



# BRAND GUIDE

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## Tips

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Please use the templates provided on our website whenever possible. When designing your material, please follow these guidelines as much as possible. Our official fonts, colors, and logos, are included along with examples.

Always add our official website, [GOCARAINBOW.ORG](http://GOCARAINBOW.ORG), on *ALL* promotional materials.

**Logos:** Please *ALWAYS* include our California Logo on any promotional material (invitations, fliers, social media posts, etc.) for CAIORG and Pledge. The traditional Supreme IORG logo is unnecessary unless it's an International document. Please note that the California Supreme Inspector must approve fundraisers or sales items incorporating the Supreme Logo.

**Alignment:** Properly aligning your design is an easy way to make your project look polished and professional, but breaking alignment when appropriate can help create a focal point.

**Spacing:** The parts of your design you choose to leave blank are as important as the ones you fill with colors, text, and images. Negative space creates shape and can help highlight the most important information in your design. Never underestimate the power of simplicity.

**Hierarchy:** Consider what your eye goes to first and how to convey that. Bolding, outlining, circling, etc, can guide the reader through your piece.

**Fonts:** Use our official fonts as much as possible. Use different font sizes, weights, and uppercase/lowercase to emphasize important details, make readability easier, and be more pleasing to the eye. A design should use a maximum of two or three fonts.

**Colors:** Use one or more of our official brand colors if possible to help brand recognition. Unless using the entire rainbow/brand colors, It is recommended to choose a color theme of 2-3 colors at most. Using more than that can look busy and unprofessional.

For questions/help, please email us at [carainbowgirls@gmail.com](mailto:carainbowgirls@gmail.com)

# California IORG BRAND GUIDE

## Color Palette



RED  
#D51F2C



ORANGE  
#F17F21



YELLOW  
#FBE400



GREEN  
#00A34D



BLUE  
#27A8E0



INDIGO  
#005E9B



VIOLET  
#6C78B1

## Fonts

Lato

Futura

*Charlotte / beloved Regular*

## Approved Logos

\*Ok to use logo without keywords at bottom



Preferred Logos



For dark backgrounds



## Keywords

Leadership - Service - Sisterhood



California  
**PLEDGE**  
 COMMUNITY - FUN - FRIENDSHIP

# BRAND GUIDE

## Color Palette



Red  
 #E4636C



Orange  
 #F8A863



Yellow  
 #FCEE4D



Green  
 #52C284



Blue  
 #90D8E3



Indigo  
 #4D8FBD



Violet  
 #98A1CC

## Fonts

Lato

Futura

*Charlotte / beloved Regular*

## Approved Logos

\*Ok to use logo without keywords at bottom

Preferred  
 Logos



For dark  
 backgrounds



Fun elements



## Keywords

Community - Fun - Friendship

# California IORG BRAND GUIDE

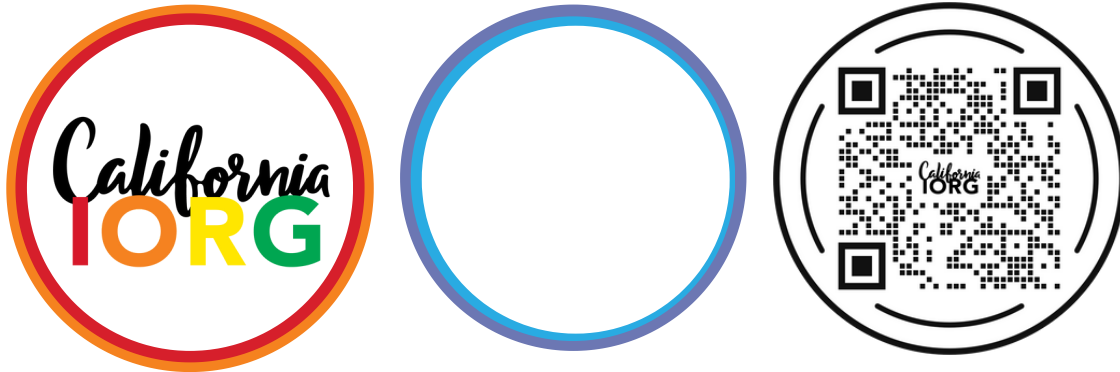
## Design Elements

Feel free to use any of these elements in your designs! These are in all our templates and help create a cohesive look.

Our keywords in these colors or black / white

**LEADERSHIP SERVICE SISTERHOOD**

Including the logo, a QR code.  
Bold colors and dual colored circles like below.



Bold wave patterns in our colors, for example, below.  
Clean lines and solid colors.

Thick bold lines in our colors.  
Including our socials!

FOLLOW US 



CARainbowGirls



CA\_IORG



CA\_Rainbow

# California IORG BRAND GUIDE

## Design Inspo

While we prefer using using the templates, when you create outside of that, here are some examples of designs that are okay to use for certain cases.

