



# BRAND BOOK

OUR PLATFORM, VOICE AND IDENTITY

2020

## **INTRODUCTION**

This brand book is the creative interpretation of our brand strategy. Think of it as March of Dimes' North Star—look to it for guidance anytime you are creating brand materials to ensure a unified look and voice. If you apply these guidelines consistently, our brand will remain clear, distinct and strong.

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# OUR CORE VALUES



**BOLD**

**EMPOWERING**

**DYNAMIC**

*Supportive*

**POSITIVE**

*Empathetic*

*March of Dimes is championing the needs of moms and babies, leading the fight to improve their health.*

*We're their trusted partner and supporter, working tirelessly to amplify their voice in every situation.*

*By bringing communities together to discover new solutions, we're empowering members to join us.*

## BRAND PROMISE

**March of Dimes  
leads the fight for  
the health of all  
moms and babies.**

## OUR ORGANIZATION DOES THIS BY:

1. supporting research to find solutions so every family gets the best possible start
2. advocating for policies that prioritize the health of moms and babies
3. providing resources and programs to help moms throughout their pregnancies
4. educating health professionals to improve mom and baby care
5. uniting local communities across the nation through events and collaboratives
6. partnering with organizations and companies committed to helping moms and their families

# **VERBAL IDENTITY**

## MISSION STATEMENT

**MARCH OF DIMES  
LEADS THE FIGHT FOR  
THE HEALTH OF ALL  
MOMS AND BABIES.**

## VISION STATEMENT

**WE IMAGINE A WORLD  
WHERE EVERY MOM  
AND BABY IS HEALTHY  
REGARDLESS OF  
WEALTH, RACE OR  
GEOGRAPHY.**

## MANIFESTO

We believe that every mom and baby deserve the best possible start. But that's just not the case.

Two babies die every hour in the U.S. And about every 12 hours a woman dies as a result of complications from pregnancy. It's not fine. But together we can change things.

From advocacy to education to research, March of Dimes is working to level the playing field so that all moms and babies are healthy and strong.

When we come together as a community, even the toughest problems can be solved. And by fighting to improve maternal and infant health, we're ensuring that families have the support and care they need today and for generations to come.

## ELEVATOR PITCH

March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're committing to close the health equity gap for moms and babies regardless of wealth, race or geography. We're pioneering research to find solutions. We're empowering families with programs, knowledge and tools to have healthy pregnancies. Together with our supporters and partners, we're uniting communities to ensure the best possible start for families everywhere.



## KEY MESSAGES

### 1. Moms and babies in the U.S. are facing an urgent health crisis.

- The U.S. is among the most dangerous developed nations in which to give birth.
- Each year, thousands of moms and babies deal with complications from pregnancy and preterm birth.
- In the U.S., 1 in 10 babies are born preterm each year.
- Pregnancy-related death has more than doubled over the past 25 years.
- Two babies die every hour in the U.S. And about every 12 hours a woman dies as a result of complications from pregnancy.
- Women of color are up to 50 percent more likely to give birth preterm and their children can face a 130 percent higher infant death rate.
- Significant racial disparity in maternal death exists with Black women being three to four times more likely to die from pregnancy compared to White women.

### 2. Our supporters work with us to improve the health of moms and babies.

- We educate moms, online and in person, to help them help them have healthy pregnancies.
- We advocate for policies that prioritize the health of moms and babies.
- We work with the medical community to ensure that moms and babies get the best care.
- We fund innovative research at our Prematurity Research Centers and through other grants to prevent preterm births and maternal mortality and accelerate solutions for millions of moms and babies around the world.
- We support moms through every stage of the pregnancy journey, even when everything doesn't go according to plan.

### 3. Join us in the fight for healthy moms and strong babies.

- Donate now to help moms and babies in your community and across the country.
- Volunteer with March of Dimes to make a difference in your community.
- Call your elected officials to support legislation that prioritizes the health of moms and babies.
- Connect with other moms and families in our Share Your Story online community.
- Join March for Babies, attend events in your community or host a fundraiser of your own.

## SAMPLE MESSAGES

### DO

- **Channel the ‘champion’ persona** by using strong, active and positive phrases that illustrate our goals.
- **Speak with a sense of belonging** and involvement to encourage others to play an active role with us.
- **Abbreviate** “United States” as “U.S.” wherever needed and appropriate. “In this country” is also an acceptable replacement.
- **Use the possessive March of Dimes’** wherever it’s grammatically correct
- **Spell out** “neonatal intensive care unit” when writing for the general public and also abbreviate it as “NICU” in parenthesis the first time used; use only the abbreviation “NICU” after the first mention.
- **Use health care**, two words.
- **Use preterm** to describe a baby, birth or labor—for example, a preterm baby or a preterm birth.
- **Use mom**, instead of mother or woman, when appropriate.
- **Use a.m. and p.m.**

- **Write percent and pound** and any other descriptive word that might otherwise be misunderstood when the symbol is used. You may use the symbol in a chart or catalogue or when specifically approved or required to meet character count.
- Programs and events with **registered marks/copyright** (see dimension for all legal program names) should be written with that mark the first time mentioned; after that the mark may be dropped. These marks should not be used in headlines.
- **Left justify copy** whenever possible.
- **Use ALL CAP headlines and sentence case sub-headlines** on the web. Use ALL CAP headlines when appropriate in print pieces. Follow our BRAND BOOK guidelines for pull-quotes and fonts.
- **Spell out “and”** instead of an ampersand (&).
- For press releases, **use ALL CAP headlines and title case sub-headlines**. Our approved boilerplate should be used on all releases.
- For state abbreviations, **follow U.S. postal code rules**, e.g., NY and DC and HI.

### DON'T

- **Don’t mom-shame**; avoid it at all costs.
- **Don’t be negative** when you can be positive; flip a message to be positive when possible.
- **Don’t use spaces around em dashes**; as an example—this is our style with an em dash.
- **Don’t use “the”** before March of Dimes.
- **Don’t refer** to March of Dimes as a “Foundation.”
- **Don’t abbreviate** MOD for March of Dimes.
- **Don’t use serial commas** when listing three or more things; for example, Mary, Blake and Emily go to the store.

## **TONE OF VOICE**

*Our voice is:*

- ENERGETIC**
- INCLUSIVE**
- URGENT**
- INSPIRING**
- ACTIONABLE**
- COMPELLING**
- DECISIVE**
- RELATABLE**
- COMPASSIONATE**
- KNOWLEDGEABLE**

*Our voice is not:*

- VAGUE**
- SOFT**
- CHEESY**
- OVERLY**
- TECHNICAL**
- SELF-IMPORTANT**
- PITYING**
- UNEMOTIONAL**
- SLANGY**

# **VISUAL IDENTITY**

## LOGO WITH TAGLINE LOCKUP

This lockup is the main identifying mark for March of Dimes to emphasize our organization's purpose and mission. We strongly encourage the utilization of the logo with tagline lockup both internally and externally wherever space permits. It is comprised of two parts—our tagline and primary logo.

**Note:** Files are available in the assets folder.

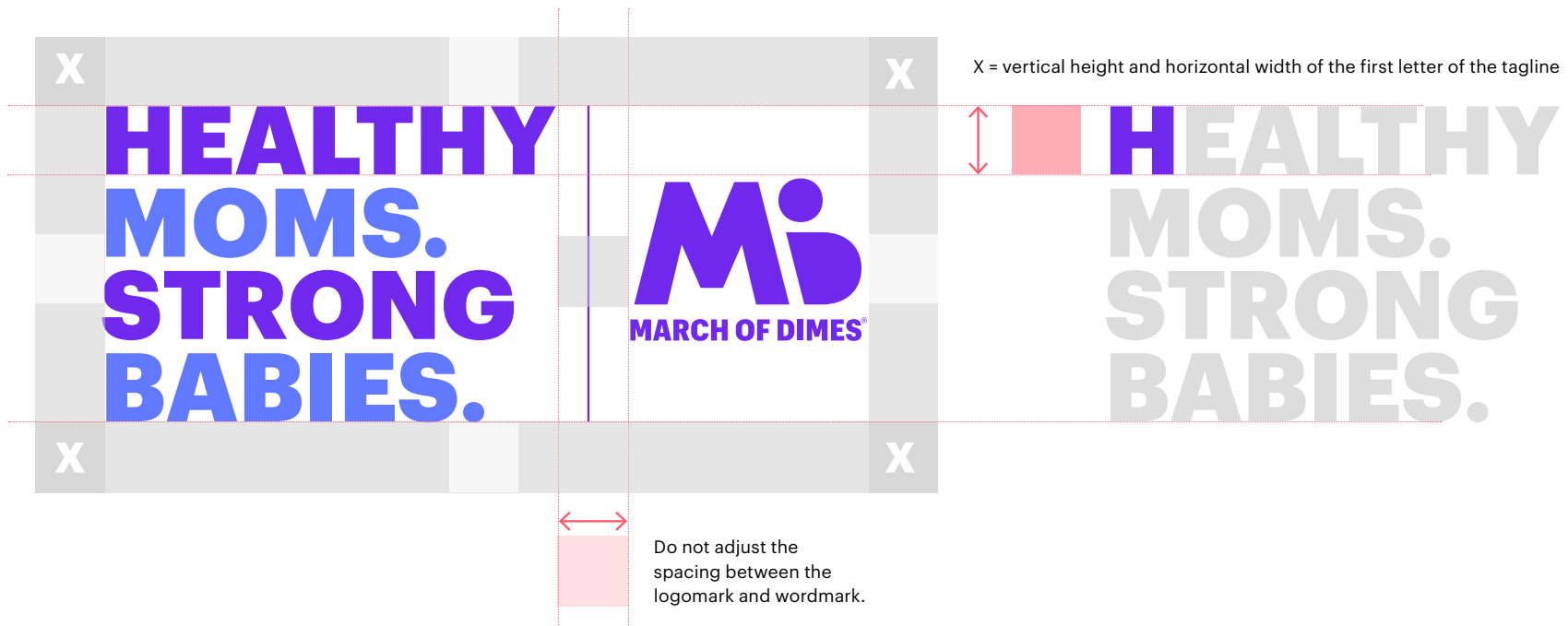
**HEALTHY  
MOMS.  
STRONG  
BABIES.**



## LOGO WITH TAGLINE LOCKUP CLEAR SPACE

Clear space and minimum space are important to retain legibility and establish brand clarity.

### Clear space



### Minimum Size

Print: 1.5"  
Screen: 60 px



## LOGO WITH TAGLINE LOCKUP USE

Below are examples of approved lockup use.



