Reproductive Health Supplies Coalition

Brand Book

Version 1.0 www.rhsupplies.org/

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Introduction

This guide defines the RHSC identity – uniting partners, systems, and action to advance access to reproductive health supplies worldwide.

It outlines who we are, how we show up, and how our brand meets the urgency and complexity of the work ahead. Use these guidelines to bring consistency, clarity, and confidence to every expression of RHSC as we move forward together.

Navigating Exceptions

These guidelines are designed to create a strong, cohesive brand across regions, partners, and platforms. At the same time, RHSC operates in diverse and dynamic contexts where flexibility is sometimes required. If a unique situation calls for an exception, pause and consult with the RHSC team to ensure the integrity of the brand is maintained while meeting real world needs.



01. RHSC Brand Values

Powering progress for reproductive health supply access

We bring together the right people, data, and tools to keep essential supplies flowing. Our purpose is simple: move the system forward together so access and equity become a reality – everywhere.



The Everyperson

Progress through partnership

Description

We are the driving thread that keeps reproductive health supply chains connected, moving, and our strength comes not from authority, but from the trust and cooperation we foster across the reproductive health supply community. We succeed as a coalition through openness, fairness, and a shared effort. We create a space where members feel included, respected, and are able to contribute meaningfully regardless of size, sector, or geography.

Values

Leadership, equity, collaboration, shared progress

Gift

Creating connection and trust across sectors, countries, and perspectives to enable meaningful collective action

Approach

Bring people together around common goals and co-develop practical tools and innovations that strengthen reproductive health supply chains worldwide

Goal

Build an inclusive collaborative, global network where reliable access to reproductive health supplies is a shared achievement, and where progress is made stronger by listening, coordinating and creating together



Powering Progress

RHSC strengthens the systems, tools, and collective efforts that keep reproductive health supplies moving reliably and efficiently.

Why?
To ensure essential supplies reach the people who need them most; consistently, sustainably, and without interruption.

Building Partnership

We unite diverse entities across governments, NGO's, markets, and technical fields to work towards shared goals and solve challenges no single group can address alone.

Why?
Because meaningful progress in reproductive health supplies only happens when collaboration is trusted, inclusive, and aligned.

Democratizing Data

We make complex supply chain information, data, and decisions easier to understand through clear communication, accessible tools, and transparent guidance.

Why?
So members can navigate complexity with confidence and make informed choices that strengthen our entire ecosystem.

Driving Collective Impact

We help transform insights and needs into coordinated action through innovation, network mobilization, and enabling solutions that provide access and equity at scale.

Why?
Because when the ecosystem acts together, the impact reaches further and advances choice and equity for all.

Powering progress for reproductive health supplies

Powering progress
Building partnership
Elevating clarity
Driving collective impact

Global convening and collaboration
Data, tools and insights
Supply chain strengthening
Advocacy and strategic alignment
Member engagement
Knowledge exchange

Purpose

Why we exist

Pillars

What drives us

Proof

How we deliver this

Our Manifesto

Access to reproductive health supplies should never depend on where someone lives or the complexity of the system behind them. RHSC exists to power the progress, partnership, and practical solutions that keep those supplies moving reliably and equitably – for everyone.

We lead with purpose. Every tool, insight, and connection strengthens the systems that millions depend on.

We earn trust through clarity and action. By elevating evidence, aligning priorities, and supporting partner driven progress, we help members make confident, informed choices.

We bring people together. Progress happens when diverse voices work side by side. RHSC creates that space through its member network where collaboration feels natural, equitable, and meaningful.

We move systems forward. Supplies don't flow on goodwill alone. They require intense coordination, shared responsibility, and the courage to innovate. We work to keep that momentum alive.

We widen the path. From data to dialogue, we make access easier so no practitioner, policy maker, or program has to navigate that complexity alone.

02. RHSC

How We Communicate

How We Communicate

Effective communication begins with connection.
RHSC speaks with clarity, credibility, and purpose, adapting our voice to meet diverse audiences while staying grounded and sharing goals. Whether addressing global partners, policy makers, donors, or the public, our communication builds trust and moves collaboration forward.

A shared language for collective action
RHSC occupies a unique role as a convener and a connector across the reproductive health supply ecosystem. We balance technical rigor with accessible clarity – speaking precisely when detail matters, and plainly when alignment and understanding are the goal. Our tone is confident but inclusive, informed but never exclusive, ensuring every voice feels invited into the work.



Grounded

We bring clarity and steadiness to a complex, global network and system. We communicate plainly, act with transparency, and help members feel connected and aligned.

Collaborative

We build trust by working side-by-side in the trenches with others. Valuing every perspective, we create spaces where shared effort leads to shared progress.

Driven

We move intentionally and purposely towards impact for those that need it most. With focus and momentum, we turn ideas into practical solutions that strengthen reproductive health supplies access worldwide.

Our voice is a blend of our key principles that can flex to speak to different audiences effectively.

We are Grounded, not Grandiose

We speak with clarity and steadiness. We avoid inflated claims and focus on what's real, reliable, and proven. Our confidence comes from experience, not exaggeration.

We are Collaborative, not Autocratic

We sound like a coalition of voices – open, inclusive, and human. We bring people together through language that feels accessible and respectful, never rigid or institutional.

We are Driven, not Forceful

We communicate with momentum and intent, showing progress without pushing or pressuring. Our tone leads with purpose, not force.

We are Practical, not Abstract

We communicate in a way that helps members take action through turning data insights and complexity into something usable. Our words and actions move projects forward, and aren't just conversations.

We are Realistic, not Reactive

We acknowledge the challenges in global supply systems and speak with steady, informed confidence. Our tone stays measured and grounded, focusing on what can be done *now* and what's possible *next.*

Preferred Tagline

Supplies save lives.

Reproductive health supplies save lives.

When audience is less familiar with the RHSC brand

03.

RHSC

Brand Logo

Our Logo Mark

The RHSC logo is a symbol of connection and collective progress – bringing diverse partners together around a shared purpose. Its form reflects clarity, balance, and forward momentum, reinforcing RHSC's role as a trusted convener within a complex global ecosystem.

Usage & Layout

Use the primary lockup in contexts where RHSC may be less familiar with audience, or additional clarity is needed. This could include external facing materials, new audiences, or first touch moments. This lockup ensures the organization is clearly identified and understood at a glance.

