



**RAINBOW
HEALTH**

**Image
System**
guidelines

IDENTITY OVERVIEW	Rainbow Health Brand Identity	01
	Correct Usage	02
	Incorrect Usage	04
IMAGE SYSTEM	Color Palette	05
	Typography	06
	Design Elements	07
	Stationery System	08
	Email Signature	11
	Presentation	12
	Note Card	13
	Collateral	14
DIGITAL FILES		

Please contact:

Rainbow Health

2577 Territorial Road West, Saint Paul, MN 55114

Jeremy Hanson Willis | 612.373.2400 | jeremy.hansonwillis@rainbowhealth.org

It is important to maintain the integrity of the Rainbow Health identity by following these image system guidelines. However, to ensure that the guidelines are being interpreted and applied correctly, all Rainbow Health materials must be reviewed and approved prior to production. Approval should be sought as early in the development process as possible.

Occasionally, Rainbow Health may choose to hire an outside vendor or partner company. In these instances, all pieces must be reviewed and approved early in the process, prior to production.

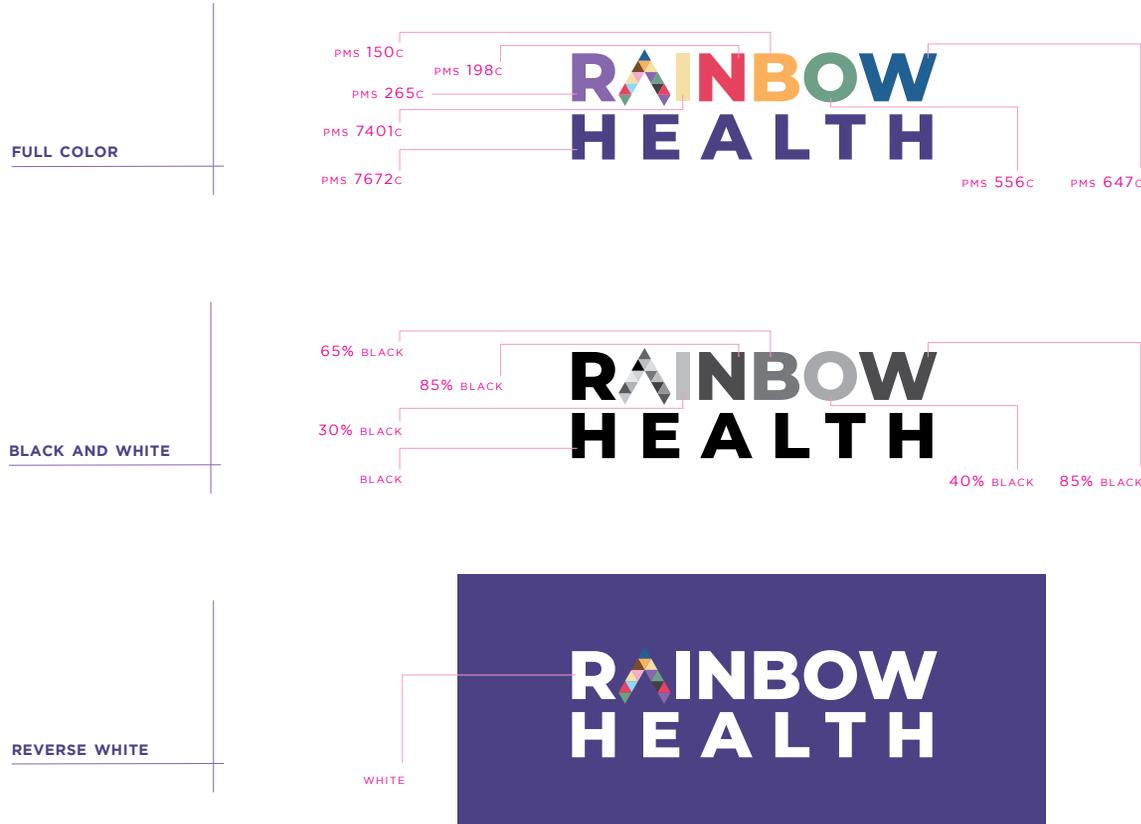


BRAND CHARACTERS

Confident
Resourceful
Compassionate
Strong
Respected

IDENTITY RATIONALE

The "rainbow" font has the added feature of the "A" icon. The mosaic icon represents diversity and the AIDS rainbow.



Our identity represents our brand. It is important that the Rainbow Health identity be placed correctly, consistently and without distortion of any kind. Always print the identity in the approved Rainbow Health colors (see color palette on page 5).

REVERSED IDENTITY

You may reverse the identity to white out of a dark color within the Rainbow Health primary color palette (see page 5). Reversed identities should only be placed on darker backgrounds that offer the most contrast and legibility. Never use a reversed identity on a light-colored background.



MINIMUM CLEAR ZONE

Whenever the identity is used, a minimum clear zone must surround it to ensure its visibility and impact. The size of the clear zone (indicated by “x”) is determined by half the height of the letters “HEALTH” as shown. No graphic elements of any kind should invade the clear zone.

x = half height of “HEALTH”

MINIMUM SIZE

For the greatest impact and readability, a minimum identity size has been established. This is the smallest size at which the identity should ever be reproduced. Smaller versions are difficult to read. The minimum size of the identity is based on its width, which should never be less than 0.5”.





