

GUIDELINES FOR CONSISTENT LOGO USE

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Resources

This document represents the definitive guidelines for use of the Breastfeeding USA logo and tagline in the most common usage instances. If you need clarification, assistance with special projects, or have a question please contact the Community Engagement committee by email: CommunityEngagement@breastfeedingusa.org.

Introduction

The Breastfeeding USA logo and tagline provide a strong visual identity and represent the entire organization. The Breastfeeding USA logo visually supports the message that inclusivity, diversity, empowerment, and support for the breastfeeding dyad are

fundamental to fulfilling the mission of Breastfeeding USA, to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm.

The letter B in the shape of a heart represents the love and support of the parent and the community supporting them. The baby in the center represents a baby fed human milk, at breast or by another supplemental method.

It is essential to use the logo consistently across all formats to ensure that the Breastfeeding USA brand is being communicated clearly. If situations or questions arise that are not addressed here, please contact the Breastfeeding USA Community Engagement team for further guidance.

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Logo Files Overview

Logo files are located in BC Resources Google drive in a folder titled “LOGO FILES”. Any volunteer within the Breastfeeding USA organization with an email account can access these files in the Google drive.

File types

There are three types of logo files; these are sorted into three separate folders by file type and size.

High Resolution Vector Files – These files end with the extension AI and are for use in all professional printing jobs. Printers, designers and other graphics professionals will be able to open and modify these. These files are scalable and can be used as large or as small as you wish.

Medium Resolution – These files end with the extension JPG. They are medium resolution JPGs with a resolution of 150 dpi. They may be used for interoffice printing.

Low Resolution (Web Use ONLY) – These files end with the extension png. They are for web use only. The artwork will appear fuzzy if printed.

Logo Usage

Consistent and correct use of the logo as outlined is important to ensure the clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the logo must comply with these guidelines.

The visual identity guidelines will help local Breastfeeding USA Counselors and volunteers use the logo effectively to show their connection with the national organization. Many BCs and Community Chapters may be producing their own publications. In addition to following policies established in this publication, persons preparing pieces for print use and publication are encouraged to consult with the Community Engagement team to ensure that standards have been met.



Every Breastfeeding USA publication intended for distribution to an external audience must be reviewed by the Editorial review Board and Community Engagement committee prior to printing & distribution. Please contact:
CommunityEngagement@breastfeedingusa.org

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Color

When the full color logo with tagline is printed on business cards and letterhead, the logo should be printed to be pantone color matched as specified in the color guide. It is not acceptable to substitute and use different colors in the logo.



 BLACK	WHITE	 TEAL
CMYK- 0 0 0 100 RGB- 12 2 0 LAB - #221e1f	CMYK - 0 0 0 0 RGB - 255 255 255 LAB - #ffffff	CMYK - 79 18 39 0 RGB - 24 157 160 LAB - #189da0

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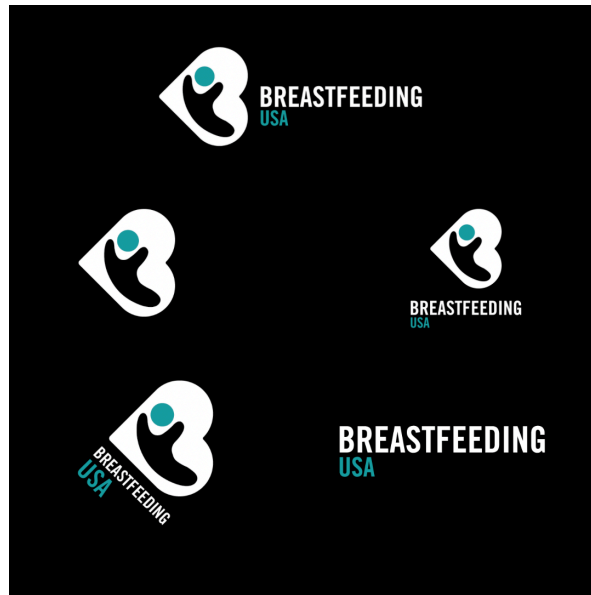
Positive & Negative

All Breastfeeding USA logo images can be found [here](#). The logo may be reproduced in either positive (Original with Black text and heart) or negative (White text and heart) versions.

The various options of the logo in its positive form:



The logo in its negative form:



Use extreme caution when using the logo in its negative form because problems may arise that would compromise the integrity of the Breastfeeding USA logo.

1. Do not use the logo in its negative form on anything except a dark background.
2. Do not use the logo in its negative form when printing on newsprint or other inexpensive papers.

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Correct Usage

The unified symbol and words create the Breastfeeding USA logo. It is essential to maintain the graphic standards set out in this manual. The logo cannot be cut apart or positioned in any way that will disturb the integrity of the design unless it is one of the approved designs in the style guide and available in a high quality image file.

The minimum allowable size for the logo is 3 inches wide. Exceptions to the minimum size may be granted for use on premiums such as pens, lapel pins and calculators. Please consult with Community Engagement prior to ordering specialty items. The minimum allowable size for web use is 56 x 56 pixels and must be the circle mark alone.

