



book harvest brand
guidelines



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A photograph of a man in a green shirt sitting on a couch, reading a book to a baby in a blue shirt. The baby is looking at the book with interest. The scene is lit with soft, natural light from a window in the background.

our brand

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introduction

All children start life with vast potential, brilliant dreams, and families who love them beyond measure. But while potential is universal, opportunity is not. At Book Harvest, we unlock the door to opportunity by providing access to the foundational tools and information all children need – and deserve – in order to flourish. For the first decade of life and beyond, literacy is our focus; books are our tools; birth is our start gate; and parents are our change agents.

Our brand is an important asset. People know us in the community, and as we grow, our goal is to reinforce our brand with a consistent look/feel and voice. With an established brand, we look forward to strengthening who we are and the work we do to change lives and improve our community.





mission

Book Harvest provides an abundance of books and ongoing literacy support to families and their children from birth and serves as a model for communities committed to ensuring that children are lifelong readers and learners.

vision

Our vision is of a world in which reading, learning, and access to information are considered rights, not privileges, so that all children thrive.

values

- All children have the right to own books from birth.
- Parents know what is best for their children and are passionately committed to their success.
- All children are born with the ability to succeed.
- Books must serve as “mirrors, windows, and sliding glass doors” for all children.
- We CAN create the world our children deserve.
- We are committed to research.

logo





book harvest



Book Babies



book harvest



book harvest
IMPRINT
SOCIETY

secondary

Use when a more vertical logo is needed.



black & white

Use rarely and only when the medium of is b/w.



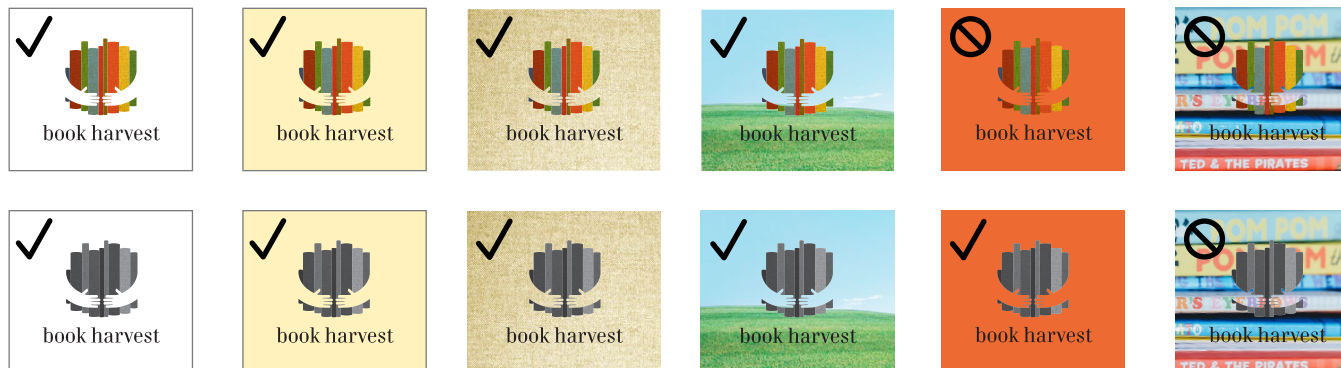
tertiary

Use only on rare occasions for very horizontal uses.



usage

It is important to maintain the integrity of our logos. Do not modify aspect ratios, and whenever possible, print the colored logos on a white or light-colored background to preserve the negative space that forms the arms. If the logos are to be printed on a photograph, a texture, or a color, ensure that the arms are still clearly visible and recognizable on the chosen background. The same rules apply to the black and white logo, with the exception of the vibrant solid colored background, which creates a contrast with the monochrome logo and is therefore acceptable.



colors

Book Harvest colors are provided in CMYK for ease of printing. When appropriate, these should be multiplied over the book textured background as done in the logo and other graphic examples.

