The Milk Bank

HUMAN MILK SAVES LIVES

Brand Guide 2021

The Milk Bank Logo

The Milk Bank logo is the keystone of our visual identity and is used on all communications materials. Using the logo consistently will enhance the recognicition of The Milk Bank by all audiences.





USAGE

- As the primary graphic identity for the institution, the formal logo (or an official program logo) must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This prohibition includes but is not restricted to type, the vertical line, outlines or embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The logo may not be cut or cropped in any way.

IMPROPER LOGO TREATMENT

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not attach a program-level identification to the logo or attempt to create your own unit or department logo.
- Do not recreate the type or substitute another typeface.

The Milk Bank Logo

COLOR OPTIONS

The Milk Bank logo comes in three different colors: TMB Blue, black and white.

COLOR AND LOGO RESTRICTIONS

- Do not change any colors of the logo.
- Do not screen any of the logo colors.
- Do not print the logo in black over a dark background.
- Do not print the reversed (white) logo onto a light or white background.

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

THE CENTERED LOGO



THE LONG LOGO



Program Logos

Program logos are a way of branding individual programs within The Milk Bank. Program logos can replace the main The Milk Bank logo on printed and online materials; it is not necessary to use both logos.

A program logo is more than a logo. It is a complete identity system for an individual program that fits within the main The Milk Bank brand, but has its own key design elements for a consistent and unique visual style. Creating a program logo is a way to customize communications and marketing efforts for both internal and external audiences, while also leaning on the parent The Milk Bank brand for external recognition

BREASTFEEDING RESOURCES & ASSISTANCE @TMB

We Support You

TRE'S MEDICAL RELIEF FUND

DONOR MILK EXPRESS

FROM THE MILK BANK

The Milk Shoppe

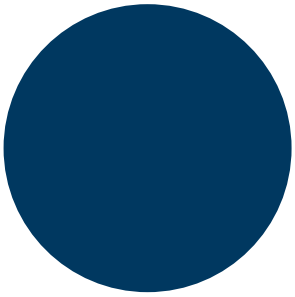
TheMilkBank.org

babycafé

Color Palette

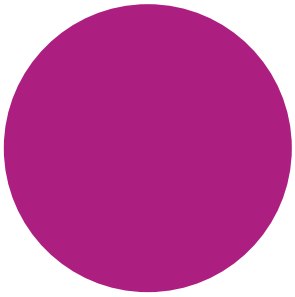
While TMB Blue, with accents of TMB Magenta, should be the main colors of any program brand, choosing a secondary color palette can convey a mood and style that is specific to the area that is being represented. The following colors are approved for use with the corresponding program. Note: The Drops of Love and Breast Feeding Resources and Assistance programs use TMB Blue exclusively.

Primary Palette



TMB BLUE

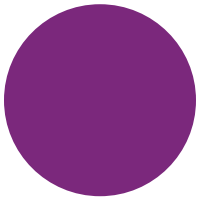
RGB 0, 54, 89
CMYK 100, 39, 0, 65
HEX #003659



TMB MAGENTA

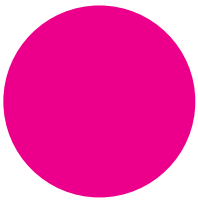
RGB 161, 0, 130
CMYK 34, 100, 10, 1
HEX #A10082

Program Palette



DMX PURPLE

RGB 124, 39, 125
CMYK 62, 100, 15, 3
HEX #7C277D

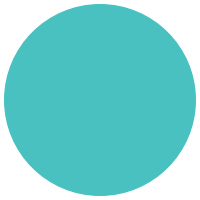


MILK DRIVE PINK

RGB 236, 0, 140
CMYK 0, 100, 0, 0
HEX #EC008C

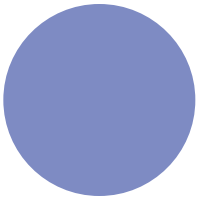
Color Palette Exception

The Milk Shoppe Baby Cafe does not use TMB Blue in it's branding. Baby Cafe USA licensing requires that we use their approved palette as shown below:



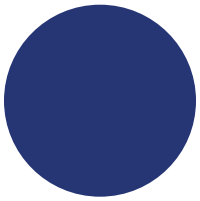
BABY CAFE TEAL

RGB 71, 194, 192
CMYK 64, 0, 29, 0
HEX #47C2C0



BABY CAFE PERIWINKLE

RGB 127, 140, 195
CMYK 53, 42, 1, 0
HEX #7F8CC3



BABY CAFE BLUE

RGB 38, 52, 117
CMYK 100, 93, 24, 10
HEX #263475

Typography

Although using The Milk Bank fonts is encouraged, it is not required. The fonts selected will greatly affect the overall feel of marketing and communications pieces.

Fontin Sans is used for The Milk Bank's logo and tagline. This font may also be used as subject or section headers on documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fontin Sans Regular | *Fontin Sans Italic* | Fontin Sans Small Caps
Fontin Sans Bold | **Fontin Sans Bold Italic**

Calibri is used for The Milk Bank's documentation and most marketing publications. This sans serif font is used to achieve a friendly feel.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Regular | Calibri Light | *Calibri Light Italic*
Calibri Italic | **Calibri Bold** | ***Calibri Bold Italic***

Garamond, a more stylized font, can be used for instances that require a little more flair.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Regular | *Garamond Italic* | **Garamond Bold**

Business Cards and Email Signature

BUSINESS CARDS

The business card template is a double-sided design with The Milk Bank's logo placed on a white field on the right, front side and employee information in TMB Blue font on the reverse side. Please do not attempt to format customized business cards.

Employee information should use the same format as the example below.

BUSINESS CARD
Front



BUSINESS CARD
Back



EMAIL SIGNATURE

Each employee should create an email signature using the format found below. Social Media icons should contain hyperlinks to The Milk Bank page on that medium.

EMAIL SIGNATURE

Freedom Kolb
Executive Director
The Milk Bank
[p] 317-536-1670
[f] 317-536-1676
fkolb@themilkbank.org

Letterhead

LETTERHEAD

Letters and other written documents should be created on letterhead when appropriate. Official TMB letter head includes the logo, mailing address and contact information at the top of the page with TMB's tag line at the bottom. Additional pages should show the page number within the blue cross and drop on the bottom of the page. An example of both pages can be found below.

LETTERHEAD

