
Worldwide Web

Rainbows Guidelines & Recommendations



Rainbows Worldwide Web Presence Guidelines & Recommendations

Important Information for Rainbows Organizational Levels:

International Headquarters – Rainbows IHQ

Rolling Meadows, Illinois, USA

National Chapters

Australia, Canada, Great Britain, Ireland

USA State Chapters

Georgia, Greater Washington DC Area, and New Jersey

Local Registered Directors

All active, certified in good standing, Registered Directors under Rainbows IHQ.

Local Community Sites

All recognized registered Rainbows sites - worldwide

Welcome

Thank you for your contributions to Rainbows – and thank you for taking the time and interest to establish your own website featuring Rainbows information. The Internet is one of the most powerful tools at our disposal to inform everyone of the tremendous need to help the worlds grieving children, the importance of the work we do and how they can contribute and benefit.

It is our goal to make it as easy as possible for you to use the worldwide web and to establish your website information about Rainbows. In doing so, we also provide specific information that will enable you to establish your website in a way that both safeguards the children we serve and the reputation and integrity of the Rainbows organization. Finally, we will provide you with some general recommendations on how to establish an effective website.

We wish you every success in establishing your website and hope that it enables you to be even more successful in your area.

Regards,

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Special thanks to Rick Hutley, former member of our Georgia State Chapter Advisory Board, who listened to all our ideas about website criteria and expertly contributed to this Guidelines document so that it is understandable to all of us.

Introduction

The Internet is a wonderful place – an extremely powerful tool that enables us to communicate to and connect with people for all over the world. However, it can also be a dangerous weapon that can be turned against us if not used carefully.

At Rainbows one of our most important considerations is the safety and anonymity of the children and communities we serve. Keeping their information confidential is of paramount importance. As such we must ensure that we all adhere to strict standards when it comes to use of the worldwide web.

Similarly, we must recognize that Rainbows is a commercial organization. True, we are not for profit, but we are nevertheless running a business. As a business we care about a variety of things that are important to our success, things like our Logo, our image, our integrity and reputation. It is for these reasons too, that we must ensure that we all adhere to strict standards when it comes to use of the worldwide web.

Of course, not everything about our use of the Internet has to be strictly controlled and we wish to give each level of our organization as much freedom to do what they feel is appropriate for their area as possible. To that end we have divided this document into two main sections:

Website Guidelines

This section details those aspects of the websites that must be strictly adhered to for the reasons stated above.

Website Recommendations

This section provides suggestions and recommendations for our organization levels to set up an effective website. These recommendations do not have to be strictly adhered to – they are simply offered as assistance to you.

Website Guidelines

This section details those aspects of the websites featuring Rainbows that must be strictly adhered to.

In order to protect the children and communities we serve, as well as to protect the commercial interest of the Rainbows organization, it is necessary to specify in certain instances the guidelines that each level of the organization must adhere to.

Rainbows IHQ reserves the right to require any Rainbows affiliated website owner to make modifications to their site within 5 days of receipt of the written request in order to ensure compliance with these guidelines, including, in certain instances, cessation and removal of the site altogether.

The following details the specific guidelines that must be adhered to by all levels of any Rainbows affiliated websites:

(to be determined)

Prohibited Material:

Children's Personal Details

Under no circumstances may the personal details of any child be posted to the website. Care must also be taken to ensure that individual elements of information that are posted cannot be used together so as to identify a child. For example, the following individual data elements are themselves non-specific, but together might be used to identify a specific child:

“... a young boy of six ...”
“... attending the XYZ Day Care Center ...”
“... whose mother died last week of cancer...”

Photographs

Similarly, pictures of children within (or previously within) the Rainbows programs may not be used. This includes pictures of the small groups or during special events or Celebrate Me Days. However, stock photographs of children from commercial graphics packages are acceptable (be sure to have considered the royalties issues).

Facilitator's and Coordinator's Personal Details

Just as we must protect the anonymity and privacy of the children we serve, so too must we protect those who have volunteered as Site Coordinators and Facilitators. No data that uniquely identifies a specific site volunteer may be posted to the website.

Site Details

Finally, to ensure that we protect the anonymity and privacy of the communities we serve, no data pertaining to specific registered Rainbows sites may be posted to the website. This includes the listing of active Rainbows sites in any given area.

IMPORTANT: Rainbows holds liability insurance for every site and volunteer who assists our organization and the listing of sites on the Internet by anyone can render this protection null and void.

