

DESIGN GUIDELINES

World Book Day is the biggest celebration of books and reading in the world. This toolkit outlines how to use our assets successfully, to promote the World Book Day brand story in your setting

COLOUR

The World Book Day palette is limited to two colours. These should be used together with black and white and no other colour.

C:0 M:10 Y:100 K:0

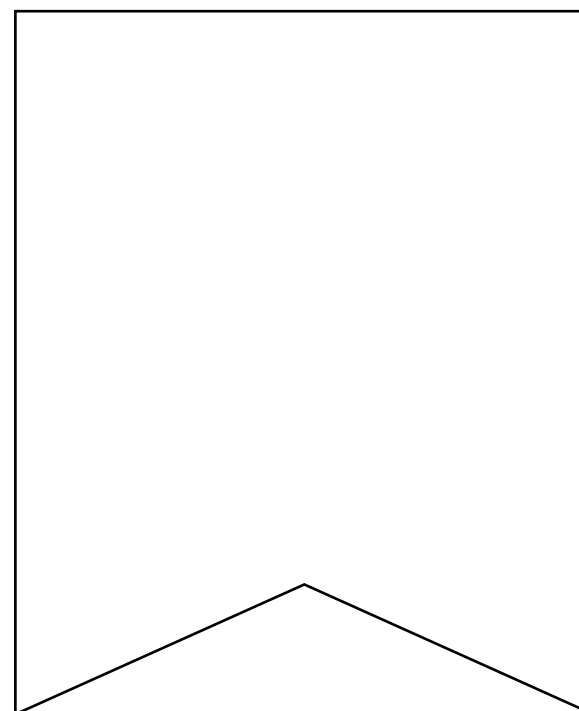
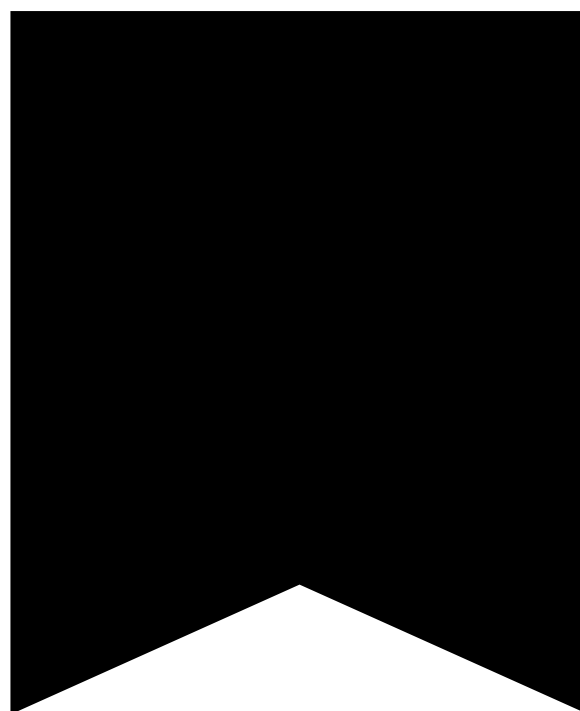
R:225 G:221 B:0

