

ReadAloud.org

Branding

- develop a visual identity that captures the positive experience of reading together with a child
- suggest that reading with children is a parent's patriotic duty
- portray ReadAloud.org as an established organization



ReadAloud.org

ReadAloud.org is a U.S. organization committed to promote awareness about the benefits of reading aloud and to encourage families to read aloud together. They need an easy-to-recognize visual identity that captures the positive experience of reading together with a child.

Electra responds with an icon that resonates with anyone who has snuggled up with a child and a book. The ReadAloud.org effort continues with a website, National tradeshow, Hilda the real-time animated "spokesgoat", and partnership with the Library of Congress' Center for the Book.



ReadAloud.org

Encouraging families to read aloud every day

