



# Brand Guidelines



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# Our Mission

Boxlight's mission is to be the leader of innovative and effective educational technology solutions. We aim to improve learning and engagement in classrooms, and to help educators enhance student outcomes and build essential skills, by developing the products our customers need.

We back up this ability with trusted relationships, knowledgeable and dedicated employees, unsurpassed customer service, and the most comprehensive selection of quality products.

We strive to be a trusted partner to our customers and vendors, and to earn a fair profit while embracing ethical business practices.

**Better Solutions. Better Results.**

# Brand Personality

## Brand Benefits

	We are...	We are not...
Innovative	original intuitive integrated	status quo complex frustrating
Approachable	simple fun engaging	formal intimidating boring
Trusted	reliable a partner effective	faltering premium purely entertainment

The Boxlight brand has a distinctive personality that holds true to its mission, while strengthening our competitive positioning. And like any other personality, ours has several aspects.

### **Innovative**

Some of the most innovative ideas end up being the most simple solutions. That's our goal. To have an original solution that is useful to educators.

### **Approachable.**

As a company, we're trying to solve real problems for students and educators, so it only makes sense that we be accessible. We are fun, down-to-earth, and engaging. There's no room for the abstract or complex.

### **Trusted.**

We create things that work, providing effective results. We do this through innovations that bring technologies within reach. And we support all of it with unfaltering support and training.

# Copy Guidelines

To convey the three pillars of our brand, our tone of voice should be innovative, approachable, and trustworthy. Of course, it is difficult (if not impossible) to represent every personality attribute in every headline or sentence of copy, and that is not expected. Rather, we should use these personality attributes as a guide to align our voice to strategies or specific selling messages.

# Brand Pillars and Tone

The brand pillars and personality traits are meant to be a flexible system that allows us to communicate to many audiences as effectively as possible. It is the collective and consistent use of these pillars that differentiates the Boxlight brand, not any one benefit alone.

Wherever possible, we should use third-party endorsements to bolster our brand personality and credibility. No voice is as strong as our consumers’.

## Innovative

**“There’s got to be a better way.”** The creation of every product under the Boxlight brand umbrella was driven by this simple statement. As such, innovation is a strong part of the Boxlight DNA. However, it is important to note that Boxlight products were created to solve real, everyday challenges—not to remedy broad-based theoretical issues. This practical innovation is what makes Boxlight products so useful. When we write about Boxlight innovation, we should be cautious not to overpromise or depict products as accomplishing something far greater than reality.

### **Boxlight would not say:**

“The sculpted, cutting-edge MimioPad tablet is a marvel of engineering.”

### **Boxlight would say:**

“The lightweight MimioPad tablet is convenient and highly portable. The tablet shape fits nicely in your hand, so it feels natural.”

### **Tips for writing to convey “innovative”:**

- We should never be shy about communicating our innovation, especially when it relates to our competition. Simply put, however, we deliver innovation for practical purposes. Rather than making exaggerated claims, focus on the tangible, practical differences that Boxlight can make in everyday life. Who doesn’t want things to be easier? Who doesn’t want to save time, or to save money? This is where Boxlight innovation really delivers.

# Brand Pillars and Tone (cont.)

## Approachable

While we take our product innovation seriously, we must never take ourselves too seriously. That's why the Boxlight brand must strive to be friendly and down-to-earth. We should speak informally—as a friend, not as a verbose authoritarian. This makes what we say engaging and easy to follow. We never want to confuse consumers with tech speak.

### **Boxlight would not say:**

“The MimioCapture ink recorder uses advanced technology to convert any whiteboard content into digital files you can save, edit, and share in a variety of formats, including PDF, JPEG, and HTML.”

### **Boxlight would say:**

“The MimioCapture ink recorder converts any whiteboard content into digital files you can save, edit, and share, in your choice of familiar formats.”

### **Tips for writing to convey “approachable”:**

- Write like you're talking to a friend, not like you are trying to impress someone with a breadth of vocabulary.
- Write informally, and vary the length of sentences. It's okay to have one- or two-word sentences. That's how people talk.
- Simplify. Cut down your sentence length. Get rid of as much jargon, acronyms, and overly technical language as possible.
- It's okay to use slang—but only if it's appropriate (and sure to be understood) by your audience.
- Use contractions when possible: “We're” instead of “we are.” “Can't” instead of “cannot,” etc.

## Trusted

We say what we mean. We don't make empty promises. We don't make verbose claims or statements. We speak the plain truth, and that's why our consumers can trust us.

### **Boxlight would not say:**

“With our amazing technologies in your classroom, your lessons will be flawless and every student will excel.”

### **Boxlight would say:**

“With our technologies in your classroom, lesson creation becomes simpler and students are more engaged.”

### **Tips for writing to convey “trusted”:**

- Stay grounded. While we have many outstanding products and solutions, we are not in the business of changing global society.
- Use quotes from teachers, administrators, and trainers that focus on how easy it can be to teach with Boxlight technologies.

