



BRAND BOOK

OUR PLATFORM, VOICE AND IDENTITY

2021

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

Empathetic

POSITIVE



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, GENDER
OR GEOGRAPHY.**

OUR VALUES

Every family deserves the best possible start. But that's just not the case.

Each year, one woman dies every 12 hours from pregnancy-related causes, and 1 in 10 babies is born too soon.

From advocacy to education to research, March of Dimes is working to level the playing field so that all parents, babies and their families 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 leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

KEY MESSAGES

1. We can't improve mom and baby health without addressing health equity.

- Aspects such as discrimination, systemic racism and imbalances in power, wealth and health care shape the health of mom and babies.
- Social and economic drivers of health show that communities of color are historically under resourced and don't receive equitable access to quality and risk-appropriate prenatal care compared to other women.
- Black and Native communities are historically under-resourced, receive inequitable care based on insurance status and have reduced access to quality prenatal care.
- A significant racial disparity in maternal death exists with Black women being 3x more likely to die from pregnancy compared to other women. We know that education, income and obesity status don't play a role; research and solutions are a critical need.
- With our partners and supporters, we're working to address health disparities, improve access to health care and end preventable maternal mortality and morbidity so that every mom and baby is healthy.

2. Together with our supporters and partners, we're working to improve the health of families.

- Every family deserves the best possible start.
- We educate moms, online and in person, to 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 support parents through every stage of the pregnancy journey, even when everything doesn't go according to plan.

3. Join March of Dimes in the fight for healthy moms and strong babies.

- This year, nearly 4 million babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- Donate now to help families 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, babies and families.
- Join March for Babies, attend events in your community or host a fundraiser of your own.

THINGS WE DO AND DON'T DO

DO

- **Channel the “champion” persona** by using strong, active and positive phrases.
- **Use inclusive language and terms** that respect cultural, linguistic and spiritual practices, and language that supports and uplifts communities.
- **Capitalize Black, Brown, White** and all other racial and ethnic groups.
- **Abbreviate** “United States” as “U.S.” wherever needed and appropriate.
- **Use the possessive March of Dimes’** wherever it’s grammatically correct.
- **Spell out** “newborn intensive care unit” and add “NICU” in parenthesis the first time it’s mentioned.
- **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 other descriptive words in longer form copy, rather than symbols.
- Programs and events with **registered marks/copyright** (see Dimension for all legal program names) should be written with that mark the first time mentioned and should not be used in headlines.
- **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, **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.
- **Use contractions** whenever possible, e.g., “do not” becomes “don’t” and “you are” becomes “you’re.”

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 words or phrases that exclude** particular groups of people.
- **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 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.

OUR TONE AND VOICE

Our audience, and families everywhere, have different needs, perspectives and reasons for engaging with us. Our tone and voice can be adjusted to match our audiences—while using inclusive terms that convey respect to all people—across our channels and materials.

TONE

Traditionally, March of Dimes' tone is formal and serious. But we're also fun and supportive when appropriate (on our site, in a partner campaign, an infographic, etc.). The topics we address are serious, so our tone can brighten the mood and attract all users, while always remaining positive and conveying our authority as the leader in maternal and infant health. We use a more casual tone when the situation calls for it, such as in videos and on the web.

VOICE

Our voice is bold, dynamic and compelling. It's strong and consistent—and shouldn't change from material to material. March of Dimes has one voice across topics and departments, and with it we lead the fight for the health of all families.

Our voice is:

ENERGETIC

SUPPORTIVE

INCLUSIVE

URGENT

INSPIRING

ACTIONABLE

Our voice is not:

VAGUE

SOFT

CHEESY

OVERLY TECHNICAL

SELF-IMPORTANT

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.

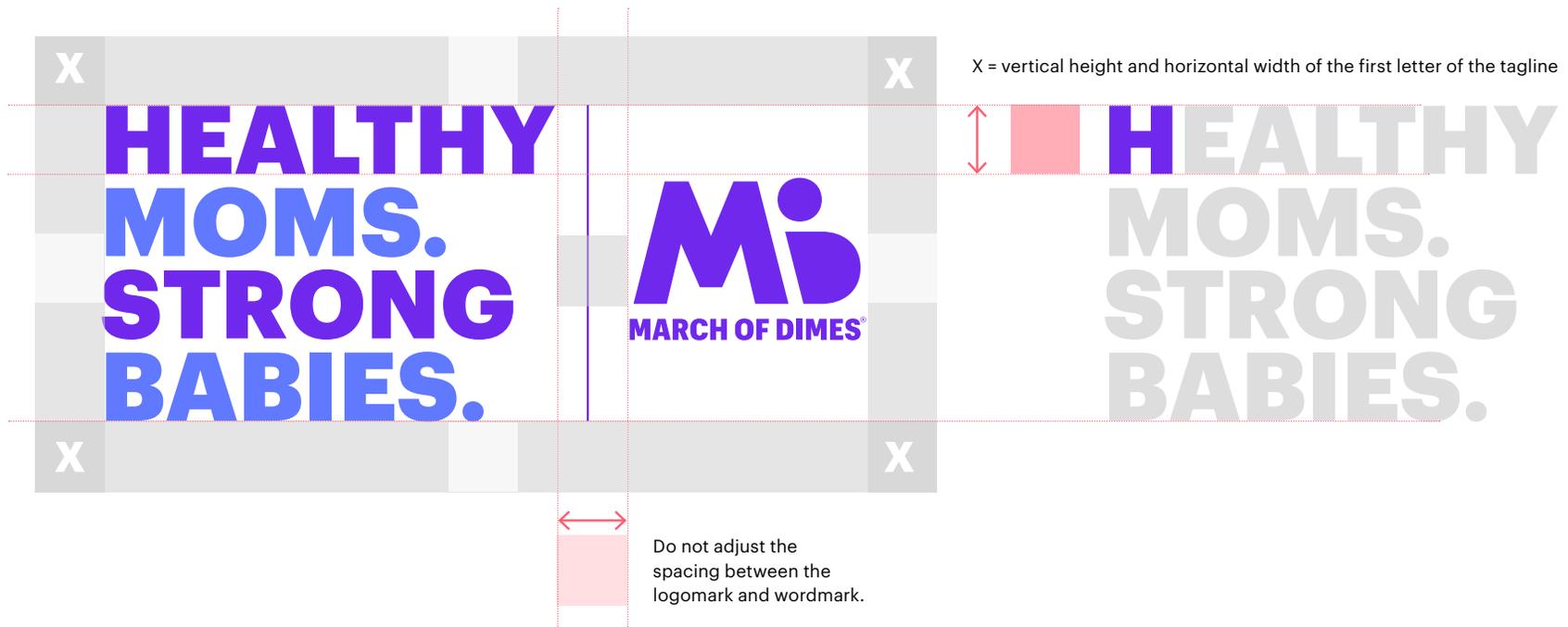
**HEALTHY
MOMS.
STRONG
BABIES.**



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.



