



# Visual Identity



# Style Guide



ទីកចិត្តម្តាយ



Mother's Heart  
Cambodia

# Mother's Heart

ទីកចិត្តម្តាយ



“Our work and practices throughout our organisation will be a clear reflection of our vision, mission and our core values. Our NGO is people-centered and dynamic, drawing strength from diversity. All of our staff members will recognise the complexity of the contexts in which we work. Our daily challenge will be to think creatively, innovate and take managed risks in order to further improve our effectiveness.”



Who we are



We are the first crisis pregnancy service in Cambodia, founded in December 2010, with a small team of dedicated people.

MH was started to respond to the lack of choices women have when they face an unplanned or unwanted pregnancy and because there were no other organisations working in this area. We walk along side women offering non-judgmental support and counselling. Cambodia has no social system to assist these women and their families.

## Our Vision

“No women faces a crisis pregnancy alone”

## Our mission

To Empower, Equip and Educate women so they can choose the best future for themselves and their babies.

## How we do it

Counselling  
Support service  
Medical care  
Community involvement



### Creating our Visual Identity

Creating a harmonious visual identity takes vision. It involved team work, allowing us to brainstorm on our organisation and our missions. And perhaps most importantly, it required discipline. This discipline to never stray from our message to the world. This guidelines will allow Mother's Heart to be recognised by all our supporters and help our fundraisers maintain a clear message and carry our vision with consistency. Endless studies prove consistency goes hand in hand with awareness. It is the ground base of creating an emotional connection to any organisation. The more harmoniously minded we are, the more powerful the Mother's Heart Identity will be.

### Communicating Mother's Heart Visual Identity

Our organisation message and vision are carried through all mediums of communications through the intelligent use of colour, typography, photography, and other Mother's Heart visual elements. Proper usage is important to ensure the quality of the experience of every Mother's Heart supporters experience.

The brand elements include: Mother's Heart logo, typefaces, photography and line art.

Our visual strategy is made up of a vision that comes to life through our missions, tagline and image attributes, which define how we work, behave and communicate every day with our clients, donors and staff.



The background of the entire page is a close-up photograph of several hands of different skin tones cupping a heart. The hands are positioned around the heart, with fingers and thumbs visible, creating a sense of care and protection. The heart is a light pinkish-red color, contrasting with the various shades of brown and tan skin. The overall image has a soft, slightly blurred quality, emphasizing the texture of the skin and the shape of the heart.

LOGO

Mother's Heart Cambodia

STANDARDS



## Logo Standards

The following symbol and lettering have been created and updated for Mother's Heart. To maintain consistency on all documents, proportions, colours, orientation and spacing have to be maintained.



