



Style Guide

**The look and feel of the
Reproductive Health Supplies Coalition**

The Reproductive Health Supplies Coalition

is a global partnership of public, private and non-governmental organizations working together to ensure that all people can choose, access and use affordable, high-quality reproductive health products.

Since 2004, the Coalition has been at the forefront of international efforts to secure reproductive health supplies by increasing resources, strengthening systems, and harnessing the power of partnership.



Introduction

Vision

Our vision is that of a world where all people are able to access and use affordable, quality supplies, including a broad choice of contraceptive methods, needed to ensure their better sexual and reproductive health.

Mission

Our mission is to bring together a diversity of partners and mobilize their collective strengths to increase access to a full range of affordable, quality reproductive health supplies in low- and middle income countries.

Principles

- › We add value to the activities of individual member-organizations
- › We foster greater country ownership in meeting RH supply needs
- › We view reproductive health and rights as fundamental to ensuring equitable access to and use of RH supplies
- › We believe that access to supplies is a necessary but not sufficient factor to achieving better reproductive health

Our levers of change

These “levers of change” are, in essence, what we bring to the table. They are the assets we wield to attain our vision.



Neutrality – The Coalition’s neutrality offers a “safe space” where reproductive health experts can leave their institutional hats at the door, candidly address sensitive issues, feel free to think outside the box, and respect differences of opinion, while remaining focused on what they share in common.



Convening Power – The Coalition can rapidly assemble a critical mass of supply stakeholders and champions, leveraging their comparative strengths, forging a common course of action, and achieving results no single partner could do on its own.



Brain Trust – The Coalition’s large and diverse membership brings together the best and the brightest from across all sectors and specializations. Through communities of practice and our IMs, this brain trust houses our intellectual capital, incubates new ideas, and solves supply-related issues.



Brokering Partnerships – The Coalition brokers partnerships across all sectors and regions; and in so doing puts to strategic use both its neutrality and convening power. By tapping the connectivity of its members, by leveraging trust and by instilling a sense of common purpose, the Coalition has successfully forged consensus over deals ranging from price reductions to the adoption of common tools and methodologies.



Flexible resource base – The Coalition’s diverse core funding base makes it possible to pursue necessary activities that, for many reasons, may fall outside the remit of a single donor. This flexibility, in addition to the strong volunteerism and in-kind support from its members, makes it possible to act quickly, pursue solutions that fit the problem, and respond to the often diverse needs of its global membership.



Respected name – Though small compared to many other global health networks, the Coalition’s respected brand, its track record of success, its member commitment, and its global visibility yield both credibility and weight.

Main logo

The Coalition logo identifies our work through a simple form. It sits at the core of our identity. Our logo is composed out of 2 elements: a pictogram and a wordmark. The pictogram represents the power of partnership, a form that is composed out of pieces of puzzle.

Evolution

The new logo is based on the existing one but has been optimized and adapted to a flat appearance.

IDENTITY

MAIN LOGO
LOGO USAGE
LOGO COLOURS
BLACK&WHITE
RESTRICTIONS



Logo usage

The following usage guidelines apply to all media of communication, from online environment to print. The logo can be downloaded from our Shared Drive (*Communications Guidelines and Support*)

Margins

When using the logo, please make sure it is surrounded by a margin no thinner than 1/3 of the logo's height. This distance is an absolute minimum. Always try to work with a broad white space around the logo and other elements.

Background & Size

The logo shall always be placed on a white background. Always beware of the readability and recognizeability of the logo. It is important to always display these logo, as shown in this guide, without modification.

2/3 height



IDENTITY

MAIN LOGO
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RESTRICTIONS

Logo colours

When choosing the colour system for the logo, please consider the intended media and use the corresponding specification.

Print: When producing materials that require printing (office documents, reports, brochures, banners, etc.), please use the CMYK values.

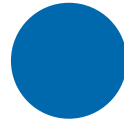
Screen: When producing materials to be viewed only on screen (PowerPoint presentation, web graphics, etc.), please use the RGB values.