Use the secondary lockup in environments where RHSC recognition is already established, including repeat communications, partner facing materials, or applications where space may be constrained. This version maintains brand presence while allowing greater flexibility.

Select the lockup that provides the strongest legibility and context for your audience.
When in doubt, default to the primary lockup or consult the RHSC team.

To preserve the integrity of the logo, both lockups require adequate clear space. This clear space is defined by the height of the symbol in the brand mark, ensuring the mark remains distinct and impactful in all applications.

Download logo set →

Primary Lockup



Secondary Lockup



Brand Color Usage

While the full RHSC color library remains available for use, the RHSC brand is anchored by Persimmon as its primary color. This creates a clear, distinctive visual identity for rHSC, especially as additional colors are being leveraged across subbrands.

Establishing Persimmon as the core brand color ensures consistency, recognizability, and cohesion within a broader, multi-color brand system.



Logo Brand Color Application

Download logo set →

Use these pairings to ensure high contrast and accessibility. If in doubt, check the accessibility grades shown to maintain our standards. Consider this page your guide for selecting the right logo and background pairings to maintain that standard. If you ever feel uncertain about a specific application, please reach out to our team.

Background
Inky Deep
#181423

Logo Text Color
Marshmallow
#F6F6F6

RHSC

Logo mark is Persimmon

Text Accessibility Grade
Contrast: 16:1
Normal Text: AA, AAA
Large Text: AA, AAA
UI Graphics: Pass

Background
Marshmallow
#F6F6F6

Logo Text Color
Inky Deep
#181423

RHSC

Logo mark is Bright Sea

Text Accessibility Grade
Contrast: 16:1
Normal Text: AA, AAA
Large Text: AA, AAA
UI Graphics: Pass

Background
Tomato
#FD4A33

Logo Text Color
Inky Deep
#181423

RHSC

Text Accessibility Grade
Contrast: 5.33:1
Normal Text: AA
Large Text: AA
UI Graphics: Pass

Background
Sunflower
#FCBE2D

Logo Text Color
Inky Deep
#181423

RHSC

Text Accessibility Grade
Contrast: 10.78:1
Normal Text: AA, AAA
Large Text: AA, AAA
UI Graphics: Pass

Background
Bright Sea
#3081E6

Logo Text Color
Inky Deep
#181423

RHSC

Text Accessibility Grade
Contrast: 4.64:1
Normal Text: AA
Large Text: AA
UI Graphics: Pass

Background
Blush
#FFAFCA

Logo Text Color
Inky Deep
#181423

RHSC

Text Accessibility Grade
Contrast: 10.52:1
Normal Text: AA, AAA
Large Text: AA, AAA
UI Graphics: Pass

Background
Persimmon
#FF6B35

Logo Text Color
Inky Deep
#181423

RHSC

Text Accessibility Grade
Contrast: 6.36:1
Normal Text: AA
Large Text: AA
UI Graphics: Pass

Background
Cerulean
#6AE5FF

Logo Text Color
Inky Deep
#181423

RHSC

Text Accessibility Grade
Contrast: 12.26:1
Normal Text: AA, AAA
Large Text: AA, AAA
UI Graphics: Pass

Background
Meadow
#399B54

Logo Text Color
Inky Deep
#181423

RHSC

Text Accessibility Grade
Contrast: 5.15:1
Normal Text: AA
Large Text: AA
UI Graphics: Pass

Accessibility Guide Normal Text: Small body text (below 18pt regular or 14pt bold) Large Text: Headings and large labels UI Graphics: Icons, Buttons, Inputs, Strokes

Unacceptable use of our logo

While it's important to focus on how to execute our brand properly, its also important to understand how assets can be misused and damage our brand and its identity.

The examples shown on our page show how not to use our logo, please make sure you understand these before using any of the logo suite.

Download logo set →



Accessibility Grade
Contrast: 1.5:1
Normal Text: Fail
Large Text: Fail
UI Graphics: Fail

Do not use poorly performing color combinations. Be sure to meet acceptable accessibility grades across all assets.



Do not stretch, warp, rotate or manipulate the logo.



Do not use any colors that do not make up part of the official RHSC palette.



Do not use the logo outside of the approved color usage

04. RHSC Subbrands

Subbrand Application

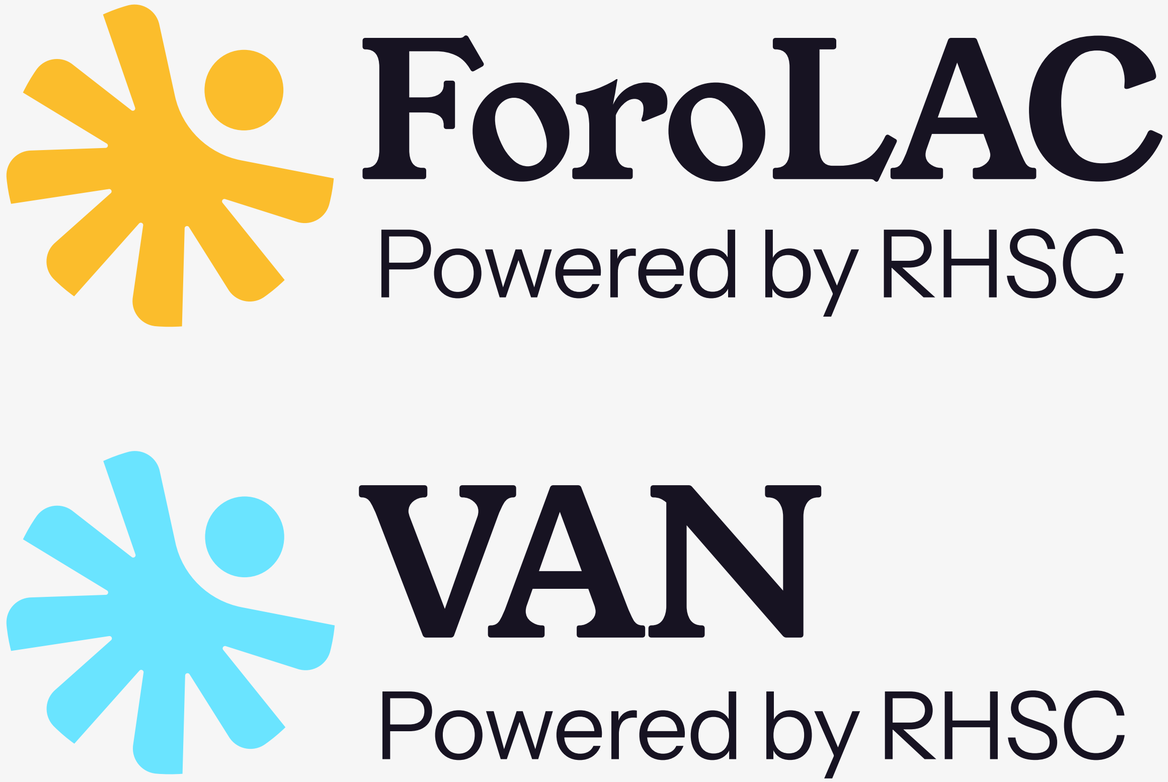
RHSC subbrands are designed to lead with their own focus and identity while remaining clearly connected to the broader network, ensuring a branded house instead of a house of brands.