Primary purple and Cornflower Blue. Always use on white and other light neutral colors.



Knocked out white and Cornflower Blue (50% tint) to be used over a solid color.



Knocked out white to be used over a photograph.



Knocked out white to be used over color background with graphic shapes.



Knocked out white and Cornflower Blue (50% tint) to be used over black.



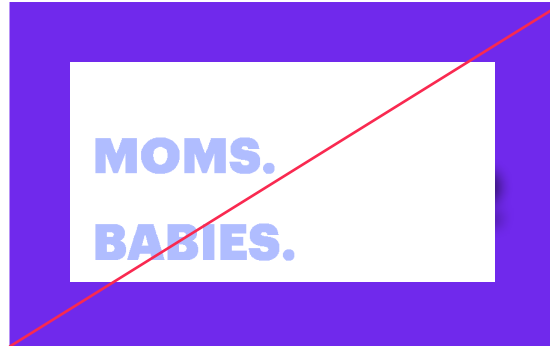
Mono black for limited use only. Should only be used when color printing is not available.

## LOGO WITH TAGLINE LOCKUP MISUSE

Below are examples of how not to use the lockup. Please refrain from manipulating the lockup in these ways.



Do not stretch, squeeze, distort or rotate any part of the lockup. Always scale uniformly.



Do not add any effects to the lockup.



Do not place the lockup over a congested or low contrast part of an image.



Do not change the typeface within the wordmark.



Do not use any unspecified colors in the lockup.

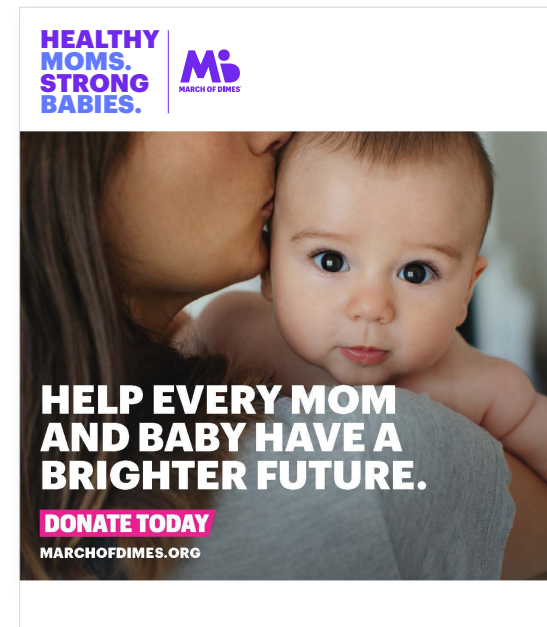
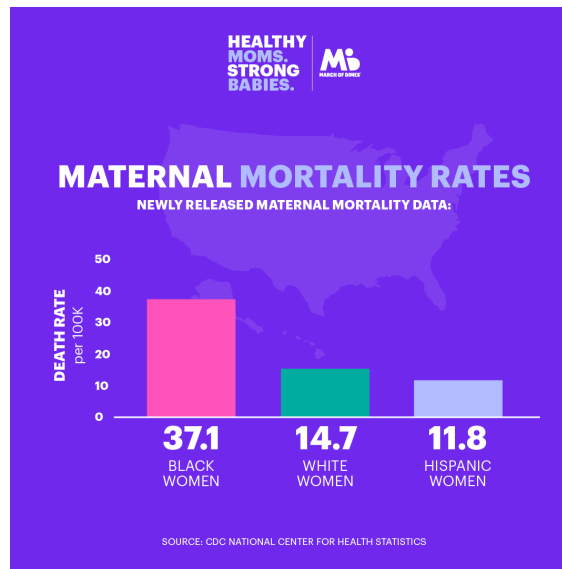


Do not use the tagline independently unless the March of Dimes logo is also present on the same page.



## LOGO WITH TAGLINE LOCKUP EXAMPLES

Examples of where it must be used include an e-mail signature, footer of a PowerPoint presentation, and March for Babies collateral. Additional examples can be seen on pages 60 - 68.



## OUR TAGLINE

Our tagline embodies our organization's purpose and mission and should be used verbally and visually as much as possible.

When using these parallel phrases, they should each have a period.

When using these graphically, they should be ALL CAPS.

When using this tagline, we recommend using two colors: Brand Purple and Cornflower Blue.

Remember, when the tagline shown independently, it should also accompany the March of Dimes logo on the page.

**We recommend not using for prematurity and loss due to sensitivities.**

HEALTHY  
MOMS.  
STRONG  
BABIES.

## MARCH OF DIMES LOGO

This is the primary logo for March of Dimes.

The March of Dimes logo with the ® mark must be used in all applications where a link to our brand policies is not present and the logo is large enough.

**Note:** When referring to March of Dimes, “MOD” should never be used in a formal context.



## **MARCH OF DIMES LOGO: HORIZONTAL**

This is the horizontal logo for March of Dimes. The primary logo should be used in most situations, however, the horizontal logo may be used when space is limited.

The March of Dimes logo with the ® mark must be used in all applications where a link to our brand policies is not present and the logo is large enough.

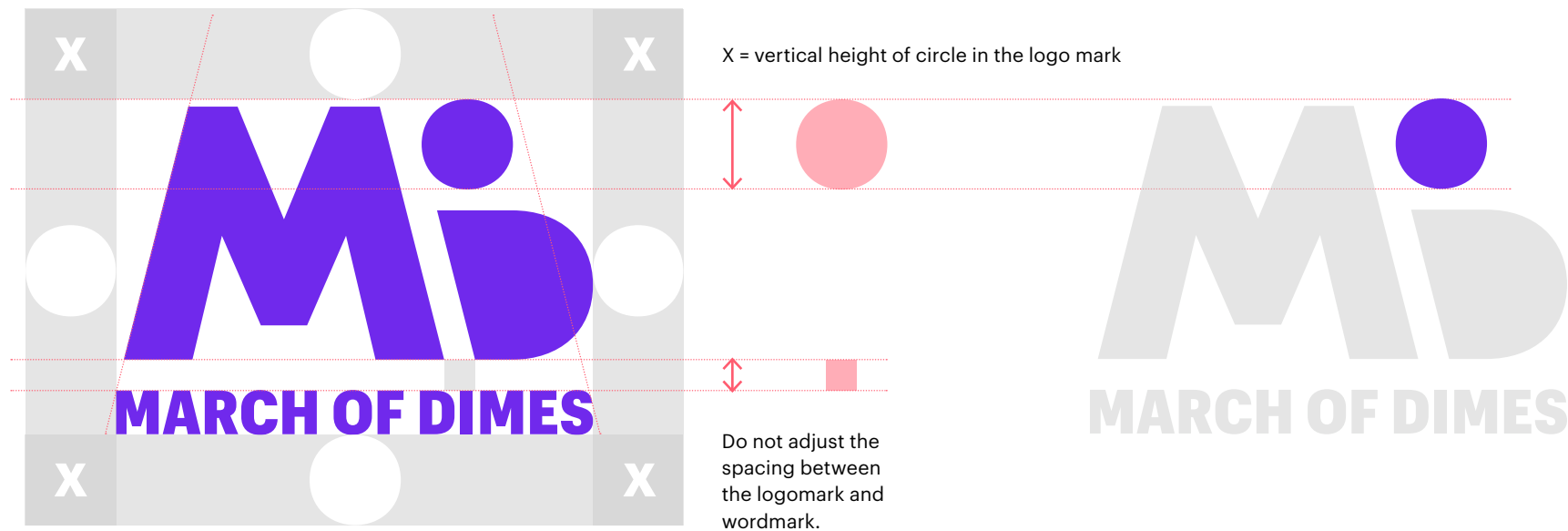


## MARCH OF DIMES LOGO CLEAR SPACE & MINIMUM SIZE

Clear space and minimum space are important to retain legibility and establish brand clarity.

**Note:** The same clear space rules may be applied to the horizontal logo.

### Clear space



### Minimum Size

Print: 0.5"  
Screen: 60 px



### Minimum Size

Print: 0.5"  
Screen: 60 px



Use the horizontal logo when vertical space is limited.

## MARCH OF DIMES LOGO USE

Below are examples of approved logo use.



Primary purple. Always use on white and other light neutral colors.



Knocked out white to be used over a solid color.



Knocked out white to be used over a photograph.



Knocked out white to be used over color background with graphic shapes.



Knocked out white to be used over black.



Mono black for limited use only. Should only be used when color printing is not available.

## MARCH OF DIMES LOGO MISUSE

Below are examples of how not to use the logo. Please refrain from manipulating the logo in these ways.



Do not stretch, squeeze, distort or rotate any part of the logo. Always scale uniformly.



Do not add any effects to the logo.



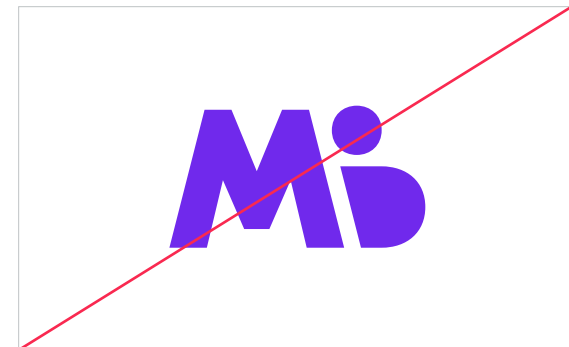
Do not change the typeface within the wordmark.



Do not place the logo over a congested or low contrast part of an image.



Do not use any unspecified colors in the logo.



Do not split the logomark from the wordmark unless the full logo appears somewhere else on the document.

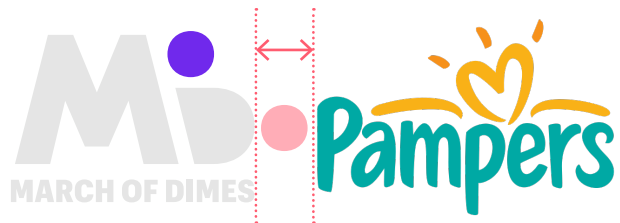
## CO-BRANDING

When pairing March of Dimes' logo with a partner logo, use the guidelines shown below. Scale will vary across partners; adjust accordingly to achieve the most visually balanced lock up.



### Clearspace:

The clearspace between our logo and a partner logo is approximately the width of the circle found in the mark.



## KEY MESSAGES

**Note:** If the announcement, etc. does not include the mission statement, we suggest option 1. If the announcement does include mission statement, we suggest option 2.

