

# MasteryPrep

## BRANDING GUIDE

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*A framework for consistent brand presentation*



# MASTERYPREP LOGO

Our logo uses the font Rockwell. Behind "MasteryPrep" is a yellow highlighter mark. MasteryPrep is always spelled as one word. Our full logo features a tilted graduation cap on the last "p".



Rockwell

Rockwell Bold

Acceptable usage of our logo:

*Full logo:*



*All black without the highlight mark:*



*If the background is dark, please use either the full logo or white variation:*





# MASTERYPREP LOGO

## PART 2

If our name and logo are previously mentioned, usage of the solo graduation cap is acceptable.



Example from an Instagram slideshow post:

MasteryPrep

### 3 WAYS TO USE TRUSCORE TESTING & ANALYSIS

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### 1 USE THE "TEST TAKING SKILLS" TAB AS A BLUEPRINT

Use the tab marked "Test Taking Skills" to help springboard those conversations about how to approach the test.

This tab covers test taking strategies, such as pace, leaving no answers blank, and keeping motivation throughout. Knowing the test's content is one thing, but test-taking strategies can be a huge help to your students' scores in those weeks leading up to the big day.

4/6

### 2 SUPPLEMENT LESSONS WITH STUDY HALL

Study Hall can be a great at home reinforcement, but it can also be great enrichment for students who finish independent work early.

The student can tailor their prep path to the skills they want to review, while the teacher can hold them accountable and celebrate their progress with the [Study Hall reports tab](#). Everyone wins!

5/6

### 3 CREATE PERSONALIZED LESSONS WITH ELEMENTS

TruScore offers teachers detailed score reports, which give insight into which skills students have already mastered and which ones need improvement. With [Elements](#), teachers can find questions that help students hone that particular skill.



# MASTERYPREP LOGO

## PART 3

Examples of unacceptable usage of our logo:



*In this example the background is too dark.  
Below are acceptable options:*



*Under no circumstance should the logo be modified. Examples include but are not limited to:*





# LOGO COLORS



**PANTONE: #000000**  
C: 75%  
M: 68% R: 0%  
Y: 67% G: 0%  
K: 90% B: 0%



**PANTONE: #FED000**  
C: 1%  
M: 16% R: 254%  
Y: 100% G: 208%  
K: 0% B: 0%



**PANTONE: #FFF000**  
C: 4%  
M: 0% R: 255%  
Y: 95% G: 240%  
K: 0% B: 0%



# BRANDING COLORS

MasteryPrep is not your average prep company—and neither is our branding.

These colors collectively capture the essence of MasteryPrep's approach—an innovative, engaging, growth-focused, credible, and exciting way of preparing students for success. Whether it's through vibrant and fun visuals or engaging courses, we strive to resonate with students in hopes of helping them embrace the journey of learning and achievement.

		<b>PANTONE: #F04E36</b> C: 0% M: 85% Y: 86% K: 0% R: 240% G: 78% B: 54%
		<b>PANTONE: #98177E</b> C: 35% M: 100% Y: 0% K: 13% R: 152% G: 23% B: 126%
		<b>PANTONE: #542E91</b> C: 84% M: 100% Y: 0% K: 0% R: 84% G: 46% B: 145%
		<b>PANTONE: #509CAB</b> C: 69% M: 24% Y: 31% K: 0% R: 80% G: 156% B: 168%
		<b>PANTONE: #C0DC8F</b> C: 27% M: 0% Y: 57% K: 0% R: 192% G: 220% B: 143%

		<b>PANTONE: #FBAD18</b> C: 0% M: 36% Y: 100% K: 0% R: 251% G: 172% B: 24%
		<b>PANTONE: #F04E36</b> C: 0% M: 85% Y: 86% K: 0% R: 240% G: 78% B: 54%
		<b>PANTONE: #98177E</b> C: 35% M: 100% Y: 0% K: 13% R: 152% G: 23% B: 126%
		<b>PANTONE: #542E91</b> C: 84% M: 100% Y: 0% K: 0% R: 84% G: 46% B: 145%
		<b>PANTONE: #005DAC</b> C: 100% M: 68% Y: 0% K: 0% R: 0% G: 93% B: 172%
		<b>PANTONE: #00BABC</b> C: 74% M: 0% Y: 31% K: 0% R: 0% G: 186% B: 188%
	<b>PANTONE: #C0DC8F</b> C: 27% M: 0% Y: 57% K: 0% R: 192% G: 220% B: 143%	



# BRANDING EXAMPLES

## DIGITAL EXAMPLES

**MasteryPrep** masteryprep.com

### WHAT TO EXPECT AT BOOT CAMP

MasteryPrep Boot Camps give students the final push they need to score college ready by narrowing down the most important content that students should prep for before a test.