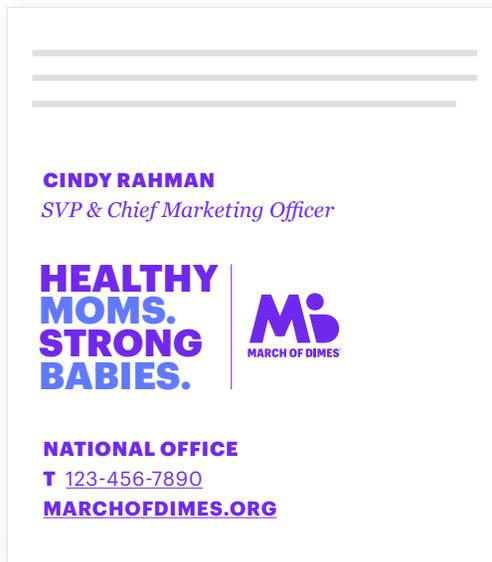
Do not use any unspecified colors in the lockup.



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.



Three horizontal lines representing an email signature separator.

CINDY RAHMAN
SVP & Chief Marketing Officer

HEALTHY MOMS. STRONG BABIES.



NATIONAL OFFICE
T [123-456-7890](tel:123-456-7890)
MARCHOFDIMES.ORG



HEALTHY MOMS. STRONG BABIES.



HELP EVERY MOM AND BABY HAVE A BRIGHTER FUTURE.

DONATE TODAY

MARCHOFDIMES.ORG

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 preterm birth 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.

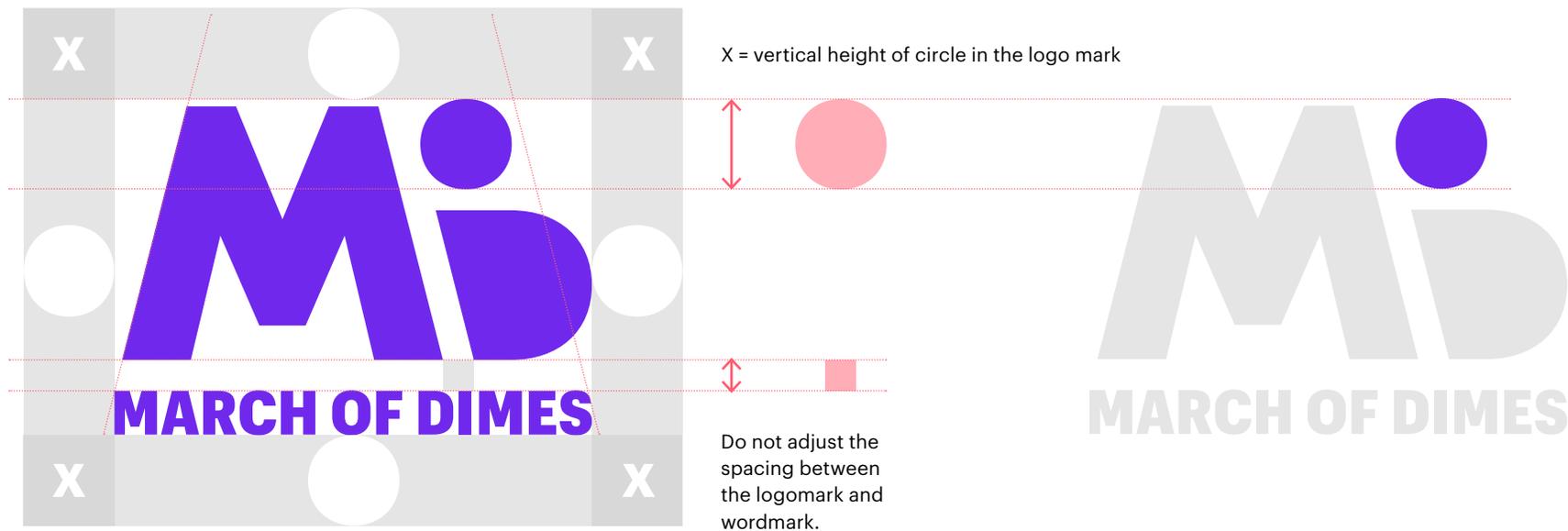


MARCH OF DIMES LOGO CLEAR SPACE AND MINIMUM SIZE

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.



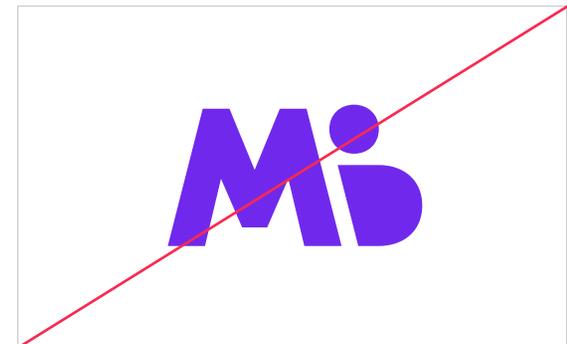
Do not change the typeface within the wordmark.



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.

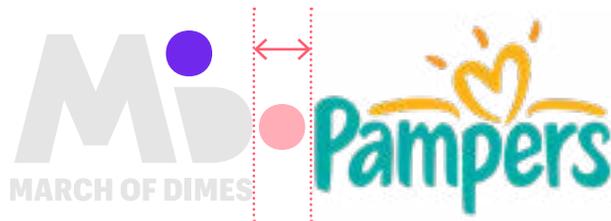
CO-BRANDING

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.

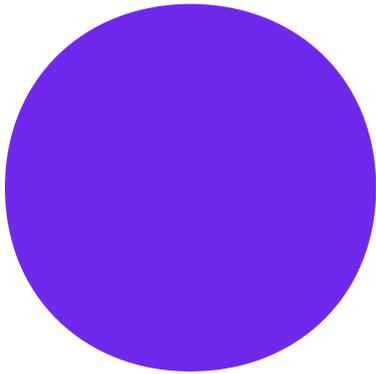


The logo should not be paired with chapters or text other than the tagline.

