READ Foundation

Brand Guidelines

READ Foundation

Brand Guidelines

Why Brand Book?

We all want to tell a compelling, forward-thinking story about the READ Foundation. We are dealing with different internal and external audiences, the guidelines in this book should inspire each of us to take part in the READ story and to promote image of this Foundation collectively and individually. It will help us;

- **To Clarify** Vision, Mission and Values of READ.

- **To Ensure** All the communication advocates READ's image.

- **To Encourage** Internal and external Stockholders to play their part.

READ Foundation

Brand Guidelines

READ Foundation

Brand Guidelines

Why Brand Book?

Anyone at READ who communicates on the behalf of READ Foundation should find this book a helpful and inspiring resource.

Department leaders can use this guide as a platform to focus their initiatives.

Lead communicators can use it to provide examples for the creation of new, impactful stories.
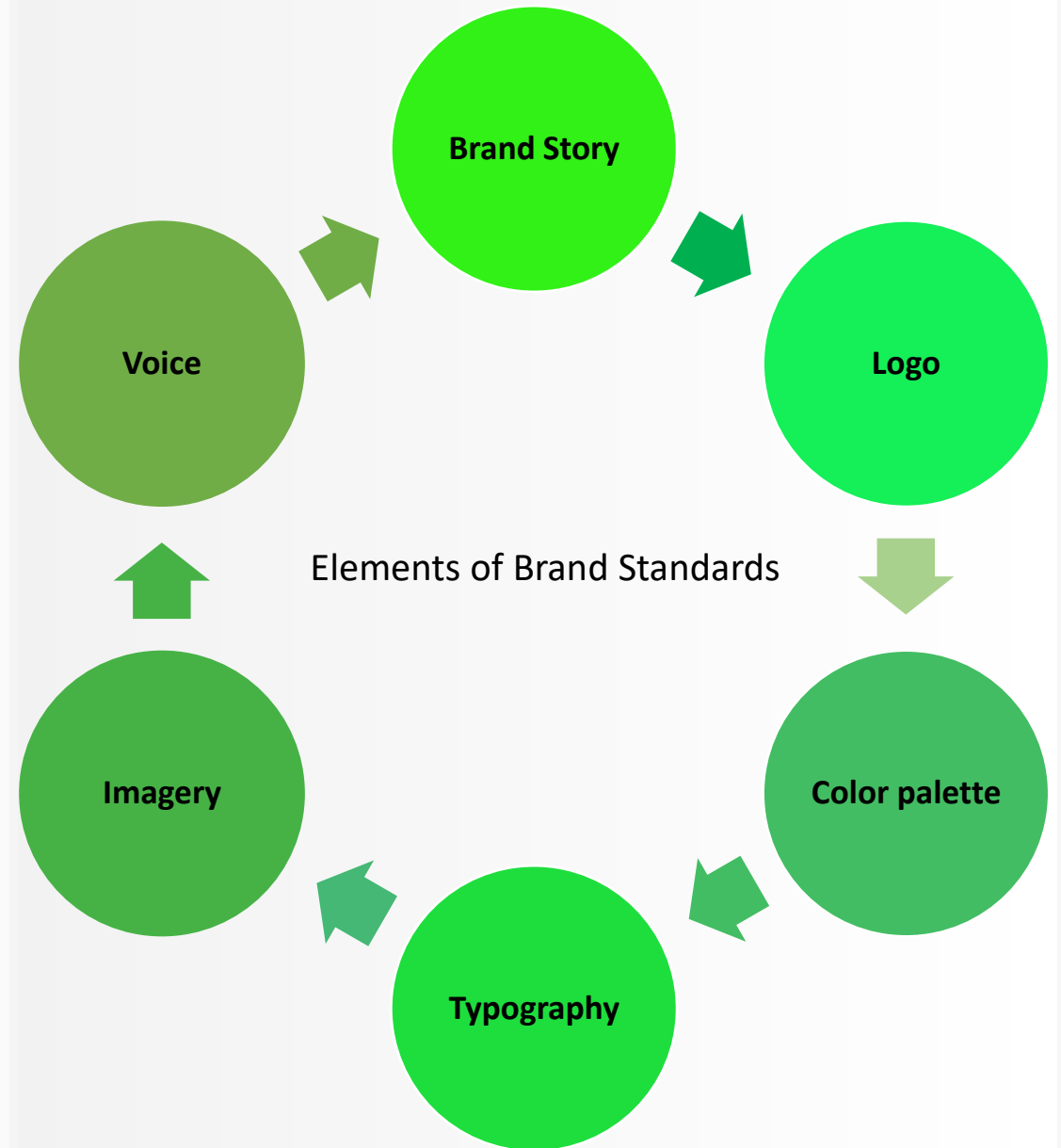
Writers can use it to draw inspiration when they create stories about the achievements of their individual departments.

Designers can mine the rich veins of typography, color palettes, photography and design elements to give life to their creations.

READ Foundation

Brand Guidelines

Brand Guidelines

A well-maintained brand identity is important because it will help in

❑ Identification (of the brand)

❑ Reputation (among the audience)

❑ Long lasting impact (memorisation)

❑ Connectivity (audiences with brand)

❑ Consistency (brand activities)

Brand Story

Logo

Voice

Elements of Brand Standards

Imagery

Color palette

Typography

READ Foundation

Brand Guidelines

OUR VISION

Strengthening humanity for change

OUR MISSION

Helping society through quality-oriented, value-based and purposeful education and capacity building

Our Introduction

READ Foundation is a not for profit organisation established to derive society towards positive change. We believe that education is the only sustainable solution. Our primary focus is to provide quality education to underprivileged, needy and orphan students.

We have been implementing educational and welfare projects in the Pakistan since 1994. Over the years, we have grown to become one of the leading NGOs working for quality education in rural Pakistan.

Our Values

Honesty

We take responsibility for communicating openly, transparency in our work and being truthful in our decisions, words and actions. We base our decisions and actions on the highest ethical standards, and we resolve to do what is right and fair for our learners, parents and partners, and for each other.

Our Values

Sincerity

We strive to be sincere in everything we do. We resolve to remain sincere to achieving our vision and mission, doing what we say and sustaining our partnerships.

READ Foundation

Brand Guidelines

Our Values

Justice

Every member of our staff shows respect for feelings, perspectives and work of others without judging, and we seek first to understand ourselves to be understood. We treat learners, parents and partners as well as other stakeholders with dignity and politeness at all times, embracing diversity and tolerance.

Our Values

Commitment

Our founding purpose was to bring a quality-oriented, value-based and purposeful education within everyone's reach. We know this is a challenging work and it requires time and patience. We believe that over time we can make a positive impact on our community through our individual and collective efforts.

Our Values

Empathy

We believe to demonstrate justice in every aspect of personal as well as organizational affairs(being just; righteousness, equitableness, moral rightness: rightfulness or lawfulness).