- ✓ Strategies within every test section
- ✓ Pacing, time management, and mini tests
- ✓ Effective guessing strategies

*"I feel this program really helped with my test-taking skills. Skills not just for the ACT but for any test I take. I would hope others feel the same and take advantage of the opportunity."*  
- Student | In-Person ACT BC | Jamison High School, AL

**MasteryPrep** masteryprep.com

### What is MASTERYPREP SNAPCOURSE?

Not every student has access to the help they need to improve their scores during class time or school hours.

MasteryPrep SnapCourse changes that with short, engaging videos by instructors that redefine how students learn online.

- ✓ Instructional videos and additional practice
- ✓ Adaptive study recommendations tailored to needs
- ✓ Content mastery and test-taking skills

Social Media

**MasteryPrep**

## DECODING ACT

A TEACHER'S GUIDE TO PREP FOR THE ACT

There will always be students who struggle.

These students may have difficulty connecting what they learn in class to the ACT®. To make matters worse, there often isn't enough time or expertise for teachers to bridge this gap.

We're here to fix that.

**Decoding: A Teacher's Guide to Prep for the ACT®** is the ultimate one-day professional development course for boosting ACT scores. We will provide your teachers with strategies for incorporating test-taking skills into their everyday curriculum and motivating students to succeed on both the ACT and in academics in general, no matter their score range.

Decoding is nothing short of holistic and engaging. **Decoding: A Teacher's Guide to Prep for the ACT** is:

**SOCRATIC**  
It's a discussion, not a lecture. Teachers are asked to think about their experiences and leverage their own expertise to connect to the concepts.

**ACTIONABLE**  
We know there's no one-size-fits all solution, which is why teachers come away with

Email

**MasteryPrep** About Us Tests Programs Partnerships Blog Customer Resources 855-922-8773

About How It Works What's Included Success Stories Schedule Quote & Consultation

## Programs for Louisiana LEAP 2025 End of Course

No matter what you do, there may be some students who have difficulty passing their LEAP 2025 assessments. It can be challenging for educators to target all the areas where individual students struggle, and some students may be unable to connect concepts in they learned in the classroom to what's on the test.

That's where we come in.

- Helps increase accountability scores by improving outcomes
- Prep for all LEAP 2025 assessments
- Directly aligned to the LA Student Standards, with a focus on the most heavily assessed content areas.
- Easy to schedule
- Improves student confidence
- Reduces test-taking anxiety and increases accuracy

[Get a Free Quote Today!](#)

### A New Way to Prep for Louisiana's High-Stakes Tests.

Our all-new programming is directly aligned with Louisiana Student Standards and is specifically designed to increase the percentage of students scoring Mastery and Advanced on the LEAP 2025 assessments.

- How It Works
- What's Included
- The MasteryPrep Difference

### How it Works:

MasteryPrep's Programming for LEAP 2025 is designed to increase the number of your students achieving Mastery and Advanced.

The process is simple. First, students take a diagnostic pre-test at the beginning of the year. This diagnostic will help teachers understand student strengths and weaknesses and guides program focus. After the pre-test, our SnapCourse provides students with an engaging, bingeable online learning experience targeted at the areas where specific students struggle.

The result? More students testing at Mastery and Advanced.

Prep for all LEAP 2025 EOC Assessments:

- Algebra 1
- Geometry
- English I
- English II
- U.S. History
- Biology

Webpage



# BRANDING EXAMPLES

## PRINT EXAMPLES

**MasteryPrep**

BETTER SCORES ON THE:

- ✓ ACT®
- ✓ ASPIRE®
- ✓ END OF COURSE
- ✓ TSIA®
- ✓ SAT®
- ✓ PSAT®
- ✓ WORKKEYS®

COLLEGE READINESS SOLUTIONS CATALOG:  
**LEVEL THE PLAYING FIELD**

Product Catalog

### BOOT CAMPS FOR STAAR

Better scores in ONE day

Partner with MasteryPrep to increase the number of students scoring Meets and Masters!

