# Style Guide

**The look and feel of the
Reproductive Health Supplies Coalition**

**Reproductive Health
SUPPLIES COALITION**

## The Reproductive Health Supplies Coalition

is a global partnership of public, private and non-governmental organizations working together to ensure that all people can choose, access and use affordable, high-quality reproductive health products.

Since 2004, the Coalition has been at the forefront of international efforts to secure reproductive health supplies by increasing resources, strengthening systems, and harnessing the power of partnership.

# Introduction

## Vision

Our vision is that of a world where all people are able to access and use affordable, quality supplies, including a broad choice of contraceptive methods, needed to ensure their better sexual and reproductive health.

## Mission

Our mission is to bring together a diversity of partners and mobilize their collective strengths to increase access to a full range of affordable, quality reproductive health supplies in low- and middle income countries.

## Principles

› We add value to the activities of individual member-organizations

› We foster greater country ownership in meeting RH supply needs

› We view reproductive health and rights as fundamental to ensuring equitable access to and use of RH supplies

› We believe that access to supplies is a necessary but not sufficient factor to achieving better reproductive health

## Our levers of change

These "levers of change" are, in essence, what we bring to the table. They are the assets we wield to attain our vision.

**Neutrality** – The Coalition's neutrality offers a "safe space" where reproductive health experts can leave their institutional hats at the door, candidly address sensitive issues, feel free to think outside the box, and respect differences of opinion, while remaining focused on what they share in common.

**Convening Power** – The Coalition can rapidly assemble a critical mass of supply stakeholders and champions, leveraging their comparative strengths, forging a common course of action, and achieving results no single partner could do on its own.

**Brain Trust** – The Coalition's large and diverse membership brings together the best and the brightest from across all sectors and specializations. Through communities of practice and our IMs, this brain trust houses our intellectual capital, incubates new ideas, and solves suppliesrelated issues.

**Brokering Partnerships** – The Coalition brokers partnerships across all sectors and regions; and in so doing puts to strategic use both its neutrality and convening power. By tapping the connectivity of its members, by leveraging trust and by instilling a sense of common purpose, the Coalition has successfully forged consensus over deals ranging from price reductions to the adoption of common tools and methodologies.

**Flexible resource base** – The Coalition's diverse core funding base makes it possible to pursue necessary activities that, for many reasons, may fall outside the remit of a single donor. This flexibility, in addition to the strong volunteerism and in-kind support from its members, makes it possible to act quickly, pursue solutions that fit the problem, and respond to the often diverse needs of its global membership.

**Respected name** – Though small compared to many other global health networks, the Coalition's respected brand, its track record of success, its member commitment, and its global visibility yield both credibility and weight.

# Identity

# Main logo

The Coalition logo identifies our work through a simple form. It sits at the core of our identity. Our logo is composed out of 2 elements: a pictogram and a wordmark. The pictogram represents the power of partnership, a form that is composed out of pieces of puzzle.

Logo

**Reproductive Health
SUPPLIES COALITION**

Pictogram

Wordmark

## Evolution

The new logo is based on the existing one but has been optimized and adapted to a flat apperance.

**Reproductive Health
SUPPLIES COALITION**

**Reproductive Health
SUPPLIES COALITION**

# Logo usage

IDENTITY

MAIN LOGO
**LOGO USAGE**
LOGO COLOURS
BLACK&WHITE
RESTRICTIONS

The following usage guidelines apply to all media of communication, from online environment to print. The logo can be downloaded from our Shared Drive (*Communications Guidelines and Support*)

## Margins

When using the logo, please make sure it is surrounded by a margin no thinner than 1/3 of the logo's height. This distance is an absolute minimum. Always try to work with a broad white space around the logo and other elements.

## Background & Size

The logo shall always be placed on a white background. Always beware of the readability and recognizeability of the logo. It is important to always display these logo, as shown in this guide, without modification.

**2/3 height**

Reproductive Health
**SUPPLIES COALITION**

**1/3 height**

Reproductive Health
**SUPPLIES COALITION**

Minimum size: 45mm

# Logo colours

When choosing the colour system for the logo, please consider the intended media and use the corresponding specification.

**Print**: When producing materials that require printing (office documents, reports, brochures, banners, etc.), please use the CMYK values.

**Screen**: When producing materials to be viewed only on screen (PowerPoint presentation, web graphics, etc.), please use the RGB values.

## Logo mark

The logo mark is built out of 3 colours: blue, green and white.

