

BRAND BOOK



Let's  Read

LET'S READ IS

These five brand attributes represent Let's Read and inspire everything that we do. By using them consistently, we build brand recognition and loyalty.



COLLABORATIVE

Let's Read collaborates with awesome teams of illustrators, authors, editors, partners, and translators. We support them to make the magic. We collaborate with partners to amplify each other's missions and with investors to maximize impact.

PLAYFUL

Our primary readers are children and children enjoy playing. Our books, brand, materials, presentations, and interactions with audiences should be playful and convey our understanding that play motivates children.

RELATABLE

We help children fall in love with reading through relatable books. Children can find themselves, their communities, and languages on the pages of the books in our library, often for the first time. We strive to make the experience of being part of Let's Read relatable to readers, collaborators, and investors.

SIMPLE

The joy of reading should be simple. We've created Let's Read so it's easy to find and read good books, collaborate with others, and incorporate into existing programs. We use simple language, graphics, and strategies to talk about what we do.

TRUSTED

Kids and partners know they will find playful and relatable books in the Let's Read library. Parents, educators, and governments trust our content to be high quality and culturally and linguistically appropriate. Supporters trust us to collaborate with communities that others cannot reach and to spend their investments effectively.

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Let's Read Language

The language in this section helps us communicate what Let's Read is in a way that our audiences will understand. From a tagline, to key messaging, this section is full of tools.

Let's Read Tagline

connect. create. read. thrive.

Let's Read Mission

Let's Read builds a world where curious and educated readers create thriving societies. We bring together the talent of local partners and the power of technology to create and translate relatable children's books while nurturing reading habits that enable children to reach important developmental milestones, families to share stories that affirm their culture, and communities to benefit from the contributions of all of their members.

How Let's Read is Different

Let's Read draws on The Asia Foundation's long-term collaboration with communities in Asia to rapidly build sustainable ecosystems of book creators committed to supporting children and families with free online and offline opportunities to read anytime, anywhere.

Connect: Building Sustainable Book Ecosystems

Connecting Book Creators, Publishers, and Readers: In each community, we bring talented book creators together to develop beautiful stories for children. We connect with publishers around the world to share their content on Let's Read. We collaborate with organizations, educators, and families to nurture children's reading habits.

Advancing Skills for Sustainability: Let's Read increases the professional skills and opportunities of new and experienced book creators. We connect local book creators and publishers to grow thriving publishing sectors that support children, their families and their communities.

Create: Overcome Book Scarcity

BookLabs: BookLabs are two-day skill-building workshops that bring together local authors, illustrators, and editors to create relatable children's books in underserved local languages. In less than six months, the sketches and drafts produced in BookLabs become fully illustrated, high-quality books that children can read anytime anywhere on the Let's Read digital library.

Translation: Community volunteers use the collaborative, built-in Let's Read translation tool to quickly expand local language libraries. They are supported by local language experts and trained to maintain the voice and pace of stories that make children's books so much fun. Let's Read translation events produce as many as 50 books in just one day.

Read: Cultivating Meaningful Reading Opportunities

Let's Read Digital Library: Created by and for diverse communities, its stories act as mirrors that reflect and affirm cultures and as windows to the wider world. The library is full of delightful books that inspire reading and includes collections that encourage thinking skills and explore important topics such as gender roles, environmental stewardship, diversity, and STEAM.

Meaningful Reading Opportunities: In addition to creating an unprecedented collection of reading materials for young children in Asia, Let's Read works with communities to inspire a love and appreciation of reading. Let's Read trains parents, teachers, and community members to become reading ambassadors who integrate transformative reading opportunities into children's lives.

Thrive: The Book Effect

Helping children grow, families bond, and communities thrive

Children Grow: When children enjoy reading, they succeed in school, develop increased empathy, and reach crucial physical, intellectual, and emotional milestones.

Families bond: Families who read together create rituals that establish a shared sense of identity and belonging, strengthening the ability of family members to make positive decisions outside the home.

Communities Thrive: Communities filled with educated, empathetic readers have greater capacity to build thriving, prosperous societies.

Key messages on impact

Children deserve books with characters, themes, and settings that reflect and affirm their own lives and that introduce them to the world.

When children have relatable books, they are more likely to read for pleasure, enjoy learning, succeed in school, and contribute to their communities.

