

May Measurement Month

Brand Toolkit



What's in this toolkit?

The MMM brand consists of some basic elements i.e. colour palette, fonts, graphic style etc. that we can use to create any number of items for the brand whilst keeping a consistent look and feel.

Here we take you through each of the individual elements...

Brand building blocks:

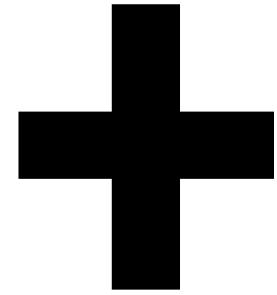
1. language
2. typography
3. colour palette
4. logo
5. pattern
6. imagery

Current font

Whilst having impact it lacks flexibility for documents with a longer word count

Existing

**BOLD URGENT
IMPACTFUL
HEADLINES**



New font choice

Adding an additional font will help create some pace and contrast especially for documents with a longer word count.

Both of these fonts are free to download here:

<https://fonts.google.com/>

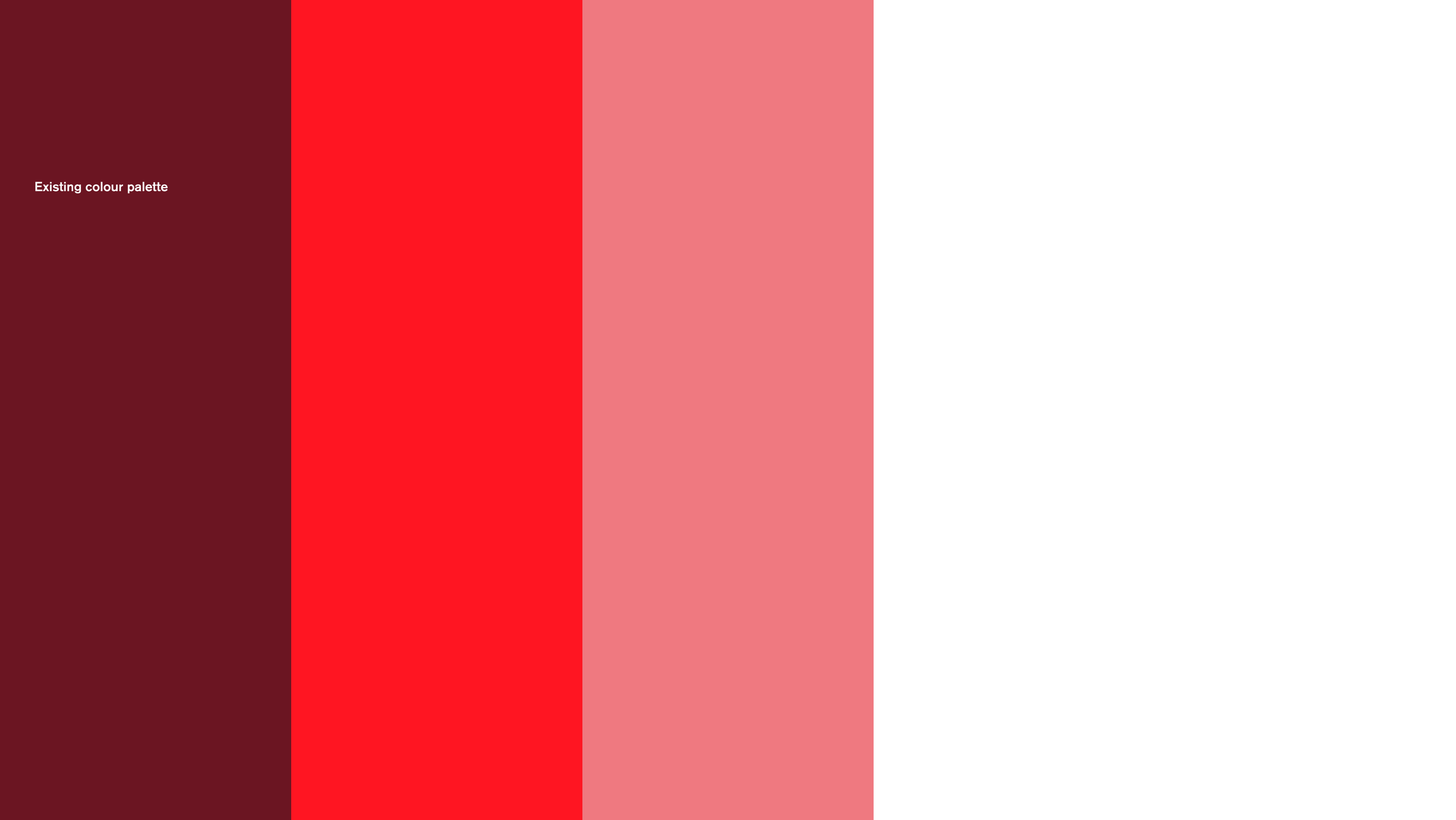
Google Font — Fjalla One

**BOLD URGENT
IMPACTFUL
HEADLINES**

Google Font — Roboto Mono

Unchecked high blood pressure is the number one preventable killer of adult males aged 35-55. With regular blood pressure checks you can take action before it creates serious health issues.

Existing colour palette



Extended colour palette

#6B1521

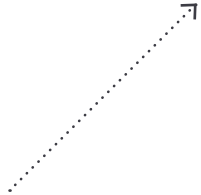
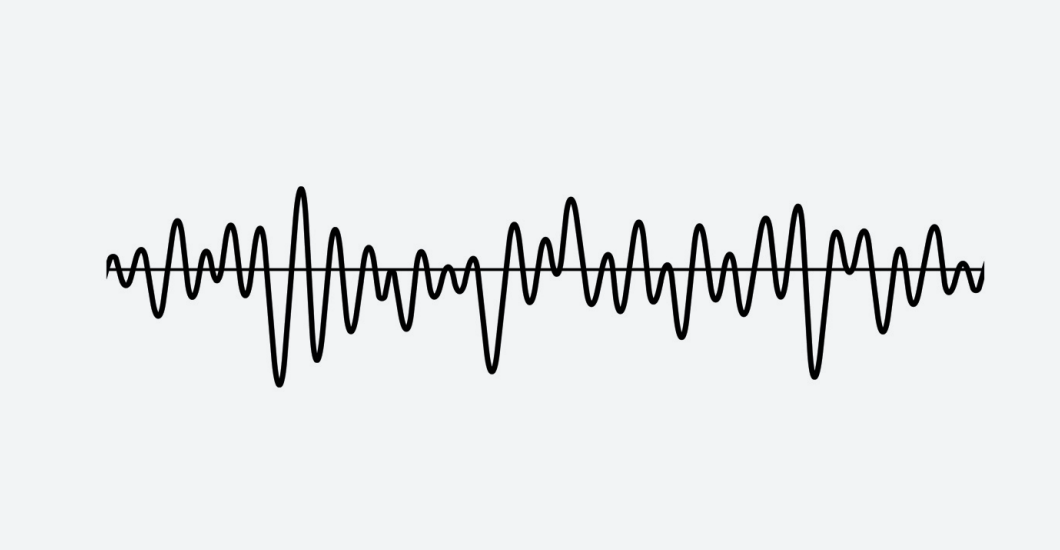
#ED3833

