



Room to Read

Brand Guidelines



Introduction

As an education organization that publishes books and other learning materials, we know words and images affect how we perceive the world, and how we perceive each other. We are, therefore, committed to using text and imagery that uphold and reinforce the inherent dignity of all people. Being thoughtful and intentional in our selection of images and precise in our word choice reflects Room to Read's values and our ongoing effort to create a more equitable and just world. The Room to Read Brand Guidelines were created to help ensure consistent expression of who we are and how we connect with our audiences across communications.

We recommend visiting the [media page on our website](#) for additional communication resources, including our media library, press kit, and publications.



Brand story

At the heart of every organization is its core ideology, including mission, vision and values. These are powerful expressions of who we are as an organization and why we exist.



Our mission

Our core focus and function

Through education, Room to Read transforms the lives of millions of children to create a world free from illiteracy and gender inequality.

Our vision

The future state that we are working together to achieve

We envision a world where all children have room to read, learn and grow and can use their skills to accelerate positive change.

Our values

Collaboration

We value partnership and the difference it makes when we combine our strengths with others.

Action

We take ownership to achieve positive outcomes.

Respect

We respect the starting point of every child and find joy and fulfillment in children's growth.

Education

We are a learning organization with a passion for education.

Scale

We create opportunities at scale with tools that benefit the most children possible as quickly as possible.

Our tagline

**World Change Starts
with Educated Children[®]**

Belief statements

We believe that every human deserves room to read, room to learn and room to grow.

We believe that World Change Starts with Educated Children.®

We believe in children's inherent human right to a quality education.

We believe that education is the most effective tool for solving the world's greatest challenges.

We will help the next generation develop critical skills to make positive change.

We are making the impossible possible, through education.

Room to Read brand story

Foundational elements

Our mission

Through education, Room to Read transforms the lives of millions of children to create a world free from illiteracy and gender inequality.

Our vision

We envision a world where all children have room to read, learn and grow and can use their skills to accelerate positive change.

Our values

- Collaboration
- Action
- Respect
- Education
- Scale

Our tagline

World Change Starts with Educated Children®

Belief statements

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Language

We believe world change and word choice go hand in hand. To that end, we honor the dignity of the children, individuals and communities we work with through our language guidelines. Adhering to these guidelines ensures that communication is respectful, precise and authentic to our mission.



Our commitment to dignified language

Use people-first language: Do not categorize or label people based on their circumstances, but instead describe individuals in a larger context, taking into account any systemic inequities they may face. For example, say “children who cannot read yet” versus “*illiterate children*” and “child with a disability” versus “*disabled child*.” Similarly, avoid describing children or families as *poor* or *low-income* without context; instead, seek to describe the systemic inequities they face — for example, “children experiencing deep educational and economic inequities.”

Avoid vague labels: Opt for specific language versus vague labels. For example, instead of using adjectives like “*marginalized*,” “*at-risk*,” or “*vulnerable*” when describing a child, be more precise in describing the situation — e.g., “a girl vulnerable to forced marriage,” or “a child at risk of dropping out of school.”

Be as precise as possible when describing geographical areas: Avoid ambiguous terms such as “*global south*” or “*developing countries*” when describing geographies. Instead, provide precise countries or geographies.

Use language that reinforces an individual’s agency: Use language that reflects every child’s inherent right to an education and their ability to act for themselves. Refer to the children in our programs as students, young learners or participants, for example, rather than beneficiaries. Avoid categorizing education as a gift but rather a human right.

Visual identity



Our logo

Our logo is the most fundamental expression of our identity. The roof mark and our name stand simply yet powerfully for the space we create, physically, virtually, temporally or conceptually, for children to learn. The hand-drawn quality of our roof reinforces the childlike energy of our brand and is complemented by the clear, yet distinctive, stacked appearance of our typeset name that evokes the importance of reading.



Primary logo

Our primary logo consists of the roof mark and our full name. All communications should lead with the Room to Read primary logo when space permits.