R:214 G:66 B:38
C:10 M:89 Y:100 K:2
HEX: #D64226

R:240 G:89 B:41
C:0 M:80 Y:95 K:0
HEX: #F15A29

R:51 G:97 B:148
C:87 M:64 Y:18 K:3
HEX: #336194

R:106 G:162 B:184
C:60 M:24 Y:21 K:0
HEX: #6AA2B8

R:99 G:140 B:61
C:66 M:26 Y:100 K:9
HEX: #638C3D

R:122 G:156 B:61
C:57 M:22 Y:100 K:4
HEX: #7A9C3D

R:156 G:120 B:43
C:35 M:48 Y:100 K:14
HEX: #9C782B

R:255 G:200 B:73
C:0 M:22 Y:82 K:0
HEX: #FFC849

preferred typography

Display and Headline Font:

Danubia Regular

Danubia Bold

Danubia Italic

Rockwell

Sketch Rockwell

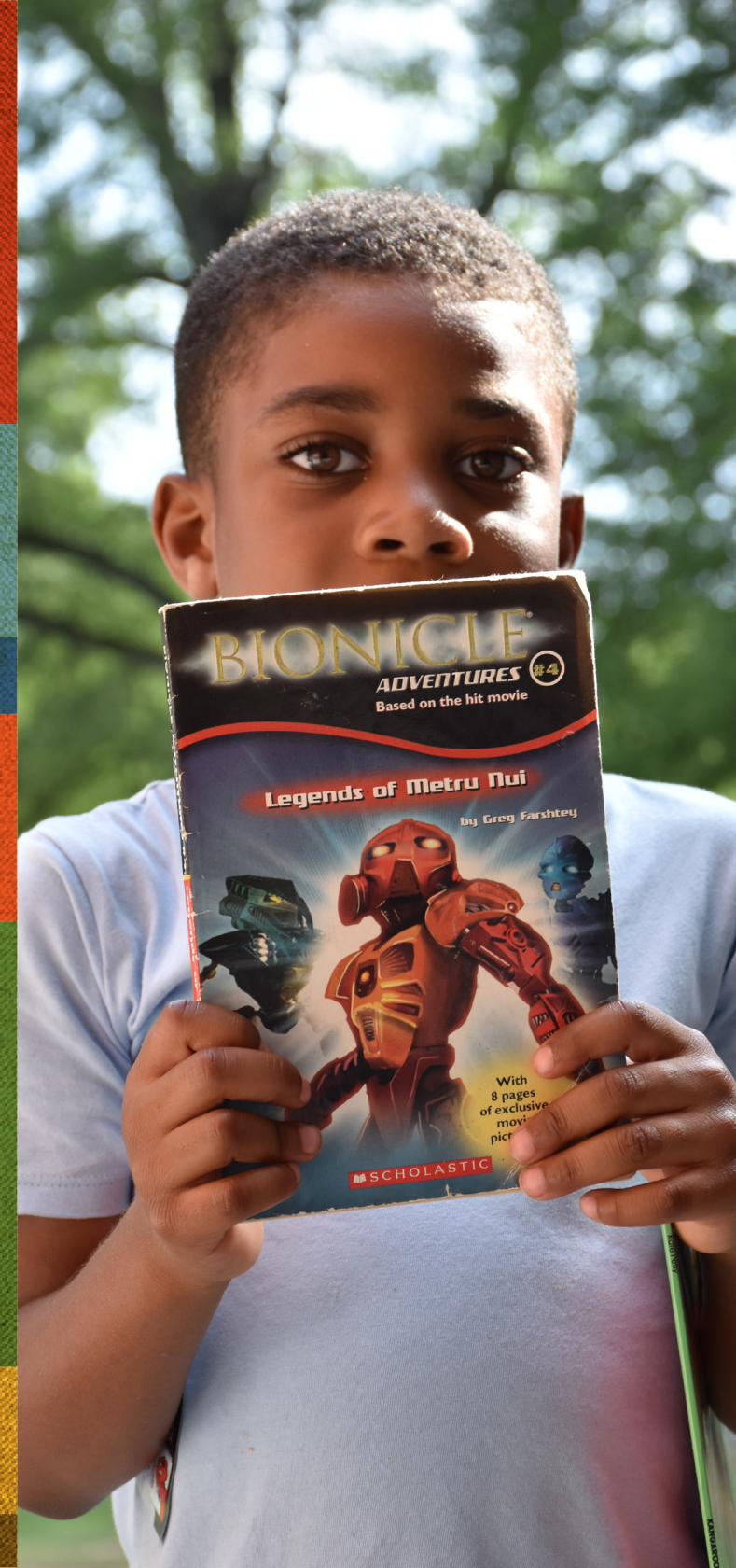
Body Copy and Web Font:

Open Sans Regular

Open Sans Bold

Open Sans Italic

Roboto



textures

Textured elements add depth and interest to the design.
They should be used to accent branded materials.



