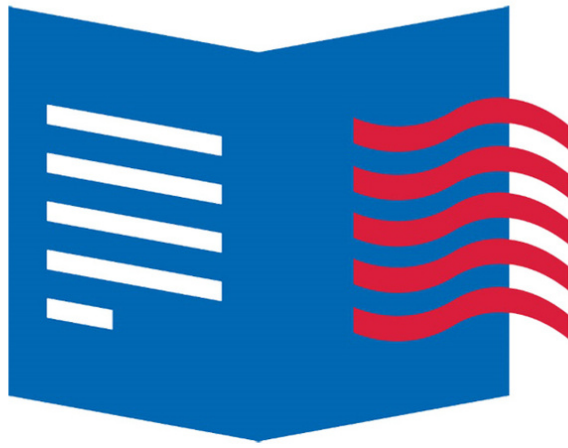




AUDIO-READER

Sharing the Gift of Sight Through Sound

AUDIO-READER MEDIA TOOLKIT 2026

MEDIA CONTACTS

Websites

Website reader.ku.edu

Listener-focused Website audioreader.net

News page reader.ku.edu/audio-reader-news

Social Media

Facebook @Audio-Reader Network

Instagram @audio_reader

YouTube @KUAudioReader

Media Contact Info

Email reader@ku.edu

Office (785) 864-4600

Communications Coordinator

Martha Kehr (mkehr@ku.edu)

Assistant Development Director

Meredith Johanning (mjohanning@ku.edu)

Web Developer

Danny Mantyla (dmantyla@ku.edu)

Hashtags

#Accessibility, #SightThroughSound, #AudioReader

BACKGROUND

TAG LINE

Sharing the Gift of Sight Through Sound

MISSION

Audio-Reader fosters independence by providing access to information and the arts for people who have difficulty reading standard print due to vision loss, physical or learning disability, mobility challenges, and age.

ABOUT

Since 1971, Audio-Reader, an audio information, has served the blind, visually impaired, and print disabled communities throughout Kansas and western Missouri. We provide accessible audio versions of newspapers, magazines and books on the air, over the internet, by telephone and via smart speakers, 24 hours a day. Services are free of charge to anyone who is unable to read standard printed material.

AUDIO-READER LOGOS

All PNG files are 72 DPI resolution. PSD files can be exported if higher print resolution is needed. Email Martha at mkehr@ku.edu for additional options (mkehr@ku.edu).

Main Audio-Reader Logo (Vertical / Square)

Full Audio-Reader logo includes 3 colors, the Audio-Reader title in Trajan Pro and the tagline in Raleway. Black and white editions include transparent background options (background on white logo version is just for viewing purposes)



Audio-Reader Logo
Vertical / Square, 3 color

Filename:
2026-AR-Logo-Square3color.png

Dimensions:
1080 x 828 px

Main Audio-Reader Logo (Horizontal)

Full Audio-Reader logo includes 3 colors, the Audio-Reader title in Trajan Pro and the tagline in Raleway. Black and white editions include transparent background options (background on white logo version is just for viewing purposes)



Main Audio-Reader Logo
Horizontal, 3 colors

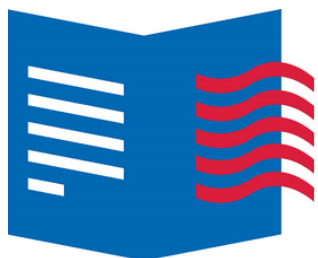
Filename:
2026-AR-Logo-Horizontal3color.png

Dimensions:
4500 x 1256 px

PROGRAM LOGOS

Full Audio-Reader program logos includes 3 colors, the program name in Raleway font above the Audio-Reader and tagline.