Favicon

Our favicon (short for favorite icon) uses a smaller version of our roof mark and an initial “R.” The favicon is a secondary logo and visual identifier of Room to Read’s digital footprint around the web. It can also be used in the inner pages of multi-page documents to maintain our brand throughout the entire design.

Primary logo: Full color



Primary logo: Light Gray



Primary logo: White



Primary logo: Black
(1-color printing only)



Favicon: Full color



Favicon: Light Gray



Favicon: White



Favicon: Black



Treatment of logo and favicon

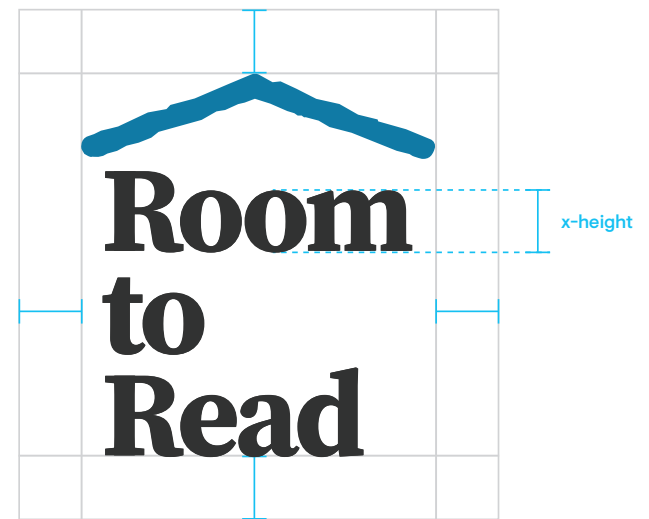
Clear space is the area around the logo or mark that should remain free of any other logos, graphics, text or borders.

The minimum clear space around the primary and favicon should be equivalent to the x-height of the lettering.

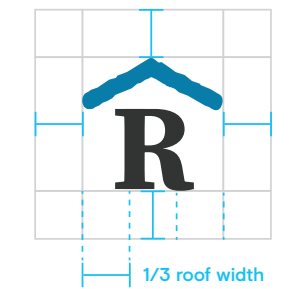
Avoid scaling logos below their minimum size in order to ensure legibility.