**Option 1:** [XX partner] proudly supports March of Dimes as we lead the fight for the health of all moms and babies.

**Option 2:** [XX partner] proudly supports March of Dimes.



## CO-BRANDING

When pairing March of Dimes' logo with multiple partner logos, use the guidelines shown below. Scale will vary across partners; adjust accordingly to achieve the most visually balanced lock up.



### Clearspace:

The clearspace between our logo and partner logos is approximately the width of the circle found in the mark.



## CO-BRANDING MISUSE

Below are examples of how not to use the logo in co-branding situations. Please refrain from pairing the logo with partners in these ways.



Logos should not appear closer than the clearspace guidance outlined on the previous page.



Logos should not overlap.



Logos should not be separated by divider lines.



The black and white logo should not be used for collateral pieces in color.



The logo should not be modified.

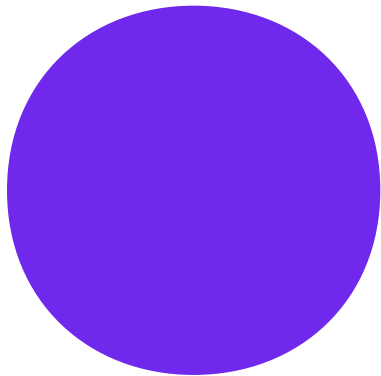


The logo should not be paired with chapters or text other than the tagline.

## PRIMARY COLOR PALETTE

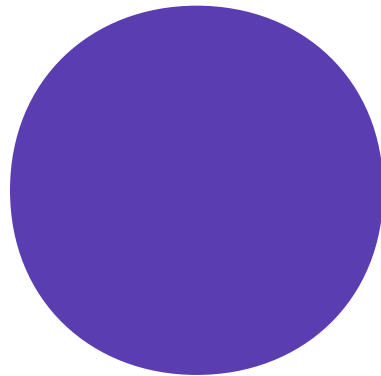
These are the primary colors associated with March of Dimes. The Brand Purple is used in the mark while Plum Purple, Accent Purple and Cornflower work to support it.

**Note:** The Pantone swatches can be found in The Plus Series. Swatch files are provided in the assets folder.



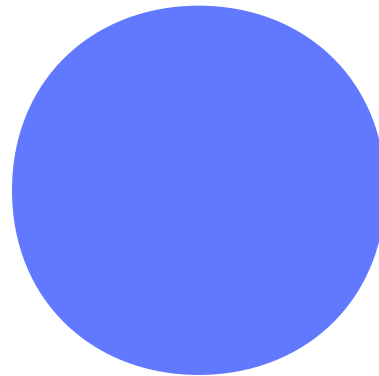
### BRAND PURPLE

**PMS:** 2090 C  
**CMYK:** C85 M100 Y0 K0  
**RGB:** R112 G41 B236  
**HEX:** #7029EC



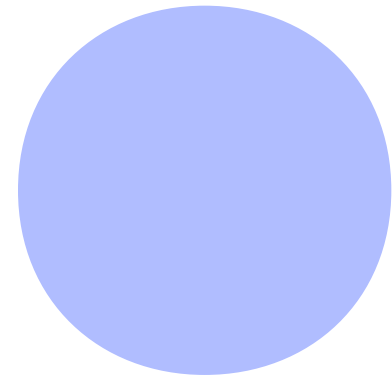
### ACCENT PURPLE

**PMS:** 2091 C  
**CMYK:** C85 M100 Y0 K30  
**RGB:** R91 G61 B178  
**HEX:** #5B3DB2



### CORNFLOWER

**PMS:** 2130 C  
**CMYK:** C 82 M62 Y0 K0  
**RGB:** R97 G121 B255  
**HEX:** #6179FF



### CORNFLOWER - 50% TINT

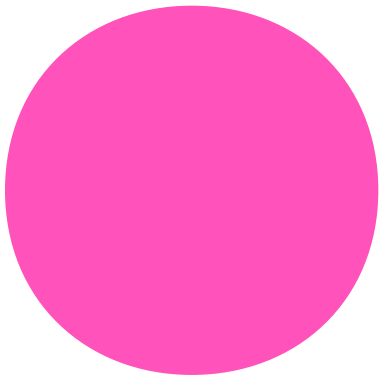
**PMS:** 2130 C - 50% Tint  
**CMYK:** C 42 M25 Y0 K0  
**RGB:** R176 G188 B255  
**HEX:** #B0BCFF

**Note:** Use this for headlines on a Brand Purple background.

## SECONDARY COLOR PALETTE

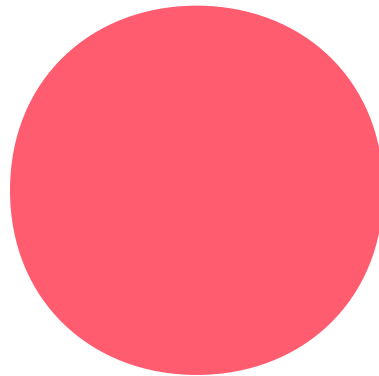
These are the supporting colors for March of Dimes.

**Note:** The Pantone swatches can be found in The Plus Series. Swatch files are provided in the assets folder.



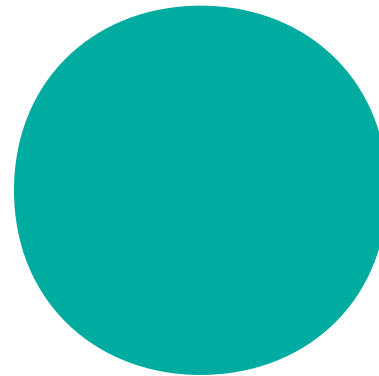
### HOT PINK

**PMS:** 7424 C  
**CMYK:** C2 M94 Y2 K0  
**RGB:** R255 G82 B186  
**HEX:** #FF51BA



### CORAL

**PMS:** 709 C  
**CMYK:** C0 M80 Y41 K0  
**RGB:** R255 G92 B112  
**HEX:** #FF5C70

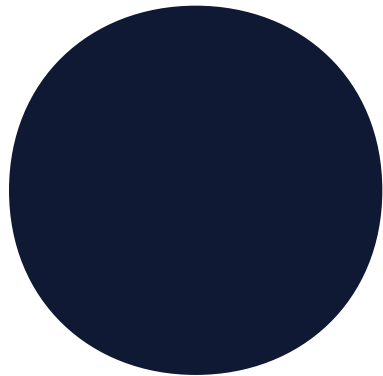


### EMERALD

**PMS:** 2399 C  
**CMYK:** C100 M0 Y46 K0  
**RGB:** R0 G172 B160  
**HEX:** #00ACAO

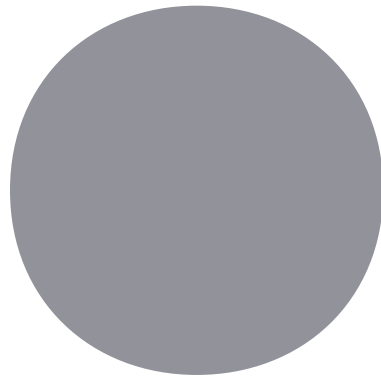
## BRAND GRAYSCALE

A special grayscale palette has been created for the brand. Brand Black and Grey One are primarily used for body copy while Grey Two allows flexibility for digital collateral.



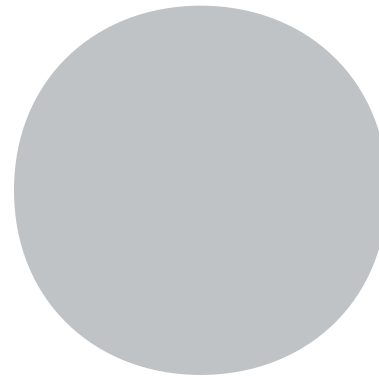
### BLACK

**PMS:** 533 C  
**CMYK:** C95 M72 Y15 K67  
**RGB:** R15 G25 B52  
**HEX:** #0F1934



### GREY ONE

**PMS:** 7544 C  
**CMYK:** C35 M14 Y11 K34  
**RGB:** R146 G146 B155  
**HEX:** #92929B



### GREY TWO

**PMS:** 7543 C  
**CMYK:** C24 M9 Y8 K22  
**RGB:** R191 G195 B197  
**HEX:** #BFC3C5

**Note:** The Pantone swatches can be found in The Plus Series. Swatch files are provided in the assets folder.

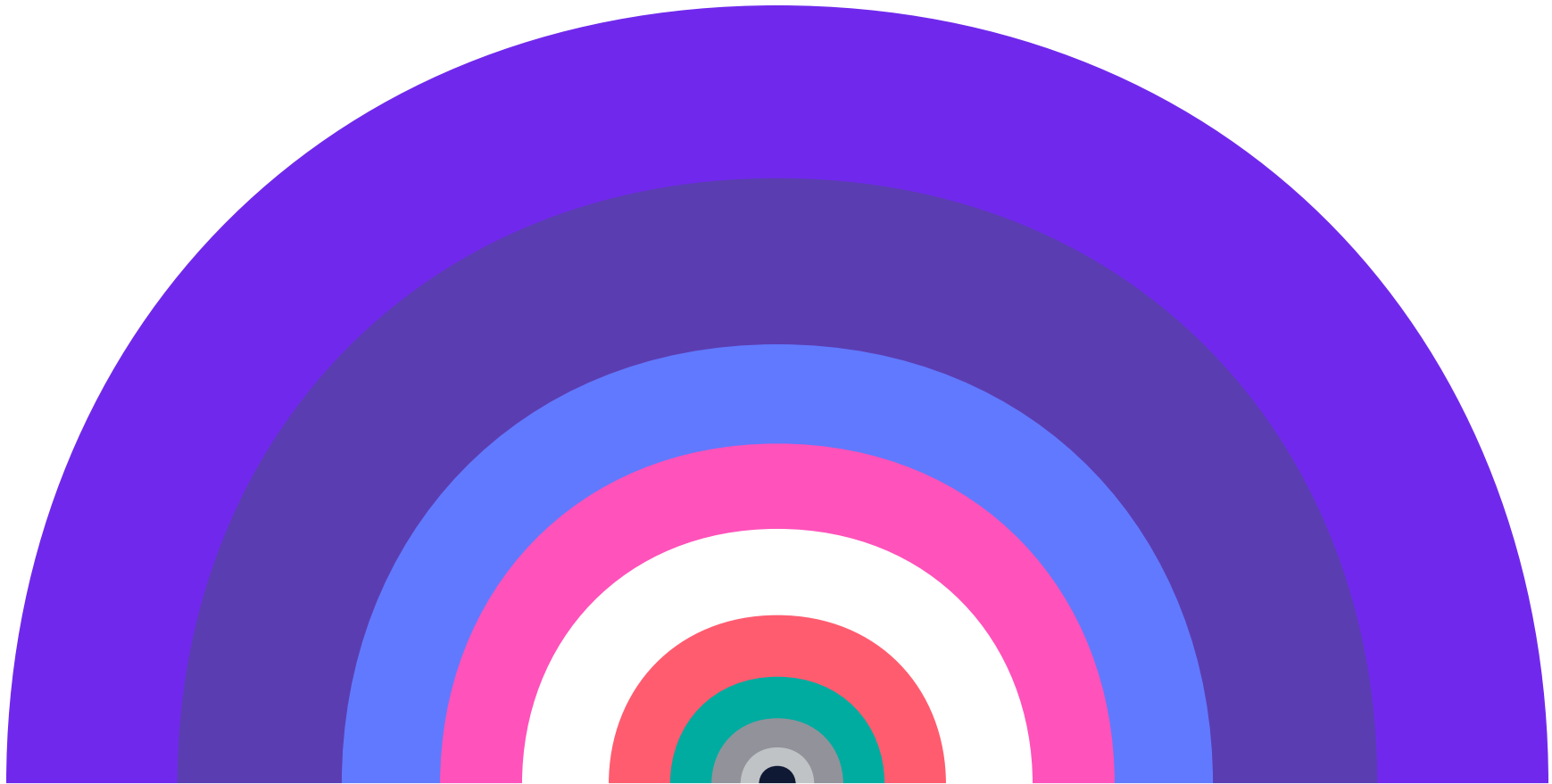
Tints may be used when necessary.