Color Application
Each subbrand utilizes a singular color – paired with Inky Deep and Marshmallow – from the RHSC color palette to establish distinction and relevance, allowing the work itself to take center stage.

Hierarchy and Usage
In subbrand applications, the subbrand name should be the primary text style. This ensures clarity, relevance, and resonance for audiences engaging with specific initiatives or programs.

“Powered by RHSC” should appear as the secondary supporting role, reinforcing the connection to the coalition without competing for attention. This hierarchy reflects how the work is experienced in practice: initiative-led but network supported.

Download subbrand logo set →



ForoLAC
Subbrand Application

Each subbbrand is identified by a single, assigned brand color.

This color is the primary point of differentiation and should be applied consistently across all subbrand materials. No additional colors, graphic styles, or visual elements should be introduced. All other aspects of the visual system remain unchanged to ensure clarity, cohesion, and a unified coalition brand presence.

As new subbrands are introduced, these guidelines will be updated to document and assign their corresponding brand colors. This ensures every subbrand is clearly defined within the system and applied consistently across all touchpoints. Always refer to the most current version of the guidelines to confirm correct color usage.



ForoLAC: Sunflower #FCBE2D

VAN
Subbrand Application

Each subbbrand is identified by a single, assigned brand color.

This color is the primary point of differentiation and should be applied consistently across all subbrand materials. No additional colors, graphic styles, or visual elements should be introduced. All other aspects of the visual system remain unchanged to ensure clarity, cohesion, and a unified coalition brand presence.

As new subbrands are introduced, these guidelines will be updated to document and assign their corresponding brand colors. This ensures every subbrand is clearly defined within the system and applied consistently across all touchpoints. Always refer to the most current version of the guidelines to confirm correct color usage.



VAN: Cerulean #6AE5FF

05. RHSC

Brand Colors

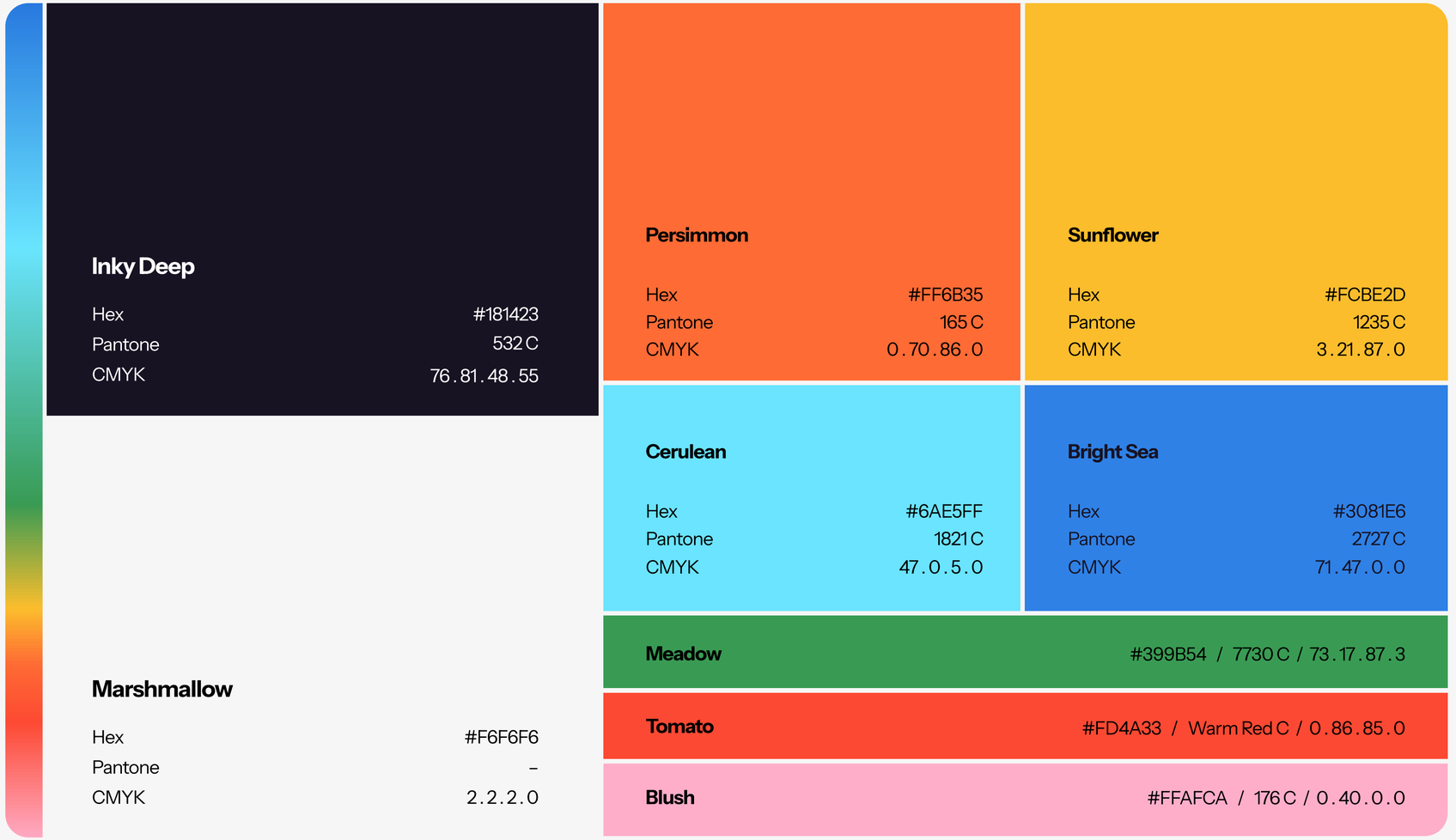
Brand Colors

RHSC's color palette uses bold contrast to signal clarity, confidence and forward momentum. Moving beyond muted, expected tones, the palette brings energy and distinction to the brand – reflecting the collected action and progress at the heart of our work.

