


The Barksdale Reading Institute

Brand Guide





Who we are & what we do.

The Barksdale Reading Institute works to improve the overall quality of public education in Mississippi through strategic literacy initiatives and the providing professional development to teachers and administrators.

Reading is the most fundamental skill that students must master in order to be successful in all other subjects. We believe that any student – no matter his or her background – can succeed when given the right tools.



Our Mark

The Barksdale Reading Institute's mark is formed from the slender spines of books. The novels build up in height, mimicking the growth that our students experience as they learn to love reading. The multicolored nature of the mark speaks to the diversity and inclusivity in which we base our work.

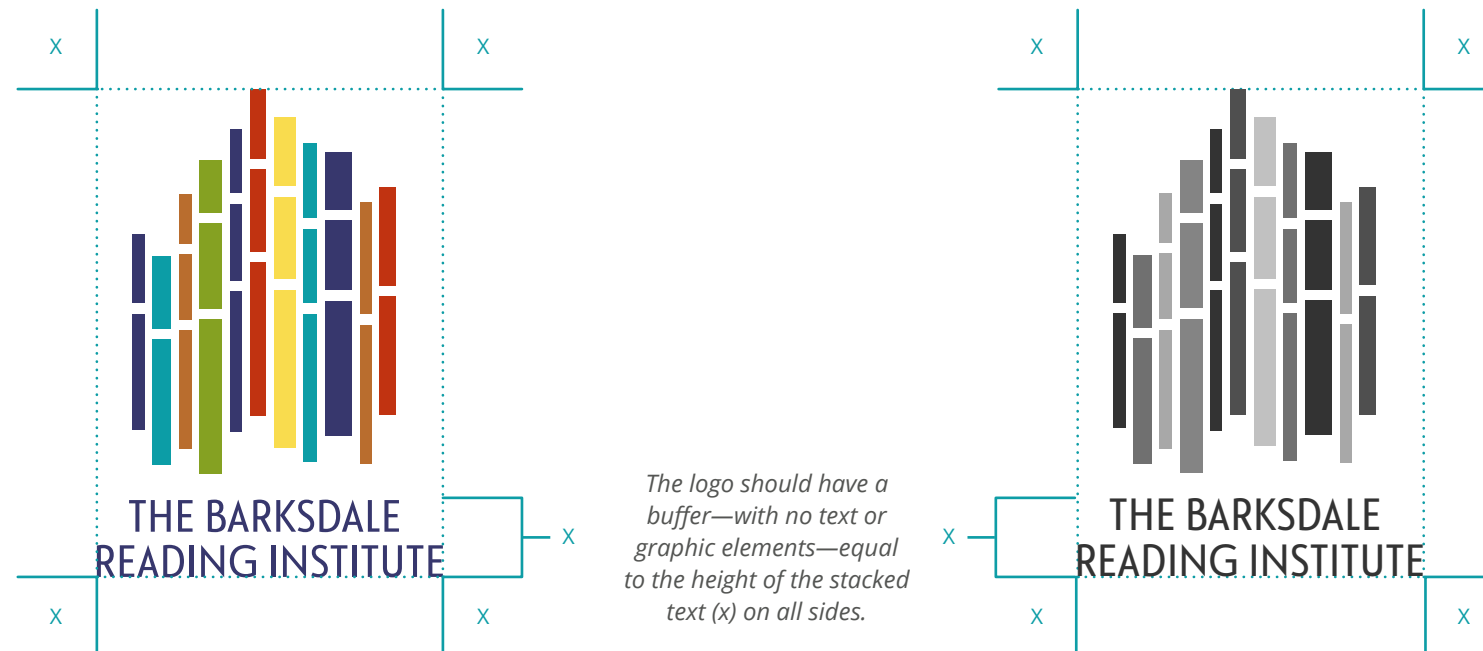




| Logo Use & Placement

Approved Forms

Our logo in its approved form should be used on all publications, printed materials, and web pages in a prominent location, while not being the primary focus of the design. The full color version is preferred, however if color is not an option when printing the grayscale version may be substituted.