Logo mark

The logo mark is built out of 3 colours: blue, green and white.

Word mark

The word mark re-echoes the mark's blue and combines it with a brighter blue to put more emphasis on the words "SUPPLIES COALITION", also set in capitals and bigger than the first line.



Blue

CMYK	100 / 50 / 0 / 10
------	-------------------

RGB	0 / 103 / 171
-----	---------------

HEX	#0067ab
-----	---------



Green

CMYK	70 / 0 / 100 / 0
------	------------------

RGB	80 / 183 / 72
-----	---------------

HEX	#50b748
-----	---------



White

CMYK	0 / 0 / 0 / 0
------	---------------

RGB	255 / 255 / 255
-----	-----------------

HEX	#ffffff
-----	---------



Bright Blue

CMYK	45 / 0 / 0 / 32
------	-----------------

RGB	92 / 156 / 182
-----	----------------

HEX	#5c9cb6
-----	---------

IDENTITY

MAIN LOGO
LOGO USAGE
LOGO COLOURS
BLACK&WHITE
RESTRICTIONS

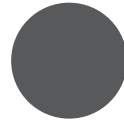
Black&White

For internal communications or reproduction on media where only black and white is used, please use the grayscale version of the logo.

The file is available for download from our Shared Drive (*Communications Guidelines and Support*)



Reproductive Health SUPPLIES COALITION

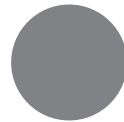


Blue

CMYK	0 / 0 / 0 / 80
------	----------------

RGB	88 / 89 / 91
-----	--------------

HEX	#58585b
-----	---------



Green

CMYK	0 / 0 / 0 / 60
------	----------------

RGB	128 / 130 / 132
-----	-----------------

HEX	#808284
-----	---------



Bright Blue

CMYK	0 / 0 / 0 / 45
------	----------------

RGB	157 / 159 / 161
-----	-----------------

HEX	#9d9fa1
-----	---------

IDENTITY

MAIN LOGO
LOGO USAGE
LOGO COLOURS
BLACK&WHITE
RESTRICTIONS

Restrictions

When placing the logo, please make sure you don't do the following mistakes.

IDENTITY

MAIN LOGO
LOGO USAGE
LOGO COLOURS
BLACK&WHITE
RESTRICTIONS



Never place the logo on coloured backgrounds. The logo should always be placed on a white background with a surrounding white margin.



Do not add any effects to the logo. This includes drop shadows, glows, etc.



Never change the colours of the logo.



Never change the logo mark elements and their position.



Never change the proportions of the logo.

Main Colours

The main colours of the brand are: blue, bright blue and yellow plus two graytones defined on the right. They constitute the basis to all communication of Reproductive Health Supplies Coalition.

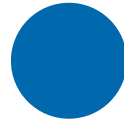
These colours should always be the visual center of any layout, wether online or print. The graytones and the yellow colour should be used as visual companions to the blue and bright blue.

To provide more personality to your communication topics, different accent colours can be chosen from the next page.

All the colours are available for download from our Shared Drive (*Communications Guidelines and Support*)

COLOURS

MAIN COLOURS
ADDITIONAL COLOURS
WEIGHT OF COLOURS



Blue

CMYK	100 / 50 / 0 / 10
------	-------------------

RGB	0 / 103 / 171
-----	---------------

HEX	#0067ab
-----	---------

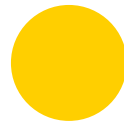


Bright Blue

CMYK	45 / 0 / 0 / 32
------	-----------------

RGB	92 / 156 / 182
-----	----------------

HEX	#5c9cb6
-----	---------



Yellow

CMYK	0 / 18 / 100 / 0
------	------------------

RGB	255 / 205 / 0
-----	---------------

HEX	#ffcd00
-----	---------



Light gray

CMYK	0 / 0 / 0 / 15
------	----------------

RGB	219 / 220 / 222
-----	-----------------

HEX	#dbdcde
-----	---------



Gray

CMYK	0 / 0 / 0 / 45
------	----------------

RGB	157 / 159 / 161
-----	-----------------

HEX	#9d9fa1
-----	---------

Additional colours

To extend the functionality of the brand and to add a colour code for various issues of communication, we may use an additional accent colour.

