

Visual guidelines.

Read Hour

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1. Logo

The logo for 'Read Hour' is displayed in black. The word 'Read' is in a bold, sans-serif font. The word 'Hour' is also in a bold, sans-serif font, but the 'H' is stylized with two thick, parallel diagonal strokes. The 'R' is written in a large, cursive script that loops around the 'Read'.

*R*ead *H*our

The logo features the words "Read" and "Hour" in a bold, dark blue, sans-serif font. A large, stylized, light green letter "R" is positioned to the left of "Read", with its tail extending under the word. A thick, light green diagonal slash is placed between "Read" and "Hour".

Read Hour

The logo for 'Read Hour' is displayed in a bright yellow color against a dark green background. The word 'Read' is in a clean, bold, sans-serif font. The word 'Hour' is in a similar bold, sans-serif font, but the letter 'H' is stylized with a thick, hand-drawn, chalk-like texture. The letter 'R' is also stylized with a thick, hand-drawn, chalk-like texture, featuring a large loop and a crossbar that extends to the right, partially overlapping the word 'Read'.

**Gemena letter "o" defines
safety area of the logo.**



Digital, for Read Hours own identity:



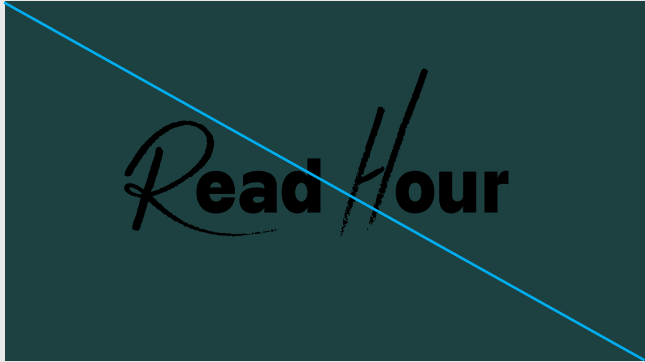
Print, for Read Hours own identity:



Use in material not related to Read Hour identity:



Please do not modify the logo, or use it with a low contrast background:





Please note! These icons shall only be used in Instagram or as social media icons.

2. *Typography*

2.0 Read Hour Sans

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

Å Ä Ö

0 1 2 3 4

5 6 7 8 9

a b c d e f g

h i j k l m n

o p q r s t u

v w x y z

å ä ö

fi fl

à á â ã ä å æ å ã ç ...

? ! # @

& %

/ () {}

| []

• , : ;

...

2.0 Read Hour Sans Display

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z
À Á Â Ã Ä Å Æ Æ̃ Ǣ Æ̅

abcdefg
hijklmn
opqrstu
vwxxyz
åäö

fi fl
à á â ã ä å æ ā ă ą...

? ! # @
& %
/ () {}
| []
., : ;
...

2.1 Typography in use

Read Hour has two fonts.
**The Read Hour Sans Display
handwritten display letters shall only
be used twice within one section.**

**/n the examples and templates you
will find examples of usage.**

2.2 Fonts in use

Read Hour fonts are only used within headline and lead texts. In body texts please use Times New Roman, except in The Children And Youth Foundation's webpage, which has its own identity.

2.3 Colours in type

Read Hour font is used as yellow on green background and as green on yellow background, except for printed materials where black texts is used on yellow background.

2.4 Writing with the fonts

With *Read Hour* Sans Display whole words are written:

Read Hour Sans

Read Hour Sans Display

Read Hour Sans

After *Read Hour* Display text continues without display letters.

2.5 Using underline element

*The underline element is only used
after date and time:*

0.0. klo 00.00



**Underline is not to be used
underneath words.**

3. *Colour palette*

Colour palette for digital media

Green

R255 G232 B114

Green

R29 G64 B64

Read Hour Blue

R109 G112 B255

Colour palette for print materials

Green

C0 M4 Y70 K0

Green

C100 M24 Y50 K60

Read Hour Blue

C70 M52 Y0 K0

4. *Layout*

Layout, digital media

One page has 24 paragraphs.