# Company Name

In their efforts to offer customers a more complete interactive classroom, Boxlight has acquired many valuable companies. The latest of these is Mimio. Mimio and Boxlight share a similar culture and mission. As we transition these companies to a single entity, we will be using a combined logo. This new logo will be in effect for the foreseeable future, to signal the merger of our product lines.

The new company will be referred to with the single name “Boxlight.” Its treatment will follow the same convention as our product names: initial cap only. The name should never appear in all caps.

While we may still refer to Mimio as a collective group or set of products, we should not combine the names Mimio and Boxlight in any format (e.g., Mimio|Boxlight, mimio.BOXLIGHT, or MimioBoxlight). The company name is Boxlight; it should not be altered or combined with other names or words in any way.

# Naming and Trademarks

Boxlight products carry trademarked names. Trademarks give a company legal “ownership” of a given name and allow the company to collect damages from others who may infringe on the right or misrepresent the company through improper use of the name. Trademarks come in two forms: formal registration (indicated by the R symbol), and common-law protection (indicated by the TM symbol). Boxlight, Mimio, and MimioConnect carry the R (MimioConnect only carries the R in the United States); products carry the TM:

- Be careful to use the correct capitalization in every product name.
- Products should carry the trademark symbol only at first mention in text (not in headlines).
- At first mention in the body of a document, product names should be followed by a generic description, as follows:

MimioTeach™ interactive whiteboard\*

MimioStudio™ classroom software\*

MimioMobile™ application

MimioCapture™ ink recorder\*

MimioView™ document camera\*

MimioVote™ assessment\*

MimioPad™ wireless pen tablet\*

MimioHub™ wireless receiver\*

MimioBoard™ touch board\*

MimioConnect® interactive teaching community

ProColor interactive flat panel

ProColor touch table

ProjectoWrite™ interactive projector\*

P12 laser interactive projector\*

DeskBoard mobile cart

Labdisc portable lab

In subsequent mention, product names must still carry a descriptor, but you may use a shortened version for some of the products:

MimioStudio software

MimioMobile app

MimioCapture recorder

MimioView camera

MimioPad tablet

MimioHub receiver

MimioConnect community

ProColor panel

You may vary the descriptor with terms like the following, as appropriate: technology, design, tool.

Avoid using product names in the possessive and in plural forms.

For example: Instead of “MimioPad’s design,” say “the MimioPad design.”

Instead of “MimioPads,” say “MimioPad tablets.”

# Naming and Trademarks (cont.)

## COMPONENTS OF MIMIOSTUDIO

The following components of MimioStudio should carry an initial cap: Collaborate, Gallery, Gradebook, Notebook, Tools. The ActivityWizard component takes a capital W in addition to the initial cap. At first mention in text, precede the component names with MimioStudio: MimioStudio ActivityWizard, MimioStudio Collaborate, MimioStudio Gallery, MimioStudio Gradebook, MimioStudio Notebook, MimioStudio Tools. Subsequent mention of components can stand alone: ActivityWizard, Collaborate, Gallery, Gradebook, Notebook, and Tools.

ProjectoWrite	USB cable, pen, laser curtain module
P12	USB cable, pen, laser curtain module

## PRODUCT COMPONENT NAMES

Product Name	Component Name
MimioTeach	USB cable, stylus, power supply, mounting bracket, bar
MimioBoard (touch board)	USB cable, styli, mounting bracket
MimioCapture	Tabletop recharging tray, magnetic pen holder, mounting bracket, pen(s), eraser, Expo® dry erase marker(s)
MimioVote	handset, station, carrying case, power supply
MimioView	document camera, USB cable
MimioHub	wireless receiver
MimioPad	stylus, wireless tablet
MimioStudio Collaborate	Collaborate sessions

# Naming and Trademarks (cont.)

## COPYRIGHT AND THIRD-PARTY TRADEMARKS

**All documentation should bear the following copyright line:**

©2016 BOXLIGHT, Inc.

**If Mimio product names appear**

© 2016 Mimio

Third-party trademarks (the trademarks of companies other than Boxlight) are the property of those respective companies. It is not necessary to use trademark symbols with other companies' trademarks. Please note two exceptions: use the registered mark at first mention of Expo® dry erase markers, and use the trademark symbol at first mention of ceramicsteel™ surface.

## URL STYLE

URLs should appear in all lowercase letters in text, without the http://www. For example: mimio.boxlight.com. If a product name or a phrase is used in a unique URL, however, it will be more readable with capitalization. For example: mimio.boxlight.com/BoxlightClassroom.

# Design Guidelines

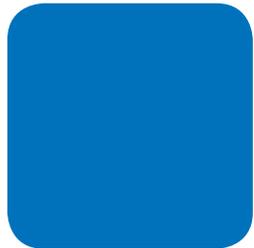
Our design guidelines are based on our brand personality, which guides everything we create. These guiding principles allow everything to carry the same visual cues.

# Color - Communications

The Boxlight color scheme has a primary palette, which is used for headlines, logotype, and major graphic accents. Our secondary palette is used to add colorful accents, creating a more engaging layout.

