VISUAL STYLE IDENTITY GUIDE

RAIN

Live Fully. With or without HIV.

LOGO MARK

Mark with attribution line

Mark without attribution line

RIBBON: PANTONE 485

TYPE:100% BLACK

ATTRIBUTION LINE RULES

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.

INCORRECT USAGE OF LOGO MARK

Live Fully. With or without HIV.

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LOGO MARK USAGE

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LOGO MARK FONT

The RAIN logo font is **Avenir Next Condensed Bold**

ATTRIBUTION LINE FONT

The RAIN attribution line beneath the logo is **Avenir Next Medium**

FONT USAGE FOR HEADLINES AND BODY COPY

HEADLINES

AVENIR NEXT CONDENSED BOLD or **AVENIR NEXT BOLD**

BODY COPY

Avenir Next Condensed Regular or Avenir Next Regular

COLOR PALETTE

PRIMARY PALETTE COLORS

100% WHITE

PANTONE COOL GRAY 1

100% BLACK

PANTONE COOL GRAY 3

PANTONE 485

PANTONE COOL GRAY 5

SECONDARY PALETTE COLORS

PANTONE COOL GRAY 8

PANTONE 123

PANTONE COOL GRAY 11

PANTONE 299

PANTONE 376

PLEASE NOTE

The **Secondary Palett**e 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