



**LOPEZ DESIGN**



The image from the Partners Forum in New Delhi in 2018 captures the diversity of The Partnership and the zeal and energy of the PMNCH team.

A group of diverse women, including Helen Clark, are gathered together, raising their hands in celebration. They are standing in front of a backdrop that features the PMNCH logo and the text "PARTNERS FOR NEWBORN". The women are dressed in professional attire, and the overall atmosphere is one of joy and achievement.

“If fully realised, the sphere of influence  
of our Partnership is almost without limit.”

— Helen Clark, Rt Hon Board Chair, PMNCH

# PMNCH

## Branding and Visual Identity

# Brand Identity approach and process

This branding exercise was conducted with an in-depth study of:

- The External Evaluation Report
- The '21-25 Strategy Document
- Research materials pertaining to PMNCH
- Close consultations and meetings with the PMNCH Secretariat, the Executive Committee, Board leadership,
- External Evaluation and Strategy Document Leads.

# Brief & Premise

# A new brand for PMNCH



PMNCH has evolved over 15 years into **a powerful and influential brand — the largest alliance** for Women's, Children's and Adolescents' Health in the world, now with 1100 partner-organizations. In line with our **new Strategy**, and **our thrust on advocacy**, we needed a more **dynamic face** that looks outward to the world.

# Mission

Our mission is to mobilize, align and amplify the voices of partners to advocate for **women's, children's and adolescents' health and well-being, particularly the most vulnerable.**

# Vision

Our vision is a world in which every woman, child and adolescent is able to realise their right to health and well-being, **leaving no one behind.**

*Executive Summary, Strategy Report 2021-25*



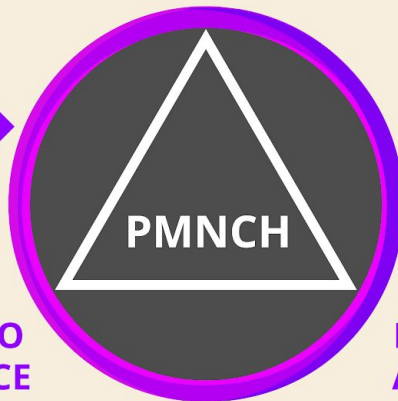
# 2021-25 Strategy: Shaping our direction

Shift of focus from  
Maternal Newborn and Child Health  
to Women's Children's and  
Adolescents' Health



POWER TO  
INFLUENCE

POWER TO  
CONVENE



POWER TO  
ADVOCATE

A brand that stands apart  
in the increasingly crowded  
space of the global  
healthcare landscape



# Brief from PMNCH

- **Advocacy is our core function** with the new strategy
- A **simple and evocative** identity
- Putting **people** at the center
- **Diversity** truly representing partners & stakeholders
- An **inclusive identity** that speaks for everyone
- **United voice** should come out strongly

# PMNCH Identity challenges

- Bringing out our **two-way value proposition**
- **Determined and diplomatic** voice of partnership
- Support advocacy role with **a humanistic face**

# The 'PMNCH' name and identity

The PMNCH acronym has a **deep legacy and high recall amongst our peers and provides clear context.** The acronym has garnered **visibility, recognition and acceptability** for itself.

IBM, UNICEF and BMW are similar examples.

Going forward, **PMNCH** as an acronym would **represent our identity.**

A new strategy,  
**a new beginning**

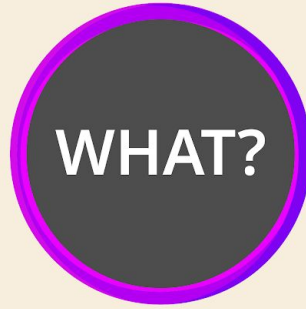
# PMNCH Strategy 2021-25

“There is an opportunity **to rebuild differently**, but this will require much more effective international cooperation.”

