

Kenneth
Rainin
FOUNDATION

Graphic Identity Guidelines

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Kenneth Rainin Foundation is proud to present its identity guidelines.

Importance of the Graphic Identity Program

The Kenneth Rainin Foundation (KRF) brand is the experiential combination of fact and emotion that affects our audience when they hear or read about our work and activities.

Our name, logo, and tagline are clues about what our organization stands for—and integrated with our graphics, they create a powerful visual impression. The overall look of our identity contributes to how people feel about the Kenneth Rainin Foundation and our brand. Our brand's consistent presentation is crucial to visually communicate the quality and personality of our organization to our grantees, partners, and other key audiences.

Graphic standards set guidelines for how to integrate visual elements into communications materials that convey our image. These visual elements must be well-organized, consistent, and easy to use. The standards we set take into consideration how to use typeface style, type size, color, photo imagery, and layout to create a strong, consistent, and positive visual impression.

By embracing and following our graphic standards and guidelines, we can help to build on the Kenneth Rainin Foundation's reputation for excellence. We can increase the quality, efficiency, and cost-effectiveness of our communications efforts. As a result, all of the Kenneth Rainin Foundation's products will gain greater recognition when these guidelines are applied.

While it is not possible to cover every potential use and application of our identity, this manual is intended to serve as a guide to the basic components of the identity system.



Creative Considerations

The following criteria were used to guide the development of our graphic identity:

- » Conceptually strong and relevant
- » Conveys warmth and approachability
- » Credible, memorable and timeless

Creative Considerations for the Graphic Standards

- » The Kenneth Rainin Foundation has set continuity standards for consistent recognition.
- » We maintain a logotype and select fonts with a clean look and superb legibility that will translate well over all communications formats.
- » We maintain a clean typographic style, allowing for easy recognition and readability in a broad range of sizes that are appropriate to the communications format.

We have established rules against improper usage of the logotype. Altering any aspect of the logotype will dilute its impact and undermine the consistent presentation of our image.

Who we are.

Mission

The mission of the Kenneth Rainin Foundation is to enhance quality of life by championing the arts, promoting early childhood literacy, and supporting research to cure chronic disease. Collaboration and innovation are at the heart of all our programs. Our work is guided by our commitment to change through inquiry, creativity, and compassion.

Vision

The Kenneth Rainin Foundation envisions a world where all Oakland children read at or above grade level, no one suffers from Inflammatory Bowel Disease, and the Bay Area arts community is robust and sustainable.

Values

Through our grantmaking and operations, the Kenneth Rainin Foundation embraces the following values:

- » **Collaboration** Believing that synergistic connections will strengthen the work of the Foundation and the impact we have on society.
- » **Leveraging of all assets** Providing grantees and partners with resources, ideas and challenges so they may thrive.
- » **Innovation** Rewarding creative and risk-taking thinking and individuals.
- » **Responsibility** Considering the social and environmental implications of our practices and those of our partners.
- » **Equity** Approaching all dealings with honesty and fairness.

Inherent in our core values is a belief in compassion, respect, humor, and joy.

Configuration & Scale

To maintain the integrity of each logo, they should always exist in the configurations below, with no changes to their aspect ratio. The Kenneth Rainin Foundation symbol and respective logotypes should never be separated.

The logos should never be scaled smaller than the proportions provided. Anything smaller disrupts the integrity and readability of the mark.



Grid Design

The KRF logo is designed based on a grid of carefully-aligned spacial elements. **X** is determined by the height of **FOUNDATION**. All other measurements are taken from this height. Never alter these measurements.

Please use the provided logo artwork. The logo should never be amended or altered.



Clear Space

To ensure the impact and elegance of the logos, always maintain at least the minimum clear space shown below. The space dedicated is the width of **3 X** for the Kenneth Rainin Foundation logo and **4 X** for the Discretionary Award logo. No type, logos, graphic elements nor page edges should ever appear within the space indicated in the diagrams.

This is the minimum clear space required around the mark to ensure it has enough breathing room.



Black & White Application

In black and white applications, the logo should appear in 100 percent black.
When set on a white background, the logo should never be tinted to any percentage of black.



The Tagline

This is the tagline. Do not change the order of the tagline—or the bullets in the tagline. The website may be added as seen in fig. 3.