Clear space

Primary logo



Favicon



Minimum size

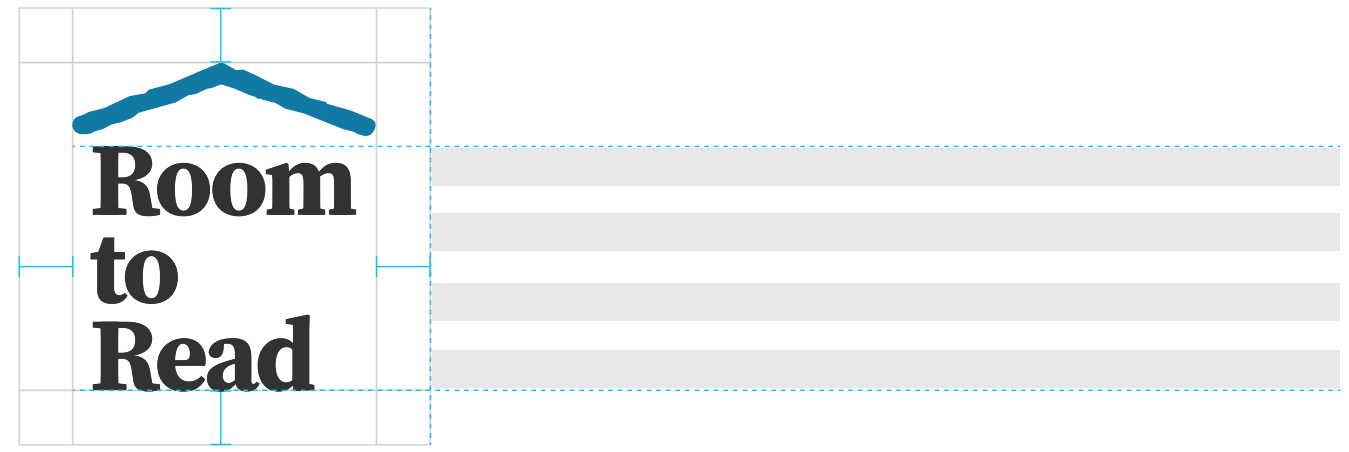


Placement of text around the logo

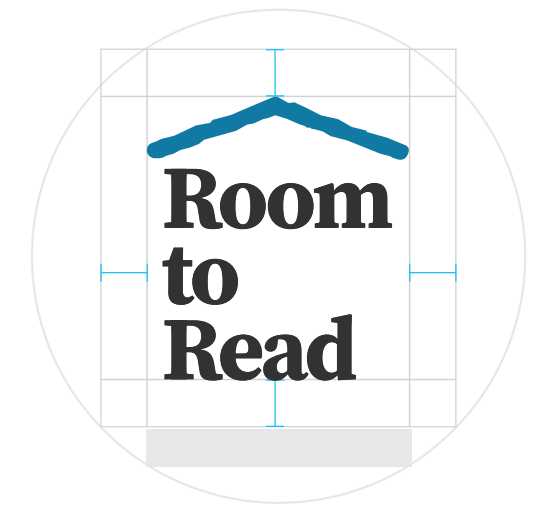
For all compositions, additional text and design should never compete with the primary logo.

If space is limited and additional text needs to be added in close proximity to the logo, ensure the minimum clear space around the logo is maintained, and the additional text font size 50% or less than “Room to Read” on the primary logo.

Horizontal: add text to the right of the logo, restricting the margins to the top and bottom of “Room to Read”



Vertical: ensure the text box is center aligned with the logo or left aligned with “Room to Read” and not the roof



Typeface and styles

Our typeface is Source Serif Pro by Frank Grießhammer, a bold yet scholarly and inviting typeface. It is a free typeface available for [download](#) from Google and available for designers from [Adobe Fonts](#).

Our font treatments are shown to the right in common example sizes. They may be scaled depending on the size of a communication.

Copy should typically be typeset in sentence case. Unless space is limited, body copy should never be scaled below 11 points.

While it is strongly recommended that Source Serif Pro is used, if it is not available the font Georgia may be substituted.

Headlines

Source Serif Pro Bold

Examples: 48 pt. size

52 pt. leading/-20 pt. tracking

**We are making the
impossible possible,
through education.**

Subheads

Source Serif Pro Bold

Examples: 32 pt. size

36 pt. leading/0 tracking

Subhead lorem amet dolor

Body

Source Serif Pro Regular

Examples: 16 pt. size

24 pt. leading/0 tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquerat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

Captions

Source Serif Pro Bold

Examples: 9 pt. size

11 pt. leading/0 tracking

Lorem ipsum dolor sit ame

Photography

Images play a vital role in helping Room to Read raise awareness for our work. Photography, along with video, is the most compelling and powerful component of our brand. Photography should deliver on one or more of our values of Collaboration, Action, Respect, Education and Scale. Every image we capture and use should depict children and the communities they are in with the utmost dignity.

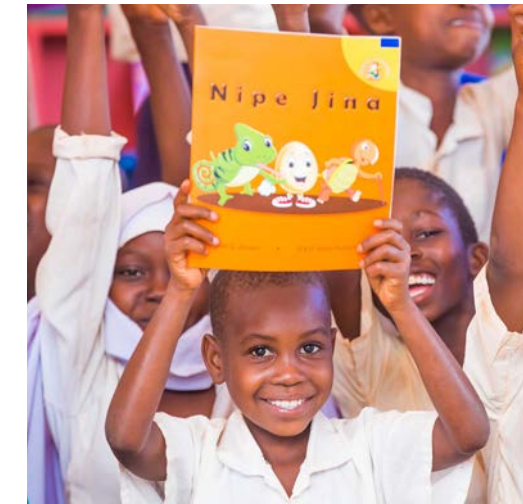


Photography style

A child reading intently, a girl confidently speaking to classmates and a teacher interaction with an engaged class are all genuine moments that depict the joy of learning and self-empowerment. Below are some overall photography style tips to help maintain a consistent appearance and tone.