Marshmallow	#F6F6F6
Inky Deep	#181423
Bright Sea	#3081E6
Cerulean	#6AE5FF
Persimmon	#FF6B35
Sunflower	#FCBE2D
Meadow	#399B54
Tomato	#FD4A33
Blush	#FFAFCA

Color Balance

Our color balance is calibrated to create a sense of unity. It is essential that we use our colors in these proportions to ensure every piece of communication feels connected to the greater whole.



Type and Color Accessibility

To ensure the typography used is legible and clear for our readers, the use of color in the background and in the main copy is assessed to ensure all aspects have enough contrast.

Accessibility assessment performed using the brand colors as sample text color to meet WCAG 2.1 AA Standards based on a contrast ratio of 4.5:1.

- ★ **Core Brand Color**
- **Pass**: Meets normal and large text AA requirements
- **Alert**: Meets large text AA requirements
- **Fail**: Does not meet normal or large text AA requirements

★ Inky Deep	Aa	Aa	Aa	Aa	Aa	Aa	★ Marsh mallow
Grayscale #181423 16.7:1	Grayscale #36323F 11.53:1	Grayscale #534F5A 7.37:1	Grayscale #726E79 4.60:1	Grayscale #8F8C94 5.45:1	Grayscale #B5B3B8 8.68:1	Grayscale #DDDDDD 13.29:1	Grayscale #F6F6F6 16.7:1
Aa	Aa	★ Bright Sea	Aa	Aa	★ Cerulean	Aa	Aa
Blues #004EAF 7.17:1	Blues #126BDB 4.68:1	Blues #3081E6 4.64:1	Blues #40ACF0 7.20:1	Blues #4DC6F3 9.18:1	Blues #6AE5FF 12.26:1	Blues #AAF0FF 14.28:1	Blues #DAF9FF 16.31:1
★ Meadow	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Greens #399B54 5.15:1	Greens #51B76D 7.17:1	Greens #62C97F 8.75:1	Greens #78D992 10.43:1	Greens #94EBAC 12.67:1	Greens #B2F2C4 14.09:1	Greens #CEFFDB 16.29:1	Greens #E6FFED 17.10:1
★ Persimmon	Aa	Aa	★ Sunflower	Aa	Aa	Aa	Aa
Oranges #FF6B35 6.36:1	Oranges #FF8142 7.28:1	Oranges #FF9A42 8.55:1	Oranges #FCBE2D 10.78:1	Oranges #FFD063 12.42:1	Oranges #FFDC8A 13.63:1	Oranges #FFE8B1 14.98:1	Oranges #FFF4DA 16.51:1
★ Tomato	Aa	Aa	Aa	★ Blush	Aa	Aa	Aa
Reds #FD4A33 5.33:1	Reds #FF5757 5.80:1	Reds #FC7B88 7.15:1	Reds #FF9BB1 9.09:1	Reds #FFAFCA 10.52:1	Reds #FFC7DA 12.40:1	Reds #FFDCE8 14.31:1	Reds #FFECF2 15.93:1

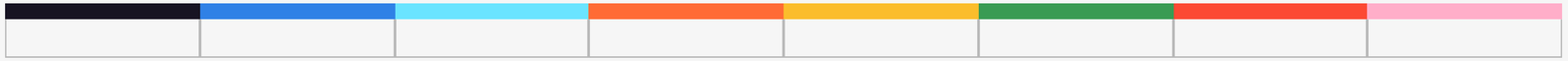
Recommended Graphic Color Pairings

While we have more flexibility when it comes to accessible color pairings for graphics versus typography, we want to ensure that color pairings for graphics meet visual balance and harmony without our brand colors.

Pairings on this page are ideal and recommended for use.

Refer to this guide when using color to create graphics.

Marshmallow Background



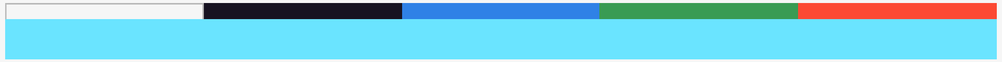
Inky Deep Background



Bright Sea Background



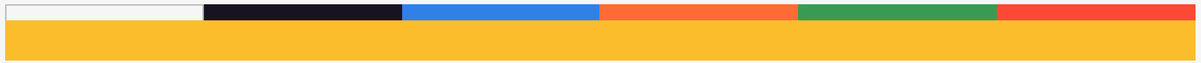
Cerulean Background



Persimmon Background



Sunflower Background



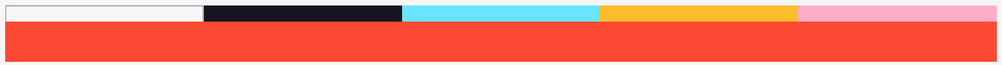
Meadow Background



Blush Background



Tomato Background



Recommended Graphic Color Pairings

While we have more flexibility when it comes to accessible color pairings for graphics versus typography, we want to ensure that color pairings for graphics meet visual balance and harmony without our brand colors.

Pairings on this page do not have enough differentiation and are not recommended for use.

Refer to this guide when using color to create graphics.