*To use for stationary purposes, official documents and reports.*





COLOUR

Mother's Heart Cambodia

STANDARDS



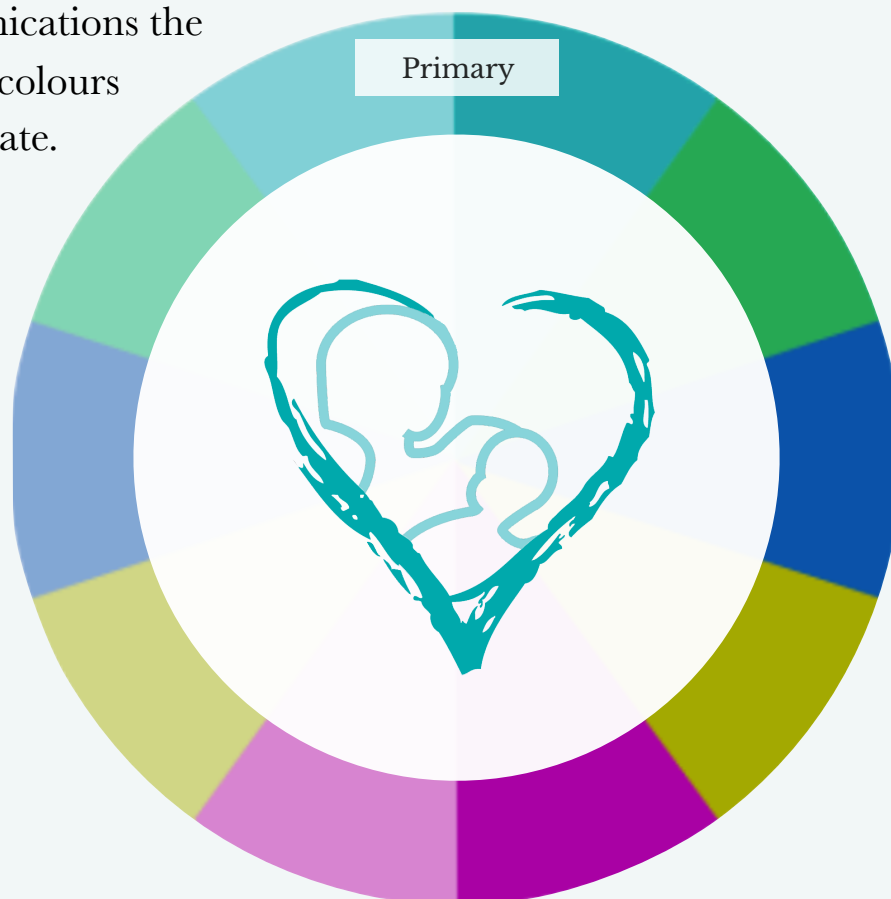
### Mother's Heart colour standards

Standardising our colour palette will enhance the impact of Mother's Heart message. Used consistently over time, primary colours will become associated with our identity. It will make our organisation instantly recognisable and uniform and provide a strong visual link across a wide range of applications.



### Secondary palette

The secondary colours should be used to provide an accent or to add a highlight. Avoid using these colours as the dominant colour field. In most communications the blue primary colours should dominate.



### Tertiary palette

The tertiary colours are to be used for creative design.

Any creative design should be submitted to : [communications@mothersheartcambodia.org](mailto:communications@mothersheartcambodia.org)





## Primary colour palette

MIDDLE BLUE	PEARL AQUA	LIGHT COBALT BLUE	MEDIUM SPRING BUD	ORCHID
PMS 318 C	PMS 7478 C	PMS 2121 C	PMS 2289 C	PMS 245 C
HEX #87D4DA	HEX #87DAB7	HEX #87ABDA	HEX #D4DA87	HEX #DA87D4
RGB 135 212 218	RGB 135 218 183	RGB 135 171 218	RGB 212 218 135	RGB 218 135 212

#93d8dd	#93ddbe	#93b3dd	#d8dd93	#dd93d8
#9fdce1	#9fe1c5	#9fbbe1	#dce19f	#e19fdc
#abe0e5	#abe5cc	#abc4e5	#e0e5ab	#e5abe0
#b7e5e8	#b7e8d3	#b7cce8	#e5e8b7	#e8b7e5
#c3e9ec	#c3ecdb	#c3d5ec	#e9ecc3	#ecc3e9
#cfedf0	#cff0e2	#cfddf0	#edf0cf	#f0cfed
#dbf2f3	#dbf3e9	#dbe5f3	#f2f3db	#f3dbf2
#e7f6f7	#e7f7f0	#e7eef7	#f6f7e7	#f7e7f6
#f3fafb	#f3fbf7	#f3f6fb	#fafbf3	#fbf3fa
#f4fbfb	#f4fbf8	#f4f7fb	#fbfbf4	#fbf4fb



## Tertiary Color palette

BLUE (MUNSELL)	GO GREEN	COBALT BLUE	APPLE GREEN	HELIOTROPE MAGENTA
PMS 7710 C HEX#00A9AC	PMS 2257 C HEX#00AC59	PMS 2131 C HEX #0053AC	PMS 2305 C HEX #A9AC00	PMS 253 C HEX #AC00A9
#19b1b4	#19b469	#1964b4	#b1b419	#b419b1
#32babc	#32bc7a	#3275bc	#babc32	#bc32ba
#4cc2c4	#4cc48a	#4c86c4	#c2c44c	#c44cc2
#66cbcd	#66cd9b	#6697cd	#cbcd66	#cd66cb
#7fd4d5	#7fd5ac	#7fa9d5	#d4d57f	#d57fd4
#99dcdd	#99ddbc	#99badd	#dcdd99	#dd99dc
#b2e5e6	#b2e6cd	#b2cbe6	#e5e6b2	#e6b2e5
#ccedee	#cceedd	#ccdcee	#edeec	#eeced
#e5f6f6	#e5f6ee	#e5edf6	#6f6e5	#f6e5f6
#e7f7f7	#e7f7ef	#d0dfef	#efefd0	#f7e7f7





## Opposite Color palette

TIMBERWOLF	GO GREEN	COBALT BLUE	APPLE GREEN
PMS 7710 C	PMS 2257 C	PMS 2131 C	PMS 2305 C
HEX#DFD4D2	HEX#FFCB9D	HEX #FFDF9D	HEX #FFA29D
RGB 223 212 210	RGB 255 203 157	RGB 255 223 157	RGB 255 162 157

