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# Graphic Guidelines

2013

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## Logo

The READ Global logo should always be used in its correct design with plenty of breathing room around it. The preferred use of the READ Global logo is the three color version displayed always on a white background and may not be used reversed out of a color or photos. You may use a large white band over blocks of color or photos in order to accomplish this. The proportions of the logo should never be altered, stretched or skewed. The logos are available in a range of sizes. Each can be reduced to fit the requirements of your communication, but cannot be enlarged beyond its original size. The READ Global logo may be reduced to a minimum size as long as legibility of the logo is not compromised. A minimum clear space should always be kept around the logo mark itself as noted above.

## Do Not:



Never change the colors



Never change the typeface



Never alter the proportions



Never use on a non-white background



Never stretch the logo



Never use on a photo



Never apply effects



Never remove the tagline