Colourbox: 2 paragraphs

Text starts from the sixth paragraph.

Lue lisää.
Läs mera.
Read more.
Loga eanet.
Читать подробнее.
Lue rohkem.
8.9. klo 19.00

Read Hour

Upper margin 24 px

Text point size/leading:
20/24
22/26
24/28
26/30
28/32
etc.

Lower margin 34 px

Size of the logo is clearly smaller than the text.

Layout, printed materials

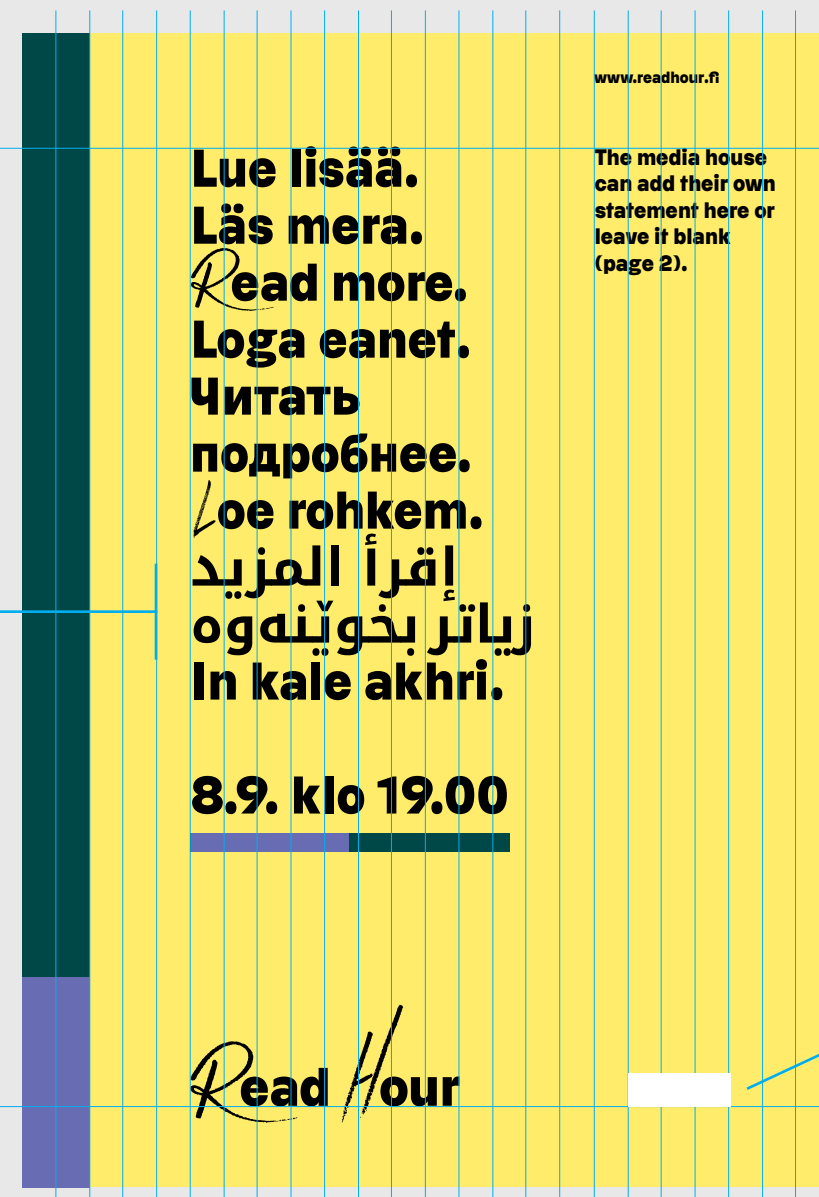
One page has 24 paragraphs.

Colourbox: 2 paragraphs

Text starts from the fifth paragraph.

Please note:
Arabian and Kurdish languages
are set in Noto Kufi Arabic
Bold font.

You can download
the font from here:
[https://www.google.com/
get/noto/#kufi-arab](https://www.google.com/get/noto/#kufi-arab)



Upper margin 44 mm

Text point size/leading:

20/24

22/26

24/28

26/30

28/32

etc.

