Summer Reading Challenge 2015
Memorandum of Understanding regarding branding and communications

Scottish authorities - please see the Tesco Bank Summer Reading Challenge Scotland MOU (please contact juliana.oliver@readingagency.org.uk if you have not received it).

Background
Every year we ask participating authorities to sign up to a Memorandum of Understanding so that libraries and partners use images and logos correctly and effectively.

We are not intending to restrict use of images or logos but want to protect the association between The Reading Agency, libraries and the Summer Reading Challenge branding so we can all maintain the quality of the programme and meet our obligations to protect Guinness World Records’ intellectual property rights.

We also have a responsibility to the BBC. “RECORD BREAKERS” is a trademark of the BBC and we are very grateful to them for licensing this wording to us for the duration of the Summer Reading Challenge.

Programme name
Generically the programme must always be referred to as the Summer Reading Challenge and mention should be made that it is produced by The Reading Agency, in association with Guinness World Records™ and delivered by libraries.

For 2015 the programme should be referred to as Record Breakers, Summer Reading Challenge 2015

Talking about The Reading Agency and the Summer Reading Challenge
The Reading Agency and the Summer Reading Challenge should never be abbreviated to TRA or SRC.

Key messages
Advocacy: Children's reading can 'dip' during the long summer holidays. The Reading Agency’s annual Summer Reading Challenge helps gets three quarters of a million children into libraries to maintain their reading skills and confidence. Because everything changes when we read.

Children: The Summer Reading Challenge takes place every year during the summer holidays. You can sign up at your local library, then read at least six library books of your choice, collecting stickers and other incentives along the way – all for FREE.

Theme: The theme for 2015 will be linked to Guinness World Records™ (GWR), the global authority in record breaking achievements and publishers of the annual Guinness World Records™ book each September. GWR celebrates its 60th anniversary in 2015, and this provides a fabulous opportunity for additional partnership working with GWR, especially as the Guinness World Records annual books are such library favourites too.

GWR’s mission is around inspiring, celebrating achievement and personal best, which reflects the ethos of the Summer Reading Challenge. GWR has a wealth of material and content, which will translate perfectly for the core Summer Reading Challenge and display materials. With a strong appeal to boys, the theme will also help encourage information skills, engage reluctant readers, inspire wider reading and provide a platform for community engagement and both local and national PR opportunities.
Access to resources
1. Only library authorities taking part in the Summer Reading Challenge and agreeing to this MOU will be able to access to logos, images (photos and clip art) and other online resources.
2. The Record Breakers logo/images may only be used until 31 October 2015
1. As soon as library authorities email their agreement to juliana.oliver@readingagency.org.uk (see page 4), she will provide a username and password for the online resources.
3. Online resources are available at: www.readingagency.org.uk/srcresources
4. Library services will be responsible for making sure that library staff and other local authority departments (e.g. early years, children’s centres, youth services) it shares the Summer Reading Challenge logos and images with, also comply with the MOU. This extends to working with
   - Museums
   - Arts Council Bridge organisations
   - Schools who are working with your library service

Working with all other types of partners: (organisations and individuals)
1. We are aware that many authorities work with local arts organisations, Theatre in Education groups, local sponsors, and national organisations with regional franchises like Splats, Zoo Lab, Explore Learning and other national organisations like the National Trust.
2. However, we need to avoid any organisation presenting the Challenge as their own by doctoring the logo, and using it to “sell-in” workshops unconnected to Challenge activity.
3. So unless advised otherwise, please do not share logos/images with any individuals or organisations you are commissioning or working with.
4. Email juliana.oliver@readingagency.org.uk with their contact details confirming “you are working with them and are requesting permission for them to have access to logos/imagery”.
5. The Reading Agency will contact the organisation and ask them to sign a “Partnership MOU”. Once this has been signed we will contact you and give you permission to provide them with logos/imagery.
6. If we are approached directly by an organisation we will ask them to provide references before allowing them to use the logo. For example, a drama company wants to promote and secure bookings for a myths and legend thematic workshop session to libraries in the region to coincide with the Challenge. If the drama company can provide references from up to three satisfied schools/libraries, then we will allow them to use the Summer Reading Challenge logo. This permission will act as an endorsement for their activity - we know they are creating content to complement the Challenge.
7. If appropriate we will issue them with a separate MOU agreement, giving them permission to use the logo for a given time frame to reflect their involvement in supporting the Challenge and work with libraries.