The Book Effect enables children to reach important developmental milestones, families to share stories that affirm their culture, and communities to benefit from the contributions of all their members.

Key messages on translation

When a Let's Read book is translated, volunteer translators are trained to preserve the story and maintain the fun and playful nature that makes children's books so enjoyable.

Let's Read translation events bring together volunteer translators and local language experts to skillfully translate as many as 50 books in just one day.

Communities can use the Let's Read translation tool to quickly and inclusively build a library in their local language.

Let's Read books are translated by community volunteers who are interested in improving their translation skills and are committed to creating the local language books that children need to thrive.

Key messages on community

Let's Read builds the skills of talented local authors, illustrators, and publishers to produce beautiful books in local languages.

Let's Read collaborates with each community to build a network of trained children's book creators who are empowered to continue creating books for their communities.

Let's Read empowers reading ambassadors to advocate for transformative reading opportunities for children in their communities.

Key messages on books

Books in the Let's Read library are sourced through partnerships with organizations and publishers, translation events, and BookLabs.

Let's Read BookLabs bring together local authors, illustrators, and designers to produce relatable, high-quality children's books in local languages.

In less than six months, the sketches and drafts produced in BookLabs become fully illustrated and refined books that children can read anytime anywhere on the Let's Read digital library.

Let's Read uses Creative Commons licenses to build a library of books that can be freely adapted, read, downloaded and shared to meet the unique needs of diverse communities.

Books in the Let's Read library act as windows to the world and mirrors that reflect and affirm the lives of readers.

The Let's Read library is free and full of books for young readers of all reading levels.

Let's Read includes collections of books that explore topics such as girls' empowerment, environmental stewardship, diversity and tolerance, and STEM.

Let's Read Buzzwords

These are definitions for the words and phrases that we use frequently and may not be immediately understood. By using them consistently, we can reduce confusion and increase understanding and support.

Let's Read Digital Library An online collection of books produced at Let's Read BookLabs, translated in translation events, or donated by partners and publishers.

Let's Read Books Illustrated stories produced in Let's Read BookLabs, translated in translation events, or donated by partners and publishers.

Let's Read Original Books Books created by local authors and illustrators at Let's Read BookLabs. Creating Original Books is just one of the ways we source books for the Let's Read library.

Tags The themes (STEM, arts and music, family, folktales, etc.) we use to categorize Let's Read books in the digital library. They make it easier for readers to find books that interest them.

BookLab Event where authors, illustrators, and editors learn new skills and collaborate to produce Let's Read original books.

Translation Event An event that brings together volunteer translators and local language experts to use the Let's Read translation tool to adapt as many as 50 books in a single day.

Translation Tool A digital tool that allows volunteer translators to easily and efficiently collaborate with local language experts to translate books from one language into another language – one page at a time.

Translation Let's Read translators and language experts are trained to translate the feel and story of each book into another language rather than simply translating stories word for word.

Source Language The language that a book was originally created in.

Local Language The language spoken in the homes and marketplaces of a community.

Pleasure Reading Any self-selected reading that is primarily for enjoyment.

Reading Levels Every child has a “just right” reading level. Books at this level are easy enough to read alone while providing a little bit of a challenge to help children grow and develop their reading skills. The Let's Read library has 6 Reading Levels so that every child can find, filter, and select their “just right” reading level. Books are assigned to a level based on the number of words and sentences on a page as well as the difficulty of the words in the book. As each book is translated, it's reading level can be adapted to match the new language version if necessary.

Reading Ambassadors Every person that participates in a Let's Read event (BookLab, Translation Event, or Read Aloud Training) becomes part of a growing community that supports, values, and celebrates the power of books. Participants are encouraged to share their unique contributions with their larger community to increase awareness and understanding of the importance of books.

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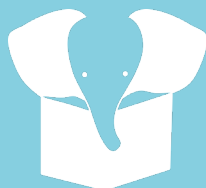
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Let's Read Reader

3-10 years old

Lives in Asia

Interests

Having fun, reading and playing with family and friends,
and going to school and work

Biography

I am a Let's Read Reader. I love to play. I think books are only for learning and sometimes I don't want to learn. I spend my days learning at school or working with my parents. I don't have many books in my home. Without Let's Read I wouldn't have any books about kids that look or sound like me.