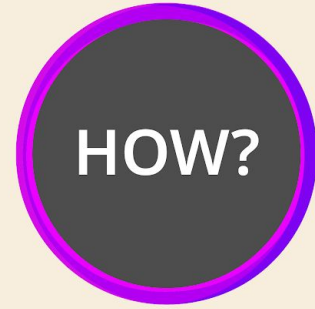
*— António Guterres, UN Secretary General*



**Rights for Women's, Children's  
and Adolescents' Health**



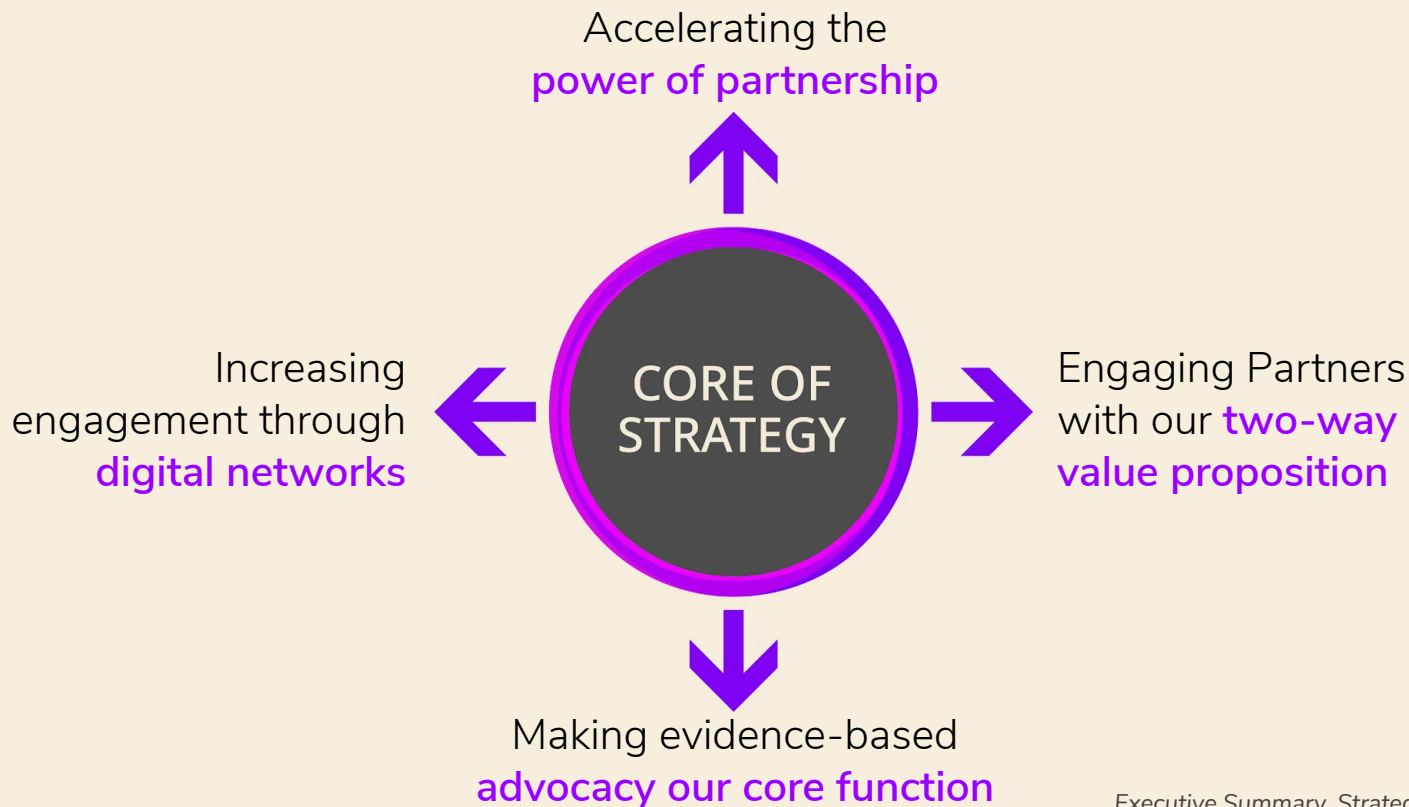
**Platform for action and  
Transformation**



**Wide Partnership  
Networks**



# 2021-25 Strategy



Executive Summary, Strategy Report 2021-25



# EC decisions: In Summary

- The PMNCH acronym will be retained.
- The PMNCH purple could carry forward for continuity from the existing identity.
- Circle element representing partners and constituencies
- Logo should represent all ages, ethnicities and professions
- Bring in SDG colors to represent the cross-sectoral approach and multi-stakeholders
- Women should be depicted not only as mothers, but as independent members of society valued in their right

Our new face...