Partners logo

Lower margin 28 mm

Size of the logo is bigger than in digital media.

5. Examples

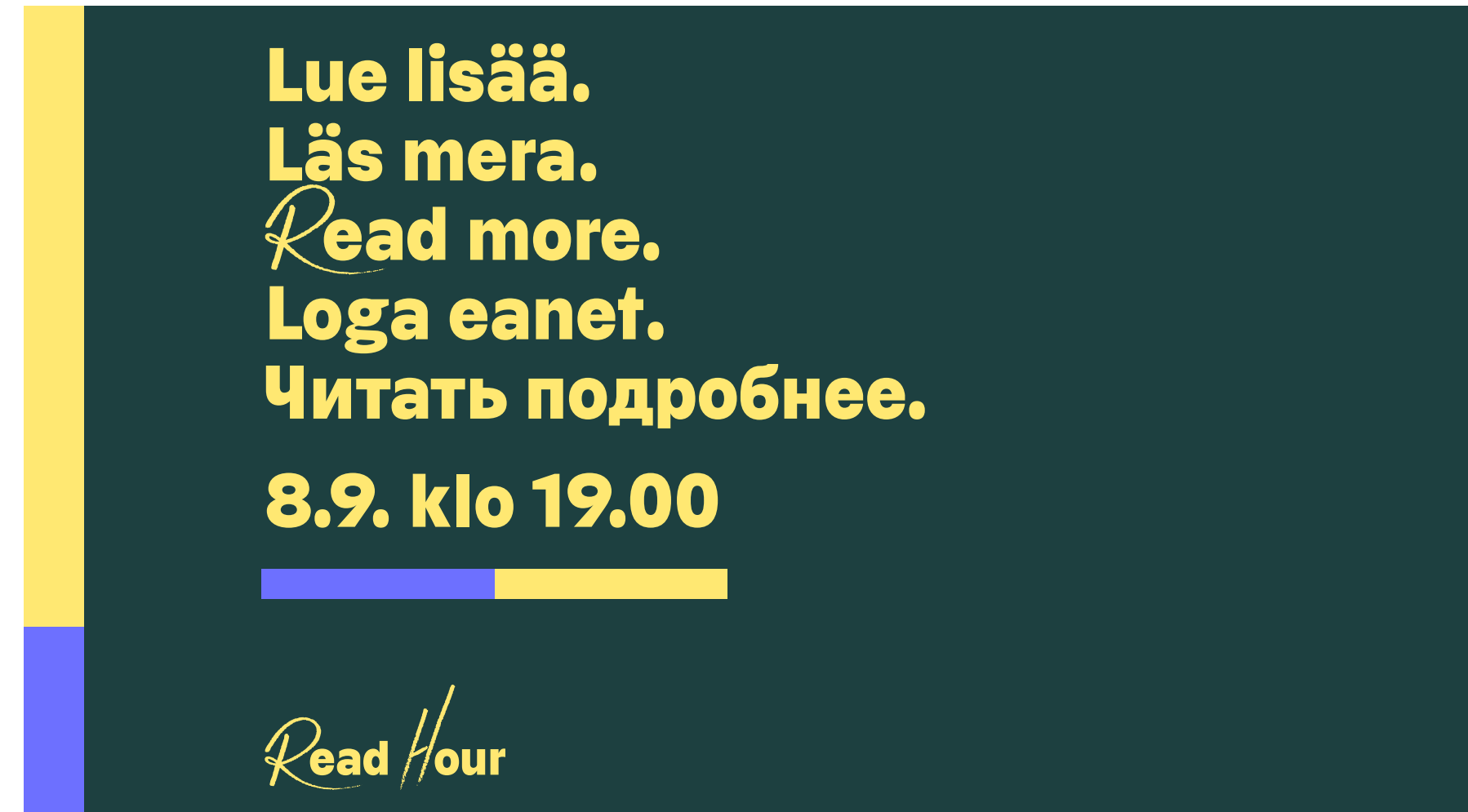
