

Fourth round of logo designs prepared for

**Maine State
Breastfeeding Coalition**

May 13, 2016

By Ari Wile

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Maine State Breastfeeding Coalition Logo

During an informational gathering of the Maine State Breastfeeding Coalition Steering Committee, the wishes and desires of what a new logo would communicate came to light. A list of adjectives used to describe the types of feelings The Committee hopes for the logo to evoke included “inviting, nurturing, inclusive, supportive, educational, resourceful, innovative, up-to-date and modern, cutting edge, diverse, broad-reaching.” Specific items requested to be included in the logo design were “mauve/pink, softish colors, pink and blue for babies, purple, simple and muted, connected and warm...capture bonding and nutritional value, hope not to exclude men, support family and their choices.” After reviewing other state coalitions’ and organizations’ logos, The Committee also requested for the state of Maine to be represented in some fashion, to have an image that may not be obvious to the eye at first but represents The Coalition, to possibly include the idea of linking to symbolize a “coalition,” and to include the acronym MSBC. In the pages that follow, you will find three logos created based on the notes taken at this meeting on April 7.

Vision

When every baby receives human milk, we will be a healthier Maine.

Mission

The MSBC is a welcoming and broad network of people supporting families who value human milk and breastfeeding. Together we work to enhance the culture of breastfeeding around the state by way of professional networking, advocacy, and education.



current logo

Mauve Option 1

MAINE STATE BREASTFEEDING COALITION



When every baby receives human milk, we will be a healthier Maine.

MAINE STATE BREASTFEEDING COALITION

HANNAH JAMES, IBCLC
BREASTFEEDING COORDINATOR
MAINE WIC PROGRAM
MAINE CENTER FOR DISEASE CONTROL AND PREVENTION

MAINE STATE BREASTFEEDING COALITION

286 WATER ST. 6TH FLOOR
AUGUSTA, ME 04333
HANNAH.JAMES@MAINE.GOV
PHONE: 207-287-3992 | FAX: 207-287-3993
TTY: 1-800-606-0215

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About Moms Families Employer Healthcare Communities Legislation Media

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Mauve Option 2

MAINE STATE BREASTFEEDING COALITION



Facebook page header: Maine State Breastfeeding Coalition

When every baby receives human milk, we will be a healthier Maine.

MAINE STATE BREASTFEEDING COALITION

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letterhead and web homepage samples incorporating logo

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Alternate Color Background Options



Mauve 1 background



Mauve 2 background



Black and White

Space Requirements

There must be white space (or colored) at least as large as the capital M in Maine around each side of the logo.





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Mainebreastfeeds.org

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The MSBC is a welcoming and broad network of people supporting families who value human milk and breastfeeding. Together we work to enhance the culture of breastfeeding around the state through professional networking, advocacy, and education.

WHO can be involved?

Anyone interested in supporting mothers and babies such as parents • midwives • physicians • nurses • public health professionals • educators • registered dietitians • lactation support providers • child care providers • other health professionals