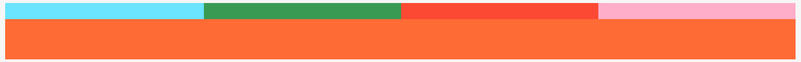
Bright Sea Background



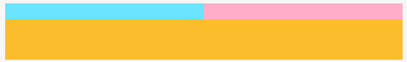
Cerulean Background



Persimmon Background



Sunflower Background



Meadow Background



Tomato Background



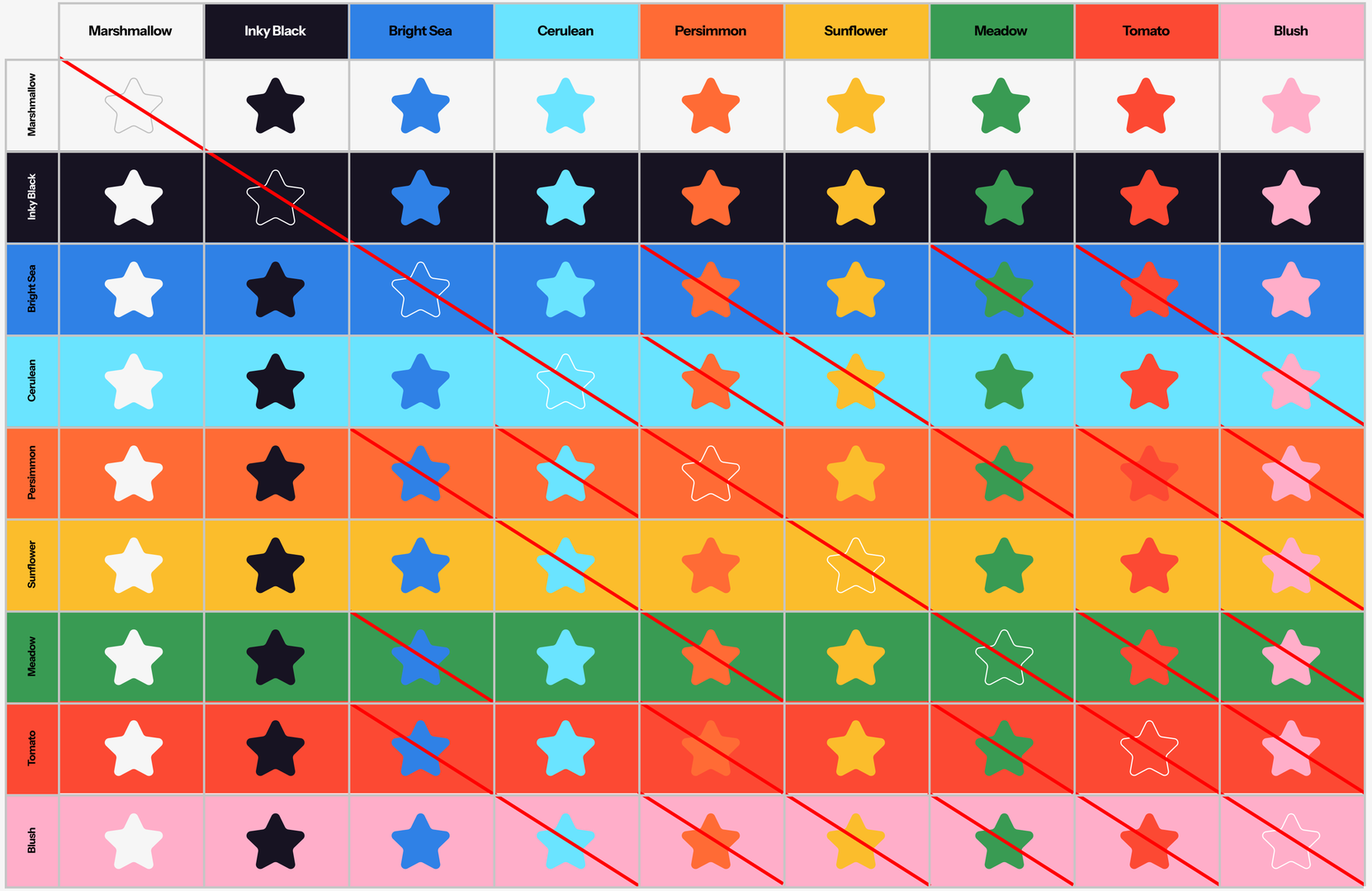
Blush Background



Graphic and Color Pairing Guidelines

While we have more flexibility when it comes to accessible color pairings for graphics versus typography, we want to ensure that color pairings for graphics meet visual balance and harmony without our brand colors.

Refer to this chart when using color to create graphics.



06. RHSC Typography



Typography

Clarity Enables Access
Clear communication is essential to access. RHSC's typography is designed to be clean, legible and inclusive – removing barriers to understanding across regions, languages, and audiences. By prioritizing readability and simplicity, we ensure that critical information remains accessible and actionable.

A Foundation for Trust
Consistency builds credibility. RHSC's typefaces are foundational elements of the brand and must be used consistently across all touchpoints. Adhering to these guidelines ensures a unified voice, one that feels reliable, professional, and trustworthy wherever the brand appears.

By respecting the standards, RHSC maintains a stable and recognizable presence, allowing partners and audiences to focus on what matters most: the work, the collaboration, and the collective impact.

Both fonts are free for use and can be found in the Google Font Library.

Download Young Serif → Download Instrument Sans →

Font guidelines

Please rely on this page as your anchor for typographic best practices. It is designed to help you communicate effectively, ensuring that every word we publish meets our high standards for accessibility and readability.

Young Serif
-1% Letter spacing
120% Line height

Instrument Sans
0% Letter spacing
150% Line height

Supplies save lives.

We bring together the right people, data, and tools to keep essential supplies flowing. Our purpose is simple: move the system forward together so access and equity become a reality – everywhere.

Headlines

Desktop

Page Titles

H1 Young Serif Regular • 52px

Supplies save lives.

Headers

H2 Young Serif Regular • 40px

Powering progress for reproductive health supplies

H3 Instrument Sans Medium • 32px

Powering progress for reproductive health supplies

H4 Young Serif Regular • 24px

Powering progress for reproductive health supplies

Sub-headers

H5 Instrument Sans Semibold • 20px

Supplies save lives.

H6 Instrument Sans Semibold • 16px

SUPPLIES SAVE LIVES.

Mobile

H1 Young Serif Regular • 36px

Supplies save lives.

H2 Instrument Sans Medium • 28px

Powering progress for reproductive health supplies

H3 Instrument Sans Medium • 28px

Powering progress for reproductive health supplies

H4 Young Serif Regular • 24px

Powering progress for reproductive health supplies

H5 Instrument Sans Semibold • 18px

Supplies save lives.