Key attributes to reach this audience

simple, playful, relatable, trusted

Other examples of Let's Read readers

Parents, teachers, librarians, majority language children, underrepresented children, English language learners



Let's Read Collaborator

Improving the lives of children and communities

NGO Program Manager

Interests

Easily expanding my current impact, easy and useful solutions, collaboration, recognition

Biography

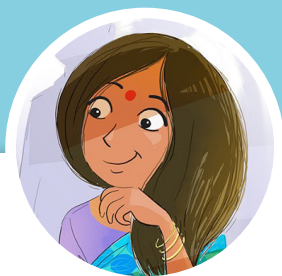
I am a Let's Read collaborator. I am already committed to improving the lives of children and communities, but with more resources I would love to grow my impact. Since I live and work in my community, I am invested in seeing my community thrive. I am always working on new and exciting short-term projects. Let's work together on a project that helps us both meet our needs.

Key attributes to reach this audience

collaborative, trusted, simple

Other examples of Let's Read collaborators

Ministries of education, International NGOs, private schools, parent groups, universities, authors, illustrators, editors, translators, publishers



Let's Read Investor

Investing in the growth of a thriving Asia

Foundation Director

Interests

Global citizen, seeing the world, supporting scalable impact, recognition

Biography

I am an investor in Let's Read. I see the long-term positive impact Let's Read can have on the children, families, and communities I am passionate about supporting. I love receiving impact updates that help me see the value of my investment. I am constantly asked to support programs ranging from health to education so it is important that the projects I invest in align with my passion and my current portfolio.

Key attributes to reach this audience

collaborative, trusted, playful

Other Examples of Let's Read Investors

Embassies, tech companies, telecom companies, device manufacturers, education product manufacturers, consumer product companies, travel and hospitality companies, banks, TAF Trustees

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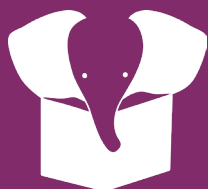
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The Book Effect

Having access to books in your language and at your reading level cultivates a habit of reading at an early age that enables children to reach important developmental milestones, families to share stories that affirm their culture, and communities to benefit from the contributions of all their members. This is the Book Effect.

Children

When children read for fun, they read more often. They stay in school longer, read and write more fluently, expand their general knowledge, and gain empathy and tolerance for other individuals and cultures.

Because reading supports children to reach crucial emotional, intellectual, and physical milestones, they are healthier and better equipped to navigate choices. As adults, they have more fulfilling jobs and increased economic capacity.

Families

Reading together strengthens bonds between children and family members. Families benefit from sharing stories that affirm their culture and language. When children read at home they do better in school, bringing pride to their entire family and optimism about future opportunities.

Communities

Children who read frequently are more likely to participate and lead in their communities. They stay in school longer and gain valuable knowledge, skills and confidence that enable them to better contribute to their communities.

When authors, illustrators, editors, translators, and publishers are trained to produce amazing children's books, they build ecosystems of talent in their communities that are passed on to succeeding generations. Their new skills catalyze nascent commercial publishing industries.

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Motivating Statistics

Relevant regional and country statistics that describe the need for Let's Read and help us identify growth opportunities.

Youth Literacy Rates | Source: UNESCO Institute for Statistics

The number of children who are literate describes both the need and the opportunity. A high literacy rate describes a situation where many children can read and will be more capable to use the library. Medium and low literacy rates may describe a situation where children need more tools to develop their literacy skills.

Languages and distribution | Source: Ethnologue

Many countries in Asia have complicated language profiles. This is the reason Let's Read is a digital library. We can quickly put books in the hands of more readers who speak diverse languages. Looking at a country or regional language profile will tell us the number of languages spoken, the official language(s) used, and the number of people who speak each language in their homes and marketplaces.

Number of books in Household | Source: State of the World's Children

This statistic, more than any other, describes the need for Let's Read. Children without books in their household are less likely to develop a love for reading and less likely to experience the Book Effect.

Mobile phone penetration | Source: State of the World's Children

The number of mobile phone users is rapidly increasing in communities across Asia. This helps us understand the number of people with the potential to access the Let's Read library. As of 2017 on average, 51% of mobile phone users in Asia are using a smart phone. Of all smartphone users in Asia, 83% are using Android devices. [eMarketer]

Be sure to look at region, province, district, or urban vs. rural statistics and disparities to make informed decisions about implementation and to use accurate and compelling information to seek the involvement and support of collaborators and investors.