PRIMARY COLOR PALETTE

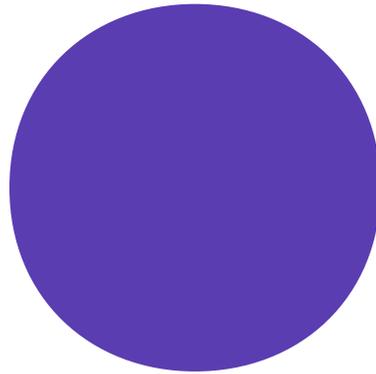
These are the primary colors associated with March of Dimes. The Brand Purple is used in the mark while Accent Purple and Cornflower work to support it.

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



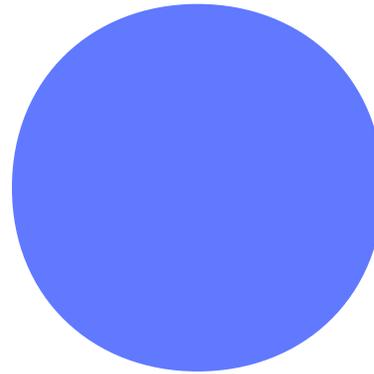
BRAND PURPLE

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



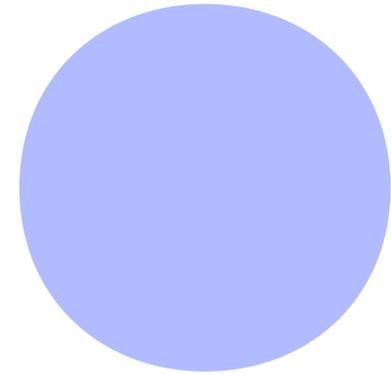
ACCENT PURPLE

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

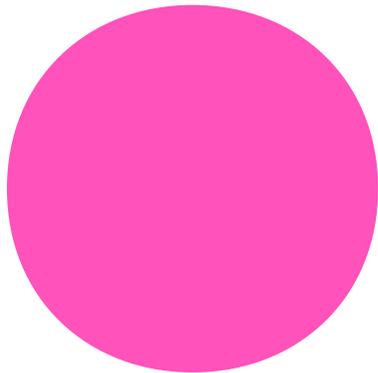
PMS: 2130 C - 50% Tint
CMYK: C 42 M25 Y0 K0
RGB: R176 G188 B255
HEX: #B0BCFF

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

SECONDARY COLOR PALETTE

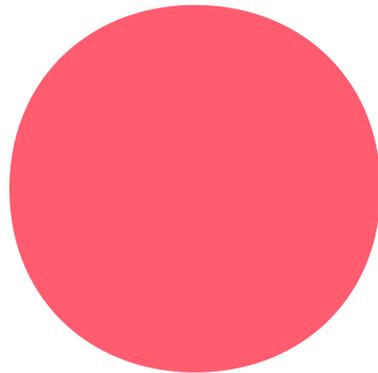
These are the supporting colors for March of Dimes.

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



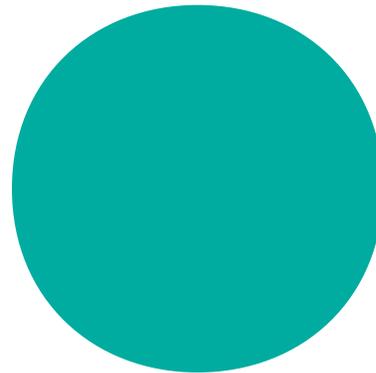
HOT PINK

PMS: 7424 C
CMYK: C2 M94 Y2 K0
RGB: R255 G82 B186
HEX: #FC4FB7



CORAL

PMS: 709 C
CMYK: C0 M80 Y41 K0
RGB: R255 G92 B112
HEX: #FF5B6F



EMERALD

PMS: 2399 C
CMYK: C100 M0 Y46 K0
RGB: R0 G172 B160
HEX: #00A69A

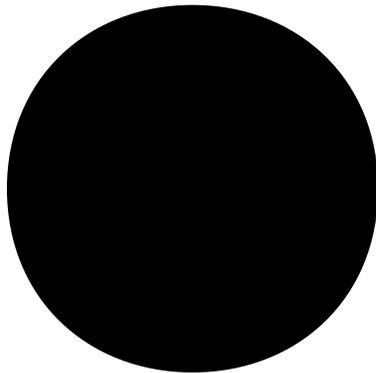
BRAND GRAYSCALE

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.

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

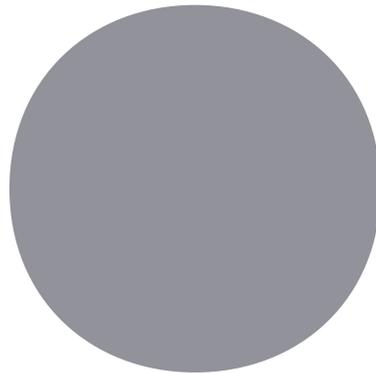
Tints may be used when necessary.

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



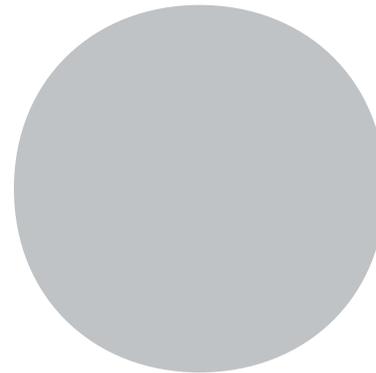
BLACK

PMS: 533 C
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000



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

COLOR DISTRIBUTION CHART

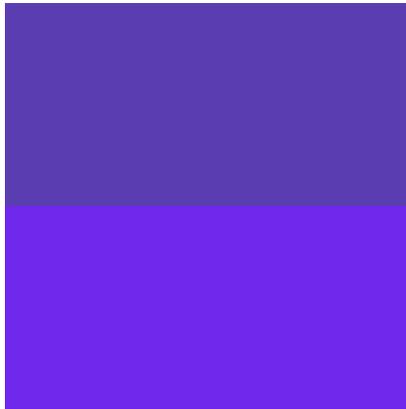
Colors should be used in the proportions shown in the chart below.

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.



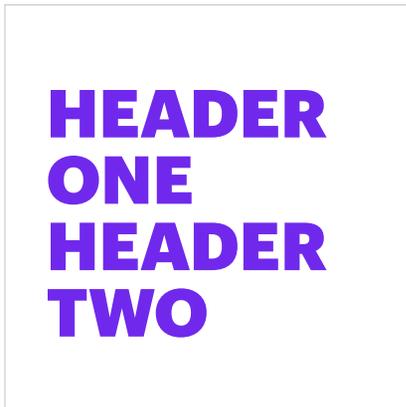
Use Accent Purple and Cornflower Blue for angles and layering.



