

READING WELL

Reading Well for young people: branding and communications guidelines

The name

The scheme should always be referred to as Reading Well for young people.

Key message

Reading Well provides quality assured information and advice to help young people understand and manage their mental health. The scheme promotes emotional resilience and aims to reduce stigma around mental health issues.

Key descriptor

Reading Well for young people is delivered by The Reading Agency in partnership with the Society of Chief Librarians and the Association of Senior Children's and Education Librarians. It is funded by Arts Council England and the Wellcome Trust. www.reading-well.org.uk/shelfhelp

If there is space for partnership information the following text should also be included.

Reading Well for young people is supported by:

British Association for Behavioural and Cognitive Psychotherapies, The British Psychological Society, Mental Health Foundation, Mind, National Association of Primary Care, NHS England (Children and Young People's Mental Health), Public Health England, Royal College of General Practitioners, Royal College of Nursing, Royal College of Psychiatrists and YoungMinds.

Press releases

All press releases should use the Reading Well for young people name, key message and key descriptor (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

Society of Chief Librarians

The Society of Chief Librarians leads the debate on the future of public libraries and advocates for continuous improvement of the public library service on behalf of local people. www.goscl.com



Wellcome Trust

The Wellcome Trust is an independent global charitable foundation dedicated to improving health, because good health makes life better. <http://www.wellcome.ac.uk>

Association of Senior Children's and Education Librarians

The Association of Senior Children's and Education Librarians is the national membership network of senior managers in children's and young people's public library services and school library services in the UK. Our aim is to lead excellence in library services for children and young people. <http://www.ascel.org.uk/>

Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2010 and 2015, we will invest £1.9 billion of public money from government and an estimated £1.1 billion from the National Lottery to help create these experiences for as many people as possible across the country. www.artscouncil.org.uk

Online

Online copy about the Reading Well for young people scheme should use the name, main Reading Well logo, key message and key descriptor (see above), in that order according to the space available. It should also include the following links as appropriate.

Reading Well

www.reading-well.org.uk/shelfhelp

The Reading Agency

www.readingagency.org.uk

Society of Chief Librarians

www.goscl.com

Association of Senior Children's and Education Librarians

www.ascel.org.uk

Arts Council England

www.artscouncil.org.uk

Wellcome Trust

www.wellcome.ac.uk

Social media

When talking about Reading Well for young people on Twitter, use the hashtag #readingwell and @readingagency.

The Reading Agency's Facebook page is www.facebook.com/readingagency.

The Reading Agency's Twitter feed is twitter.com/readingagency

Visual guidelines

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

Wherever possible, the colour version of the 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 especially 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

The logos are available in EPS and Jpeg formats. Please say whether you require the full-colour, monocolour or white-out version when you contact us.

Position and minimum height restrictions

The minimum space between the logos and the edge of the page is equal to the height of the letter **W**. The logos should not be reproduced less than 10mm in height. If in doubt or to discuss further, please contact readingwell@readingagency.org.uk for sign off.



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Branding placement for books/journals

Where the Reading Well logo is used on the front cover of a publication, the descriptor copy (see above), Reading Agency and SCL logos must be provided ideally both as back cover copy and as prelim page information. This should appear, depending on publisher house style parameters, on the publication's copyright page (if at the start of the publication, NOT if this is at the back of the published work) or verso of main title page prelims in an independent paragraph. Such copy should follow the guideline style indicated above and may also include a repeat version of the logo used as cover copy. The minimum size for typeface should be no less than 8pp.

Branding placement for press releases and adverts

In press releases and advertisements the Reading Well logo and partnership logos should be placed in the footer in the following order. All should be the same height.



The Reading Well logo should be placed in the top left hand corner, or in the footer to the left of The Reading Agency logo.

Branding placement for website content

In blog posts and static pages the Reading Well logo should be used alongside the descriptor text above.

Images

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

Approval and sign off

All print artwork needs to be sent to Rose Vickridge at The Reading Agency (see below) for approval and sign-off, ideally four weeks before intended use and no less than two weeks beforehand.

All press releases and/or online copy need to be sent to Rosie Walworth (rosie.walworth@readingagency.org.uk) at The Reading Agency, who will liaise with SCL staff, two weeks prior to release for approval and sign-off.

Contact

Reading Well
The Reading Agency
readingwell@readingagency.org.uk

