TD Summer Reading Club

Brand primer

2016 Illustrator: Virginie Egger

Contents

2015 Illustrator: Josée Bisaillon

Note: *Our cover, the contents page and the divider pages feature illustrations created for the past 5 TD Summer Reading Club programs.*

Welcome!

TD Summer Reading Club is Canada's biggest, bilingual summer reading program for kids of all ages, all interests, and all abilities. This free program is co-created and delivered by over 2,000 public libraries across Canada. It celebrates Canadian authors, illustrators and stories. It's designed to inspire kids to explore the fun of reading their way – the key to building a lifelong love of reading. Whether you're a long-time participant or new to the program, this primer will help you create the best kids summer reading experience ever!

Our Brand: Reading fun for everyone

With a great story and fresh look, TD Summer Reading Club's brand messaging, materials and look are all designed to encourage more kids to join the summer reading fun. Our brand is more than a logo. It's about the perceptions and experiences kids, their families and caregivers associate with the TD Summer Reading Club. We've created a robust brand platform for the TD Summer Reading Club to help meet our program goals.

Our brand ingredients include:

OUR STORY
Key messages about what the program is, who it's for, and how to participate.

PROGRAM SUPPORT TOOLS
Processes and tools to support national and local program delivery.
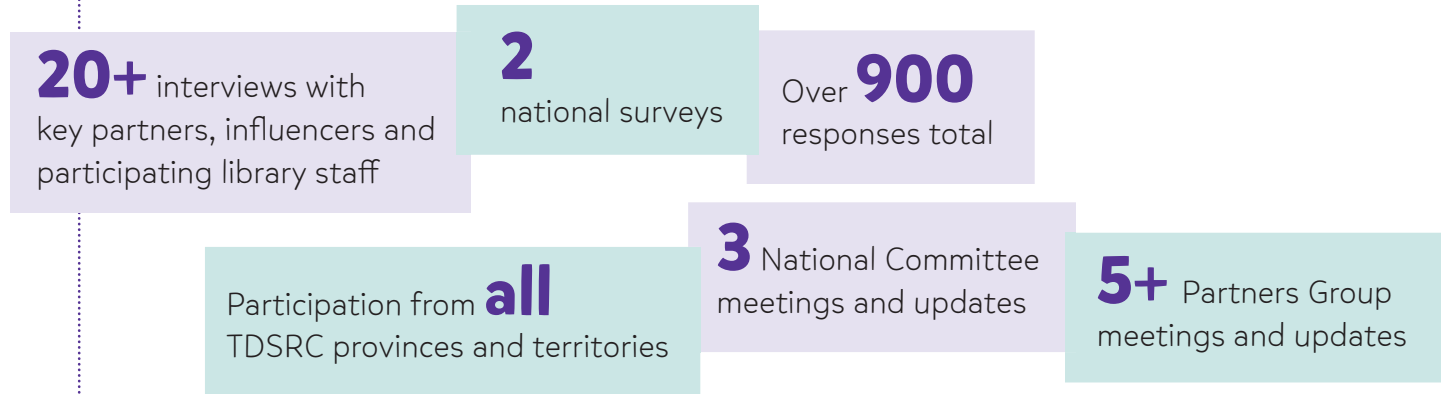
IDENTITY SYSTEM
The elements – logo, colours, typefaces, and graphic devices – that are designed to make the TD Summer Reading Club highly visible and memorable.

VISUAL ASSETS, TEMPLATES AND GUIDELINES
Easy-to-use resources to make delivering and promoting the program easier than ever.

Creating our brand

We had great contributions in creating our brand platform. Our story and messages, program name and identity options were all tested and validated with input from:

20+ interviews with key partners, influencers and participating library staff

2 national surveys

Over **900** responses total

Participation from **all** TDSRC provinces and territories

3 National Committee meetings and updates

5+ Partners Group meetings and updates

The principles that guided our work included:

GROW ACCESS: Make the program easy to understand and recognize.

SIMPLICITY MATTERS: Make the program easy to use for everyone, from kids and their families to librarians and program creators.

LINK NATIONALLY, ACT LOCALLY: Create more continuity.

DESIGN FOR FLEXIBILITY: Respect diverse needs and contexts.

CO-CREATE: Encourage effective collaboration.

BUILD CAPACITY: Share best practices across libraries.

LEARN AND ADAPT: Evolve with the environment.

