

**Using the Read North East logo**

We encourage partners to use the Read North East logo across their own materials and channels to help us to raise awareness of the campaign and show their support.

**Where to use the logo**

You could consider using the Read North East logo on:

* Your website
* Your email signature
* Promotional materials with a reading or literacy focus, e.g. posters and flyers

**Process for using the logo**

* Email Laura Flinn ([laura.flinn@literacytrust.org.uk](mailto:laura.flinn@literacytrust.org.uk)) with details of where you would like to include the Read North East logo
* Laura will send you the logo in the relevant format
* Email Laura the document / a link to the website with the logo so we can keep track of where it is being used
* If your document is for an upcoming event / initiative, you may also want to share it with the North East Literacy forum and highlight how they could help you to promote it on social media

**Dos and don’ts**

* Where possible, try to include the Read North east web address ([readnortheast.org.uk](http://www.readnortheast.org.uk)) and hash tag #ReadNorthEast alongside the logo
* Please do not alter or edit the logo in any way
* When your document has a coloured background, please ensure you use the transparent version of the logo