100% Black should be used when color printing is not available.

## COLOR DISTRIBUTION CHART

Colors should be used in the proportions shown in the chart below.

**Note:** This is a general overview applicable to brand collateral. White should be used at a higher proportion in editorial materials.



## COLOR USAGE/RULES

March of Dimes' color palette was built to be flexible, with Brand Purple as the primary focus. Below are examples of approved color usage.



Use the Accent Purple with Brand Purple for graphic background elements.



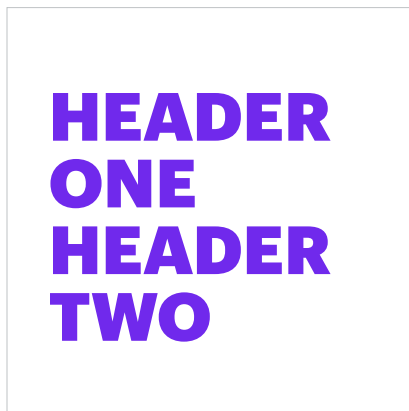
Use Accent Purple and Cornflower Blue for angles and layering.



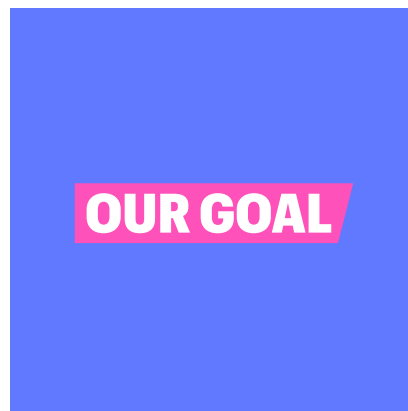
Use Cornflower for angle highlights within headlines.



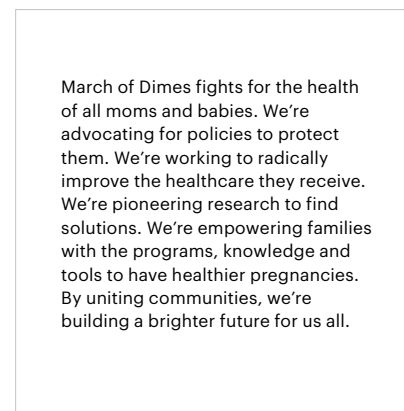
Use colors with high contrast for headlines.



Use Brand Purple for main headlines on a white background.



Use Hot Pink with white text on primary or white background color for CTAs.



Use Black for body copy on a white background.

## COLOR USAGE/RULES

Please refrain from using the colors in these ways.



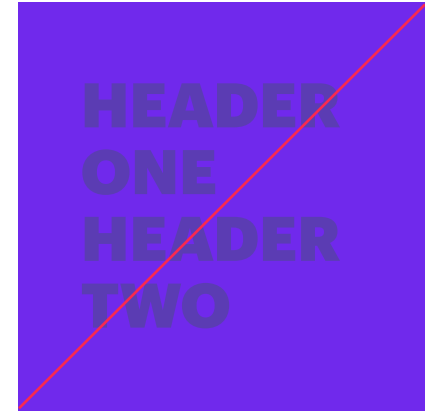
Do not use accent colors in larger amounts than primary.



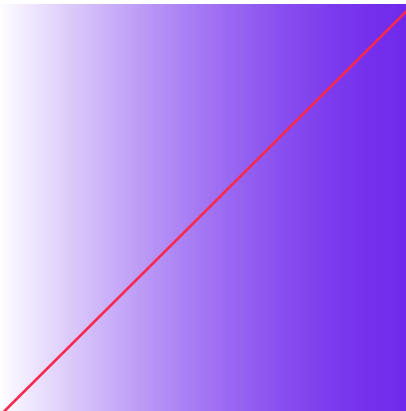
Do not use accent colors in larger amounts than primary.



Do not pair accent colors where no primary color is present.



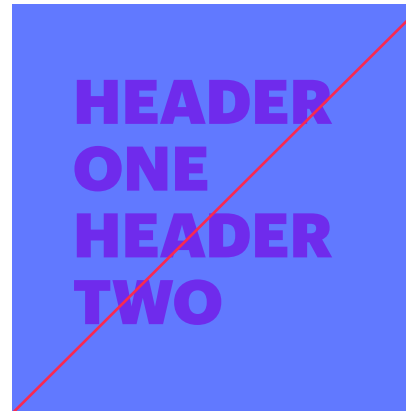
Do not pair colors with low contrast for text.



Do not use gradients.



Do not use Black or Grays as graphic elements.



Do not pair Brand Purple and Cornflower directly in copy.



Do not pair colors with low contrast for angle graphic highlights.



## PRIMARY TYPEFACES

Graphik is the primary typeface to be associated with March of Dimes.  
These are the weights that may be used across collateral.

**GRAPHIK  
BLACK**

**Mm**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**GRAPHIK  
BOLD**

**Mm**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**GRAPHIK  
BOLD  
ITALIC**

***Mm***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

GRAPHIK  
REGULAR

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

GRAPHIK  
REGULAR  
ITALIC

*Mm*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## SECONDARY TYPEFACES

These are the supporting typefaces to be associated with March of Dimes. Graphik Compact Black can be found in the mark. Eudald News Medium Italic serves as an accent (e.g., pull quotes). Eudald News Regular and Regular Italic should be used in educational materials only.

**GRAPHIK  
COMPACT  
BLACK**

**Mm**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

GRAPHIK  
COMPACT  
REGULAR

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Eudald News  
Medium Italic*

*Mm*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Eudald News  
Regular

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Eudald News  
Regular Italic*

*Mm*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

**Note:** These weights are limited to the use of educational resources only and should not be used in any other situations.

## RULES + HIERARCHY: OVERVIEW

Below is a basic example of typographic hierarchy. A wider range of examples and specific usage rules can be found on pages 41-46.

### Headlines 1: Single Color Text

# HEADLINE TEXT

### Subheading 1

## SUBHEADING TEXT

### Body Copy

Example: March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're pioneering research to find solutions. We're empowering families with the programs, knowledge and tools to have healthy pregnancies. By uniting communities, we're building a brighter future for us all.

### Small Text

Example: March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're pioneering research to find solutions. We're empowering families with the programs, knowledge and tools to have healthy pregnancies. By uniting communities, we're building a brighter future for us all.

### Pull Quote

*"We believe every baby deserves the best possible start."*

### CTA: Print

**JOIN US**

## RULES + HIERARCHY: HEADLINES

Fonts should be used according to the rules below.

### Headlines 1: Single Color Text

Graphik Black  
Type size x 0.89 =  
Leading eg 35 pt x  
0.89 = 31.15 pt  
Kerning: Optical  
Tracking -5  
Case: Uppercase

HEADLINE  
TEXT

### Headlines 2: Two Color Text

Graphik Black  
Type size x 0.89 =  
Leading eg 35 pt x  
0.89 = 31.15 pt  
Kerning: Optical  
Tracking -5  
Case: Uppercase

HEADLINE  
TEXT

### Headlines 3: Box Treatment

Graphik Black  
Type size x 1 =  
Leading eg 35 pt x  
1 = 35 pt  
Kerning: Optical  
Tracking -5  
Case: Uppercase

HEADLINE  
TEXT

Box height  
Type size x 1.07 =  
box height eg 35 pt x  
1.07 = 38\* pt  
*\*Rounded to nearest  
point size*

Padding around all  
sides of text = 1/6 of  
Box height

HEADLINE  
TEXT

## RULES + HIERARCHY: SUBHEADING, BODY COPY

Fonts should be used according to the rules below.

### Subheading 1

Graphik Black  
Type size x 1.05 =  
Leading eg 18 pt x  
1.05 = 18.9 pt  
Kerning: Optical  
Tracking: -5  
Case: Uppercase  
Word Count: 2-6

**SUBHEAD TEXT  
OR PHRASE**

### Subheading 2

Graphik Bold  
Type size x 1.16 =  
Leading eg 14pt x  
1.16 = 16.25 pt  
Kerning: Optical  
Tracking: 0  
Case: Sentence  
Word Count: 7+

**Subhead text  
or phrase**

### Body Copy

Graphik Regular/  
Italic  
Type size x 1.25 =  
Leading eg 10 pt x  
1.25 = 12.5  
Kerning: Optical  
Tracking: 0  
Case: Sentence

Example: March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're pioneering research to find solutions. We're empowering families with the programs, knowledge and tools to have healthy pregnancies. By uniting communities, we're building a brighter future for us all.

### Small Text

Graphik Regular/  
Italic  
Minimum size: 6 pt  
Type size x 1.25 =  
Leading eg 6 pt x  
1.25 = 7.5  
Kerning: Optical  
Tracking: 0  
Case: Sentence

Example: March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the healthcare they receive. We're pioneering research to find solutions. We're empowering families with the programs, knowledge and tools to have healthy pregnancies. By uniting communities, we're building a brighter future for us all.