## PRIMARY PALETTE

The primary color is used for headlines, logos, and main design elements.



PMS: 300  
RGB: 0, 94, 184  
CMYK: 99, 50, 0, 0  
HEX: 005EB8

## SECONDARY PALETTE

The secondary colors are used for subheads and accent design elements, to define subject areas or product lines when necessary, and as the palette for illustrations and photography.



PMS 2602  
RGB: 119, 41, 129  
CMYK: 63, 100, 0, 3  
HEX: 772981



PMS 368  
RGB: 122, 188, 46  
CMYK: 57, 0, 100, 0  
HEX: 7ABC2E



PMS 151  
RGB: 246, 151, 22  
CMYK: 0, 48, 95, 0  
HEX: F69716



PMS 116  
RGB: 255, 209, 0  
CMYK: 0, 16, 100, 0  
HEX: FFD100



PMS 199  
RGB: 208, 16, 58  
CMYK: 100, 65  
HEX: D0103A

## GRAY

We use a gradient gray throughout our design language. The gray should not be so dark that it distracts, or so light that it is completely lost on white.



PMS 431  
RGB 91, 103, 112  
CMYK: 45, 25, 16, 59  
HEX 5B6770

# Color and Headlines

Our primary color is blue and therefore it should be the main color used for headlines, titles, and subheads. For all Boxlight communications, purple and gray are also considered acceptable subhead colors. Body copy should be K75. If readability is in question due to projection or medium, please use K90 or K100.

## GENERAL BOXLIGHT COMMUNICATION

### Lorem ipsum dolor sit ame

#### **Praesent nec facilisis nisi**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer id purus lacus. Vestibulum rutrum eros a dui elementum volutpat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

### Lorem ipsum dolor sit ame

#### **Praesent nec facilisis nisi**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer id purus lacus. Vestibulum rutrum eros a dui elementum volutpat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

# Typography - Print

Neue Helvetica was selected because it visually represents simplicity. It's clean, modern, and easy to read—perfect for the Boxlight typeface. The typeface weights approved for use are ultra light, light, roman, medium, and bold. For lengthy documents that will typically be read in a printed format, Adobe Caslon is an alternative font. When Caslon is used, headlines and subheads should still appear in Neue Helvetica.

## Neue Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

## Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

You can purchase Neue Helvetica from:

LinoType GmbH

Werner-Reimers-Straße 2-4

61352 Bad Homburg Germany

+49 (0) 6172-484-418

[www.linotype.com](http://www.linotype.com)

[info@linotype.com](mailto:info@linotype.com)

You can purchase Adobe Caslon from:

MyFonts

[www.myfonts.com/fonts/adobe/caslon/](http://www.myfonts.com/fonts/adobe/caslon/)

Note: In cases such as the following, Arial can be used in regular and bold weights:

- The copy will be used across systems or on the Web.
- The copy needs to be editable and it cannot be embedded.

# Typography - Web

For our Website, Email, and Landing pages we use Roboto. Roboto is a clean and friendly alternative to Neue Helvetica and is a Google font, which makes it ideal for use on the Web. The preferred weight is Roboto Light, but subheads and body copy can use regular, medium, and bold.

## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

You can download Roboto at  
[www.fontsquirrel.com/fonts/roboto](http://www.fontsquirrel.com/fonts/roboto)

Note: In cases such as the following, Arial can be used in regular and bold weights:

- The copy will be used across systems.
- The copy needs to be editable and it cannot be embedded.

# Headline and Subhead Style

## HEADLINE STYLE

Our headlines should be set in either Neue Helvetica Light, Neue Helvetica Ultra-Light, or Neue Helvetica Roman. A size range of 18 pts and larger is suggested.

## SUBHEAD STYLE

Subheads, as a rule, support the headline. As a result, our subheads are set in either Neue Helvetica 55 Roman, Neue Helvetica 65 Medium, or Neue Helvetica 75 Bold—establishing the needed contrast between the headline and the subhead. And because these subhead typefaces are bolder, their size should range from 9 pts to 16 pts. Subheads can be in title case or upper case.

Headline Set in Neue Helvetica Ultra Light

Headline Set in Neue Helvetica Light

Headline Set in Neue Helvetica Roman

Headline Set in Neue Helvetica Medium

Subhead Set in Neue Helvetica 55 Roman

Subhead Set In Neue Helvetica 65 Medium

**SUBHEAD SET IN NEUE HELVETICA 75 BOLD**

# Body Copy Style

The most important thing about body copy is readability. If readers find the typography distracting, they're not going to invest time in the actual content. As a result, body copy should be set in either Neue Helvetica 55 Roman or Neue Helvetica 45 Light, with a size set within a range of 9 pts to 12 pts. In cases where there are size restrictions or you need to make room for translations, you can set the font size as low as 7 pts. Be sure never to set the point size below 7 pts.

Body copy for long printed documents should be set in Adobe Caslon Pro. The acceptable weight is regular, with a size set within a range of 9 pts to 12 pts.