Our story

Children and parents across the country experience the TD Summer Reading Club in many different ways, and they love it for many different reasons. The core value we deliver, though, and the way we hope to be understood and experienced is the same across the country. As you promote and deliver the program, here's a good reminder of how to think about, and talk about, the program.

OUR AUDIENCES

All kids across Canada, their families and caregivers

WHAT TD SUMMER READING CLUB IS

Canada's biggest, bilingual summer reading program for kids of all ages, all interests, and all abilities.

WHY IT'S DIFFERENT

It's free! It celebrates Canadian authors, illustrators and stories. It's designed to inspire kids to explore the fun of reading their way – the key to building a lifelong love of reading. Developed and delivered by over 2,000 public libraries across Canada, this flexible program can be a part of everyone's summer plans.

HOW IT WORKS

Kids (and their caregivers) can participate anytime, anywhere – at local public libraries across Canada as well as at home, online, on the road or wherever their summer takes them. Participants explore recommended reads; track their own reading; connect and share with others across the country; read books online; join in activities; collect reading incentives; write jokes, stories and book reviews, and more. There are great resources for kids with print disabilities as well as for pre-readers and their families.

Our story

OUR CHARACTER

TD Summer Reading Club communications and experiences should reflect these brand character traits:

Accessible   **Engaging**   **Inspiring**

Welcoming   **Fun**   **Inclusive**   **Flexible**

SAMPLE MESSAGING

TD Summer Reading Club

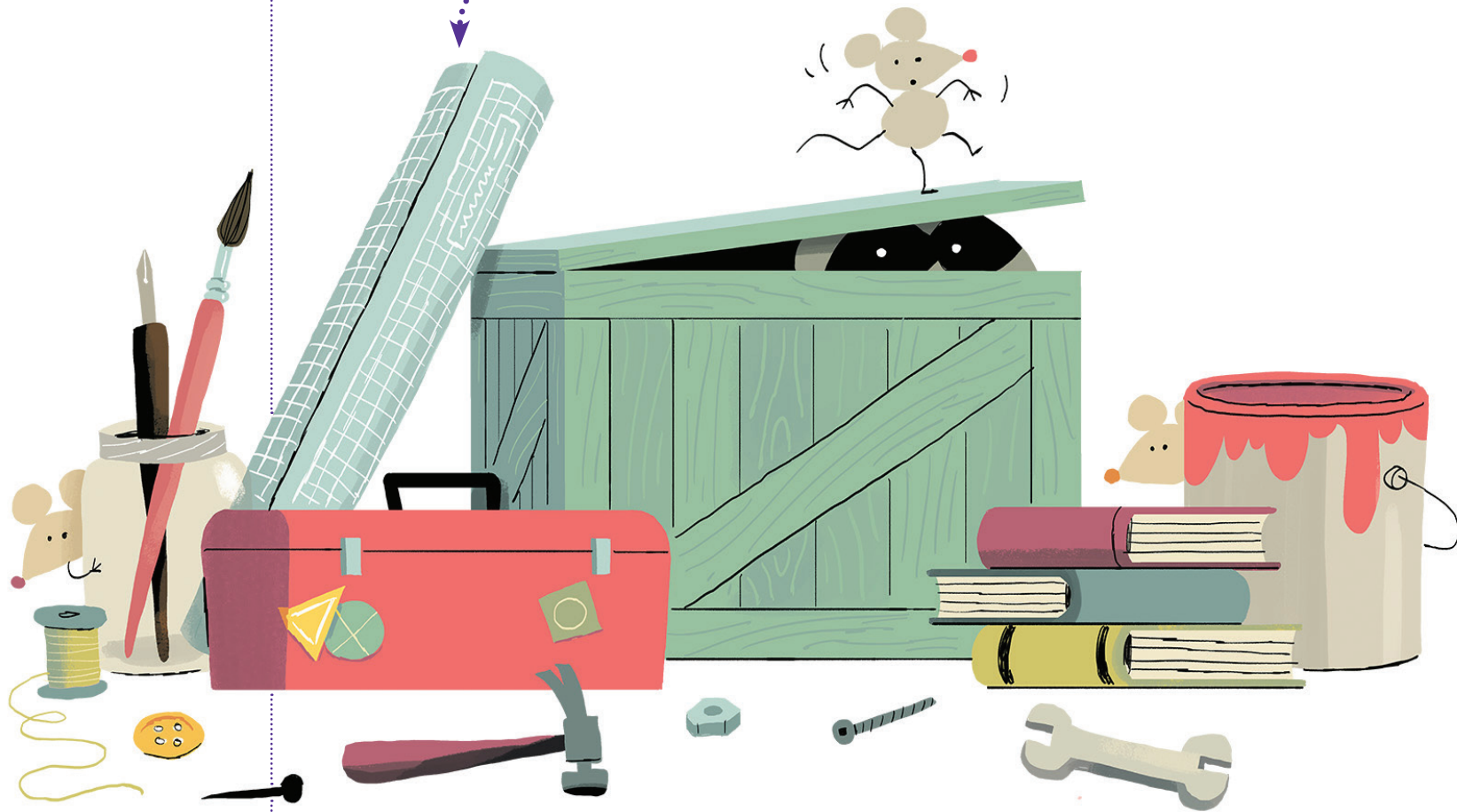*Reading fun for kids, from Canada's public libraries*