The colours used should be complementary to the logo except for the light green provided. The colours are a selection of the palette used with the sub-brands (later in this manual) to build a bridge of recognition to the while brand family.



CMYK	0 / 50 / 100 / 0
RGB	247 / 147 / 29
HEX	#f7931d



CMYK	0 / 75 / 100 / 0
RGB	241 / 101 / 33
HEX	#f16521



CMYK	15 / 100 / 90 / 10
RGB	190 / 30 / 45
HEX	#be1e2d



CMYK	35 / 60 / 80 / 25
RGB	138 / 93 / 59
HEX	#8a5d3b



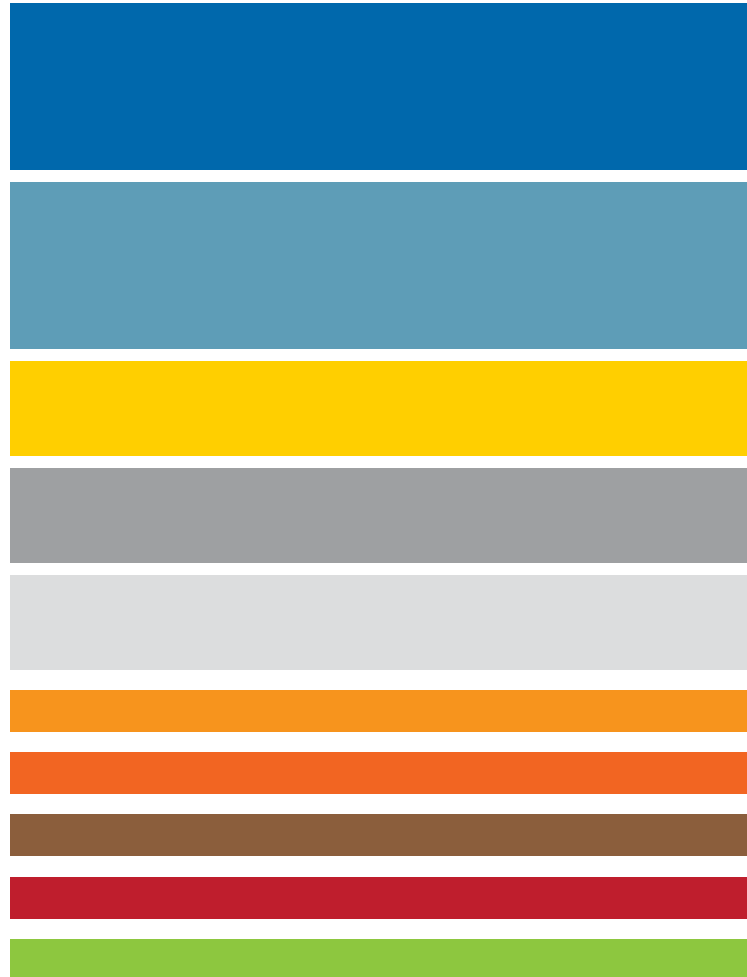
CMYK	50 / 0 / 100 / 0
RGB	140 / 198 / 62
HEX	#8cc63e

COLOURS

MAIN COLOURS
ADDITIONAL COLOURS
WEIGHT OF COLOURS

Weight of colours

The main colours of the brand define the brands' identity, so they should be used together with the accent colours in the proportion illustrated in this diagram.



COLOURS

MAIN COLOURS
ADDITIONAL COLOURS
WEIGHT OF COLOURS

Typography

FF Meta

To clearly communicate our image, the Coalition uses humanist sans-serif typeface family called Meta. It was designed by Erik Spiekermann and released in 1991. The family has 28 weights, from which we use 12 (Thin, Light, Roman, Book, Medium, Bold and their Italic version).