H6 Instrument Sans Semibold • 16px

SUPPLIES SAVE LIVES.

Body

Desktop and Mobile

Leading

LARGE Instrument Sans Regular • 20px

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris vehicula risus a libero.

LARGE BOLD Instrument Sans Semibold • 20px

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris vehicula risus a.

Paragraph

REGULAR Instrument Sans Regular • 16px

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris vehicula risus a libero pharetra efficitur.

REGULAR BOLD Instrument Sans Semibold • 16px

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris vehicula risus a libero pharetra efficitur.

Captions, Claims, & Disclaimers

SMALL Instrument Sans Regular • 14px

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris vehicula risus a libero pharetra efficitur.

SMALL BOLD Instrument Sans Semibold • 14px

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris vehicula risus a libero pharetra efficitur.

H1

Supplies save lives.

H3

Powering progress for reproductive health supplies

Body

We bring together the right people, data, and tools to keep essential supplies flowing. Our purpose is simple: move the system forward together so access and equity become a reality – everywhere.

Font Alternatives

Alternate fonts provide flexibility when the brand typefaces are not available. They ensure that everyday materials like presentations, internal documents and partner communications can still reflect the spirit and clarity of the RHSC brand.

These system fonts are widely accessible, easy to use across platforms, and selected to closely complement the tone and readability of our primary typography. When used thoughtfully, they help maintain a consistent look and feel while allowing teams and partners to communicate efficiently.

Branded Typefaces

YOUNG SERIF

Supplies save lives.

INSTRUMENT SANS

We bring together the right people, data, and tools to keep essential supplies flowing. Our purpose is simple: move the system forward together so access and equity become a reality – everywhere.

Comparable System Typeface Alteratives

GEORGIA BOLD

Supplies save lives.

HELVETICA NEUE

We bring together the right people, data, and tools to keep essential supplies flowing. Our purpose is simple: move the system forward together so access and equity become a reality – everywhere.

07. RHSC

Graphic Elements

The Coalition Library

“The Coalition Library” elements embody how we operate in practice: dynamic, adaptive, and interconnected. The forms can expand, fragment, and reassemble, reminding us that progress is rarely linear and that change is driven through collaboration. Together, these elements visualize RHSC as a living network: one that grow stronger through participation and collective action.

Coalition elements may be used individually or in combination with one another, but should always feel purposeful and considered. They are an extension of the logo, not a replacement, and should reinforce connection without overwhelming the context.



The Coalition Library

“The Coalition Library” elements represent the collective strength of RHSC with many distinctive voices, perspectives, and efforts coming together to create lasting impact. Drawn from the core geometry of the logomark, these elements reflect connection, alignment, and shared momentum rather than a single point of focus.

Note that color pairings of the elements should follow permitable color pairings seen previously in our brand guidelines.



How to Use The Coalition Library

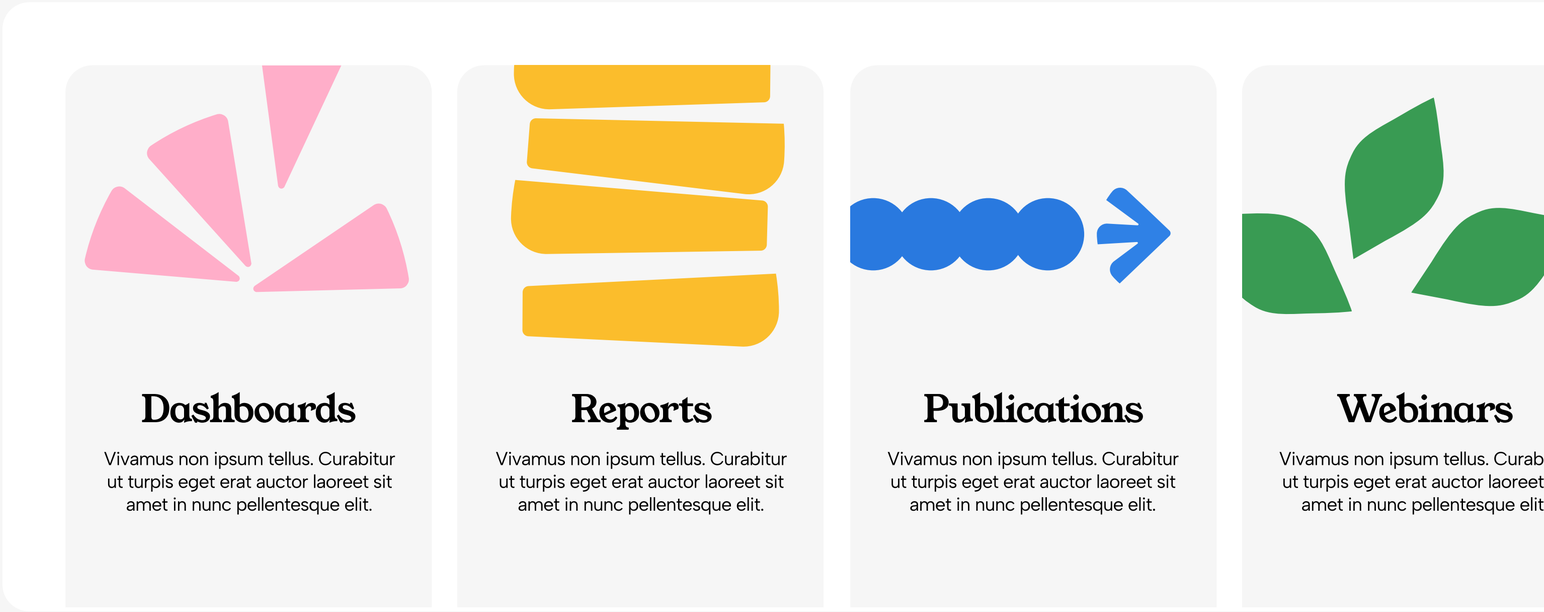
The Coalition Library of graphic elements is a cornerstone of our visual identity. Derived directly from the logo, these shapes express the adaptability, clarity, and focus that define our work. As a primary brand signal, they must be used with intention and care to preserve their impact.

