



**RMWF**

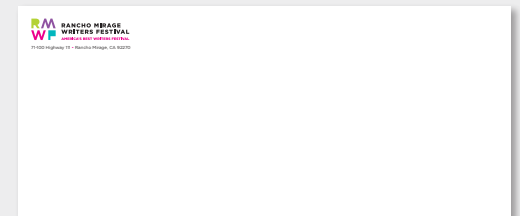
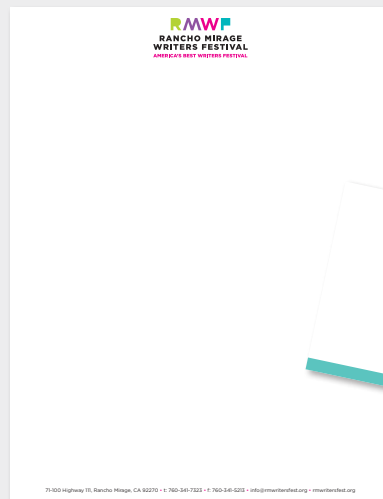
**RANCHO MIRAGE  
WRITERS FESTIVAL**

**AMERICA'S BEST WRITERS FESTIVAL**

**BRAND GUIDE**

# BRAND LOGOS

There are three versions of the Rancho Mirage Writers Festival logo. We proudly include our tagline “America’s Best Writers Festival.” Any of the logos may be used, depending on which logo works best. Some examples are shown below.



# EXCLUSION ZONE

Give the logo a little breathing room. The minimum amount of clear space is shown below.



# COLOR USE

The logo may be used on light or dark colors.



# BACKGROUNDS

The logo may be used on photographic or colorful backgrounds with a white border.



# INCORRECT USAGE

We like our logo. Please don't change it.

Do not:

- Change the colors
- Add effects like drop shadow, bevel or outline
- Skew or rotate the logo
- Remove any part of the logo
- Alter the size or shape of any element



# BRAND COLORS

We picked four bold, bright colors to embody the celebratory spirit of the Festival. These are used with black and white, depending on the background.

## LIME

C 35 / M 0 / Y 100 / K 0

R 180 / G 208 / B 65

#b4d041

PMS 382

## PURPLE

C 50 / M 80 / Y 0 / K 0

R 141 / G 85 / B 159

#8d559f

PMS 265

## BLACK

C 0 / M 0 / Y 0 / K 100

R 0 / G 0 / B 0

#000000

PMS BLACK 6

## PINK

C 0 / M 100 / Y 0 / K 0

R 234 / G 12 / B 139

#ea0c8b

PMS 225

## TEAL

C 75 / M 0 / Y 30 / K 0

R 0 / G 183 / B 188

#00b7bc

PMS 3262

## WHITE

C 0 / M 0 / Y 0 / K 0

R 255 / G 255 / B 255

#ffffff



# BRAND FONTS

Our brand uses two main typefaces: **Gotham** for headers, key information and digital assets and **Caslon** for printed body copy. Here are samples of the fonts used in our 2020 printed program (right) and in an email graphic (left).

## Gotham Black

## Gotham Black

## Gotham Bold

## Gotham Bold Italic

## Gotham Book

## Gotham Book Italic

## Caslon Bold

## Caslon Bold Italic

## Caslon Regular

## Caslon Italic

### Our Towns

Deborah Fallows and James Fallows

Friday 9:30–10:15 am

John Steinbeck Room

Since 2013, **Deborah** and **James Fallows** have traveled to small communities in every part of the country that have faced economic shocks, political crises or other serious hardships. Each place they went, they talked with teachers, business creators, mayors, religious leaders, students, artists, architects, librarians and others involved in shaping their community's future. Join the Fallows as they share their incredible, life-changing five-year journey flying their single-engine propeller plane throughout the United States. In a time when many of us feel exhausted by the negative, divisive rhetoric about the American people, the Fallows highlight uplifting and encouraging stories from people who believe America's best days are still ahead.



Deborah and James Fallows with their single-engine propeller Cirrus plane that took them on their 100,000-mile journey across the heartland of America (photo: Deborah and James Fallows)



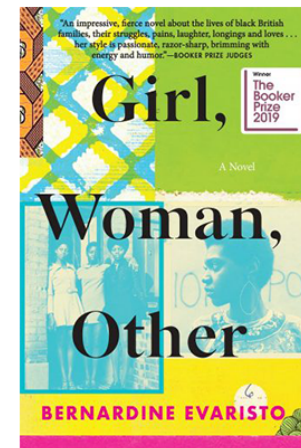
**I think the main characteristics of how Americans operated struck us as the kind of deep and original spirit of what you think of as this country. It's democratic. It's generous. It's patriotic. It's working for the common good.**

— Deborah Fallows

AUTHOR PREVIEW  
COMING TO THE 2022 FESTIVAL

## BERNARDINE EVARISTO

AWARD-WINNING BRITISH AUTHOR



Bestselling British writer **Bernardine Evaristo** is the celebrated author of eight books and numerous other works that span the genres of verse fiction, short fiction, poetry, essays, literary criticism, journalism, and radio and theatre drama. In 2019, she became the first black woman to win the Booker Prize for her newest book, *Girl, Woman, Other*. The novel was also one of Barack Obama's 19 Favorite Books of 2019. Evaristo's writing is characterized by experimentation, daring and subverting the myths of various Afro-diasporic histories and identities, and her books range in genre from poetry to short story to drama to criticism.