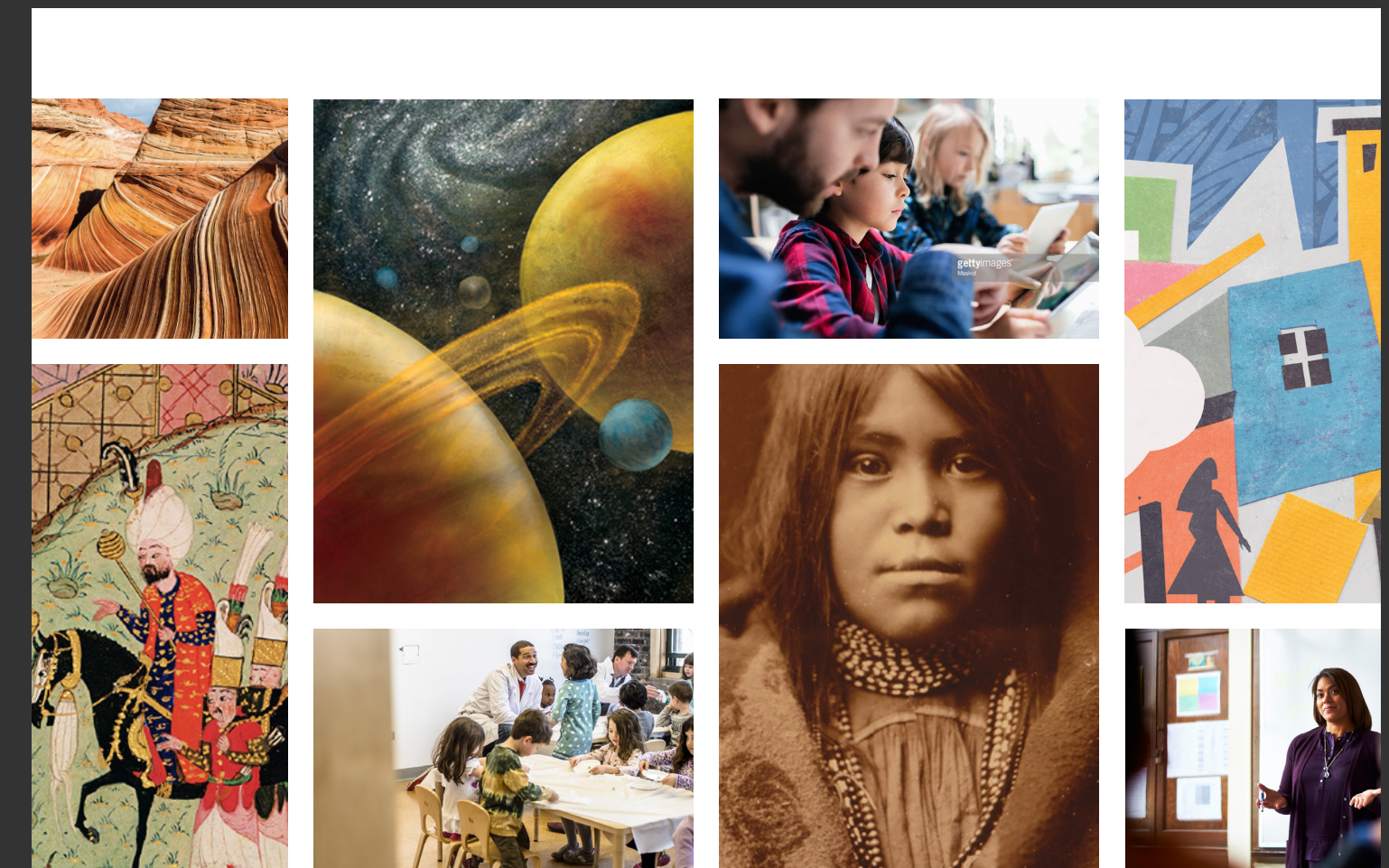
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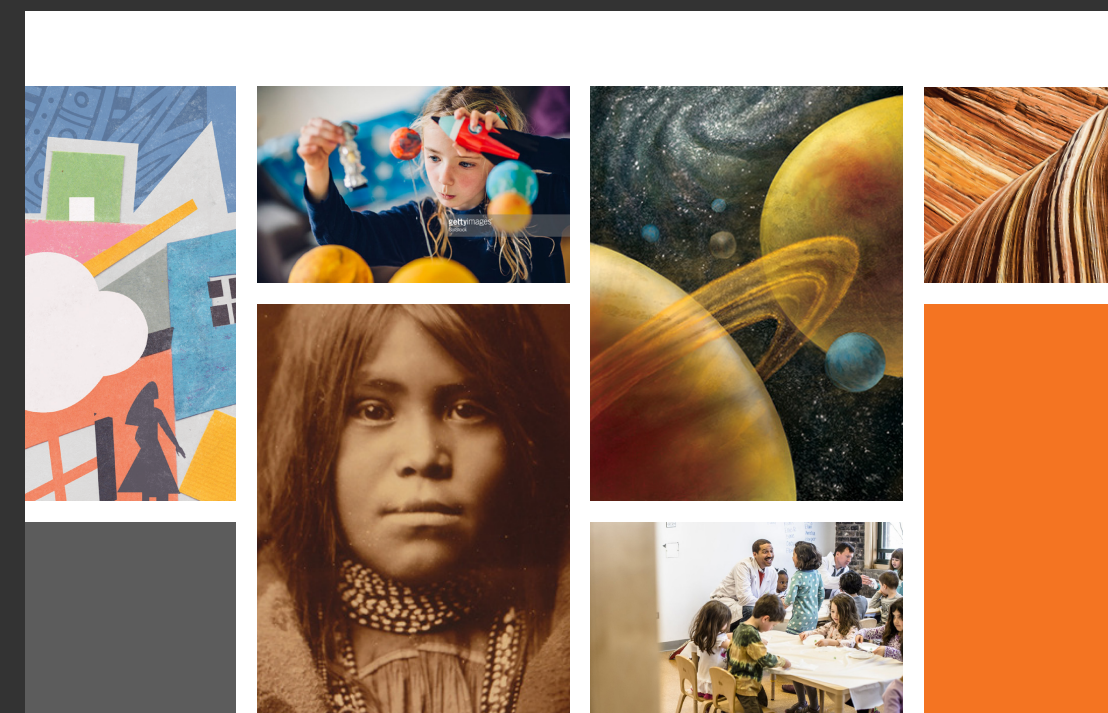
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Idea two
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Amplify CKLA
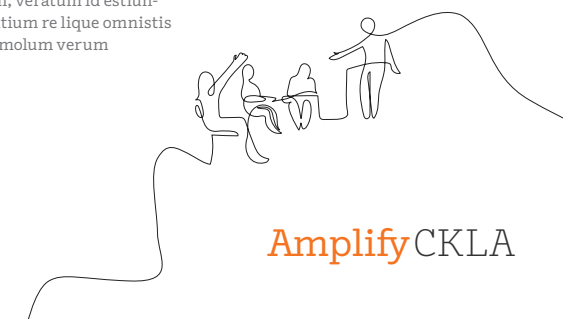
5.2.3 Sell sheet: Backside layout