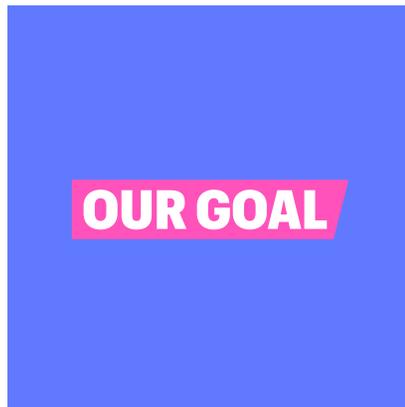
Use Cornflower for highlighting text within headlines.



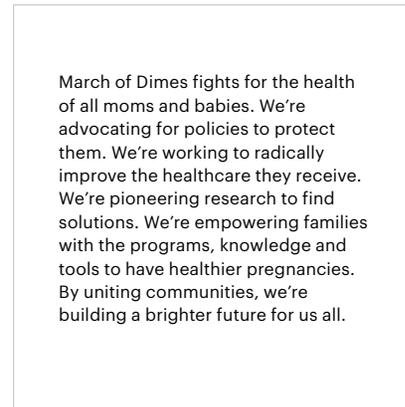
Use colors with high contrast for headlines.



Use Brand Purple for main headlines on a white background.



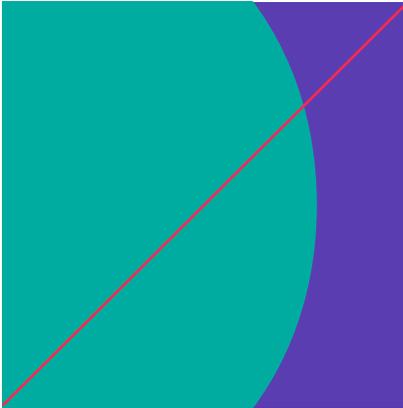
Use Hot Pink with white text on primary or white background color for CTAs.



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.



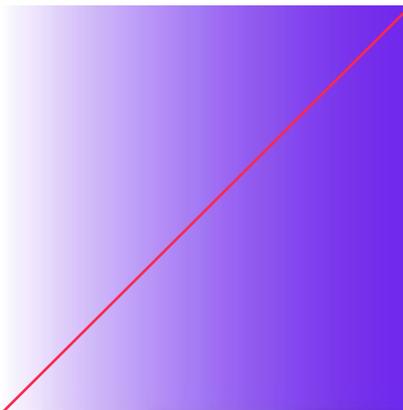
Do not use accent colors in larger amounts than primary.



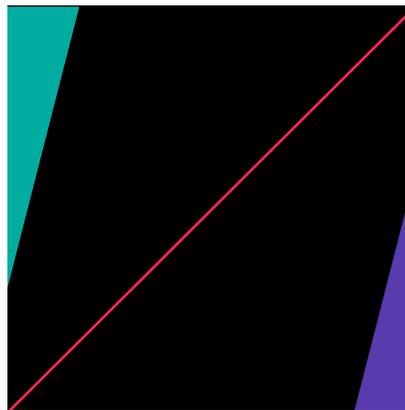
Do not pair accent colors where no primary color is present.



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

GRAPHIK
LITE

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Eudald News
Regular

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Eudald News
Regular Italic*

Mm

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

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

SUBHEAD

Body copy

Example: March of Dimes leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

Small text

Example: March of Dimes leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

Pull quote

“We believe every family 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 1.4 =
Leading eg 10 pt x
1.4 = 14
Kerning: Optical
Tracking: 0
Case: Sentence

Example: March of Dimes leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

Small text

Graphik Regular/
Italic
Minimum size: 6 pt
Type size x 1.5 =
Leading eg 6 pt x
1.5 = 9
Kerning: Optical
Tracking: 0
Case: Sentence

Example: March of Dimes leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

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 family 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 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 preterm. Preterm babies can have serious health problems at birth and later in life. In this country 1 in 10 babies is born preterm 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+

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

Pull quotes

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

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

March of Dimes leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

“We believe every family 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 leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

HOVER EFFECTS

Inline text links

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

CTA button

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

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

Donate button

Inactive: ff52ba (pink)
Hover: cc4295

BUTTONS: Donate and CTA buttons

Inactive state

DONATE

Hover: 20% darken

DONATE

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

BUTTON

BUTTON

Inactive state

BUTTON

Hover:

BUTTON

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 leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

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: 7029EC (MFB Purple)
Hover: 9135bc

Team button

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

Donate button

Inactive: fc4b7 (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

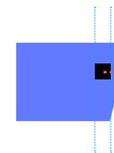
OUR GOAL

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



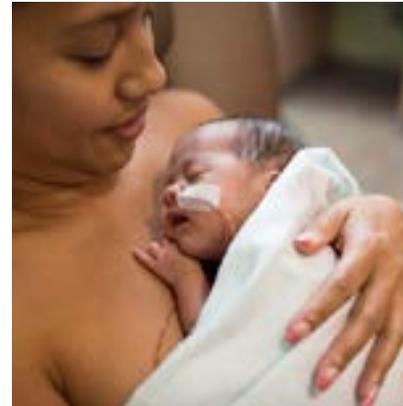
Button height: 40px
Button width =
20px + width of text
(minimum)

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



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



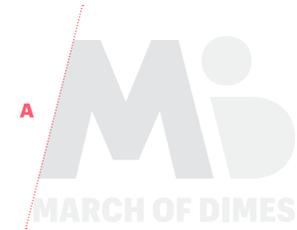
GRAPHIC ELEMENTS

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.

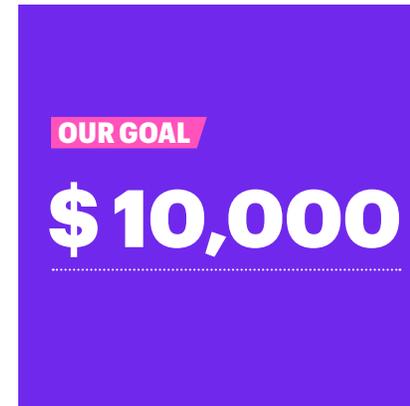
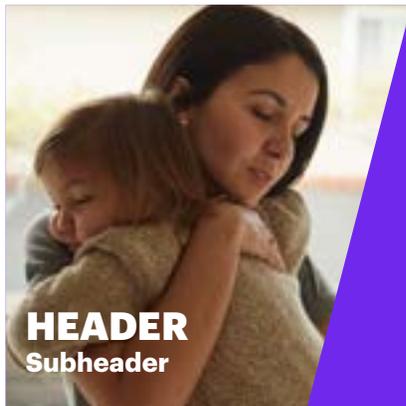
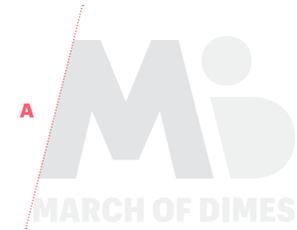


Layering images and type

Overlap text and photography with the background color.

