

MATERNITY ENGAGEMENT ACTION



SEE ME.
HEAR ME.

Branding Guidelines

HELLO THERE!

This presentation contains the set brand guidelines for Maternity Engagement Action SEE ME. HEAR ME! Campaign Included are rules and examples of applications that will help you understand the brand's visual guidelines as well as voice and personality.

SEE ME. HEAR ME!



01 LOGO & TITLE



"Maternity Engagement Actions' logo boldly employs a splash effect background and a striking fusion of contrasting brand colors. This choice embodies a vibrant and urgent approach, injecting the campaign with a contagious liveliness to drive impactful change."

SEE ME. HEAR ME!





LOGO USE

Maternity Engagement Action and campaign logo can be used on a white background. If used on an alternative background colour, ensure that it remains clear and visible. Do not add any effects to the logo.



No drop shadow



No glow



No outline

SEE ME. HEAR ME!

OUR FUNDER'S LOGO



Maternity Engagement Action and campaign logo can be used on a white background. If used on an alternative background colour, ensure that it remains clear and visible. Do not add any effects to the logo.

03



No drop shadow



No glow



No outline

SEE ME. HEAR ME!

TYPOGRAPHY

Here are the main fonts to use for the See Me. Hear Me! Campaign various collaterals.

NF-ANANIAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-=!@#%^&*()_+

Canva Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

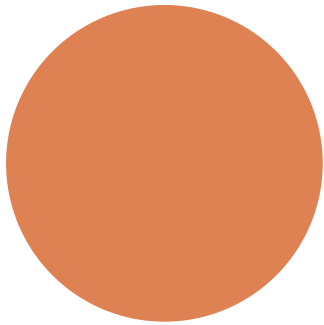
1234567890-=!@#%^&*()_+

SEE ME. HEAR ME!

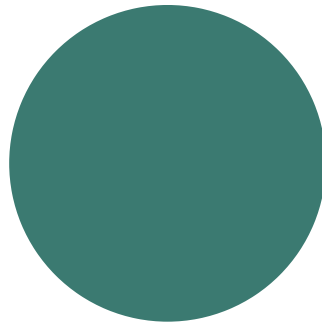


COLOR PALETTE

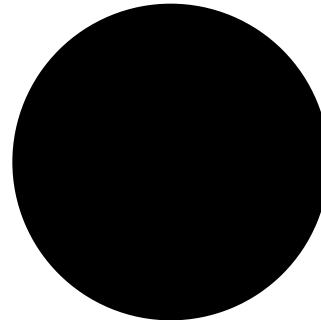
Here are the proper colors to use with the Orange New Media brand collaterals.



ORANGE
#DE8153



GREEN
#3B7A71



BLACK
#000000

SEE ME. HEAR ME!



USE OF TAGLINE & HASHTAG

Our tagline is made with the Canva San font in Italic

Telling Our Stories...Our Way!

We have three hashtags that can be used on all social media uploads to ensure our campaign brand becomes recognised with Maternity Engagement Action

#seemehearmeMEA23

#SMHM2023

#voicesfromthefrontline

SEE ME. HEAR ME!



BRAND SUMMARY

- The brand is dynamic and attention-grabbing visual identity.
- Main brand colours are orange, green and black
- The brand's tone of voice is afrocentric, urban slang and safe
- Guidelines should be properly utilised in all applications

MATERNITY ENGAGEMENT ACTION

THANK YOU
FOR YOUR
SUPPORT

WWW.MATERNITYENGAGEMENT.UK



Engaging Perinatal Families For Better Maternal Outcomes