



UTR BRAND GUIDELINES

CREATING A STORY

In a rapidly shifting military climate, providing valuable support that meets the changing needs of our military is crucial to our company's success. We understand the unique lifestyle of separated service member families and strive to give them an opportunity to connect on a deeper level through reading aloud.

A brand story, or core message, helps our audience understand what United Through Reading® stands for. Without this clarity, the market will define us in its own way. Creating a successful brand story increases the focus on our mission, our vision and our values, inspiring both brand loyalty and increased awareness around the many benefits of working with United Through Reading®.

OUR MISSION

Our mission is to unite military families facing physical separation by facilitating the bonding experience of reading aloud together.

OUR VISION

Our vision is that all children will feel the security of caring family relationships and develop a love of reading through the read aloud experience.

OUR POSITIONING STATEMENT

United Through Reading® is a nonprofit organization dedicated to helping separated service members stay emotionally connected with their families at home and ease reintegration through the act of reading aloud.

OUR STORY

United Through Reading® connects separated service families through an everyday experience.

Through the simple act of reading aloud, separated service members share a special connection with their children at home and become a relevant part of their child's development and growth.

Upon reuniting with family, participating service members credit the United Through Reading® program in helping their children remember their faces and voices. United Through Reading®'s simple-to-use program helps service members cope with the fear of being forgotten by their children while separated and eases the transition. The reunion between separated service members and their families, which is a routine part of military life, is just the first step in the reintegration process for service members.

We believe reintegration is a lifetime journey for service members and our program is a small piece of making each day seem easier. The United Through Reading® videos are not only a keepsake for families but also serve as a constant reminder of the emotional family connection and importance of literacy.

Even with the shifting military presence around the world, separation from loved ones is still a routine part of military life. We will work to ensure any service member who wants to read to their child will have the opportunity.

BRAND IDENTITY

Creating a compelling look for our communications allows us to connect with our audience on many levels. This section highlights how to consistently convey the personality of our brand through a combination of photography, color, and typography. Successful graphic application brings the United Through Reading® experience to life, leaving our audience with a clear understanding as well as a feeling of familiarity and trust.

OUR BRANDMARK

Our brandmark is how we display our logotype in a current manner. This is the most commonly used element in our graphic system and several versions exist to provide flexibility in its application moving forward.



LOGO

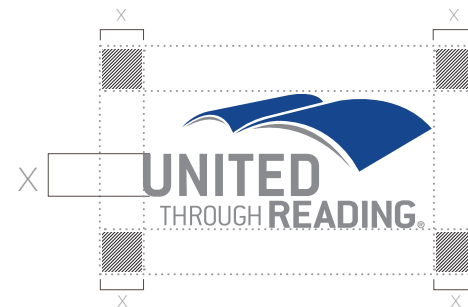
The United Through Reading® logo consists of two elements that must always be used together: the **“book”** graphic and **“United Through Reading”** text in all caps. The proportion and proximity of these elements must not be altered. The logo must always be displayed with adequate clear space and cannot be smaller than its minimum size.



← 1.5" optimum →



← .75" min →



OPTIMUM SIZE

The logo is preferred at 1.5 inches wide and may not be scaled smaller than .75 inches wide. Exceptions are allowed for applications such as banners, signage, digital usage or ad specialty items. In all cases, the proportions must remain the same.

CLEAR SPACE

The clear space must equal the height of the “U”, indicated by “X” above. The amount of clear space shown ensures the logo never appears to be crowded by text, titles, photos, or graphics.

LOGO USE

The logo should print in the full-colored option whenever possible. It is important to maintain consistency whenever the brand is reproduced. Below are the approved examples of how the brand can be reproduced.

FULL COLOR PREFERRED



ONE COLOR PMS 286



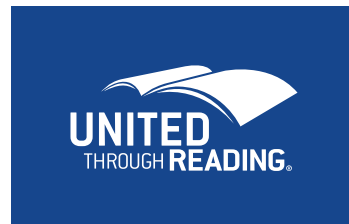
ONE COLOR PMS COOL GREY 8



ALL BLACK



ALL WHITE CAN BE USED ON COLORS, GRADIENTS, AND PHOTOGRAPHS. MUST HAVE CONTRAST.



LOGO MISUSE

Below are examples to AVOID when using the United Through Reading® logo:



