

Brand Signature

These guidelines serve to ensure consistent and proper use of all brand elements that define and communicate the Rainbows brand. Please review them carefully and follow their recommendations. Consistent and exact use of the signature maintains a unified appearance throughout our brand. The wordmark are custom character forms, and should be used as vector artwork from the digital files provided. They should never be modified in any way.



Signature Staging

A buffer zone provides relief to the signature, visually distancing it from other elements that might confuse its clarity. This area allows the signature to stand apart from its surroundings and facilitates rapid recognition. Certain minimum distances between the signature and other graphic elements must be maintained to ensure consistency and clear legibility. The illustration below indicates the minimum space around the signature that should remain free of other elements.



Signature / Primary Color Palette



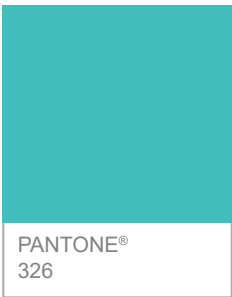
Rainbows Purple
CMYK 50-82-00-00
RGB 142-79-159
HEX # 8E4F9F



Rainbows Dark Blue
CMYK 100-75-4-1
RGB 2-80-147
HEX # 025093



Rainbows Light Blue
CMYK 88-21-4-0
RGB 0-152-209
HEX # 0098D1



Rainbows Teal
CMYK 65-2-29-0
RGB 0-166-164
HEX # 00A6A4



Rainbows Dark Green
CMYK 100-16-100-4
RGB 0-142-74
HEX # 008E4A



Rainbows Light Green
CMYK 65-4-100-0
RGB 101-181-69
HEX # 65B545



Rainbows Yellow
CMYK 4-17-100-0
RGB 245-207-86
HEX # F5CF56



Rainbows Apricot
CMYK 8-59-100-1
RGB 225-127-37
HEX # E17F25



Rainbows Orange
CMYK 0-77-100-0
RGB 242-97-34
HEX # F26122



Rainbows Red
CMYK 8-100-82-1
RGB 218-30-57
HEX # DA1E39



Rainbows Fuchsia
CMYK 0-100-7-19
RGB 198-0-111
HEX # C6006F

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Adelle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro is the default typeface of the Rainbows' brand and is to be used for general use on letterheads, apparel, business cards and promotional materials.

Adelle is the default headline typeface of the Rainbows' brand and is to be used for interactive projects and promotional materials.

Arial is the secondary typeface to be used only when needed in digital and on internal forms.

Single Color Brand Signature

Pg. 4

Alteration to the brand signature is forbidden.

When printing the logo in black and white, use the solid black version.

When placing the logo over a colored background, a solid white version is available.



Brand Signature Misuse

Alteration to the brand signature is forbidden.



Do not alter the order of the character color palette.



Do not alter the proportions, distort or skew.



Do not remove the tagline.

*This option is available on RainbowsWear apparel.



Do not place onto a textured or noisy background.



Do not use smaller than the minimum size.



Do not encapsulate into a shape.



Do not rotate the signature.

Brand Iconography

Pg. 5



helping hands
Targeted Case
Management



bright beginnings
Infant/Toddler Services
Butler County



shining starts
Infant/Toddler Services
Sedgwick County



shining starts
Infant/Toddler Services
Sumner County



happy homes
Mental Health Services



shedding light
Autism ABA Services



growing potential
Child Care and
Preschool



going beyond
Community Based
Education/Training
Services



soaring above
Specialized Foster Care



spreading wings
Family Support
Services



giving time
Volunteers



friends of the heart
Supporters