



book harvest

Brand & Style Guide

CONTENTS

ABOUT BOOK HARVEST

3

LOGOS

4

BRAND COLORS

7

TYPOGRAPHY

8

VOICE

9

PHOTOS

10

PROGRAM DESCRIPTIONS

11

ABOUT BOOK HARVEST



Mission

Books for every child. Support for every parent. Literacy for every community.



Vision

Literacy and justice for all.



Big Dream

One day, every child will grow up with a love of books, reading and learning, equipped with the language and literacy tools to thrive in school, work, and life.



Boilerplate

Book Harvest is on a mission to provide books for every child, support for every parent, and literacy for every community. Since 2011, Book Harvest has provided more than 2.4 million books to families, ensuring that parents have the tools and power to ignite and strengthen their children's literacy. With programs that are grounded in evidence, Book Harvest believes that literacy starts at birth, in the home, powered by parents, and nourished with books. For more information, visit bookharvest.org or follow on social media @bookharvestnc.

PRIMARY LOGOS

To maintain the integrity of the Book Harvest logo, it must always be used consistently and clearly. Do not alter its aspect ratio or distort its proportions in any way. Whenever possible, use the full-color logo on a white or light-colored background to preserve the negative space that forms the arms.

If placing the logo on a photograph, texture, or colored background, ensure that the arms remain clear and easily recognizable.