Join the fun!

Reading recommendations and free activities for all kids, all summer long! Participate anytime, anywhere – at your public library, at home, online, or wherever your summer takes you.

Program Partners

Co-created and delivered by 2,000 public libraries across Canada, development of this national, bilingual program is led by Toronto Public Library in partnership with Library and Archives Canada. Sponsorship is generously provided by TD Bank Group.

Our logo

Our logo

The logo is the identifier for the TD Summer Reading Club. It symbolizes the fun of reading. The relationship between the elements should never change and never be taken apart. The four colours in the logo must always appear in the order shown. Whenever possible, the logo should appear in full colour, and always at full saturation and not lightened in any way. However, in some scenarios the greyscale or black versions can be used. These should only be in those rare situations where colour isn't available. Program and promotional materials feature the specific year under the logo. This can be omitted for materials not related to a particular year.
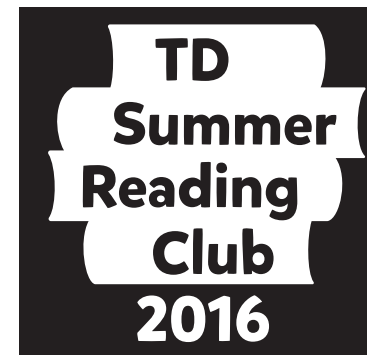
Note: *all versions of the logo are available in French.*

Note: *To view and download EPS, JPEG and PNG versions of the logos and to access the French versions, please visit:* **tdsummerreadingclub.ca/ staff/resources/images**

Colour logo with the year

Colour logo without the year

Greyscale logo with the year

Black logo with the year
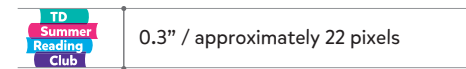
White logo with the year

Our logo: usage

Minimum Size

This is the minimum size that the logo may appear. If it appears any smaller, its readability will be impaired. This measurement is based on the height of the symbol and is given in inches and pixels.

 0.375" / 27 pixels

 0.3" / approximately 22 pixels

Minimum size with the year

Minimum size without the year

Alternate versions

For situations where the logo has to be used at a size smaller than the minimum size or the space allocated for it is very horizontal, this optional version has been created. We have also created a simplified version that can be used as a social media icon.

 TD Summer Reading Club

This version can be used where the allocated space is very horizontal or the symbol is smaller than the minimum size.


This symbol-only version can be used as an icon for social media such as Twitter and Facebook or a favicon (the tiny symbol in a browser address bar).

Our logo: usage

Clearspace

Clearspace helps maintain the strength and clarity of the brand. The clearspace is identified by the solid grey keyline, the minimum space that must be free from any graphics that might interfere with the integrity of the logo and appear to be part of it. The clearspace zone around the logo is defined by the height of one of the books. The logo can still be placed over coloured backgrounds and illustrations but always ensure the logo is clearly visible *(see the next page for more details.)*

Clear space is defined as the height of one of the books
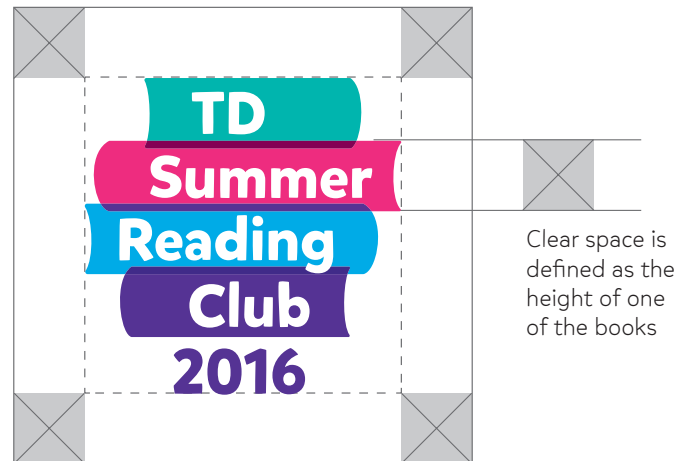
Note: If there is no year, then use the book at the bottom to establish the lower clearspace.