Remember: The Asia Foundation publishes research on key issues including internet and mobile phone use. Anytime we can use data collected and analyzed by TAF, it is strongly preferred.

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Measures of Impact

How we talk about the statistics that we use to measure the impact

Impact with Children

Number of books read: The number of times a reader has opened or downloaded a book on the app or the website

Number of readers: The number of unique people that have visited the library.

Number of new readers: The number of people who visited the library for the very first time.

Stories of Impact: Compelling descriptions of how Let's Read positively impacts children. These could include stories that feature a child falling in love with a book or seeing themselves in a story.

Impact with Families

Stories of impact: Compelling stories of the impact of Let's Read on families. For example, stories that feature a family reading together for the first time or a family seeing value in reading.

Impact on Communities

Number of Books: The total number of books on the library sourced through partnerships, BookLabs, and Translation

Reading Ambassadors: The number of community members who participated in a Let's Read event that includes skill building

Let's Read Languages: The total number of languages on the library that have multiple published books.

Countries Reading: The number of countries from which readers access Let's Read.

Stories of Impact: Compelling stories of community impact may feature community centers, libraries, or schools adopting Let's Read.

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Photography

Photos show the faces of the people who are impacted by Let's Read and the book effect. This guide helps us make sure that we are telling genuine stories and snapping photos that convey our impact.

People

Photos should feature real people representing the diversity of ethnicities and abilities found in communities. The people in the photos should be interacting with each other while reading or creating Let's Read.

Shot List

Adult reading with child | Children reading together | Children using the library | Contributors working together

Photography Guidelines

All photos that include children require the protection of a child's or children's identity and dignity and taking or using photos of children must comply with The Asia Foundation's child protection policy.

Photos with natural colors, lighting, and environments are more realistic and more relatable

Include the logo in the background of photos as much as possible. This could be banners, stickers, props, or any other object that features the Let's Read logo.

The faces of the subject should always be visible and featured.

Never feature a child looking at a phone with an emotionless face. They should be enthusiastic.

Unless the Let's Read logo is prominent, try to avoid featuring a child reading a print book.

Brand Attributes in Photography

Collaborative

Feature people working or reading together. Always show the collaborative process as being equal by all people (not a lecture).

Playful

Show subjects having fun. Feature colorful subjects and settings

Relatable

Focus on the eyes and capture photos that the viewer can relate to by showing relatable settings like a parent reading to a child or a teacher reading to a classroom. Also feature children reading books that were created in their communities and languages.

Simple

Highlight subjects in a decluttered background. The subject of the photo should be obvious and stand out.

Trusted

Feature people reading and creating in diverse settings (classrooms, tuk-tuks, boats, fields, etc.)

Strong Photo Examples

These photos feature people working and reading together in different settings. The logo is present and everyone is having fun. The framing of the photo is clean and the subject of each photo is clear.



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Style Guide

Fonts, logos, and colors are the most visual pieces of the Let's Read brand. The elements in this section quickly represent our brand attributes (collaborative, playful, relatable, simple, trusted) while communicating our impact and vision.

Headline (noto sans bold)

Noto sans bold should only be used for titles of documents

Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

Subheader (poppins light)

Poppins light is a playful, simple, and distinct font that should only be used within a document on section headers and for fonts that need to be highlighted.

Body (lato light)