Our Values

Ownership

We accept personal accountability to meet the organization's needs. We improve our systems and help others improve their effectiveness. We all act like owners, treating the organizational assets as our own and behaving with the organization's long-term success in mind.
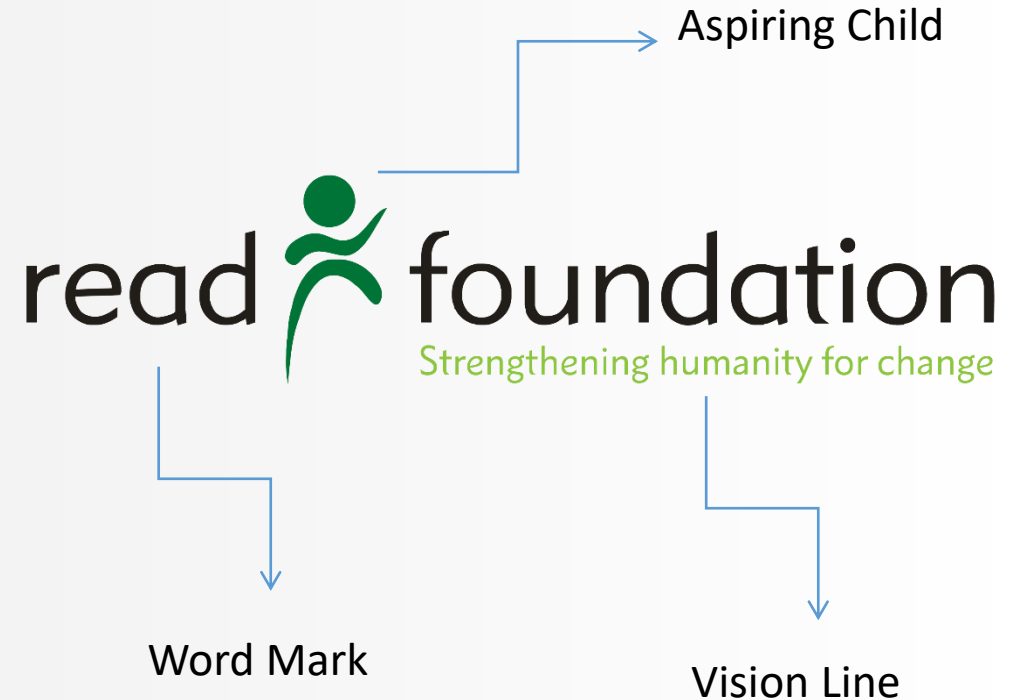
READ Logo

Our Logo

The logo of READ Foundation is in linear shape. It has following three core elements.

- Our 'Aspiring Child' Logo

- Our Name or 'Word Mark'

- Our Vision Line – Strengthening humanity for change

Aspiring Child

Word Mark

Vision Line

READ Foundation

Brand Guidelines

READ Logo

Logotype

- Our logotype is created from our corporate font family, Metro font family. The word mark is written in MetroLite LT Two (small caps), which is very simple yet highly identifiable.

- **Link to download Metro Font Family**

read foundation

The description of font is as under;
Full Font Name: Metro Lite LT Two
Family name: Metro Lite LT Two
Sub-family name: Regular
PostScript name: Metro Lite LT-Two

READ Foundation

Brand Guidelines

READ Logo

Vision Line

- Our vision line is a clear depiction of our commitment for positive change in the society. We are empowering humanity towards positive change through education.

- The vision line and mission statement should always be written in 'Sentence Case', without any full stop at end.

Strengthening humanity for change

READ Foundation

Brand Guidelines

READ Logo

Aspiring Child

- Our logo is a stylized graphic of a child moving towards a brighter future. The figure is taking steps on an educational journey facilitated by READ Foundation.

READ Mark

READ Foundation

Brand Guidelines

READ Logo

Logo Usage

- The full Brand Marque (logo + logotype + vision line) is the preferred option, but you can also use a version without the vision line, and in certain applications, the 'aspiring child' logo can be used on its own.

- The logo must be reproduced from high-resolution digital artwork.

- As the primary graphic identity for the organization, the formal logo must appear on all communications, including brochures, stationery, business cards and websites.

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Strengthening humanity for change

READ Logo

Approved Versions

1. Full Brand marque: Logotype + Logo mark + Vision Line

2. Brand marque without vision line: logotype + logo mark

3. 'Aspiring child' Logo mark alone

READ Foundation

Brand Guidelines

READ Logo

The Logo Mark

- This is the only acceptable logo mark. It may not be reconstructed or altered in any way. This logo mark may be used as a design element separate from the formal logo only if the formal logo appears elsewhere on the printed piece.

READ Mark

READ Foundation

Brand Guidelines

READ Logo

Sizing of the logo

- The logo must be resized proportionally and as a group (logotype, logo mark and vision line); therefore, measurements for all elements in the logo are relative to each other.

- The logo can only be reduced on a size that is legible to see all characters in the word.

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Strengthening humanity for change

READ Foundation

Brand Guidelines

READ Logo

Sizing of the logo

- Minimum width for the Full Brand Marque should be no less than 65 mm or 768 pixels.

- Minimum width for the Brand Marque (without strapline) should be no less than 45 mm or 531 pixels.

- Minimum width for the 'aspiring child' logo alone should be no less than 7mm or 20 pixels.

65mm

45mm

7mm
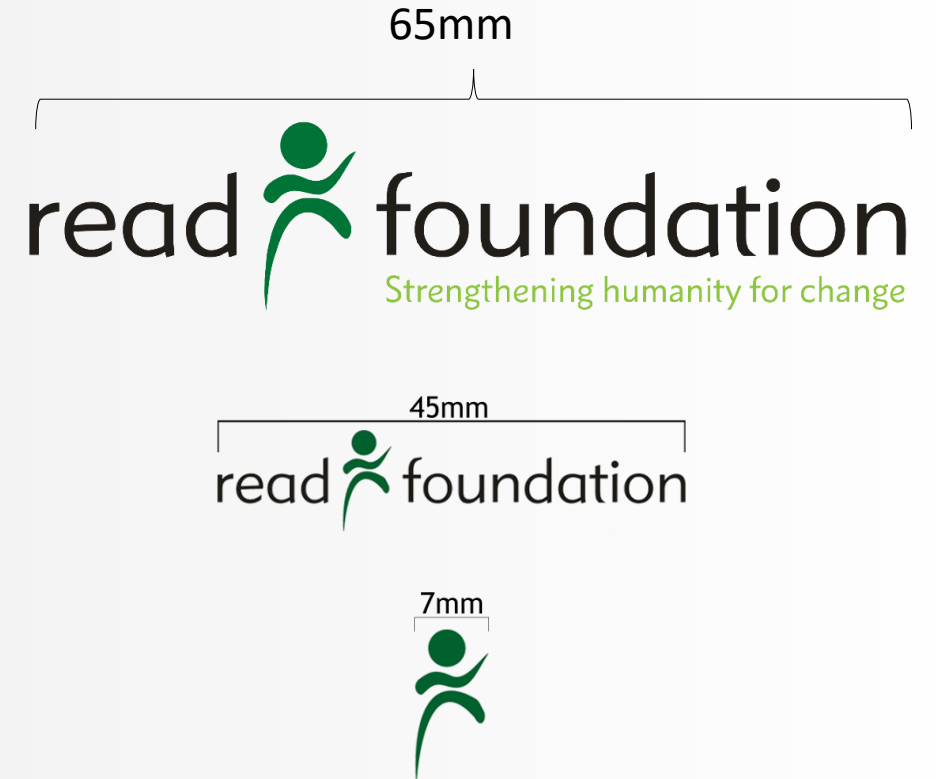
READ Foundation

Brand Guidelines

READ Logo

Clear Space

- The safe area is used to prevent from placing other elements near the logo that may distort the perception of the signage.