## Word mark

The word mark re-echoes the mark's blue and combines it with a brighter blue to put more emphasis on the words "SUPPLIES COALITION", also set in capitals and bigger than the first line.

**IDENTITY**

MAIN LOGO
LOGO USAGE
LOGO COLOURS
BLACK&WHITE
RESTRICTIONS
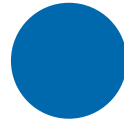
### Blue

| | |
|---|---|
| **CMYK** | 100 / 50 / 0 / 10 |
| **RGB** | 0 / 103 / 171 |
| **HEX** | #0067ab |

### Green

| | |
|---|---|
| **CMYK** | 70 / 0 / 100 / 0 |
| **RGB** | 80 / 183 / 72 |
| **HEX** | #50b748 |

### White

| | |
|---|---|
| **CMYK** | 0 / 0 / 0 / 0 |
| **RGB** | 255 / 255 / 255 |
| **HEX** | #ffffff |

### Bright Blue

| | |
|---|---|
| **CMYK** | 45 / 0 / 0 / 32 |
| **RGB** | 92 / 156 / 182 |
| **HEX** | #5c9cb6 |

# Black&White

**IDENTITY**

MAIN LOGO
LOGO USAGE
LOGO COLOURS
**BLACK&WHITE**
RESTRICTIONS

For internal commmunications or reproduction on media where only black and white is used, please use the grayscale version of the logo.

The file is available for download from our Shared Drive (*Communications Guidelines and Support*)

### Reproductive Health
## SUPPLIES COALITION
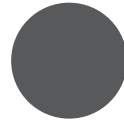
**Blue**

| CMYK | 0 / 0 / 0 / 80 |
|------|----------------|
| RGB  | 88 / 89 / 91   |
| HEX  | #58585b        |
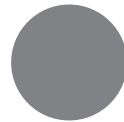
**Green**

| CMYK | 0 / 0 / 0 / 60    |
|------|-------------------|
| RGB  | 128 / 130 / 132   |
| HEX  | #808284           |

**Bright Blue**

| CMYK | 0 / 0 / 0 / 45    |
|------|-------------------|
| RGB  | 157 / 159 / 161   |
| HEX  | #9d9fa1           |

# Restrictions

IDENTITY

MAIN LOGO
LOGO USAGE
LOGO COLOURS
BLACK&WHITE
RESTRICTIONS

When placing the logo, please make sure you don't do the following mistakes.



Never place the logo on coloured backgrounds. The logo should always be placed on a white background with a surrounding white margin.



Do not add any effects to the logo. This includes drop shadows, glows, etc.



Never change the colours of the logo.



Never change the logo mark elements and their position.



Never change the proportions of the logo.

# Colours

# Main Colours

The main colours of the brand are: blue, bright blue and yellow plus two graytones defined on the right. They constitute the basis to all communication of Reproductive Health Supplies Coalition.

These colours should always be the visual center of any layout, wether online or print. The graytones and the yellow colour should be used as visual companions to the blue and bright blue.

To provide more personality to your communication topics, different accent colours can be chosen from the next page.

All the colours are available for download from our Shared Drive (*Communications Guidelines and Support*)
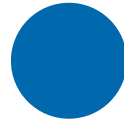
## Blue

| | |
|---|---|
| **CMYK** | 100 / 50 / 0 / 10 |
| **RGB** | 0 / 103 / 171 |
| **HEX** | #0067ab |

## Bright Blue

| | |
|---|---|
| **CMYK** | 45 / 0 / 0 / 32 |
| **RGB** | 92 / 156 / 182 |
| **HEX** | #5c9cb6 |
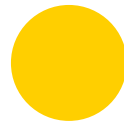
## Yellow

| | |
|---|---|
| **CMYK** | 0 / 18 / 100 / 0 |
| **RGB** | 255 / 205 / 0 |
| **HEX** | #ffcd00 |

## Light gray

| | |
|---|---|
| **CMYK** | 0 / 0 / 0 / 15 |
| **RGB** | 219 / 220 / 222 |
| **HEX** | #dbdcde |

## Gray

| | |
|---|---|
| **CMYK** | 0 / 0 / 0 / 45 |
| **RGB** | 157 / 159 / 161 |
| **HEX** | #9d9fa1 |

# Additional colours

To extend the functionality of the brand and to add a colour code for various issues of communication, we may use an additional accent colour.

