

Maternal Health Style Guide



Guidelines for the use of the Birthing-Friendly Brandmark
and Birthing-Friendly Designation Web Icon



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Introduction

To build on the White House Blueprint for Addressing the Maternal Health Crisis, CMS established a “Birthing-Friendly” designation – a publicly-reported, public-facing designation on the quality and safety of maternity care. This designation was made in conjunction with Vice President Harris’ nationwide call to action to reduce maternal mortality and morbidity, which included CMS’ intention to establish this designation.

CMS’ goal is not simply to grant a maternal health “gold star,” but to do so in a way that is meaningful for patients and families in search of facilities with a demonstrated commitment to the delivery of high-quality, safe, and equitable maternity care.

With its foundation in the Maternal Morbidity Structural Measure, the “Birthing-Friendly” designation will create a consumer-friendly display indicating facilities’ commitment to improving maternal health outcomes through participation in maternity care quality activities.



Birthing-Friendly Brandmark



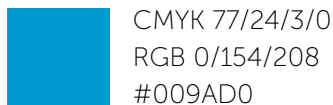
These guidelines provide information and instructions on the appropriate use of the CMS Birthing-Friendly (BF) Brandmark. Never recreate the Brandmark; e-mail Logos@cms.hhs.gov to request a digital version.

The BF Brandmark should be used to help promote the Birthing-Friendly program. The Brandmark can be used on a variety of promotional materials such as posters, flyers, newsletters, social media advertisements, etc. The brandmark should not be used as an icon or reduced in size smaller than 50 pixels wide.

Primary Colors



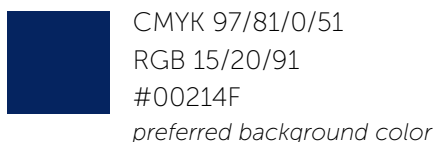
CMYK 12/90/0/0
RGB 213/61/150
#D53D96



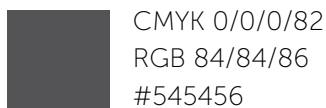
CMYK 77/24/3/0
RGB 0/154/208
#009AD0



Secondary Colors



CMYK 97/81/0/51
RGB 15/20/91
#00214F
preferred background color



CMYK 0/0/0/82
RGB 84/84/86
#545456



If you are not using color, use the gray brandmark image. You can also use a negative mark, which is reversed out in white. The negative mark must not be placed on a background that is tonally lighter than 100% of the color. Make sure you use a background color that contrasts sufficiently with the mark.

Size and Placement

Bleed-Edge Indicator

The brandmark may not bleed off any edge of an item. The mark should sit at least 1/8 inch inside any item's edges.

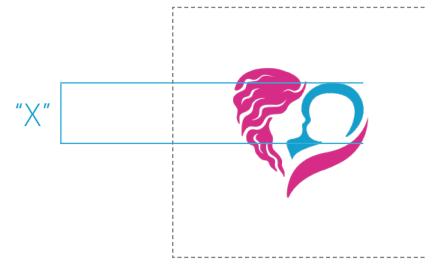
Minimum Size

Make sure the brandmark is at least 50 pixels wide so that it is legible.



Clear Space Allocation

The clear space around the brandmark prevents any nearby text, image, or illustration from interfering with the graphic. Any type of graphic components must be at least "x" distance from the mark, where "x" is the height of the baby's head.

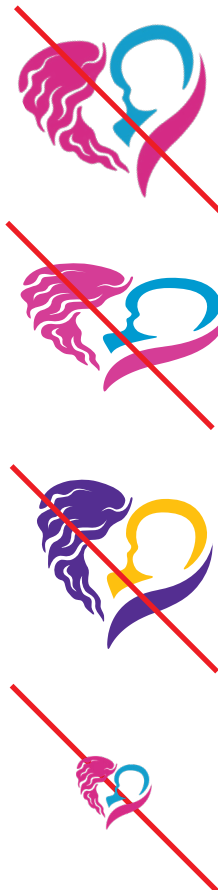


Incorrect Use

To maintain the integrity of the CMS BF brandmark, it is essential that it be used correctly. Deviation from the guidelines can weaken the impact of the program's identity and branding efforts.

Do not do the following:

- Rotate the brandmark.
- Combine the brandmark with other elements to create a new mark, symbol, etc.
- Stretch, distort, or otherwise alter the aspect ratio of the brandmark.
- Position the brandmark too close to other items or images.
- Alter the color of the brandmark.
- Position the brandmark on a photographic background where there is insufficient contrast between the photographic image and the brandmark.
- Reduce to a size smaller than 50 pixels wide



Birthing-Friendly Web Icon

The Birthing-Friendly (BF) icon represents facilities that use recommended patient safety practices and meet important quality measures related to maternity care. The icon will be displayed near names that have received the Birthing-Friendly designation. This icon may be displayed with the descriptor “This provider has demonstrated commitment to the delivery of high-quality, safe, and equitable maternity care,” or “This provider is committed to giving maternity care that is good, safe, and equal.”

The BF icon will appear on both the CMS [Medicare.gov](https://www.medicare.gov) website and directories of providers committed to displaying the Birthing-Friendly designation. Never recreate the BF icon; e-mail Logos@cms.hhs.gov to request a digital version.



Color



Size and Layout

Baseline Icon Size

The web icon is 16px and viewed at 100% scale for precise accuracy.



Additional icon sizes:



Larger icon sizes available upon request.

Baseline Icon Layout

The web icon must include enough space around it for easy readability and interaction. The baseline web icon size uses a target size of 32dp and no less than 1/8 inch (12px) from a container's edge.

Padding and Margins

Spacing around the icon when placed next to another graphic element must be at least “x” distance from the mark, where “x” is the height of the baby’s head.

