

Brand Guidelines

May 2020



What is a brand?

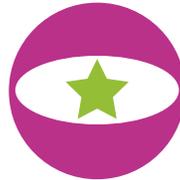
The High 5 for Mom & Baby brand is who we are.

It's a set of ideas, emotions, and associations that come to mind whenever anyone thinks about us. Our brand comes to life in how we relate to each other, serve our audiences, design our services and spaces, and communication to the outside world.



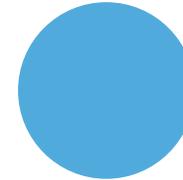
Brand

Perception of our organization's image as a whole



Identity

Visual aspects that form part of the overall brand



Logo

An icon that identifies our organization in the simplest form

Who is High 5 for Mom & Baby?

Essence

Making the connection on breastfeeding

Why We Do It

Breastfeeding stands to make a big impact on the health of Kansans. That's why we're connecting hospitals and birth centers to policies and practices that improve breastfeeding outcomes. We do this so Kansas mothers, babies, and the population-at-large can live happier, healthier lives.

Persona - Connector

Informed, Inquisitive, Adaptable, Respected, Warm

Our Name

High 5 for Mom & Baby

The generic name for our program is “High 5 for Mom & Baby.” The designation of “Premier” should only be used in reference to those who have earned the higher designation. Our name should always appear as written above. Capital “High.” Numeral “5.” Lowercase “for.” Capital “Mom.” Ampersand “&.” Capital “Baby.”

High 5 for Mom & Baby Premier

The addition of the work “Premier” should always be capitalized. Premier should not be featured in italics or bold.

High Five for Mom & Baby

High 5 For Mom & Baby

High 5 for Mom And Baby

High 5 for Mom & Baby Premier

High 5 for Mom & Baby premier

Logo

OVERVIEW

The High 5 for Mom & Baby and the High 5 for Mom & Baby Premier logos are to be used on all communication materials including, but not limited to, identity elements such as business cards and envelopes, brochures, proposals, white papers, presentations, case studies, and digital media.

Do not alter the High 5 for Mom & Baby or High 5 for Mom & Baby Premier logos in any way, and use the correct logo for the type of medium in which it will appear. Refer to the following pages for details.

MEANING

Our logos keeps continuity with the original program's colors and name, but with added emphasis on the action of a high five, rather than on the number 5. This gives our program flexibility to add practices as needed. The circle represents a seal or a badge that a hospital would earn for participating. The fonts are friendly and warm to reflect the brand's personality.



Logo

VARIATIONS

There are two different variations of the High 5 for Mom & Baby and High 5 for Mom & Baby Premier logos. The usage instructions are as follows:

1. One-color – black logo. This should be used only when printing in black and white on a white background.

2. Reversed – white logo. This should be used only when printing in one color, or, when a white version of the logo is requested by a vendor.

1



One-color black logo

2



Reversed logo

Logo

IMPROPER USE

To preserve the integrity of the High 5 for Mom & Baby and High 5 for Mom & Baby Premier brands, be sure to correctly apply the logo. Altering, distorting, or redrawing the logo in any way will weaken the power of the element and what it represents. Some common misuses are shown here.



Do not alter the logo colors.



Do not reposition the logo components.



Do not scale the logo components.



Do not delete any component of the logo.



Do not squeeze or stretch the logo.



Do not outline, or, create shadows on the logo.

Logo

IMPROPER USE

The logo needs clear space around it for it to maintain its integrity. Whenever possible, use the maximum amount of clear space the layout will allow. There are a few exceptions to the clear space usage, such as when the logo is used online or in signage where readability may be an issue.

MINIMUM SIZE

The High 5 for Mom & Baby and High 5 for Mom & Baby Premier logos must not appear smaller than .75 inches wide in a printed application. For online applications assuming a 72 dpi screen resolution, the logo should not be any smaller than 100 pixels wide.

CLEAR SPACE



MINIMUM SIZE



PRINT - 0.75" WIDE



ONLINE - 100 PIXELS WIDE

Color Palette

Color plays a prominent role in all of our communications and quickly identifies our brand. The following colors are the only ones that may be used.

PRIMARY PALETTE

The primary palette consists of navy and pink.

SECONDARY PALETTE

The secondary palette consists of a light blue and gray.

MATCHING COLORS

Depending on the application (paper, fabric, ceramic, etc.), CMYK colors may need to be adjusted to match the PANTONE colors. Follow all of the color directions at the right to ensure accurate results.

PRIMARY



C - 100 M - 89 Y - 24 K - 20
R - 31 G - 52 B - 109
Hex #1e346d
PANTONE 534C

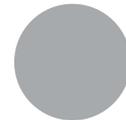


C - 18 M - 90 Y - 0 K - 9
R - 185 G - 55 B - 138
Hex #B9368A
PANTONE 7647C

SECONDARY



C - 63 M - 17 Y - 2 K - 0
R - 82 G - 171 B - 219
Hex #51abda
PANTONE 2915C



C - 0 M - 0 Y - 0 K - 40
R - 167 G - 169 B - 172
Hex #A7A9AC
PANTONE Cool Gray 6C

Typography

Typography is an important component of our brand. When applied consistently across the entire range of our marketing communications, it will help unify the appearance of our materials, enable our audiences to recognize us, and reinforce our brand equity.

HEADLINE FONT

The typeface to use on headlines, signage, or to call out the High 5 for Mom & Baby URL is Franklin Gothic Demi.

PRIMARY CONTENT FONT

The primary typeface for High 5 for Mom & Baby is Franklin Gothic Book. This should be used in all content-heavy situations, such as body copy in an advertisement, or in a brochure. There are several different weights that can be used in the Franklin Gothic family—a few are shown to the right.