#FFDE00

C:53 M:0 Y:3 K:0

R:108 G:206 B:235

#6CCDEA



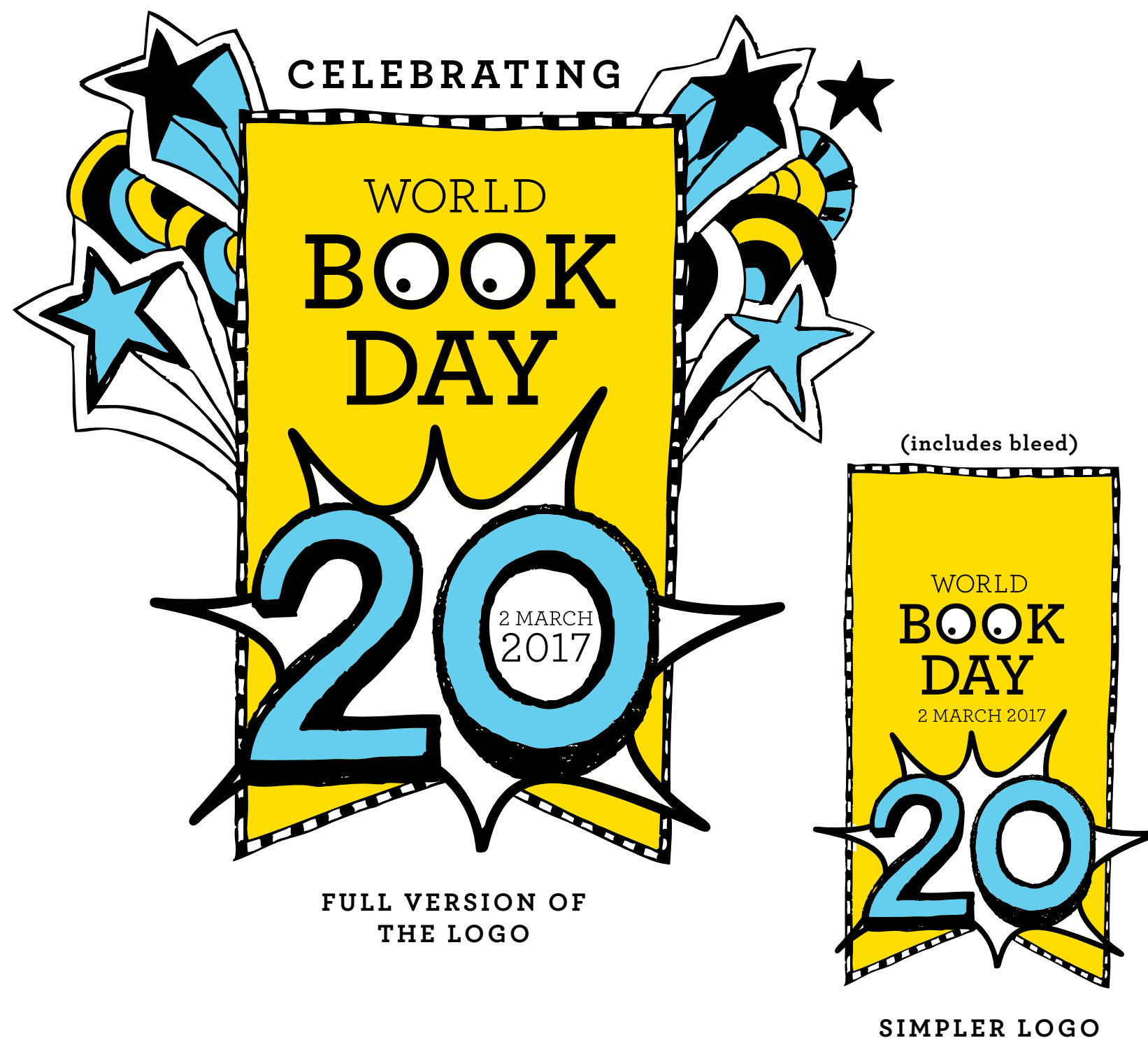
LOGO

We have created a bespoke logo for our 20th birthday. This logo sits at the centre of our brand, holding all the designed materials together. No other logos from past years should be used. The World Book Day logo must be used on all partner product, point-of-sale and marketing communications (but can only be used on materials promoting books). All materials featuring our logo or assets should be approved by Kirsten Grant at World Book Day. When in doubt, please ask.

Usage

The logo should ideally sit top centre. If you have limited space, please use the simpler version of the logo in the assets folder. This can bleed off the top of the page.

The eyes in the word 'Book' MUST look in the direction of the most important thing on the material.



FONTS

Using consistent typography is a key element of the brand.

Archer, Pichon Display and Pichon Body are the core fonts.

ARCHER

Archer should be used for all body copy. It can also be used on flashes and subheads.

PICHON

Pichon should be used for headlines and to add an extra illustrative element to the design.