## PULL QUOTES + FUNCTIONAL USE

Fonts should be used according to the rules below.

### Pull Quotes

Eudald News  
Medium Italic  
Type size x 1.1 =  
Leading eg 26 x  
1.1 = 28.6 pt  
Kerning: Optical  
Tracking: 5

*“We believe every  
mom and baby  
deserves the best  
possible start.”*

### Special Use

Eudald News  
Medium Italic  
Type size x 1.1 =  
Leading eg 26 x  
1.1 = 28.6 pt  
Kerning: Optical  
Tracking: 5

May be used  
for longer text  
when someone  
is speaking.

*March of Dimes leads the  
fight for the health of all  
moms and babies.*

### Functional Heading

Graphik Compact  
Black/Regular  
Type size x 1.15 =  
Leading eg 14 pt x  
1.15 = 16.1 pt  
Kerning: Optical  
Tracking: 5  
Case: Uppercase

## NATIONAL OFFICE

### Educational Resources Copy

Eudald News  
Regular/Italic  
Type size x 1.3 =  
Leading eg 9 x 1.3  
= 11.7 pt  
Kerning: Optical  
Tracking: 0

**Note:** These  
weights are  
limited to the use  
of educational  
resources only  
and should not be  
used in any other  
situations.

*Preterm and premature mean the same thing  
— early. Preterm labor is labor that begins  
early, before 37 weeks of pregnancy. Labor is  
the process your body goes through to give birth  
to your baby. Preterm labor can lead to preterm  
birth. Preterm birth is when your baby is born  
early, before 37 weeks of pregnancy. Your baby  
needs about 40 weeks in the womb to grow and  
develop before birth.*

*Babies born before 37 weeks of pregnancy are  
called premature. Premature babies can have  
serious health problems at birth and later in life.  
In this country 1 in 10 babies is born prematurely  
each year.*

## SYSTEM FONTS

For special use where our main brand typefaces cannot be accessed (such as a third-party screen presentation) use these universally accessible typefaces in substitution (ie: PowerPoint).

**Note:** Arial Black may be used for headlines instead of Arial Bold if it's available on your computer.

**ARIAL  
BLACK**

**Mm**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ARIAL  
BOLD**

**Mm**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ARIAL  
BOLD  
ITALIC**

***Mm***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

**ARIAL  
REGULAR**

**Mm**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ARIAL  
ITALIC**

***Mm***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## SYSTEM FONTS

For special use where our main brand typefaces cannot be accessed (such as a third-party screen presentation) use these universally accessible typefaces in substitution (ie: PowerPoint).

*Georgia  
Italic*

*Mm*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Georgia  
Regular

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Note:** This weight is limited to the use of educational resources only and should not be used in any other situations.



## SYSTEM FONTS: RULES + HIERARCHY

System fonts should be used according to the rules below.

### Headlines:

Arial Black  
Type size x 0.9 =  
Leading eg 36 pt x  
0.9 = 32.4 pt  
Kerning: Optical  
Tracking -5  
Case: Uppercase  
  
Use Arial Bold  
if Black is not  
available.

# HEADLINE TEXT

### Subheading 1

Arial Black  
Type size x 1.05 =  
Leading eg 18 pt x  
1.05 = 18.9 pt  
Kerning: Optical  
Tracking: -5  
Case: Uppercase  
Word Count: 2-6  
  
Use Arial Bold  
if Black is not  
available.

## SUBHEAD TEXT

### Subheading 2

Arial Bold  
Type size x 1.16 =  
Leading eg 14pt x  
1.16 = 16.25 pt  
Kerning: Optical  
Tracking: 0  
Case: Sentence  
Word Count: 7+

**Now more than ever,  
moms and babies need  
a champion.**

### Body Copy

Arial Regular / Italic  
Type size x 1.35 =  
Leading eg 9 pt x  
1.35 = 12.15  
Kerning: Optical  
Tracking: 0  
Case: Sentence

March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're pioneering research to find solutions. We're empowering families with the programs, knowledge and tools to have healthy pregnancies. By uniting communities, we're building a brighter future for us all.

### Pull Quotes

Eudald News  
Medium Italic  
Type size x 1.1 =  
Leading eg 26 x  
1.1 = 28.6 pt  
Kerning: Optical  
Tracking: 5

*“We believe every  
mom and baby  
deserves the best  
possible start.”*

## RULES + HIERARCHY: MARCHOFDIMES.ORG

Fonts should be used according to the rules below.

### H1

Graphik Bold,  
Case: All caps  
Font size: 27px

**FIGHTING  
FOR HEALTHY  
FAMILIES**

### H2

Graphik Bold,  
Case: All caps  
Font size: 22px

**NOW MORE THAN  
EVER, MOMS AND  
BABIES NEED A  
CHAMPION.**

### H3

Graphik Bold,  
Case: Sentence,  
Font size: 18px

**Now more than ever,  
moms and babies need  
a champion.**

### Body Copy

Graphik Regular,  
Case: Sentence  
Font size: 14px  
Line height: 22px

March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're pioneering research to find solutions. We're empowering families with the programs, knowledge and tools to have healthy pregnancies. By uniting communities, we're building a brighter future for us all.

## HOVER EFFECTS

### Inline text links

Font: Graphik Regular  
Inactive: 7029ec  
Hover: 7029ec, underline

### CTA Button

Inactive: 6179ff (Cornflower Blue)  
Hover: 4e61cc

### Donate Button

Inactive: ff52ba (pink)  
Hover: cc4295

Button labels are Graphik Compact Black.  
Pink is reserved for the donate button.  
CTA buttons are cornflower blue.

## BUTTONS: Donate and CTA buttons

Inactive state

**DONATE**

Hover: 20% darken

**DONATE**

**BUTTON**

**BUTTON**

Inactive state

**BUTTON**

Hover:

**BUTTON**

Button height: 37px  
Button text: Graphik Compact Black, 18px  
Case: All caps, #ffffff

**BUTTON**

**BUTTON**



## RULES + HIERARCHY: MARCHFORBABIES.ORG

Fonts should be used according to the rules below.

### H1

Graphik Bold,  
Case: All caps  
Font size: 36px

**FIGHTING  
FOR HEALTHY  
FAMILIES**

### H2

Graphik Bold,  
Case: All caps  
Font size: 28px

**NOW MORE THAN  
EVER, MOMS AND  
BABIES NEED A  
CHAMPION.**

### H3

Graphik Bold,  
Case: Sentence,  
Font size: 18px

**Now more than ever,  
moms and babies need  
a champion.**

### Body Copy

Graphik Regular,  
Case: Sentence  
Font size: 16px

March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're pioneering research to find solutions. We're empowering families with the programs, knowledge and tools to have healthy pregnancies. By uniting communities, we're building a brighter future for us all.

## HOVER EFFECTS

### Inline text links

Font: Graphik Regular  
Inactive: b542eb  
Hover: b542eb, underline

Button labels are Graphik Compact Black.  
Pink is reserved for the donate button.  
CTA buttons are MFB Purple.

### CTA Button

Inactive: b542eb (MFB Purple)  
Hover: 9135bc

### Team Button

Inactive: 6179ff (Cornflower Blue)  
Hover: 4e61cc

### Donate Button

Inactive: ff52ba (pink)  
Hover: cc4295

## BUTTONS: Donate, CTA and Team buttons

Inactive state

**DONATE**

Hover: 20% darken

**DONATE**

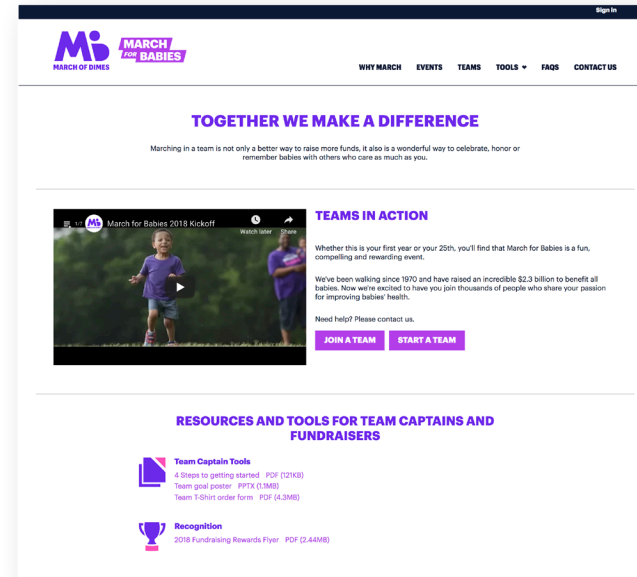
**BUTTON**

**BUTTON**

**BUTTON**

**BUTTON**

Button height: 37px  
Button text: Graphik Compact Black, 18px  
Case: All caps, #ffffff



## CALLS TO ACTION: PRINT

CTAs should be used according to the rules below.

### Calls to Action

Graphik Compact  
Black  
Type size x 1 =  
Leading eg 44 pt x 1  
= 44 pt  
Kerning: Optical  
Tracking: 5  
Case: Uppercase

**DONATE TODAY**

**OUR GOAL**

**SIGN UP**

**GET STARTED**

Box height  
Type size x 1.1 = box  
height eg 44 pt x 1.1  
= 48.4 pt  
*\*Rounded to nearest  
point size*

Padding around top,  
bottom, & left = 1/5  
of Box height

**DONATE TODAY**

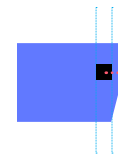
**OUR GOAL**

**SIGN UP**

**GET STARTED**

**75°**

The angle used for the  
identity system should  
be kept consistent at  
all times. Do not adjust,  
distort or skew the  
degree of the angle.



The padding on the right side  
around the angle will vary  
on the last letterform. Please  
use best judgement on  
what looks visually sound. A  
range of scenarios are shown  
above as examples.

## CALLS TO ACTION: DIGITAL

CTAs should be used according to the rules below.

### Calls to Action

Graphik Compact  
Black  
Type size: 20px  
Text align: Middle

Hot Pink should be used for donate button only

**DONATE**

**OUR GOAL**

**SIGN UP**

**GET STARTED**

Button height: 40px  
Button width =  
20px + width of text  
(minimum)

Padding around top  
& bottom: 10px  
Padding around left  
& right: minimum  
of 10px

**DONATE**

**OUR GOAL**

**SIGN UP**

**GET STARTED**

## PHOTOGRAPHY OVERVIEW

When choosing photography stick to these basic principles.