ANGLE HIGHLIGHT

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



Highlight as image

Angle highlight can be used on the right side of an image or text block. Use colors from the primary color palette on the angle highlight.

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 AND GRAPHIC DEVICES

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



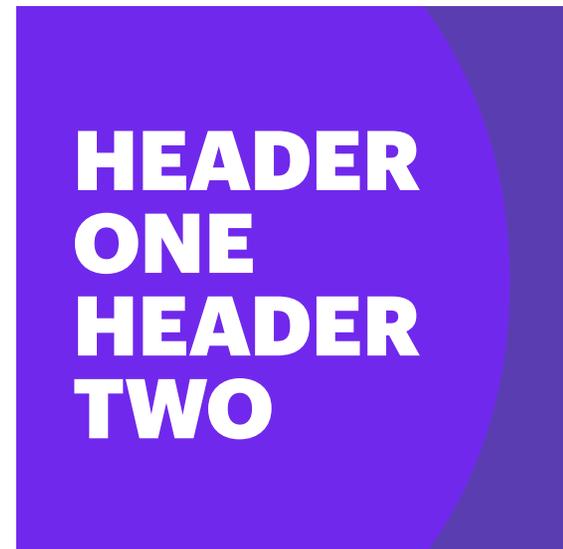
Bump framing support

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.

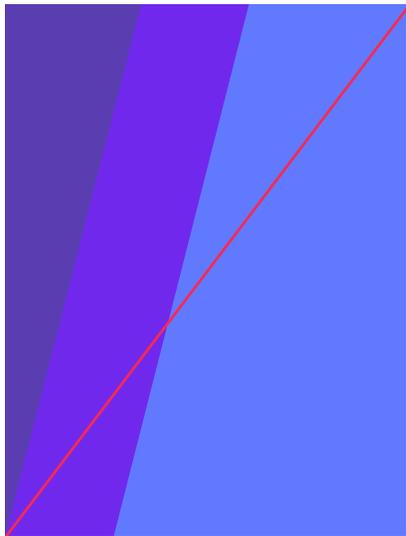


Bump frame as background element

Use Brand Purple and Accent Purple to create dynamic backgrounds.

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.



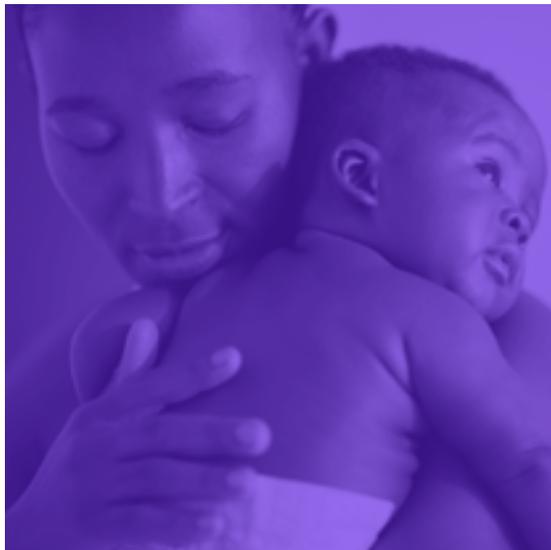
Don't
Use the extended bump graphic to highlight text.



Don't
Use the full circle to frame text.

OPACITIES

To avoid overuse of graphic elements, use clean color blocking with color opacities.



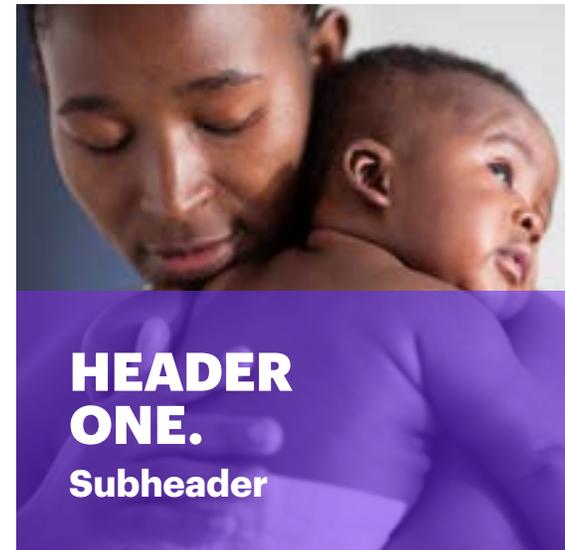
Purple overlay over image

Brand purple in 50–70% opacity can be used over a black and white image. If the image is in color, convert it to black and white before applying the overlay.



Purple overlay over portion of the image

To emphasize a portion of the image, the color overlay may be placed over a portion of the image. Be sure to convert the image under the overlay to black and white for the desired monotone.



Purple overlay over image with text

Color overlay can be used over a portion of the image to embody typographic elements. Type color should be set to white for legibility.

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 blandit ut. Mauris efficitur elit non nunc porta, sollicitudin pellentesque 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