Do not change proportions



Do not screen



Do not use unapproved brand colors



Do not place logo on busy backgrounds



Do not use white logo on a light background



Do not alter fonts or modify arrangement



Do not stretch or compress



Do not tilt



Do not combine with other graphics

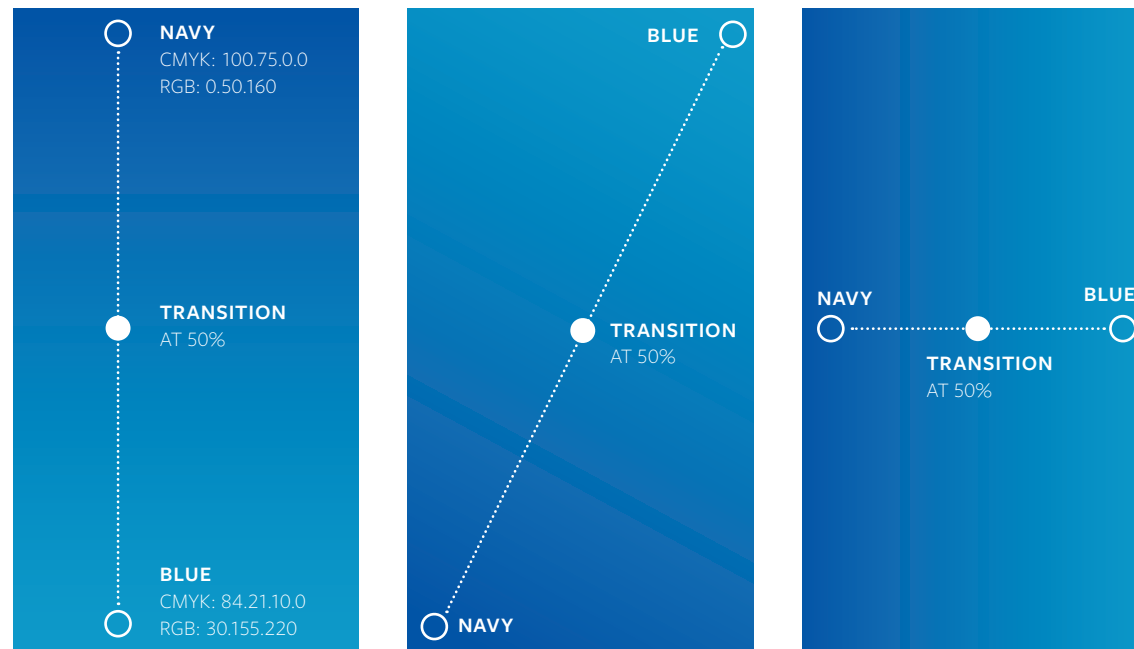
COLOR PALETTE

The United Through Reading colors are navy, blue, aqua, red, gray and white. Provided are the spot PMS® (Pantone Matching System®) colors, CMYK, RGB and web formulas for reproducing the colors on various print and digital applications.

NAVY PMS 286 CMYK 100.75.0.0 RGB 0.50.160 HEX #0033A0	BLUE PMS 2925 CMYK 84.21.10.0 RGB 30.155.220 HEX #1D9ADD	AQUA PMS 319 CMYK 62.0.20.0 RGB 63.207.213 HEX #3FCFD5
RED PMS 485 CMYK 0.95.100.0 RGB 213.43.30 HEX #E31D1A	GRAY COOL GRAY 8 CMYK 25.15.15.45 RGB 140.140.140 HEX #8A8A8D	WHITE WHITE CMYK 0.0.0.0 RGB 255.255.255 HEX #FFFFFF

GRADIENT

The United Through Reading® gradient conveys connection through the use of color. It is created using a subtle blend of light and dark blues that adds a sense of depth and texture to communication materials such as brochures, stationery, presentations, and more. When creating and using the gradient, there should always be a seamless color transition. Reference the diagram below whenever creating gradients for brand collateral.



TYPOGRAPHY

Typography helps convey the personality of our brand and brings clarity to our communications. Various weights of the Freight Sans Pro font family are used to reinforce the United Through Reading® identity. The font family is available for use through design software such as Adobe Creative Suite. The font must be used when developing important print collateral pieces like postcards, brochures, advertisements, etc. Arial is an acceptable substitute where the font family is unavailable. This alternative font is recommended for everyday use such as in Powerpoint or Word.

PRIMARY FONT

Freight Sans Light

Freight Sans Light Italic

Freight Sans Book

Freight Sans Book Italic

Freight Sans Semibold

Freight Sans Semibold Italic

Freight Sans Bold

Freight Sans Bold Italic

ALTERNATIVE FONT

Arial Regular

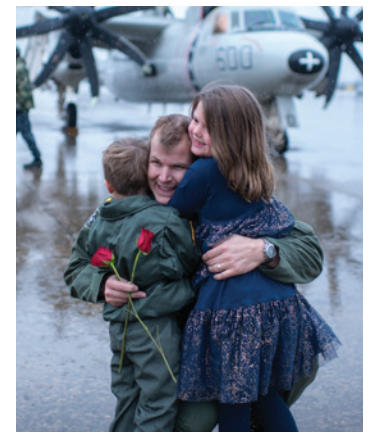
Arial Italic

Arial Bold

Arial Bold Italic

PHOTOGRAPHY

United Through Reading®'s photography should be used as the primary element for important collateral such as flyers, postcards, etc. Images should focus on the program's emotion, strong connection to the military and their families, and technology. When selecting images, select images that represent the diversity of the military. Additionally, ensure that images are well illuminated and focused on the people. Try to find images that look candid and convey a bond.



FEATURE PHOTOGRAPHY

Feature images should incorporate the gradient to reinforce the concept of connection. The gradient is used to separate the photo subject from the background, creating a sense of “a moment captured in time.” When executed correctly, the image should evoke emotion and reinforce the role that UTR played in the moment.



ICONS / ILLUSTRATIONS

Icons help illustrate important aspects of United Through Reading's mission and process.

WHY UTR VS SKYPE



RELIABLE
when internet connections aren't



REPEATABLE
for kids to watch again and again



ACCESSIBLE
to children any time they need and miss
their service member, day or night

4 PILLARS OF THE BRAND GUIDE



REACH
At 200 recording locations, we serve all DoD and the Coast Guard to include the National Guard, Reserve, Special Forces, and the Wounded, Ill, and Injured, + all types of separation.



LITERACY
Every book encourages literacy for the next generation.



LONGITUDINAL IMPACT
UTR videos become a legacy left to generations to come.



REINTEGRATION
Reintegration of the service member into the family is easier when the children have heard his/her voice and seen his/her face in UTR video-recordings.

HOW THE PROGRAM WORKS



1. Service member reads on video; video is sent home with book.



2. Children at home watch video and follow along in book.



3. Caregiver captures child reading/reacting in video/photo and sends back to service member.



4. Service member's morale is boosted by connecting from a distance and is encouraged to read again.