FIG. 1 ARTS · EDUCATION · HEALTH

FIG. 2 ARTS · EDUCATION · HEALTH

FIG. 3 ARTS · EDUCATION · HEALTH
KRFOUNDATION.ORG

FIG. 1: Tagline in Pantone® 476

FIG. 2: Tagline in Pantone® 8201 (metallic)

FIG. 3: Tagline with web URL

Two-Color Application

Logotype

Kenneth Rainin = Pantone® 476

Foundation = Pantone® 8201 (metallic)

Symbol

1. Outer Shapes = Pantone® 476

2. Center shape = Pantone® 8201 (metallic)



Discretionary Award Logotype & Symbol

Rainin = Pantone® 476

Discretionary Award = Pantone® 8201 (metallic)



Incorrect Application

In order to maintain the integrity of the identity, please do not apply any of the following techniques to the logo. These are all examples of incorrect use and application of the logo.

Samples of Incorrect Logo Application



Do not change color scheme



Do not place on a busy background



Do not apply warps or effects to logo



Do not add dropshadows or effects

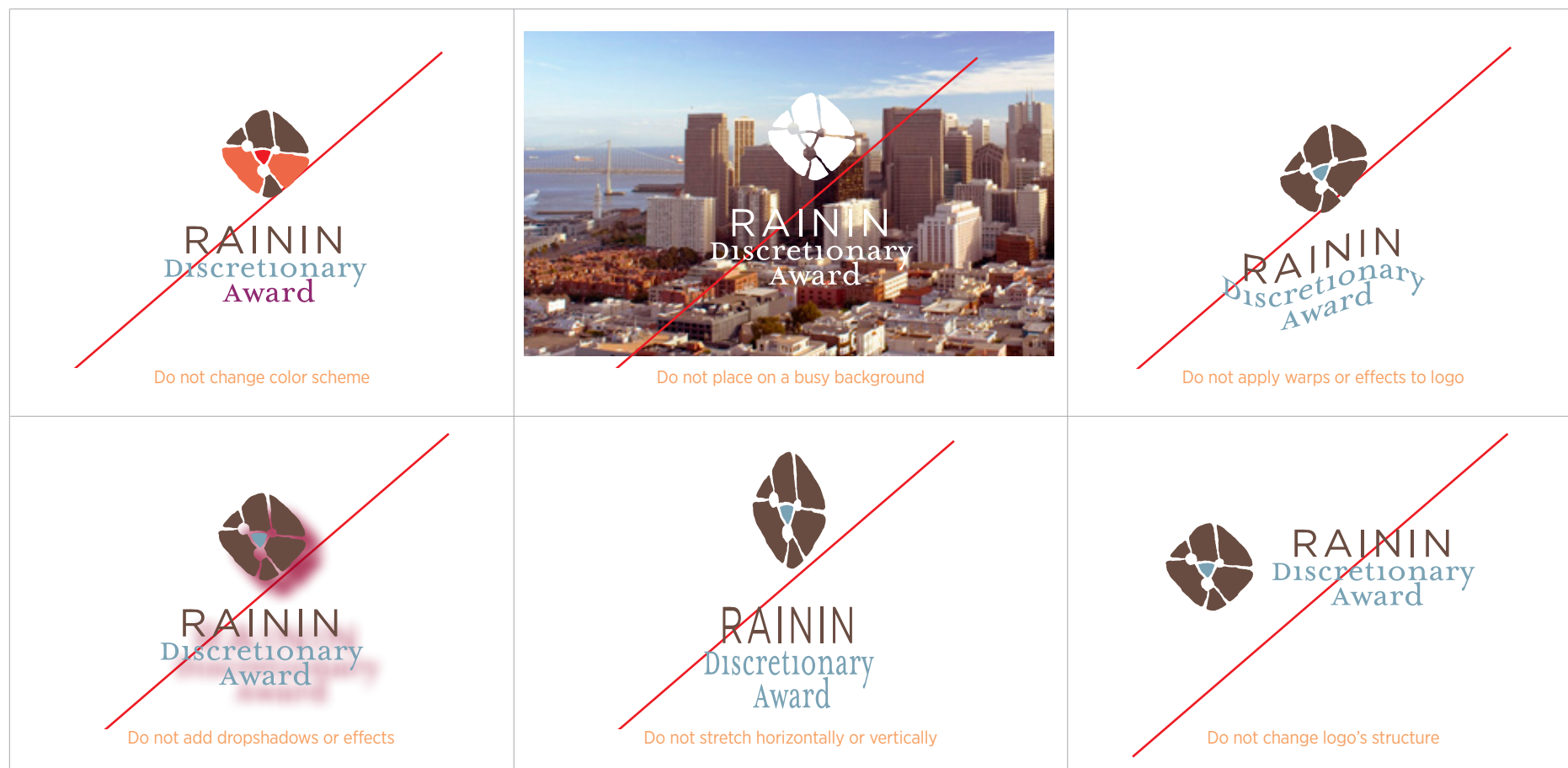


Do not stretch horizontally or vertically

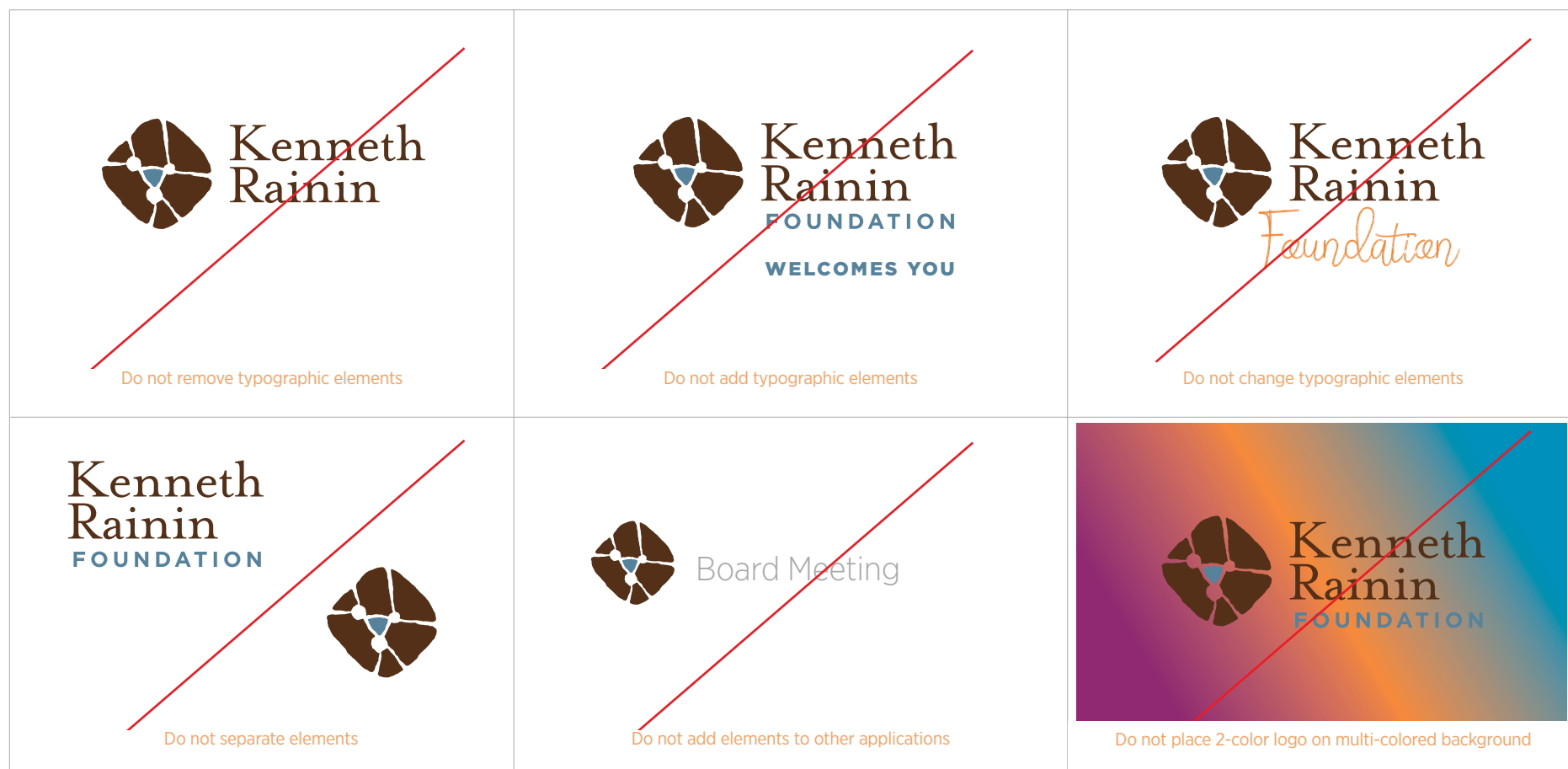


Do not change logo's structure