SECONDARY FONT

There will be situations when Franklin Gothic is not available or not practical for use. These include documents developed in Microsoft Word, Microsoft Powerpoint or other Microsoft programs for internal use as well as email and other select externally shared documents. Arial (a TrueType font) has been selected as a substitute for these applications. Since Arial is “native” to Microsoft Office programs, as well as to most modern operating systems (both Mac and PC), the font should display correctly for internal and external users alike.

HEADLINE FONT

Franklin Gothic - Demi

abcdefghijklmnopqrstuvwxy **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY CONTENT

Franklin Gothic - Book

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic - Book Italic

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic - Medium

abcdefghijklmnopqrstuvwxy **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic - Medium Italic

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic - Heavy

abcdefghijklmnopqrstuvwxy **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic - Book Condensed

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic - Demi Condensed

abcdefghijklmnopqrstuvwxy **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY

Arial Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

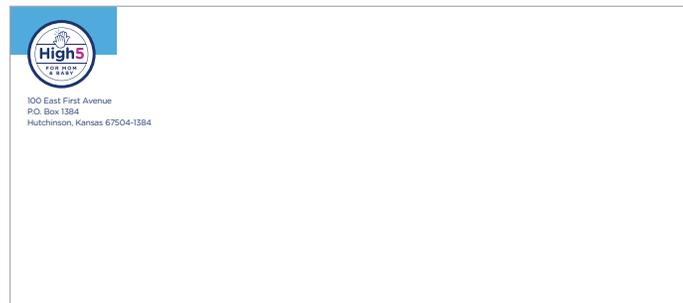
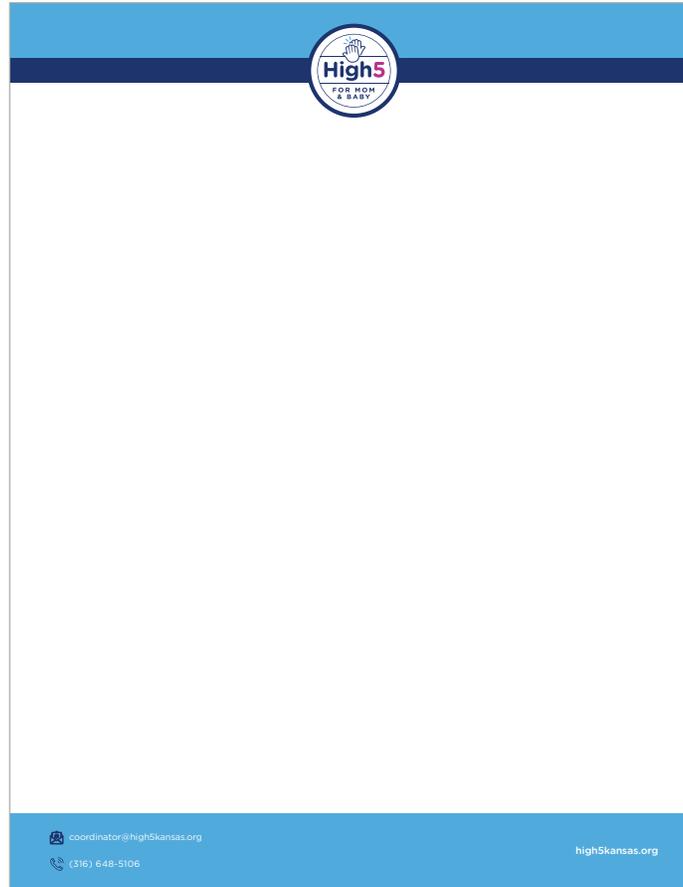
Arial Bold

abcdefghijklmnopqrstuvwxy **1234567890**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Graphic Elements

IDENTITY SYSTEM

A brand identity system has been created and the samples can be seen here. We suggest using the logo graphic as an element on communication materials. A user can rotate the logo graphic and scale accordingly, but the overall composition should remain intact.



We're expanding!

Since 2012, High 5 for Mom & Baby has been helping Kansas hospitals and birth centers adopt five evidence-based maternity care practices, along with supporting policies, proven to help ensure breastfeeding success. The new High 5 Premier program builds on that success, expanding to ten practices to ensure the best possible breastfeeding experience for mom and baby.

Ten Hospital Practices for Successful Breastfeeding

Hospitals following at least five practices earn High 5 for Mom & Baby recognition. Those which follow all ten practices earn the High 5 for Mom & Baby Premier recognition.

- 1 Facility will have a written maternity care and infant feeding policy that addresses all ten High 5 for Mom & Baby practices supporting breastfeeding
- 2 Facility will maintain staff competency in lactation support
- 3 All pregnant women will receive information and instruction on breastfeeding
- 4 Assure immediate and sustained skin-to-skin contact between mother and baby after birth
- 5 All families will receive individualized infant feeding counseling
- 6 Give newborn infants no food or drink other than breastmilk unless medically indicated
- 7 Practice "rooming in" - allow mothers and infants to remain together 24 hours a day
- 8 Families will be encouraged to feed their babies when the baby exhibits feeding cues, regardless of feeding methods
- 9 Give no pacifiers or artificial nipples to breastfeeding infants
- 10 Provide mothers options for breastfeeding support in the community (such as a telephone number, walk-in clinic information, support groups, etc.) upon discharge

High 5 for Mom & Baby facilities complete at least 5/10 PRACTICES

High 5 for Mom & Baby Premier facilities complete ALL 10 PRACTICES

For more information contact
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High 5 for Mom and Baby is supported by United Methodist Health Ministry Fund