Instagram feed square



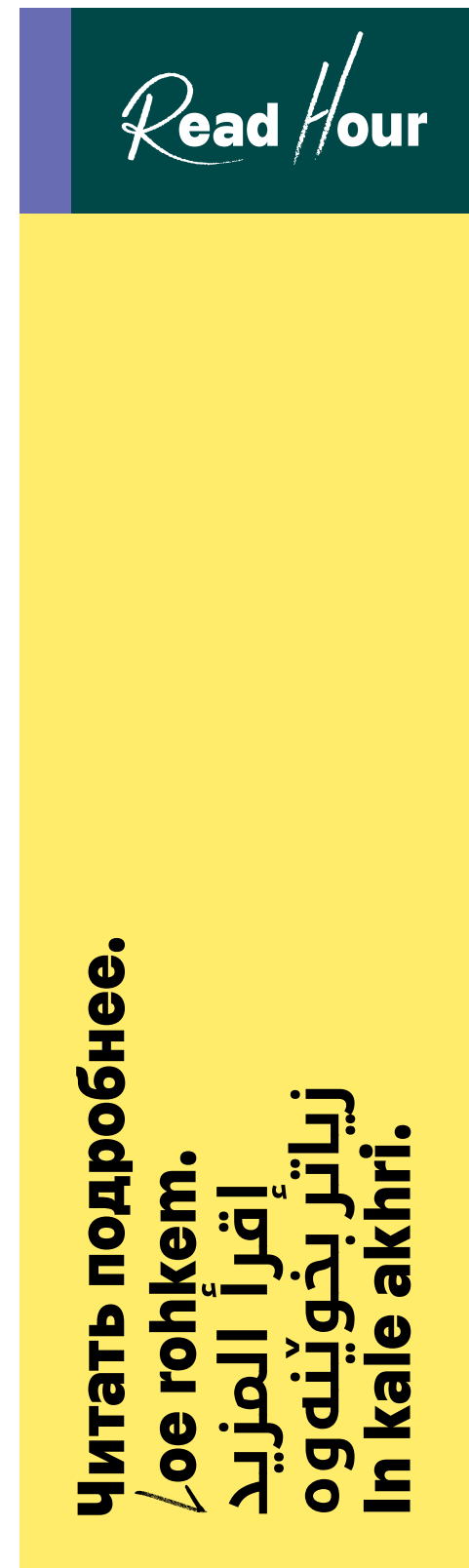
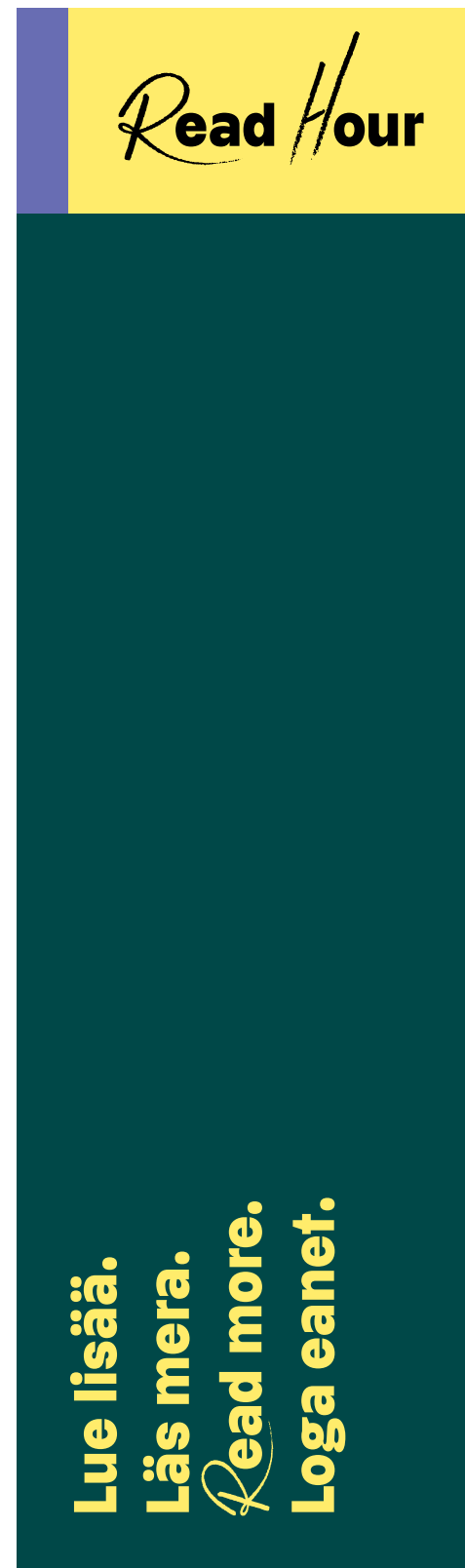
LinkedIn publication