**This is the body copy set in Neue Helvetica 45 Light.** Duis dolestinisis aut lorpero dolortie feugait inim iuscil eugue delis acil ipit ilit aliquat, vel ulla feugiat alit, vel elis enit landign iamconsecte endio eugait nullam, velit nostie dunt loreet, commolore vel doluptat. Ut do dolestrud magna feugait ulla adignisis nibh ex etummodo dipit wis auguerat, quat am er sis niam, sim dipsummy niam, se modipit ex ea feumsandreet lam, cortis er sectet, vulla augue facip eriusto odolobore te dolorpero odolore raesto digna faccum zzriurero dunt am, quat wiscilit nosto odoleniam eui exero er si.

**This is the body copy set in Adobe Caslon Regular.** Duis dolestinisis aut lorpero dolortie feugait inim iuscil eugue delis acil ipit ilit aliquat, vel ulla feugiat alit, vel elis enit landign iamconsecte endio eugait nullam, velit nostie dunt loreet, commolore vel doluptat. Ut do dolestrud magna feugait ulla adignisis nibh ex etummodo dipit wis auguerat, quat am er sis niam, sim dipsummy niam, se modipit ex ea feumsandreet lam, cortis er sectet, vulla augue facip eriusto odolobore te dolorpero odolore raesto digna faccum zzriurero dunt am, quat wiscilit nosto odoleniam eui exero er si.

The preferred body-copy fitting is justified left/ragged right. Copy leading is generally set according to line length. If line length is wide in a particular instance, leading should be opened for easy reading. Leading should never fall below 120% of the point size, to preserve legibility. Good character pair-kerning and word-spacing should be observed per application (if in doubt, air it out). Hyphenation is discouraged. Prevent orphans and widows where possible.

# Logo

## PREFERRED USE

The logo must appear in the colors indicated.



PMS: 300  
RGB: 0, 94, 184  
CMYK: 99, 50, 0, 0  
HEX: 005EB8



PMS 2602  
RGB: 119, 41, 129  
CMYK: 63, 100, 0, 3  
HEX: 772981



PMS 368  
RGB: 122, 188, 46  
CMYK: 57, 0, 100, 0  
HEX: 7ABC2E



PMS 431  
RGB 91, 103, 112  
CMYK: 45, 25, 16, 59  
HEX 5B6770

## SECONDARY USE

In circumstances where it is not feasible to use a white background, the logo can be placed on a gray (PMS 431) background.

## ONE-COLOR APPLICATIONS

You can use a black-and-white version of the logo. The preferred use is a white logo on a field of black. In circumstances where it is not feasible to use a black field, a black version of the logo can be placed on a white background.



# Logo - Product

On the Boxlight products we use the Boxlight logo on its own.

## PREFERRED USE

On our products the logo appears in the colors indicated. If it cannot be treated as a color logo, then match it to PMS 431.



# Logo Sizing and Spacing

Make sure the Boxlight logo always has an appropriate amount of clear space around it. This ensures that no other visual elements compete with or hide the logo. The clear space is determined by the height of the “X” in the Boxlight logo. This measurement is then applied all around the logo.

The size of the logo is dictated by the communication itself. But for most corporate communications (excluding packaging and outdoor signage), the logo shouldn’t be larger than 3 inches (76 mm) from one side to the other. This will prevent the logo from looking too big or unsophisticated.

On the other hand, the logo should never be smaller than 0.75 inch (19 mm) from one side to the other. This will ensure that the Boxlight name is always readable.

The dotted outline represents the clear space that should be maintained around the Boxlight logo.



3 inches (76 mm)



.75 inch  
(19 mm)

# Logo Don'ts



Don't build your own logo.



Don't use the logo on an unapproved color background.



Don't use the logo on a photograph.



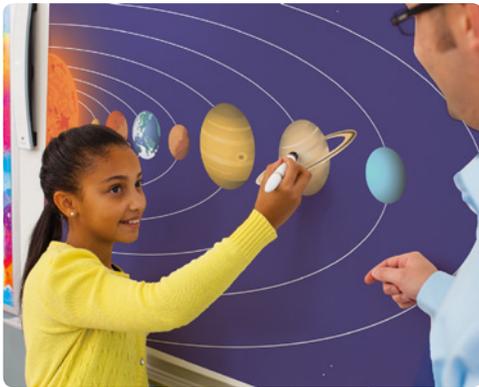
Don't change the color of the logo.



Don't violate the clear space.

# Photography

In an effort to maintain the consistency and personality of the Boxlight brand in marketing, an extensive photo library has been assembled. It showcases our products and their applications in various scenarios. The photo library is the first place to go for most photographic needs. To give you a feel for the photographic style, here are some examples.



# Boxlight Boxes

Square and rectangular shapes appear naturally in Boxlight products and solutions—from our labels to the boxes and envelopes they go on. Because of this, these shapes are a significant part of the design language.