Do not change the proportions.



Do not use a border.



Do not change the colors.



Do not rotate.



Do not add elements.



Do not rearrange the logo elements.



Do not use different fonts.



Do not change the size.



Do not place the logo on a pattern.

It is important to maintain the integrity and consistency of the Rainbow Health identity. It must always be presented in a clear and legible manner. Identities must always be reproduced from the approved files. Alterations to the identity are strictly forbidden.

Additional factors to consider when using the identity include colors, backgrounds and the clear zone. Although not an exhaustive list, this page illustrates common incorrect uses of identities.



	COATED (PMS)	UNCOATED (PMS)	C	M	Y	K	R	G	B	HEX#
	7672C	2755U	84	88	16	4	77	64	132	4D4084
	198C	206U	4	89	51	0	229	67	96	E54360
	265C	265U	53	68	0	0	145	100	204	9164CC
	647C	648U	91	63	20	4	35	96	146	236092
	556C	556U	60	22	53	2	111	160	136	6FA088
	150C	136U	0	36	73	0	255	178	89	FFB259
	7401C	7402U	3	10	41	0	246	223	164	F6DFA4

The identity should be printed in the approved Rainbow Health colors. The Rainbow Health colors were carefully chosen to complement our brand personality. The palette reflects the confidence, compassion and resourcefulness of Rainbow Health. See the chart for CMYK and RGB breakdowns. Use RGB values or HEX# when creating electronic media (web, presentation, video, mobile apps).

LOGO COLOR OPTIONS

When creating a full-color document for print, use the 4C logo. If it's a one-color printing job, use the one-color logo or reversed logo. For digital formats such as web, PowerPoint or mobile apps, use the jpg or png versions of the logo, which are created in RGB format.

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trebuchet Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trebuchet Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trebuchet Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRINT FONTS

In order to clearly inform and educate our audiences and add value to our brand, our typefaces must be legible. Gotham is the font family chosen for the Rainbow Health image system. This typeface was carefully chosen to match the Rainbow Health brand personality. It enhances our brand and adds consistency and professionalism to our identity.

OPERATION FONTS

The Trebuchet font family should be used only for day-to-day operations (e.g., email, PowerPoint presentations).



THE RAINBOW 'A' GRAPHIC

This graphic can be used as a supporting element when creating a design layout. This graphic should always appear in a screen color treatment, as shown on the left. It can appear behind text or overlay on images. It should always be subtle in a layout. More samples of its treatment are shown in the presentation and collateral pages.