- To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. There should always be the distance "x" between any part of the logo and any other page element or the edge of the page, where "x" is equal to the height of the letter 'n' in word foundation.
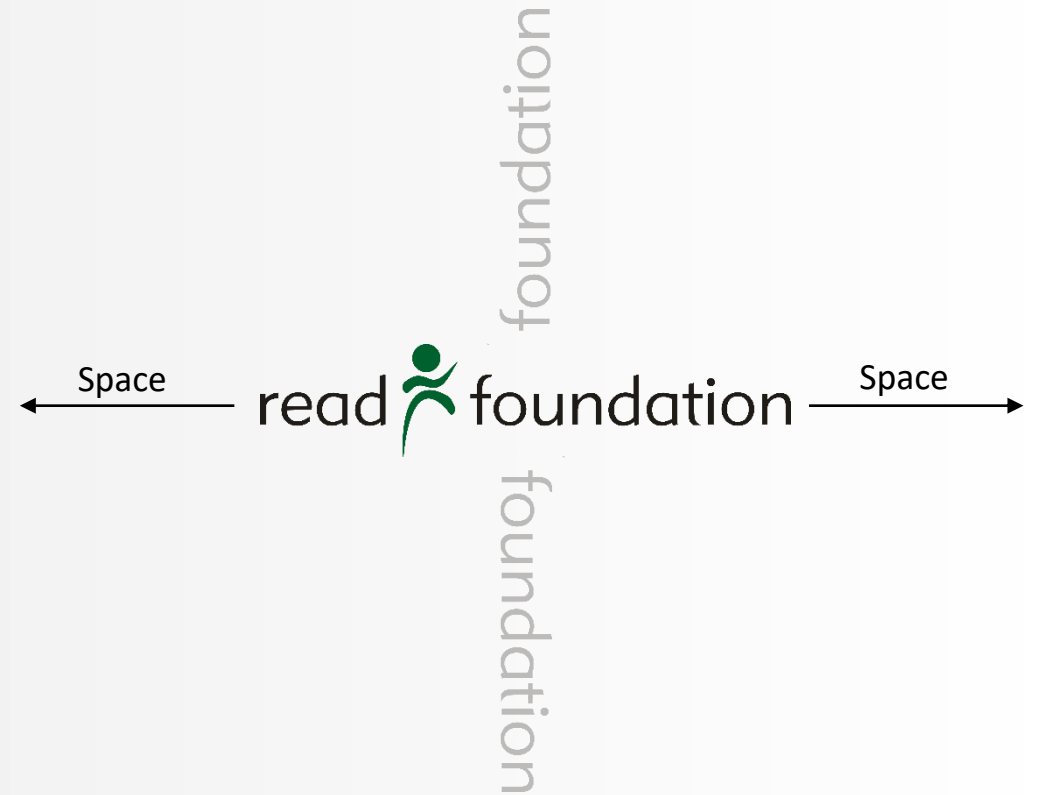
READ Logo

Logo usage with other Logo

- When the READ logo appears on a communication piece with another logo —from within the organization or outside it — the logo requires extended clear space to maintain its integrity, as shown here. No other logo should fall within these parameters. Minimum Space required should be equal to word 'foundation' in Logo.

Space

read foundation

Space

READ Foundation

Brand Guidelines

READ Logo

Logo usage with other Logo

- This logo is constructed by placing the READ corporate logo on the left, and the partner logo on the right with a separator line between. Separator is slightly bigger in height than the READ logo.

- For the READ logo, please respect the following rules:

  - Color rules

  - B/W versions

  - Background placement

  - Minimum sizes

READ Logo

Placement

- As a general rule, the preferred position for placement of the Logo is the top center in print designs, top left in envelop and web.

- Where layout and design dictates, the Brand Marque can be placed elsewhere and in the most appropriate position for the design. However preferably it should be on top of the layout/design.

- The Brand Marque should never be closer than 10mm to the edge of layout. Use your judgment to select the most appropriate size and positioning.

READ Foundation

Brand Guidelines

READ Logo

Placement

- Keeping in view the need of design/layout the secondary position is top left or bottom left of design/layout. It can also be placed else where according to the need of design, in this case the common judgment (need, place and design) should be used.
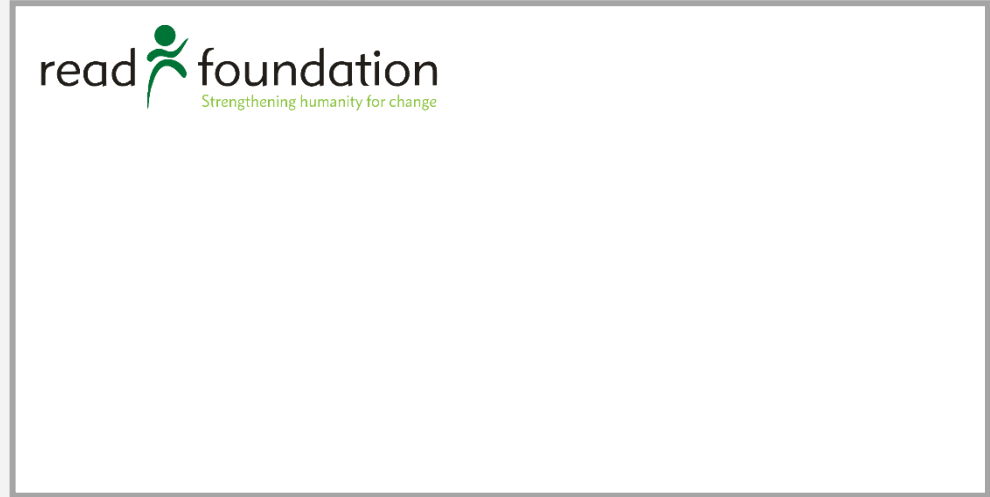
READ Foundation

Brand Guidelines

READ Logo

Logo usage with Colors

- The general formula for placing READ brand morgue is to use in accurate colors on light backgrounds.

- For dark backgrounds the Brand Morgue shall be use in white colors. Achromatic versions (black and white), stays similar from the main logo and there is no change in its shape and size.

READ Foundation

Brand Guidelines

READ Logo

Unacceptable Logo Treatment

- Do not configure the elements into a different logo.

- Do not crop or remove any part of the logo.

- Do not distort the logo.

- Do not tilt the logo in any direction.

- Do not add any shadows, effects or other elements to the logo.

- Do not alter the proportions of the logo typography.

Do not add a storke

Do not change the typeface

Do not place on a non-gwu color

Do not crop

READ Foundation

Brand Guidelines

READ Logo

Unacceptable Logo Treatment

- Do not duplicate any part of the logo to create a pattern.

- Do not use colors other than those prescribed for the core brand elements.

- Do not recreate the type or substitute another typeface.