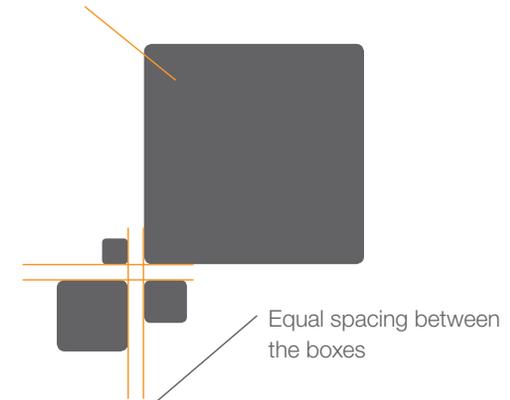
The boxes in box clusters should always be square in proportion. Also, the boxes should almost always be used in small groups. While not an absolute rule, it is recommended that you use an odd number of boxes such as three, five, or seven (never just one). While the boxes should be evenly spaced and appear to adhere to a grid, they should also look organic and free-flowing.

Each box should be sized at either double or half of the box next to it. That way there is an obvious difference between boxes.

For most layouts, the height of the boxes should be no smaller than 0.125 inch (3 mm) and no larger than 3 inches (76 mm).

Each box has a corner radius or a rounded corner. This corner radius should be subtle, simple, and small. There is no exact formula for determining the corner radius of the box, but it should feel consistent throughout the layout. So even though a smaller box will have a smaller corner radius and a larger box will have a larger one, they should feel the same visually. On the next page are some guideline samples to give you a starting point.

Note the contrast in size between the boxes



0.125" square to 0.25" square  
For boxes within this size range, use a corner radius that is approximately 0.03" in size



0.375" square to 0.75" square  
For boxes within this size range, use a corner radius that is approximately 0.06" in size

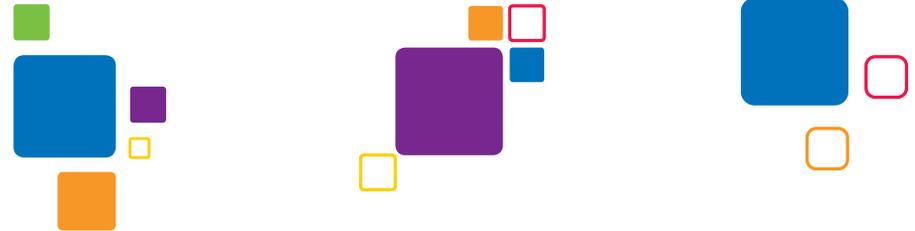


1" square and above  
For boxes within this size range, use a corner radius that is approximately 0.09" in size

# Box Samples and Usage

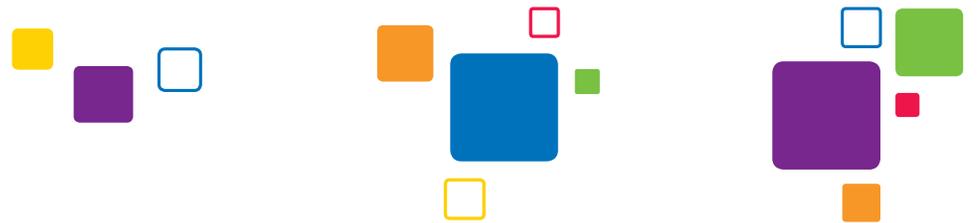
## BOX CLUSTERS WITH TYPOGRAPHY

To accentuate headlines or blocks of copy, you can use a small box cluster. This is a great graphic tool to either pull a reader into a block of text or to sign off a headline. Make sure the size of the cluster does not detract from the layout.



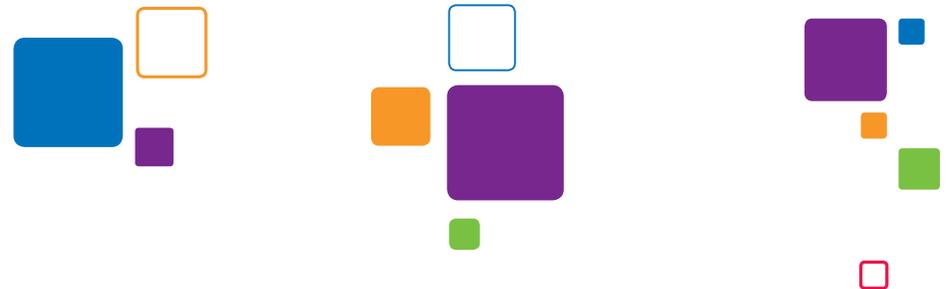
## BOX CLUSTERS WITH PHOTOGRAPHY

You can use box clusters to accent Boxlight photography in layouts. The photography can be one large image or a cluster of a few images. These boxes should only be used in a minimal way.



## BOX CLUSTERS ON FIELDS OF COLOR

Box clusters can be used to create interest or texture on a field of color. But they should only be used in a subtle way to enhance the design. If they are distracting, remove them from the design.