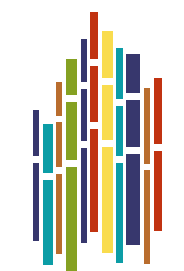
Our logo with full name is our primary logo and should be the viewer's first introduction to the Barksdale Reading Institute's identity. All official programs and professionally-produced materials should include the logo in its full name form. However an abbreviated mark exists for materials where the audience may be familiar with BRI's work, and only in scenarios where the mark appears in reduced size and the full name would be illegible.



| Logo Misuse

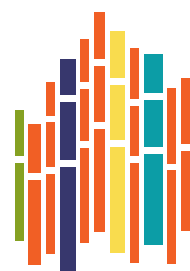
Unapproved Forms

The logo may not be altered in any way. Changes to the logo diminish its impact and will detract from the consistent image of the Barksdale Reading Institute's visual identity. The illustrations below show some, but not all, of the incorrect uses of the logo.



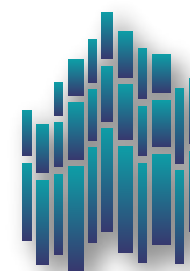
THE BARKSDALE
READING INSTITUTE

*Do not distort,
stretch, or change the
height-to-width ratio.*



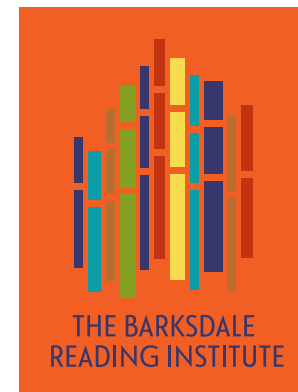
THE BARKSDALE
READING INSTITUTE

*Do not change the
brand colors.*



THE BARKSDALE
READING INSTITUTE

*Do not apply drop
shadows, textures,
or gradients.*



THE BARKSDALE
READING INSTITUTE

*Do not place the logo on a dark
or high-saturation background.*



THE BARKSDALE
READING INSTITUTE

*Do not add other graphic
elements to the logo,
including holding shapes*



| Logo Assets

Digital file types for logos include vector EPS files, which should be used for all printed applications, and PNG, SVG, or GIF files which should be used for on-screen applications.











| Primary Brand Colors

 2235 C	 2118 C	 7627 C	 129 C	 4213 C	 7414 C	Pantone <i>When printing spot colors</i>
 2235 C 76-11-28-9	 2118 C 97-93-0-11	 7627 C 0-95-84-26	 129 C 0-10-80-0	 4213 C 50-4-92-27	 7414 C 0-57-100-17	CMYK <i>When printing in 4-color process</i>
 #0c9da6	 #37376d	 #c13311	 #f9dc4e	 #7c931c	 #b96d2e	RGB <i>For all on-screen presentation</i>



| Secondary Brand Colors

 <p>10% 2235 C</p>	 <p>40% 4213 C</p>	 <p>1665 C</p>	 <p>259 C</p>	 <p>Cool Gray 9</p>	Pantone <i>When printing spot colors</i>
 <p>10% 2235 C 76-11-28-9</p>	 <p>40% 4213 C 50-4-92-27</p>	 <p>1665 C 0-82-100-0</p>	 <p>259 C 64-100-0-7</p>	 <p>Cool Gray 9 50-40-34-17</p>	CMYK <i>When printing in 4-color process</i>
 <p>#0e9da6</p>	 <p>#d0dba7</p>	 <p>#f95c1e</p>	 <p>#6d3172</p>	 <p>#545453</p>	RGB <i>For all on-screen presentation</i>



| How to Use Color

Primary Color Usage

The teal, purple and red in the color palette make up the core of Barksdale Reading Institute's brand. These three colors should be the basis for which all info-graphics are based on.



Color Tints

Only the teal, cool gray, and green should be used in their tint form. Teal and cool gray may be used as a gradient in multiple variations. Green may be used only at 40% saturation.