ARCHER

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ £ % ^ & * () : ; , - < . / ?

PICHON DISPLAY

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ £ % ^ + * () : ; , - < . / ?

PICHON BODY

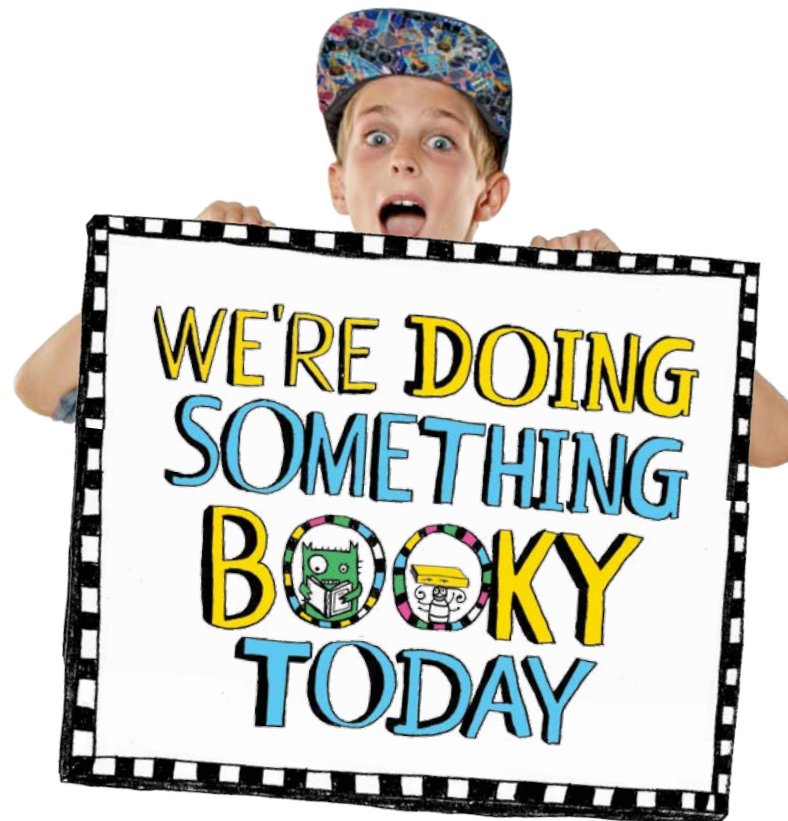
Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ £ % ^ & * () : ; , - < . / ?

STRAP- LINE

Our 2017 strapline has been illustrated by Liz Pichon, and should be used on on all marketing materials. Please only use this version. It should always feature on a sign being held by a child (these are provided in the assets folder).

The word 'today' can be removed where appropriate.

DO
SOMETHING
BOOKY



DO
SOMETHING
BOOKY
TODAY



DESIGN EXAMPLES

Here are some design examples from this year's campaign to use as inspiration and to get a sense of how the fonts, illustrations, photos and logos should be used together.

All design should be kept on a white background. Solid panels can be used to add colour.



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GIVE OUT YOUR BOOK TOKENS
Make sure every child in your school gets their £1 book token. The book tokens are the most important part of World Book Day, allowing children to get their FREE £1 book or to get £1 off any book or audiobook costing £2.99 or more.

- Distribute your £1 book tokens within the redemption period (27 February–26 March) and explain how they can be used.
- Tokens can be redeemed at thousands of independent bookshops, Waterstones, WHSmith, Asda, Morrisons, Sainsbury's & Tesco stores nationwide. Find your local bookseller at [booksellers.org.uk/booksresearch](#).
- See all of 2017's World Book Day books at [worldbookday.com/books](#).
- Please DON'T try to redeem more than one £1 book token at a time.

CELEBRATE WORLD BOOK DAY 20TH MARCH 2017
MUST-HAVE £1 BOOKS:
The Famous Five, *Jacqueline Wilson's Butterfly Beach*, *Horrid Henry*, *David Walliams' World Book Day Book*, *Where's Wally? The Fantastic Journey*.
RNIB: "For braille & audio!" Tel: 0303 123 9999
DO SOMETHING BOOKEY TODAY!