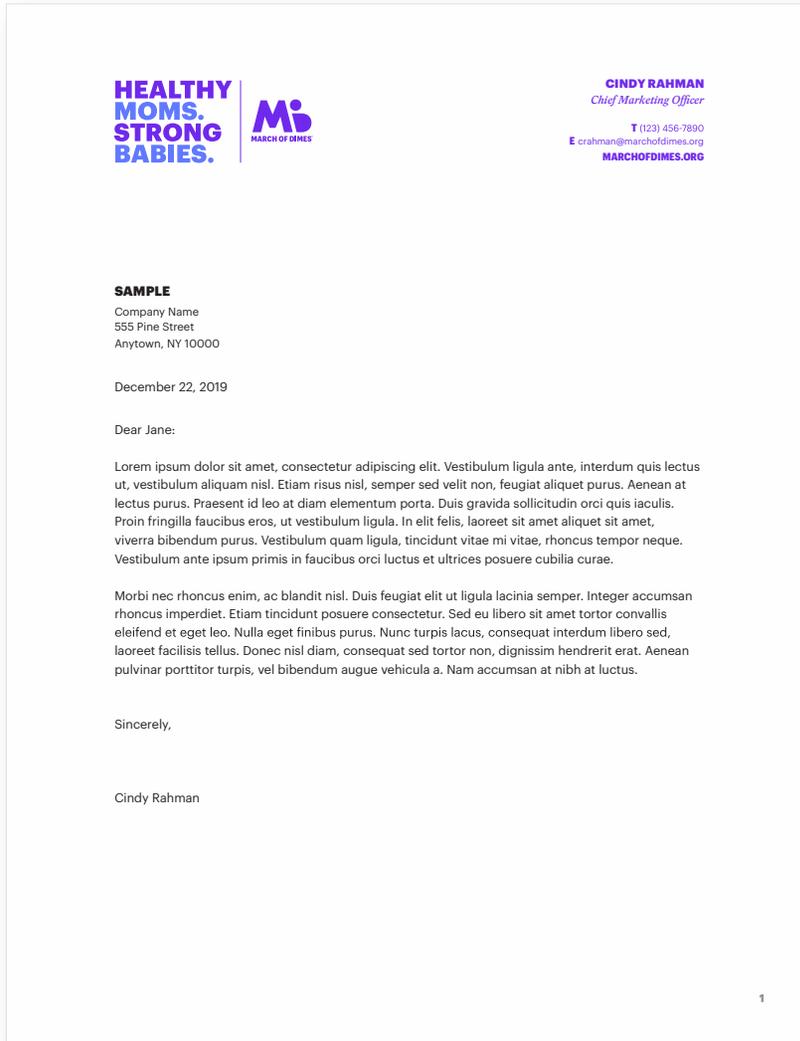
Platinum sponsors

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.

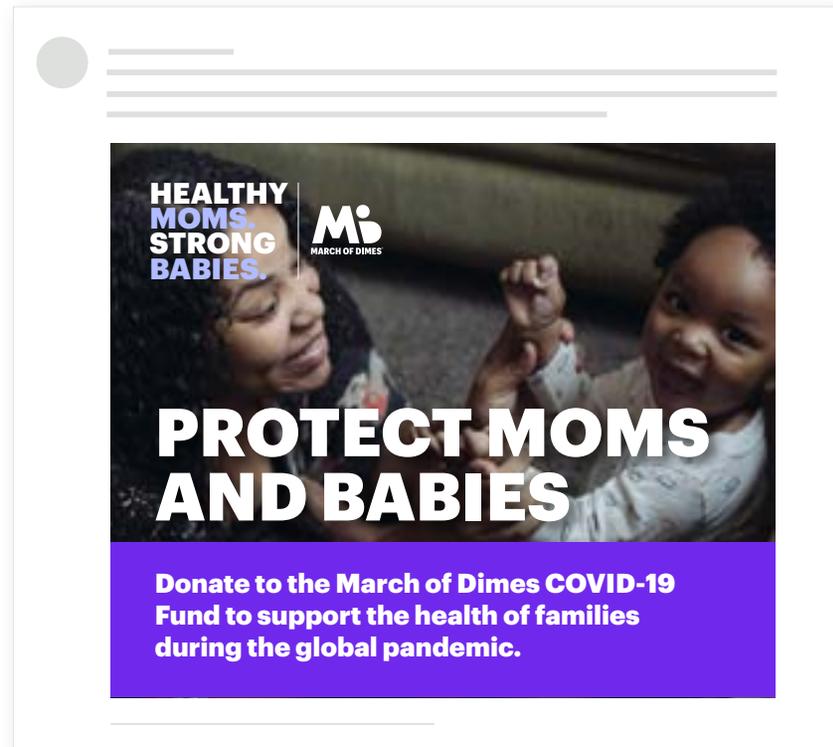
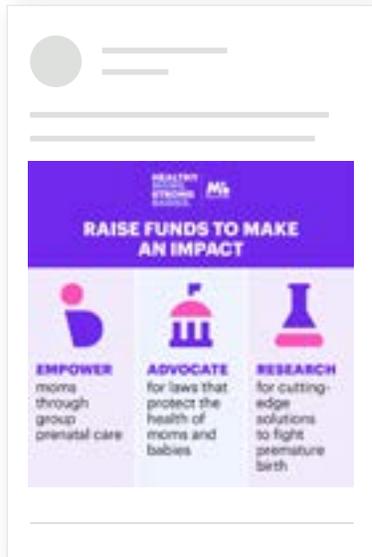
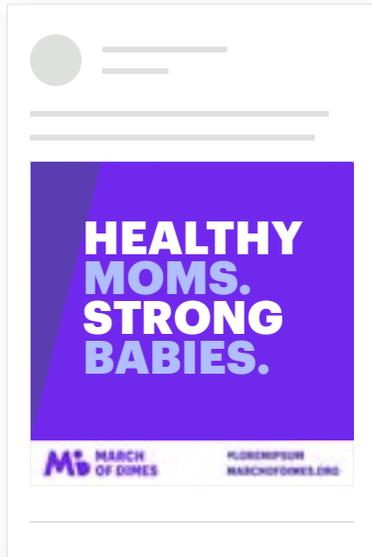


**BRAND
IN USE**

COLLATERAL: STATIONARY



COLLATERAL: SOCIAL MEDIA ADS



COLLATERAL: INFOGRAPHIC

IN 2020 YOU HELPED...

No one could've predicted the year that 2020 became. COVID-19 turned our lives upside down, but that didn't stop you and March of Dimes from fighting for the health of all moms and babies.

HEALTHY MOMS. STRONG BABIES.

PROVIDE 2K patient visits with mobile health units in 5 communities to support pregnant people where there's a lack of maternity care.

RAISE more than \$25M with 70K participants in 114 markets with **March for Babies** to ensure that every mom and baby is healthy and strong during this difficult time.

GENERATE 70+ peer-reviewed research publications on maternal and infant health with March of Dimes funding.

RECOGNIZE 3 excellence awards **AND DISTRIBUTE 16** grants for clinical science and innovation in the maternal and fetal field.

ADVOCATE ON 150+ state legislative bills to improve health equity and ensure that every family is healthy.

Among the highlights are March of Dimes Georgia celebrating the passage of HB 114, which extends postpartum Medicaid coverage from 60 days to 6 months.

SIGN UP more than 2K new advocates to demand **#BlanketChange** and call on policymakers to prioritize our nation's moms and babies.

SUPPORT 50K+ families through our NICU initiatives, including the **NICU Family Support**™ program and the **My NICU Baby**™ App.

HOST GROUP SESSIONS FOR 253 moms-to-be at SPC sites, and hundreds more online through **Supportive Pregnancy Virtual Group** to provide social support and education in a safe, virtual space.

REACH 1.5M viewers through **It Starts With Mom**, our new campaign to empower women with health and wellness resources for every stage of motherhood.

TRAIN 8.2K health care providers through our e-learning tool, and launch 13 live sessions to educate them on the **impact of systemic racism**.

