

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



PANTONE®
2583

Rainbows Purple
CMYK 50-82-00-00
RGB 142-79-159



PANTONE®
293

Rainbows Dark Blue
CMYK 100-75-04-01
RGB 02-80-147



PANTONE®
2995

Rainbows Light Blue
CMYK 88-21-04-00
RGB 00-152-209



PANTONE®
347

Rainbows Dark Green
CMYK 100-116-100-04
RGB 00-142-74



PANTONE®
368

Rainbows Light Green
CMYK 65-04-100-00
RGB 101-181-69



PANTONE®
124

Rainbows Yellow
CMYK 04-17-100-00
RGB 245-207-86



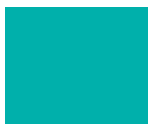
PANTONE®
165

Rainbows Orange
CMYK 08-77-100-00
RGB 241-97-34



PANTONE®
185

Rainbows Red
CMYK 08-100-82-01
RGB 218-30-57



PANTONE®
326

Rainbows Teal
CMYK 65-02-29-00
RGB 00-166-164



PANTONE®
227

Rainbows Fuchsia
CMYK 00-100-07-19
RGB 198-00-11



PANTONE®
144

Rainbows Apricot
CMYK 08-59-100-01
RGB 225-127-37

Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Myriad Pro

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.

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

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Alteration to the brand signature is forbidden.

RAINBOWS
bringing potential to life

RAINBOWS
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helping hands
Targeted Case Management



bright beginnings
Infant/Toddler Services
Butler County



shining starts
Infant/Toddler Services
Sedgwick County



shedding light
Autism Waiver Services



opening doors
Smart Start of
Butler County



growing potential
Childcare 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
Volunteers



happy homes
Mental Health Services

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.



Do not use a smaller than the minimum size.



Do not encapsulate into a shape.



Do not rotate the signature.



Do not place onto a textured or noisy background.