As with the cover, the backside layout also emphasizes white pace in addition to a symmetrical mosaic that depicts the key themes of a product: student reactions, student-teacher interactions, the products themselves, classroom and other educational settings, etc.

Layout one
Contents can be laid out in 8 columns, leaving 4 columns of white space on the left side of the page. Also, note the white space below the content, before the logos. Leave at least one row of white space between the content and the logos.

Do, Talk, Read, Write, Visualize. Our innovative curriculum fosters a deeper understanding of core content and brings abstract concepts to life.

What sets Amplify Science apart

Built for 3-D learning
Amplify Science was built from the ground up to support threedimensional learning where students use disciplinary core ideas, crosscutting concepts, and scientific practices to explore phenomena and design solutions to problems.

A proven approach
Our curriculum reinforces scientific concepts in multiple ways, through the Lawrence Hall of Science's research-based pedagogical approach: Do, Talk, Read, Write, Visualize.

Extensively field-tested
Each unit has been extensively field-tested by teachers .Their feedback has helped to make our new digitally-enhanced curriculum classroom-ready.

Teacher supports
We support teachers every step of the way, with detailed instructions for each lesson, background information on lesson topics, standards alignment, and more.

Differentiated learning
We provide scaffolding strategies for teachers to ensure that students at all levels engage successfully with all of our lessons.

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For more information, visit our Website: amplifyscience.com, or call 800-823-1969.

Layout two
As an alternative, content can sit in 12 columns, leaving white in the lower 3 rows. Also, note the row of white space below the titling on the backside.

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