Our logo: usage

Using the logo on coloured backgrounds

The logo uses four different colours which means that it may not work on every background. It is best to avoid very dark backgrounds where the purple may get lost. *Never alter the saturation of the colours on the logo to compensate for darker backgrounds.* The rule of thumb is to make sure the logo and its colours are always clearly seen.

Avoid dark backgrounds where any of the colours have low contrast. If there are no other options for the background then use the greyscale or white version as shown here.

Avoid using any of the logo colours as the background.

The illustrations can go behind the logo as long as they are not too busy. The example shown above right shows an acceptable solution.

Note: *On the previous page, the clearspace has been established to avoid any graphic elements being too near to our logo and becoming mistaken as being part of it. However, simple images or parts of images behind the logo are OK as long as the logo is clearly visible.*

It's fine to use tints of one of the colours as a background.

Our colours

The colours used in the logo are shown below. These colours can be used on any of the marketing materials. The colours are defined as Pantone (ink), process (CMYK), digital (RGB) and web (HEX). Lighter shades (tints) of these colours can be used as backgrounds for text that is printed in black. However, for acceptable legibility, a tint value of 40% or 20% of the colour is recommended. These tints, each with black text on them, are shown on the lower row.

Teal
Special Ink: Pantone 326
CMYK: 81c 0m 39y 0k
RGB: 0R 178G 169B
HEX: 00B2A9
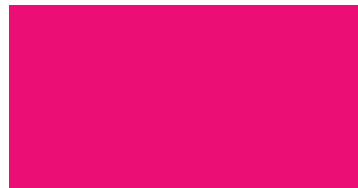
Pink
Special Ink: Pantone 213
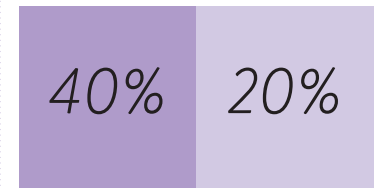CMYK: 0c 92m 18y 0k
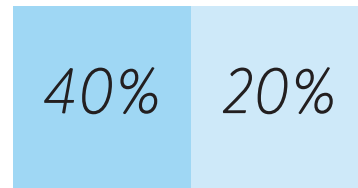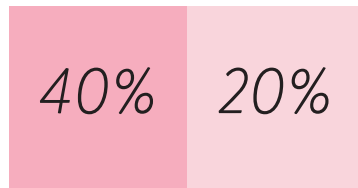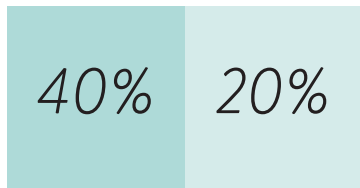RGB: 226R 23G 118B
HEX: E21776

Blue
Special Ink: Pantone 299
CMYK: 86c 8m 0y 0k
RGB: 0R 161G 222B
HEX: 00A1DE

Purple
Special Ink: Pantone 267
CMYK: 82c 97m 0y 0k
RGB: 82R 35G 152B
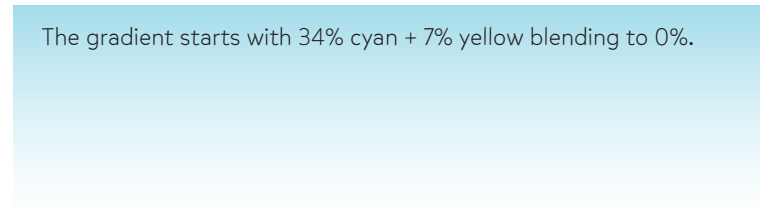HEX: 522398

40%	20%

If black text is placed on one of the colours, tint values of 40% or 20% are required as shown here.

Gradient

A background gradient has been created for use on digital ads (see page 17) and on limited *approved* applications such as a pull-up banner where only text and the logo appear.