Meta should be used for all external communications.

Meta Thin
Meta Light
Meta Roman
Meta Book
Meta Medium
Meta Bold

Meta Thin, Light, Medium and Bold are the main weights that should be used for external communications. Meta Roman and Book can be used as complimentary fonts.

01234567890

Use lining figures. For Indesign users, this can be changed by accessing Paragraph Style > OpenType Features > Figure Style

GRAPHICS

TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

Headlines

Subtitles

Heading 1

Heading 2

Copytext

DOCUMENT TITLE/SECTION

- > Bullet list 1
- > Bullet list 2
- > Bullet list 3

Emphasis text

Trebuchet MS

Meta is the Coalition official typeface. When this font is not available on your computer, please use Trebuchet MS.

Trebuchet MS is a web-safe font, available on both Windows and Mac systems. Trebuchet MS is a humanist sans-serif typeface designed by Vincent Connare for the Microsoft Corporation in 1996.

The use of Trebuchet MS is intended for internal communications or when using Microsoft Office applications (Word, PowerPoint, Excel). This ensures maximum compatibility when sending documents to other computers.

Trebuchet Roman Trebuchet Bold

Trebuchet MS has 4 weights: Roman and Bold and their Italic version,

01234567890

Use lining figures. For Indesign users, this can be changed by accessing Paragraph Style > OpenType Features > Figure Style

GRAPHICS

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PHOTOGRAPHY
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Headlines

Subtitles

Heading 1

Heading 2

Copytext

DOCUMENT TITLE/SECTION

- > Bullet list 1
- > Bullet list 2
- > Bullet list 3

Emphasis text

Photography

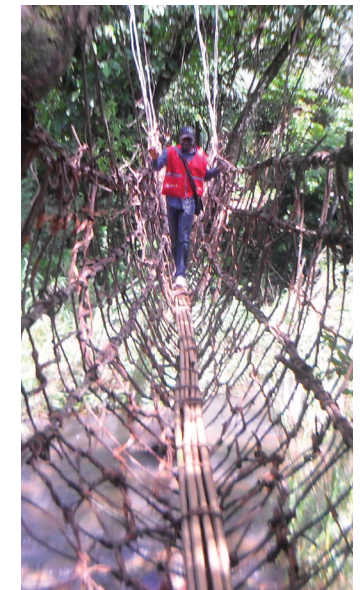
We work in commodity security. In supplies. Our work, after all, is about saving lives. The photographs we use support our brand personality. They should clearly communicate our global commitment to the supplies arena.

We like photographs that:

- › Are authentic - avoid using stock imagery
- › Tell a story
- › Have a clear focus
- › Have interesting angles, dynamic lines



Photographs by Gibran Abidin, Leah Hasselback, Numfor Alenwi/CASDCAM, USAID | DELIVER Project



GRAPHICS

TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

Photography

Please avoid certain styles of photographs that would create an un-realistic experience. Here are some examples:



Stock photography can create an un-genuine appearance.



Abstract images or clip-art.



Photographs that use heavy editing.



Badly composed/cropped photographs

GRAPHICS

TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

Photography treatment

When using a photograph as a background or as a cover, there is a certain treatment that needs to be applied, in order to create the same look and feel throughout all our communications.

