Baby Loss Awareness Week

Brand Guidelines

Contents

Logo design

Baby Loss
Awareness Week

Logo only

Baby Loss
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Logo with date and website

Baby Loss
Awareness Week
9-15 October
babyloss-awareness.org

Baby Loss
Awareness Week
9-15 October
babyloss-awareness.org

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Awareness Week
9-15 October
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Logo variations

For supporters

A supporter of
**Baby Loss
Awareness Week**

For members

A member of
**Baby Loss
Awareness Alliance**

In aid of

In aid of
**Baby Loss
Awareness Week**

Logo spacing

- It is important that the logo has space to breathe and it is not hemmed in.

- Allowing this space for the logo means that users can quickly recognise the brand before they continue to read.

- Clearance is the distance between the logo and any text, box or image.

- The minimum clearance is defined by the width of the letter 'B' in Baby Loss Awareness Week. This rule allows you to check the distance is correct at any size.

- This is a guideline minimum, often and preferably, there will be more space allowed.

Baby Loss
Awareness Week

Usage

- Please always keep the correct proportions of the logo and do not alter the aspect ratio by squashing or stretching the logo to fit.

- The colour logo should be used on a clear white, pale or dark background only. The reversed logo may be used on colourful or darker backgrounds.

- Please do not use the logo on top of busy imagery.

- The preferred locations for the logo is when it is positioned at the top left or right. It can also be centred, if needed.

✓ Baby Loss Awareness Week

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Name and tagline

Name: Baby Loss Awareness Week

Short version: BLAW

Tagline:

increasing awareness a ribbon at a time

Website: www.babyloss-awareness.org

Hashtag: #BLAW201X (i.e. #BLAW2019)

About Baby Loss Awareness Week:

Baby Loss Awareness Week is an opportunity:

- *For those affected by pregnancy and baby loss and their families and friends to unite with others across the world to commemorate their babies' lives and lost pregnancies*

- *To raise awareness about the issues surrounding pregnancy and baby loss and what charities and other supportive organisations are doing to provide support and drive change*

- *To push for tangible improvements with regard to pregnancy and baby loss; in particular improvements in bereavement care and support, and in reducing the incidence of pregnancy and baby loss*

Typography

- Typography is an integral part to any brand image. Following set rules for point sizes and leading helps to strengthen the brand.

- Baby Loss Awareness Week uses the Arial Rounded MT Bold and Calibri fonts. Both fonts are available on all systems.

Arial Rounded MT Bold

- **Used for titles and bold text within body copy, as a prefix to contact details and as sub headers.**

- **Ideally kept at 16|22pt**

Calibri

- Used for body copy which is ideally kept at 12|16pt.

- This can be smaller but as information need to be absorbed by the user who may be going through traumatic events then it should be easy to read, keep tracking open to increase legibility.
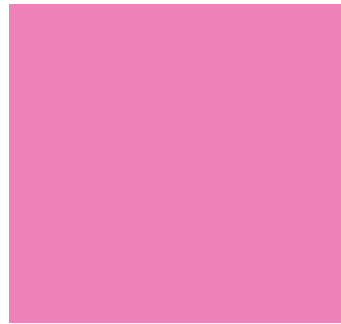
Brand colours

Pink

- ⚬ RGB 239 132 185
- ⚬ HEX/HTML EF84B9
- ⚬ CMYK 2 53 0 0
- ⚬ PANTONE 218 U

Blue

- ⚬ RGB 35 91 168
- ⚬ HEX/HTML 235BA8
- ⚬ CMYK 935400
- ⚬ PANTONE 293 U

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For more information and to download logos and resources, visit

www.babyloss-awareness.org/logos