A close-up photograph of a young girl with dark, curly hair, looking directly at the camera while reading a book. The book's cover is bright yellow with small pink hearts. The background is a light-colored, patterned fabric.

photography



photography

Our photography is asset-based, not deficit-based, and should embody the joy of book ownership, reading, and learning. We portray children, volunteers, and parents with warm smiles, curious faces, and helping hands.

Images should evoke humanity, demonstrate possibilities, and encourage innovation.





voice



voice

Our voice is inspired by our personality.

Our personality guides our behavior, our visual style, and our voice. It shapes the perception of our brand by volunteers, participants, press, funders, and our community. And, it sets us apart.

Book Harvest is **warm**. We are your friend next door. We are the good neighbor who wants to share books.

Book Harvest is **encouraging**. We encourage children and families to imagine possibilities, to dream big. We come alongside parents to be a support.

Book Harvest is **engaging**. We are always pushing ahead, motivated by possibilities. We share our enthusiasm and vision for the future with others.

Book Harvest is **visionary**. We are dreamers and innovators. We look beyond what is and imagine what could be. We are dedicated to creating a better future for our families and communities. We are not afraid to try new things and to learn from what we try.

Book Harvest is **inspiring**. We open doors and bring new possibilities. We demonstrate that books can be “mirrors and windows,” portraying all children, honoring diverse backgrounds, languages, abilities, and perspectives.



voice

warm

First and foremost, we are your friend and neighbor, a member of your community.

write with a friendly voice

Be approachable with headlines and copy blocks. Talk *with* people, not *at* people.

stay active

Whenever possible, use the active voice. Use words that are approachable and accessible.

be collaborative

Share your knowledge and wisdom with love, and always seek input and collaboration. We are a partner, a support system, and a provider of resources.

voice

encouraging

We encourage children and families to dream big.

write inspiring copy

We want children and families to recognize books as doors into worlds of opportunity. Use language that encourages readers to dream big.

be positive

Focus on opportunities, not challenges.

highlight the impact

Talk about what happens when children and families have access to books and literacy supports. Share the possibilities and the bright future that awaits.





voice

engaging

Our enthusiasm for our children's potential is contagious.

share your vision

Share how stories have the power to change lives and parents are their children's first and best teachers.

make it personal

Share stories of personal experiences made possible by Book Harvest.

voice

visionary

We believe in the power of parents and the potential of all children. Everything we say is rooted in our sense of purpose and our belief in this potential.

lead with inspiration

Focus on words and visuals that are inspirational and aspirational.

set the stage

Highlight where we've been and our big dreams for the future. Always look for new ways to share the Book Harvest narrative.





voice

inspiring

Book Harvest is more than just nice people who share books. We are change-makers with a vision for breaking down injustices in our communities.

“mirrors and windows” in action

Highlight how Book Harvest aims to ensure all children - regardless of background, ability, language, perspective, and color - are represented in the books and resources we provide.

be inclusive

Incorporate language that is inviting and accepting of all children.

A photograph of a family reading a book together. A woman with dark hair and bangs, wearing an orange top, is smiling and looking at a young child. The child, wearing a pink shirt, is looking at a book. A man with glasses and a beard, wearing a patterned shirt, is also looking at the book. The book is titled "THE DAY YOU BEGIN" and features a colorful illustration of a child's face. The text "key words" is overlaid in white on the image.

key words

key words

Our voice takes a positive tone, always uplifting and encouraging. It's important to use key words and phrases that communicate positivity and possibilities without limiting children and families.

do say

Children from low-income families

Unlocking children's potential

All children deserve

Book provision or providing books

Partnering with parents or supporting parents

don't say

Low-income children

Opportunities for underserved children

Children from poor families need

Book distribution or distributing books

Teaching parents or providing instruction



program descriptions

program descriptions

Our programs enrich the lives of children and families everyday. How we talk about them is focused and carries the positive tone of our brand.

book babies

Book Babies enables children to achieve a brighter future from birth. The program is a five-year partnership with parents that includes literacy coaching home visits and over 100 new books that builds the early literacy foundation every child needs to start school.

books on break

Books on Break combats summer learning loss and transforms summer into a time of literacy enrichment. Books on Break hosts book fairs with free books at participating elementary schools for children Pre-K through grade 5. Each attendee receives a new string backpack filled with local literacy opportunities and tips for parents on how to make summer a time of learning.