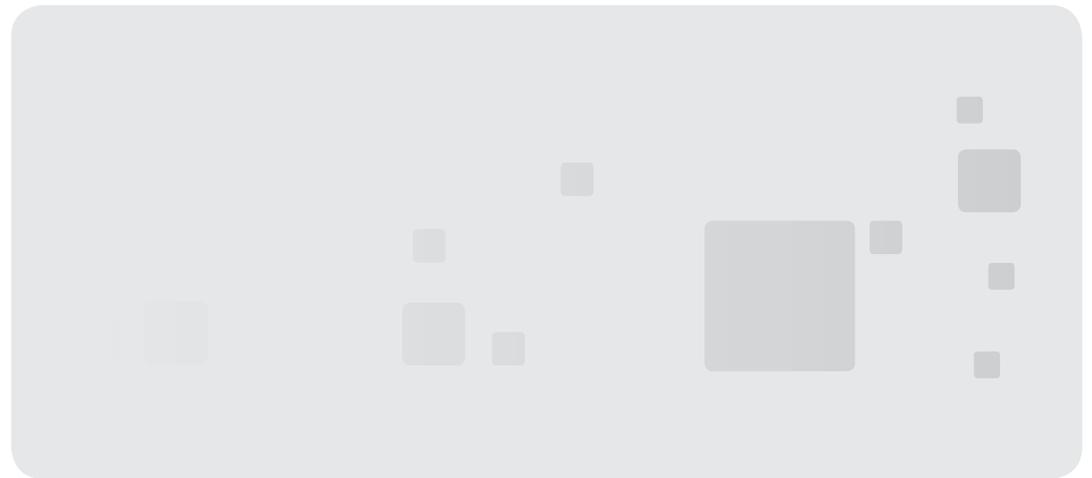
# Background Shapes

The background shapes are made up of various-sized boxes converging to create subtle yet interesting patterns on a white or light gray background or field. The boxes are colorized with a gradient of light to dark gray, and are used solely to add texture.

The background shapes should be configured in a random yet orderly way. They should always be square in proportion and almost always in small groups. Although not an absolute rule, it is recommended that groups consist of an odd number of background shapes such as three, five, or seven (never only one).

These background shapes need to be subtle. As a result, they should always be on a field of white or light gray (CMYK: 0, 0, 0, 0-15). The background shapes themselves are a gradient of 0% to 35% black, with no other color in the mix.

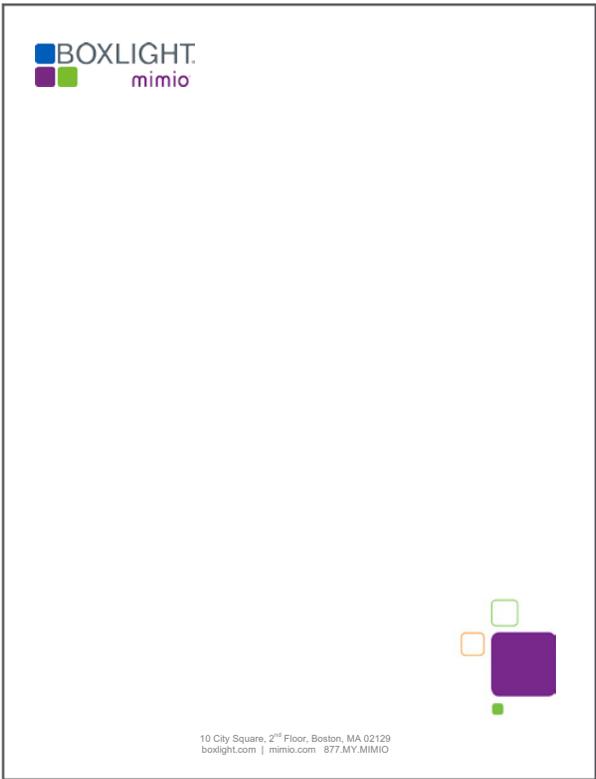
Adding gradients to objects can sometimes cause banding in the printing. To avoid this, noise (texture) is added to the boxes. To apply this noise, take the background shapes into PhotoShop and apply a 4% monochromatic noise to the gradients.



# Design Samples

The next section shows examples of our brand guidelines in use. All source files reside on the Design server; they can be released upon request.

# Corporate Identity



Letterhead



Business Card



Email Signature

# Collateral

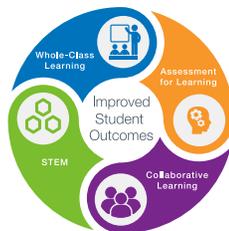


## What the Classroom Can Be.

Educating today's students to prepare them for tomorrow can be a challenging task. Education is more than just learning facts – it's also building essential skills. It's about teaching students to approach learning creatively and with critical thinking. To be innovative in their approaches and thought process. It's about learning and working together, and being able to communicate their ideas.

For over 30 years, Boxlight has been working with you to provide easy-to-use and effective solutions for these challenges. Our technology and software empower both educators and students in all forms of learning, enabling real understanding and enhancing student achievement.

Whether it's whole-class learning, small-group collaboration, formative assessment, or STEM-based learning, Boxlight offers the services, software, and hardware that enable teachers to easily and effectively enhance student outcomes and build essential skills: critical thinking, collaboration, communication, and creativity.