The gradient starts with 34% cyan + 7% yellow blending to 0%.

Our fonts

The font used in the logo and TDSRC materials is called Mikado. This font has a large family of weights and styles that will address all typographic needs. As a general guide, Light or Regular should be used for body text and heavier weights for headlines. A few of the style samples are shown below.

Mikado Light
Mikado Light Italic

Mikado Regular
Mikado Regular Italic

Mikado Medium
Mikado Medium Italic

Mikado Bold
Mikado Bold Italic

Mikado Black
Mikado Black Italic

Mikado Ultra
Mikado Ultra Italic

If Mikado isn't available or Word/Powerpoint documents have to be shared with other people who don't have Mikado, use Verdana as a substitute. This font is pre-loaded on both PC and Macs.

Verdana Regular
Verdana Italic

Verdana Bold
Verdana Bold Italic

Our brand components
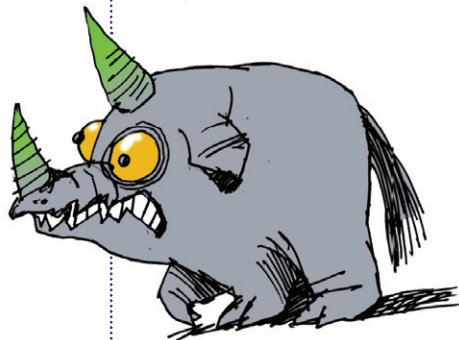
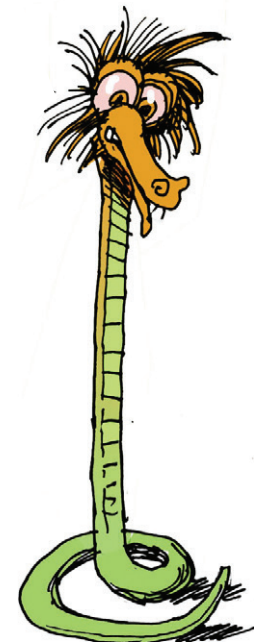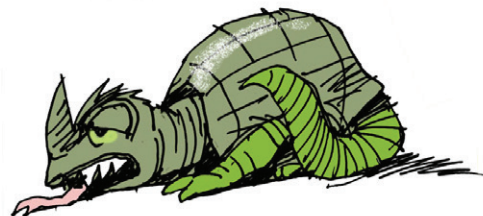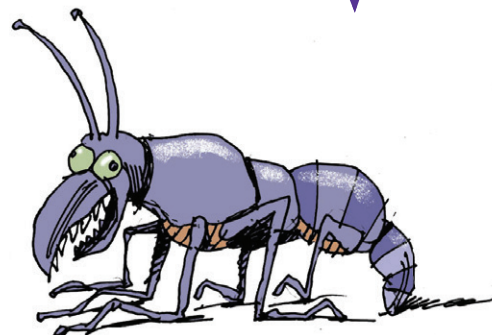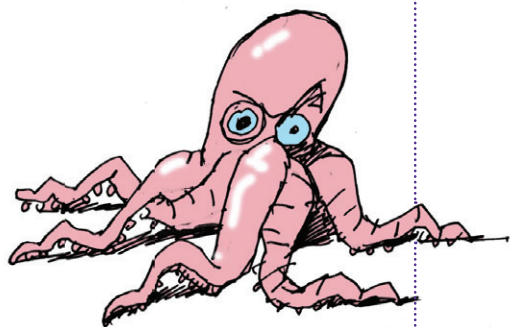# Our brand components

Header

The header is shown with and without the year.

The Box System

A system that uses text boxes has been developed as part of the design platform. These are useful when smaller headings or text need to be contained and not lost within an illustration. The colours that are tinted are shown at 40% with black text on top of them.

Primary combinations

Purple	Light Blue
Purple	Light Pink
Purple	Light Teal
Purple	Light Purple

Secondary combinations

Purple	Pink
Pink	Purple
Pink	Light Teal
Pink	Light Purple

We are committed to ensuring our material is compliant with the latest accessibility standards. **This applies to both print and online.** The colour combinations above all meet WCAG 2.0 AA accessibility standards. If you are unsure about what is acceptable please refer to **http://webaim.org/resources/contrastchecker/**

Footer/Partner Recognition

Developing, promoting, and delivering the TD Summer Reading Club is a collaborative effort, and we must ensure that our key partners and sponsor, as well as individual libraries, are recognized for their contributions.