“**PMNCH** *for*”

# PMNCH *for*

‘PMNCH for’ supports the new brand strategy by emphasizing on **advocacy as the core function**.

It is a **simple and dynamic** concept.

The words ‘PMNCH for’ combine with the **circle, the unifying element of partnership**.

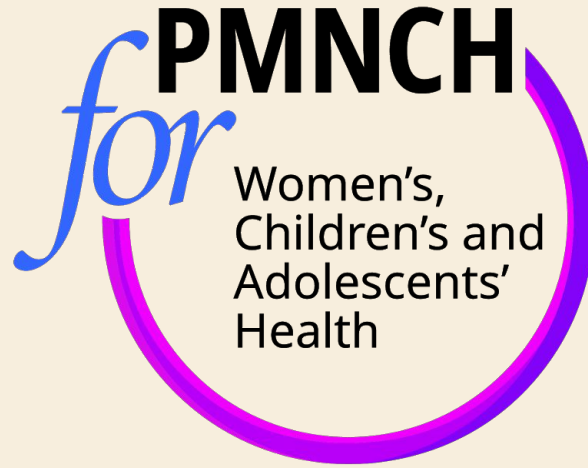
# PMNCH *for*

PMNCH for **affirms our influential stance** and how we stand up for the rights of people, their health and well-being.

It shows our **determination** while being **tactful, agile and nimble** — **true to who we are.**







Harnessing the power of partnership to advocate effectively for women, children and adolescents.




Harnessing the power of partnership to advocate effectively for women, children and adolescents.






Together *for* **PMNCH**  
change

A graphic element consisting of a thick, multi-colored arc that starts as a blue line, transitions through purple and magenta, and ends as a red line. This arc forms a partial circle that encircles the word "change" and the "for" script.

We shape  
policies *for* **PMNCH**  
impact



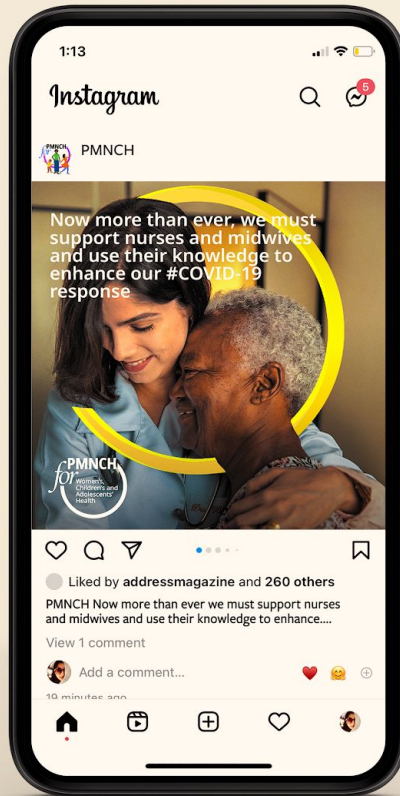
Speaking up *for* **PMNCH**  
the most  
vulnerable



The background image shows two women in a rural, hilly landscape. One woman is seated on the left, wearing a green patterned headscarf and a light-colored checkered shirt, holding a small wooden bowl to her mouth. The other woman stands on the right, wearing a blue headscarf and a red and white checkered shirt, carrying a large woven basket on her back. A large, thick blue arc graphic frames the central text. The text 'PMNCH' is in white, bold, sans-serif font, and 'for' is in a yellow, cursive script font.

# PMNCH *for*

Ensuring the natural  
rights to health and  
well-being for Women,  
Children and Adolescents.









