

**Reading**  
Is Fundamental.®

until every child reads



# BRAND GUIDELINES

UPDATED JULY 2024



## Our Vision

| A nation of lifelong readers.

## Our Mission

| Reading Is Fundamental (RIF) works to disrupt the alarming U.S. literacy crisis by inspiring the joy of reading in children, a critical element to driving the frequency, motivation, and engagement needed to create skilled readers. We know that if we build a foundation of joy for children, then development, discovery, and opportunity follow.

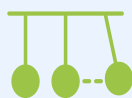
## Brand Personality

| RIF has four primary voice descriptors that have been selected by our team to convey the personality of the brand across our many communication platforms.

**Caring**



**Impactful**



**Inclusive**



**Energizing**



# Logos

There are two RIF logos available for use on print and digital materials. If space permits, logos with the tagline should be used on all communications with the exception of material designated for children as the main audience.

For external use: we allow use of our logo with prior permission and with review of logo placement by the RIF team. Please allow 48 hours.

*Note: When spelling out Reading Is Fundamental (instead of using a logo), please capitalize the first letter of each word in our name, including the "I" which must be capitalized.*



## Logo Treatments

When space doesn't permit the RIF logo can drop the tagline.



The logo should never be used in sizes too small to be clearly legible. The logo should never be shown smaller than 1/2-inch wide.



The RIF logo has 2 colors, but can upon request be converted to a single color



Please leave a buffer of "safe area" around the logo, approximately equal to the size of the "R" in the RIF logo font.



## Logo Do's & Don'ts

### Do's

- Do use the two-color logo as your first choice
- Do scale the logo proportionately
- Do request permission for logo usage

### Don'ts

- Do not remove the bookwing from the logo
- Do not place logo in a box
- Do not change the font
- Do not rotate the logo
- Do not stretch the logo
- Do not modify the colors of the logo
- Do not apply any effects
- Do not make the logo three-dimensional

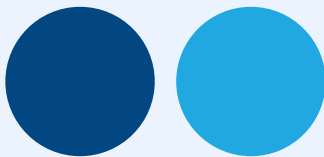
# Colors

RIF's primary colors are Navy and Cyan. Please use only the provided CMYK, RGB or HEX values shown here.

Secondary and support colors are available to use as accents when needing to add some balance to the two main blues.

When preparing files for final production, always make sure that your color values are consistent with the values shown here.

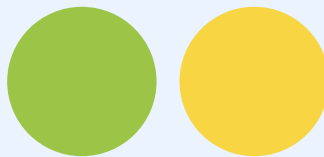
## PRIMARY



CMYK:  
100, 80, 22, 7  
RGB:  
2, 72, 130  
HEX:  
#024882

CMYK:  
70, 15, 0, 0  
RGB:  
41, 171, 226  
HEX:  
#20A9E1

## SECONDARY



CMYK:  
44, 3, 93, 0  
RGB:  
156, 197, 72  
HEX:  
#9CC548

CMYK:  
4, 13, 85, 0  
RGB:  
247, 213, 68  
HEX:  
#F7D543

## SUPPORTING *\*when needed*



CMYK:  
85, 47, 2, 0  
RGB:  
21, 120, 187  
HEX:  
#1679BA

CMYK:  
79, 10, 46, 0  
RGB:  
0, 168, 156  
HEX:  
#00A89C

CMYK:  
61, 100, 11, 2  
RGB:  
128, 4, 132  
HEX:  
#800484

## GRADIENTS

The following gradients can be used for a variety of visual communication needs, as well as a graphic background element.

Please contact RIF's marketing department for assistance in using gradients on any material.



NAVY TO MID BLUE

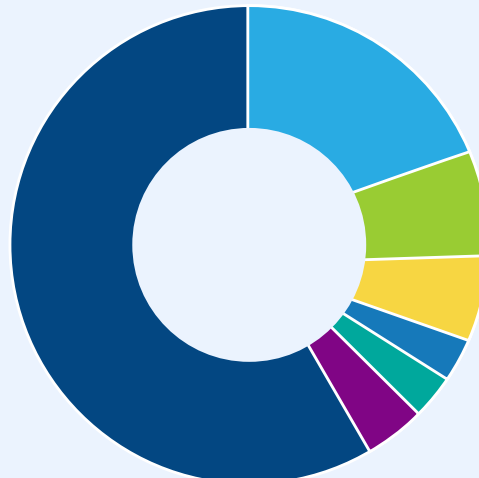


MID BLUE TO NAVY TO PURPLE

## RATIO

RIF's primary colors are Navy and Cyan and should be used as the dominant colors in all applications. The secondary colors are to be used as accents only and never without the primary color.

For all of your RIF branded communications, use the pie chart to the right to help guide you in balancing your usage of our primary blue with our secondary colors.



# Typography

A consistent brand look is key, including the typeface. RIF's primary font is Ubuntu. Ubuntu bold is used for headlines and Ubuntu regular is used for copy. Lora is a supporting font used specifically for quotes. Both fonts are available on google fonts.

**Headline Font: Ubuntu bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Copy Font: Ubuntu regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Quote Font: Lora, Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



**“This program is a pioneer in children’s literacy! It has set the standards other organizations follow and hope to achieve. Its longevity and success are due to its relevancy, insightfulness, and cultural sensitivity to generations of children.”**

**-RIF Volunteer**

# Imagery

If you would like to use an image in association with RIF, we recommend images that are similar in style to those shown below. We strive to show a broad range of children (age, race, gender, etc.) engaged in reading. Photos should look approachable, vibrant, cheerful, light-hearted and natural. It's important to find images of kids in which their expressions are real and genuine, as opposed to very posed and staged. RIF always strives to showcase the joy of reading through its images.

Please note that if you are taking photos of children at a RIF event, a photo release is required and grants RIF rights for use of the image across RIF's communications platforms and channels.

Sample images:



## Contact us

Please contact RIF's marketing department at [ContactUs@RIF.org](mailto:ContactUs@RIF.org) for any branding questions.