GRAPHICS

TYPOGRAPHY
PHOTOGRAPHY
TREATMENT
ICONS
LAYOUT

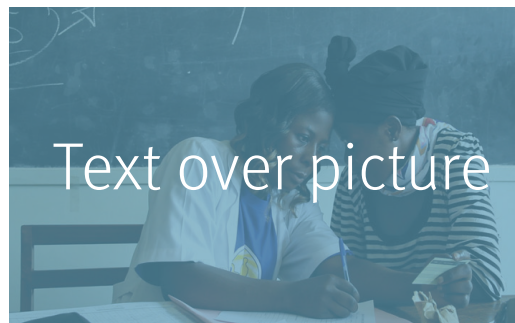


Place a photograph

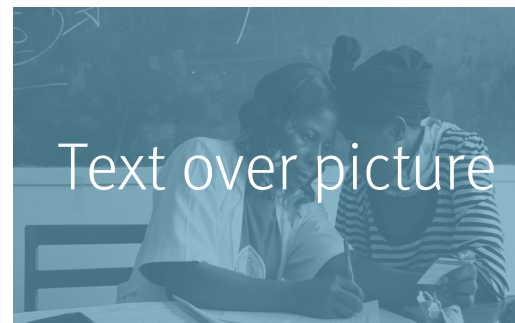
Bright Blue

CMYK	45 / 0 / 0 / 32
RGB	92 / 156 / 182
HEX	#5c9cb6

Create a bright blue rectangle on top of the photograph. Set the opacity value to 70%.



70% opacity over color photograph



70% opacity over black and white photograph

Icons

The Coalition uses a specific set of thin icons, that respects the following concepts:

- › Simple
- › Recognizable
- › Scalable

When creating an icon, make sure it aligns with the rest of the family. The icons should use the same stroke and should occupy the same space.

Strategic pillars

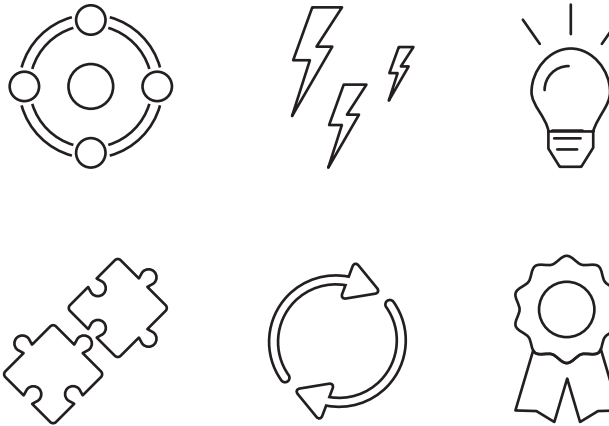
Please note that the strategic pillars are the only icons that have a specific colour assigned to them. This colour should always be used, either as the colour of the icon, or as the colour of the background.

All the icons that we currently use can be downloaded from our Shared Drive (*Communications Guidelines and Support*)

GRAPHICS

- TYPOGRAPHY
- PHOTOGRAPHY
- TREATMENT
- ICONS
- LAYOUT

Levers of change



Strategic pillars



PANTONE	7472C
CMYK	63 / 7 / 34 / 0
RGB	90 / 182 / 178
HEX	#5ab6b2



PANTONE	021C
CMYK	0 / 83 / 100 / 0
RGB	255 / 80 / 0
HEX	#ff5000



PANTONE	460C
CMYK	10 / 10 / 62 / 0
RGB	231 / 214 / 126
HEX	#e7d67e



CMYK	28 / 14 / 50 / 0
RGB	189 / 195 / 145
HEX	#bdc391

Layout examples

To create a global look for the trademark please use the main colours of the brand as a main form in your layouts.

Use white space as often as possible to create lightweight, serious and clean design. Remember: white space is never a void, it only increases attention to the objects therein.

GRAPHICS

TYPOGRAPHY PHOTOGRAPHY TREATMENT ICONS LAYOUT

MARCH 2023

Analysis of the dynamics surrounding reproductive health supplies commitments

Reproductive Health SUPPLIES COALITION

Reproductive Health SUPPLIES COALITION
10000 Avenue
Kingston

Reproductive Health SUPPLIES COALITION
Tel: +1 332 200 0232
Fax: +1 332 200 1993
E-mail: secretary@rhc-supplies.org

Reproductive Health SUPPLIES COALITION

CARhs

Leveraging the Power of Partnership to solve contraceptive supply crises and increase supply chain visibility

From its quiet beginnings in 2006 as an informal, collaborative effort to better coordinate efforts to address contraceptive shortages, the Caribbean Association for Reproductive Health Supplies (CARhs) group has become one of the largest partnership efforts of the Reproductive Health Supplies Coalition.