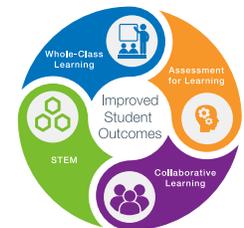
[MIMIO.BOXLIGHT.COM](http://MIMIO.BOXLIGHT.COM)



## What Whole-Class Learning Can Be.

Whole-class learning is a key aspect of the modern classroom. It's a terrific tool for introducing new concepts to the entire class, or for reviewing material that most of the students found difficult. Many students grasp new ideas more quickly through whole-class instruction – especially if the material is interactive and engaging. It is a great first step in the learning process, before collaboration or team learning begins.

Boxlight interactive technologies offer an effective, engaging, and easy way to provide teacher-led instruction. Whole-class learning can take place from 4K touch-technology to a 130-inch brilliant interactive projected area, and our software and hardware allow teachers to teach the whole class from anywhere in the room.



[MIMIO.BOXLIGHT.COM](http://MIMIO.BOXLIGHT.COM)

6 Page - A Better Way to Learn overview

Product Sell Sheet



# Advertising

## What the Classroom Can Be.

Creating an innovative classroom is easier than you think.



### Brilliant Interactive Solutions. Brilliant Results.

Boxlight products are designed to help students learn more effectively and develop the essential skills they need for success. Students respond to this enhanced way of learning, and teachers find it allows them to do more in the classroom, with less time and hassle.

Our technology and software empower both educators and students in all forms of learning, enabling real understanding and enhancing student achievement. Whether it's whole-class learning, small-group collaboration, formative assessment, or STEM-based learning, Boxlight offers the services, software, and hardware that enable teachers to easily and effectively enhance student outcomes and build essential skills: critical thinking, collaboration, communication, and creativity.

### Want to learn more about what the classroom can be?

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Full-page print ad.

# Email



Headline Style Sample Here



Boxlight easy to use products are designed to help students learn more effectively and develop the essential skills they need for success. And while students respond to this enhanced way of learning, teachers discover it allows them to do more in their classrooms with less time and hassle.

Experience flexible, engaging, and effective solutions for the way we teach tomorrow's students today.