I Typography Use

Proper and consistent use of typography

Typography is important to the overall visual impact of our identity. The approved typefaces mix-and-match well, allowing us to design flexibly within The Barksdale Reading Institute's look and feel. All fonts can be downloaded for free at: <https://fonts.google.com>

Bitter should be used for headlines, and titles.

Bitter Light	<i>Bitter Light Italic</i>
Bitter Regular	<i>Bitter Regular Italic</i>
Bitter Medium	<i>Bitter Medium Italic</i>
Bitter Semibold	<i>Bitter Semibold Italic</i>
Bitter Bold	<i>Bitter Bold Italic</i>
Bitter Black	<i>Bitter Black Italic</i>

Lexend should be used as an instructional font.

Lexend Thin	Lexend Semibold
Lexend Light	Lexend Bold
Lexend Regular	Lexend Extra Bold
Lexend Medium	

Open Sans may be used for subheads, body copy and secondary information.

Open Sans Light	<i>Open Sans Light Italic</i>
Open Sans Regular	<i>Open Sans Regular Italic</i>
Open Sans Semibold	<i>Open Sans Semibold Italic</i>
Open Sans Bold	<i>Open Sans Bold Italic</i>
Open Sans Extrabold	<i>Open Sans Extrabold Italic</i>

Open Sans Condensed may be used for subheads and secondary information.

Open Sans Condensed Light	<i>Open Sans Condensed Light Italic</i>
Open Sans Condensed Bold	



I Typography Using Microsoft

Proper and consistent use of typography

Typography is important to the overall visual impact of our identity. The approved typefaces below are an excellent substitute for **Bitter** and **Open Sans** when there is no access to either font.

Georgia should be used in place of **Bitter** when there is no access to the font.

Georgia Regular
Georgia Bold

Georgia Regular Italic
Georgia Bold Italic

Calibri should be used in place of **Open Sans** when there is no access to the font.

Calibri Light
Calibri Regular
Calibri Regular

Calibri Light Italic
Calibri Regular Italic
Calibri Regular Italic

Bookplate Use.

