

# Behavior Bytes

**Behavior Bytes** are digital videos, presentations, infographics, or any “byte” (concentrated) size of educational information used as a technical assistance resource or tool for training school community stakeholders on tiered social-emotional behavioral supports.

## GOAL

The goal of Behavior Bytes is to provide targeted strategies and evidence-based information to increase educator, parent, and school community knowledge in social-emotional behavior (SEB) tiered supports.

## PURPOSE

1. BE CREATIVE! Have FUN! Our goal is to collaborate with partners, all while providing evidence-based practices for educators and stakeholders.
2. Provide Oklahoma stakeholders with "byte" sized positive behavioral information.
3. Showcase monthly resources from the [School Climate Transformation Grant website](#), partner with grants and agencies through monthly newsletters, emails, and media.
4. Provide Oklahoma educators with evidence-based practices for their classroom or virtual learning.

## AUDIENCE

1. Oklahoma Educators
2. School staff working with students
3. Professional Development content for Administrators

## KNOWLEDGE CHECK (Optional)

1. It can include at least one knowledge check for participants/views.
2. Can embed interactive digital activities in the presentation.
3. It's recommended to add additional resources or activities for more in-depth learner knowledge.

## SUBMITTING BEHAVIOR BYTE

1. Please submit content to via email: [Heather.Graham@sde.ok.gov](mailto:Heather.Graham@sde.ok.gov) and [Amanda.Sellers@sde.ok.gov](mailto:Amanda.Sellers@sde.ok.gov).
2. All Behavior Bytes due by the **10th of each month**
3. Check your work with the **Top 5 Creative Checklist**.



## DESIGN REQUIREMENTS

Please use these guidelines when building presentations, videos, and print products to meet state agency branding and federal accessibility guidelines.

**Videos or Presentations:** 5 minutes or less with closed caption access.

### Behavior Byte

**Creatives:** Include one of the [Behavior Byte Creatives](#) in your presentation, infographic, or document.



### Recommended

**Fonts:** Montserrat or Arial - [Montserrat is a free Google font](#) universally available for download.

Left aligned or centered (avoid right aligned and justified).

### Recommended Font

**Size** Presentations font size 24 pts.

### Typography

**Guidelines** for printed infographics or documents.

Light, Regular, Medium or Semibold

Standard headline

Light, Regular, Medium or Semibold

FORMAL HEADLINE

Regular, Medium, Semibold, or Bold

Small headline style 1 (sentence case)

Regular, Medium, Semibold, or Bold

SMALL HEADLINE STYLE 2 (all caps)

Regular, Medium, Semibold, or Bold

### Body Copy Headlines 1

Our typeface, Montserrat, is a geometric sans serif that is approachable, credible and easily legible.

Regular, Medium, Semibold, or Bold

### BODY COPY HEADLINES 2

Our typeface, Montserrat, is a geometric sans serif that is approachable, credible and easily legible.

Light, Regular, or Medium

Body copy. Proper use of typography, and particularly our primary font, Montserrat, will promote a unified and consistent impression across state agencies and departmental touchpoints.

Light, Regular, or Medium

Captions. Our typeface, Montserrat, is a geometric sans serif that is approachable, credible and easily legible.

Light Italic, Italic, or Medium Italic

*Italic* is used create *emphasis* or *contrast*. It is also used to indicate publication titles, such as *The Oklahoman*.

State of Oklahoma, Design System Quick Reference Guide (February 2020), [OSDE and State of Oklahoma Branding Resources folder](#)

# Behavior Bytes

**Branding Colors:** Use these colors and font colors against each hue to meet accessibility contrast requirements.



**Use chevrons to emphasize or add attention.**

Can point up, down, to the right (avoid pointing to left).

**Can use high-quality photos and icons**

Resources for royalty-free photos  
[Pixabay](#)  
[Pexels](#).

Resource for high quality, royal free icons  
[The Noun Project](#).

Give copyright credit to images, icons, and digital resources.