The colours used should be complementary to the logo except for the light green provided. The colours are a selection of the pallete used with the sub-brands (later in this manual) to build a bridge of recognition to the while brand family.

| CMYK | 0 / 50 / 100 / 0 |
|------|------------------|
| RGB  | 247 / 147 / 29   |
| HEX  | #f7931d          |

| CMYK | 0 / 75 / 100 / 0 |
|------|------------------|
| RGB  | 241 / 101 / 33   |
| HEX  | #f16521          |

| CMYK | 15 / 100 / 90 / 10 |
|------|--------------------|
| RGB  | 190 / 30 / 45      |
| HEX  | #be1e2d            |

| CMYK | 35 / 60 / 80 / 25 |
|------|-------------------|
| RGB  | 138 / 93 / 59     |
| HEX  | #8a5d3b           |

| CMYK | 50 / 0 / 100 / 0 |
|------|------------------|
| RGB  | 140 / 198 / 62   |
| HEX  | #8cc63e          |

# Weight of colours

The main colours of the brand define the brands' identity, so they should be used together with the accent colours in the proportion illustrated in this diagram.

# Graphics

# Typography

GRAPHICS
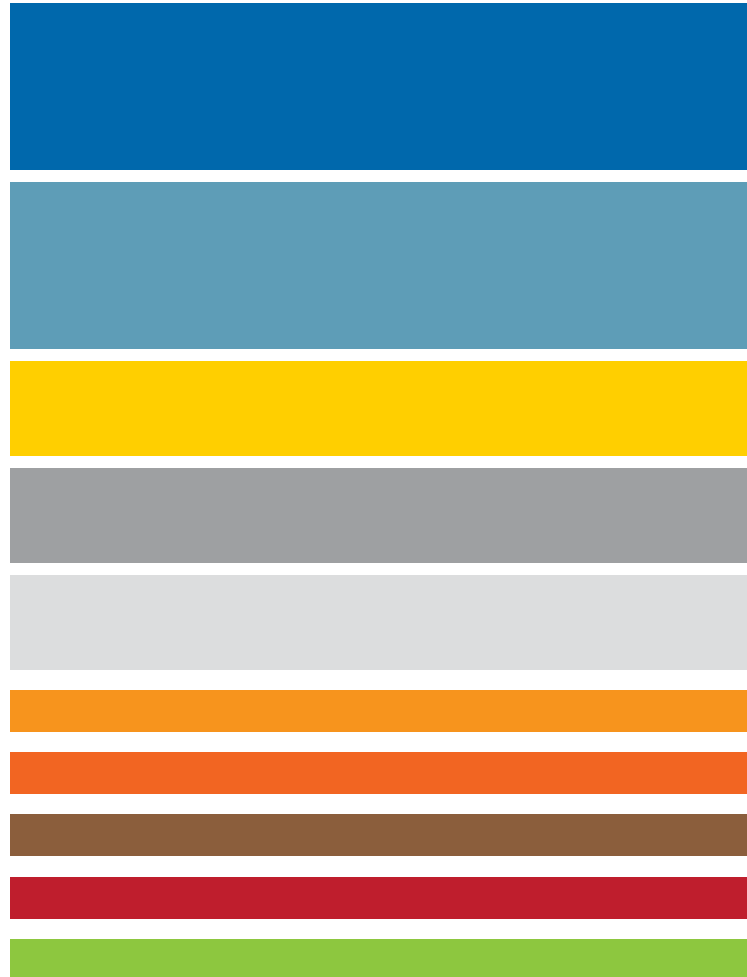
TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

## FF Meta

To clearly communicate our image, the Coalition uses humanist sans-serif typeface family called Meta. It was designed by Erik Spiekermann and released in 1991. The family has 28 weights, from which we use 12 (Thin, Light, Roman, Book, Medium, Bold and their Italic version).

Meta should be used for all external communications.

Meta Thin
Meta Light
Meta Roman
Meta Book
Meta Medium
**Meta Bold**

01234567890

Meta Thin, Light, Medium and Bold are the main weights that should be used for external communications. Meta Roman and Book can be used as complimentary fonts.

Use lining figures. For Indesign users, this can be changed by accessing Paragraph Style › OpenType Features › Figure Style

## Headlines
### Subtitles
### Heading 1
### Heading 2
Copytext

**DOCUMENT TITLE/SECTION**

› Bullet list 1

› Bulllet list 2

› Bullet list 3

**Emphasis text**

# Typography

**GRAPHICS**

TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

## Trebuchet MS

Meta is the Coalition official typeface. When this font is not available on your computer, please use Trebuchet MS.