- Do not surround logo with other competing shapes

Do not stretch

Do not add drop shadow

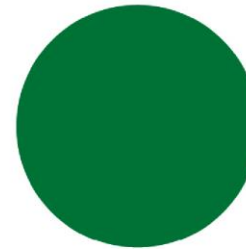Don't use colours other than core brand

Do not distort

READ Foundation

Brand Guidelines

READ Color

Primary Colors

- Our primary color palettes is consist of two main colors and one base color. Three primary colors are as under,

- READ Green

- READ Light Green

- READ White (Base Color in Design)

The Green and White color in our primary palette is a clear depiction of our commitment towards prosperous and educated Pakistan.
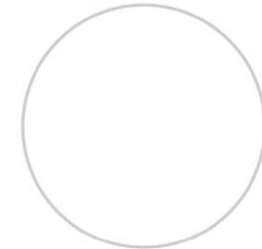
Primary Palette

READ Green	READ Light Green	READ White
CMYK: 100 / 0 / 100 / 40	CMYK: 100 / 0 / 100 / 40	CMYK: 0 / 0 / 0 / 0
RGB: 100 / 114 / 54	RGB: 100 / 114 / 54	RGB: 255 / 255 / 255
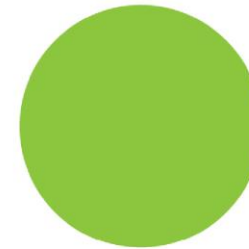
READ Foundation

Brand Guidelines

READ Color

Secondary Colors

- Secondary Color Palette provides more variety of colors. These colors are derived from our primary Palette. These colors can be used as backgrounds and within graphic elements but should never be used for the core brand elements.
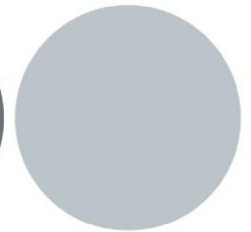
Secondary Palette
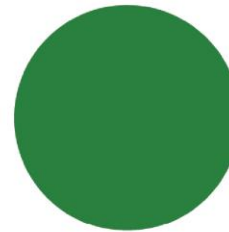
READ Dark Green	READ Lime	READ Dark Grey	READ Light Grey
CMYK: 84 / 27 / 99 / 13	CMYK: 35 / 0 / 99 / 0	CMYK: 62 / 47 / 42 / 11	CMYK: 27 / 16 / 16 / 0
RGB: 41 / 128 / 63	RGB: 178 / 210 / 54	RGB: 105 / 117 / 124	RGB: 187 / 196 / 201

READ Foundation

Brand Guidelines

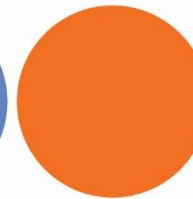# READ Color

Tertiary Colors

- READ tertiary Palette provides more variety of colors to use in different campaigns of READ Foundation. It is recommended that these colors should be used in blend with primary palette.
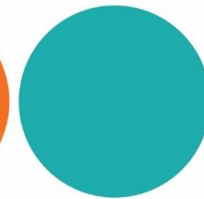
Tertiary Palette
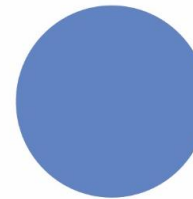
READ Blue
—————
CMYK: 65 / 45 / 0 / 0
RGB: 98 / 131 / 194

READ Orange
—————
CMYK: 0 / 70 / 100 / 0
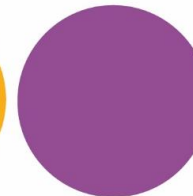RGB: 243 / 112 / 33

READ Teal
—————
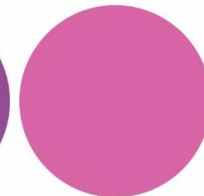CMYK: 10 / 0 / 0 / 60
RGB: 36 / 173 / 174

READ Yellow
—————
CMYK: 0 / 35 / 100 / 60
RGB: 252 / 175 / 23

READ Purple
—————
CMYK: 40 / 80 / 0 / 10
RGB: 147 / 76 / 147

READ Pink
—————
CMYK: 10 / 75 / 0 / 0
RGB: 218 / 100 / 166

READ Typography

MetroLite LT Two Regular

- MetroLite LT Two Regular is the primary font used in the READ's logotype.

- The Metrolite font family consists of a wide range of font options hence providing us to choose appropriate font for appropriate medium and appropriate communication. This font family should be used in design elements.

READ Foundation is providing free-quality education to orphans

READ Foundation is providing free-quality education to orphans

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READ Foundation

Brand Guidelines

READ Typography

Calibri Font

- This font have light, light italic, regular, italic, bold and bold italic. Calibri font is persevered as default font in Microsoft workplace 2010, 2013 and 2016, further it's now default font in office for mac 2016. We can also use this font family in our official documents and communication.

- Suggested colors for READ typography are Green and Black.

READ Foundation is providing free-quality education to orphans
READ Foundation is providing free-quality education to orphans
READ Foundation is providing free-quality education to orphans
READ Foundation is providing free-quality education to orphans

READ Foundation

Brand Guidelines

READ Typography

Noori Nastaliq

- Noori Nastaliq is default font in most Inpage programs. We recommend use of Nastaliq font because of its high visibility and readability. Due to its descriptive nature this font is very suitable for elaborative text in paragraphs, however for Heading we recommend Calligraphy or any other legible font.

READفاؤنڈیشن گزشتہ 25 برس سے ہزاروں یتیم اور نادار طلبہ و طالبات کو معیاری تعلیم سے آراستہ کر رہی ہے۔ فاؤنڈیشن نے تعلیم کے ذریعے تبدیلی کے اس سفر کا آغاز 1994 میں آزاد کشمیر کے ضلع باغ کے ایک گاؤں ریالہ سے کیا۔ دو کمروں پر مشتمل سکول، ایک استاد اور 25 بچوں سے روشن مستقبل کی جانب جو بیج بویا گیا تھا وہ الحمد اللہ آج ایک پھلدار شجر کی صورت اختیار کر چکا ہے۔

READ Foundation

Brand Guidelines

READ Typography

Tone of Voice

- The word READ should always be used entirely in uppercase, i.e. READ while 'Foundation' with a capital letter 'F'.

- READ Foundation is referred as a single entity in all forms of communication, e.g. READ Foundation is (not are), READ Foundation has (not have).

- For web related application/pages the word should be written as "READFoundation", "READFoundationPK", or in some cases "ReadFoundationPK" or READPK.

- READ Foundation is striving to provide quality education.......

- READ Foundation has been providing free education to orphan students....

- Our Facebook page is ReadFoundationPK.

READ Typography

Tone of Voice

- In *first references, use:*

  READ Foundation

- In *subsequent references, use:*

  READ (Only if the READ Foundation is used in text)

- *Formal uses, agreements etc.:*

  READ Foundation, Pakistan.

- READ Foundation
- READ
- READ Foundation, Pakistan.

READ Foundation

Brand Guidelines

READ Typography

Tone of Voice

- When writing READ Foundation in Urdu, always write word "READ" in English while "Foundation" should be in Urdu.

- Writing ریڈ فاوَنڈیشن like that is not preferable however if there is a need it should be written with proper punctuations. In this case it is recommended to write word READ Foundation along with this.

READفاوَنڈیشن

ریڈ فاوَنڈیشن

READ Foundation

Brand Guidelines

READ Typography

Tone of Voice

- Brand voice is the purposeful, consistent expression of a brand through words and prose styles that engage and motivate. It's true: The personality of your brand is determined, in large measure, by the words you use and the sentences you write.

