

# The Evolution of RAIN's Logo



**1992**

RAIN became a nonprofit and with permission from Regional AIDS Interfaith Network in Little Rock, AK we adopted their logo.



**1999**

RAIN worked with a branding agency and they changed the fonts and colors.



**2006**

RAIN celebrated 15 years and so a special anniversary logo was created.

**2007**

RAIN had the logo updated to start incorporating red as it was a symbol of HIV/AIDS and the tagline “Transforming Lives”.



**2012**

RAIN celebrated 20 years of service and so a special anniversary logo was created.

**RAIN**

Regional AIDS Interfaith Network  
Transforming Lives for 20 Years

**2014**

RAIN made the decision to drop “Regional AIDS Interfaith Network” and to go by RAIN.





**2015**

RAIN did an overhaul of the logo to update and give it a updated look.

**2017**

RAIN celebrated 25 years of service to the Charlotte community.



**2018**

RAIN officially added the attribution line to the logo.

Live fully. With or without HIV.

**2021**

RAIN worked with local and national marketing professionals to update and modernize RAIN's logo to what it is currently.



Live Fully. With or without HIV.



Live Fully. With or without HIV.

**2022**

RAIN celebrated 30 years of service to the Charlotte community so a special anniversary logo was created.