Use solid shapes to build patterns, create emphasis, or support key ideas in visual communication. Shapes may be combined when appropriate, but restraint is essential—avoid using all five shapes to communicate a single idea, and do not allow decorative use to overpower the message.

The examples that follow demonstrate correct application of these assets. Please observe these guidelines closely. Thoughtful, consistent use of the shape library ensures it remains a strong, recognizable expression of the RHSC brand across all platforms.







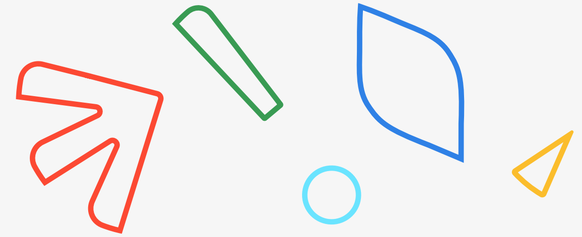
How Not to Use The Coalition Library

The Coalition shapes are purposefully constructed and directly derived from the logo. Modifying their proportions, angles, or structure weakens their connection to the core identity and reduces their recognizability.

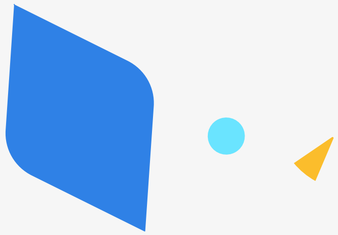
Even small alterations can introduce inconsistency and dilute the strength of the system. To maintain clarity and cohesion across all applications, the shapes should always be used as designed.



Do not stretch or edit the shapes.



Never use an outlined version of the shape, it should always be a solid, filled in color.



Always keep shapes proportional to one another; one shape should never domaneer another.



Do not overlap different shapes.

Icon Library

RHSC uses the Google Material filled icon set as it's core icon library. These icons were selected for their clarity, consistency, and universal recognition across digital environments.

The filled style provides strong visual presence while remaining simple and approachable.
When used consistently the icon library supports navigation, reinforces key concepts, and ensures RHSC communications remain clean, modern, and easy to understand across platforms.

Icon Settings

Fill: Yes

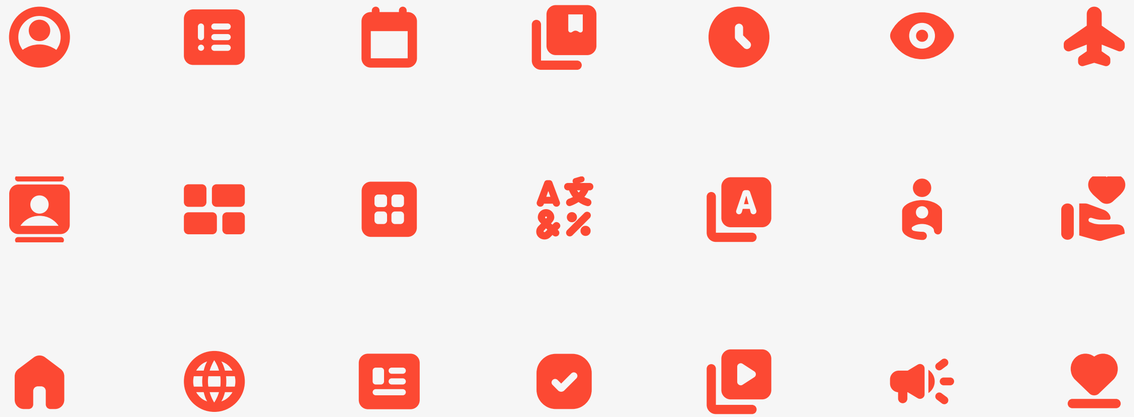
Weight: 700

Grade: 300

Optical Size: 48px

Style: Material Symbols Rounded

Explore Google Material Icon Library →



08. RHSC Photography

Photography

RHSC photography reflects the real work of collaboration across systems, partners, and regions. Images should feel grounded, credible, and specific, capturing moments of coordination progress and shared effort rather than symbolic or sentimental scenes. The focus is on how the work happens, not on simplified representations of who it is for.

Dignity Without Reduction
We intentionally avoid imagery that reduces reproductive health to a single narrative or relationship or stage of a woman's life. This includes familiar but limiting tropes like mother and child visuals that oversimplify the scope and complexity of our work. People are portrayed with dignity and agency – never as stands for an issue or an outcome.

RHSC does not rely on emotional shorthand to make its point. Our photography avoids, pity, saviorism, or crisis-driven storytelling in favor of respectful human moments that reflect partnership and shared responsibility.

Specificity Over Stock
Generic stock photography and abstract NGO-style visuals dilute the credibility of our brand and should be avoided. Instead, select images that feel contextual and intentional, rooted in real environments, real work and real relationships.

Authenticity comes from specificity, not perfection.



Recommended Photography

People

Choose imagery that reflects RHSC as a coalition in **action**. We should prioritize photographs that shows collaboration, coordination, and our real world impact taking place.

Images should feel specific, grounded, and credible, capturing moments of exchange rather than posed perfection.














Recommended Photography

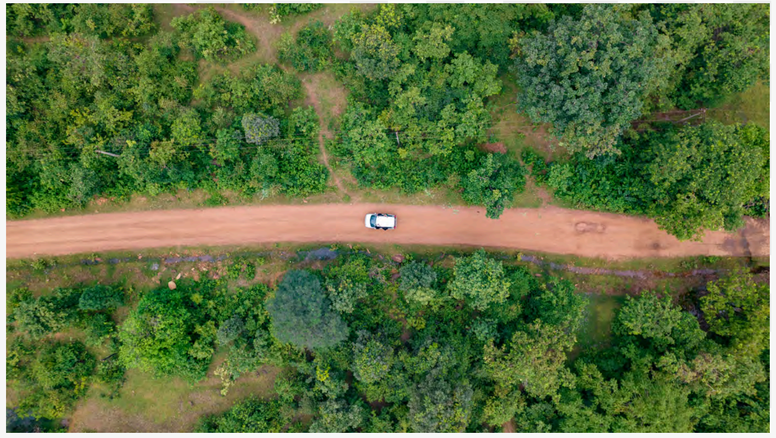
Places

Choose imagery that reflects RHSC as a coalition in **motion**. We should feature photographs that show supplies moving through real world environments toward the communities and people who need them most.