READ Foundation

Brand Guidelines
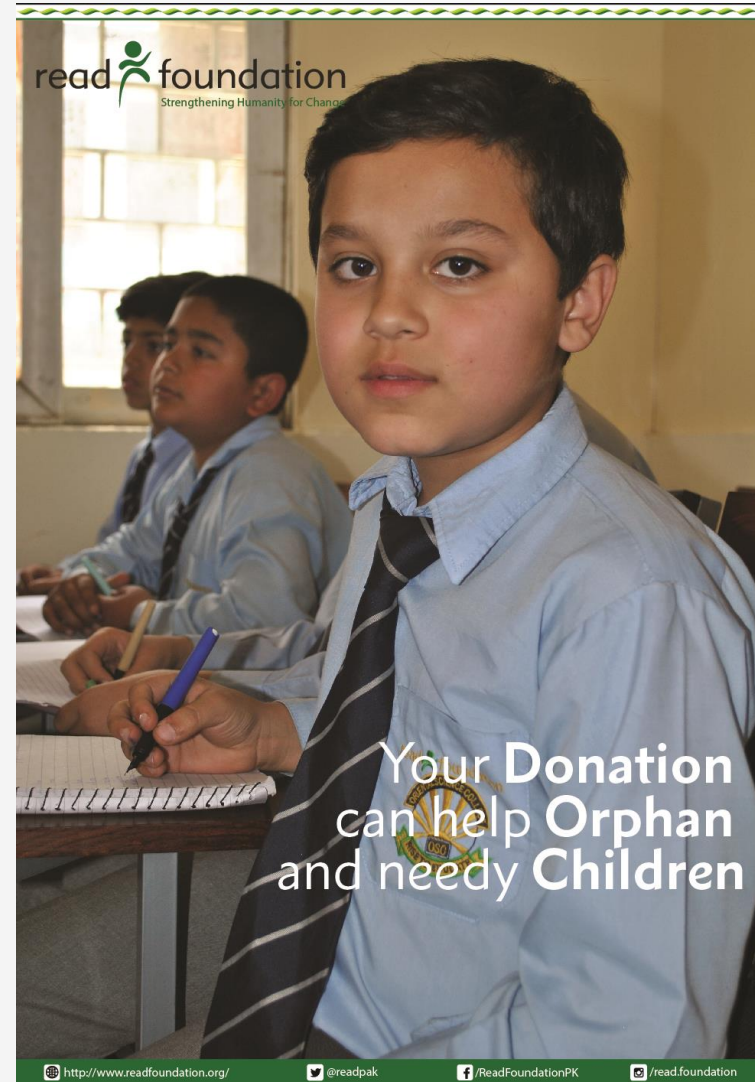
READ Photography

Our Photography

- Pictures of children are the core lively element we use in our communication. For design/layout the pictures of children should be in their natural environment with their natural poses. More the picture is lively more it creates sense of happiness and prosperity.

- Smile is beautiful pictures with smiling faces would help in creation of better designs.

READ Foundation

Brand Guidelines

READ Photography

Students Photography

- Variety of close-ups and wide shots are preferred. Pictures should be taken in classrooms, laboratories, libraries and playgrounds.
- Tell a story by capturing something interesting or which informs the readers.
- Get active shots – pupils playing sport, studying in class or working in laboratory etc.

READ Foundation

Brand Guidelines

READ Photography

Students Photography

- Include signs or landmarks when shooting with school.
- Take photos in landscape and portrait to give more choice for designs.
- Zoom in on the action – use your camera lens or move in closer.

READ Foundation

Brand Guidelines

READ Photography

Students Photography

- When you are shooting live event, timing is everything. Every moment counts when you are trying to get your subject in frame and in focus.
- To capture dynamic band pictures, it's necessary to vary your shooting angle.

READ Foundation

Brand Guidelines

READ Photography

Group Photography

- Scope out the location of your shot before putting hand on camera.

- Think ahead about how you will pose people and frame your shot.

- Choose a position where your group will fit, where there is enough light for the shot and where there is no distractions in the background.

- One of the best ways to avoid the problems of not everyone looking just right in a shot is to take multiple photos quickly.

READ Foundation

Brand Guidelines

READ Photography

Group Photography

- For formal group photos put taller members in the group not only towards the back of the group but centered with shorter people on the edges of the group.

- Try not to make the group too 'deep' (i.e. keep the distance between the front line of people and the back line as small as you can). This will help to keep everyone in focus. If the group is 'deep' use a narrower aperture.

READ Foundation

Brand Guidelines

READ Photography

Group Photography

- In order to get enough detail in your subjects you need to have sufficient light.

- Try not to make the group too 'deep' (i.e. keep the distance between the front line of people and the back line as small as you can). This will help to keep everyone in focus. If the group is 'deep' use a narrower aperture.

- When shooting outside activity try to capture logo of READ in your pictures.

READ Foundation

Brand Guidelines

READ Photography

Buildings Photography

- When using photos of the architectural structures or interior shots, give a sense of openness by lowering the horizon line or cropping images in a wide format. Lively pictures will be preferred.

READ Foundation

Brand Guidelines

READ Photography

General Tips

- Don't shoot against the light – avoid having the sun or the bright lights behind your subject.

- Try to use natural light wherever possible – if you can go outdoors, then do so.

- If you're indoors, place your subject(s) near to a window with light coming in or by the brightest light in the room (but not directly under it).

- Remember that if you can't see your subject's face because it's in shadow, move them!

READ Foundation

Brand Guidelines

Signature Grid/Layout

Aspiring Child

- This creative design is directly derived from our Logo Mark i.e. Aspiring Child.

The arms of the aspiring child are the depiction of

- Growth

- Power

- Wings to fly

- Progress towards future

read foundation

READ Foundation

Brand Guidelines

Signature Grid/Layout

Design Element

- We have defined a design grid to place in design elements. This will improve the identification, memorization and connectivity of our Brand.

- The design element is consists of;

  - Design element derived from our Logo Mark

  - Three colors from our primary and secondary pallets.

  - Black line at top and Green line at bottom, both are the colors of our logo.