RAINBOWS Logo

The Rainbows Logo is a registered trademark of the Rainbows organization and is one of the primary instruments used to establish our organization's image. All sites must use the corporate logo provided by Rainbows IHQ. To request logo format files, please contact Laurie Olbrisch at laurie@rainbows.org

The Rainbows logo is comprised of three parts: the distinctive type treatment for the word "Rainbows", the rainbow illustration with clouds and sun, and the tag line "Guiding Kids through Life's Storms." These three elements are never to be separated or repositioned in any way. The type treatment includes letterforms that have been modified specifically for Rainbows, and cannot be reproduced with any particular typeface. Below is the only acceptable form of the Rainbows logo.



Using the Rainbows Logo

General Guidelines:

- The Rainbows logo must always appear in a horizontal position.
- The logo must always be accompanied by the registered trademark symbol (®).
- The Rainbows logo should never be used to represent the word "Rainbows" in text, whether it appears in a headline, product-name, or body copy.
- The Rainbows logo should not appear with any other symbol or icon, nor should it be contained within a box, circle, or other shape.
- Clear space should always be maintained around the Rainbows logo to separate it from the other elements in a layout.

Using the Preferred Color Palette

When using color, it is preferred that the logo appears in Rainbows signature blue, as shown above. The signature color should always reproduce in a strong, dark cyan.

	Rainbows Signature Blue
Uncoated Pantone Print Applications	PMS 2995 U
Coated Pantone Print Applications	PMS 2925 C
Four-Color Process Print Applications (CMYK)	95%C, 25%M, 0%Y, 0%K
Web or Screen Applications (HEX)	HEX: 0099CC

Using the Alternate Color Palette

In situations where the preferred colors are not available, the Rainbows logo may also appear as black & white, or reversed out over a solid color.



All elements appear 100% black.

To obtain further details regarding minimum size, proximity, and second brand colors, please email laurie@rainbows.org and ask for the Rainbows Identity Guidelines pdf file.

Site Hosting

In most circumstances, Rainbows IHQ is **unable to host** affiliated websites for any other level of the organization, unless special considerations have been made. Each chapter/site level is required to arrange for hosting of it's own website using local resources. For example, most DSL providers also provide limited website hosting space as part of their DSL package.

Web Site Development / Support

At this time, Rainbows IHQ is **unable to develop or support** Chapter/Site affiliated websites. Each affiliated Chapter/Site is required to arrange for the development and maintenance of its' own website using local resources.

Rainbows IHQ does, however, provide some material that may be of use to local Chapters/Sites in establishing their websites – for example, a downloadable version of the Rainbows logo and automatic link to www.rainbows.org

This resource can be found at



Site Links

To ensure that certain information is consistent across the entire Rainbows organization, and to minimize the development effort required by the Chapter/Site's website development personnel, certain web pages must be linked to Rainbows main website rather than be locally developed.

The following web pages must be linked to and may not be uniquely developed by each Chapter/Site:

xxx@raonbows.com/yyy
xxx@rainbows.com/yyy
xxx@rainbows.com/yyy

These links are still being constructed – more information to follow at a later date.

Website Registration

To enable Rainbows to administer the growth of our worldwide web usage, and to ensure we can effectively serve you in your successful use of the Internet, it is important you register your site with Rainbows IHQ.

All Chapter/Site website owners are required to inform Rainbows IHQ of their intent to launch a Rainbows affiliated website by stating, in writing, **no less than 10 days prior to the intended site launch date** the following information:

Site Web Master: Name
 Email address

Site: Web site address (URL)

This registration information should be emailed to laurie@rainbows.org or faxed to Laurie Olbrisch at 847-952-1774.

Chapter/Site Website Recommendations

This section provides some ideas and recommendations on developing an effective website. The recommendations you find here are not mandatory – they are simply our way of helping you develop as an effective website as possible.

Developing a website can be a complex business. Hundreds of books have been written on the subject and professional website designers and developers earn a lucrative living developing such sites. We cannot offer such extensive advice – so, buy a book or go to your library and see what they have.

Plagiarism

One of the deadly sins? Well, maybe, but in the world of web development copying a good idea can save you a lot of time. **HOWEVER**, you **MUST** ensure you do not reproduce copyrighted material – that includes graphics, music, etc. from other websites.

Look around at other sites – Rainbows affiliated sites, other non-profit sites, commercial sites that you think are imaginative, exciting, thought provoking, easy to understand and use. Ask yourself, what makes that site good? Why do I like it? How can I use the same principles in our site?

You Should Know

Rainbows IHQ reserves the right to modify these guidelines as necessary without prior notification.