

Primary LOGO



Main logo COLORS



hex
#2b6db1

RGB
43, 109, 177

CMYK
89, 55, 0, 0

Pantone 2151C



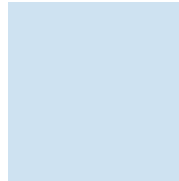
hex
#faa74b

RGB
250, 167, 75

CMYK
0, 40, 80, 0

Pantone 142C

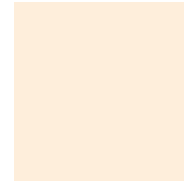
Additional shades for backgrounds



hex
#cee2f1

RGB
206, 226, 241

CMYK
18, 4, 2, 0



hex
#feedb

RGB
254, 238, 219

CMYK
0, 6, 13, 0

LOGO FONT:

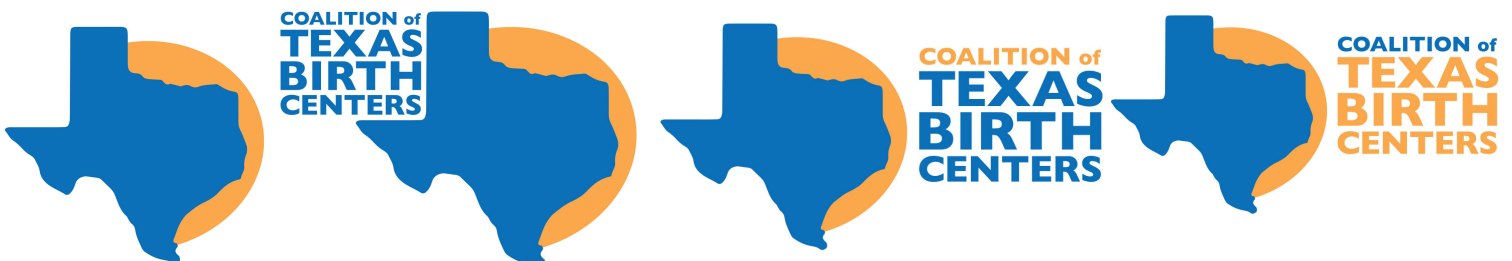
Gill Sans Bold - <https://www.myfonts.com/fonts/mti/gill-sans/pro-bold/>

TYPOGRAPHY

Lato Black - <https://fonts.google.com/specimen/Lato>

Libre Baskerville - <https://fonts.google.com/specimen/Libre+Baskerville>

ALTERNATIVE LOGOS/SUBMARKS

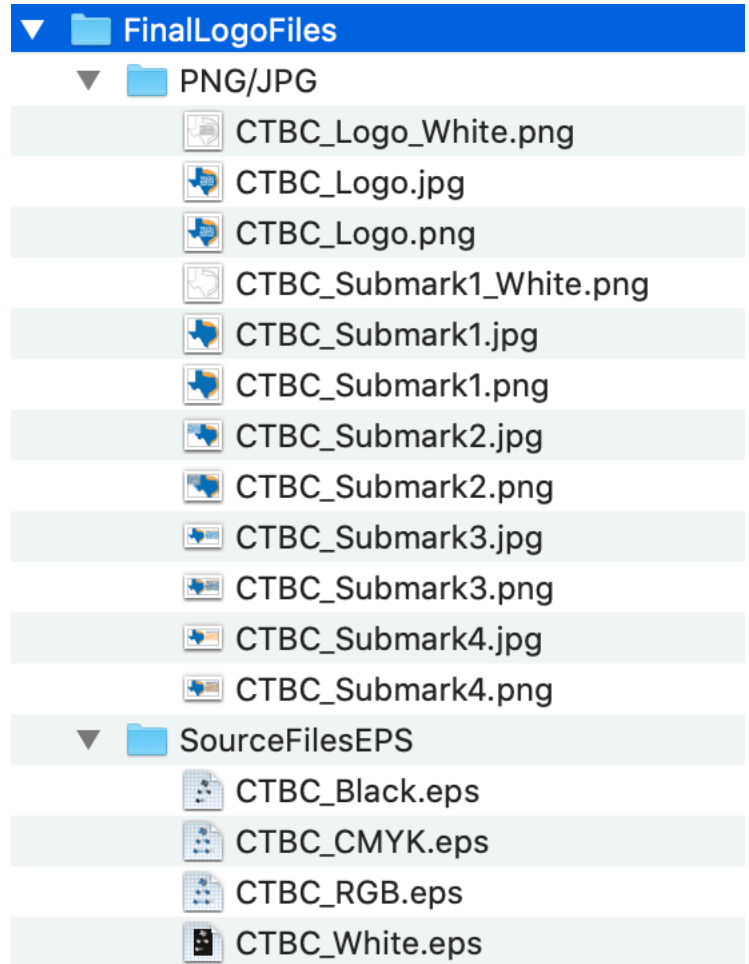


Here's what's included:

- **SourceFilesEPS** = logo and submarks in CMYK, Black, White. (with and w/out tagline) in png/jpg formats. These are vector files for use in print, signage.
- **PNG/JPG** versions of the logo and submarks in RGB. Raster format for social/web use. SubMark1 for use on social platforms where icons are small.

Guide to file formats & color modes:

- Raster files = for website, email marketing and other multimedia, not scalable
- Vector = scalable for print, signage
- CMYK = cyan, magenta, yellow, black = colors used in printing (for biz cards, etc.)
- RGB = red, green, blue = colors used on websites
- BW= black and white = colors used in printing (signage, silkscreen, embroidery where a 1-color logo file is required)
- Hex # = code that identifies the color on websites
- Pantone = color matching system, single color ink, most often used by vendors to match colors
- .eps = vector file which can be opened in many graphics programs (originally created in Illustrator)
- .jpg, .png, = for web use



SOCIAL MEDIA -

Goal to educate patients/clients and promote birth centers to them. Connect w/partners and recruit additional coalition members.

Use logo icons/submarks - you can use any of the logos, icons, submarks, and white/black versions of the icons, as graphic elements on social posts to tie back to the CTBC brand overall.

Photos: photos/illustrations/videos of pregnancy, birth, babies, families, birth centers (actual pictures from your coalition centers), staff members of coalition birth centers. Use of inclusive images is important to the birth community as a whole. Stylistically, photos/illustrations that feel calm, clean, warm to match the vibe you've said you want to convey with your brand visuals and to showcase the coalition in a professional light.

Colors: Bring brand colors in w/backgrounds and pops of color.

Typography: Lato and Libre Baskerville pair well together. You can use one for headings the other for body text and switch that up to get different looks while staying on brand.

Content: you've mentioned including research by AABC, World Health Organization and March of Dimes as well as sharing educational memes, quotes, statistics, data tables. I'd suggest regularly showcasing coalition members and sharing calls to action to join the your group, also.

Examples: You can use/edit these examples in Canva: https://www.canva.com/design/DAE1QLZOESE/share/preview?token=EcWiLsP71UWs94qx4vo9qA&role=EDITOR&utm_content=DAE1QLZOESE&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