COVID-19 PANDEMIC

March of Dimes pivoted during the health emergency to protect families who needed us even more. We did this by:

REACHING 1.4M people

THROUGH 19 Healthy Moms Strong Babies webinars

WITH 550K+ views

We also provided critical medical supplies to health care workers and information to families, including:

5,292+ meals for frontline workers and NICU families

15,738+ masks delivered to hospital partners

80+ tablets delivered to hospital partners

225 breast pumps

2,133+ NICU bags with essential supplies

450+ blood pressure cuffs distributed to at-risk women

LEARN MORE AT [MARCHOFDIMES.ORG](https://marchofdimes.org)

CONNECT WITH US @MARCHOFDIMES

As of 3/3/21

COLLATERAL: POINT OF PURCHASE

HEALTHY MOMS. STRONG BABIES. | **Mi** MARCH OF DIMES | **Jack** in the box



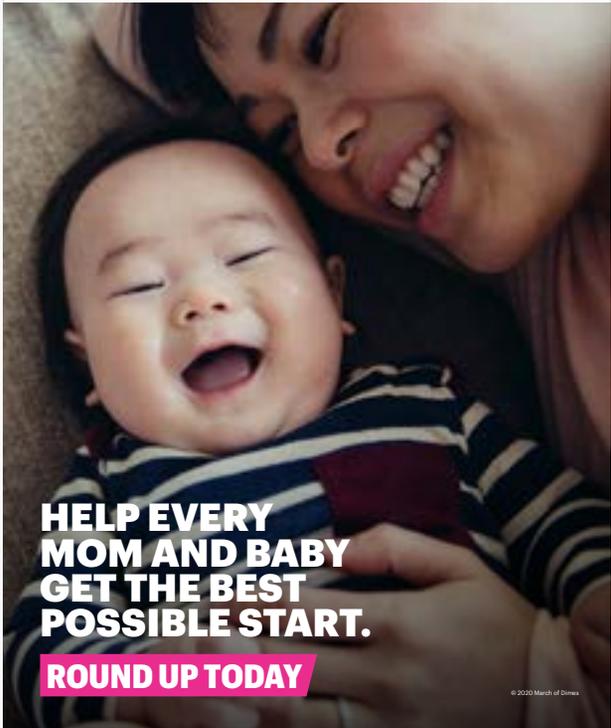
HELP PROTECT THE HEALTH OF EVERY MOM AND BABY.

DONATE OR ROUND UP TODAY

MARCHOFDIMES.ORG

© 2020 March of Dimes

HEALTHY MOMS. STRONG BABIES. | **Mi** MARCH OF DIMES | **GARNER'S** NUTRITION

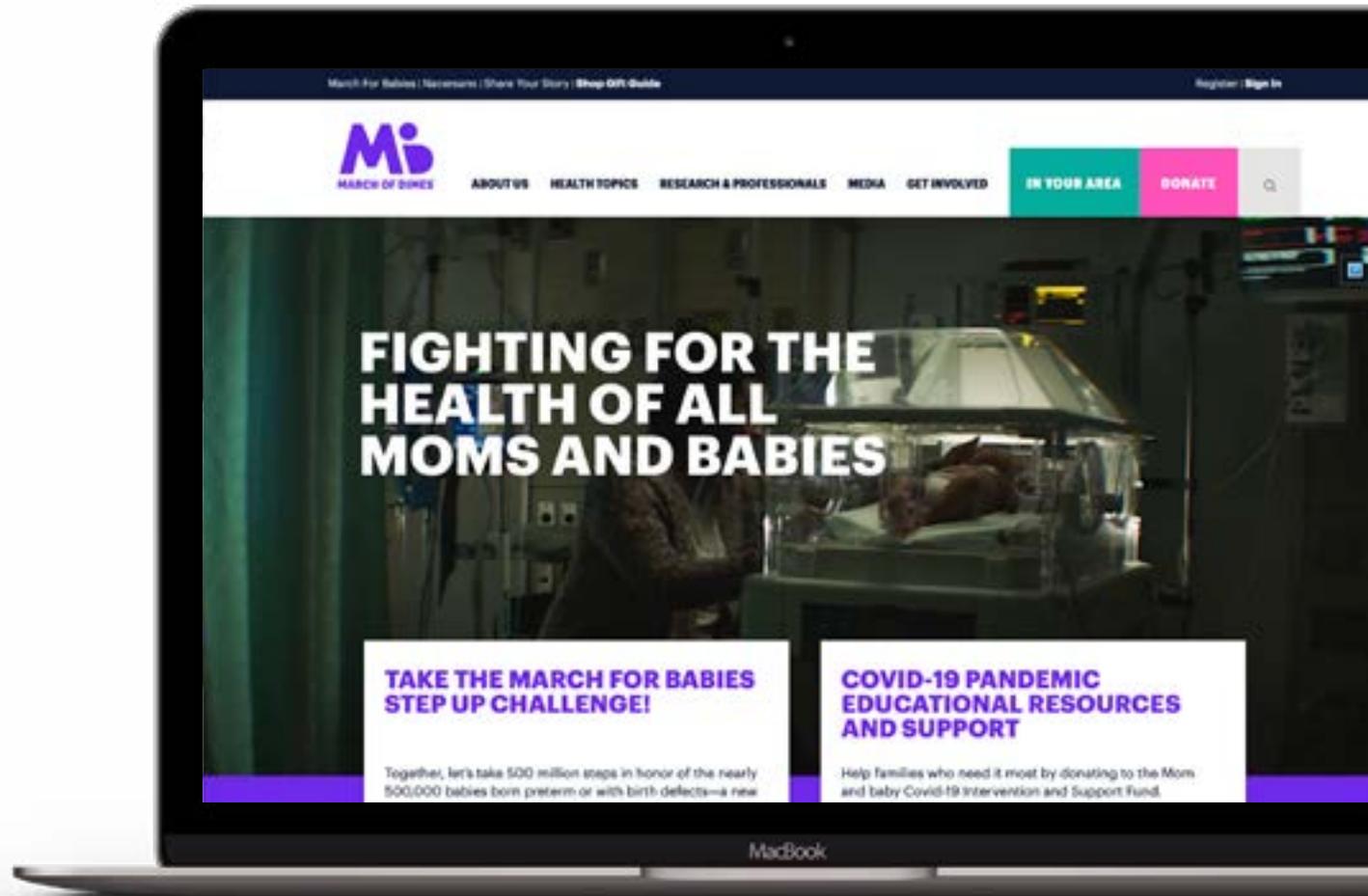
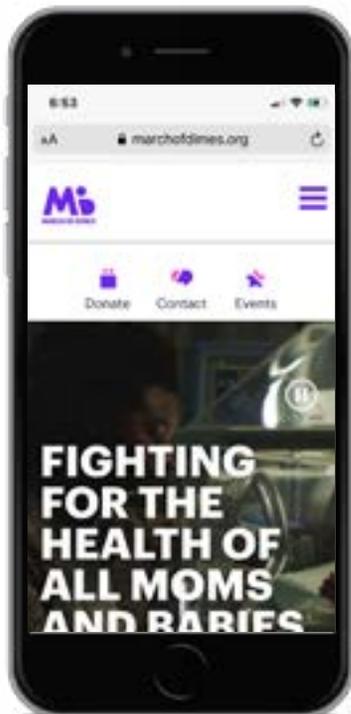


HELP EVERY MOM AND BABY GET THE BEST POSSIBLE START.