READ Foundation

Brand Guidelines
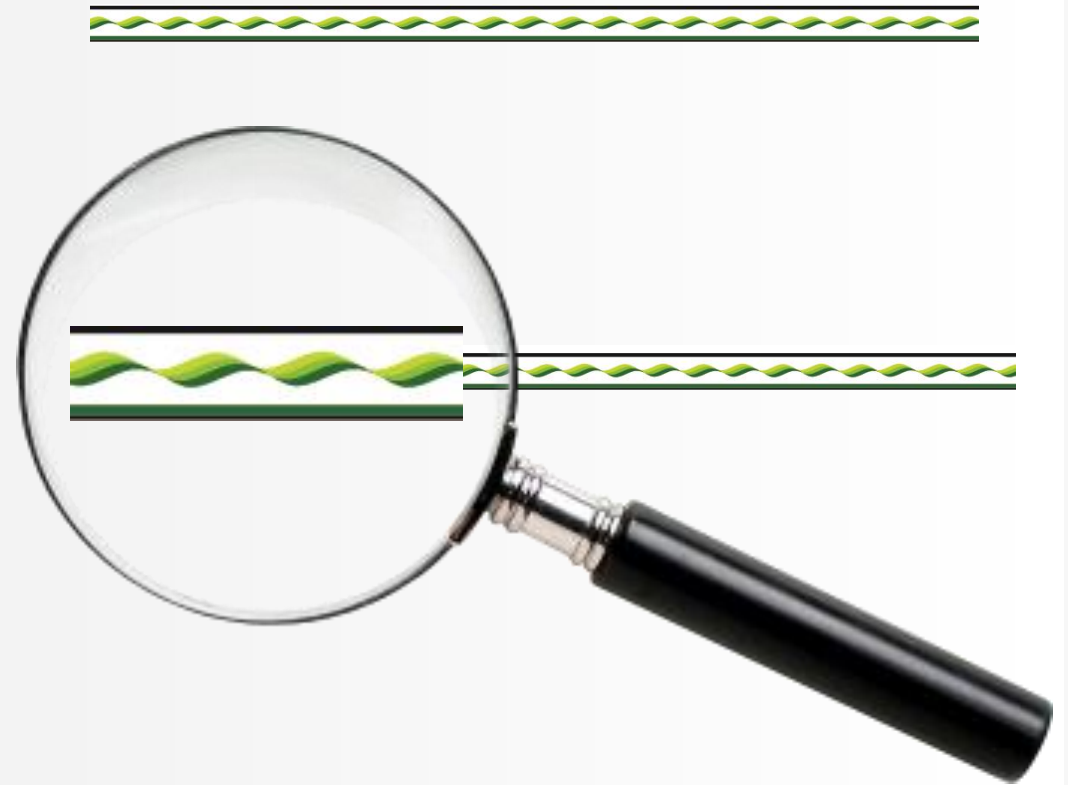
Placement **of** Grid

Letterhead

- A letter with custom letterhead at the top can help to make our communication more legitimate. A custom letterhead is an opportunity to add a bit of color to our business communications.

- The purpose of a letterhead is to make it recognizable across all communications. That's why we suggests to put READ logo at the top of letter.

- To have more space for text in letterhead we have suggested the use of logo and address at the top right side of letter.

read foundation
Strengthening humanity for change

3rd Floor, Al- Farooq Plaza,
Bahria Enclave Road,
Chak Shahzad, Islamabad
45500, Pakistan

+92 (0) 51 111 323 424   www.readfoundation.org   /ReadFoundationPK   info@readfoundation.org

A not-for-profit organisation
set up under Section 42 of the
Companies Ordinance 1984

READ Foundation

Brand Guidelines
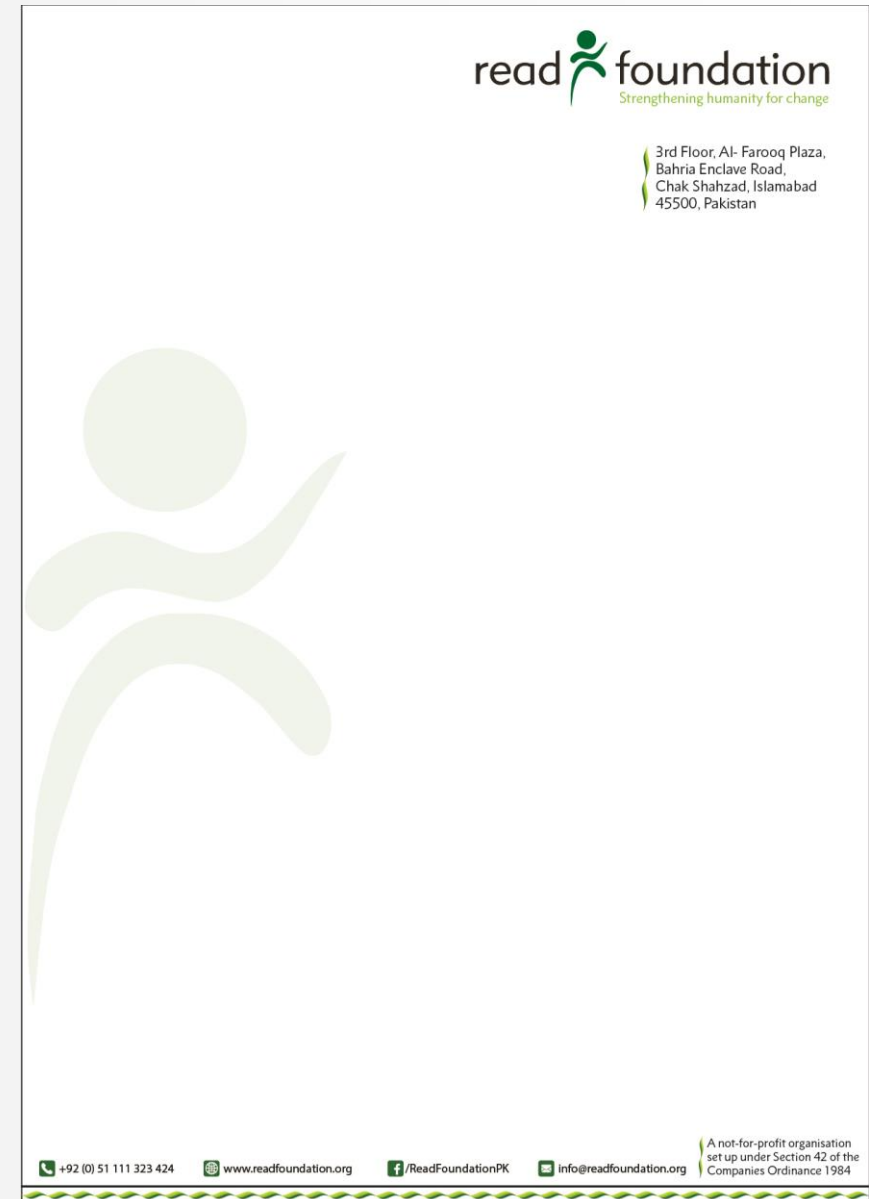
Placement **of** Grid

Banners/Standees

- Design Grid can be used on top of banner/Standees to create a consistent layout.

- Similarly, icons from the grids can be enlarged to create designs.

READ Foundation
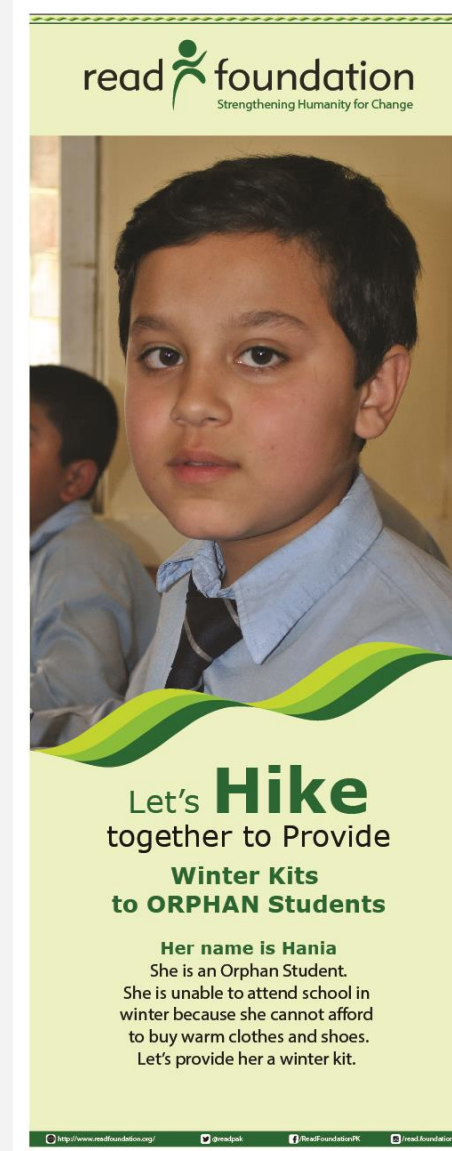
Brand Guidelines

Placement **of** Grid

Videos/Posts

- Design Grid can be used in multiple ways to create creative designs.

