



B R A N D G U I D E L I N E S 2 0 2 6



WHO WE ARE

BRAND *foundation*

PURPOSE

To promote dignity and opportunity by transforming how women and girls experience menstrual health.

VISION

We envision a world where women and girls can thrive without menstrual-related barriers.

MISSION

We promote menstrual health across every stage of life through education, advocacy, and product access.

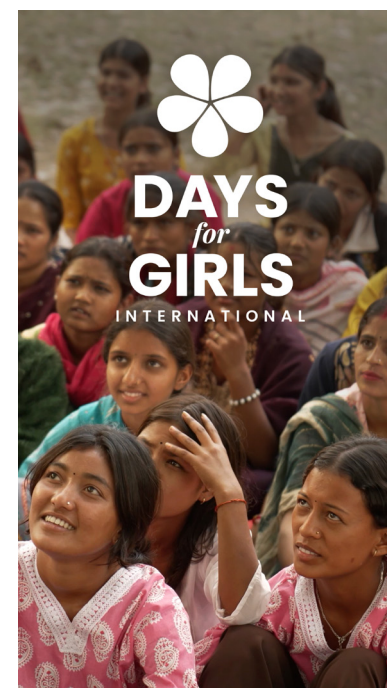
PRIMARY *logos*

HORIZONTAL



PRIMARY *logos*

VERTICAL



TYPOGRAPHY & colors

HEADERS

Aa

Poppins
Bold

SUB-HEADERS

Aa

*Playfair Display
Italic*

BODY COPY

Aa

Poppins
Medium

Brand Purple HEX #982269 RGB 152, 34, 105 CMYK 40, 100, 30, 8					
Background Purple HEX #6d144a RGB 109, 20, 74 CMYK 49, 100, 42, 32	HEX #FFB300 RGB 255, 179, 0 CMYK 0, 33, 100, 0	HEX #004862 RGB 0, 72, 98 CMYK 97, 66, 42, 27	HEX #6FBEC1 RGB 111, 190, 193 CMYK 55, 6, 25, 0	HEX #FF7439 RGB 255, 116, 57 CMYK 0, 68, 83, 0	HEX #FFF9F4 RGB 255, 249, 244 CMYK 0, 2, 3, 0

FLOWER MARK COLOR USAGE

In two-tone logo lockups, the flower should only appear in yellow, never in orange. It should not appear in any non-brand colors or gradients. The “snow” (off-white color on the right) is used primarily with fabrics, and often pure white is a better background to make the primary brand colors pop (as seen in this page).



 **DAYS *for* GIRLS**
INTERNATIONAL