### Portraits

- Feature empowered, aspirational persons
- Emblematic of our ‘champion’ persona
- Diversity in age, race and body type
- Head on, looking directly at the camera
- Solid colored or simple clothing other than Purple
- Light or neutral backgrounds
- Studio style



### Families

- Show connection
- Emblematic of our “champion” persona
- Authentic and candid
- Genuine and intimate moments
- Diversity in age, race, gender and body type
- Ample space around subject
- Mothers who are confident and engaged through body language



### NICU

- Show connection
- Emblematic of our “champion” persona
- Authentic and candid
- Genuine and intimate moments
- Diversity in age, race, gender and body type
- Ample space around subject
- Moments between parent and baby



### March for Babies

- Showcase events or the community in action
- Positive, energetic and in the moment
- Diversity in age, race, gender and body type
- Empowering, supportive experiences
- Cropped to highlight individuals or small groups of people



## PHOTOGRAPHY MOOD BOARD



## GRAPHIC ELEMENTS

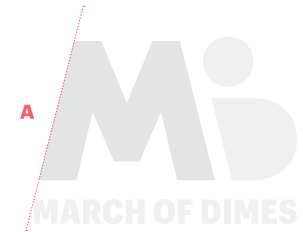
The graphic system for our brand is inspired by and connects directly with our logo.





## ANGLES AND LAYERING

Angles and layering should be used according to the rules below.



### Framing

Position angles in opposite corners to keep the scale at 10% of the artwork.



### Interaction with text box

Fill the text box and leave a margin area on the top and bottom. Note: In any instance of a headline, periods only go parallel phrases like "Healthy moms. Strong babies."



### Interaction with images

Layer photography over one of the angles while bringing the other angle to the front.

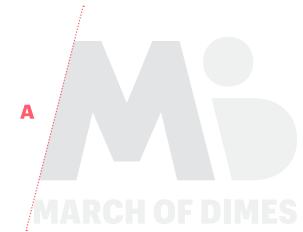


### Layering images and type

Overlap text and photography with the background color.

## ANGLE HIGHLIGHT

The angle highlight is used in a variety of ways across the identity system.



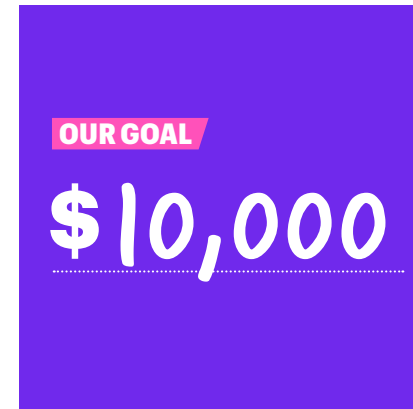
### Highlighting Headlines

Highlight words in headlines indicating who we are championing. See page 41 for guidance on spacing.



### Angle as a Divider

Use a thinner angle graphic to break up content. The length of the divider should match the last line of text above it, unless the name and title are longer, it should then match that.



### CTA and Supporting Headlines.

Use the angle to highlight supporting headlines and CTAs. See page 44 for guidance on spacing.

## BUMP FRAMING & GRAPHIC DEVICES

Bump framing and graphic devices should be used according to the rules below.



### Bump Framing Support

Position bump to the right or left of an image as a supportive shape.



### Bump as a Graphic Device

Use the bump as a graphic device to organize or explain content.

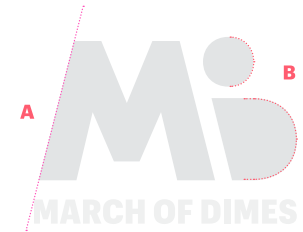


### Bump Frame as Background Element

Use Brand Purple and Accent Purple to create dynamic backgrounds.

## COMBINING GRAPHIC ELEMENTS

Each of these graphic elements inspired by the mark work together to strike a visual balance that reflects our brand values.



Bump Framing + Angle Highlight



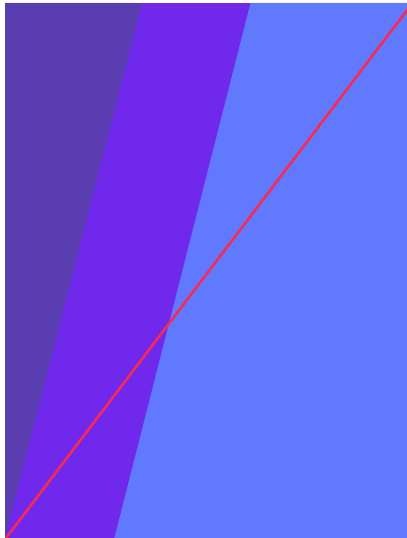
Bump as Graphic Device + Angle Highlight



Bump + Angle Highlight

## GRAPHIC ELEMENT GUIDANCE

Please refrain from using the graphic elements in these ways.



### Don't

Extend the angles more than 10% into the composition.



### Don't

Extend the text box or image to the edge of the artwork.



### Don't

Stretch or skew the degree of the angle.



### Don't

Position an image or text box too close to the angles or with both corners in the front or back.

## GRAPHIC ELEMENT GUIDANCE

Please refrain from using the graphic elements in these ways.



**Don't**  
Crop photos with the full circle in view.



**Don't**  
Crop a photo in a way that leaves areas of tension around the layout.



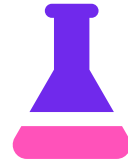
**Don't**  
Use the extended bump graphic to highlight text.



**Don't**  
Use the full circle to frame text.

## ICONS

The icons below can be used to add visual interest as needed. These icons and additional icons can be accessed and downloaded in the MOD Image and Video Library <https://videolibrary.marchofdimes.org/>.



## LINE DIVIDERS

Line dividers should be used according to examples below.

### SOLID PINK

*Supportive*

### SOLID PURPLE

*Empathetic*

Solid lines are typically used with quotes or two pieces of related content

### SOLID GRAY



#### PHASELLUS VEL VARIUS NISI. NUNC AT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ex lectus non, porttitor vehicula risus. Mauris sollicitudin neque e blandit ut. Mauris efficitur elit non nunc porta, sollicitudin pelle molestie. In pretium risus nisi.

### THIN SOLID LINE

Thank you for joining us at March for Babies in Sacramento—I can't wait to see you there.

Jane Smith, ACME Foundation

#### THANK YOU TO OUR SPONSORS

Platinum sponsors



Thin, solid lines are typically used to separate two separate pieces of content but may also be used below title headers on titles within presentations.



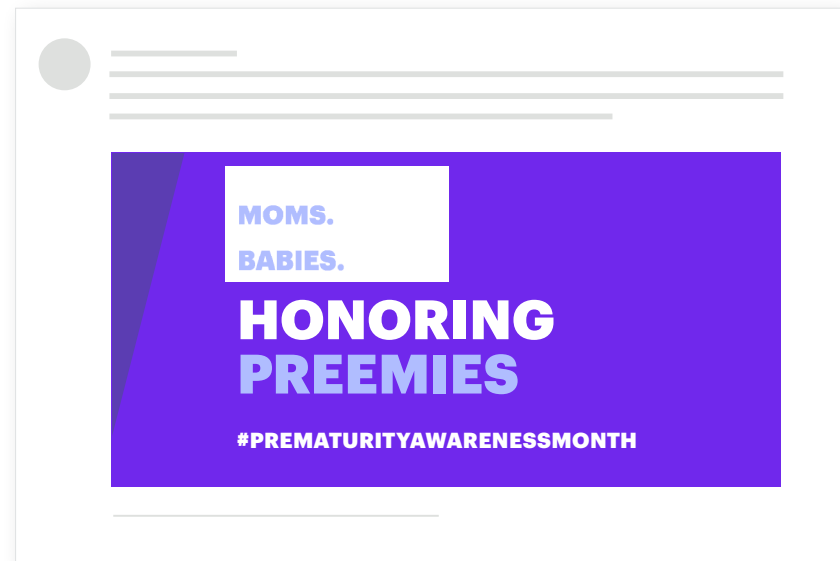
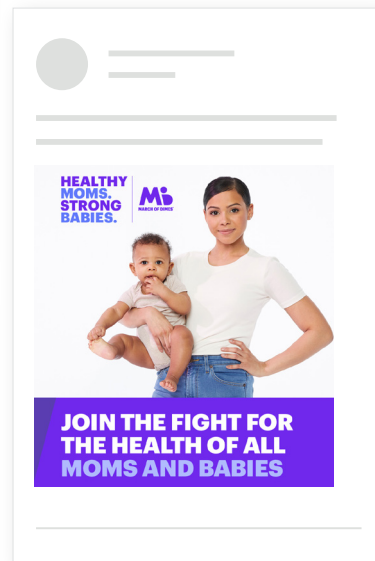
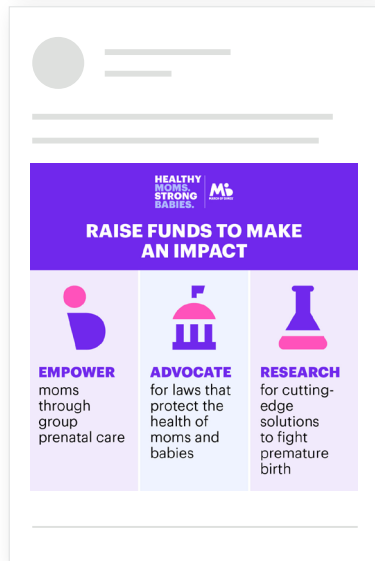


**BRAND  
IN USE**

## COLLATERAL: STATIONARY



## COLLATERAL: SOCIAL MEDIA ADS



## COLLATERAL: BREAKROOM POSTER

HEALTHY  
MOMS.  
STRONG  
BABIES.


MARCH OF DIMES

THIS YEAR WITH  
YOUR HELP...

WE ADVOCATED

ON 150+ STATE LEGISLATIVE BILLS

and helped pass the Newborn Screening Saves Lives Reauthorization Act of 2019.

WE FUNDED
5 STUDIES

to investigate how social policies impact birth outcomes, affecting moms and babies everywhere.

WE EXPLORED

electromyometrial imaging to “see” contractions as they happen to **help to reduce** the more than **380,000 premature births** each year.

WE EVOLVED

OUR SIX PREMATURE RESEARCH CENTERS to a new model with

8 RESEARCH THEMES

29 AREAS OF INQUIRY

200+ RESEARCHERS

to bring real world solutions to millions of families in 2020 and beyond.

WE UNITED

on collective action to prevent prematurity and achieve health equity with **480 organizations** and more than **700 individuals**.