20 BRILLIANT THINGS TO DO TO CELEBRATE World Book Day

- SING THE WBD SONG**: We LOVE hearing the creative ways you promote reading for pleasure. Be inspired by our favourite ideas shared by fellow teachers and librarians to use on World Book Day or any day. [worldbookday.com/resources/primary](#)
- FUNDRAISE**: World Book Day is the perfect opportunity to fundraise for charities who put books into the hands of children who need them most. Bake sales, sponsored sprints, pupils' art auctions – there are so many ways to raise money to help others enjoy books.
- HOST A WORLD BOOK DAY ASSEMBLY**: Use our brand new assembly PowerPoint presentation and guidance notes to kick the day off! Edit and add your own slides to create your own bespoke plan. [worldbookday.com/resources/primary](#)
- PLAN A BESPOKE DAY CELEBRATION**: NEW menu of activities designed to guide you, so you craft the perfect celebration reading all day long outline. [worldbookday.com/primary](#)
- DISCOVER 20 BRIGHT, BOOXY IDEAS**: We LOVE hearing the creative ways you promote reading for pleasure. Be inspired by our favourite ideas shared by fellow teachers and librarians to use on World Book Day or any day. [worldbookday.com/resources/primary](#)
- READATHON**: Inspire and motivate children to read by raising sponsorship to help buy books for children in hospital. Order your free kit at [readathon.org/order](#)
- BUDGET SEATING CREATIVE COSTUME IDEAS**: For every £2 donated, Book Aid International can send a new book to a library or school in Africa.
- CHECK YOUR LIST!**: Start your planning as you mean to go on. Download our quickfire checklist to ensure you have everything in place in the run-up to your celebration. [worldbookday.com/resources](#)
- TAKE THE QUIZ**: Exclusive fun mini quizzes based on the £1 World Book Day books and other books by the WBD authors, available from 9 January until April 2017. Find more details on your Take the Quiz flyer enclosed in this pack. [takethequiz.co.uk](#)
- USE YOUR LOCAL LIBRARY**: Plan a class visit to inspire children to decide which book character to be for WBD!
 - Involve parents/carers & arrange for pupils who aren't members to join.
 - Use the Interactive Book Sorter in class to help children find books they'll enjoy.[summerreadingchallenge.org.uk/book-sorter](#)
- MAKE BOOKS YOUR BAG**: Tap into your local booksellers' expert knowledge when ordering books, updating your library or organising events on World Book Day and all year round.
 - Many bookshops run reading groups, book sales or advice sessions for teachers and parents and they have excellent links with publishers and authors.
 - Ask your local bookseller to visit your school to share their infectious enthusiasm and love of reading.Contact [sharon.benton@booksellers.org.uk](#) to link up with a Local School Book Suppliers member, or contact your LEA to find out if they have an Education Library Services arm.
- TRY SOMETHING NEW**: These organisations have ideas galore to help you explore reading in all its forms:
 - cps.org.uk - development projects including *The Power of Reading* and *The Power of Pictures* and free teaching resources.
 - nationalpoetryday.co.uk - great ways to get your school enjoying poetry.
 - rtrial.co.uk - unique, teacher-created teacher resources.
- SEE WHAT NATIONAL LITERACY TRUST HAS TO OFFER**: They work with teachers across the UK to promote reading for enjoyment. They have a wealth of support materials waiting for you at [literacytrust.org.uk/rte](#) and [literacytrust.org.uk/cpd](#)
- LISTEN TO A WORLD OF STORIES ONLINE**: Our new podcast features unmissable audio excerpts of essential children's books for all ages, brought to life by a host of brilliant storytellers. [worldbookday.com/podcasts](#)
- VISIT WORLDBOOKDAY.COM**: Keep up-to-date with the latest books, news, resources, events and competitions all year round. The FREE WORLD BOOK DAY TOOLKIT has absolutely everything you need to prepare, from logos and branding to brand new display material.
- JOIN THE CONVERSATION**: GET SNAP HAPPY Share your fun, photos and ideas with #WorldBookDay20 @WorldBookDayUK /worldbookdayuk
- K.J. ROWLING HARRY POTTER WIN ONE OF TWO MAGICAL FAMILY HOLIDAYS**: To Universal Orlando Resort™ or Universal Studios Hollywood® including flights, five nights accommodation and theme park tickets, worth over \$5,000 each PLUS \$800 of National Book Tokens and full sets of the *Harry Potter* series. Jim Kay's illustrated editions and brand new edition of the *Hogwarts* Library books, plus goodies bags!
Find out more 6 days before we start. [WORLDBOOKDAY.COM/WIN](#) From 27 FEBRUARY.

