



28 May
**MENSTRUAL
HYGIENE DAY**

Design Guide
Menstrual Hygiene Day 2020
How to Use the Campaign Materials

#MHDay2020

The purpose of this document is to guide MH Day partners in the use of the campaign logo and hashtag, including how to combine MH Day 2020 branding with their own artwork, logos, headlines or hashtags.

Consistent and correct use of the MH Day design system is critical in order to maximise visibility, both online and on the ground. This document includes instructions for how to create both print and digital materials for MH Day 2019.

All assets mentioned in this guide are available for download at menstrualhygieneday.org.

#MHDAY2020

The MH Day Logo

There are just two versions of the MH Day logo for print and two for digital materials. In print, the complete MH Day logo is used either on a white background with a thin MH Day blue border, or as a negative on a MH Day magenta background. Choose the version of the logo that works best with your design. It is available in five languages: English, French, Hindi, Spanish and Portuguese.

The two versions of the print logo are as follows:



Complete MH Day logo on white with a thin MH Day blue border.



Complete MH Day Logo, negative on MH Day magenta.

For digital publishing the logo is reduced to its graphic emblem. Please only use the following logo versions for digital publishing – i.e. social media.



Graphic emblem on white with a thin MH Day blue border.



Graphic emblem, negative on MH Day magenta.

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How To Design Campaign Materials

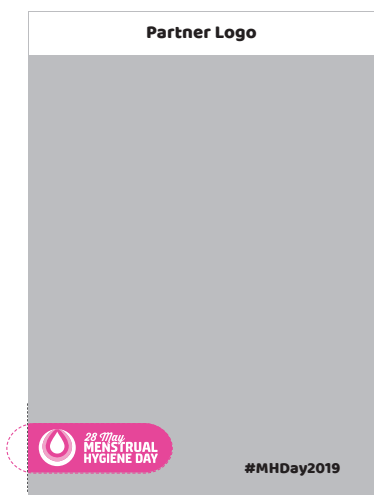
Print

Social Media

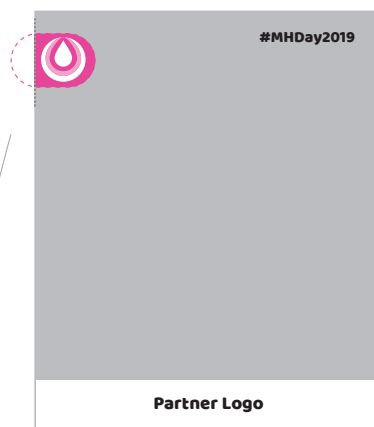
Place the MH Day logo on the left side of campaign materials. Cut off the logo's background where the straight edges meet the rounded left edge. You may place the logo either at the top of your design or at the bottom, depending on where your own logos sit.



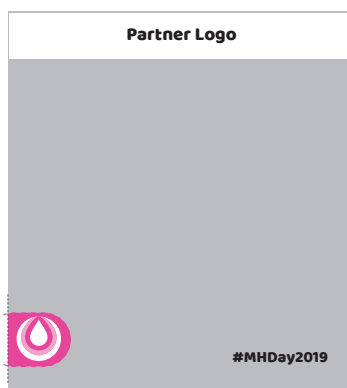
Complete MH Day logo in upper left corner, with MH Day hashtag in upper right corner and partner logos at the bottom.



Complete MH Day logo in lower left corner, with MH Day hashtag in lower right corner and partner logos at the top.



MH Day graphic emblem in upper left corner, with MH Day hashtag in upper right corner and partner logos at the bottom.



MH Day graphic emblem in lower left corner, with MH Day hashtag in lower right corner and partner logos at the top.

Use the same design treatment for the positive version of the MH Day logo. The grey area in these mock-ups is a placeholder for photography, typography, or other graphics.

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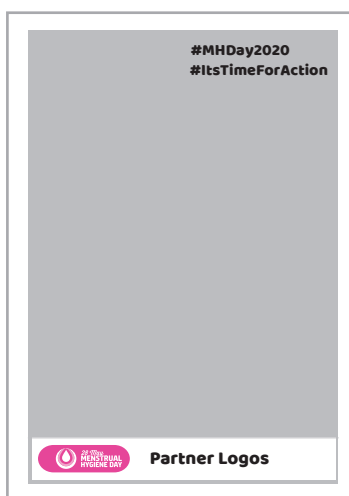
How To Design Campaign Materials – Alternative Design

We understand that not all partners work with software that allows them to design full-width materials. To accommodate this, it is still possible to use the MH Day 2019 logo within campaign materials. Simply place it as close to the left edge of the design as possible, as shown below.

Print – Alternative Design



Complete MH Day logo in upper left corner, with MH Day hashtag in upper right corner and partner logos at the bottom.

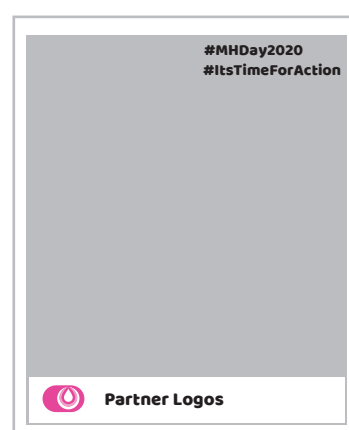


Complete MH Day logo in lower left corner, partner logos on the bottom, and MH Day hashtag in upper right corner.

Digital – Alternative Design



MH Day graphic emblem in upper left corner, with MH Day hashtag in upper right corner and partner logos at the bottom.



MH Day graphic emblem in lower left corner, partner logos on the bottom, and MH Day hashtag in upper right corner.

Use the same design treatment for the positive version of the MH Day logo. The grey area in these mock-ups is a placeholder for photography, typography, or other graphics.

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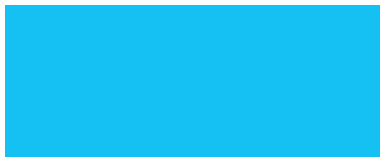
The MH Day Colours and Font

MH Day magenta and MH Day blue are the key campaign colours picked from the MH Day logo. MH Day magenta is used for the negative logo background, and for hashtags that appear on a white or pale background. For headlines that appear on a white or pale background, MH Day blue is used. These colours should always be used in combination with the MH Day logo.

Backgrounds can be any colour – feel free to use your creativity and bring your own colour schemes into the design!



MH Day Magenta:
3c 87m 0y 0k
sRGB r224 g66 b142
#e0428e



MH Day Blue:
70c 0m 0y 0k
sRGB r28 g187 b236
#1cbbec



MH Day Black:
80k
sRGB r88 g89 b91
#58595b

The font for the campaign is the Google font 'Baloo'. It is available for download here:
<https://fonts.google.com/specimen/Baloo>

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Design Examples

The top row includes examples of campaign materials which have been correctly designed with the MH Day logo, colours and font. In the bottom row are examples that correctly use the MH Day logo, colours and font alongside other colour combinations.



DPSHRSDUWHUDYHHGWGHGLWHPIRUOD



#MHDAY2020

Design Don'ts



**Don't use previous versions of the MH Day logo.
Don't position the positive version of the logo on a coloured background, or on a visual without the white background and MH Day blue border.**



Don't add a drop shadow to the MH Day logo.



Partner Logo



Partner Logo

Don't position partner logos directly above or below the MH Day logo.



Don't use the print version of the MH Day logo for any material that will be digitally published – i.e. social media images.

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Thank you for using the MH Day logo and hashtag for your MH Day campaign materials!

The campaign hashtag was jointly developed by WASH United and the MH Day partner network.