WE SUPPORTED

**50K+ BABIES BORN TOO SOON** in **69 hospitals** with NICU Family Support®.

WE EXPANDED

GROUP PRENATAL CARE TO

**40+** SUPPORTIVE PREGNANCY CARE SITES

across **19 states** so more women will get support services they need.

WE GENERATED

THROUGH OUR **#ITSNOTFINE** CAMPAIGN **950 real-life stories** from women who were challenged not to accept the statement “You’ll be fine” before and after pregnancy.

WE COLLECTED

THROUGH **#UNSPOKENSTORIES** **286 honest stories** of pregnancy, parenting and loss that are too often unshared.

© 2020 March of Dimes

## COLLATERAL: POINT OF PURCHASE

HEALTHY  
MOMS.  
STRONG  
BABIES.


  
MARCH OF DIMES

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

TOGETHER  
WE'RE  
FIGHTING  
FOR HEALTHY  
MOMS AND  
STRONG  
BABIES.


OUR GOAL


**\$10,000**

MARCHOFDIMES.ORG/DONATE

© 2020 March of Dimes

HEALTHY  
MOMS.  
STRONG  
BABIES.



  
MARCH OF DIMES





HELP EVERY  
MOM AND BABY  
GET THE BEST  
POSSIBLE START.

DONATE TODAY

MARCHOFDIMES.ORG/DONATE

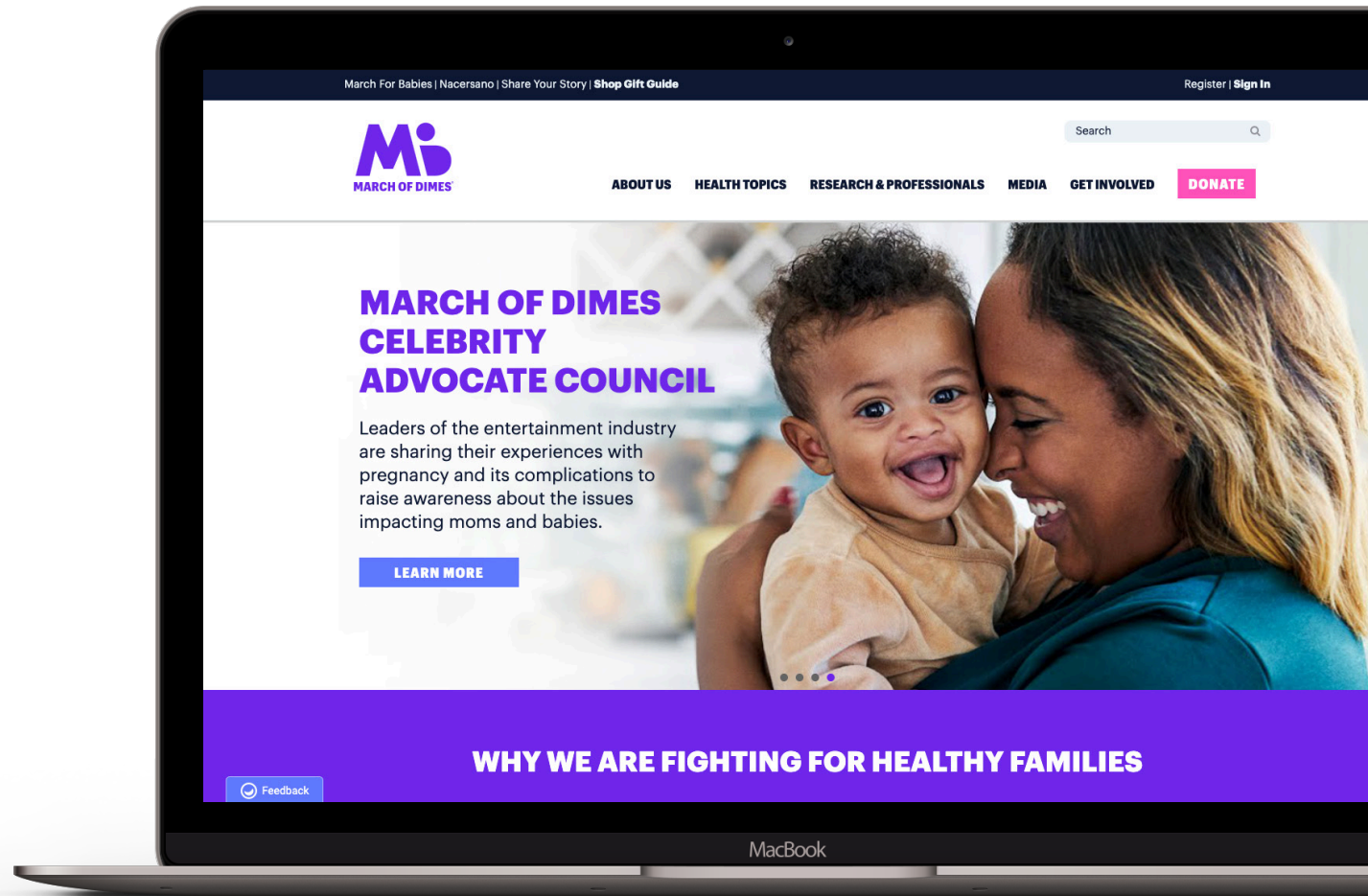
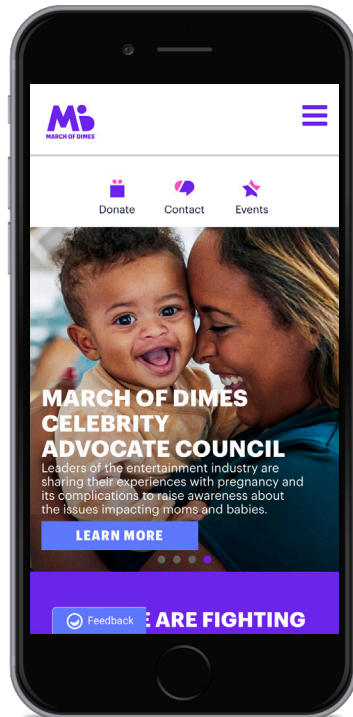
\$1

  
0 72000 10510 8

\$5

  
0 72000 10511 5

\$10

  
0 72000 10512 2

MARCHOFDIMES.ORG

## COLLATERAL: HOMEPAGE





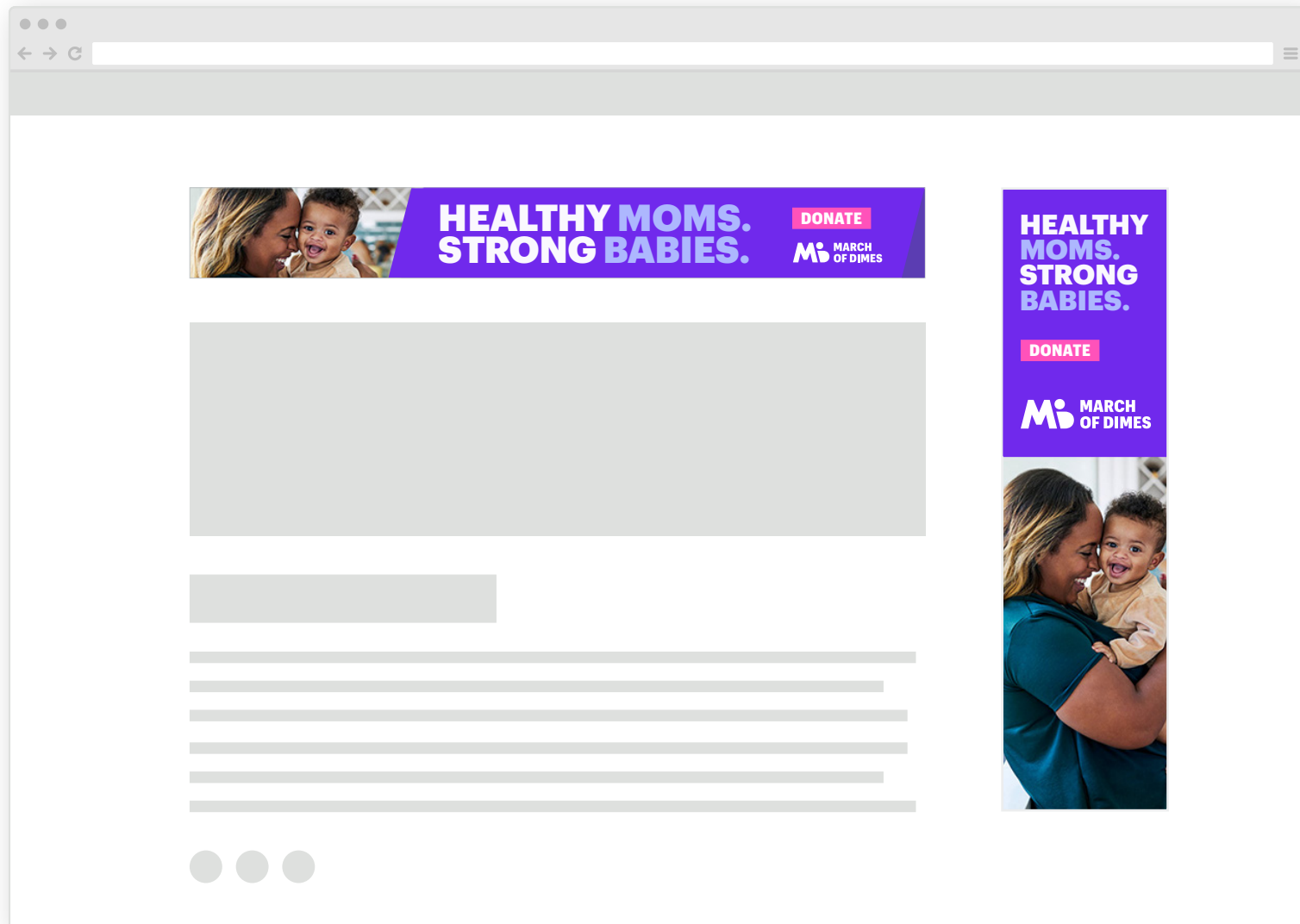
## COLLATERAL: PRINT ADS

\*This image is restricted to the Brand Book as a visual reference for new photography.



## COLLATERAL: BANNER ADS

\*This image is restricted to the Brand Book as a visual reference for new photography.






## COLLATERAL: EBLAST

Contact **MarCommProjects@marchofdimes.org** for email specific requests.


