RAIN

Live Fully. With or without HIV.

VISUAL STYLE IDENTITY GUIDE

The RAN logo must have the attribution line, "Live fully. With or without HIV" except under the following special circumstances listed here and only with approval by the Vice President of Philanthropy or the CEO.

When the RAIN logo appears in multiple instances on a piece of collateral or PowerPoint it is approved to remove the attribution line from the logo as long as the most prominent use of the logo includes the attribution line (i.e. PowerPoint cover page, or brochure cover).

The attribution line can also be removed when legibility is compromised due to scale or production technique and other special use cases. This could affect applications such as extreme horizontal formats or complex techniques like embroidery or embossing.

All attribution line usage inquiries should be addressed by Nathan Smith.

LOGO MARK

CORRECT USAGE OF LOGO MARK

Mark with attribution line

Live Fully. With or without HIV.

Mark - NO attribution line

RIBBON:
PANTONE 485

TYPEFACE:
100% BLACK

INCORRECT USAGE OF LOGO MARK

Live Fully. With or Without HIV.

X

Live Fully. With or Without HIV.

X

Live Fully.
With or Without HIV.

X

LOGO
MARK

USAGE

TYPE
FACES

Logo Mark Font
Avenir Next Condensed Bold

Attribution Line Font
Avenir Next Medium

HEADLINES

Avenir Next Bold

Avenir Next Condensed Bold

BODY COPY

Sans Serif Usage

Avenir Next Condensed Regular

Avenir Next Regular

Serif Usage

Rockwell Nova

HEADLINE

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COLOR PALETTE

Pantone 485	Pantone 123	Pantone 299	Pantone 376

100% White	Pantone Cool Gray 1	Pantone Cool Gray 3	Pantone Cool Gray 5

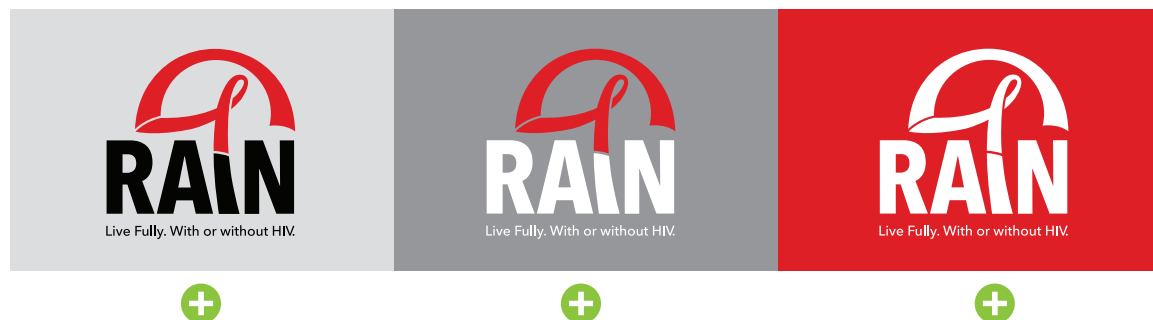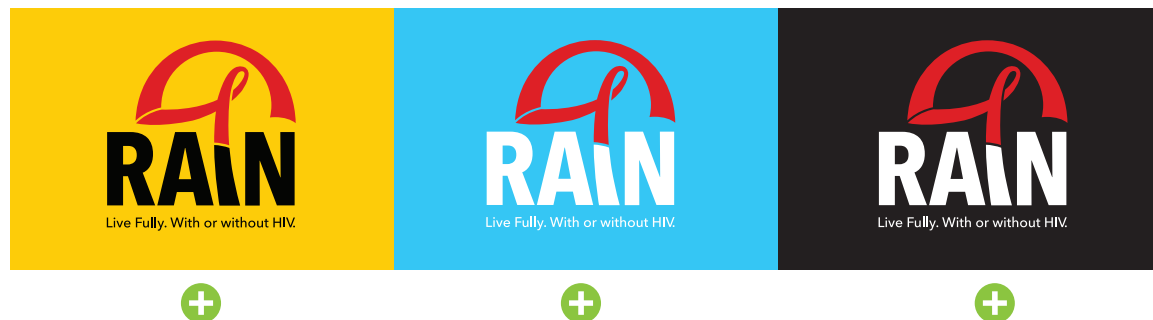| Pantone Cool Gray 8	Pantone Cool Gray 11	100% Black

PLEASE NOTE

The Secondary Palette is to be used mainly when creating social media posts or when we need to grab the attention of the audience you are interacting with. This palette should not be used on official agency produced items without the approval of the Vice President of Philanthropy.

COLOR
PALETTE
USAGE

INCORRECT BACKGROUND COLOR USAGE