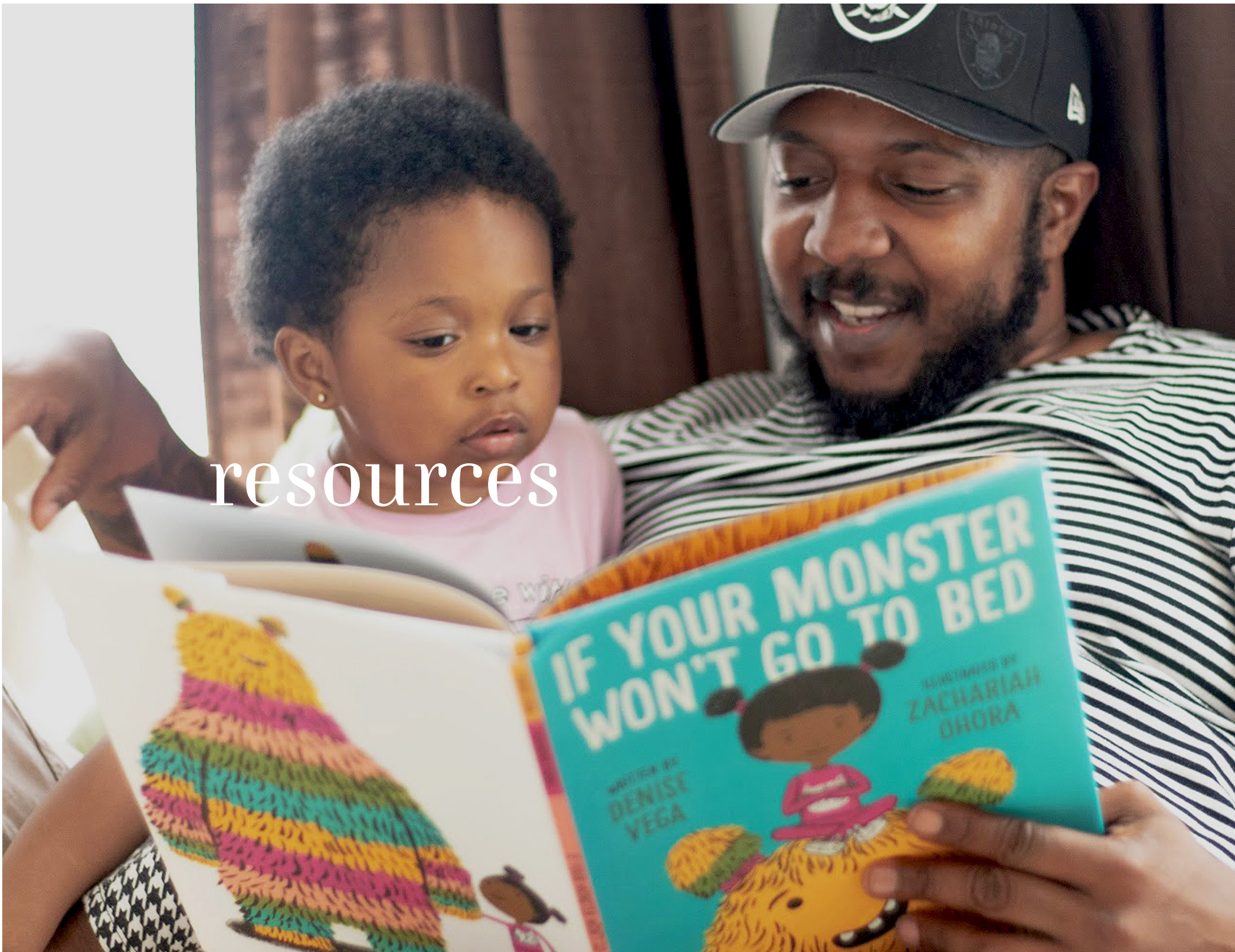
books and beyond

Books and Beyond transforms everyday spaces into communal hubs of family literacy. Books and Beyond offers weekly storytime and literacy programming in laundromats, barbershops, health clinics, social service centers, and other partner businesses in the community.

book bank

Book Bank opens the door for every child to own a book. Pop-up bookshelves are placed strategically throughout our communities in laundromats, barbershops, health clinics, and social service centers. Children are welcome to sit and read in our inviting spaces or take the book home – with no obligation to bring the book back. Books are continually replenished by dedicated volunteers and donors.

resources



resources

formatting

- The Chicago Manual of Style is a widely recognized authority on grammar, punctuation, word choice, and formatting in written communications. It is also the recommended style guide to use whenever developing materials for Book Harvest.
- By consulting this manual closely and frequently, we ensure that Book Harvest is always represented by a strong professional look and feel that extends across its verbal materials.



book harvest