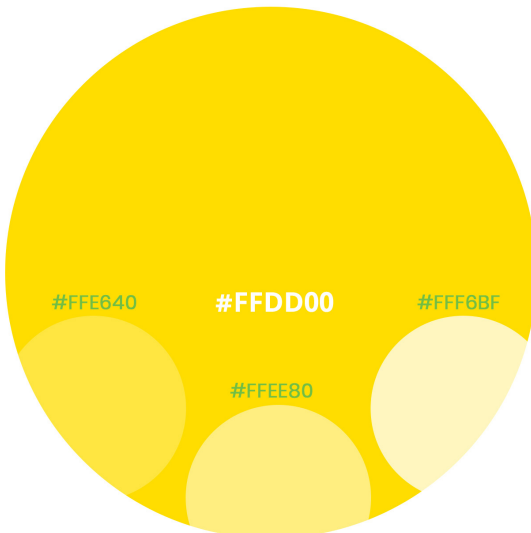
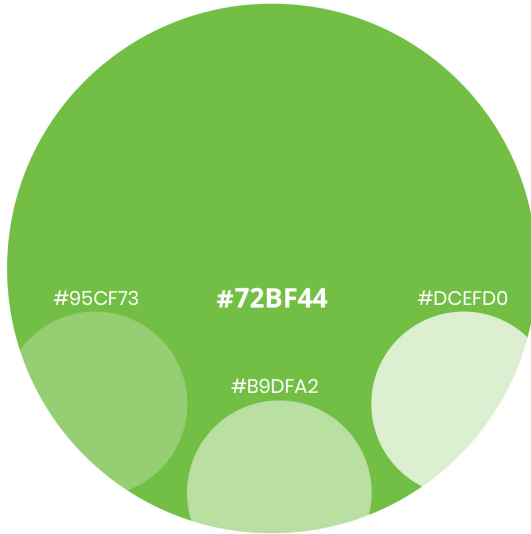
Any time a piece of text extends beyond 1 line, it is "body" text and lato light should be used.

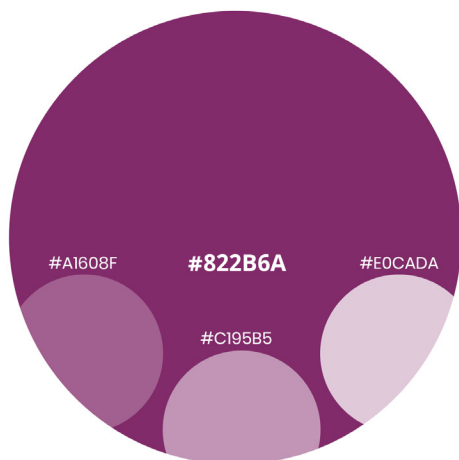
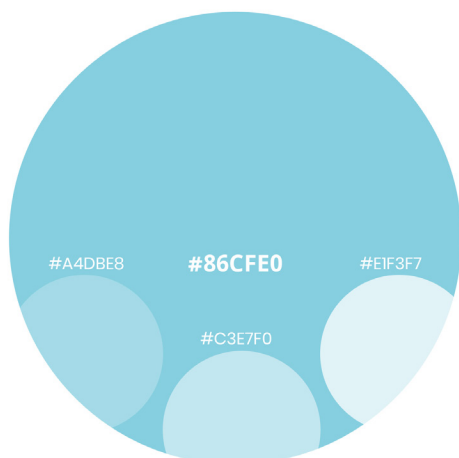
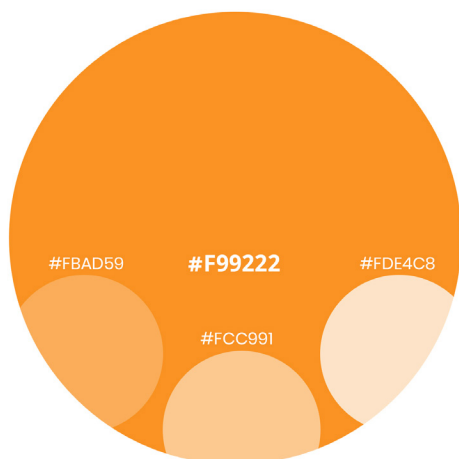
Lato light uses classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance. It has a sleek sanserif look that can be used across languages and won't interfere with scripts.

Let's Read Colors

Each color and it's shades have been chosen to represent Let's Read.

The featured colors of any material or document should be green and yellow. The remaining three colors and shades should be used as accent colors. It is important that Let's Read materials are colorful and playful and that they are simple and attractive at the same time.





Let's Read Logo

The Let's Read logo has evolved to represent the simple and playful nature of the program. Below are key guidelines that must be followed when using the Let's Read logo.

1. Do not attempt to recreate the logo
2. Leave blank space around the logo so it is not crowded
3. The monochromatic logo can be used in any of the five Let's Read primary colors as well as white (but green is preferred)
4. Do not alter the shape, proportion, or orientation of the logo.

Primary Logo



Secondary Logo



Logo Variations