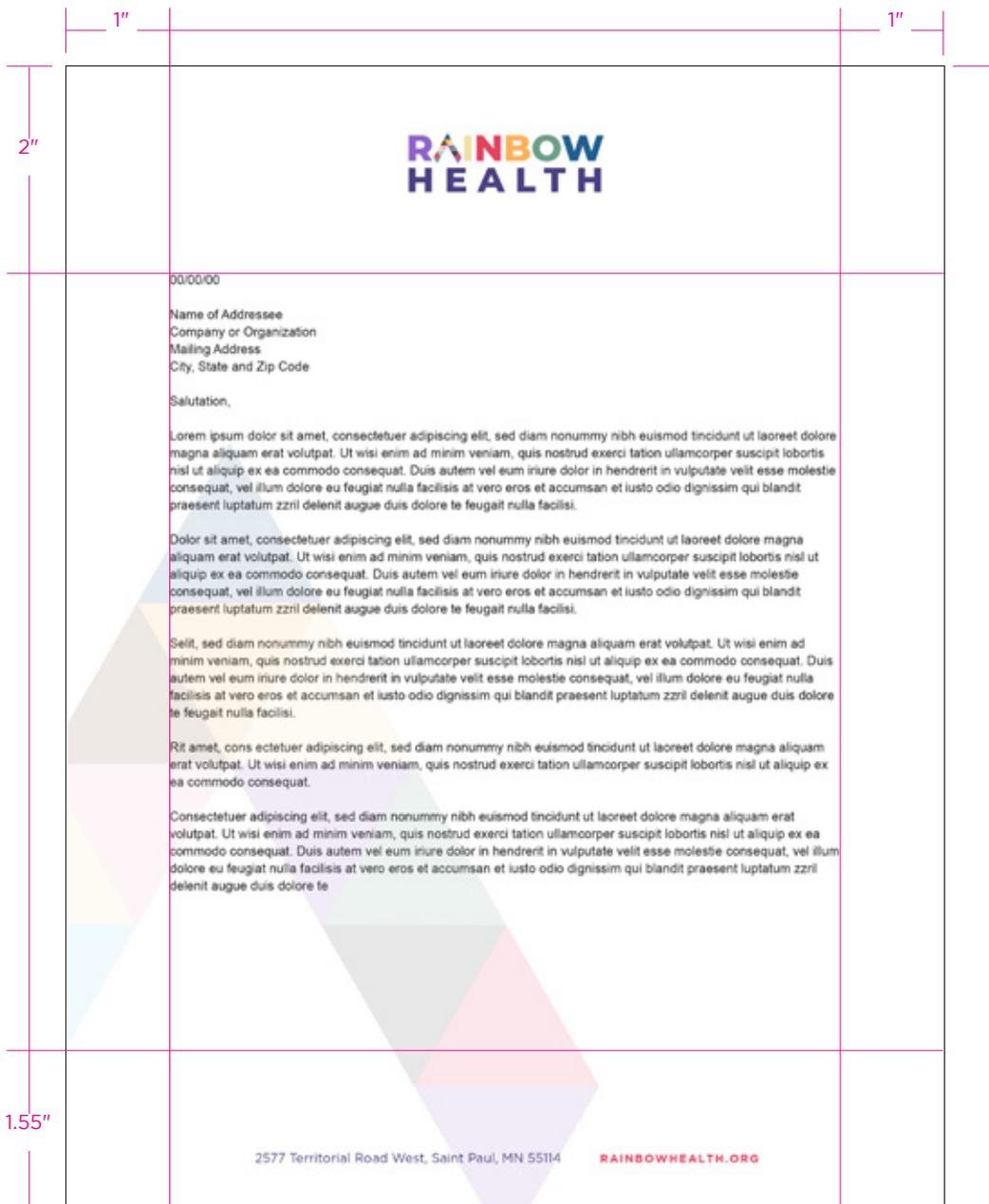


IMAGE SYSTEM **Stationery System**

LETTERHEAD

Rainbow Health letterhead represents the Rainbow Health brand. Please produce it to the precise specifications outlined here so that all correspondence presents a unified identity.

TYPE SPECIFICATIONS

Body text (date, address and copy) is set in Trebuchet 9 pt. with 12 pt. leading.

The date of the letter, which is the first line of body text, should be started in a text box 2" from the top of the page. This text box, as shown above, should be placed 1" from the left edge, 1" from the right edge, and 1.55" from the bottom edge.

PAPER SPECIFICATIONS

The recommended paper for the Rainbow Health letterhead is Monadnock Astrolite Smooth 100lb text.



ENVELOPE

Rainbow Health envelopes represent the Rainbow Health brand. Please produce them to the precise specifications outlined here so that all correspondence presents a unified identity.

TYPE SPECIFICATIONS

Address text is set in Trebuchet 9 pt. with 14 pt. leading.

The text box, as shown above, should be placed 3.75" from the left edge and 1.75" from the top edge.

PAPER SPECIFICATIONS

The recommended paper for the Rainbow Health envelope is Monadnock Astrolite Smooth 100lb text.



BUSINESS CARD

Rainbow Health business cards represent the Rainbow Health brand. Follow the sample shown on the left when reproducing business cards for all staff.

PAPER SPECIFICATIONS

The recommended paper for the Rainbow Health business card is Monadnock Astrolite Smooth 120lb cover.

Jeremy HANSON WILLIS

he/him/his

Chief Executive Officer



2577 Territorial Road West,
Saint Paul, MN 55114
phone: 612.373.2400
cell/text: 612.306.5274
jeremy.hansonwillis@rainbowhealth.org
rainbowhealth.org

EMAIL SIGNATURE

- Name:** Trebuchet Bold, 12pt., initial caps for the first name and all caps for the last name
- Pronoun:** Trebuchet Regular, 10pt.
- Job Title:** Trebuchet Italic, 11pt.
- Company Logo**
- Contact Information:** Trebuchet Regular, 11pt.
- Phone #:** Trebuchet Regular, 11pt.
- Email/Web Address:** Trebuchet Regular, 11pt.; hyperlinked to email address and Rainbow Health website
- Font Color:** Black

Follow the specifications on the left to set up the email sign-off signature.



INTRODUCTION SLIDE

Use this slide approach as an introduction to your presentation. Use 36 pt. Trebuchet Bold for the title and 12 pt. Trebuchet Regular for the date. Both the headline and date should be in initial caps.



SECTION DIVIDER

Use this slide approach for section dividers. Use 44 pt. Trebuchet Bold in initial caps for the title.



TEXT SLIDE

Use the text slide template for your main presentation slides. Use 30 pt. Trebuchet Bold in initial caps for the header and 24 pt. Trebuchet Regular for the body copy.

The presentation template is designed for both internal and external audiences. Consistent usage of the presentation template helps strengthen the Rainbow Health brand.





Lorem ipsum dolor sit am conuer

CONSECTETUER ADIPISCING
 Dedit, sed diam nonummy nibh euismod trincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis.

LOREM IPSUM DOLOR
 Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod trincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis.

SIT AMET, CONSECTETUER
 Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eiusmodi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum molestiae consequatur, vel quis ut nulla vel ut si quis dolorem dolore sit amet, qui autem per consequatur est vel quam.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TRINCIDUNT UT LAOREET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLOR EU FEUGIAT NULLA FACILISIS AT VERO ERAS ET ACCUMSAN ET JUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPATUM ZZRIL DELENIT AUGUE DUIS DOLERE TE FEUGAIT NULLA FACILIS.

