The celebrity READ® series, the most recognized poster series produced by the American Library Association, has promoted libraries, literacy, and reading for over 25 years. Classic posters like Mickey Mouse, Bill Cosby, and Elvis have been joined over the years by stars like Orlando Bloom, Salma Hayek, Serena Williams, Denzel Washington, and Yo-Yo Ma. ALA members and customers have asked for an authorized, trademark-compliant way for libraries, schools, and other nonprofits to create their own READ posters to promote literacy and reading. In order to meet the needs of the digital age, ALA Graphics now provides you with an easy way to use professional quality images to reproduce the READ trademark within the legal limits of the mark.

The READ Design Studio Starter Pack contains all the files you need to create customized, professional-looking READ posters and bookmarks. Combine photos of your local celebrities—patrons, staff, teachers, community leaders—with dozens of eye-catching backgrounds and type files. Choose your own photo-editing software, such as Adobe® Photoshop® Elements (not included), and get started promoting reading in a whole new way!

**The READ Design Studio Starter Pack features:**
- 34 READ Type Files (.png/.jpg/.eps/.psd)
- 12 Layered READ Poster Files (.psd)
- 12 Layered READ Bookmark Files (.psd)
- 20 READ Poster Files (.jpg)
- 12 Poster Background Files (.jpg)

**The READ Design Studio Starter Pack offers:**
- A creative way to display your own local celebrities showcasing their favorite books
- A means to partner with community groups, legislative bodies and local government to build awareness of library and community services
- Wide variety of file types, background files and type files to customize each READ item to your reader
- Versatile poster and bookmark layouts that can be used to create trading cards, signage, outreach materials, and more personalized READ materials for a variety of marketing tools and incentives
- An opportunity to build upon Teen Read Week, National Library Week, and other events in your library

**System requirements**

*For READ CD Files:* Mac or PC; RAM: Minimum 256 MB / recommended 512 MB. The more RAM you have, the faster it will be to work with large .psd files.

*Digital Cameras:* A 3.2 megapixel camera is recommended to produce photo-quality prints up to 8.5” x 11”. Creating poster-size prints larger than 8.5” x 11” requires a 5.0 mega-pixel camera or greater.

*Scanning Images:* For best quality in creating poster-size prints, start with originals that are at least 8” x 10”, and scan them at no less than 300 dpi.

*Printing:* Posters are sized at 11” x 17” to accommodate printing with standard, tabloid-sized paper, but can be printed as small as 8.5” x 11.5”. For true-to-size 22” x 34” READ posters, your completed digital files can be easily transferred to a portable drive as .jpegs for printing at a local print shop.

**Additional resources:**
- Find help and creative ideas at the READ Design Studio Info Page at www.alastore.ala.org/rds.
- View READ posters or add yours to the Read Design Studio Group Pool Flickr at www.flickr.com.
Layered Poster & Bookmark Files:

Corresponding bookmark files are also available.

READ Background Files:

Type Files:

READ
READ
READ
READ
READ
READ
READ
READ
READ
READ
READ
READ
Research

Background Files: