



See How We  
Transform Content.



“You’ve asked all the right questions, taken the initiative at appropriate times and demonstrated an appropriate amount of dread at these crazy schedules. I am confident that we could not be working with a better group right now.”

**Joel Kupperstein**

Lead Product Sponsor,  
Specialized Solutions Group  
McGraw-Hill School Education

**WE’RE KNOWN BY THE  
COMPANIES WE KEEP...**



We Think Big.

We Deliver Even  
**BIGGER.**

Let's connect to build something remarkable. Let's brainstorm, strategize and implement. Bring your ideas. We'll bring the creativity and the vision. Together we can achieve more.

**YEP, WE DO THAT, TOO!**

## A LOOK AT OUR SERVICES

Full-service development house and book packager

Engaging print, digital and online learning products for school and home

Flipped classroom resources

Children's books, apps, magazines, music, video, games, puppets

PARCC; Smarter Balanced; standardized test items and passages

Translation services in over 80 languages

Design, art direction, production

Fact-checking, indexing, literature searches

**“We conceptualize, create and transform content to provide comprehensive coverage of Common Core State Standards. The result is dynamic, robust and engaging instruction that gives students the tools for success in school and life.”**

*- Judi Coffey, Co-founder and CEO*

Product conceptualization, planning, prototypes

Continuity products

Total project management and coordination

Common Core alignment and correlations

Market analysis, competition studies, focus groups

Field and pilot testing, advisory groups

English and Spanish readabilities and text leveling: Guided Reading, Fountas & Pinnell; Reading Recovery; Descubriendo la Lectura (DLL); DRA; EDL, Spanish DRA

Presentations, workshops, professional development, rep and consultant training

# This year, millions of students worldwide will be inspired with content Rainbow helped to create.

We help companies and organizations in publishing and beyond create the tools and resources that transform teaching and learning. We believe every learner can achieve his or her own brand of greatness and success. It takes vision, creativity and expertise. It demands new approaches to the development process. And yes, it all works better when new kinds of partnerships are part of the picture.



**Imagine what education will be in the future.**

**What is your idea to make it more brilliant? How can we help?**

Our clients and partners value the insight, strategy, analytics and powerful processes we bring to every project.

[RainbowCreative.com](http://RainbowCreative.com)