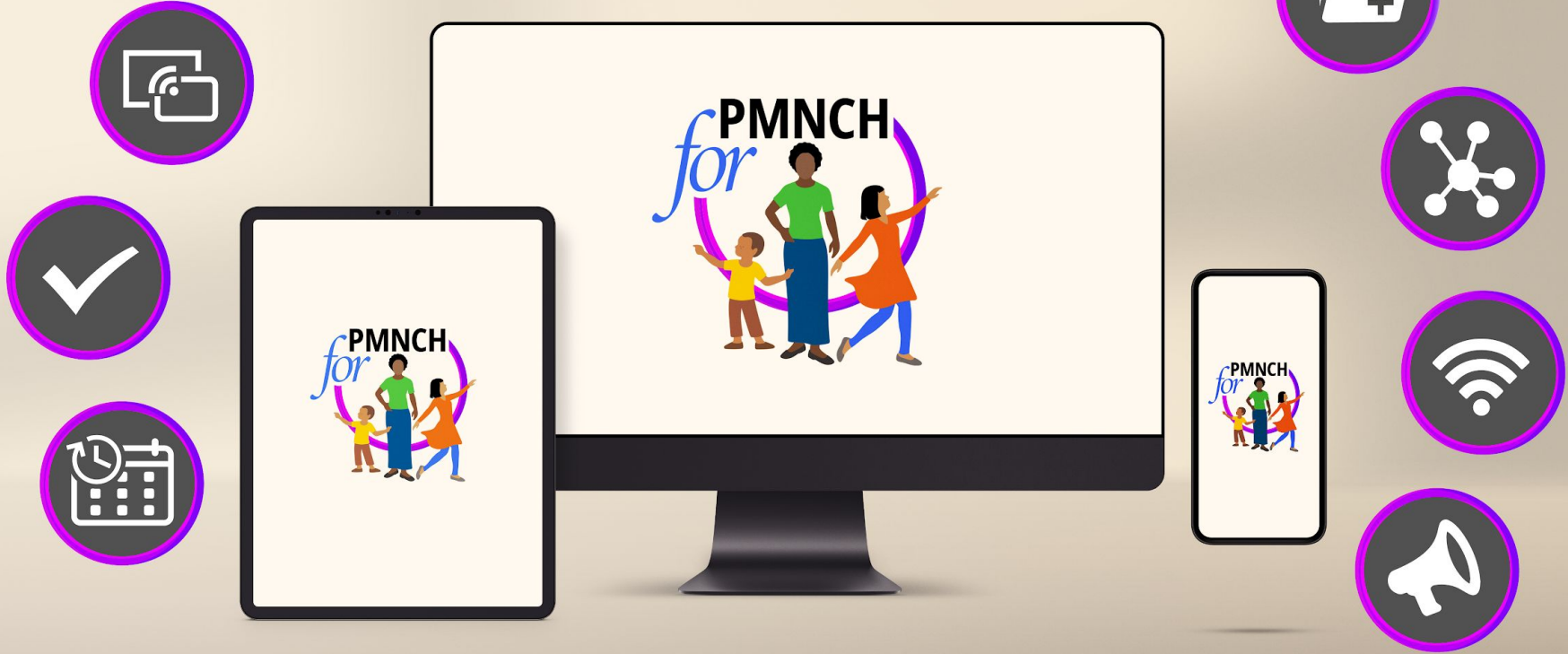
Thank you :-)

# Overview of the proposed PMNCH Digital Platform



Women's,  
Children's and  
Adolescents'  
Health

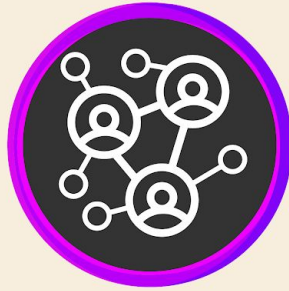
PMNCH's new brand comes together with **an innovative and digital approach**



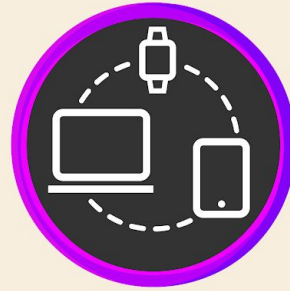
# Harnessing the power of our partnership in a digital era