ROUND UP TODAY

© 2020 March of Dimes

COLLATERAL: HOMEPAGE



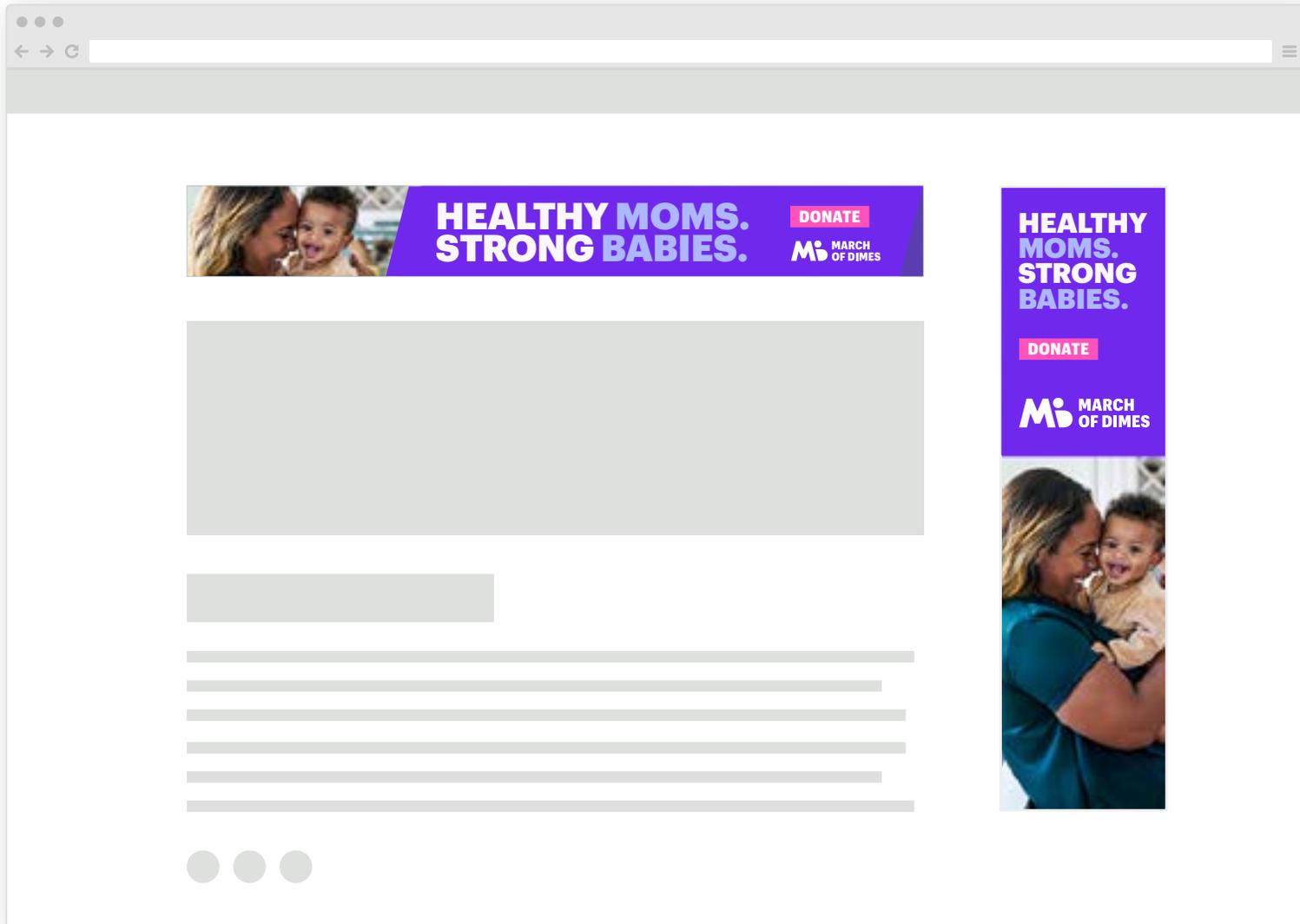
COLLATERAL: PRINT ADS



*March for Babies Collateral has its own separate Style Guide including supplemental fonts and colors that are campaign-specific.

COLLATERAL: BANNER ADS

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



POWERPOINT PRESENTATION



A HIDDEN ISSUE

1 in 500 youth under 20 in the U.S. have Type 1 diabetes.	1 in 285 children in the U.S. will be diagnosed with cancer before their 20th birthday.	1 in 59 children is diagnosed with an autism spectrum disorder (ASD) according to the CDC in 2018.	1 in 10 babies is born too soon in the U.S. <small>Stillborn deaths account for 40% of all deaths among children under 5.</small>
---	---	--	--

HEALTHY MOMS. STRONG BABIES. **Mb** MARCH OF DIMES





COMMUNICATIONS CHECKLIST



BRAND BASICS ← START

Does the piece encompass our Brand Values?

BOLD
EMPOWERING
SUPPORTIVE
DYNAMIC
EMPATHETIC
POSITIVE



TONE & VOICE

NO

Refer to the visual guide or seek feedback from staff.

Are you using the licensed fonts? ← Are the graphic elements used purposefully? ← Is your use of color aligned with the color distribution chart?

YES



YOU'RE GOOD TO GO!

Refer to the visual guide or an approved photo library.

NO

Do your photos follow the guidelines?

YES

Do the graphic elements feel consistent with the visual guide?



NO

Are you using photography?

YES

Revise! Our tone of voice should sound energetic, inspiring and actionable. Not vague, soft or cheesy.

Does the tone of the piece look and sound like the champion?

NO

YES

Did you follow the tone or voice guidelines or reference the sample messaging?



LOOK & FEEL



For questions regarding the March of
Dimes brand guidelines, please contact
MarCommProjects@marchofdimes.org

MARCHOFDIMES.ORG