Horizontal Logo

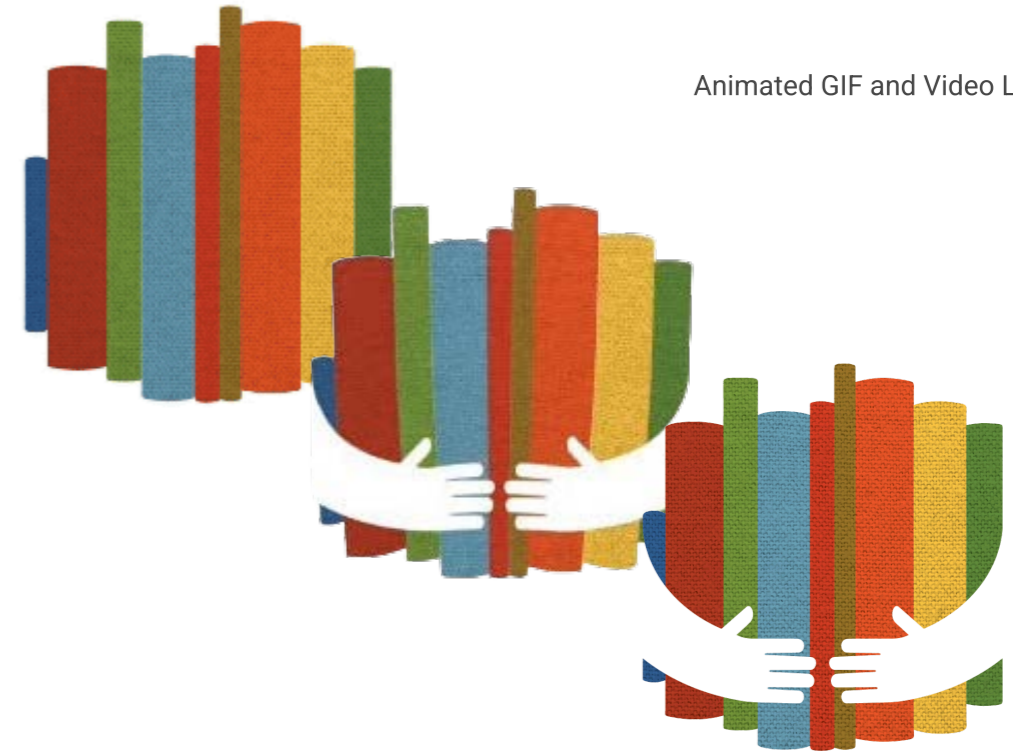


book harvest

Vertical Logo



Animated GIF and Video Logo



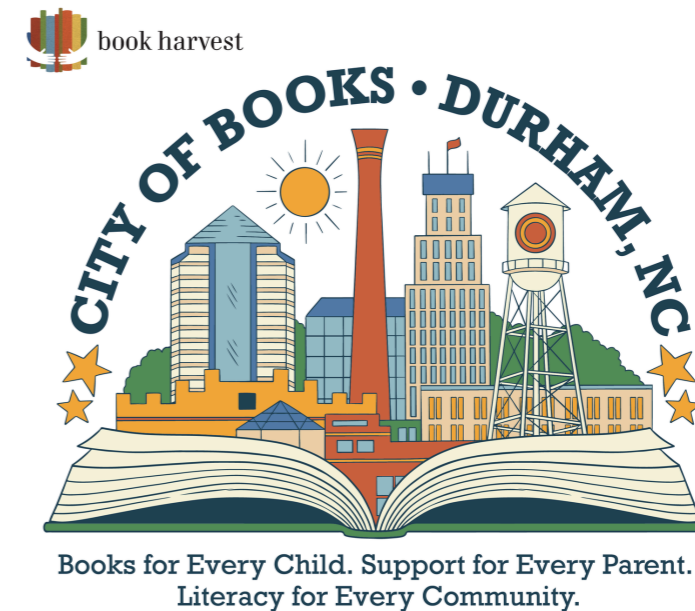
book harvest

book harvest

PROGRAM LOGOS

Book Harvest's program logos: Books from Birth, Book Babies, Books on Break, and Books in a Box should be used when explicitly representing their respective programs. The City of Books logo can be used when referencing Book Harvest Durham.

The same usage rules that apply to the primary Book Harvest logo (page 4) also apply to program logos.



OTHER LOGOS AND ACCESSORIES

The same usage rules (page 4) apply to the black and white logo, with the exception of the vibrant solid colored background, which creates a contrast with the monochrome logo and is therefore acceptable.

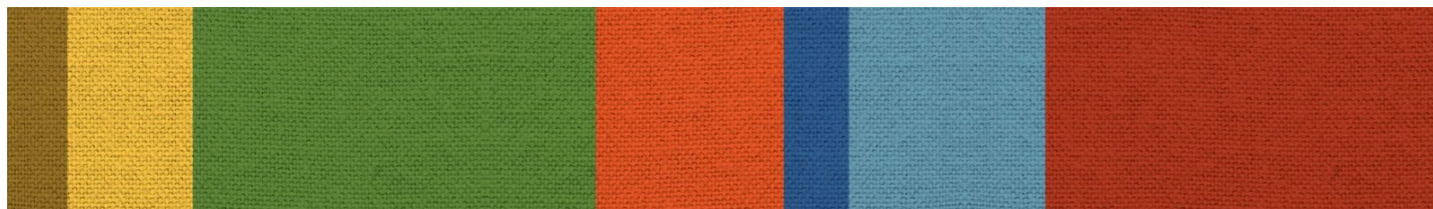
The Book Harvest stripe may be used throughout materials as an accent and an accessory. Do not alter the colors in any way.



book harvest



book harvest



BRAND COLORS

Book Harvest's brand colors should be used consistently across all materials. Each color is provided in various formats—RGB, CMYK, HEX, HSV, and Pantone—to ensure accurate reproduction across digital, print, and other media.

When using brand colors:

- Digital materials should primarily use RGB or HEX values for accurate on-screen representation.
- Print materials should use CMYK values to maintain color integrity in physical formats. For the most precise match in print, refer to the closest Pantone color.

Avoid tinting, altering, or adding effects to the brand colors unless explicitly approved.



R:51 G:97 B:148
C:87 M:64 Y:18 K:3
HEX: #336194
HSV: 212, 66%, 58%
Closest Pantone: 653 C



R:106 G:162 B:184
C:60 M:24 Y:21 K:0
HEX: #6AA2B8
Pantone: 549 C



R:255 G:200 B:73
C:0 M:22 Y:82 K:0
HEX: #FFC849
Closest Pantone: 1225 C



R:214 G:66 B:38
C:10 M:89 Y:100 K:2
HEX: #D64226
Closest Pantone: 173 C



R:99 G:140 B:61
C:66 M:26 Y:100 K:9
HEX: #638C3D
HSV: 91, 56%, 55%
Closest Pantone: 575 C



R:122 G:156 B:61
C:57 M:22 Y:100 K:4
HEX: #7A9C3D
Closest Pantone: 7490 C



R:240 G:89 B:41
C:0 M:80 Y:95 K:0
HEX: #F15A29
Closest Pantone: 166 C



R:156 G:120 B:433
C:35 M:48 Y:100 K:14
HEX: #9C782B
HSV: 41, 72.4%, 61.2%
Closest Pantone: 7558 C

TYPOGRAPHY



Typography plays a key role in communicating Book Harvest's voice and ensuring consistency across all materials.

Primary Fonts:

- Header Font: Use Rockwell for headlines, titles, and section headers.
- Body Copy Font: Open Sans, Roboto, or Calibri should be used for general text, including paragraphs, captions, and other descriptive content.
- Logo Font: Danubia Regular is used in the Book Harvest logo. Both regular and italic can be used, as desired.

Usage Guidelines:

- Maintain consistent font sizes and weights across materials to ensure a clear visual structure.
- Avoid using decorative fonts or altering the typefaces with extensive effects such as shadows, outlines, or stretching.
- Prioritize accessibility by using appropriate font sizes and ensuring strong contrast between text and background.

BODY COPY FONTS

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Bold

Roboto

Calibri

HEADLINE FONTS

Rockwell

Rockwell Bold

Sketch Rockwell

LOGO FONT

Danubia Regular

Danubia Italic

VOICE

Book Harvest's voice is positive, uplifting, and encouraging. Every message should reflect a sense of possibility, empowerment, and respect for children and families. Our language should inspire, celebrate potential, and convey optimism without imposing limitations.

Use words and phrases that highlight opportunity, growth, and joy—always centering the strengths and stories of the families we serve. Our voice should reflect warmth, inclusivity, and a steadfast belief in the limitless potential of every child.

Say this:

Children from low-income families

Unlocking children's potential

All children deserve

Book provision or providing books

Partnering with parents or supporting parents

Avoid this:

Low-income children or children in need

Opportunities for underserved children

Children from poor families need

Book distribution or distributing books

Teaching parents or providing instruction

PHOTO LANGUAGE

Book Harvest's photography is asset-based, not deficit-based, and should embody the joy of book ownership, reading, and learning. We portray children, volunteers, and parents with warm smiles, curious faces, and helping hands. Images should evoke humanity, demonstrate possibilities, and encourage innovation.



PROGRAM DESCRIPTIONS

Book Harvest's programs are rooted in evidence and driven by a commitment to literacy and justice for all.

When referring to Book Harvest's programs, use the following naming structure:

- Books from Birth, a Book Harvest program
- Book Babies, a Book Harvest program
- Books on Break, a Book Harvest program
- Book Harvest Early Literacy System of Care
- Book Harvest's book abundance initiative
- Books in a Box, a Book Harvest program

For all new programs, follow this naming structure to maintain consistency.

Books from Birth

Collaborating with hospitals and health systems to send every newborn home with a starter home library of 10 brand new board books and resources.

Book Babies

Partnering with families for five years from birth through kindergarten, providing literacy coaching, books, and additional supports.

Books on Break

A joyful way to help students build their home libraries and equip them with high-interest books to help them practice reading all summer long.

Early Literacy System of Care

A unique continuum of three evidence-informed, parent-powered programs (Books from Birth, Book Babies, and Books on Break) that ensure that literacy is nurtured and home libraries are built for every child, from birth and over the first decade of life.

Book Abundance

Showing up where families frequently go (doctor's offices, laundromats, banks, etc), enabling them to build home libraries filled with high-interest books.

Books in a Box

We work with children whose parents are experiencing the effects of incarceration by shipping new books directly to the children at home.

Community Events

To create a community-wide culture of literacy, Book Harvest hosts several events that celebrate the joy of books throughout the year.

CONTACT US



For media inquiries, interview requests, stories, or more, please contact:

✉ benay@bookharvest.org

☎ 857-225-5039

Visit our [online media kit](#) for logos, press releases, program information, and other resources.

**bookharvest.org | [@bookharvestnc](https://www.instagram.com/bookharvestnc) | (252) 497-BOOK
2501 University Drive, Durham NC 27707**