- Photograph your subjects in a candid manner to represent them in the moment and genuinely engaged in the act of learning.
- Take photos from a child's level and perspective whenever possible.
- Consider the placement of your subject within their environment. Take a wider shot to allow their surroundings to help tell a story, or photograph up close for a more intimate and insightful feel.
- Subjects should be adequately and naturally lit.

The following pages show examples of specific themes that we highlight in our programs.



Room to Read in action

Photographs of students learning, as well as teachers and mentors interacting with children, are the strongest and most direct visual communication of our programs and their benefits.



Portraits

Portraits focus on a person or small groups. Our portraits may range from formal to informal. Subjects may be aware of the camera, or portraits may spontaneously catch subjects in action without looking at the camera. In both cases, we seek to represent subjects in their everyday environments, with natural, engaged expressions and comportment.



Beyond the classroom

Capturing the full experience of our students helps to tell an authentic and more comprehensive story. Portraying a journey to and from school can reinforce a child's dedication. Documenting moments of friendship and joy between children demonstrates the sense of community gained from learning together. Capturing home life helps to promote our holistic approach to education, as it depicts a healthy integration of domestic and academic life.



Narrative

A narrative story is a series of images depicting the same person or group in their daily routine. By focusing on these individuals or groups, a narrative forms a more relatable connection for our audience to the programs. Narratives may include photos of a subject at school or at home, doing chores, playing or studying, or spending time with friends and family.



Photography don'ts

In order to maintain a high standard of quality and consistency across our brand and portray children, people, students, etc. in an appropriate manner, avoid capturing or treating photography in these ways.



Do not underexpose children, people, students, etc.



Do not allow children, people, students, etc. to be overexposed.



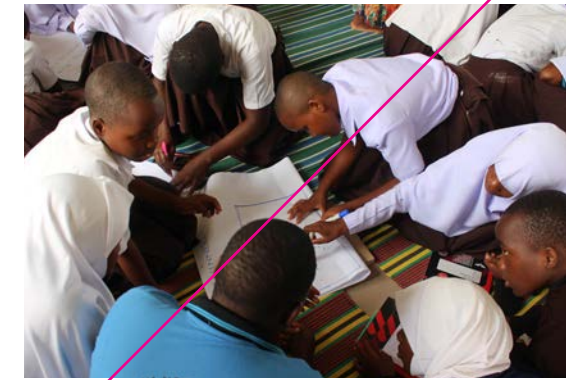
Avoid using a flash in low-lit closeup situations.



Do not use photography taken from behind children, people, students, etc.



Do not crop children, people, students, etc. too tightly.



Do not photograph children from above.



Do not capture children, people, students, etc. from too far away.



Do not allow the children, people, students, etc. to be blurry.



Do not allow photography to appear too cool or warm or oversaturated in coloration.

Photo credits and copyrights

All images used by Room to Read must be from known sources and may only be used if permission has been granted from the photographer or videographer and from those whose images are depicted.

- Room to Read commissioned photos should always lead with our copyright: @Room to Read/ Photographer's Name
- Photos from other sources: use the source's required citation or Courtesy of ©Source
- Credit minimum text size: 7 pt/8.5 leading in Source Serif Pro Bold

Photo credits accompanying a photo

Please be sure to share the proper credits when sharing photos externally. Photo credits and copyright should appear in a corner of the photo, set vertically or horizontally.

Photo credits at the end of print publications

For print publications, such as brochures or booklets, photo credits may be grouped by credit and listed at the end of the publication:

Cover, pages 2, 5, 33: ©Room to Read/Photographer's Name. Pages 1, 8, 9: courtesy of ©Credit. Page 4: ©Photographer's Name. Page 10 and 20: ©Room to Read/Photographer's Name.



©Room to Read/Photographer's Name