



## Logo Usage Style Guide

### Introduction

The VA Maternity Center Breastfeeding-Friendly Designation (VA MCBFD) initiative has been adapted to recognize maternity centers that have taken steps to promote protect and support breastfeeding in their organization. A five star system has been developed wherein one star is awarded for every two steps achieved in the Ten Steps to Successful Breastfeeding, as defined by the World Health Organization (WHO). Baby-Friendly USA (BFUSA) is the national authority for the Baby-Friendly Hospital Initiative in the United States. They designate facilities that have successfully implemented all Ten Steps. The Virginia initiative encourages maternity centers across the state to promote and support breastfeeding one step at a time, and acknowledges commitment and progress. The VA Maternity Center Breastfeeding-Friendly Designation is modeled after the Virginia Maternity Center Breastfeeding-Friendly Designation program, which was introduced in October 2010.

### ***Why a Logo Usage Style Guide?***

The logo is to be used to create brand awareness in maternity centers, among health care providers, community partners and the general public.

The logo is the cornerstone of the Virginia Maternity Center Breastfeeding Friendly Designation. It is instrumental in building heightened awareness, a strong image and positive growth. Oversight, provided by the Virginia Department of Health (VDH) Division of Community Nutrition, of the use of the logo is needed to ensure all materials are consistent with the program's key messages. Compliance with this Style Guide ensures that the Virginia Maternity Center Breastfeeding-Friendly Designation logo is presented clearly and consistently.

## How to Use the *Style Guide*

Use this Style Guide when preparing materials that will include the Virginia Maternity Center Breastfeeding-Friendly Designation logo. It provides guidelines for developing materials, specific rules for logo usage, application guidelines and answers the most frequently asked questions regarding the Virginia Maternity Center Breastfeeding-Friendly Designation logo. Sufficient flexibility has been provided to ensure continuity regardless of application; however, there may be some exceptions. Should you have questions regarding specific usage, please contact Jarene Fleming at [jarene.fleming@vdh.virginia.gov](mailto:jarene.fleming@vdh.virginia.gov).

## Branding

Branding is the essential element - a name, look, design, tone or other feature - that is a common thread throughout the program and distinguishes it from others. Branding is the quickest way to express what the program is about and to link the various components.

Elements of a brand include:

- Graphics – Visual appearance such as logo, color, images, etc.
- Content – Messages, ideas and philosophy that the program is trying to relay.
- Style – Tone and personality of the program that should carry through all the elements making them distinctive and identifiable.
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## Developing Virginia Maternity Center Breastfeeding-Friendly Designation Logo Materials

It's not just what we say, but how we say it. The Virginia Maternity Center Breastfeeding-Friendly Designation is about empowerment. The Virginia initiative encourages maternity centers across the state to promote and support breastfeeding one step at a time, and acknowledges commitment and progress. In order to communicate this passion, our tone must reflect it. Here are some guidelines to follow when developing Virginia Maternity Center Breastfeeding-Friendly Designation messaging:

- When developing materials, lead with passion and vision. Support those statements with facts.
- Be inclusive when writing materials. Avoid sounding exclusive, authoritative or preferential.
- Project confidence and a "you can do it" attitude without being preachy. Be inspirational, but leave off the sugar-coating.

- When writing for maternity center clients, think about how they might describe themselves and what they are doing in the following words: :  
 “It’s not easy, but we want the best for our families.”  
 “We’re in control.”  
 “I can do something to help the people I love.”  
 “Together we can.”  
 “If I can do it, so can you.”
- Be mindful of the target’s reading capability, Virginia Maternity Center Breastfeeding-Friendly Designation materials should be written for a 6<sup>th</sup> grade literacy level.

To write text at the 6<sup>th</sup> grade level you must keep in mind the capacity of our target audience to understand the information and make appropriate decisions related to their health. The following are quick tips for writing low-literacy materials

- Use short, simple words and sentences
- Use active voice and conversational style
- Use correct grammar, punctuation, and spelling
- Avoid jargon and acronyms
- Order main points in a logical manner
- Make sub-points clearly correspond to the main point.
- Use bulleted lists and numbered steps to make information visually accessible

There are many ways to assess the reading level of materials. One tool is the Flesch-Kincaid Readability Test in Microsoft Word,<sup>®</sup> to display readability statistics follow these steps:

1. Click the **Microsoft Office Button**  , and then click **Word Options**
2. Click **Proofing**
3. Make sure **Check grammar with spelling** is selected
4. Under **‘When correcting grammar in Word’**, select the **Show readability statistics** check box
5. If the result is higher than 60, refer to the tips above and modify the content.

## The Logo

Your Virginia Maternity Center Breastfeeding-Friendly Designation logo consists of a graphic specific to your designation level. In the event that your designation advances, another access code will be provided with the appropriate designation level.

The logo is a four-color graphic using the international breastfeeding symbol surrounded by five graduated stars. The stars originate with the smallest on the bottom left of the logo, each slightly larger star arching around the international breastfeeding symbol and ending at the top right area. The graphic is a blue background, with a green mother, blue baby and yellow stars outlined in the same blue as the background with an orange frame. This logo has been carefully designed for a specific look. No attempt should be made to alter or recreate these elements in any way.