Black & white and transparent editions available on request



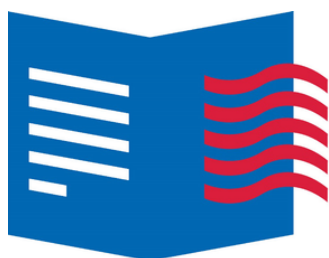
Audio Description
AUDIO-READER
Sharing the Gift of Sight Through Sound



Audio Description Logo
Horizontal, 3 color

Filename:
2019-AudioDescription-Logo.png

Dimensions:
2000 x 558 px

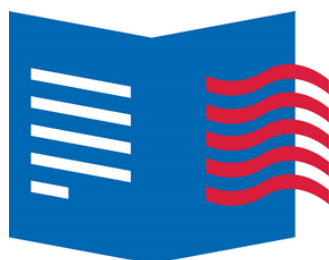


Telephone Reader
AUDIO-READER
Sharing the Gift of Sight Through Sound

Telephone Reader Logo
Horizontal, 3 color

Filename:
2019-TelephoneReader-Logo.png

Dimensions:
2000 x 558 px

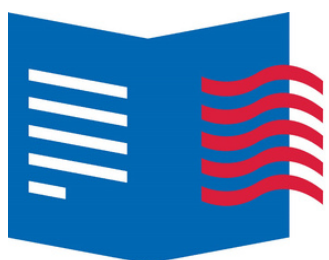


Special Requests
AUDIO-READER
Sharing the Gift of Sight Through Sound

Special Request Logo
Horizontal, 3 color

Filename:
2019-SpecialRequest-Logo.png

Dimensions:
2000 x 558 px



Sensory Garden
AUDIO-READER
Sharing the Gift of Sight Through Sound

Sensory Garden Logo
Horizontal, 3 color

Filename:
2019-SensoryGarden-Logo.png

Dimensions:
2000 x 558 px

FONTS

Sharing the Gift of Sight Through Sound

Raleway Bold

Sharing the Gift of Sight Through Sound

Raleway Regular

Sharing the Gift of Sight Through Sound

Palatino Bold

Sharing the Gift of Sight Through Sound

Palatino Regular



ACCESSIBILITY NOTE

To be accessible for persons with low vision, large print font should be 18pt or greater for printed documents. Learn more on www.acb.org/large-print-guidelines

COLORS



Kansas Blue

HEX #0051ba
RGB 0, 81, 186
CMYK 100, 55, 0, 5
PMS 293



Crimson

HEX #e8000d
RGB 232, 0, 13
CMYK 0, 100, 80, 5
PMS 186



Signature Gray

HEX #85898a
RGB 133, 137, 138
CMYK 5, 0, 0, 45
PMS 430



ACCESSIBILITY NOTE

When it comes to accessible design, one of the best pairings out there is high contrast and low vision. Learn more on www.perkins.org/resource/choosing-high-contrast-color-schemes-for-low-vision/

SAMPLE PROMO SCRIPTS

Audio-Reader, making print publications accessible to individuals who are visually-impaired or print-disabled and fostering independence in the blind and low vision communities since 1971. Learn more at [AUDIO READER DOT NET](http://AUDIOREADER.DOT.NET).

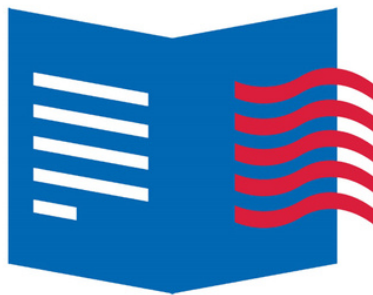
Audio-Reader, an audio information service providing access to newspapers, magazines and books for individuals who are visually-impaired or print-disabled across the Kansas City Metro. Services available through specialized radios or on their accessible website [AUDIO READER DOT NET](http://AUDIOREADER.DOT.NET).

Audio-Reader, expanding theater accessibility for people with visual disabilities across the Kansas City Metro through live audio description. Learn more and find a list of partner theatres at [READER DOT KU DOT EDU](http://READER.DOT.KU.DOT.EDU).

Feel free to direct any marketing or media questions to Martha at any time:

Martha Kehr
Communications and Listener Outreach
mkehr@ku.edu | (785) 8864-2900

Additional logo variations, mock-ups, and icons are available at request.



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