#EE787F

#F9D9D8

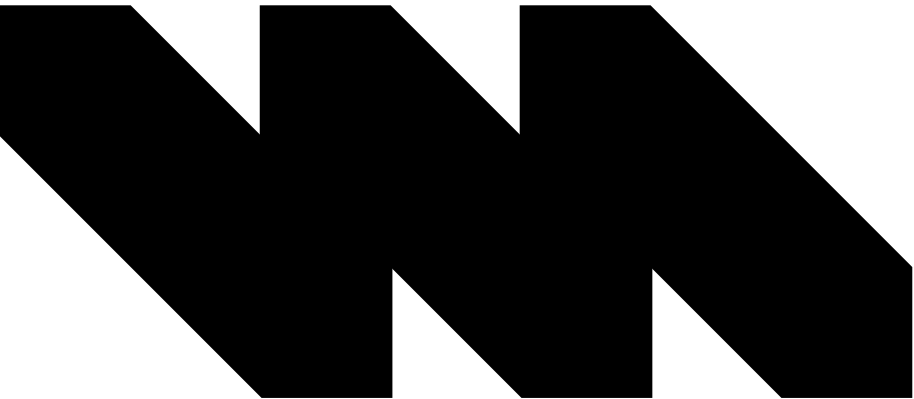
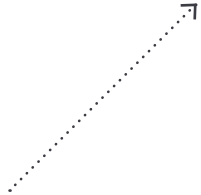
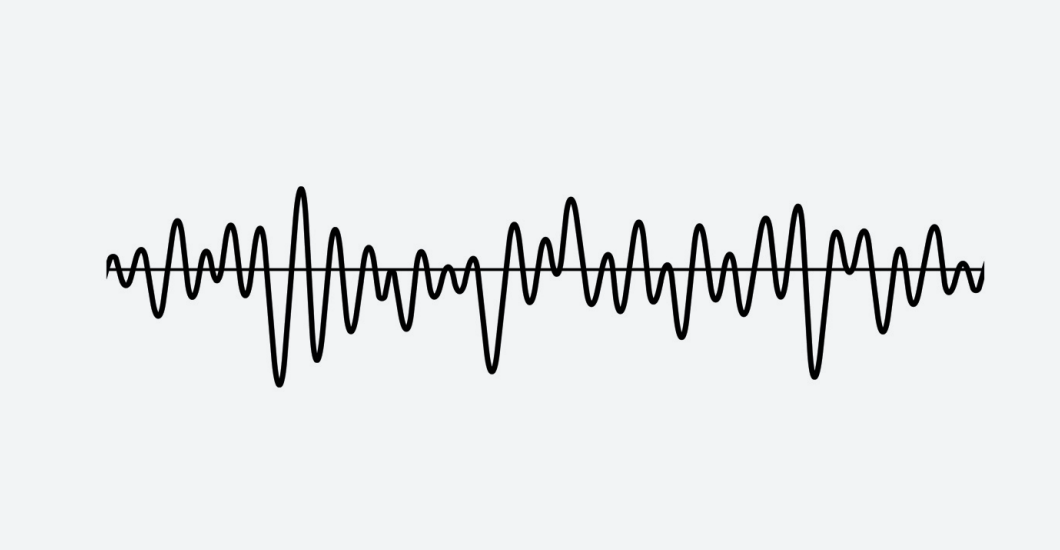
Developing a symbol

- Letters
- Pulse graphic
- Chevrons



Developing a symbol

- Letters
- Pulse graphic
- Chevrons



Working with type



**MAY
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Working in colour

**Logo can be
downloaded from
the online toolkit**



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Logo

Exploring flexibility of the logo



Standard layout



Landscape layout



Shorthand use



Oversized symbol

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Identity

The pattern can be explored in more ways and combinations of colour beyond whats been shown here if and when required.

You can download the basic chevron file in your toolkit.



Existing Imagery

Some of the existing
imagery can still be used



Bringing it all together



MAY
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Name Surname
Position Held

Email / Name.Surname@MayMeasure.org
Call / MayMeasure.org

Head Office
Address Line One
City of London, SW1 7UJ

MMM CAPTION COUNTRY LEADERS – ROLES AND RESPONSIBILITIES

Thank you for leading MMM in your country. Below you will find an outline of your key responsibilities, those that need to start before your campaign launch are highlighted.