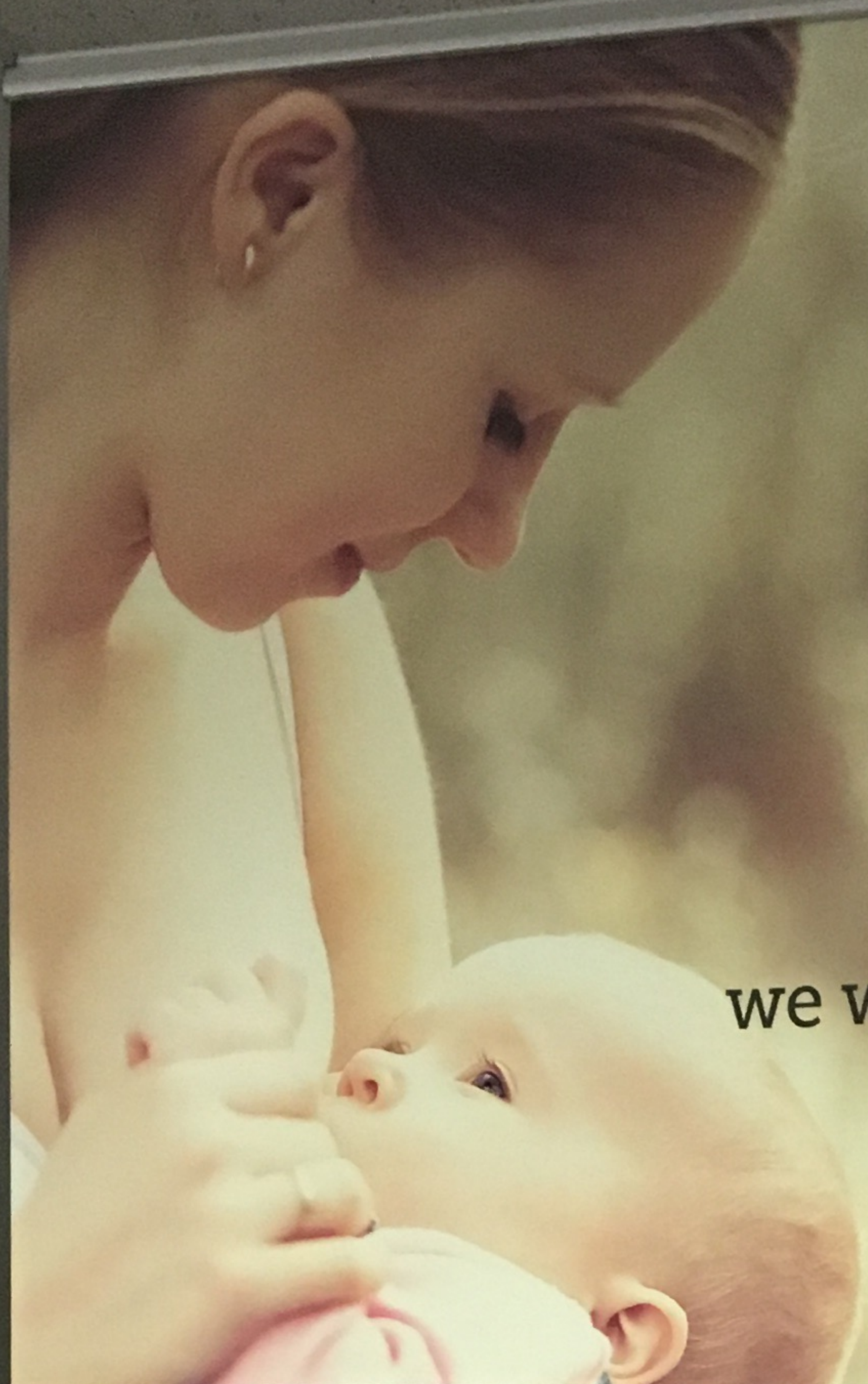
WHY get involved?

- Opportunities for shaping policy that supports Maine's breastfeeding families
- Staying current with trends and research in breastfeeding
- Networking

HOW to get involved?

- Find us on Facebook at Maine State Breastfeeding Coalition
- Join us for meetings every other month
- Visit our website for calendar and updates

MAINEBREASTFEEDS.ORG



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**AMERICAN ACADEMY OF PEDIATRICS (AAP)
Policy Statement on Breastfeeding
and the Use of Human Milk:**

“The AAP reaffirms its recommendations of exclusive breastfeeding for about 6 months, followed by continued breastfeeding as complementary foods are introduced, with continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant.” (2012)

RESOURCES

For Families

- Ages and Stages: www.healthychildren.org
- Breastfeeding Information: www.kellymom.com
- To find lactation support, contact International Lactation Consultants Association: www.ilca.org
- Le Leche League International: www.llli.org

For Professionals

- American Academy of Pediatrics Breastfeeding Initiative: www2.aap.org/breastfeeding
- Academy of Breastfeeding Medicine: www.bfmed.org
- Lactmed: www.toxnet.nlm.nih.gov/newtoxnet/lactmed.htm

Visit Mainebreastfeeds.org for additional resources