Your **Donation** can help **Orphans** and needy **Children**

READ Foundation

Brand Guidelines

Placement of Grid

Envelope

- Envelope is the first impression of mailing communication. It creates a personalized touch for the audience.

- READ's Letter Envelope is attractive and branded with READ's colors. It motivates the audience to open and read letter. It also contains all the necessary information on it.

READ Foundation

Brand Guidelines
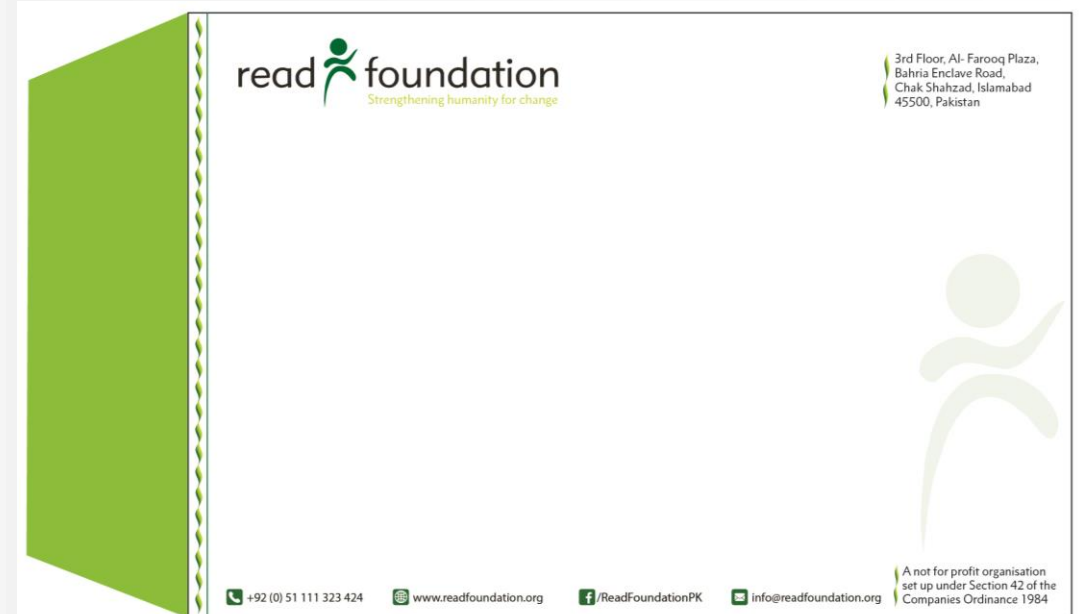
Placement of Grid

Employee Cards

- ID cards is an important part of the business world, making it possible to simultaneously simplify employee and visitor identification and enhance a company's integrity and security.
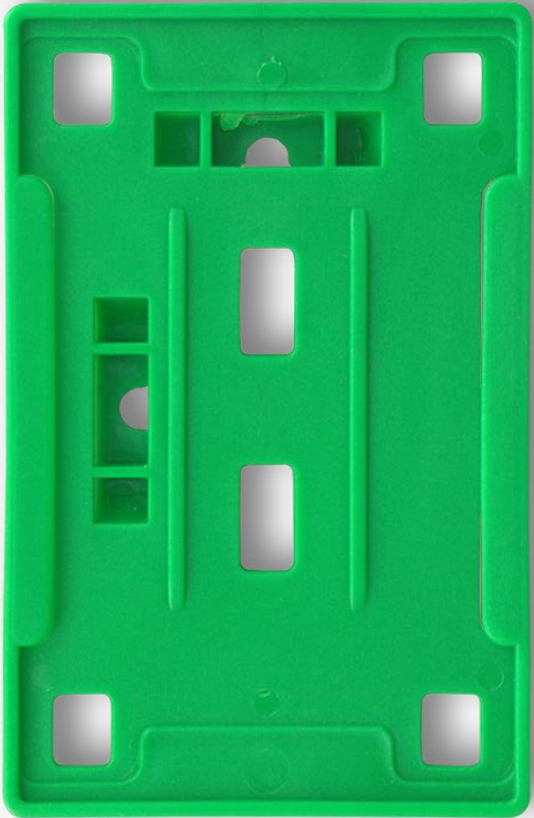
READ Employee's card contains;
- Employee's name,
- Photo,
- Job title,
- Department,
- Employee ID etc.
- It also contains important information of READ.

READ Foundation

Brand Guidelines

Placement of Grid

Visiting Cards

- Visiting Card is very important especially for those who are in field and are having interaction with businesses and individuals.

Our visiting card contains;
- Employee's name,
- Job title,
- Department,
- Contact details,
- Head office Address,
- QR code for our Facebook Page,
- It also contains important information of READ.

READ Foundation

Brand Guidelines

Address Bar

READ Address

- In order to have consistent design for our brand we recommend the use of READ Green color in address bar and text should be written in white to create high visibility.

www.readfoundation.org/   @READpak   /ReadFoundationPK   sponsor@readfoundation.org   +92 (0) 51 111 323 424

READ Foundation

Brand Guidelines

Guidelines for Email

Do's for Email Signature

1. Do treat emails like all other forms of corporate communications.

2. Do keep it simple, including only essential information in three to eight lines.

3. Do use a single color (according to brand colors).

4. Do include simple URLs .

5. Do code signatures properly.

6. Do use Social Media Icons to Drive Traffic.

7. Keep Your Graphic Elements Simple.

8. Keep Your Font Palette Even Smaller.

READ Foundation

Brand Guidelines

Guidelines for Email

Don'ts for Email Signature

1. Don't overload information.

2. Don't include graphics.

3. Don't make your signature a full image.

4. Don't include v CARDS.

5. Don't include tag lines or quotes.

6. Don't forget about correct contacts.

7. Don't use custom fonts.

8. Don't let everyone design their own email signature.

Guidelines for Email

Email Signature

- Name and Designation,

- Department/Division,

- Company's name and physical address,

- Contact information (phone numbers, fax),

- Cell Number (Optional),

- Link to website,

- Links to social network accounts,

- Confidentiality Note,

Send	To...	
	Cc...	
	Bcc...	
	Subject	

Regards,

Usman Barani
Media Officer,
Resource Mobilization Division.

READ Foundation,
3rd Floor, Al-Farooq Plaza,
Bahria Enclave Road, Chak Shehzad, Islamabad.
UAN: +92 (0) 51 111 323 424, Ext. +92 51 8482 132
Mobile: +92 334 9272 523
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Brand Guidelines

Signboards and Plaques

Suggested Plaques

- We can start implementing these guidelines on new/upcoming projects. It would be more appropriate if start using these guidelines in all upcoming projects so that we can arise as a brand.