Pre-launch
NATIONAL LEVEL

Ducereste, quid fin terivatam, siliumus? Quas ium occhus defero vid ipseni sentiam, ca; et audam host gra? Quo ex maciaes consimihil horaed per aperum ture es! Serissoltum ad consulem, nonsuam erfecrum los, vo, nos perestratus? Rommoltum. Ulego caet; Cuperit vid is vis. Bontrunum tandactus hus locam. Aximmoeni paribus mum horibunum publibunc iam. Nos fit vil unum ublibus sentemum abuntra tea quidesimur loc, testum

SITE LEVEL

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Launch
DATA

Ducereste, quid fin terivatam, siliumus? Quas ium occhus defero vid ipseni sentiam, ca; et audam host gra? Quo ex maciaes consimihil horaed per aperum ture es! Serissoltum ad consulem, nonsuam erfecrum los, vo, nos perestratus? Rommoltum. Ulego caet; Cuperit vid is vis. Bontrunum tandactus hus locam. Aximmoeni paribus mum horibunum publibunc iam. Nos fit vil unum ublibus sentemum abuntra tea quidesimur loc, testum

COMMUNICATION

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Ducereste, quid fin terivatam, siliumus? Quas ium occhus defero vid ipseni sentiam, ca; et audam host gra? Quo ex maciaes consimihil horaed per aperum ture es! Serissoltum ad consulem, nonsuam erfecrum los, vo, nos perestratus? Rommoltum. Ulego caet; Cuperit vid is vis. Bontrunum tandactus hus locam. Aximmoeni paribus mum horibunum publibunc iam. Nos fit vil unum ublibus sentemum abuntra tea quidesimur loc, testum

Support Contact
Harsha@MayMeasure.org

If you have any queries or questions for the MMM campaign contact: Harsha McArdle, Project Manager.

#TheBigSqueeze



YOU HAVE YOUR RESULTS. WE'VE MADE UNDERSTANDING THEM REALLY EASY.

You have your blood pressure reading, now to understand what the numbers are telling you.

A blood pressure reading consists of two numbers:

Systolic.

The first number, which indicates pressure in the arteries when the heart beats.

Diastolic

The second number, which indicates pressure in the arteries when the heart relaxes between beats.

If the first number is 110 and the second number is 70, this would be written as 110/70. Blood pressure is measured in millimetres of mercury (mmHg) so the reading would be 110/70mmHg or may be referred to as 110 over 70.

Please use the chart to determine whether your blood pressure is within the healthy range.

140/90mmHg or higher

HIGH BP

You may have high blood pressure – Start making lifestyle changes and see a doctor as soon as possible.

120/80mmHg to 140/90mmHg

AT RISK BP

At risk of developing high blood pressure – Start making lifestyle changes and check your blood pressure again within a couple of months.

90/60mmHg to 120/80mmHg

IDEAL BP

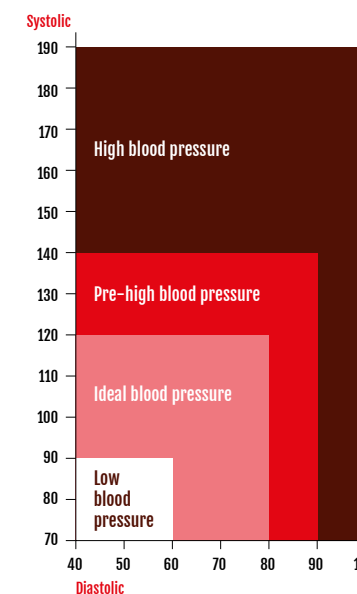
Ideal blood pressure – Maintain your healthy lifestyle and continue to have regular blood pressure checks.

90/60mmHg or lower

LOW BP

Low blood pressure – This isn't usually a problem but may result in dizziness or cause you to feel faint. It's possible that it is a sign of another health issue, if you are concerned, please discuss this with a trained medical professional.

If you have concerns about any of the above, please seek advice from a trained medical professional.



#TheBigSqueeze



Thank you