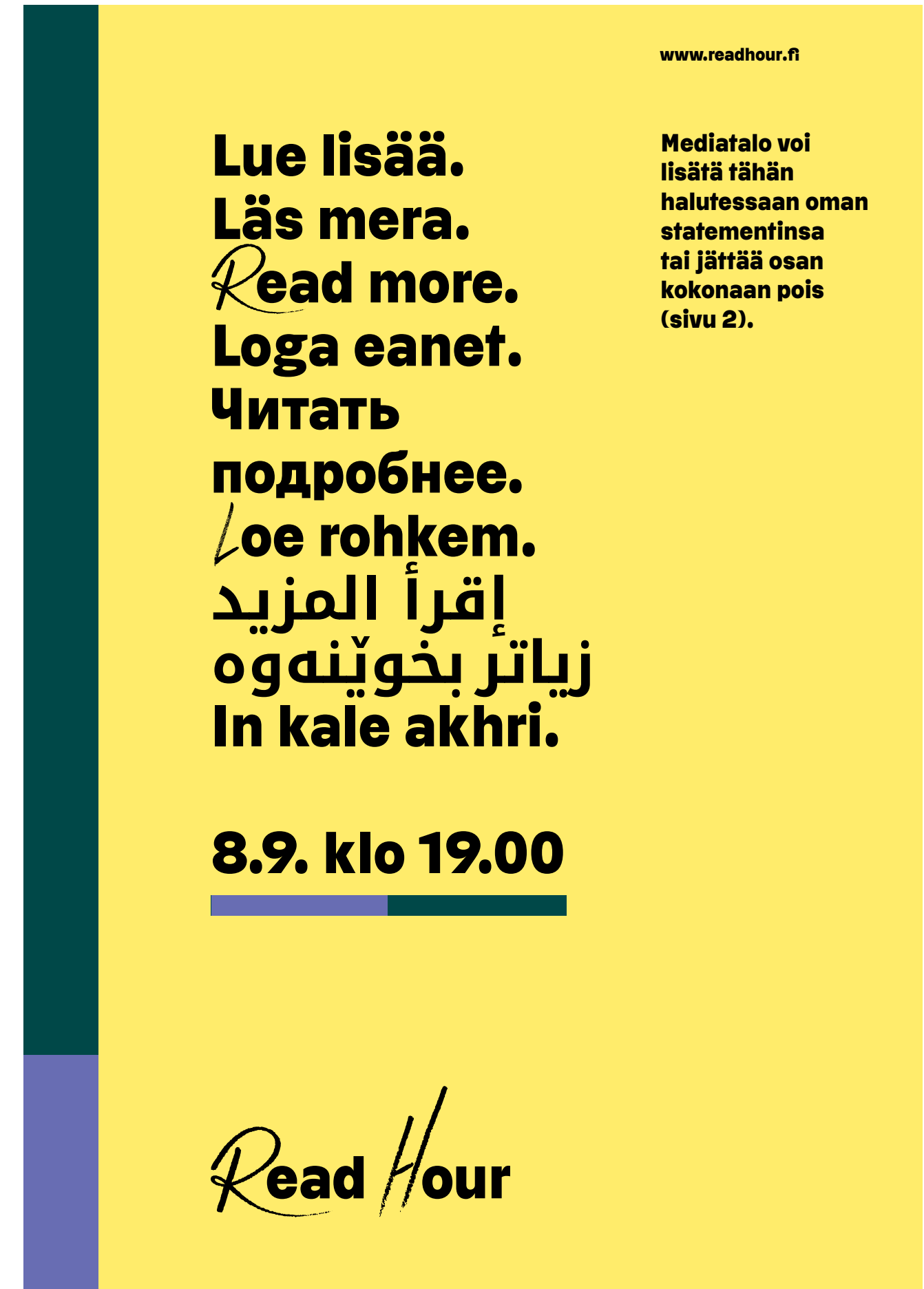
Twitter background image



Bookmark



Tabloid ad



Layout with
body text

Read Hour information sheet

What is Read Hour?

Read Hour is a brilliant new initiative that aims to spark the joy of reading in young people and foster a lifelong appreciation for the written word.

Its objective is simple, fun and accessible – motivate people to set aside just one hour on 8th September to sit down and read, whether that be a book, magazine or comic book – everything is encouraged!

Since Read Hour began in Finland in 2019, it continues to be a massive success growing year on year with thousands of Finns taking part and sharing their participation on social media, including many Finnish celebrities and even the president. This momentum is why in 2021 Read Hour is going international and coming to the UK for the first time.

Why is it important?

A love of reading and writing helps us live better and more fulfilling lives – it quite simply makes us happier people! Being able to express yourself through words is one of the most important ways to connect with others. It allows you to empathise, understand different cultures and relate to the world around you.

Who is behind it?

Read Hour is the brainchild of the Children and Youth Foundation, a Finnish organisation that was founded in 2001 to improve the lives and future potential of young people in Finland and beyond. Their mission is to strengthen youth’s wellbeing and faith in the future.

Who is supporting Read Hour in the UK?

After seeing the success of Read Hour in Finland first-hand, Moomin Characters Ltd wanted to help launch the initiative internationally, starting with the UK.

Moomin Characters Ltd was founded in 1958 by Tove Jansson, creator of the Moomins, and her brother Lars in order to safeguard the Moomin characters and stories.

Bringing Read Hour to the UK is part of Moomin Characters’ larger commitment to helping spark a love of reading and writing in as many children and young people as possible. The company will be working closely with its partners, including Macmillan Children’s Books, Sort Of Books, Oxfam [and Waterstones] to help make Read Hour a new staple of the UK literary events calendar.