New ways  
to connect



1,000+  
members

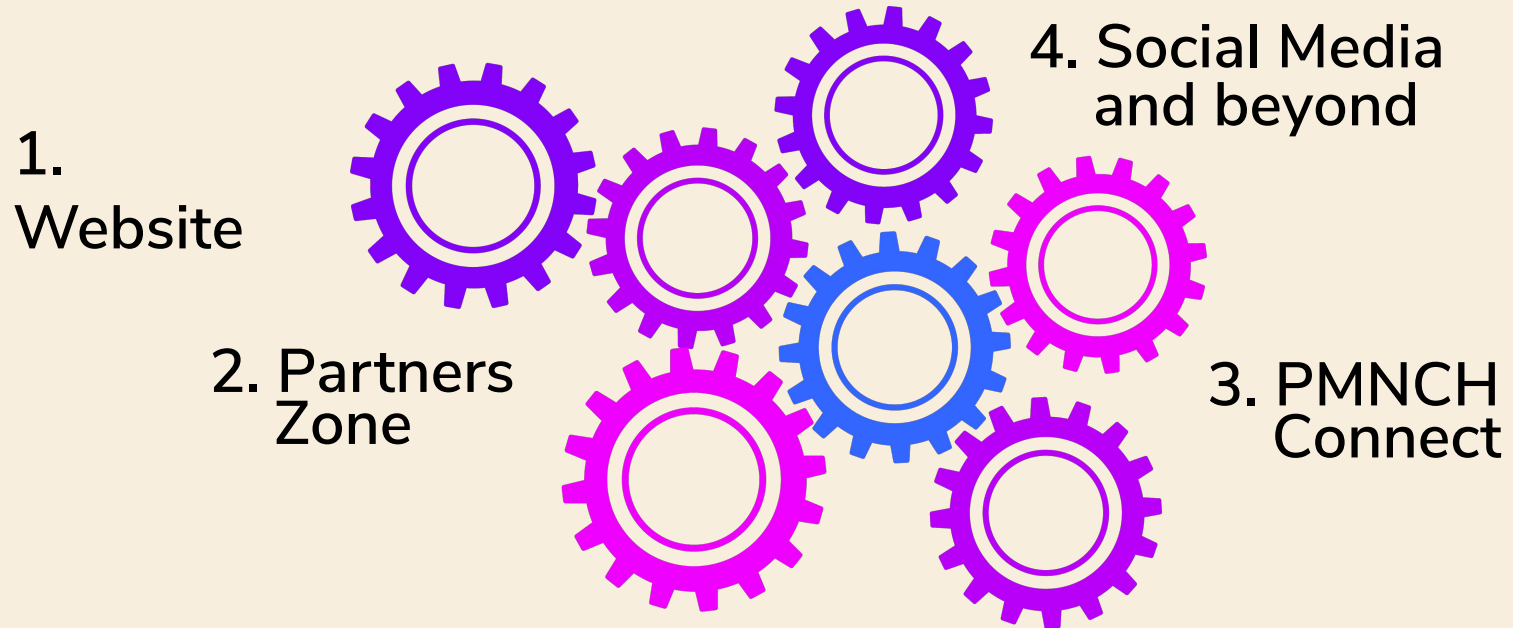


Massive  
potential

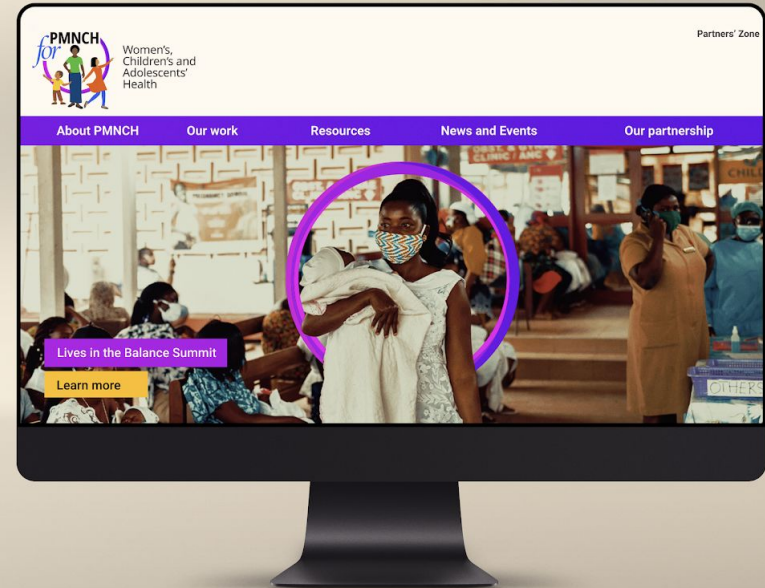


**SHARE  
AMPLIFY  
REACH**  
Leave no  
one behind

# PMNCH digital platform: Four main components, helping partners deliver as one

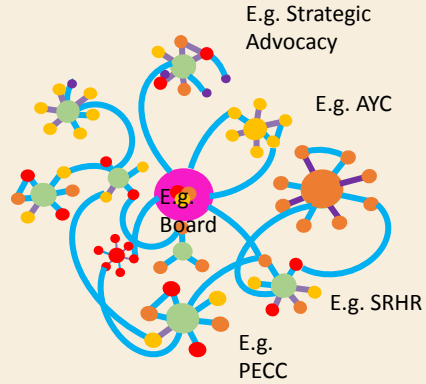
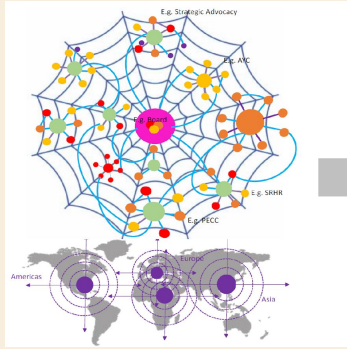


# 1. Website

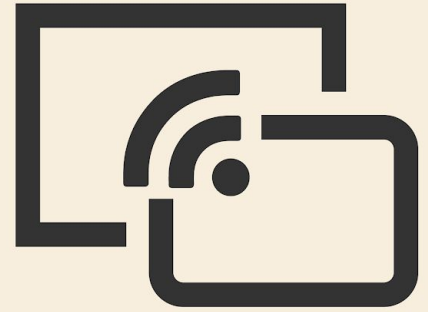


## 2. Partners zone

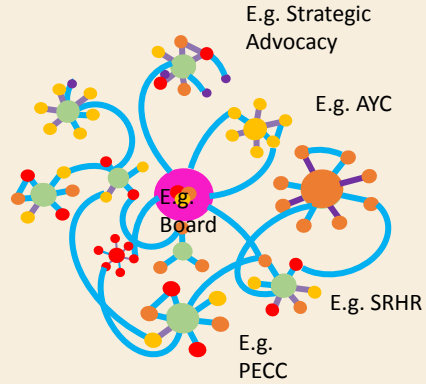
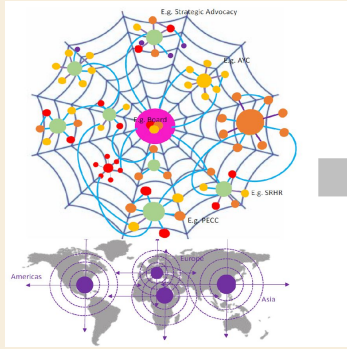




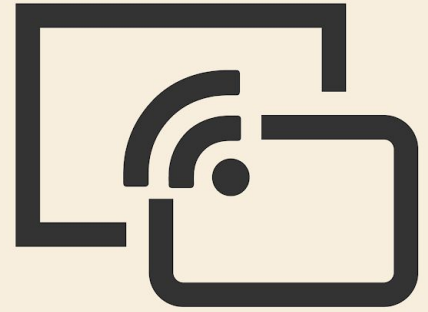
### 3. PMNCH Connect







### 3. PMNCH Connect





## 4. Social Media and beyond



# Reflections

- PMNCH is entering a new phase. It has been a rigorous exercise to capture the multifaceted nature of PMNCH. The new brand sets out to be dynamic and action-oriented with the 'PMNCH for'. It aims to be humanistic and lively with the circle and the diverse palette. We welcome your response and reaction.
- Does the new platform reflect the networked/social nature of PMNCH?
- What would you like to see our digital platform achieve and what would success look like?
- What else would you need in order to feel empowered and supported by the Secretariat when creating communities of practice?

# Thank you!