

# A super short design guide

## for Menstrual Hygiene Day 2021

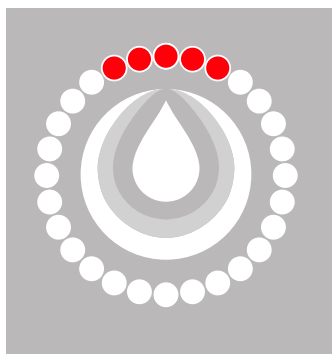


## The MH Day campaign logo for 2021

For the 2021 MH Day campaign we have created a new campaign logo. The logo combines the figurative mark of the MH Day logo with the Menstruation Bracelet, the global symbol for menstruation. The logo is available in two versions, a positive and a negative version. Download the two versions on [menstrualhygieneday.org](https://menstrualhygieneday.org)



A: positive logo

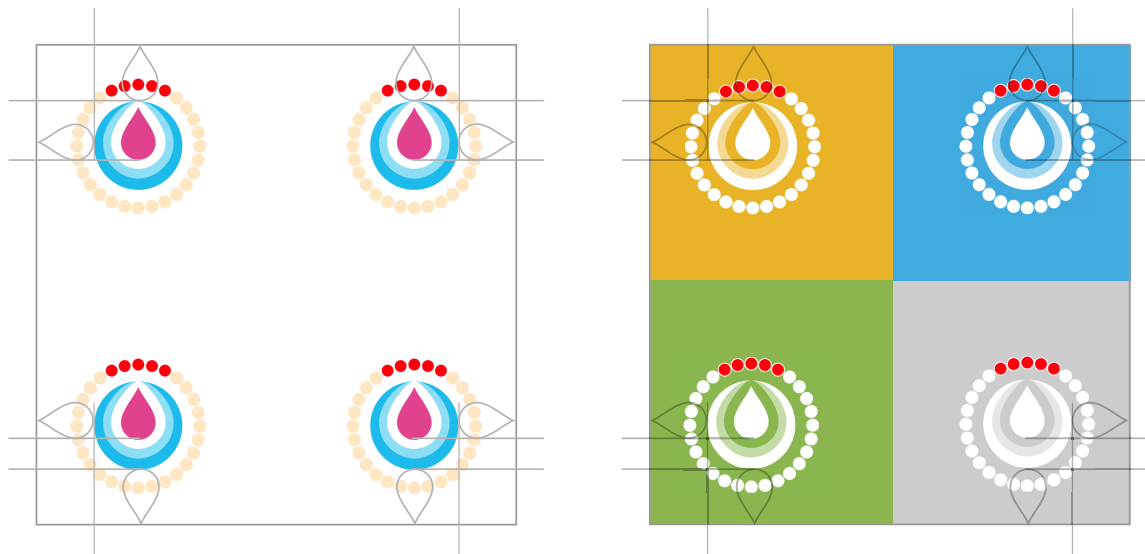


B: negative logo

## Using the 2021 campaign logo is super simple

You can integrate the 2021 campaign logo into your own campaign materials, both print and digital. Just place the logo in one corner of your design. Please ensure that the distance to the page edge or other logos (including your own logo) equals the size of the red drop in the MH Day logo.

To place the logo on white backgrounds, use the positive version. To place the logo on images, light, dark or coloured backgrounds, use the negative version.



Please also include the campaign hashtags in your materials:  
**#MHDAY2021 #ItsTimeForAction**

Don't forget to check out the amazing ready-to-use materials we have created for you. You can find it here: [menstrualhygieneday.org](https://menstrualhygieneday.org)

## Rules for use of MH Day campaign logo and materials

**Non-profits, social enterprises & individuals:** all MH Day campaign materials are free to use for individuals and any type of non-profit organization, including, but not limited to, national and international NGOs, national and international governmental agencies, foundations, educational institutions and social enterprises.

**For-profits:** the use of MH Day materials (including the MH Day logo) is restricted to official corporate partners of MH Day. To explore opportunities for a corporate partnerships, please write to [info@menstrualhygieneday.org](mailto:info@menstrualhygieneday.org)