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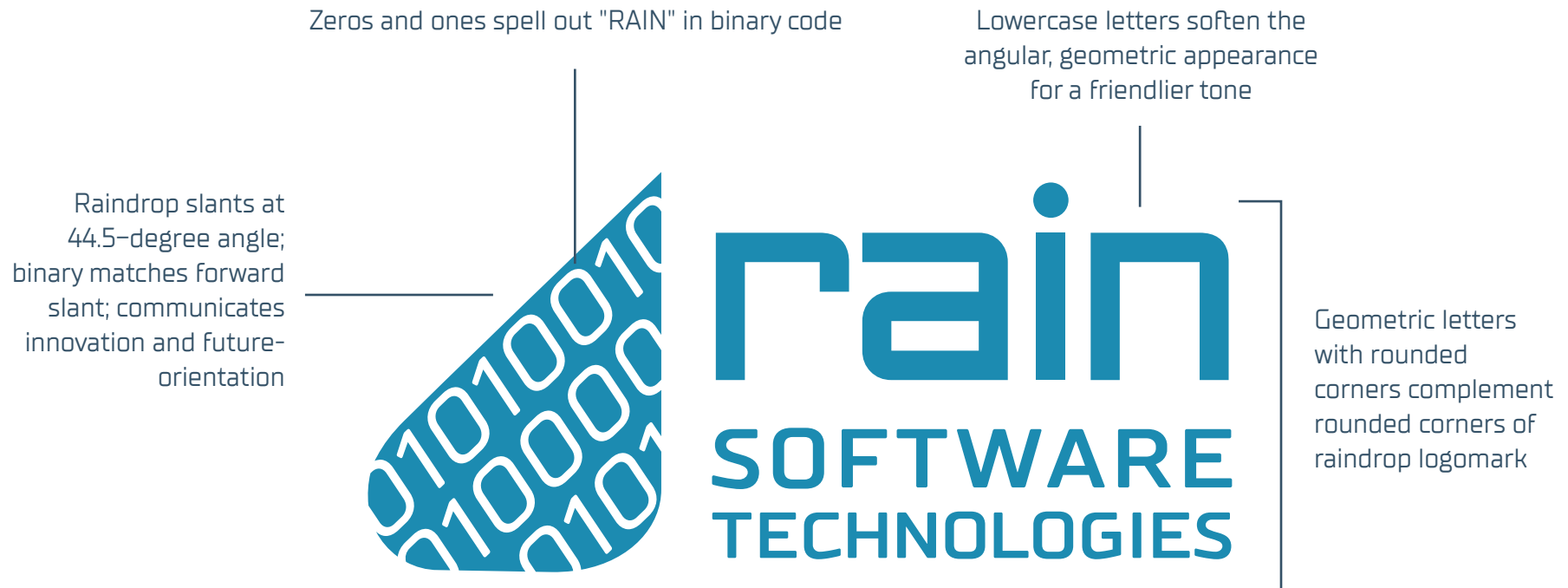


# LOGO USAGE GUIDE

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*Logos*

# Brand Logo



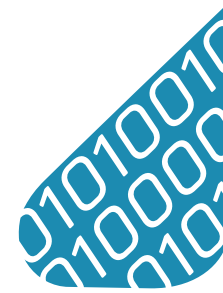
RAIN Software Technologies' logo pays homage to both the company name, via the "sideways rain" raindrop alluding to the weather we often experience in Portland—and the dark hazy-blue that we often associate with our sky—and to computing via the binary code spelling out "RAIN" inside the raindrop. The accompanying wordmark is confident and geometric, alluding to the logical aspect of programming. The blue hue is cold and wintry, but also bright and affable—an accessible color that is widely liked.

# Logo Usage Guidelines

## Primary Logo



## Logomark



## Wordmark



## Favicon (Website Icon)



# Logo Usage Guidelines

The logo is always represented entirely by its primary color. A white version of the logo may be used on dark backgrounds when necessary.



# Logo Usage Guidelines

Maintain the original aspect ratio of the logo when resizing, increasing or decreasing the width and height in proportionately. Ensure whitespace of at least .5" around the logo to distinguish it from surrounding elements.



Original aspect ratio of 1 : 2.2 maintained



Horizontal skew; inaccurate aspect ratio



Vertical skew; inaccurate aspect ratio



Minimum of .5" of whitespace maintained around perimeter of logo



Inadequate whitespace surrounding logo

# Logo Usage Guidelines

For legibility, avoid using special effects or borders on the logo. Use a large version of the logo and size down if needed, rather than enlarging a small version which results in a less crisp representation of the logo.