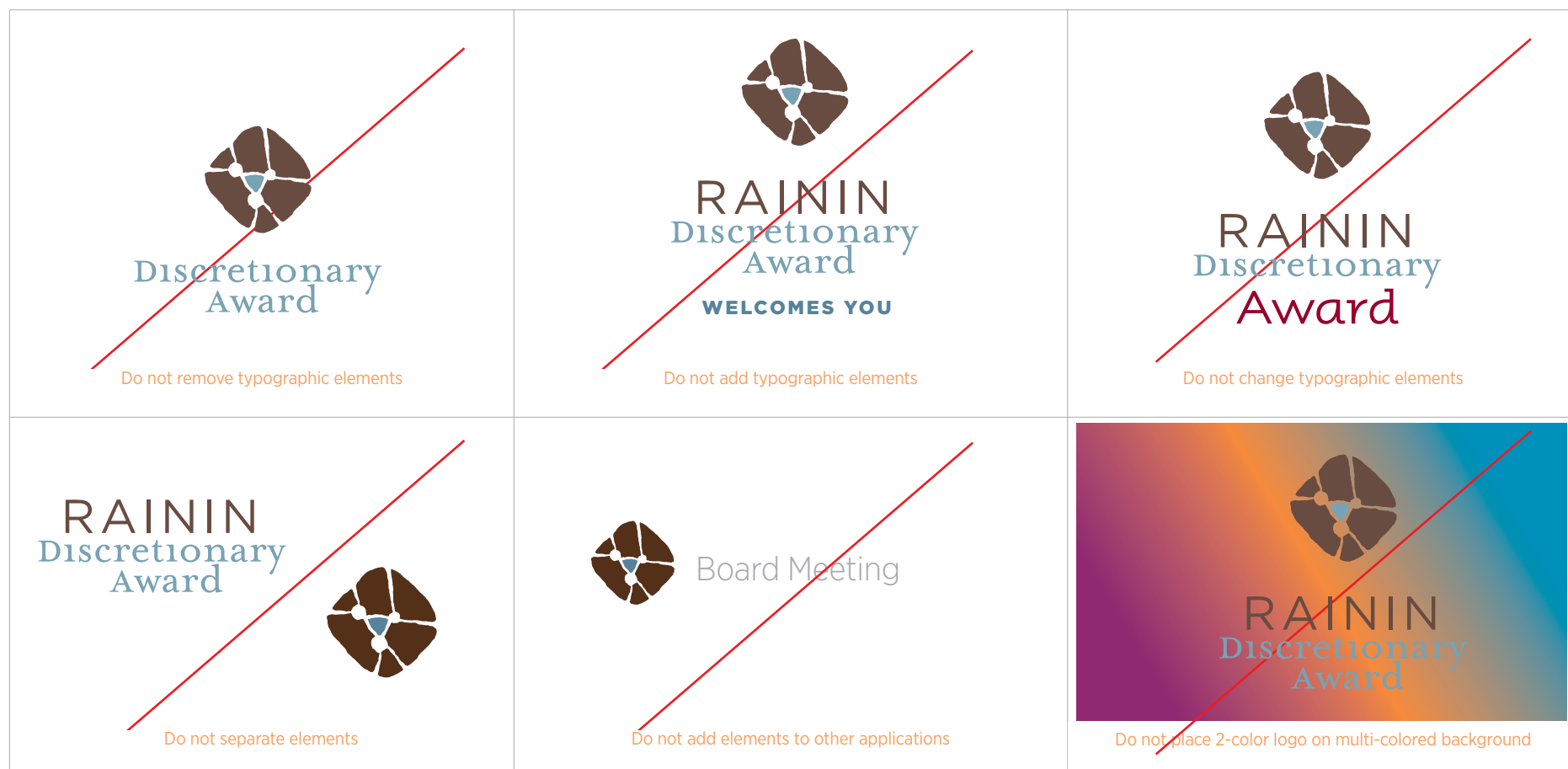
Samples of Incorrect Logo Application



Samples of Incorrect Logo Application



Samples of Incorrect Logo Application

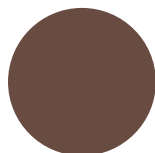


Primary & Secondary Color Palette

Color plays a vital role in the Kenneth Rainin Foundation identity system.

The primary color palette of our logo also may be seen in certain backgrounds, color blocks, and typography. Use our palette to project a unified voice for Kenneth Rainin Foundation's printed and digital, and internal and external communications.