- Logo of READ

- School/College/Regional Offices

- Dedication Note (If Available)

- Sponsor/Supporter Name

- Location

11'-9"x4' (For Building)

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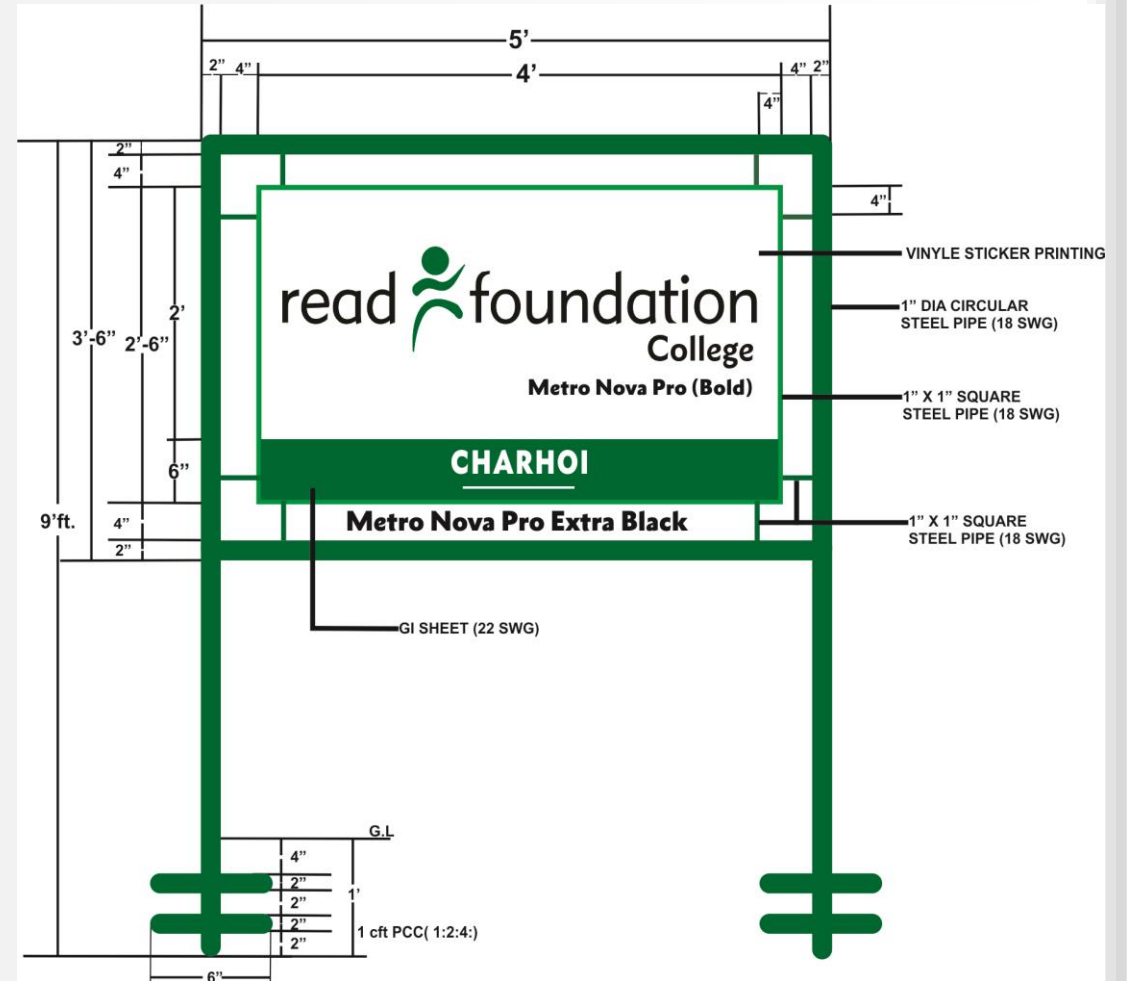Brand Guidelines

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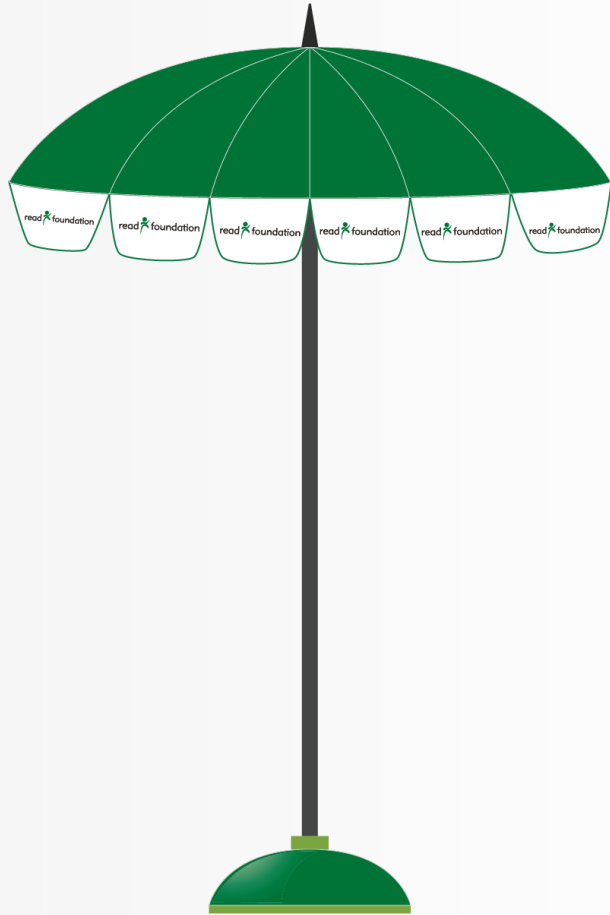Brand Guidelines

Promotional Material

Our Promotional Material

- READ Foundation Pakistan is working in Pakistan with a mission to provide education to every child of Pakistan. Green color in its logo is the color of national flag of Pakistan.

- For promotional material we would suggest Green and White color, where White is usually the base color while Green is the prominent color.

- The rationale to use White is to provide our logo a base. Thus it not only help our logo to jump out but also create a symmetry with the national flag of Pakistan.

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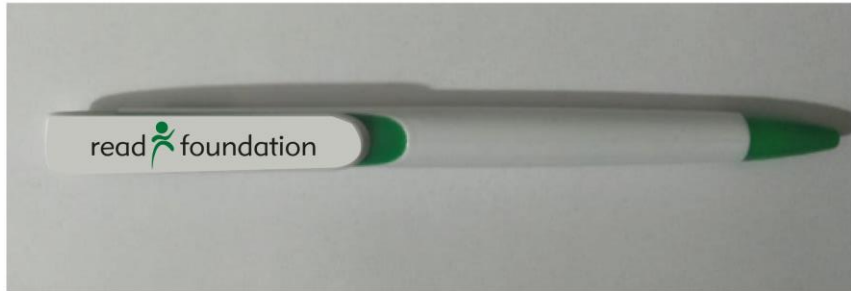
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Brand Guidelines

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Brand Guidelines

Guidelines for Furniture

Suggested Furniture

- The purpose of establishing a homogenous office furniture is to create a reference guide for managers and purchasing agents to follow when deciding on what furniture to acquire for their work environment. This can include desks, chairs, conference tables, reception area furniture, filing/storage cabinets, benching systems, cubicles, and may even include some decorative accessories such as wall art.

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Thank You!

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GM, ASSD

Approved By:
Mr. Shahid Rafique
Chief Executive Officer

Note: Any Change in Brand Guideline is subjected to approval from CEO and General Managers