Logo shown in the minimum allowable size for print (3" wide).



Logo shown in the minimum allowable size for web use (56 x 56 pixels) heart mark.



There are no maximum size limits, however, all design elements of the logo must appear intact.

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Incorrect Usage

If used improperly, the logo will lose its ability to be a powerful communication tool. Please do not make any alterations to the logo.

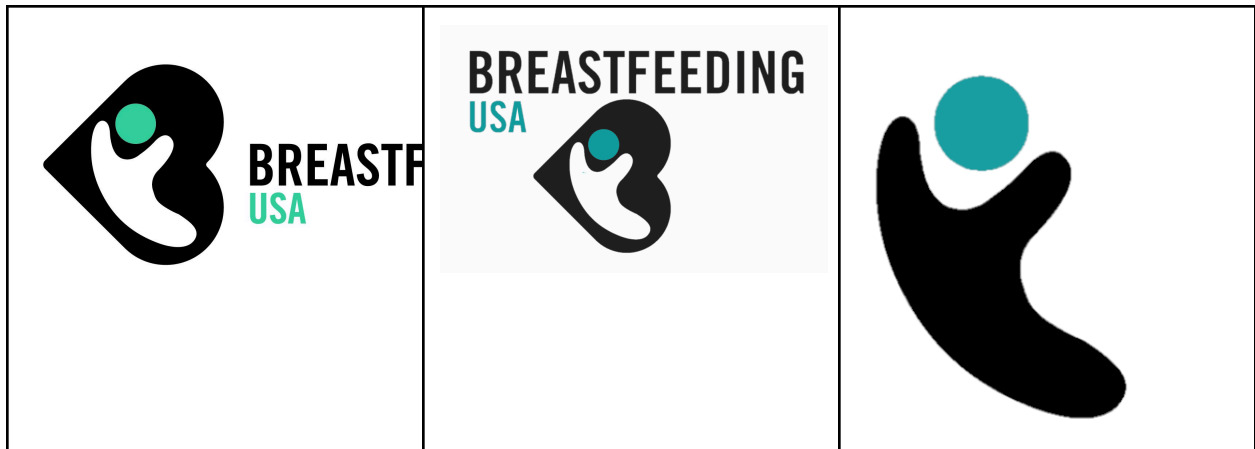
Do not use as background. Never print at an angle.



Never expand the logo. Never condense the logo.



Don't change the font size or any other element of the logo. Do not use parts of the logo or separate any element from the text unless it is part of the element provided in the Style guide. Do not rearrange the elements of the logo. Don't size the logo too big so that any part of the logo could be cropped out.



Don't print too small: Logo needs to be large enough to remain legible.



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Typography

The following are the preferred fonts to be used in association with the Breastfeeding USA logo.



- Headings
 - Primary Font: Trade Gothic Bold Condensed No. 20, all caps or all lower case
 - Google Font Substitution: **BARLOW SEMI-CONDENSED BOLD**, all caps
- Subhead Copy
 - Bell Gothic Roman (uploaded)
 - Google: Biz UDPGothic
- Body text
 - Merriweather Regular Merriweather (regular)

The suggested fonts should be used in association with the logo on external publications. Consistent use of these fonts will establish a long-lasting, easily recognizable and memorable visual identity.

These fonts are recommended for most Breastfeeding USA communications. Other fonts may be used on publications of an ephemeral nature and/or those that will receive limited distribution. An event invitation, for example, may use a typeface appropriate to the season. For answers to questions regarding font use, consult the Breastfeeding USA Community Engagement team. Email:

communityengagement@breastfeedingusa.org

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Applications

Breastfeeding USA volunteers communicate through a variety of media, including letters, newsletters, brochures, reports, web pages and memoranda. The following pages provide examples of the logo used in conjunction with these applications.

Additional applications include, but are not limited to:

- Window, Standard and large size business, and Tyvek envelopes
- memo pads
- labels
- Community Chapter Logs
- folders
- miscellaneous promotional materials

Any concerns about the appropriate use of the logo should be directed to Community Engagement.

email: CommunityEngagement@breastfeedingusa.org

Letterhead, Envelope & Business Card for Graphic Design:

Templates are available to all Breastfeeding Counselors in the BC Resources Google drive. Utilize these templates for business cards, flyers, letters, and other promotional materials. If you need a file that is not available in the BC Resources Google Drive, please contact Community Engagement.

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Equal Opportunity Statements

CONCERNING EMPLOYMENT, PROGRAMS AND/OR SERVICES

It is recommended that every publication intended for an external distribution contain an equal opportunity/affirmative action statement. Suggested options for statements are:

"Breastfeeding USA is committed to providing equal educational and employment opportunity regardless of race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, marital or parental status."

OR

"The Breastfeeding USA provides equal opportunity in employment, programming, and services."

OR, when space is at a premium,

"AA/EOE"

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Web Page Logo Usage

Breastfeeding USA website developers should direct any logo use questions to bod@breastfeedingusa.org.