Images should capture moments of distribution, logistics, and delivery in context over abstract or staged scenes.








Recommended Photography

Products

Choose imagery that reflects RHSC as a coalition in **practice**. Show supplies in real world use or realistic distribution contexts, rather than isolated or overly styled product shots.

Focus on function, quality, and readiness for user, capturing moments of access in context.













Not Recommended Photography

Avoid imagery that relies on simplified or symbolic narratives, including maternal or mother and child visuals that narrow the scope of our work. These familiar tropes can unintentionally reduce a complex, systems level mission to a singular storyline.

Generic stock photography, staged scenes, and NGO style imagery should also be avoided. Photos that feel overly sentimental or emotionally manipulative undermined our credibility and obscure our role.









09. RHSC Brand in Action

Theory in Motion

Understanding the parts is the first step; seeing the whole is the destination.

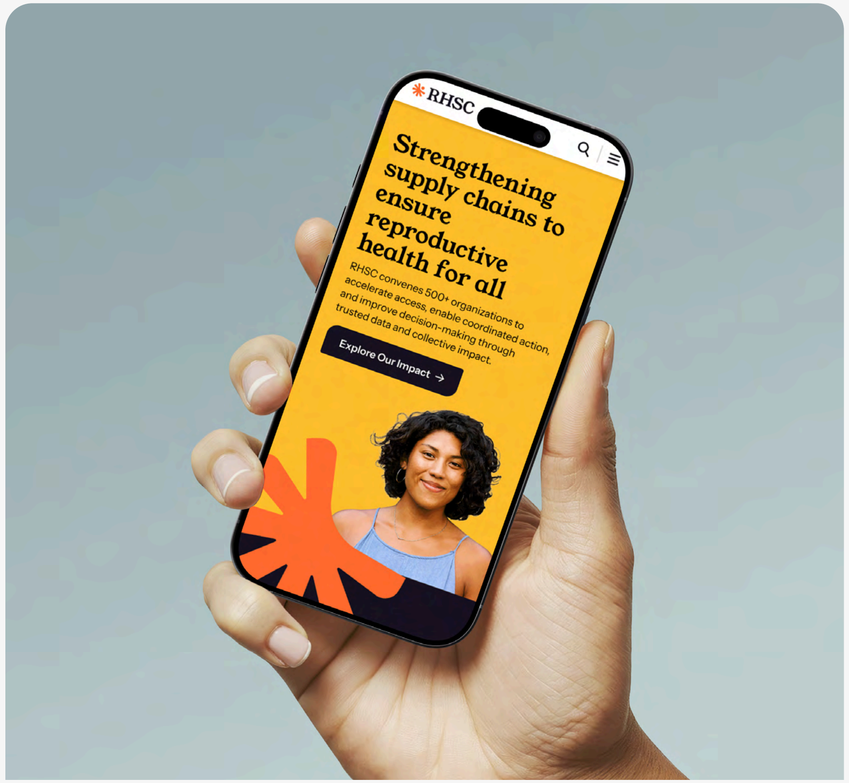
These examples start to illustrate how our assets unite to create clarity and impact. Use them as a guide to balance strict adherence with bold creativity.



Reproductive Health Supplies Coalition







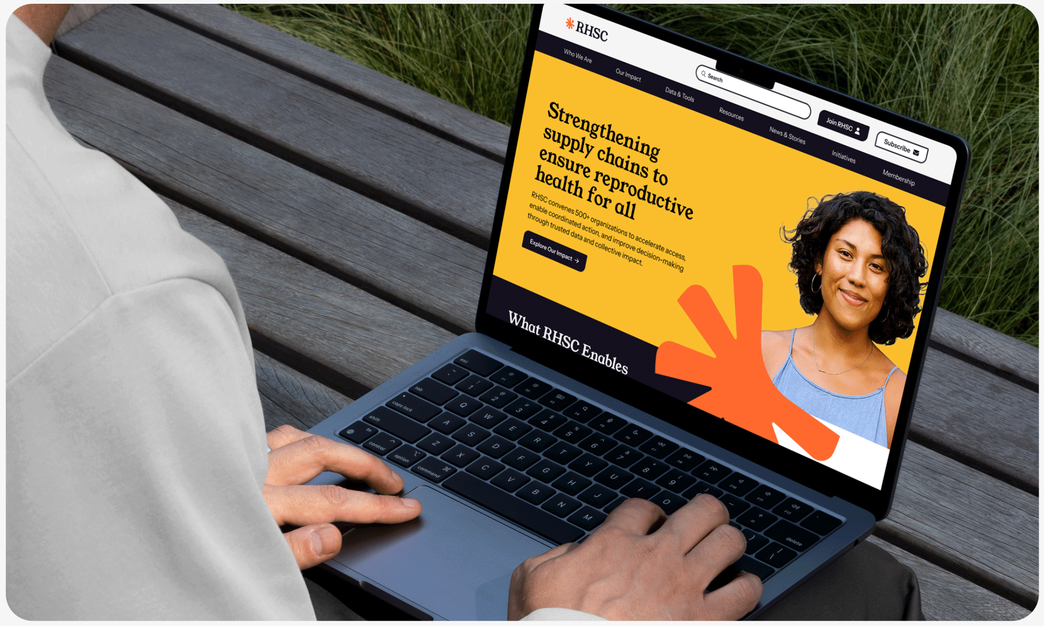

Reproductive health supplies without barriers.
Quality and choice should never be limited by geography.
rhsupplies.org
Reproductive Health Supplies Coalition




Supplies save lives.
Reproductive Health Supplies Coalition
rhsupplies.org




Invisible Thread.
Visible Impact.
rhsupplies.org
Reproductive Health


RHSC
Strengthening supply chains to ensure reproductive health for all
What RHSC Enables

RHSC

Reliability builds trust. We want our community to recognize RHSC instantly. By applying our color and brand assets consistently, we create a visual identity that is not just strong, but resilient.

Please use these guidelines as your anchor when creating new assets. Your attention to detail protects the clarity and stability of our shared voice.



Reproductive Health Supplies Coalition

Thank you!

Questions? Get in touch!

Visit www.rhsupplies.org

Email us at communications@rhsupplies.org