



Logo Usage Guide

Artwork for use by Active RIF Programs Only

Thank you for requesting the new RIF logo for use by your local program. From banners to websites, the RIF logo will help brand your local program and visually connect it to the nation's oldest and largest children's literacy organization. First, a few general rules:

- Please be sure to use this version of the logo on all RIF-related materials. The old version of the RIF logo should be phased out as you create or update materials. As with the previous logo, please follow the official guidelines as outlined in your subcontract agreement.
- The RIF logo may not be forwarded to corporations or non-RIF programs without consent by Reading Is Fundamental, Inc.
- The logo is a registered trademark of Reading Is Fundamental, Inc. Creating variations of it is unacceptable from both a legal and an identity standpoint.
- **The tips below are meant to be general guidelines. If you have specific questions about how to properly use the RIF logo, please contact us via e-mail at logo@rif.org, or call toll-free at 877-743-7323.**

TIPS FOR USING THE LOGO

NEW RIF LOGO

At every reasonable opportunity, start using the new version of the logo. While your program will not be penalized in any way for using the old logo, we'd like you to start phasing it out as soon as possible.



YES!



NO!

PARTIAL LOGO

Always use the full version of the logo. Do not strip off the text.



YES!



NO!

SIZE

If at all possible, the logo should be at least .5 inches tall. You may enlarge the logo as much as you like. However, if you want to use it more larger than 3 inches, we suggest you work with a high-resolution format (see page 4).



YES!



NO!



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APPEARANCE

Do not alter the proportions of the logo, skew the logo, or print it at an angle.



PROXIMITY

When using the RIF logo with another logo, please be sure there is adequate room between logos. While the size of the spacing will vary, often depending on the size of the logos, try to keep at least .25 inches of white space between logos.



CUSTOMIZED LOGOS

Do not use the logo with other text. If you wish to customize the RIF logo see the offer below.



Customized Logos for Local RIF Programs

National RIF will create a personalized version of the logo for local programs upon request. The custom logo will feature the familiar RIF logo along with the name of your local program. To request one, send an e-mail to logo@rif.org. Please include the name and PIN of your RIF program.





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COLORS

Preferred Colors

The preferred color for printing the RIF logo is black-and-white or blue-and-white. RIF blue is referred to as PMS 287. (PMS stands for Pantone Matching System and is used by printers and designers.) Either of these RIF logos shown are suitable for use on a white, or light, background.



Color Exception

If printing in one ink color only that is not black or blue, the logo may be printed in that color. For example, if you print a flier in red ink only, you may feature the RIF logo in the same color. Also, if you wish to print the logo in a different color to match a specific color scheme in a four-color designed publication, please submit it to RIF headquarters for prior approval.



OKAY

Working with Background Colors

When printing the logo on a colored background with black ink, the left side of the open book may be “transparent” so the color of the background shows through. However, this is only acceptable when printing on solid colors, not patterns or textures. It is also acceptable to reverse the black-and-white logo when printing on a black background so that it becomes a white logo with white letters.



YES!



NO!



YES!



NO!



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SPECIAL REQUESTS

The graphics available for download on the RIF website are meant to fit the needs of most RIF programs. However, other options are available at special request.

Version with RIF Website URL

A version of the RIF logo featuring the website address is available by request. Please e-mail logo@rif.org for an electronic file.



Camera-Ready Artwork

Please e-mail logo@rif.org if you would like to receive an 8½" x 11" sheet of camera-ready artwork featuring various sizes of the RIF logo. Be sure to include your name, address, and phone number.

High-Resolution Graphics

EPS (Encapsulated Post Script) versions of the RIF logo are available by request. Please send an e-mail to logo@rif.org for an electronic file. EPS files are high-resolution files primarily used by graphic designers and printers.

Need Help?

The tips in this guide are meant to address some of the most common questions about how to properly use the RIF logo. If you have specific questions, please contact the RIF Marketing and External Relations Department via e-mail at logo@rif.org, or call toll-free at 1-877-743-7323 and ask for the director of publications.