This footer has built-in flexibility so that libraries are able to add their own logo and URL when appropriate. The following pages detail specifically how that usage will work. The partner credits and logos should be used like this on all materials and in this position except where space is prohibitive to do so. *Note:* size and spacing of logos must be adhered to.

Please refer to the next few pages for more specific guidance on using the footer and adding your own logo and URL.

This is our standard footer with the TDSRC URL.

This is an editable footer where you can add your own logo and URL.

Here is our partner copy:

Co-created and delivered by 2,000 public libraries across Canada, development of this national, bilingual program is led by Toronto Public Library in partnership with Library and Archives Canada. Sponsorship is generously provided by TD Bank Group.

On pieces that are 8.5 x 11 inches or bigger, this copy should appear on the light teal box (see next page for an example).

Our brand components

The basic visual elements for the design platform are the logo, the font, the colours and the text box treatment. In terms of text, there is a tagline and website address that should be used on all material, as well as recognition copy that should appear where there is room for it. On larger pieces, the partner credits and logos should appear in the lower right in the exact order and size relationship shown here. The rules for how to use all of these are quite simple. This is because the elements have to be flexible enough to work in an enormous number of sizes and media. They also have to work with a variety of illustration styles which are commissioned each year.

The logo should be in the top left corner and use the clear space guideline to establish its position from an edge.

This is the tagline and should be used adjacent to the logo, near the top or in a position where it is clear and easily read. Throughout these guidelines and on the templates you will see a few other accetable positions for the tagline for reference.

The illustrations for each year would go in this area and can go behind the logo, the tagline and headlines as long as they all remain strong and legible.

Messaging has to be sized and positioned appropriately in order to communicate effectively. As a general rule, use our purple for text.

In some materials this is where your logo and URL can appear. Please refer to pages 13 and 15 for more explicit instructions.

The text on the right is the recognition copy. It should be used at a legible size and can be on a light tinted box (see box system section) or on white.

The partner credits and logos should be used like this on all materials and in this position except where space is prohibitive to do so. *Note:* size and spacing must be adhered to.

The website address should be typeset in bold.

TD Summer Reading Club 2019

Reading fun for kids, from Canada's public libraries
tdsummerreadingclub.ca

Headline can go anywhere!
Call to action!

Co-created and delivered by over 2,000 public libraries across Canada, this national bilingual program is developed by Toronto Public Library in partnership with Library and Archives Canada.

www.tdsummerreadingclub.ca

Developed by — **TORONTO PUBLIC LIBRARY**

In partnership with — Library and Archives Canada · Bibliothèque et Archives Canada · **Canada**

Title sponsor — **TD** THE READY COMMITMENT

Our brand components

Working with Our Brand

With the introduction of our new brand, we are making marketing and promoting the TDSRC easier than ever.

We have provided guidance on how to create new materials of your own, as well as how to work with the starter suite of templates that we are providing.

We have introduced you to the core brand components, but there are just a few more tips that you'll find helpful when developing your own materials. These are shown to the right and on the pages that follow.

All of the templates that have been developed are available for download under the "Resources" tab on the Staff TDSRC website. Some of the templates are ready-to-use image files, and others are fully customizable design files (InDesign).

We know that you require materials to promote the program both during, and outside of, the campaign year. Some templates use only the brand graphics and will be appropriate to use year-round, whereas other templates include the include the year, annual theme and illustrations, and are most appropriate to use leading up to, and during, the TDSRC summer campaign.

It will be helpful if we all use a common vocabulary, so there are just a few terms we would like to introduce.

Standard – templates that DO NOT reference any specific year. They will not have the year (e.g. 2016) locked up with the logo, and they will not include illustrations.

Annual – templates that DO reference the year and/or include illustrations.

Fixed – templates that DO NOT permit editing. These are ready-to-use image files that can be inserted directly into a publication or used online. Library logos and/or URLs CANNOT be added to these templates.

Custom – templates that DO permit editing. Certain elements, like the logo placement, header and footer will remain fixed in place, but these files permit adding custom content (headlines, messaging), library logos and/or library URL.

When creating materials or working with templates, the following principles should be followed:

1. If you are promoting the TDSRC with the current year's illustrations (Annual), use the logo that includes the year.

2. If you are promoting the TDSRC but not referencing any specific year and not using the current year's illustrations (Standard), use the logo that does not include the year.