#WorldBookDay20 Celebrate stories. Love reading. [worldbookday.com](#)

NEED HELP? Try [worldbookday.com/faq](#) or email our helpline: wbd@education.co.uk

DESIGN EXAMPLES

CONTINUED...

CELEBRATE WORLD BOOK DAY 20
3 MARCH 2017

MUST-HAVE £1 BOOKS

DO SOMETHING BOOKY IN STORE

SPONSORED BY NATIONAL BOOK tokens

Peppa Loves World Book Day LADYBIRD 50-copy stockpack: 9780241299509	Everyone Loves Underpants SIMON & SCHUSTER 50-copy stockpack: 9781471163081	Princess Mirror-Bell MACMILLAN 50-copy stockpack: 9781509840878	HORRID HENRY OXFORD CHILDREN'S BOOKS 50-copy stockpack: 9781510103061	THE FAMOUS FIVE HODDER CHILDREN'S BOOKS 50-copy stockpack: 9781444937978
WALLY! ON A FANTASTIC JOURNEY WALKER 50-copy stockpack: 9781406376784	Jacqueline Wilson Butterfly Beach CORGI 50-copy stockpack: 9780552576284	David Walliams World Book Day Book HARPERCOLLINS 50-copy stockpack: 9780008221546	ISLAND HODDER CHILDREN'S BOOKS 50-copy stockpack: 9781444937985	DEAD OF NIGHT EGMONT 50-copy stockpack: 9781780318141

IRELAND ONLY
For Ireland, see Jodi Curtis O'Brien Press website

DON'T MISS OUT Order your World Book Day packs from Bertrams TODAY
Limited stocks are available, so please order now to avoid disappointment.

JOIN OUR BIGGEST EVER CELEBRATION
A WORLD OF STORIES ONLINE
Fabulous new podcast library of essential children's books

ODDLES OF DOODLES!
Design competition, exhibition & charity auction featuring top illustrators

BRING YOUR FAVOURITE BOOK CHARACTER TO LIFE
Budget-beating dressing up ideas

HUGE BOOK TOKEN COMPETITION
Win Harry Potter prizes!

A REINFORCED GRASSROOTS CAMPAIGN
Delivered via the NLT and London prisons for the first time

THE BIGGEST BOOK SHOW ON EARTH LIVE TOUR
Major nationwide tour plus bookseller opportunities to host events

UNMISSABLE PR COVERAGE + PARTNERSHIPS
Across national & regional media and brands, targeting our family audience

Celebrate stories. Love reading.
#WorldBookDay20
worldbookday.com

YOU ARE INVITED TO THE 20TH ANNIVERSARY LAUNCH OF

WORLD BOOK DAY 20
3 MARCH 2017

Join our host, bestselling children's author, **STEVEN BUTLER** and an array of **VERY SPECIAL GUESTS**, as we exclusively reveal our brand new £1 books, authors, illustrators and World Book Day 2017 plans.