**COMPLETE STAAR EOC PREP:**

- 3-Hour Student Workshops for each STAAR EOC:
  - Algebra I
  - U.S. History
  - English I
  - Biology
  - English II
- Updated for the new tech-enabled test items.
- Engaging, high-energy, expert instructors
- Easy to schedule in-person, live virtual, or on-demand
- Effective prep in the final hours before the test

**STUDENT LEARNING OUTCOMES:**

- Improve test-taking skills and avoid trap answers
- Tips for the most frequently tested question types, directly aligned to TEKS
- Reduce test anxiety with tactics that keep students engaged
- Makes test prep fun and less overwhelming
- Review of every tool and question format in the new online testing platform

MasteryPrep delivers over **1,000** Boot Camps to more than **100,000** students each year. Students rate our workshops an average of **4.6** out of 5 stars.

“Extremely straight to the point and engaging. High energy for the entirety of the lesson without ever giving up or lowering the level of engagement.”  
— JOSHUAH WIGGINS, 11th Grade Math Teacher, J. Lee High School, Texas

“It was very informative, engaging, and I never lost focus.”  
— STUDENT, Jodiee San Antonio, Texas

“I learned a lot of new tricks and tactics to ace the STAAR test with confidence.”  
— STUDENT, Richardson ISD, Texas

Interested in learning more? Visit [masteryprep.com](https://masteryprep.com) or call us at 855-922-8773 (toll free) to learn more about our TSIA2 and CCAR-focused products.

### DECODING ACT

A TEACHER'S GUIDE TO PREP FOR THE ACT

Every school needs at least one ACT expert. At your school or within your district, every teacher can be.

**THE MASTERYPREP SOLUTION:**

Students struggle to connect what they learn in class to the ACT, and there is not enough time or expertise for teachers to bridge this gap.

Our professional development course for the ACT provides teachers with strategies for incorporating test-taking skills into their everyday core curriculum and motivating students to succeed on the ACT and in academics in general.

**NEW FEATURES HAVE BEEN ADDED!**  
Train your students with official ACT practice questions!

**THE NEW DECODING FORMAT INCLUDES:**

- One-day event led by a MasteryPrep certified facilitator—virtual or in-person
- Subject-specific agenda for ELA, math, and science teachers
- A comprehensive print resource for every attendee, further access to printable lesson plans, and digital resources, including standard crosswalks and lesson material
- An actionable, one-page checklist for making the most of the program's concepts

More than 3 hours of classroom-ready mini-lessons for each subject test

Detailed resources that align ACT standards with standards already taught in the classroom

Strategies on how to master time management and test-taking

Insight into the which skills are tested and how often they appear on the test

Interested in learning more? Visit [masteryprep.com](https://masteryprep.com) or call us at 855-922-8773 (toll free) to learn more about our professional development for the ACT as well as our other ACT-focused products.

### MasteryPrep FOR STAAR®

Help every student improve on STAAR EOCs, from Approaches to Meets to Masters, in just 30 hours.

**PRE-TEST AND REVIEW** (3 hours)  
Full-length practice test with instant scoring and adaptive review.

**MASTERY LESSONS** (20 hours)  
Engaging skill-building for every major assessed standard.

**POST-TEST AND REVIEW** (3 hours)  
Measure progress and polish weak areas.

**BOOT CAMP** (4 hours)  
Expert test prep helps students put their best foot forward on test day.

**SUBJECTS COVERED**

- Algebra I
- English I
- English II
- U.S. History
- Biology

**BLENDED LEARNING OPTIONS**

- Online, On-Demand
- Upgrade to Print Mastery Lessons
- Upgrade to Live Virtual or In-Person Boot Camps

**IMPLEMENTATION MODELS**

- In core classes leading up to test day
- Pullout or intervention periods
- Summer school
- Shorten or rearrange the Study Plan to meet your students' unique needs

**TEST DAY**

Flyers



Physical Books





# CONTACT

If you have any questions about using our materials for branding, feel free to contact Nicole St. Pierre at:



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Text: **(225) 933-6545**

To download our logos, visit **[masteryprep.com/masteryprep-branding-guide](https://masteryprep.com/masteryprep-branding-guide)**