## Logo Usage Terms and Conditions

In using the logo, you are agreeing to the following:

- Your materials will convey a quality image of the Virginia Maternity Center Breastfeeding-Friendly Designation logo. See **Developing Virginia Maternity Center Breastfeeding-Friendly Designation Materials** (above) for details.
- The logo is free to use if your agency supports the mission of the Virginia Maternity Center Breastfeeding-Friendly Designation and the materials meet the guidelines for Virginia Maternity Center Breastfeeding-Friendly Designation described above.
- Use of the logo is for the sole purpose of promoting the Virginia Maternity Center Breastfeeding-Friendly Designation.
- Approval must be obtained when the logo is going to be used for promotional pieces such as hats, clothing, water bottles, etc. The VDH Office of handles all logo usage approvals.
- To submit your request for logo use, contact Jarene Fleming at [jarene.fleming@vdh.virginia.gov](mailto:jarene.fleming@vdh.virginia.gov).
- No other organization or entity may identify the logo/brand as their own.
- Display the logo only in the form specified in this guide. Your access number will connect to a site with your current star rating designation. In the event that your institution achieves a different designation level, another access code will be provided for that level of achievement.

## Logo Standards

- Use the logo only in its complete form. It must be consistent in all forms of communication, including education materials, public relations, presentations, newsletters, correspondence and advertising. The logo may not be modified in any way except that it may be proportionally reduced or enlarged in size to fit the space available, as long as it meets the standard for minimum size. It is unacceptable to distort the logo in any way.
- Use only the master electronic artwork files housed on our website and associated with this Style Guide. Use the logo only as it appears in the file. Do not reproduce the logo from faxed or photocopied images.

## Surrounding Area

- Maintain a clean and uncluttered space around the Virginia Maternity Center Breastfeeding-Friendly Designation logo, which maximizes the visual impact of the brand. Maintain 3/4" of uncluttered white space around the logo at all times. This area must be free of any text, wordings, slogans, organizational names or design elements, illustration, background, decoration or graphic treatment.

## Minimum Size

- The minimum size for the logo shall be 1.0" wide for print or 125 pixels wide for screen or monitor.

## Color and Background Color

- The Virginia Maternity Center Breastfeeding-Friendly Designation logo should always be reproduced using a four color process build, or if using spot colors, PMS 151, PMS 2935 and PMS 7405. Grayscale versions are also available. The color breakdown is as follows:

- For Print

- Orange PMS 151
- Blue PMS 2935
- Yellow PMS 7405

- For the Web

- Orange R 255 G 130 B 0
- Blue R 0 G 87 B 184
- Yellow R 249 G 221 B 50

- When the Virginia Maternity Center Breastfeeding-Friendly Designation logo is placed on a background, a white background is preferred.
- Avoid placing the logo against any blue, red, orange, green or yellow background. The logo will lose its definition.
- **Note:** Do not use this guide to match for final color. Colors shown here are for reference only and may not reflect accurate representation due to variances in monitors and printers. The only true way to accurately proof color is through a match print provided by a printer or an already printed piece of literature directly from the Virginia Maternity Center Breastfeeding-Friendly Designation.

## Improper Logo Usage

- Do not recreate or alter the logo for other uses.
- Do not recreate the logo in colors other than those specified.
- Do not put a drop shadow around the logo.
- Do not put a glow around the logo.
- Do not rotate, skew, redraw, re-proportion, reproduce three-dimensionally, or otherwise alter or distort the logo or its elements in any way.
- Do not use any bevel effects or Photoshop® filters on the logo.
- Do not combine the logo with any other elements such as logos, words, graphics, photos, slogans, or symbols that create a hybrid mark.
- Do not translate elements of the logo into another language or change them into another character set.
- Do not place the logo on a complex photo or patterned background, which makes it difficult to read.
- Do not use the logo for any commercial purpose other than promoting, protecting and supporting breastfeeding in your organization and community.
- Do not enclose the logo within any other shapes, boxes or borders.

## Additional Graphics Available

In addition to the full logo graphic there are other formats available for your use. There is a version with the words and stars but no icon that your facility may find more appropriate for use on letterhead that is available in both full color and grayscale.



The last iteration is the icon and stars without any words. This version is available in both full color and grayscale.



## Electronic Formats

If you are producing a flyer, Web page, PowerPoint® presentation, a printed publication, or any other document, you will find the appropriate electronic file format on the CD- ROM associated with the **Style Guide**.

Use the chart on the next page to help you choose the correct file format for logos, images, illustrations and graphics.

The Virginia Maternity Center Breastfeeding-Friendly Designation logo indicates the recommended formats. **Note:** For illustration purposes, the five star designation has been used. The website will have only the star level that your facility has achieved.

Use	.AI/.EP	.TIFF	.JPG	.PNG
Print (by professional printer)				
Word Processing (Microsoft Word®)				
PowerPoint®				
Web				

- .AI/.EPS is the most versatile graphic format available. You will not be able to open an .AI/.EPS file if you do not have a graphics program. A professional printer will have the appropriate software.
- .TIFF files are generally used for high-resolution images (a high-resolution image is 300dpi or larger). It is possible for .TIFF files to be low-resolution, and they can be black and white, gray-scale, or full color. Check the resolution of an image before you send it to get professionally printed.
- .JPG files are not transparent. Do not place a .JPG file on a colored background because a box will appear around the logo.
- .PNG files are also transparent but are NOT recognized in Internet Explorer.

## Contact Us

Congratulations on your achievement. If you have any questions about logo use, please contact Jarene Fleming at [jarene.fleming@vdh.virginia.gov](mailto:jarene.fleming@vdh.virginia.gov) in the Division of Community Nutrition.

**Sources:** [www.nutritionnc.com](http://www.nutritionnc.com), [www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com), [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) and [www.cachampionsforchange.net](http://www.cachampionsforchange.net)