



**harry's
rainbow**



Brand Guidelines

Logo



Primary logo

For use on light backgrounds



Reverse logo

For use on dark backgrounds if needed

Logo Use



When creating marketing materials where possible use the logo within the brand cloud. This creates a safe area for the logo for maximum visibility and recognition.

Safe Area



Safe area - use the rainbow 'r' as a spacer

Celebratory 10 year logo



Primary 10 year logo

For use on light backgrounds



Reverse 10 year logo

For use on dark backgrounds if needed

Do not...



Change the colour
of the logo



Add anything to
the logo



Stretch or distort
the logo in any way



Place on a busy background
without the protective cloud



Alter the angle
of the logo

SHERLOCK PRO

Headlines/Emotional Messaging

Best used as CAPS

Gill Sans Light

Gill Sans Regular

Gill Sans Bold

Information/Body copy

Brand Colours



CMYK: 0/99/97/0

RGB: 236/34/39

HEX: #ec2227



CMYK: 0/80/93/0

RGB: 241/91/43

HEX: #f15b2b



CMYK: 2/9/96/0

RGB: 255/222/17

HEX: #ffde11



CMYK: 84/9/100/1

RGB: 7/161/74

HEX: #07a14a



CMYK: 99/87/3/0

RGB: 33/68/151

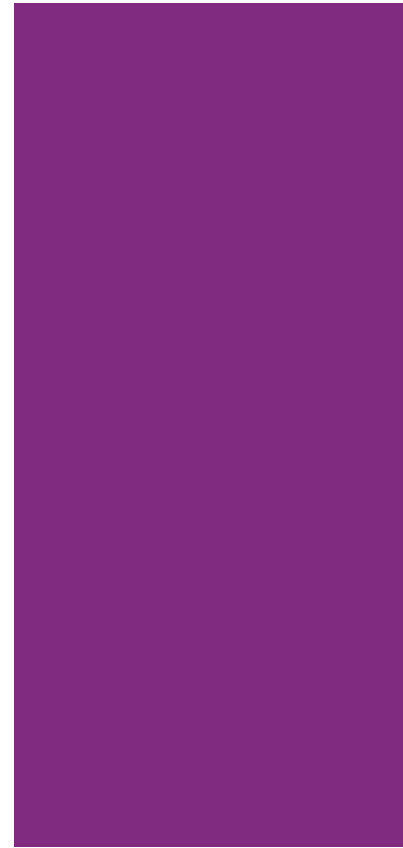
HEX: #214497



CMYK: 74/98/1/0

RGB: 103/48/143

HEX: #67308f



CMYK: 60/99/0/0

RGB: 129/43/144

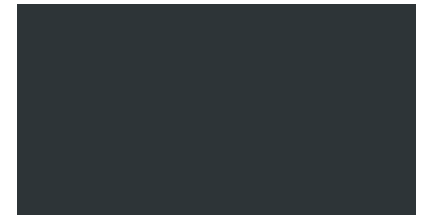
HEX: #812b90



CMYK: 57/48/47/14

RGB: 113/113/114

HEX: #717172



CMYK: 75/63/60/56

RGB: 45/52/55

HEX: #2d3437

Core Brand Elements

Our Vision

**OUR VISION IS TO PROVIDE
BEREAVED CHILDREN WITH THE
SUPPORT THEY NEED **TODAY**
FOR A BRIGHTER **TOMORROW****

Blue sky with clouds background



Logo cloud and shape for cropping images



Happy sun & rainbow

Example Illustrations



Illustrations showing how people can organise different activities to fundraise

Photo Examples



Imagery showing the activities/children clearly with happy faces!

Brand Examples



Brand Examples



NATHAN'S STORY

When Nathan Salmon was introduced to Harry's Rainbow at six years old, he had lost his dad in sudden and unexpected circumstances. It turned his world upside down and left him with a whirlwind of emotions and worries.

"I thought I was the only one whose dad had died," says Nathan, now 12 years old, "I didn't think I could talk about my dad, but I've learnt that I can. I've noticed a big difference in myself, I no longer cry every time I think about him. I'm still sad, I think I always will be, but I've learnt that we can talk about him, remember him and make new fun memories too."

Nathan wasn't alone. In Milton Keynes alone, 100 parents will die in one year, leaving 170 dependent children. Harry's Rainbow supports children, aged 18 and under, bereaved by the loss of a parent or sibling in Milton Keynes and surrounding areas. So, Nathan was far from alone.

There was, in fact, a whole community at Harry's Rainbow to support Nathan and his mum Rachel. The charity has monthly group meetings – a chance for the kids to undertake arts and crafts, play with others and talk about their loved ones, as well as an opportunity for parents to take a breather and see smiles on their children's faces.

"The atmosphere's friendly and everyone is really nice. I really enjoy the group meetings; we do activities that can be calming. Recently we made a mindfulness wand and when you feel stressed, you blow on it to calm you. We also made dream catchers, which trap the bad emotions like anger and sadness, so the good emotions can get through. I remember feeling angry and sad a lot, and I still feel them from time to time, but I know it's OK to feel lonely and upset because of what's happened."

THANKS FOR MAKING US YOUR CHOSEN CHARITY OF THE YEAR!

HOW THIS WILL HELP

Your support will help us raise awareness and much needed funds enabling us to reach and support more children and young people aged between 0-25 years, bereaved of a parent or sibling.

We provide groups, activities and short breaks to children, young people and families, all of which helps to improve confidence and self esteem and build the resilience needed to deal with grief and feelings.

Designed & Delivered by PLEXUS Digital & Design Corporate Division

These are the support services we offer

- Rainbow Groups
- Memory boxes
- Therapeutic mentoring
- Rainbow Retreat
- Trips
- Wellbeing Activity Packs

Any questions?
Please ask Odette:

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