9AM ON FRIDAY 9TH SEPTEMBER

Waterstones Piccadilly
Ground Floor Business Lounge
203 - 206 Piccadilly
London W1J 9HD

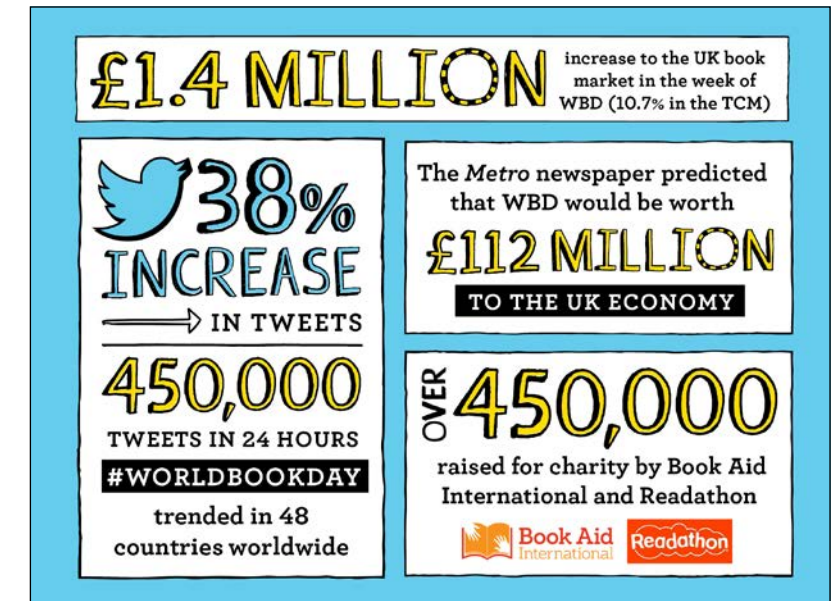
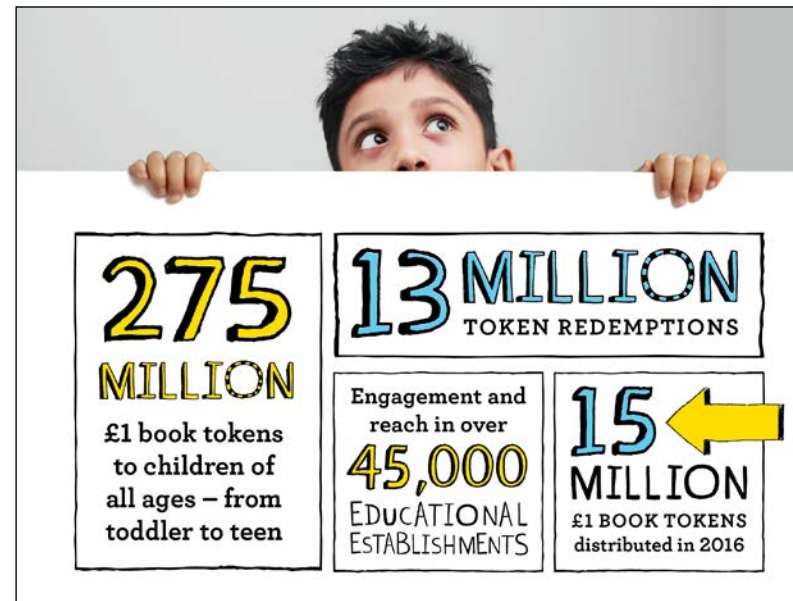
PLEASE RSVP BY 8TH SEPTEMBER TO
laura@riotecommunications.com / 020 3174 0118

#WorldBookDay20

SPONSORED BY NATIONAL BOOK tokens

DESIGN EXAMPLES

CONTINUED...



CONSUMERS

"...probably the most important day of the year."
KINGSMOOR PRIMARY SCHOOL, B IS FOR BOOK, BBC4

"We chose our World Book Day books this afternoon. It reminded me yet again what an incredible event @WorldBookDayUK is."
CAROLINE CROWE, PARENT (VIA TWITTER)

"But I thought authors were dead"
CHILD ATTENDING THE BIGGEST BOOK SHOW ON EARTH TOUR, 2016

"In 1997 the level of children's engagement with reading was at a point of national crisis. The previous year a Government report had been released showing that 42% of 11-year-olds failed to achieve level 4 in reading and writing on entry to secondary school. We wanted to do something to reposition reading and our message is the same today as it was then – that reading is fun, relevant, accessible, exciting, and has the power to transform lives. I've seen first-hand how World Book Day has affected social change and long may it continue."

