READING'S VISUAL EXPRESSION

INTRODUCTION TO THE VISUAL EXPRESSION

The Reading Visual Expression has been created to reflect Reading's story. It has been designed to create a 'feeling' about Reading; hence it must not be amended. All future activity and communications should be driven by this place story. Reading's Visual Expression is made up of various elements including a unique Visual Device, colour palette and typefaces. We encourage you to make the widest possible use of this as you apply it across design, for events, in the public realm, as well as in print and marketing collateral etc: in this way you'll create a coherent and consistent sense of place.

The fact that different people take different emphasis from, and see different things in the Visual Device, is what it's trying to achieve; there are no rights and wrongs in any of these perceptions. It's also important to remember that this is a Reading of the future, not just the here and now.

In this toolkit we'll show you multiple ways in which the Reading Visual Expression can be used – please always use this guide to retain quality and consistency. Use the spirit found in Reading's 'rallying call' to think in a fresh and organic way, celebrating the businesses, culture, creativity and community.

24

CREATIVE STRATEGIC DIRECTION

LINKING

CULTIVATING

REACHING OUT

YOUTHFUL

TECHNOLOGY

COLOURFUL

GREEN

BLUE

CELEBRATORY

CONFIDENT

CONTEMPORARY

FRIENDLY

FORWARD LOOKING

GRAPHIC

DIVERSE

CREATIVE

THE READING

MAIN VISUAL DEVICE

The Reading Main Visual Device is used to represent our town, our community, our location, our amenities and our innovation. Please ensure the logo is used correctly and consistently across all communications.

Only use original artwork and always make sure the Reading logo is clearly legible and accessible at all times.

The Main Visual Device should be used on its own and not alongside any of the other devices.

MAIN VISUAL DEVICE:

COLOUR EXAMPLES:

THE READING VISUAL DEVICE FORM

The Reading Visual Device has been designed with flexibility in mind. It can be used creatively to tell our story while maintaining a sense of consistency to all Reading communications. Colour can be used to bring its vibrant personality to life.

VISUAL DEVICE FORM EXAMPLES

THE READING VISUAL DEVICE WINDOW SYSTEM

The Visual Device can also be used as a window system, to help showcase the Reading story through imagery. This helps bring a sense of dynamism and life to Reading communications.
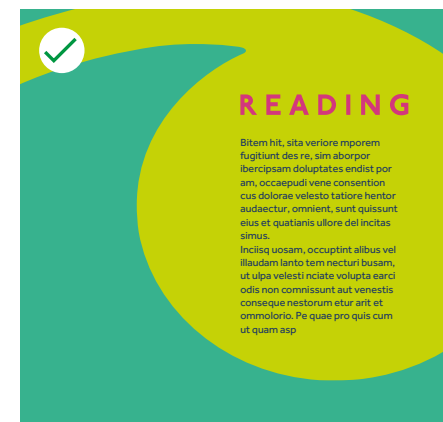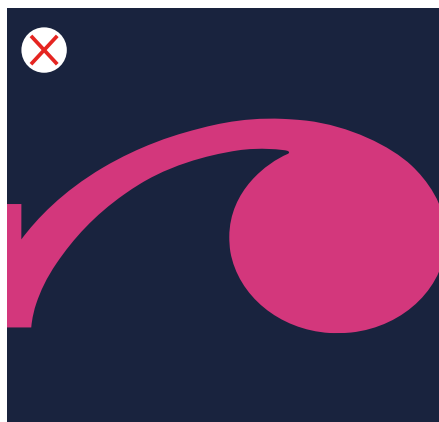
Important: please see pages 26 - 27 to ensure correct use of the Visual Device and window system.

