



RAINBOW

OUR MISSION

At Rainbow Children's Publishing Company, our mission is to ignite imaginations and cultivate a life-long love for reading among children worldwide. We are dedicated to crafting captivating and inclusive stories that celebrate diversity, promote empathy, and inspire curiosity. Through our vibrant and engaging books, we aim to empower young minds, fostering creativity, learning, and a sense of wonder. With every publication, we strive to spark joy, enrich lives, and contribute to the bright and colorful tapestry of children's literature.

I started to brainstorm ideas for a children's publishing company and I liked the name Rainbow Publishing. I wanted to keep it simple with just an image of a rainbow. Rainbows bring happiness and joy and I want this company to inspire children to read. I keep the colors bright and fun and I found a font that is bubbly and childish.



STYLE GUIDE

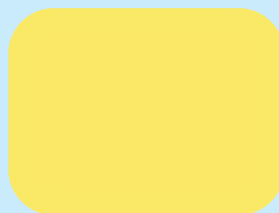
RAINBOW COLORS:



HEX #CC3333



HEX #F89939



HEX #FDE767



HEX #82C347



HEX #7FBDE3



HEX #AEBEC2



HEX #757679

TYPOGRAPHY

PAINADE MIE

PRIMARY LOGO

ABCDEFGHIJKLMNOPQRSTU-

VWXYZ AAA

0123456789

quicksand

secondary branding

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

abcdefghijklmnopqrstuvwxyz

0123456789




APPLICATIONS

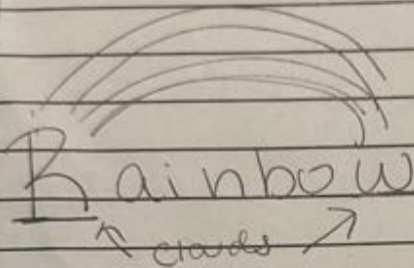


SKETCHES

RAINBOW

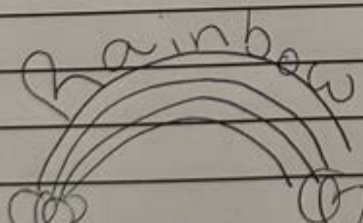


Rainbow
↑ clouds ↓

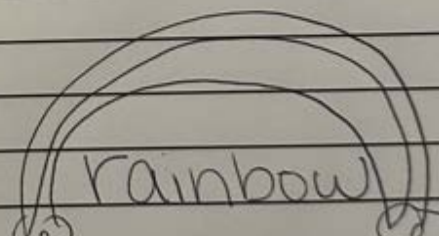


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