Trebuchet MS is a web-safe font, available on both Windows and Mac systems. Trebuchet MS is a humanist sans-serif typeface designed by Vincent Connare for the Microsoft Corporation in 1996.

The use of Trebuchet MS is intended for internal communications or when using Microsoft Office applications (Word, PowerPoint, Excel). This ensures maximum compatibility when sending documents to other computers.

# Trebuchet Roman
# **Trebuchet Bold**

**Trebuchet MS has 4 weights: Roman and Bold and their Italic version,**

# 01234567890

**Use lining figures. For Indesign users, this can be changed by accessing Paragraph Style › OpenType Features › Figure Style**

# Headlines
## **Subtitles**
## **Heading 1**
## Heading 2
Copytext

**DOCUMENT TITLE/SECTION**

› Bullet list 1

› Bulllet list 2

› Bullet list 3

Emphasis text

# Photography

**GRAPHICS**

TYPOGRAPHY
**PHOTOGRAPHY**
TREATMENT
ICONS
LAYOUT

We work in commodity security. In supplies. Our work, after all, is about saving lives. The photographs we use support our brand personality. They should clearly communicate our global commitment to the supplies arena.

We like photographs that:

› Are authentic - avoid using stock imagery

› Tell a story

› Have a clear focus

› Have interesting angles, dynamic lines

Photographs by Gibran Abidin, Leah Hasselback, Numfor Alenwi/CASDCAM, USAID | DELIVER Project
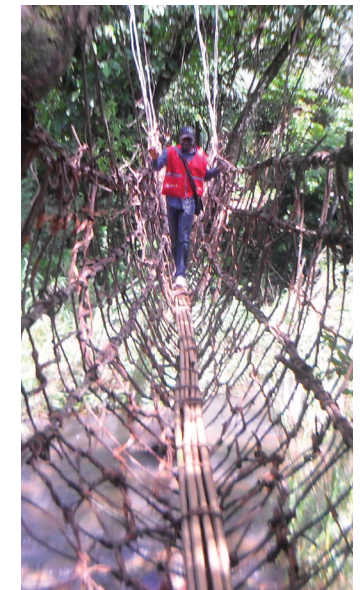
# Photography

**GRAPHICS**

TYPOGRAPHY
**PHOTOGRAPHY**
TREATMENT
ICONS
LAYOUT

Please avoid certain styles of photographs that would create an un-realistic experience. Here are some examples:



www.shutterstock.com · 130099706

**Stock photography can create an ungenuine apperance.**



**Photographs that use heavy editing.**



**Abstract images or clip-art.**



www.shutterstock.com · 251

**Badly composed/croped photographs**

# Photography treatment

**GRAPHICS**

TYPOGRAPHY
PHOTOGRAPHY
**TREATMENT**
ICONS
LAYOUT

When using a photograph as a background or as a cover, there is a certain treatment that needs to be applied, in order to create the same look and feel throughout all our communications.



**Place a photograph**

**Bright Blue**

| | |
|---|---|
| **CMYK** | 45 / 0 / 0 / 32 |
| **RGB** | 92 / 156 / 182 |
| **HEX** | #5c9cb6 |

**Create a birght blue rectangle on top of the photograph. Set the opacity value to 70%.**

Text over picture

Text over picture
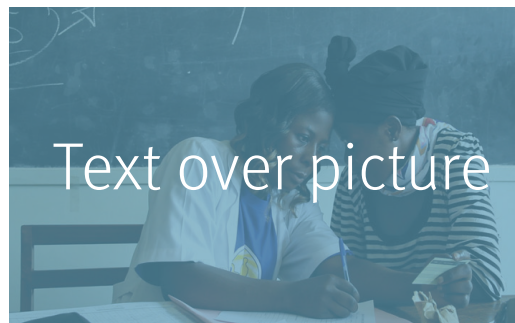
**70% opacity over color photograph**
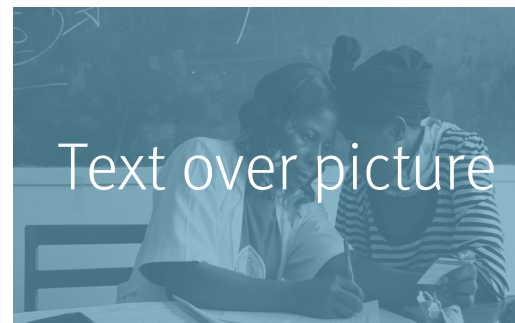
**70% opacity over black and white photograph**

# Icons

GRAPHICS

TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

The Coalition uses a specific set of thin icons, that respects the following concepts:

› Simple

› Recognizable

› Scalable

When creating an icon, make sure it aligns with the rest of the family. The icons should use the same stroke and should ocuppy the same space.

