**Design brief – Logo for Menstrual Education Online**

**Profile**

We are an international group of educators who help people understand that the menstrual cycle and having your period is a normal and natural part of life.

We aim to help people (teachers, foster parents, sports coaches, HR professionals) support menstruators and to create a positive menstrual culture. While there are many courses for girls and women to connect with their body, their period and menstrual cycle, our focus is on people who work, study, live and play with girls, women/anyone who menstruates.

We already have branding colours and style for the Chalice Foundation, the not-for-profit organisation responsible for our work. We also have branding for our Celebration Day for Girls workshops, but this is pitched at a younger audience.

**Purpose**

To give people who work with menstruators a positive approach to understanding the menstrual cycle as a normal and natural part of life, and caring for/working with menstruators with this approach.

Also for family, colleagues, partners, friends of menstruators, ie: everyone, in order to create a positive menstrual culture.

**Our point of difference**

We help you to support menstruators and to create a positive menstrual culture - ‘how do you do it?’ While there are many menstrual education courses for menstruators, our focus is on people who work, study, live and play with girls, women/anyone who menstruates.

**Target market examples**

* In education: Leadership, staff, primary and secondary teachers, PE teachers, outdoor ed staff, menstrual educators
* In the home: parents and carers, foster carers, male parents/carers
* Youth and community workers
* In community activities/groups: sports coaches, dance teachers, Girl Guides
* In the workplace: health professionals (eg physios, yoga teachers), HR teams, management

**What we need from you**

* A logo, including transparent background version
* Logo with & without tagline
* An A4 editable document template so we can create downloadable PDFs
* Need for all this to work in Word so we can make compatible docs easily

**Colours**

We’d like to use the Chalice Foundation colour palette, but are open to a variation or alternative as per your inspiration!

Chalice brand and logo:

https://drive.google.com/drive/folders/121Bdiv0INs2xYWHqym\_kabp\_\_6CES8Vh

**Logo text**

**Menstrual Education Online (possibly MEO)**

* No serifs
* Not all upper case
* Interested to see a graphic with text, but could also do text with minimal (or no) graphic

**Tagline text suggestions**

* Create a positive culture where you live, work, study and play
* Create a positive culture wherever you are
* Create a positive culture
* IF we used MEO as the name/logo then add ‘menstrual’ to the tag line

**Layout**

* We'd like to see it with and without the tag line
* Seeing as it’s a long name, interested to see the words stacked vertically
* Sentence style for tag line
* Pictorial/Combination Logo, eg:



**Font styles to use**

Open to your suggestion for a sans-serif font. Bearing in mind we’d like a family resemblance to Chalice Foundation!

And we, and other contributors, will need to be able to use Word fonts

Must have easy to read, professional font

**Overall tone**

We want to take people by the hand, and guide them through how they can support menstruators and other community members in creating a positive menstrual culture.

* Friendly and approachable
* Professional and practical
* Stylish and elegant
* Not esoteric / not a ‘spiritual journey /not hippy, new agey, ie not a person sitting in a lotus flower, says Janoel
* Clean and simple, yet interesting:
  + More serious than playful
  + More modern than traditional
  + More professional but also friendly and personable
  + Need to allow for feminine and masculine (clients/participants)
  + Don’t want to appear too upmarket, although definitely not cheap either!

**Example of Chalice style/tone**

See this file for the Chalice images (created by Sam Slicer - director): https://drive.google.com/drive/folders/1ZVKE4in5gkFQRXJdbZpmA1o-x-8w2NtT