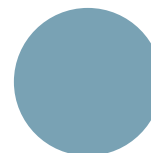
Primary Palette



PANTONE 476 U *RICH BROWN*

C: 57 **R:** 84
M: 80 **G:** 48
Y: 100 **B:** 26
K: 45

WEB: #533019



PANTONE 8201 U *METALLIC BLUE*

C: 68 **R:** 94
M: 41 **G:** 131
Y: 28 **B:** 155
K: 2

WEB: #5E839B

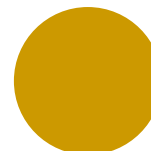
Secondary Palette



PANTONE 7721 C *ARTS TEAL*

C: 90 **R:** 0
M: 41 **G:** 102
Y: 55 **B:** 102
K: 21

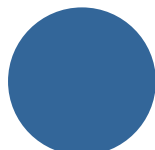
WEB: #006666



PANTONE 7555 C *EDUCATION GOLD*

C: 21 **R:** 204
M: 38 **G:** 153
Y: 100 **B:** 0
K: 1

WEB: #CC9900



PANTONE 653 C *HEALTH BLUE*

C: 85 **R:** 51
M: 59 **G:** 102
Y: 17 **B:** 153
K: 2

WEB: #336699



PANTONE 404 C *DARK GRAY*

C: 52 **R:** 114
M: 47 **G:** 108
Y: 61 **B:** 92
K: 20

WEB: #726C5C

NOTE: The colors on this printed page should not be used for color matching purposes. For accurate reproduction, refer to the current edition of the PANTONE® Color Formula Guide. PANTONE® is a registered trademark of PANTONE, Inc.

Primary Typeface

Mrs. Eaves is the Kenneth Rainin Foundation's primary serif typeface. It sets an elegant and sophisticated tone for our communications.

Our primary sans serif, **Gotham**, is a friendly and versatile typeface that works well with all forms of communication.

Serif Typeface

Mrs. Eaves Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Mrs. Eaves Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Mrs. Eaves Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Mrs. Eaves Small Caps

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

San Serif Typeface

Gotham Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Gotham Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typeface Detail

A a

A a

A a

A A

A a

A a

Alternative Serif Typeface

On the occasion that Mrs. Eaves is not available, there are two alternative serif typefaces that can be used. **Georgia** and **Palatino Linotype** are suitable replacements. Both of these typefaces come standard on most computers.

Serif Typeface

Georgia Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Georgia Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Georgia Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Palatino Linotype Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Palatino Linotype Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Palatino Linotype Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typeface Detail

A a

A a

A a

A a

A a

A a

Alternative San Serif Typeface

On the occasion that Gotham is not available, there are two alternative sans serif typefaces acceptable for use in its place on internal communications—**Calibri** and **Arial**, which are standard typefaces on most computers.

San Serif Typeface

Calibri Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Calibri Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Calibri Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typeface Detail

A a

A a

A a

A a

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Application to Stationery Items

Application of the Kenneth Rainin Foundation identity to printed stationery items.