3. If you are promoting your own library, use the heading that includes the TDSRC URL, so that you may include your own URL and/or logo on the footer.

This is an editable footer where you can add your own logo and URL

4. In situations where a 3rd party partner logo (or multiple logos) will be added to materials, please ensure that it does not appear in the space designated for your library logo. It should not appear in-line with the logos for the Toronto Public Library, Library and Archives Canada and the TD Bank Group. In most situations, 3rd party partner logos should appear somewhere above the standard TDSRC footer.
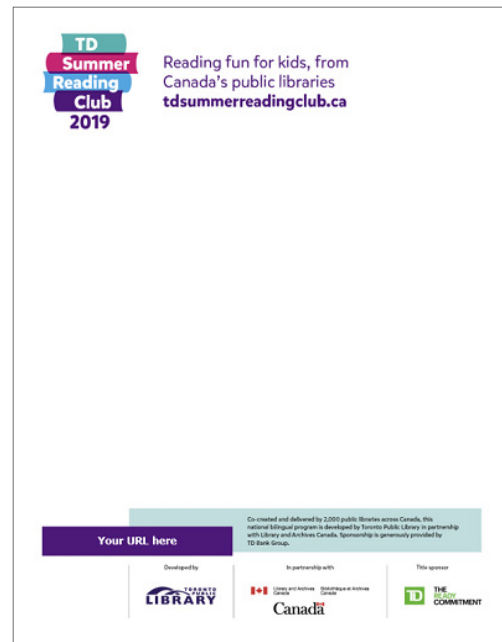
Working with our templates
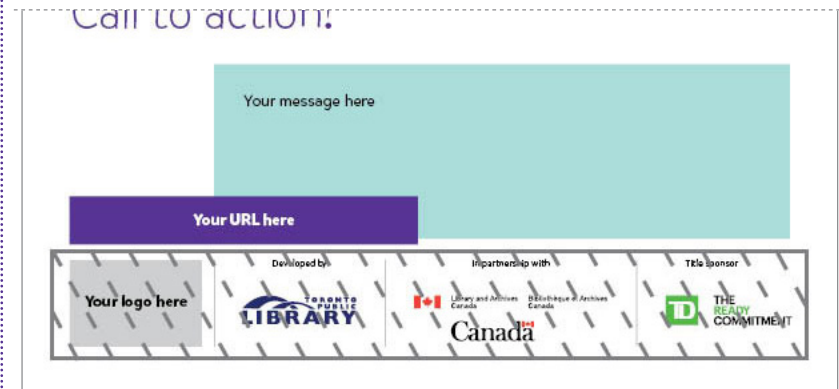
2013 Illustrator: Matt James

Working with our templates

Flyer Templates

Flyer (Annual + Custom)

This 8.5x11" flyer template should be used to promote in-branch programs and other TDSRC activities. It is provided as a Microsoft Word file. You may add your logo, URL, custom content and any 3rd party partner or sponsor logos.

Postcard Templates

Postcard (Standard + Custom)

This postcard template should be used to promote the TDSRC at a national level outside of a campaign year. It is provided as an InDesign file. You may add custom messaging to the back of the postcard.

Back

Front
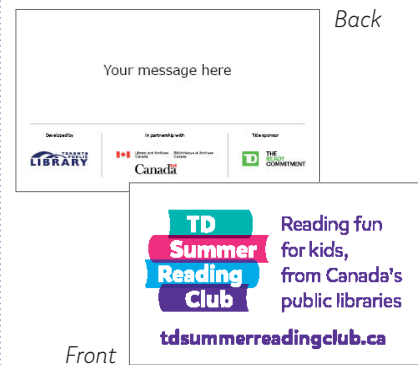
Postcard (Annual + Custom)

This postcard template should be used to promote the TDSRC at a local level during the campaign year. It is provided as an InDesign file. You may add your logo, URL, illustrations and custom messaging.

Back

Front

T-shirt Templates

T-shirt (Annual + Fixed)

These t-shirts are illustrative examples, but may be recreated using the images provided on the staff website.