## Strategic pillars

Please note that the strategic pillars are the only icons that have a specific colour assigned to them. This colour should always be used, either as the colour of the icon, or as the colour of the background.

All the icons that we currently use can be downloaded from our Shared Drive (*Communications Guidelines and Support*)

**Levers of change**

**Strategic pillars**

**AVAILABILITY**
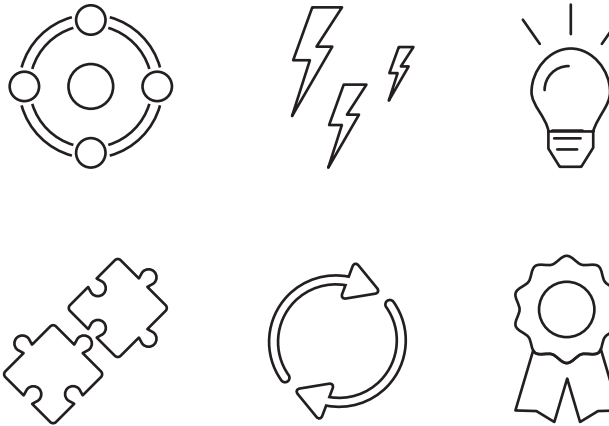
| PANTONE | 7472C |
| --- | --- |
| CMYK | 63 / 7 / 34 / 0 |
| RGB | 90 / 182 / 178 |
| HEX | #5ab6b2 |

**EQUITY**

| PANTONE | 021C |
| --- | --- |
| CMYK | 0 / 83 / 100 / 0 |
| RGB | 255 / 80 / 0 |
| HEX | #ff5000 |

**QUALITY**

| PANTONE | 460C |
| --- | --- |
| CMYK | 10 / 10 / 62 / 0 |
| RGB | 231 / 214 / 126 |
| HEX | #e7d67e |

**CHOICE**

| CMYK | 28 / 14 / 50 / 0 |
| --- | --- |
| RGB | 189 / 195 / 145 |
| HEX | #bdc391 |

# Layout examples

To create a global look for the trademark please use the main colours of the brand as a main form in your layouts.

Use white space as often as possible to create lightweight, serious and clean design. Remember: white space is never a void, it only increases attention to the objects therein.

GRAPHICS

TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

# Layout examples - Co-Branding

As a global partnership, the Coalition may collaborate with external entities such as businesses, nonprofits or other organizations to produce various materials.

To ensure consistency throughout all applications, the Coalition logo should be placed on the left side, and be equal in height with other partner logo. The logos should always be placed on a white background.

# Sub-brands

# Sub-brands logo

## Regional forums

The logo for our regional forums is visually linked to the main-logo of the Reproductive Health Supplies Coalition by quoting the form of the puzzle parts forming a ball and using the same font.

To provide the family character together with individual identity and to mark it as a sub-brand, we reduce the colours of the mark to two gray-tones and an accent colour.

## The VAN

The logo of the Global FP Visibility and Analytics Network (VAN) uses the same colors and typeface as main-logo of the Reproductive Health Supplies Coalition. The color version of the VAN logo should always be placed on a white background. The VAN logo should always be placed next to the main-logo of the Reproductive Health Supplies Coalition.

Both the Regional forums and the VAN logos can be downloaded from our style guide page, or by contacting the Communications team.



**ForoLAC**
ASEGURAMIENTO DE INSUMOS DE SR
Un Foro del Reproductive Health Supplies Coalition

**SECONAF**
SÉCURITÉ CONTRACEPTIVE EN AFRIQUE FRANCOPHONE
Un Forum de la Reproductive Health Supplies Coalition

Global FP
**VAN**

Reproductive Health
**SUPPLIES COALITION**        Global FP **VAN**

# Logo usage

The following usage guidelines apply to all media of communication, from online environment to print.
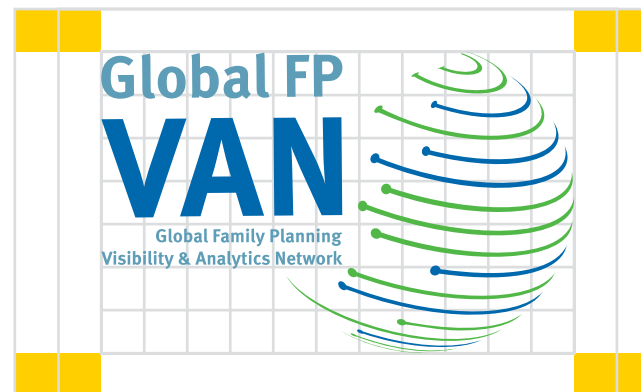
## Margins

When using the logo, please make sure it is surrounded by a margin no thinner than 1/3 of the pictogram's height (1/7 in the case of the VAN logo). This distance is an absolute minimum. Always try to work with a broad white space around the logo and other elements.