FIG. 1

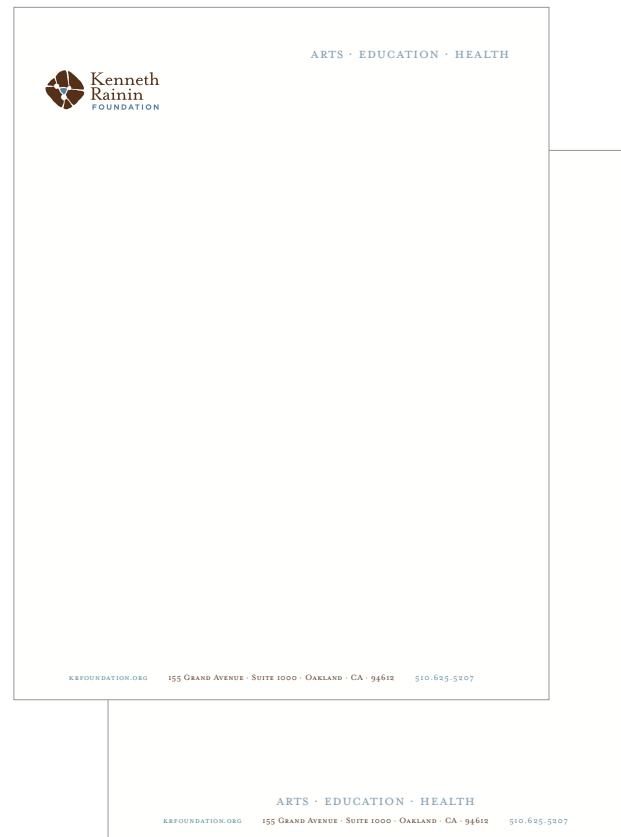


FIG. 1: Letterhead and second sheet

FIG. 2: Two-sided business card

FIG. 3: N° 10 Mailing Envelope

FIG. 4: Note Cards and Envelopes

FIG. 2



FIG. 3

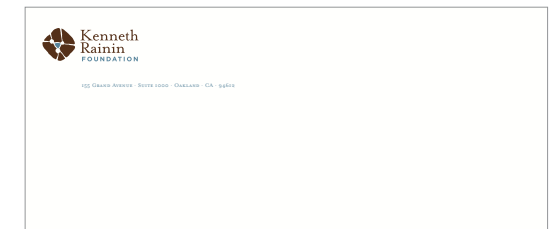


FIG. 4



Application to Promotional Items

Example of the Kenneth Rainin Foundation identity applied to marketing pieces such as ads, banners and printed event pieces.

FIG. 1

IBD Research Grant

The Kenneth Rainin Foundation 2013 Innovator Awards Program for Inflammatory Bowel Disease (IBD) Research

WHAT: \$100,000 Grants for Transformative IBD Projects
WHERE: Apply Online via One-Page Letter of Inquiry
WHEN: January 15–February 15, 2013
WHY: Accelerate IBD Research to Find Causes and Cures

INTERDISCIPLINARY COLLABORATION IS STRONGLY ENCOURAGED.

- The grant program is open to tenure track professors (or the equivalent) at all levels from any scientific discipline and from any non-profit research institution worldwide.
- For funding consideration, projects must contain the Program's key elements: **Innovation • Collaboration • Scientific Merit • High Potential for Success**. The Foundation funds projects that, due to their innovative nature, may not be eligible for funding from the NIH or other more traditional sources.
- To learn more about our health grant award programs, please visit: KRFoundation.org/grants/health/

Kenneth Rainin FOUNDATION

HEALTH • EDUCATION • ARTS

FIG. 2

Kenneth Rainin FOUNDATION

ENHANCING LIFE
by supporting innovative Inflammatory Bowel Disease (IBD) research

HEALTH

ARTS • EDUCATION • HEALTH
KRFOUNDATION.ORG

FIG. 3

2013 INNOVATIONS SYMPOSIUM
Stress Responses, Inflammation & Disease

FRIDAY • JULY 12, 2013 • FOUR SEASONS HOTEL • CHICAGO

\$75 OFF
USE DISCOUNT CODE **IBD2013**

The Kenneth Rainin Foundation is bringing together leading authorities from a variety of fields in this daylong Symposium. Using Inflammatory Bowel Disease (IBD) as a lens, senior leaders in each discipline will discuss their work with ample time for conversations, developing connections and setting new directions to speed innovations and cure IBD.

GUEST SPEAKERS

Vishva M. Dixit, M.D. GENENTECH, INC. Signaling Latency from Death Receptors: the Inflammasome and Beyond	M. Celeste Simon, Ph.D. UNIVERSITY OF PENNSYLVANIA Hygiene, Inflammation and Tumor Progression	Hiroshi Ohno, M.D., Ph.D. RIKEN, JAPAN Function and Dysregulation of M Cells, a Subset of Intestinal Epithelial Cells Specialized for Mucosal Antigen Uptake
Richard I. Morimoto, Ph.D. NORTHWESTERN UNIVERSITY The Heat Shock Response—Protecting from Cell Stress and Promoting Proteome Health	Gökhan S. Hotamisligil, M.D., Ph.D. HARVARD UNIVERSITY ER Stress and New Ways to Control Stress and Inflammation	Herbert W. Virgin, IV, M.D., Ph.D. WASHINGTON UNIVERSITY ST. LOUIS, MO What Stands Between the Genome and the Disease Phenome

REGISTER NOW
rainin-symposium.com
 \$75 off registrations, use code IBD2013. Seating is limited to 120.

Kenneth Rainin FOUNDATION

FIG. 1: Full page ad

FIG. 2: Symposium Banner

FIG. 3: Symposium Poster

Application to the Web

For application of the Kenneth Rainin Foundation identity to the website, please see the separate **Website Style and How-To Guide on SharePoint** for more information.

