



NATURAL LIP BALM



Brand Guide



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Overview

This is the official Rainbow Girl Brand Guide. It contains the "rules" on how to use, promote, and communicate the brand of the International Order of the Rainbow for Girls.

This guide will help to maintain the physical and emotional image of Rainbow Girls. Communication efforts should always be consistent and unified to enable the brand to be strong, reliable, and uplifting - just like the members!

Logo Usage

Main logo



The International Order of the
Rainbow for Girls

Always make sure the logo is readable and not printed on top of a conflicting background.

Example of what not to do:



The International Order of the
Rainbow for Girls

This dark blue makes the type disappear.

Logo Usage

Use the main logo with white type on dark backgrounds.



The International Order of the
Rainbow for Girls

Always give the main logo plenty of "air" around it.

Example:

An ut adiam zzrit lamcon ex et iriureet, vulput dolorting eu facinci blaortisis acip erat, velit duisi.



The International Order of the
Rainbow for Girls

Agna at ullandit adiam, qui ex esecte tatummy nonsed magniam, quam do euguer auguer sit nostine ipsusti scilis nulla faccum zzriurer aut volum nosto commolor se.

Logo Usage

Alternative logos



icon with chain
and pot of gold



icon alone

Imagery

All photos, artwork, or illustrations used should always have a positive, upbeat look and feel. Make sure that photos with people capture naturally cheerful moments of pride and joy.



Smiling



Full of life



Active and having fun

Tone

When writing press releases or any form of Rainbow communications, the tone is of great importance. Rainbow Girls are proud, confident people who share a curiosity for learning and exploring the world.

When writing a story, reporting on an event, or drafting a press release, the copy should reflect that personality. When someone foreign to Rainbow Girls reads about the organization, they should feel good. They should feel enlightened. They should walk away wanting to know more about Rainbow.

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Theme Line

Rainbow Gets Girls Ready for Life™

This theme should be used as much as possible in external and internal communications. Think of it as a universal tool to motivate current members and to attract future members. When asked of its meaning, Rainbow Girls should proudly state that it represents how the organization empowers them with the tools to be successful in life. Confidence. Leadership. Citizenship. These are the life skills that will carry a young girl through life.

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Fonts

The main body copy font that should be used is **Futura Book**.

You can also use the full range of Futura fonts, such as bold and italic when needed to emphasize content.

The font for the theme line is

Freehand.

Rainbow Gets Girls Ready for Life™

Fonts

The Freehand font can also be used as an accent font to draw attention to specific content.

Example:

Rainbow Gets Girls Ready for Life™

Join the only international club for girls that teaches what matters most – leadership, confidence, and citizenship. Rainbow uses fun events and challenging workshops to empower girls to be the best daughter, sister, friend, or student they can be.

Think of it as a global sorority, founded in 1922, where a girl can learn that she can make a difference and become a better person. Families play an important role, too, and are invited to attend all meetings and events. Joining is easy! Girls, ages 11–20, of all faiths, regardless of race, creed, color or national origin, are welcome.

 The International Order of the
Rainbow for Girls

Visit us online at www.gorainbow.org

Cool Facts

- Rainbow has raised hundreds of thousands of dollars for charities like Make-A-Wish Foundation, National Children's Cancer Society, & Dogs for Diabetics
- Awesome Rainbow alumni include Actress Dawn Wells, former U.S. Supreme Court Justice Sandra Day O'Connor, former Miss America Lee Merrinweather, and U.S. Senator Olympia Snowe
- Rainbow Girls are everywhere: from the U.S. and Canada, to Brazil, Bolivia, and Aruba, from Germany and Italy, to Japan and the Philippines!
- Each year, dozens of college scholarships from universities across the country are awarded to Rainbow Girls.

Used as an accent font in two places in addition to it being used in the theme line at top.

Color

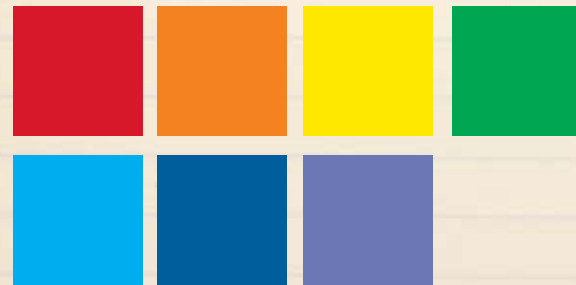
Use of color is very important.
It represents the rainbow and the
overall spirit of life.



Whenever possible, use the colors of
the rainbow in materials.

Color

Use of color is just as important
as words and photographs. Always
reference the primary colors in the
Rainbow logo when creating
communication materials.



These strong, vibrant colors represent
the energetic spirit of Rainbow Girls
much better than soft, pastel colors.

Web Design

When creating or renovating your own jurisdiction or assembly Web site, there are certain standards and elements to reference in order to maintain the brand image of Rainbow Girls. Not unlike a billboard or a magazine ad, your assembly Web site should reinforce the tagline, "Rainbow Gets Girls Ready for Life."



Web Design

Copy

Copy should be engaging and friendly. Whether reporting on a recent event, introducing a new service project, or inviting visitors to contact your assembly, the information should inspire the reader to find out more.

While the base of your readers are current and past Rainbow Girls, always assume that many visitors to your site are new to Rainbow and know nothing about your organization. This helps to be a bit more descriptive in areas of joining, general assembly news, and public events.

Web Design

Images

Always try to use clean photographs that capture the moment or action of the activity. Posed photos of someone receiving an award or new position are nice, but when used too often they become stale and predictable for visitors to your site.



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Web Design



Featuring shots that show the expression on the face of a member, her joy or happiness or pride, are much more valuable in representing the heart of the Rainbow Girl.

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Web Design

Artwork

In keeping with the established theme of Scrapbook, try to use art on your site that would be used on the wall of a young girl - on her bulletin board or in a keepsake album. Whether it's a real button or ribbon from a Rainbow event or a stock image, try to use colorful images that will help to brighten up your site with youthful personality.



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Web Design



Things to Remember

The current direction of Rainbow is to welcome girls from all religions and cultural backgrounds. With membership growth being a large goal with assemblies across the country, try to avoid featuring copy of graphics that pay tribute or showcase one specific religion.

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