## Background & Size

The logo shall always be placed on a white background. Always beware of the readability and recognizeability of the logo. It is important to always display these logo, as shown in this guide, without modification.

**2/3 height**

**1/3 height**

**ForoLAC**
ASEGURAMIENTO DE INSUMOS DE SR
Un Foro del Reproductive Health Supplies Coalition

**SECONAF**
SÉCURITÉ CONTRACEPTIVE EN AFRIQUE FRANCOPHONE
Un Forum de la Reproductive Health Supplies Coalition

**Minimum size: 25mm**

Global FP
**VAN**
Global Family Planning
Visibility & Analytics Network

# Logo colours

When choosing the colour system for the logo, please consider the intended media and use the corresponding specification.

**Print**: When producing materials that require printing (office documents, reports, brochures, banners, etc.), please use the CMYK values.

**Screen**: When producing materials to be viewed only on screen (PowerPoint presentation, web graphics, etc.), please use the RGB values.
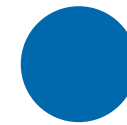
## Red

| | |
|---|---|
| **CMYK** | 15 / 100 / 90 / 10 |
| **RGB** | 190 / 30 / 45 |
| **HEX** | #be1e2d |

## Blue

| | |
|---|---|
| **CMYK** | 100 / 50 / 0 / 10 |
| **RGB** | 0 / 103 / 171 |
| **HEX** | #0067ab |

## Light green

| | |
|---|---|
| **CMYK** | 50 / 0 / 100 / 0 |
| **RGB** | 140 / 198 / 62 |
| **HEX** | #8cc63e |

## Green

| | |
|---|---|
| **CMYK** | 70 / 0 / 100 / 0 |
| **RGB** | 80 / 183 / 72 |
| **HEX** | #50b748 |

## Gray

| | |
|---|---|
| **CMYK** | 0 / 0 / 0 / 45 |
| **RGB** | 157 / 159 / 161 |
| **HEX** | #9d9fa1 |
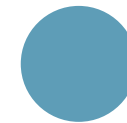
## Bright Blue

| | |
|---|---|
| **CMYK** | 45 / 0 / 0 / 32 |
| **RGB** | 92 / 156 / 182 |
| **HEX** | #5c9cb6 |

Regional Forums

VAN

# Restrictions

When placing the logo, please make sure you don't do the following mistakes.

**Never place the logo on coloured backgrounds. The logo should always be placed on a white background with a surrounding white margin.**

**Do not add any effects to the logo. This includes drop shadows, glows, etc.**

**Never change the colours of the logo.**

**Never change the logo mark elements and their position.**

**Never change the proportions of the logo.**

# Online style

# E-mail signature

The e-mail is still the most popular mode of Internet communication. That's why, our e-mail signature is one of the most powerful tool of branding.

The new e-mail signature will include the contact details (phone, e-mail, address) and social media links (Facebook, Twitter).

Send | To... | |
| Cc... | |
| Bcc... | |
| Subject | |

Hello,

This is a normal E-mail.

Body text: 12pt/Trebuchet/Black.

With kind regards,

**Lucian Alexe**
Communications Associate

A: Rue Marie Therese 21, Brussels, Belgium
E: lalexe@rhsupplies.org | P: +32 (0)2 210 02 26
Web: www.rhsupplies.org | Facebook: @rhsupplies | Twitter: @rh_supplies

Reproductive Health
**SUPPLIES COALITION**

# Social media

Social media has become an a key communication tool. The Coalition uses its channels to promote activities, share news and raise awareness.

Our official channels are:

**Facebook**: facebook.com/rhsupplies

**Twitter**: twitter.com/rh_supplies

**Youtube**: bit.ly/1AA83mW

## Logo usage

The profile picture can be just the pictogram of the logo. It is the only exception on which you are allowed to separate the pictogram from the word-mark.