"We were always on our back foot and reacting. So we wanted to do a better job in setting up an early warning system and get greater visibility into what was happening in countries." Doctor

The group began as a forum where high-level partners involved in the funding and procurement of contraceptives would share information to identify countries at the verge of, or in, supply shortages. It went to better understand the causes of these shortages, identify solutions, and coordinate the implementation of solutions. Known best for its monthly phone calls with coordinated panel debates by key stakeholders, the group has since become more than that as an information-sharing and supply-bolstering mechanism, largely in response to its members' needs to cover the void.

Greater data access through PPMR

Initially, CARhs relied primarily on anecdotal reports, but that changed when USAID, through the USAID/USAID/HRSC, created the Procurement Planning and Monitoring Report (PPMR) to capture the stock status and other baseline performance data.

"The PPMR has allowed for a better monitoring of the stock level of contraceptives at the central level. It has also allowed a better exchange of information with partners and, to a certain extent, with other countries." Topo

The one institution within the Coalition that perhaps demonstrates better than any what can be achieved by partners working together, sharing knowledge, pooling resources toward a common goal—and that is the CARhs."

John Skibak

EXECUTIVE SUMMARY

Executive summary

The Reproductive Health Supplies Coalition (RHSC), with support from Cambridge Economic Policy Associates (CEPA), has developed a compendium of commitments on reproductive health (RH) supplies (the "Commitments Compendium," available at www.supplypromission.org). The Compendium maps and analyzes commitments made by governments and other institutions (including academic and research institutions, foundations, global partnerships, health care professional organizations, multilateral organizations, NGOs, and the private sector) under eight key global health initiatives to describe the global "enthusiasm" around commitments, the commitments landscape is opaque and opportunities to leverage and advance commitments are not systematically realized.

In the context the RHSC commissioned the research piece to (i) clarify the processes and rationale behind countries making and advancing commitments, and shed light on their values within the development context, and (ii) serve as the basis for development of the Coalition's Compendium strategy in terms of its role and engagement with stakeholders at the country level. The qualitative study builds on our previous Compendium work, and was undertaken over the period August-October 2022, through a combination of stakeholder consultation and focused desk research. It seeks to understand the nature and value of RH supplies commitments, which we have analyzed at each stage of their "life cycle": motivation, formulation, implementation, and impact (Figure 1 below).

Figure 1: Commitments life-cycle

MOTIVATION
To address the additional national and/or global commitments and/or global community needs.

FORMULATION
To understand the processes related to making a commitment and how the partner(s) do so.

IMPLEMENTATION
To assess implementation readiness, monitor and challenge.

IMPACT
To realize the commitments and their broader health impact.

1. Report (The Action Council), the Reproductive Health Supplies Coalition and the Health Supply Chain Working Group. The International Campaign on Contraception (ICMCC) and the International Campaign on Contraception (ICMCC) Family Planning Working Group (ICMCC) and the International Campaign on Contraception (ICMCC) Working Group (ICMCC).

2. ANALYSIS OF THE DYNAMICS SURROUNDING REPRODUCTIVE HEALTH SUPPLIES COMMITMENTS

The PPMR started with one country, Bangladesh—in 2007 and now covers data from over 30 countries. Initially, a small database, the PPMR is now a dynamic, interactive database which allows data providers, CARhs members, and external users to have much greater data access and analytical tools.

The PPMR's most important function is to allow countries to communicate needs and updated data to donors of reproductive health commodities.

Countries may request donors to provide emergency shipments, expedite existing shipments, or delay shipments to avoid overstocks or expiries. These requests are considered by the CARhs group, and action is taken based on the donor's ability to respond.