Use of logo
1. The Record Breakers logo should only be used in context to promote and support the Summer Reading Challenge 2015.
2. The logo cannot be used to support and promote other library promotions.
3. The primary logo should be used. This is the logo that includes the phrase “The Reading Agency and libraries present” and has the GWR roundel incorporated into the logo.

4. Wherever possible, the colour versions of all logos should be used.

5. Only use logos that you have downloaded from the online resources area. Do not drag and drop images from our website or online documents. This distorts the images and means that you will not be complying with this MOU.

6. The logo should not be changed in any way, e.g. do not alter the proportions of the logo, alter the typeface, alter the colour combination, enclose the logo in a box.

7. Logos and images should only be reproduced from approved artwork. Never alter, distort or adjust the letter forms, type style, colours and visual relationships.

8. Minimum size of logo – the minimum size of the logo is 70 mm high for the stacked logo and 25mm for the landscape logo. Please ensure it’s balanced with any other logos e.g. the local authority logo or Bridge Organisation logo.

9. On materials for children, the Record Breakers logo should be placed top of the page and centred.

10. Where possible The Reading Agency logo should be used. The Reading Agency logo should appear in the bottom right hand corner. If this is not possible it should be placed in the bottom left hand corner. The minimum space between the logo and the edge of the page is equal to the height of the letter R. The logo should not be reproduced less than 10mm in height.

**Record Breakers character graphics**

Only use graphics that you have downloaded from the online resources area. Do not drag and drop images from our website or online documents. This distorts the images and means that you will not be complying with this MOU.

The clip art folder contains graphics of the Guinness World Records’ adjudicators. If you use the clip art to create a flyer, notice, letter, advert, press release etc. you must have a copyright line which reads: *Illustrations ©Jesse Brown for The Reading Agency 2015*

This doesn’t need to be by every image used - just once on the page/document to cover the use of the graphics overall.

Please do not use another illustrator’s artwork alongside the Record Breakers characters.

**Photography**

If you use any of the images of children using the materials provided by The Reading Agency, please credit the photography appropriately. The correct credit will be provided with the photographs as part of the online resources.

This doesn’t need to be by every photo, just once on the page/document to cover the photos used.

**Guinness World Records**

If you are referencing Guinness World Records please make sure you comply with the following guidelines:

1. Do not abbreviate ‘Guinness World Records’ to ‘Guinness’
2. The words ‘Guinness World Records’ when used together must use the same font size
3. Do not use the term ‘Guinness World Record’ – the correct term is a ‘Guinness World Records title’
Press releases
When preparing press releases, you must use the programme name Record Breakers Summer Reading Challenge 2015 and key messages (see page 1 above).
We will be providing key messages and notes to editors as part of the online resources.

Online
Online copy about the Summer Reading Challenge must use the name and key message (see page 1 above).

Website links
Please include a link from your library website to the children’s website using the link below: www.recordbreakers.org.uk
For more general information about The Summer Reading Challenge the following link is also very useful to share: www.readingagency.org.uk/summerreadingchallenge

Agreeing to the terms of the MOU
Please copy the wording below into an email, complete your details and email to juliana.oliver@readingagency.org.uk

I can confirm that <name of library authority> agrees to the terms of this MOU.

Your name:
Date:

Queries
Please contact Juliana with any queries: juliana.oliver@readingagency.org.uk  Tel: 0207 324 8907