

## Worldreader

Worldreader is a non profit whose mission it is to make digital books available to all in the developing world, enabling millions of children to improve their lives.

With education and literacy as critical drivers of economic growth, the benefits of e-readers could be revolutionary. Worldreader delivers subsidized e-readers to places where books are out of reach, negotiates agreements with publishers to donate books but also digitizes local content.

The new logo stresses the idea of "blooming through education" as it can be "read" as a flower bud ready to bloom but also as a reading child.

The extreme visual synthesis aims at creating a symbol which has the potential to become iconic: easy to decode, recognize and memorize both for developed countries (for fundraising activities and to create awareness) as well as in the field (from governments down till the most remote elementary schools).

The simplicity of the morphology of the logo also underlines the fundamentality of an essential right: the right to education, giving Worldreader a face in order to support their growth and raise awareness for this truly great cause.