BARONESS REBUS, FOUNDER OF WBD & CHAIR, PENGUIN RANDOM HOUSE UK

the MEDIA

'World Book Day is a phenomenon'
SARA COX, BBC RADIO 2

"World Book Day has gone from strength to strength...It seems impossible now for parents, schools, booksellers, publishers and a large proportion of the general public to be unaware of [it] and the activity it generates nationwide is phenomenal."
NICOLETTE JONES, CHILDREN'S BOOK REVIEWER

the INDUSTRY

"World Book Day works because the concept is simple. It provides a framework which allows booksellers and publishers to show individual creativity, flair and entrepreneurship in developing marketing and promotional initiatives within that framework – all with the same goal of encouraging children to read for pleasure."
TIM GODFRAY, THE BOOKSELLERS ASSOCIATION

"We LOVE World Book Day!!! It's become our busiest month of the year for events. It may even surpass December in book sales..."
BOOKSELLER, WBD EVALUATION

DO SOMETHING BOOKY

JOIN OUR BIGGEST-EVER CELEBRATION

WOBOD THE WORLD BOOK DAY AWARD
Creative challenge for schools to win up to £5,000 of Walker books

SOCIAL MEDIA BUZZ

BRING YOUR FAVOURITE BOOK CHARACTER TO LIFE
Budget-beating dressing up ideas

HIGH PROFILE INFLUENCERS

DOODLE!
Design competition, illustration project, exhibition and charity auction with top World Book Day illustrator alumni

THE BIGGEST BOOK SHOW ON EARTH LIVE TOUR
Maximum impact show in 6 major venues nationwide plus bookseller opportunities to host events

A WORLD OF STORIES ONLINE
Podcasts of contemporary & classic stories read by top actors

UNMISSABLE PR COVERAGE + PARTNERSHIPS
Across national and regional media and brands, targeting our family audience

A REINFORCED GRASSROOTS CAMPAIGN
Delivered via the National Literacy Trust and London prisons for the first time

2017's STELLAR LIST OF £1 BOOKS

FONT USAGE

When using brand fonts, please use sympathetically and in line with any partner fonts.

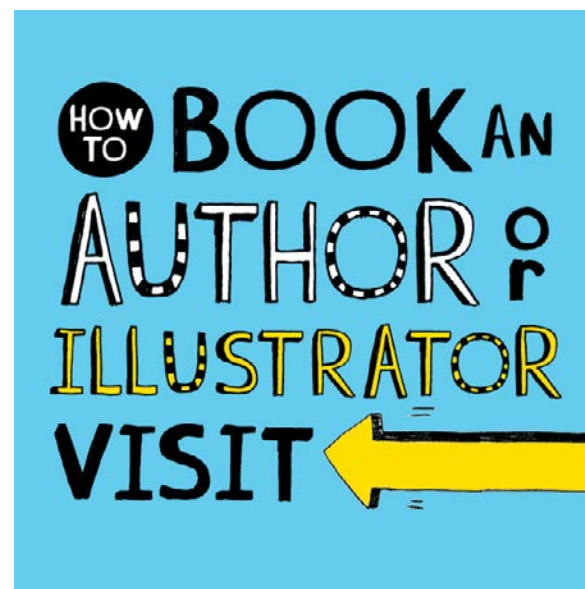


PHOTO- GRAPHY

For the first time, we are using a multimedia approach to illustrate our campaign, featuring illustrations by Liz Pichon and exclusive photography.

The photography / illustration should be used at least once on all marketing materials.

A wide range of children of all ages and races have been supplied. Please ensure you use a diverse range of children on all design.

Here are some examples. A full range can be found in the assets folder.


All materials should include the copyright lines:
Illustrations © Liz Pichon.
Photography © Simon Webb.



PHOTO- GRAPHY

CONTINUED...





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