VISUAL DEVICE WINDOW SYSTEM EXAMPLES:
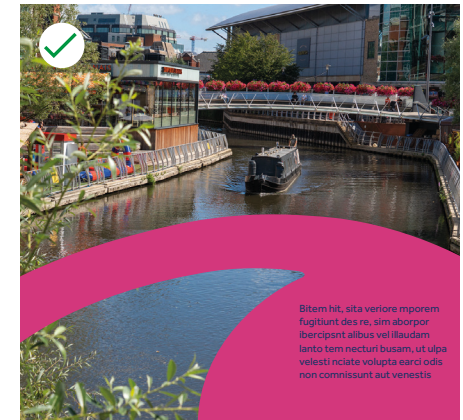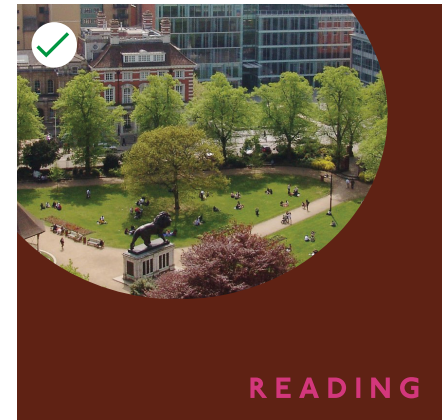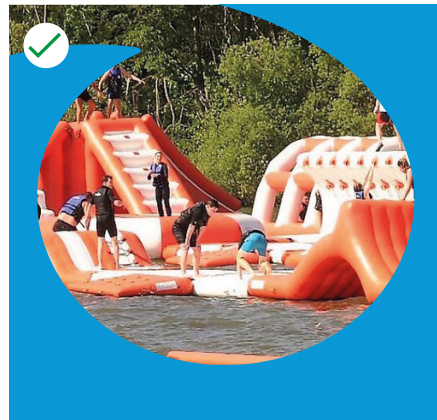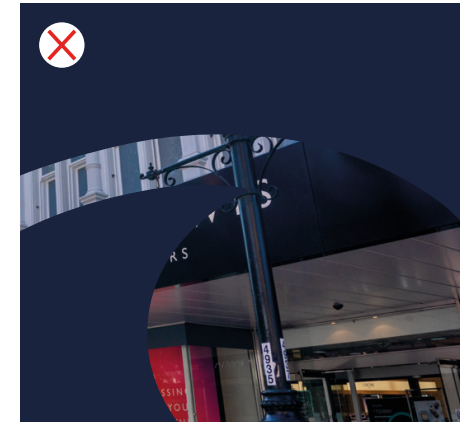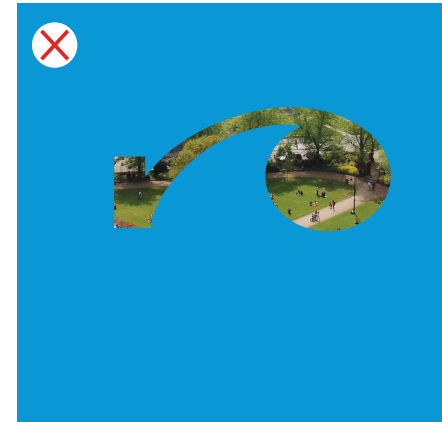
USING THE VISUAL DEVICE FORM

The Visual Device Form should be scaled so that it is at least twice the size of the layout it is being used in, it should therefore disappear (bleed) off two edges of any given layout. It should not be rotated, distorted or edited, and it should only be used in colours from the Reading colour palette.

READING

READING

Bitem hit, sita veriore mporem fugitiunt des re, sim aborpor ibercipsam doluptates endist por am, occaepudi vene consention cus dolorae velesto tatiore hentor audaectur, omnient, sunt quissunt eius et quatianis ullore del incitas simus.
Inciisq uosam, occuptint alibus vel illaudam lanto tem necturi busam, ut ulpa velesti nciate volupta earci odis non comnissunt aut venestis conseque nestorum etur arit et ommolorio. Pe quae pro quis cum ut quam asp

USING THE

VISUAL DEVICE

AS A WINDOW SYSTEM

When using the Visual Device Form as a window system, it should follow the same rules as using the Visual Device Form (page 29), but extra attention should be paid to keeping clear contrast between imagery and the edges of the Device, as well as making sure the imagery used has a clear focus that is not broken by the Device.

Following these rules allows the window system to add dynamism to photography and flex to incorporate wider campaigns.

SECONDARY VISUAL DEVICE

The Secondary Visual Device is used when working with the Visual Device Form on page 27 and the window system on page 28. This is to keep the brand feeling confident and contemporary, in line with its values.

The Secondary Visual Device can also be used when the application does not meet the minimum height restrictions for the Main Visual Device e.g, printed on stationery.

READING

COLOUR APPLICATION EXAMPLES:

31

CLEAR SPACE & MINIMUM SIZES

Reading's Visual Device should always maintain clear space around it, whether used in the primary or secondary form.

Use the height of the 'R' in Reading to check the clear space when placing it near any other elements or the edge of a layout.

The Main Visual Device has a clear space of two 'R' heights

The Secondary Visual Device has a clear space of one 'R' height.

The Main Visual Device should be at least 15mm high. For applications smaller than this, the Simplified Visual Device should be used.

READING VISUAL DEVICE: PRIMARY FORM

READING VISUAL DEVICE: SECONDARY FORM

VISUAL DEVICE

DO'S

✓ DO use the Main Visual Device in colours suggested on page 39.

✓ DO respect the clear zone of the Main Visual Device.

✓ DO use the Secondary Visual Device with the Visual Device format on page 27 and the window system on page 28.

✓ DO respect the clear zone of the Secondary Visual Device when using with Visual Device format on page 27.

33

VISUAL DEVICE

DO NOT'S

✕ DO NOT use the Visual Device with an incorrect colour palette.

✕ DO NOT change the proportions of the Visual Device.

✕ DO NOT use the Visual Device in an illegible colour pairing.

✕ DO NOT use the Main Visual Device alongside the Visual Device.

✕ DO NOT change the typeface.

✕ DO NOT add extra text to the Visual Device.

34

VISUAL DEVICE

DO NOT'S

✕ DO NOT add elements or modify any of the Visual Device.

✕ DO NOT use the Visual Device over photography.

✕ DO NOT display any of the Visual Device at angles other than denominations of 90 degrees.

✕ DO NOT ignore the Visual Device clear space requirements.

35