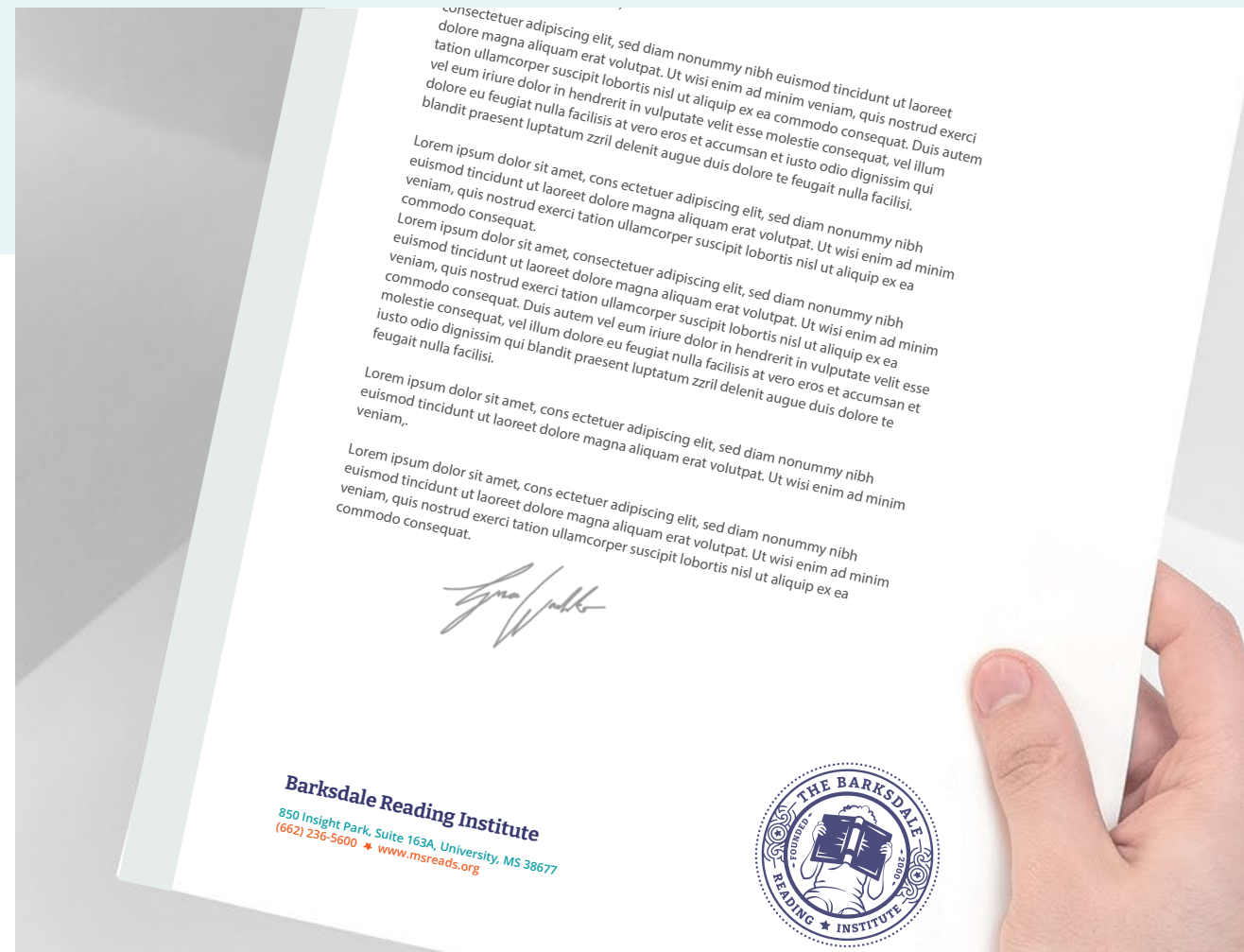


The bookplate has only two approved forms.



The Barksdale Reading Institute has a special bookplate that seeks to honor the institutes heritage and connection with readers. The bookplate should be used strategically in order to keeps its impact in tact. Namely as a bookplate sticker or professionally printed materials.

Seal Use.



The Barksdale Reading Institute has a special seal that seeks to honor the institutes place as a leader in literacy education. The seal should be used strategically in order to keeps its impact in tact. Namely as a “signature” on official or import documents.



| Bookplate & Seal Assets

*Digital file types for logos include vector EPS files, which should be used for all printed applications, and PNG, SVG, or GIF files which should be used for on-screen applications.





| Photography Use



Photography should be bright and colorful, while representing children and voices of all kinds.

We are an inclusive brand that seeks to inspire and educate, our photography should do the same.





| Presentations (PowerPoint)

Digital Presentation

Presentations should always use the official PowerPoint template and approved slides. Photographs should be used whenever possible to support spoken concepts, where a blank slide may be used to contain a single image, full screen. When using text, convey concepts with as few words as possible, relying heavily on what is spoken instead of creating text-heavy slides. Rule of thumb: Use more slides with less text on each slide. Refer to the book “Presentation Zen” as a guide to best practices in presentation design.