No special effects or colors; logo is crisp and clear



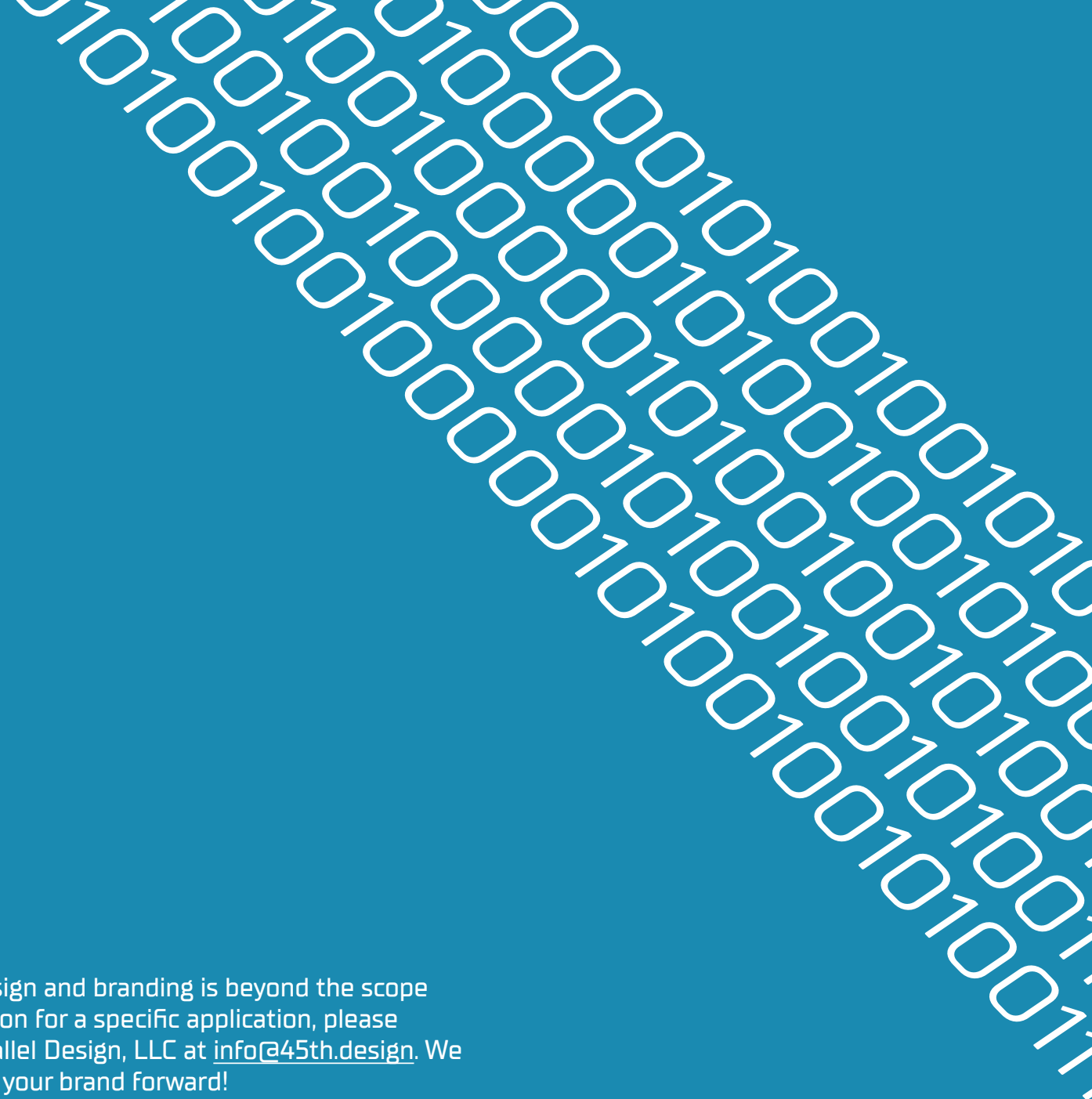
Outline obscures interior spaces; decreases legibility



Drop shadow is distracting and decreases legibility



Logo is blurry and pixelated, i.e., low quality



A complete education in graphic design and branding is beyond the scope of this style guide. For design direction for a specific application, please consult this logo's creator, 45th Parallel Design, LLC at [info@45th.design](mailto:info@45th.design). We appreciate the opportunity to move your brand forward!