For CARhs members, the PPMR offers regular visibility into country-level supply situations and provides notice of issues which may affect their ability to deliver products in a timely manner.

Wider impact and country improvements

PPMR data has been used increasingly by the community members of CARhs, especially over the past couple of years. PPMR data has been used to improve donor forecasts, conduct academic research and strengthen supply planning.

Additionally, a recent analysis of PPMR data showed that the percentage of reported shortages in PPMR countries has declined steadily since tracking through the PPMR. The graph shows 100% of shortages in 2008 to 0% of shortages in 2022.

Partnering at the global and regional level

The CARhs group worked towards broadening global and regional partners in 2024 to address stock imbalances across the globe.

Partners in Myanmar alerted the Coalition to an imminent shortage of OMRs and oral contraceptives. Within months, CARhs negotiated an in-kind donation from UNFPA of more than 1.1 million oral contraceptives and 515,000 units of OMRs.

The OMRs Advisory Group alerted CARhs to an existing supply crisis in India. Quick action by UNFPA, made it possible to acquire over 1.7 million units of OMRs to avert a shortage of OMRs.

CARhs joined with the Coalition's Contraceptive Supply Planning (CSP) group to avert major shortages of the emergency implant and injectables resulting in USAID being emergency shipments of 14,000 units to Cameroon, Sierra Leone, Côte d'Ivoire, and Gabon.

The West African Health Organization, on behalf of the CARhs, played a significant role in the transfer of nearly 200,000 units of Primolut from Burkina Faso to Benin, resulting in more than US\$250,000 in cost savings.

Dedicated core members and contributors

The success of the CARhs is made possible through the dedicated support of key staff within the core membership.

Core participants: UNFPA, US Agency for International Development, West African Health Organization, USAID/CEPA project, RHSC Secretariat, Impatia Access Initiative, Clinics Health Access Initiative.

For more information, please contact the CARhs Administrator, Ellen T. Thompson at emtp@rhc-supplies.org.

Layout examples - Co-Branding

As a global partnership, the Coalition may collaborate with external entities such as businesses, nonprofits or other organizations to produce various materials.

To ensure consistency throughout all applications, the Coalition logo should be placed on the left side, and be equal in height with other partner logo. The logos should always be placed on a white background.



GRAPHICS

- TYPOGRAPHY
- PHOTOGRAPHY
- TREATMENT
- ICONS
- LAYOUT

Sub-brands logo

SUB-BRANDS

Regional forums

The logo for our regional forums is visually linked to the main-logo of the Reproductive Health Supplies Coalition by quoting the form of the puzzle parts forming a ball and using the same font.

To provide the family character together with individual identity and to mark it as a sub-brand, we reduce the colours of the mark to two gray-tones and an accent colour.

The VAN

The logo of the Global FP Visibility and Analytics Network (VAN) uses the same colors and typeface as main-logo of the Reproductive Health Supplies Coalition. The color version of the VAN logo should always be placed on a white background. The VAN logo should always be placed next to the main-logo of the Reproductive Health Supplies Coalition.

Both the Regional forums and the VAN logos can be downloaded from our style guide page, or by contacting the Communications team.



- LOGO
- LOGO USAGE
- LOGO COLOURS
- RESTRICTIONS

Logo usage

The following usage guidelines apply to all media of communication, from online environment to print.

Margins

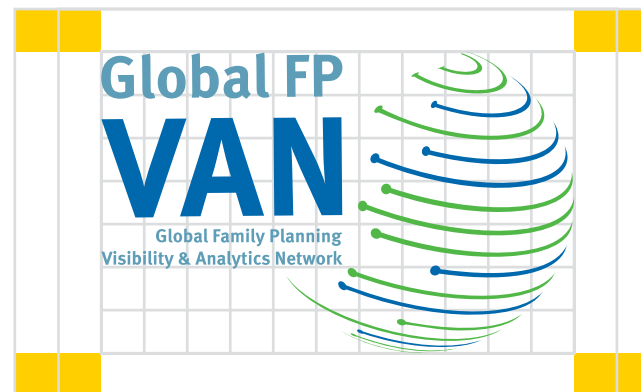
When using the logo, please make sure it is surrounded by a margin no thinner than 1/3 of the pictogram's height (1/7 in the case of the VAN logo). This distance is an absolute minimum. Always try to work with a broad white space around the logo and other elements.

