



RED HAT SOCIETY CORPORATE BRANDING GUIDELINES

This document was created to guide Red Hat Society employees, clients and partners as well as the press in properly using the company's corporate logo and identity system.

Only Red Hat Society employees can determine how and when the company's logo can be used. Moreover, only designated Red Hat Society's Creative Services personnel can modify these while creating presentations, advertisements and other marketing and corporate collateral. Any modifications made without the explicit permission of Red Hat Society's Creative Services is prohibited.

RED HAT SOCIETY BRAND ESSENCE

The Red Hat Society sisterhood exemplifies the unique woman to woman supportive, nurturing and fulfilling relationships that last a lifetime. As an organization, it is the Red Hat Society's mantra and PRIORITY to create a one-of-a-kind enriching, informative and memorable member experience and SISTER SOCIETY. The Red Hat Society's goal is to strengthen its connection with members and attract the attention of their target audience, BABY BOOMER WOMEN. Implementing a visual communication strategy that echoes the foundational messages of the organization – lifelong friendships, boundless support and frivolous fun – will not only connect but strongly resonate with these women.



GRAPHIC STYLE ELEMENTS: LOGOS

Red Hat Society corporate logo has been designed as a two color logo.

There are three types of logos shown in this section: the main logo, horizontal logo, and a seal logo. In order to create an official consistent brand message, in general the

Main Logo is to be used on all Red Hat Society materials. The Graphic Logo was created for print and event materials where more room is available to create a signature corporate logo headline.



Graphic Logo



Seal Logo



Horizontal Logo



In almost all cases, the Red Hat Society name must appear along with the logo hat. However, when it is being incorporated into another logo or if the logo hat already appears prominently on the same layout, the logo hat may be left off. Licensees or partners must check with the Red Hat Society creative department before using the Red Hat Society typed logo without the hat.

GRAPHIC STYLE ELEMENTS: LOGOS

Red Hat Society corporate logo has been designed as a two color logo.

Do not change or alter the provided logos in any way. Always use the two-color versions in the PMS colors listed unless limited to one color by the printing process, or when using the logos against a background that requires a one-color application. If the situation lends itself to a one color application, please use only PMS 187 C as that primary color.

Use this two-color version of the logo when the printing process allows for multiple colors



Graphic Logo



Seal Logo



Horizontal Logo

Use this one-color version of the logo when the printing process does NOT allow for two-color version.



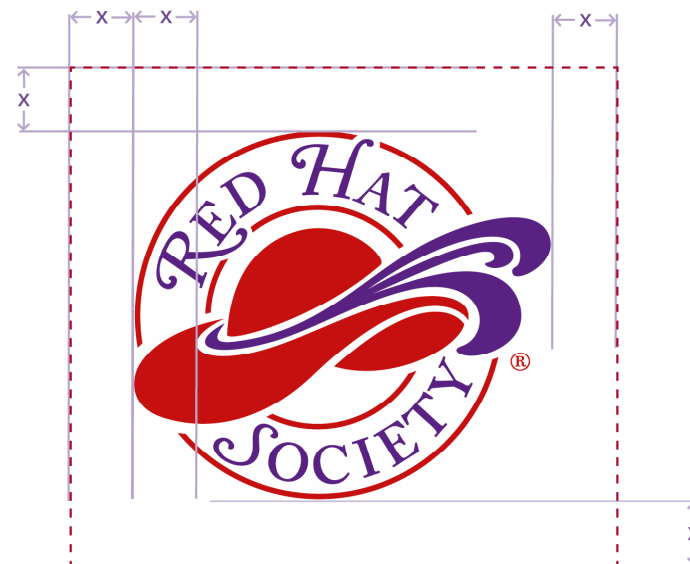
This should be used whenever the seal is set over a dark background. In addition, the registration mark will need to be changed to white in most cases so that it is still visible over the dark background.



GRAPHIC STYLE ELEMENTS: LOGO PLACEMENT

When placing any of the Red Hat Society logos onto a layout, it is important to leave a cushion of space around the logo so that it is clearly delineated from other elements in the layout.

For the typed logos, leave as much space around the typed logo as the height of the “R.”



For the logo seal, the width of the hat brim will determine the amount of space to leave.

GRAPHIC STYLE ELEMENTS: *COLOR PALETTE*

The signature colors of the Red Hat Society have been evolved to better embrace a member's lifestyle while maintaining a distinctive brand image for the society. The primary colors are the mainstay for all outreach; however the secondary colors now play a more prominent role to improve communication.

Color fields are used to highlight headlines, frame the visuals and increase the stopping power of a communications piece. When choosing colors, select those that complement the key visuals for greatest impact.

RED



Pantone 187
CMYK 0 100 79 20

PURPLE



Pantone 269
CMYK 78 100 0 30

Pink and lavender may also be used, especially when the material discusses the pink hat portion of the organization.

PINK



Pantone 225
CMYK 0 90 10 0

LAVENDER



Pantone 2577
CMYK 40 60 0 0

Queen communication only.

GOLD



Pantone 872

GRAPHIC STYLE ELEMENTS: *TYPEFACES*

The following typefaces are the designated typeface options for all Red Hat Society communication.

Avenir was chosen for its diversity and can be used in all forms of the font, including medium, bold and italic to add depth and style to copy.

Helvetica was chosen as the font for all digital/web communication.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

example:

Red**Hat**Society.com

Digital communication

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Guiding Principles

Less Is More – the new tool kit offers many design elements to incorporate into your design. Please use them judiciously to enhance versus clutter your outreach.

Age Appropriate – studies have shown that when communicating with the Baby Boomer generation clean, bold design is preferred and appreciated. We embrace this philosophy with a warm hearted touch of femininity.

Ways to Communicate – utilize visual design, color and graphic words and elements to effectively communicate your story, or information.

Consistency – a distinctive brand image is built through consistent usage of the branded elements to create complementary designs that tell a unified brand story.

Protect – always include the Red Hat Society seal on all materials, products and promotions to protect the integrity of the society and quickly identify official outreach.

Legal – always include the appropriate legal mark(s) and legal lines on all outreach to ensure we protect the integrity and longevity of the RHS intellectual property.

Contact Information

Hatquarters – RHS Main Office

Red Hat Society
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Toll-free: (866) 386 - 2850 (in U.S.)

Red Hat Society ONLINE Community

Facebook: facebook.com/RedHatSocietyPage
Instagram: instagram.com/RedHatSociety
Twitter: twitter.com/RedHatSociety
Pinterest: pinterest.com/RedHatSociety
Youtube: youtube.com/user/RubyRedhat

Final Note

The heart of the Red Hat Society is the bond these women share with each other, and Hatquarters is the essential ingredient creating and NURTURING this precious bond. Communication and materials for members should be developed with this knowledge in mind. Utilizing all aspects of the Tool Kit to creatively and visually reinforce the sisterhood between these women will ensure outreach resonates and warms their hearts further. Oh and don't forget the FUN! These ladies are ALL about having a great time together. Heartfelt, Feminine and Fun translates to successful RHS campaigns.

