

HEALTHY MOTHERS HEALTHY BABIES CONSORTIUM NAME & LOGO USE GUIDELINES

The Healthy Mothers Healthy Babies (HMHB) Consortium's mission is to improve maternal nutrition by accelerating the availability and effective use of multiple micronutrient supplementation (MMS) for pregnant women in low and middle-income countries (LMICs) through collaborative action.

The Consortium consists of organizations, represented by designated individuals, that play a direct or indirect role in advancing MMS public health demand, supply or delivery, through the application of skills, experience, and expertise.

The Consortium is supported by a Secretariat hosted by the Micronutrient Forum. The Secretariat holds the Intellectual Property (IP) rights of the Consortium and governs its use, including the HMHB name and logo. The Micronutrient Forum, as the host organisation of the HMHB Consortium, shall hold the IP rights until such time as the Consortium dissolves or a new organization is chosen to host the Secretariat.

The strength of the Consortium lies in its members and, to reach its goals, HMHB will rely on its partners to enhance its work. Advocacy and communication are an important key objective of the Consortium. Consortium members shall follow the following guidance when communicating about the Consortium, their relationship with the Consortium, or the collective action of the Consortium in which they take part.

For questions about the use of the HMHB logo and brand, and to request the brand style guide, please contact HMHB@micronutrientforum.org.

USE OF THE HMHB NAME AND LOGO

The HMHB name and logo are the IP of the Micronutrient Forum, acting as the Host of HMHB. Hence the HMHB name and logo may not be used without the express permission of the Micronutrient Forum, in practice represented by the HMHB Secretariat. In addition, the Micronutrient Forum has the authority to stop any unauthorized or illegal use.

The HMHB name and logo may be used to communicate about Consortium activities and activities in which the Consortium is participating. The HMHB Secretariat must be informed and given ample time to review (with a minimum of two weeks' notice) and approve all materials prior to any external publication or use in public events.

The HMHB Consortium acts as an impartial platform and consequently the Secretariat does not endorse Consortium members' products, services, marketing or promotion activities, research, programs, project implementation, or other activities. The HMHB logo will not be used for nor in conjunction with any member organization's commercial or product-branded communication or promotion.

Consortium members (upon acceptance of their application) have the right to acknowledge their membership in the Consortium on their website through the following statement: "We have



joined the Healthy Mothers Healthy Babies Consortium (www.HMHBconsortium.org), and are committed to contribute to the vision and mission of the Consortium.”

For any other statements on the work with the HMHB Secretariat, express written permission is required. This may include, but is not exhaustive of:

- Press release or announcement about membership
- Acknowledgement of HMHB materials (e.g., Consortium white paper)
- Event in which HMHB Consortium is participating

Approval for use of the HMHB logo/name is one-time use only. Any subsequent uses must be approved by the HMHB Secretariat.

USE OF HMHB CONSORTIUM MEMBERS’ NAME AND LOGO

The HMHB Secretariat will seek permission from member organizations each time it would like to use a member organization’s name and/or logo.

HMHB NAME GUIDELINES

The official name of the Consortium is: Healthy Mothers Healthy Babies Consortium

- There is no comma between the words “Mothers” and “Healthy”
- It may be abbreviated to “HMHB” or referred to as the “HMHB Consortium” or the “Consortium.” The first letter of each word is capitalized.
- The working language of the HMHB Consortium is English. The HMHB Consortium name should not be translated into other languages.
- Examples of unacceptable use of the Healthy Mothers Healthy Babies Consortium name:
 - Healthy Mothers, Healthy Babies Consortium
 - Healthy mothers healthy babies consortium
 - Healthy Mothers Healthy Babies consortium

HMHB LOGO/VISUAL IDENTITY GUIDELINES

HMHB members may request the Secretariat for logo files or templates, upon requesting express permission for use as defined above.

The HMHB logo may be used horizontally or vertically. The HMHB logo without accompanying words is for internal use only, on HMHB publications, published by the Secretariat, or on HMHB templates on second and subsequent pages of documents.

Members may request the use of Microsoft Word or PowerPoint presentation templates for specific use, and are required to adhere to the visual identity designed for HMHB, including colour codes, images etc.

The HMHB logo colours should never be adjusted or inverted. The logo should never be stretched or distorted for any reason.

Primary Logo Reproductions

To establish a consistent and trusted brand look, the logo must only be used in the approved colours indicated. The full colour logo must always appear on a mostly white or light background to maintain the bright colour values of the identity, as well as keep a consistently clean and vibrant look. If a gray scale or black and white version are needed, use the one-color black version. When it is necessary to reproduce the logo over a dark colour or image, use the knockout (white) variation.

Area of Logo Isolation

The HMHB logo should always be afforded a predetermined area of breathing space, referred to as the area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to the height of the HMHB icon. Always use approved and provided electronic artwork.

Co-Branding Logo Lock-Ups

Whenever the HMHB logo will be shown as part of a sponsorship, partnership, or affiliation, use the “Area of Isolation” rules. If it is dominant in the partnership, the HMHB logo should always appear to the left with equal visual weight and alignment.

CONTACT INFORMATION

For questions about the use of the HMHB logo and brand, and to request the brand style guide, please contact HMHB@micronutrientforum.org.