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# Web



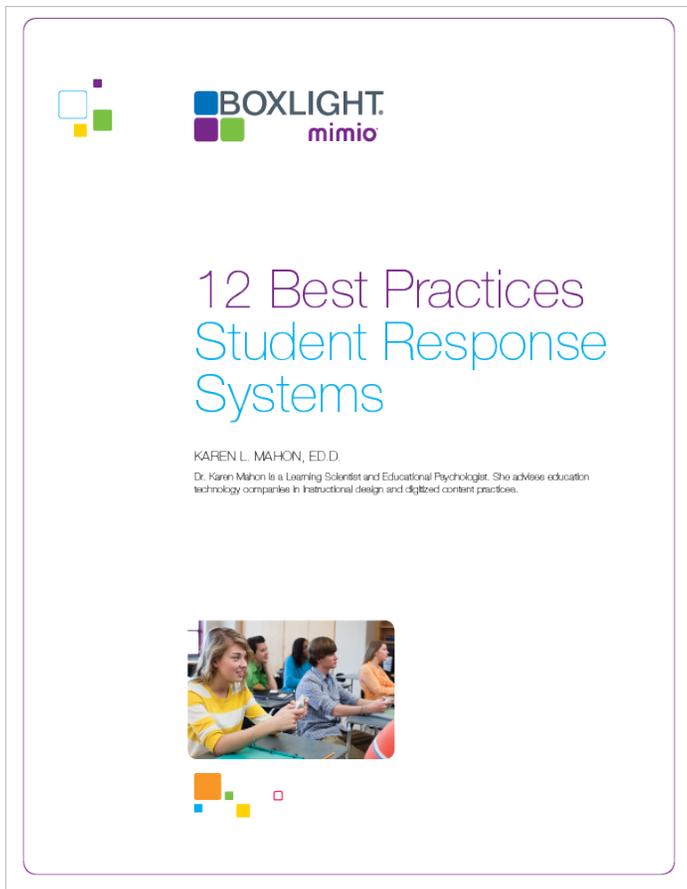
Home Page



Product Page

# White Papers

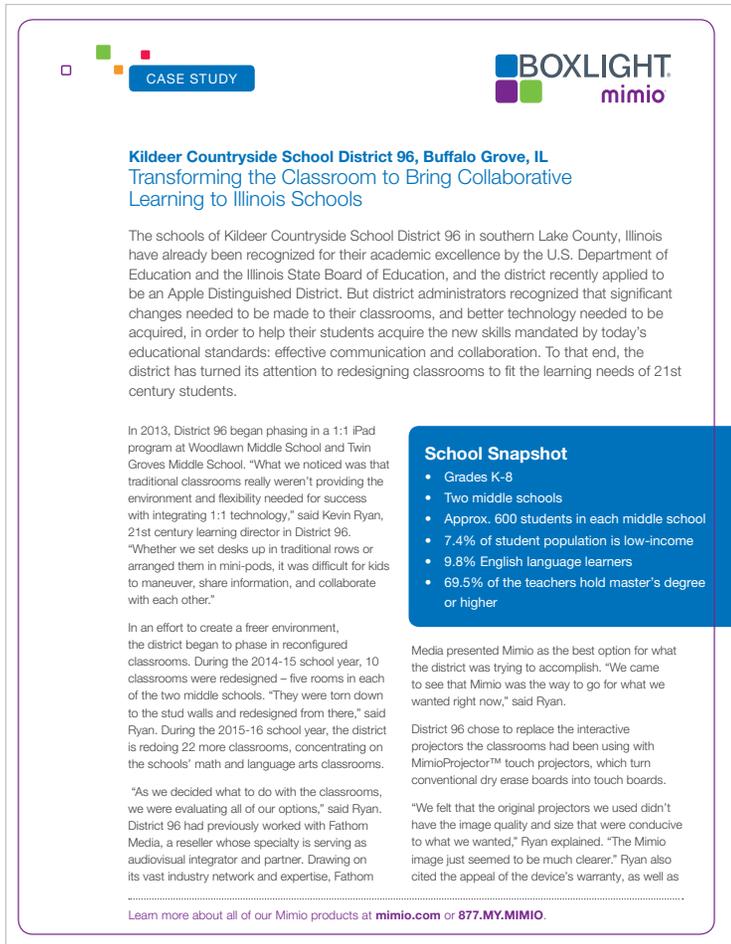
Templates for these documents are available on the Design server; they can be released upon request.



Boxlight interactive product white paper.

# Case Studies

Templates for these documents are available on the Design server; they can be released upon request.



The image shows a template for a case study document. It features a header with a 'CASE STUDY' label and the 'BOXLIGHT mimio' logo. The main content area is titled 'Kildeer Countryside School District 96, Buffalo Grove, IL' and 'Transforming the Classroom to Bring Collaborative Learning to Illinois Schools'. The text describes the district's efforts to redesign classrooms for 21st-century learning. A 'School Snapshot' box lists key statistics: Grades K-8, two middle schools, approximately 600 students per school, 7.4% low-income students, 9.8% English language learners, and 69.5% of teachers with a master's degree or higher. The document concludes with a call to action to learn more about Mimio products.

**CASE STUDY**

**BOXLIGHT**  
mimio

## Kildeer Countryside School District 96, Buffalo Grove, IL

### Transforming the Classroom to Bring Collaborative Learning to Illinois Schools

The schools of Kildeer Countryside School District 96 in southern Lake County, Illinois have already been recognized for their academic excellence by the U.S. Department of Education and the Illinois State Board of Education, and the district recently applied to be an Apple Distinguished District. But district administrators recognized that significant changes needed to be made to their classrooms, and better technology needed to be acquired, in order to help their students acquire the new skills mandated by today's educational standards: effective communication and collaboration. To that end, the district has turned its attention to redesigning classrooms to fit the learning needs of 21st century students.

In 2013, District 96 began phasing in a 1:1 iPad program at Woodlawn Middle School and Twin Groves Middle School. "What we noticed was that traditional classrooms really weren't providing the environment and flexibility needed for success with integrating 1:1 technology," said Kevin Ryan, 21st century learning director in District 96. "Whether we set desks up in traditional rows or arranged them in mini-pods, it was difficult for kids to maneuver, share information, and collaborate with each other."

In an effort to create a freer environment, the district began to phase in reconfigured classrooms. During the 2014-15 school year, 10 classrooms were redesigned – five rooms in each of the two middle schools. "They were torn down to the stud walls and redesigned from there," said Ryan. During the 2015-16 school year, the district is reding 22 more classrooms, concentrating on the schools' math and language arts classrooms.

"As we decided what to do with the classrooms, we were evaluating all of our options," said Ryan. District 96 had previously worked with Fathom Media, a reseller whose specialty is serving as audiovisual integrator and partner. Drawing on its vast industry network and expertise, Fathom

Media presented Mimio as the best option for what the district was trying to accomplish. "We came to see that Mimio was the way to go for what we wanted right now," said Ryan.

District 96 chose to replace the interactive projectors the classrooms had been using with MimioProjector™ touch projectors, which turn conventional dry erase boards into touch boards.

"We felt that the original projectors we used didn't have the image quality and size that were conducive to what we wanted," Ryan explained. "The Mimio image just seemed to be much clearer." Ryan also cited the appeal of the device's warranty, as well as

Learn more about all of our Mimio products at [mimio.com](http://mimio.com) or [877.MY.MIMIO](tel:877.MY.MIMIO).

**School Snapshot**

- Grades K-8
- Two middle schools
- Approx. 600 students in each middle school
- 7.4% of student population is low-income
- 9.8% English language learners
- 69.5% of the teachers hold master's degree or higher

Boxlight case study.

# Contact Information

If you have any questions or you believe your project may deviate from the brand guidelines represented here, please do not hesitate to contact the Creative Manager for Boxlight:  
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