



BRAND GUIDELINES

These helpful guidelines are here to help keep the **Rare Action Network** brand visually powerful and consistent throughout the entire RAN website, as well as in any other applications.

Typeface

The Rare Action Network brand makes use of the Avenir, a loud and forward thinking typeface that lends itself to the action that RAN aims to inspire.

Body text should be in Avenir Book, or Medium if size and legibility is a problem.

Headline text should be in **Avenir Black**.

Text links should be in Avenir Medium and set up something like this:

[a:link](#) [a:visited](#) [a:hover](#) [a:active](#)

Colors

The Rare Action Network brand uses five colors: 2 main colors and 3 supplemental colors.



Network Blue (#0099bc) is a central color of the brand and should be used for most headlines and touches of color.



Action Orange (#fc4c02) is the powerful accent color for the brand. It should be used to highlight keywords, links, and such.

Like the diseases that the Rare Action Network advocates for, the brand's supplemental colors are rare but important. Use them only when it's necessary to go beyond the two main colors.



#fcb415



#5cc2ac



#3a6f8f

Additional Graphic Elements

In addition to the main logo, the RAN Brand (say that 5 times fast) has a few additional graphic elements.

Megaphones



The megaphone can be used to draw attention to an important header or text element, or to represent advocacy. They should always be solid colors.

Talk Bubbles



The talk bubbles can be used to emphasize a line of text as bullet points, or to represent a quote or discussion. They can be solid colors or outlines.

NORD 'genes'



The NORD genes are to be used very sparingly. If used, they should be in a cluster and represent action or the results of advocacy. They should always be solid colors, and only appear in Network Blue and Action Orange.

Imagery and Textures

Any other images and textures used in the site should be simple and subtle; as a rule of thumb they shouldn't overpower any of the RAN logos or graphic elements. Any icons should be simple vectors in the vein of the megaphone and the talk bubbles.

Background images should be simple, clean, desaturated textures, that have parts darker than 25% gray.

Logo Usage

There are two versions of the Rare Action Network logo: the main logo and the solid color logo.



In most cases, the main logo should be used, but when the logo is reproduced at a small size, the solid color version can be used to ensure the logo is legible. At smaller sizes, the 'powered by NORD' tagline may be removed.



When using the logo, make sure you provide a 'safe zone' all around the megaphone box and text of the logo equal to the size of the NORD gene. No text or other elements should appear in that safe zone (background images are okay, however - the logo looks good overlaid on images). See below for an example of the safe zone.



The logo should always appear 'as-is' in Network Blue and Action Orange; never swap the colors, and never use any of the supplemental colors in the logo. If necessary, an all-black version of the logo may be used (this might come up in printing applications from time to time), but this should be avoided if at all possible.

In rare cases, the megaphone block can be pulled out and used as a logo on its own. For now, this is only to be used when the name "Rare Action Network" appears in text nearby (such as on social media - see below). Don't use this too often. In the future, when RAN has more brand recognition, this version may be more acceptable as a stand-alone logo, but don't get ahead of yourself.



Social Media

For any social media presence, the stand-alone megaphone block (above) may be used as a profile picture. Other imagery (such as cover photos, headers, etc.) are at the social media manager's discretion.

Always be sure to use the full name "Rare Action Network" for any associated Facebook, Twitter, or other social media accounts.

To link to any Rare Action Network social media presence, you may use the traditional social media icons, or you can use the icon in a talk bubble (see below). We've provided icons for the most common social media sites, but more can easily be created. Please note - the talk bubble should always be the color of the social media site's brand. Inverted versions of the logo may be used as a hover or pressed state.



facebook



twitter



instagram



tumblr



google+



youtube



spotify



rss