

Logo

Available in a variety of file formats for web or print use. Do not attempt to reproduce it. Also available in black and white versions but please use the colour version wherever possible.



It is always contained within a purple swatch, which provides a built-in exclusion zone.

It should never be altered, distorted, recoloured or displayed at any other angle.

Minimum sizes: print - 40mm web - 180px

Swatch

The swatch shape is used to contain the logo, images, text and as a header and footer element. Available in a variety of file formats.

Saving lives in
childbirth

Wherever possible, the straight edge should bleed in from the edge of the document.

It can be stretched horizontally and vertically as required, and flipped horizontally but must never appear diagonally.

When containing text, it must appear in purple with the straight edge on the left and the text in white and in our 'Skia' typeface.

It is permissible for this shape to appear in green with purple text ONLY on the cover of a document.

As a footer, it must appear in green with the straight edge on the right.

No other colours or typefaces are permissible.

Colours

Our colour palette; shades or tints of these colours are permitted, but no other colours.



Pantone 7447C
CMYK 77.81.10.1
RGB 90.77.146
Hex #5b4d93

For swatches, sub-titles and text within green swatches



Pantone 390C
CMYK 22.0.100.8
RGB 183.196.0
Hex #b5bf00

For swatches only; no copy or titles should appear in this colour.



Black

For body copy in print and online.



White

For titles in purple swatches.

It is best practise to apply RGB values for web use and CMYK and/or Pantone colour references for print. However, you may find that when using Microsoft Publisher, or other Microsoft Office programs, that you might want to use the logo rendered in RGB for a more satisfactory colour match. Similarly, RGB colour values can be used for fonts in Microsoft Office programs in this instance.

Typefaces

Skia Regular

For titles and headlines in swatches. Should only appear in white or purple, according to colour of swatch.

Helvetica Neue Regular

For all print body copy and sub-text in swatches.

Helvetica Neue Bold

For **emphasis** in print body copy.

Arial Regular

For all online body copy.

Arial Bold

For **emphasis** in online body copy.

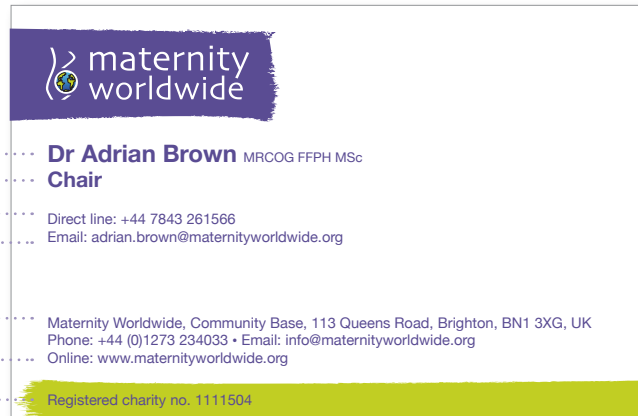
Examples of branding applied

Business cards

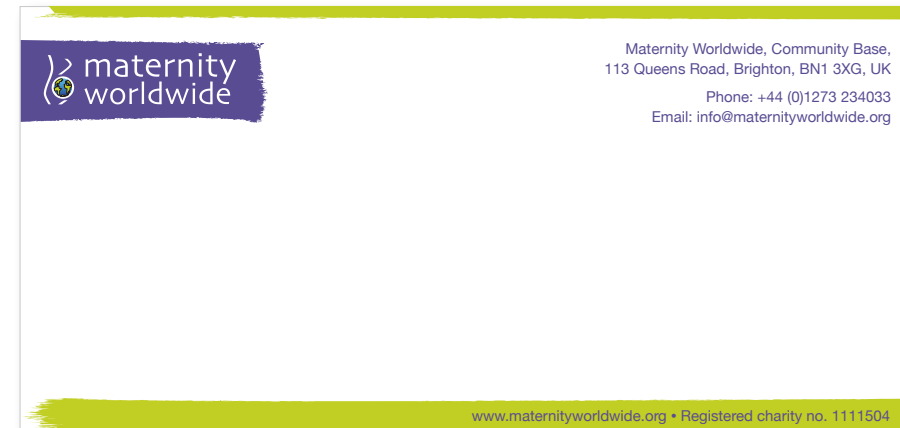
9pt Bold
8pt Bold
5.5pt Regular
6pt leading

5.5pt Regular
6pt leading

5.5pt Regular



Compliment slip



10pt Regular
12pt leading

10pt regular

General information leaflet (outside)

14pt
17pt leading

11pt Regular
14pt leading

maternity worldwide

Most deaths in childbirth can be prevented fairly easily and at a relatively low cost.

- £1 will pay for a course of antibiotics to prevent infection following childbirth
- £15 sponsors a safe birth for a mother
- £50 will pay for a delivery by caesarean section
- £100 will support a community health promotion programme on maternal health and family planning
- £120 will pay for a bicycle so a health care worker can reach mothers in remote villages
- £500 provides the salary of a junior midwife for a year
- £1500 will pay for a motorbike ambulance so women in remote villages can get to hospital to deliver their babies

Your gift today means that more women like Degitu can experience a safe birth and the joy of having a healthy, new baby.

Degitu lives in a remote, rural village in the West Wollega area of Ethiopia, nearly two hours walk from the nearest health centre.

She attended maternal health information sessions run locally by Maternity Worldwide and when she went in to labour she was able to recognise the danger signs.

Degitu was quickly able to get the skilled help she needed from a locally based community nurse who had been trained by Maternity Worldwide.

Degitu gave birth safely and both she and the baby are now healthy and flourishing.

You can donate online at www.maternityworldwide.org/donate or by texting MWMW00 £2/£5/£10 to 70070 e.g. MWMW00 £5

If you would like more information about our work or would like to receive our newsletter then please get in touch:

Online: www.maternityworldwide.org
Phone: +44 (0)1273 234 033
Email: info@maternityworldwide.org

Registered charity number 1111504

Every day across the world
1000 women die
in pregnancy and childbirth

Help to
save a mother's life today

Brand identity wheel