### Email Example:



## MARCH FOR BABIES ANNOUNCEMENT!

We are excited to announce that this year's Salt Lake City March for Babies will take place at Sugar House Park on Saturday, May 2. This is one of more than 250 marches across the country, where thousands of people like you will gather to empower, honor and advocate for moms, babies and families everywhere. Will you join us?

[Yes - count me in!](#)



The U.S. is among the most dangerous developed nations in which to give birth. It's not fine. But together, we can do something about it.

We march to fight together so all moms and babies can be healthy and strong.

"I walk for my daughter who was unexpectedly born very quickly at 32 weeks. I did not think a premature birth was something I even had to consider as a possibility since I had a healthy and uncomplicated pregnancy. My baby spent 32 days in the NICU, while I struggled with a huge amount of guilt. But through our NICU community and March of Dimes, I know how common NICU stays are, how fortunate I was to carry to 32 weeks and how amazing all NICU staff members are. We're stronger as a family after the challenges we faced and are grateful for the support provided by so many during our baby's first five weeks of life."

— Julie




Through March for Babies, we can raise awareness and critical funds that enable breakthrough research and provide programs and support to help moms like Julie. But we can't do it without you.



Sign up to walk at the Salt Lake City March for Babies and make a difference for families today and generations to come.

Start timelapse  
March of Dimes, UT

P.S. If you have any questions, please contact us at 702-480-0725 or [saltlaked@marchofdimes.org](mailto:saltlaked@marchofdimes.org).

**THANK YOU TO OUR NATIONAL PARTNERS**





March of Dimes  
1600 Crystal Drive, Ste 1100  
Arlington, VA 22202


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**REGISTER NOW**

### Newsletter Example:




## DECEMBER NEWSLETTER



**Your tax-deductible year-end gift matched**

As 2019 comes to a close, our communities are facing a heartbreaking crisis. A growing number of babies are being born sick or too soon. Not only are moms and babies facing devastating health problems that can last a lifetime, we're losing moms and babies every day. It's not fine. But with your help, it can be. Make a special year-end gift today and it will be MATCHED.


**Match: Donate now >>**



**'Please, please, wake up': She was 7 months pregnant when she lost her baby**


Terrina Riley was 7 months pregnant when she noticed the normally active baby in her belly was no longer moving. Though she was told she'd be fine, things were anything but fine when a sonogram found no heartbeat or movement. Unfortunately for her, and many other Black women like her, this experience is not unique. The 2019 March of Dimes Report Card reveals the nation's current state of maternal and infant health, where the preterm birth rate among Black women is 49 percent higher than the rate among all other women. Read more about Terrina's experience and how March of Dimes is battling this health crisis.

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**Hilton proudly supports March of Dimes as we lead the fight for the health of all moms and babies**


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**December Action: Shop for a good cause with Amazon Smile**

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**HEALTHY MOMS, STRONG BABIES**

**DONATE**



## DECEMBER NEWSLETTER



**Your tax-deductible year-end gift matched**

As 2019 comes to a close, our communities are facing a heartbreaking crisis. A growing number of babies are being born sick or too soon. Not only are moms and babies facing devastating health problems that can last a lifetime, we're losing moms and babies every day. It's not fine. But with your help, it can be. Make a special year-end gift today and it will be MATCHED.

**Match: Donate now >>**



### 'Please, please, wake up': She was 7 months pregnant when she lost her baby

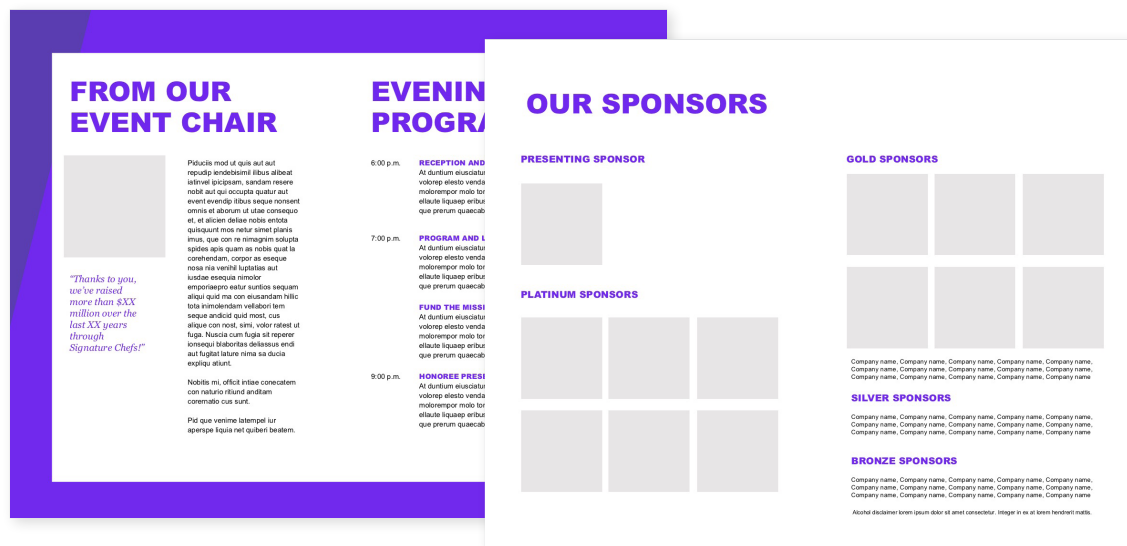
Terrina Riley was 7 months pregnant when she noticed the normally active baby in her belly was no longer moving. Though she was told she'd be fine, things were anything but fine when a sonogram found no heartbeat or movement. Unfortunately for her, and many other Black women like her, this experience is not unique. The 2019 March of Dimes Report Card reveals the nation's current state of maternal and infant health, where the preterm birth rate among Black women is 49 percent higher than the rate among all other women. Read more about Terrina's experience and how March of Dimes is battling this health crisis.

[Read more >>](#)

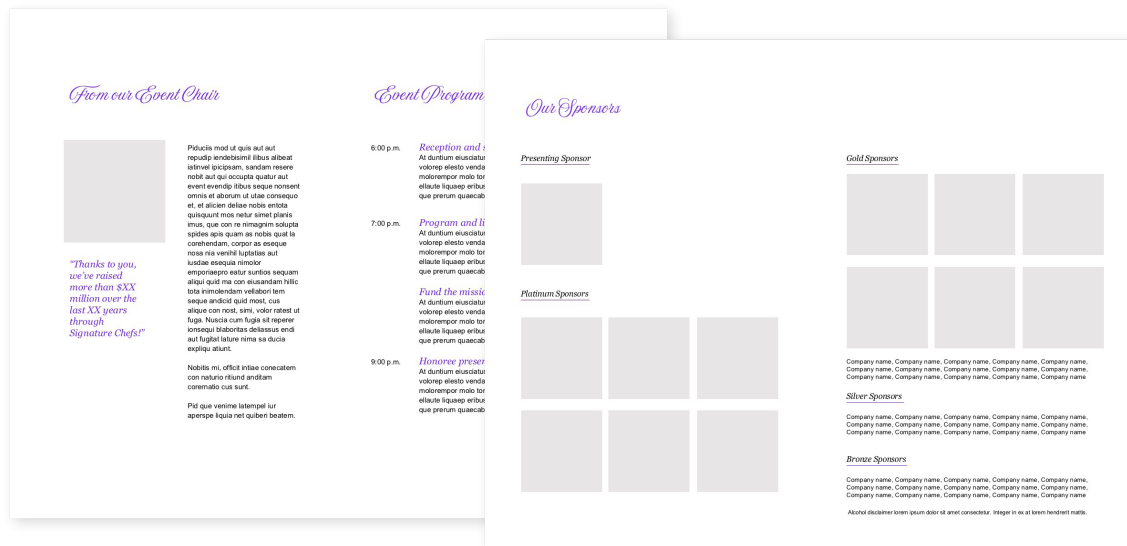


## EVENT COLLATERAL

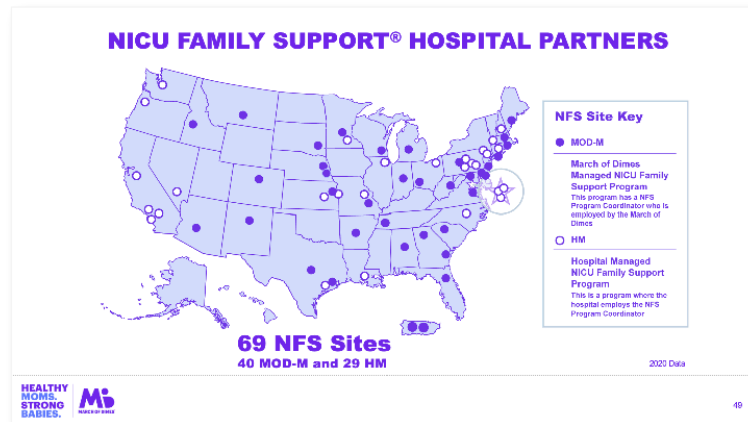
### CASUAL



### FORMAL



## PRESENTATION



### REACHING ALL MOMS AND BABIES

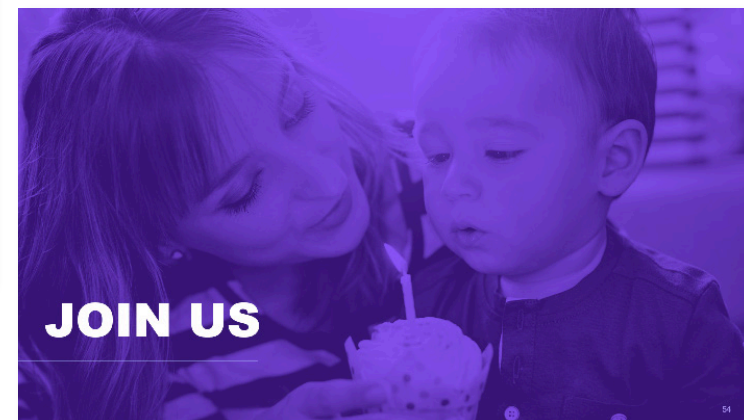
**4,000,000 babies** benefit from our research, vaccines, education, advocacy and breakthroughs

**700,000 women** and health care professionals are reached through our programs

**A champion for moms and babies** through legislative victories on newborn screening, health coverage, birth spacing and smoking cessation

HEALTHY MOMS. STRONG BABIES. MARCH OF DIMES

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For questions regarding the March of  
Dimes brand guidelines, please contact  
**[MarCommProjects@marchofdimes.org](mailto:MarCommProjects@marchofdimes.org)**

**[MARCHOFDIMES.ORG](http://MARCHOFDIMES.ORG)**