**All images must have alt. text.**

<p><b>Bright</b></p> <p>C72 M17 Y0 K0 R28 G166 B223 #1CA6DF Pantone 2171</p>	<p><b>Bright</b></p> <p>C57 M6 Y92 K19 R102 G155 B65 #669B41 Pantone 7490</p>	<p><b>Bright</b></p> <p>C0 M77 Y97 K15 R209 G84 B32 #D15420 Pantone 7580</p>
<p><b>Dark</b></p> <p>C100 M48 Y0 K14 R0 G102 B166 #0066A6 Pantone 2384</p>	<p><b>Dark</b></p> <p>C61 M0 Y99 K56 R50 G104 B32 #326820 Pantone 2280</p>	<p><b>Dark</b></p> <p>C0 M70 Y89 K48 R145 G65 B21 #914115 Pantone 7587</p>
<p><b>Sky Blue</b></p>	<p><b>Woodland Green</b></p>	<p><b>Clay Red</b></p>
<p><b>Bright</b></p> <p>C12 M49 Y100 K0 R222 G144 B39 #DE9027 Pantone 131</p>	<p><b>Bright</b></p> <p>C84 M46 Y0 K0 R24 G123 B192 #187BC0 Pantone 660</p>	<p><b>Bright</b></p> <p>C0 M0 Y100 K65 R120 G120 B120 #787878 Pantone Cool Gray 8</p>
<p><b>Dark</b></p> <p>C27 M63 Y100 K13 R169 G103 B40 #A96728 Pantone 132</p>	<p><b>Dark</b></p> <p>C100 M73 Y0 K10 R0 G78 B154 #004E9A Pantone 7686</p>	<p><b>Dark</b></p> <p>C0 M0 Y100 K88 R70 G70 B70 #464646 Pantone Cool Gray 10</p>
<p><b>Prairie Gold</b></p>	<p><b>Water Blue</b></p>	<p><b>Slate Gray</b></p>

Oklahoma State Department of Education, Creative Department, Accessibility and Design Requirements (2020), [OSDE, and State of Oklahoma Branding Resources folder](#)

## TECH TOOL RESOURCES

Use this tech resource list adapted and vetted through Oklahoma education organizations OSDE and OCIC Project ENGAGE Instructional Coaching Team to use when creating behavior byte resources.

[Google Suite](#) Google Forms, Slides, Jamboard, and Docs are Free and can be converted into .ppt, pdf., .jpg., and Docx.

[Flipgrid](#) Ability to record and share videos. **Free** to educators.

[Nearpod](#) Ability to build interactive slides with embedded content, use already created slide decks, or upload your slide decks. It allows you to embed videos and .pdf. There is a **free** version but can also upgrade for a price.

[Pear Deck](#) Ability to use with already created slide decks and integrate activities and knowledge checks in slides. It is **free**, and can add a google extension.

[Poll Everywhere](#) The ability to build interactive knowledge checks in existing slide decks populates data associated with the question. It has a **free** version and can be added as a google extension.

[Quizizz](#) Free quiz game platform and great for repetition and review. Shareable links make it easy to share with Google Classroom, with a wide range of subjects and grade levels.

[GimKit](#) Free quiz game platform. This platform ramps up the competition with the ability to double points and block lead players. Shareable links make it easy to share with Google.

[Edpuzzle](#) Free platform to create fantastic video lessons in minutes. Choose any video or upload your own, embed your assessment questions, and track your students' progress. It's easy and powerful!

[SWIPE](#) Swipe allows your audience to interact with their device. You can ask questions with polls to see what they know and want to learn to guide your lectures' pace. Swipe promotes a more engaged and smarter classroom, whether physical or online.

[Youtube](#) A platform to watch videos.

## TOP 5 CREATIVE CHECKLIST

Before submitting the behavior byte and additional resources to go with the “byte,” do a quick review of the materials to ensure they meet these creative checks.

### 1. **Keep the text simple.**

- Less is more. Being precise and using simple language will allow the end-user to understand the message you are trying to convey. Also, ensure spelling and grammar are correct.

### 2. **Keep the design simple.**

- Don't be afraid of "white space" or areas with no text in the overall design. Adding simple icons or images can help with your message but be careful not to overwhelm the comprehensive system by filling the space.

### 3. **Imagine a grid.**

- Keeping elements aligned will allow the eye to follow what is important. Misaligned elements can make the design unpleasant to follow, potentially making the user unable to read the text evenly.

### 4. **Emphasize what is important.**

- Define what is most important in your message by using an all caps header, bold fonts, or colors. Supporting text should never overshadow the main concept of your piece.

### 5. **Use high contrasting colors.**

- Always use light colors on dark backgrounds and dark colors on light backgrounds. Using higher contrast colors makes the text easier to read, but for those that are color blind, it will make the difference if they can even read it at all.