To be used for outreach and promotion during the campaign year.
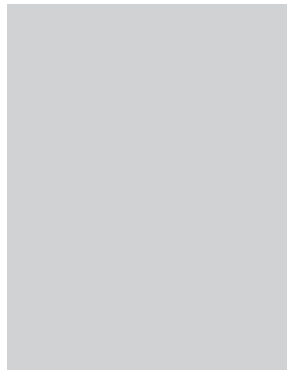

T-shirt (Standard + Fixed)

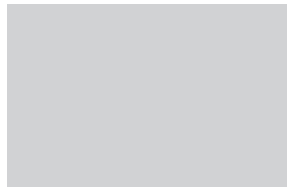To be used for outreach and promotion outside of the campaign year.

Working with our templates
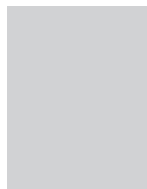
Print Ad Templates

These ads can be used in publications and other print materials. *(All shown here at a reduced size.)*

Full page
8.5 x 11 inches

½ page
8.5 x 5.5 inches

¼ page
4.25 x 5.5 inches

Standard + Fixed

These ½ page and ¼ page print ad templates should be used to advertise the TDSRC at a national level outside of the campaign year. They cannot be edited and are provided as ready-to-use, camera-ready image files. *Available sizes:* ½ page, ¼ page.
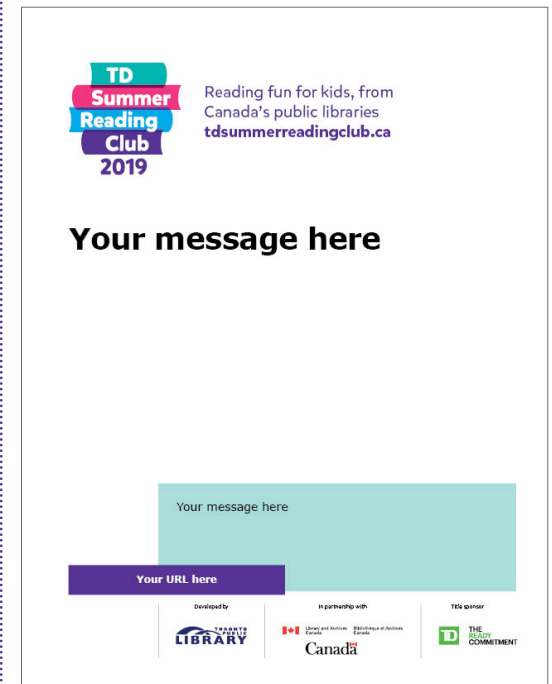
Standard + Custom

These ½ page and ¼ page print ad templates should be used to advertise the TDSRC at a local level outside of the campaign year. They are provided as InDesign files. You may add your logo, URL and custom messaging. *Available sizes:* ½ page, ¼ page.

Annual + Custom

These full-page, ½ page and ¼ page print ad templates should be used to advertise the TDSRC at a local level during the campaign year. They are provided as InDesign files. You may add your logo, URL, custom messaging, illustrations and any 3rd party partner or sponsor logos. *Available sizes:* full page, ½ page, ¼ page.
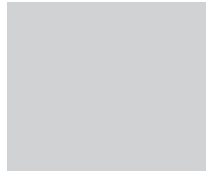
Working with our templates

Digital Ad Templates

These ads can be used on websites and other digital properties to promote the TDSRC. *(All shown here at a reduced size.)*

Leaderboard
728 x 90 pixels

Rectangle
300 x 250 pixels

Skyscraper
160 x 600 pixels

Standard + Fixed

These banner ad templates should be used to advertise the TDSRC at a national level, outside of the TDSRC campaign year. They cannot be edited and are provided as ready-to-use, camera-ready images. They should link to the TDSRC website. ***Available sizes:*** Leaderboard, Skyscraper, Rectangle.

Standard + Custom

These banner ads should be used to advertise the TDSRC at a local level, outside of the TDSRC campaign year. You can add your own message and logo, and link to your website. ***Available sizes:*** Leaderboard, Skyscraper, Rectangle.

Annual + Fixed

These banner ad templates should be used to advertise the TDSRC at a national level, during the TDSRC campaign year. They cannot be edited and are provided as ready-to-use, camera-ready image files. They should link to the TDSRC website. ***Available sizes:*** Leaderboard, Skyscraper, Rectangle.

Annual + Custom

These banner ad templates should be used to advertise the TDSRC at a local level, during the TDSRC campaign year. You can add your own message and logo, and link to your website. ***Available sizes:*** Leaderboard, Skyscraper, Rectangle.

For more information, contact:

Jessica Roy
TD Summer Reading Club Manager
jessicaroy@torontopubliclibrary.ca