Why 8th September?

The 8th of September was proclaimed UN International Literacy Day by UNESCO in 1966 to remind the international community of the importance of literacy for individuals and societies.

What Read Hour events will be taking place?

There will be an international live-streaming event on YouTube [insert further details when confirmed] as well as read-along events at [insert when confirmed] in the UK.

How to take part in Read Hour?

Taking part in Read Hour couldn’t be easier: all you need to do is spend one hour of your day reading on Wednesday 8th September. The official Read Hour will be held from 2pm – 3pm, but if it’s not possible for you to read either by yourself or with your family at that time, you can do it at any time during the day.

Remember to share the fact that you’re taking part by posting on social media with the hashtag #ReadHourUK. Let us know what you’re reading, or – even better – post a photo of yourself taking part to encourage others to join in!

How to support Read Hour?

To help you inspire your customers to take part in Read Hour and build excitement ahead of the 8th September, Read Hour can provide posters to put up in your store, social media assets to share on Twitter, Instagram and Facebook and in-store activity sheets for customers.

Read Hour’s aim is to see the nation reading together so it would be fantastic to see you sharing your Read Hour enthusiasm and participation on social media, using #ReadHourUK, with pictures of what you’re reading, shop windows decorated for Read Hour, and you taking part with your friends, colleagues and children.

If possible, with Covid guidelines, having in-store celebrations is highly encouraged! There is nothing better than sharing a good book and love of reading with others.

Who can I contact for more information?

Please contact Emily Souders at Riot Communications on: emily@riotcommunications.com / 020 3174 0118

Further Reading

For additional resources please visit:

<https://www.nuori.fi/en/read-hour/>
<https://www.moomin.com/en/abc/>



Questions regarding the visual guidelines:
jaakko@akobraagency.com

Read **Hour**