



## Chatterbooks: Branding and communications guidelines

### The name

The scheme should always be referred to as Chatterbooks.

### Key message

Reading for pleasure is more important to children's successes than education or social class. Chatterbooks children's reading groups help children build a lifelong reading habit. *Because everything changes when we read.*

### Visual guidelines

The Chatterbooks logos and images should only be reproduced from approved artwork. Never alter, distort or adjust the letterforms, type style, colours and visual relationships.

### Position and minimum height restrictions

On materials for children the Chatterbooks speech bubble logo in blue should be placed at the top left of the page. On all material, including those for children, The Reading Agency logo should appear in the bottom right and the Chatterbooks capitalised two tone blue logo should appear to the left of this logo. If additional logos, such as county council logos, are used, these logos should always be positioned to the left of the Chatterbooks and The Reading Agency logos. The minimum space between the logo and the edge of the page is equal to the height of the letter **R**. The logo should not be reproduced less than 10mm in height. If in doubt or to discuss further, please contact Lynne Taylor (see contact) for sign off.

Wherever possible, the colour versions of these logos should be used. When this is not possible please use the monocolour or white-out versions under the following circumstances.

### White out

The white-out version should be used when the logo can't be read very well on a photographic background, a dark coloured background or when that background is similar to one of the colours in the logo.

READ prints 100% of colour

All other print types 20% of colour

### Monocolour

A monocolour colour version should be used only when black and white print has been commissioned. The tint values must NOT be altered.

READ prints 100% of black

All other print types 20% of black

### Never:

1. Alter the proportions of the logo
2. Alter the typeface
3. Alter the colour combination
4. Reproduce the logo in any other colours (except when using monocolour or white-out versions)
5. Enclose the logo in a box

**CHATTER  
BOOKS**

**THE  
READING  
AGENCY**

The Chatterbooks logo is available in EPS and JPEG formats. Please say whether you require the full-colour, monocolour or white-out version when you contact us.

## **Visual guidelines online or in print**

When writing website pages or creating print items such as press releases, the Chatterbooks speech bubble logo can be used near the top of the page. The two tone block capitals Chatterbooks logo as well as The Reading Agency logo should be used at bottom of the page.

All print artwork needs to be sent to Lynne Taylor at The Reading Agency ([lynne.taylor@readingagency.org.uk](mailto:lynne.taylor@readingagency.org.uk)) for approval and sign-off, ideally four weeks before intended use and no less than two weeks beforehand.

## **Press releases**

All press releases should use the Chatterbooks name and key message (see above).

## **Notes to editors**

The following information should be included in the notes to editors on all press releases.

### **The Reading Agency**

The Reading Agency is an independent charity with a mission to give everyone an equal chance in life by helping people become confident and enthusiastic readers. It is funded by the Arts Council, and has a formal partnership with public library services. [www.readingagency.org.uk](http://www.readingagency.org.uk)

## **Online**

Online copy about Chatterbooks should use the name and key message (see above). It should also include the following links as appropriate.

Description of Chatterbooks [www.readingagency.org.uk/chatterbooks](http://www.readingagency.org.uk/chatterbooks)

## **Social media**

When talking about Chatterbooks on Twitter, use the hashtag #Chatterbooks and twitter handle @readingagency.

The Reading Agency's Facebook page is at [www.facebook.com/readingagency](http://www.facebook.com/readingagency).

## **Images**

Images of publicity materials can be supplied as required for both print and online.

## **Approval and sign off**

All press releases and/or online copy need to be sent to Lynne Taylor at The Reading Agency two weeks prior to release for approval and sign-off.

## **Contact**

Lynne Taylor

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Natasha Roe

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