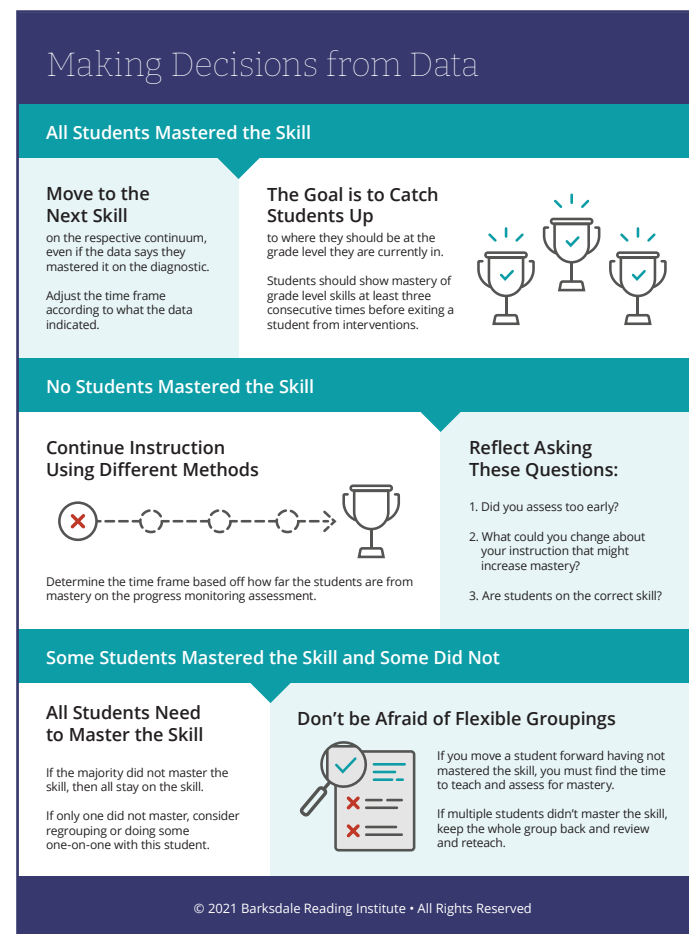
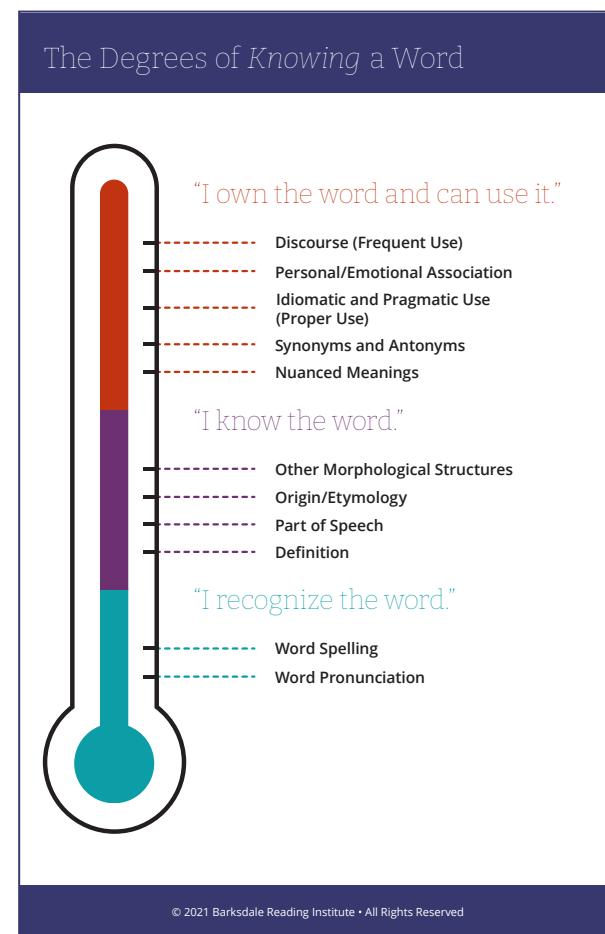


| Graphic Use

Bold Geometry and Clean Lines

Graphics as learning objects should include a clear header with a title in the approved dark blue color and white text for the header. A blue footer should also be included along with the copyright information, centered, when rights are owned, and written as follows: © (Year) The Barksdale Reading Institute • All Rights Reserved

Graphics should always be fully enclosed on all sides when presented digitally.





| Icon Use

Circular, Solid and White

Icons should be presented in dark blue with white design and simple in detail to convey the concept. Colors other than dark blue may be used for purposes of clarity.



Download



Email



Phone



Go to Website



*Watch
Video file*



*Look Closer/
Search*



Listen



Help



*Important /
Alert*



Grade Level



Online



F2F



Assessment



Glossary



Read



Resource



Activity



| Character Design

Representing Diversity and Wonder

Character illustrations should use a variety of skin tones to represent diverse races and ethnicities as well as a balance in gender. Dress should use the approved color palette in simple, solid colors without excessive decoration or pattern. Stereotypes in presentation are not allowed.



Thank You.★

The Barksdale
Reading Institute