Background & Size

The logo shall always be placed on a white background. Always beware of the readability and recognizeability of the logo. It is important to always display these logo, as shown in this guide, without modification.

SUB-BRANDS

LOGO
LOGO USAGE
LOGO COLOURS
RESTRICTIONS



Logo colours

When choosing the colour system for the logo, please consider the intended media and use the corresponding specification.

Print: When producing materials that require printing (office documents, reports, brochures, banners, etc.), please use the CMYK values.

Screen: When producing materials to be viewed only on screen (PowerPoint presentation, web graphics, etc.), please use the RGB values.

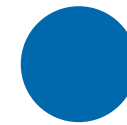
SUB-BRANDS

LOGO
LOGO USAGE
LOGO COLOURS
RESTRICTIONS



Red

CMYK	15 / 100 / 90 / 10
RGB	190 / 30 / 45
HEX	#be1e2d



Blue

CMYK	100 / 50 / 0 / 10
RGB	0 / 103 / 171
HEX	#0067ab



Light green

CMYK	50 / 0 / 100 / 0
RGB	140 / 198 / 62
HEX	#8cc63e



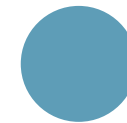
Green

CMYK	70 / 0 / 100 / 0
RGB	80 / 183 / 72
HEX	#50b748



Gray

CMYK	0 / 0 / 0 / 45
RGB	157 / 159 / 161
HEX	#9d9fa1



Bright Blue

CMYK	45 / 0 / 0 / 32
RGB	92 / 156 / 182
HEX	#5c9cb6

Regional Forums

VAN

Restrictions

When placing the logo, please make sure you don't do the following mistakes.

SUB-BRANDS

LOGO
LOGO USAGE
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RESTRICTIONS



Never place the logo on coloured backgrounds. The logo should always be placed on a white background with a surrounding white margin.



Do not add any effects to the logo. This includes drop shadows, glows, etc.



Never change the colours of the logo.



Never change the logo mark elements and their position.



Never change the proportions of the logo.

E-mail signature

The e-mail is still the most popular mode of Internet communication. That's why, our e-mail signature is one of the most powerful tool of branding.

The new e-mail signature will include the contact details (phone, e-mail, address) and social media links (Facebook, Twitter).

Send	To...	
	Cc...	
	Bcc...	
	Subject	

Hello,


This is a normal E-mail.

Body text: 12pt/Trebuchet/Black.

With kind regards,

Lucian Alexe
Communications Associate

A: Rue Marie Therese 21, Brussels, Belgium
E: lalex@rhsupplies.org | P: +32 (0)2 210 02 26
Web: www.rhsupplies.org | Facebook: [@rhsupplies](https://www.facebook.com/rhsupplies) | Twitter: [@rh_supplies](https://twitter.com/rh_supplies)

 **Reproductive Health
SUPPLIES COALITION**

ONLINE STYLE

E-MAIL SIGNATURE
SOCIAL MEDIA
NEWSLETTER

Social media

Social media has become an a key communication tool. The Coalition uses its channels to promote activities, share news and raise awareness.

Our official channels are:

Facebook: facebook.com/rhsupplies

Twitter: twitter.com/rh_supplies

Youtube: bit.ly/1AA83mW

Logo usage

The profile picture can be just the pictogram of the logo. It is the only exception on which you are allowed to separate the pictogram from the word-mark.



ONLINE STYLE

E-MAIL SIGNATURE
SOCIAL MEDIA
NEWSLETTER