

**World Book Night**  
**Visual Identity Guidelines**  
**February 2021**

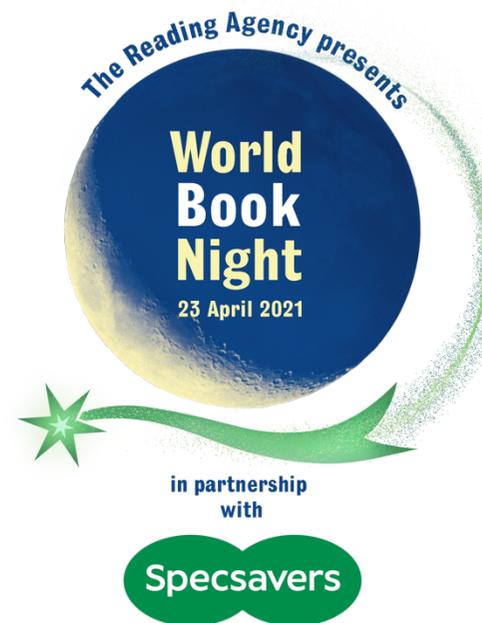


## Our logo

World Book Night 2021 is run by The Reading Agency in partnership with Specsavers and should always be used in conjunction with The Reading Agency logo and branding.

The Reading Agency programmes have their own logo. The World Book Night logo is the most important part of the brand's visual identity. It is vital that we only reproduce the logo from approved artwork. It should not be altered, distorted or adjusted. The text 'The Reading Agency' should not be removed, as it shows the campaign as part of The Reading Agency. The text and logo 'in partnership with Specsavers' should also not be removed except in exceptional circumstances approved by both The Reading Agency and Specsavers.

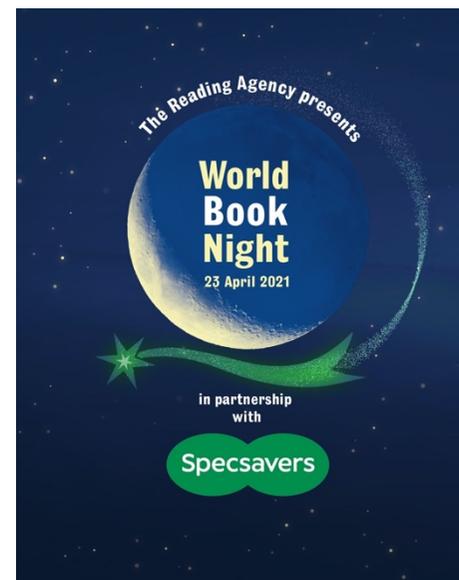
The logo is to be used on all product and associated consumer print materials, and for stationery and business communications. The logo should be placed in the bottom right corner of print materials.





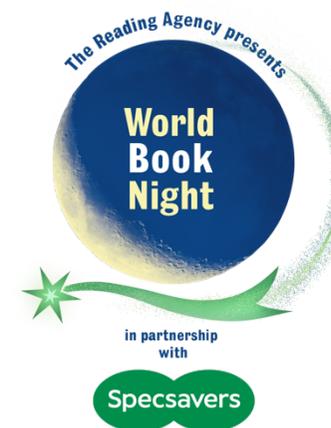
## White text version

The white text version should be used only where the logo appears on a dark background and 'The Reading Agency' and 'in partnership with' in the blue version is not legible.



## Undated version

In the first instance, the dated version of the logo should always be used. However, when World Book Night activity is not able to take place on 23 April the undated version can be used. Additionally, where materials are produced that have a long life-time (e.g. the 2021 commissioned book), the undated version can be used.





### **The Reading Agency logo**

The World Book Night logo should appear with The Reading Agency logo where possible.

The Reading Agency logo should ideally be positioned top left on all print materials. The minimum space between the logo and the edge of the page is equal to the height of the letter R.

### **Size**

If used in conjunction with other logos, The Reading Agency logo should always be positioned to the right of others.

The logo should not be reproduced less than 10mm in height measured from the 'R' of Reading to the 'A' of Agency.

### **Charity number**





The Reading Agency registered charity number should be displayed at the bottom front right of all materials.

© The Reading Agency. Registered charity number 1085443 (England and Wales)

## Typefaces

Headline and Trade Gothic are two typefaces used for The Reading Agency identity and across their programmes for cohesion and consistency. Headline should be used for headings. Trade Gothic Light and Light Oblique should be used for all body copy.

The Verdana family should be used for all 'in-house' systems and applications where the above fonts are not available. This includes Microsoft Word and Powerpoint.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghi  
jklmnopqrstuvwxyz0123456789!?.;@£%&\*()

Headline

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghi  
jklmnopqrstuvwxyz0123456789!?.;@£%&\*()

Trade Gothic Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghi  
jklmnopqrstuvwxyz0123456789!?.;@£%&\*()

Trade Gothic Light Oblique

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**abcdefghi  
jklmnopqrstuvwxyz0123456789!?.;@£%&\*()

Verdana

## Colours

World Book Night is unique in The Reading Agency's programmes in that its colours are not from The Reading Agency colour palette.

The blue is the lead colour that identifies our communications. The yellow is a supportive colour that is used to contrast.



100C 76M 16Y 3K  
0R 69G 138B  
#00458A



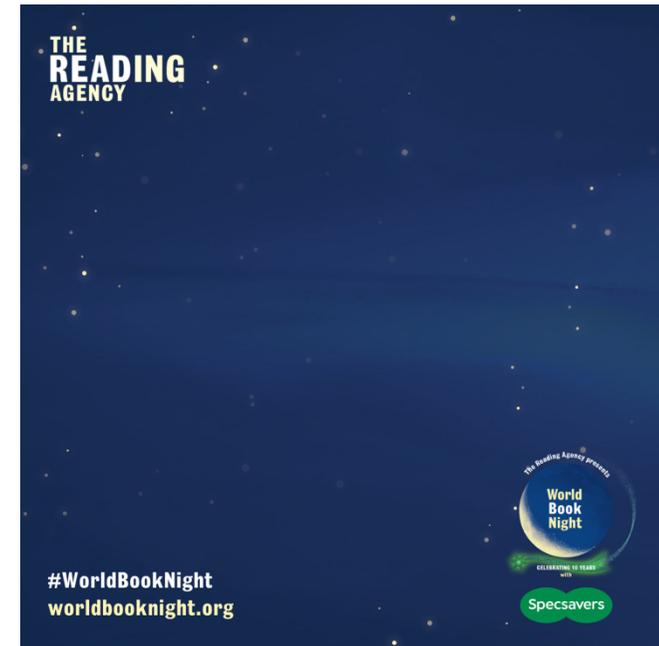
2C 1M 38Y 0K  
254R 245G 182B  
#FEF5B6



## Background for images

World Book Night images should use the starry background which can be resized and reshaped for different online channels. Different dimensions are available from The Reading Agency. The image should always include the World Book Night Specsavers lock-up logo (white version), The Reading Agency logo (white-out version), #WorldBookNight and worldbooknight.org

Partners should not create their own backgrounds for images.





**Contact:** for any questions or to request for assets, contact [Kathryn Rose](#) (Assistant Programme Manager, Promotions & World Book Night) or [Hayley Butler](#) (Head of Marketing and Communications)