#e2d8d6	#ffe2a6	#fe2a6	#ffa6a6
#e5dcd6	#ffe5b0	#ffe5b0	#ffb4b0
#e8e0df	#ffe8ba	#ffe8ba	#ffbdba
#ebe5e4	#ffebc4	#ffebc4	#ffc7c4
#efe9e8	#ffefce	#ffefce	#ffd0ce
#f2eded	#fff2d7	#fff2d7	#ffd9d7
#f5f2f1	#fff5e1	#fff5e1	#ffe3e1
#f8f6f6	#fff8eb	#fff8eb	#ffeceb
#fbfafa	#fffbf5	#fffbf5	#fff5f5
#fcfbfa	#fffaf6	#ffcf6	#ff6f6



**FONTS**

Mother's Heart Cambodia

**STANDARDS**



## Our typefaces

Four typefaces have been chosen for the Mother's Heart Visual Identity: Baskerville, Libre Baskerville, Bangla MN and Futura.

On the following pages you can see their wide range and read about their history.

### **Bangla MN**

**AaBbCcDd**

**12345678**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### **Baskerville**

**AaBbCcDd**

**12345678**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

### **Futura**

**AaBbCcDd**

**12345678**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### **Libre Baskerville**

**AaBbCcDd**

**12345678**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ*



The Bangla MN font is to be used for our logo and only for our Mother's Heart insignia.

In the beginning of the 19th century, English typographer Sir Charles Wilkins invented the first Bangla font, ushering in the beginning of the printing revolution in Bengal. According to different British records from 1860 to 1900, 3442 books were published from Dhaka alone.

In this new era of digital revolution the hand driven press has died out but Fonts like Bangla MN were created.

Its lines are elegant and easily recognisable.

## Bangla MN

regular | bold

A B C D E F G H I  
J K M N O P Q R  
S T U V W X Y Z  
abcde-  
fghijklmnopq  
rstuvwxyz  
1234567890% !  
@#\$%^&\*()\_+{}":?

Aa

### Article 1.

All human beings are born free and equal in dignity and rights. (10pt)

They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood. (11pt)

### Article 2.

Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status. (12pt)

Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs. (13pt)



This font is to be used for all our stationery, official documents, contracts and electronic exchanges.

Designed by a perfectionist and self-taught printer, it is recognised as the most "truthful" font that makes the most impact on the human psyche.

Baskerville, designed in 1754, is most known for its crisp edges, high contrast and generous proportions.

Baskerville is categorised as a transitional typeface in-between classical typefaces and the high contrast modern faces.

At the time that John Baskerville decided to acquire a type foundry, fonts were mathematically drawn characters that felt cold, and prompted Baskerville to create a softer typeface with rounded bracketed serifs and a vertical axis.

# Baskerville

REGULAR

ITALIC

SEMIBOLD

BOLD

A B C D E F G H I  
J K L M N O P Q R S  
T U V W X Y Z  
a b c d e f g h i j k l m n o p q  
r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 % !  
@ # \$ % ^ & \* ( ) \_ + { } ' ' : ?

Aa

### **Article 3.**

Everyone has the right to life, liberty and security of person. (12pt)

### **Article 4.**

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms. (13pt)

### **Article 5.**

No one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment. (14pt)

### **Article 6.**

Everyone has the right to recognition everywhere as a person before the law. (15pt)

### **Article 7.**

All are equal before the law and are entitled without any discrimination to equal protection of the law. (16pt)





Futura can be used for titles, online contents and creative material to complete Baskerville or Libre Baskerville typeface.

Futura is a geometric sans-serif typeface designed in 1927 by Paul Renner. Futura has an appearance of efficiency and forwardness.

It is based on geometric shapes that became representative of visual elements of the Bauhaus design style of 1919–33.

Although Renner was not associated with the Bauhaus, he was in favour of simple geometric forms: near-perfect circles, triangles and squares.

Futura remains an important typeface family and is used on a daily basis for print and digital purposes as both a headline and body font. The font is also used extensively in advertisements and logos.

Particularly until the 1950s it was used extensively by the publishing industry as a general-purpose font.

## Futura

MEDIUM

CONDENSED MEDIUM

BOLD

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

abcde-  
fghijklmnopq rstu-  
vwxyz

1234567890% !

@#\$%^&\*()\_+  
{ } " : ;

Aa

### Article 8.

Everyone has the right to an effective remedy by the competent national tribunals for acts violating the fundamental rights granted him by the constitution or by law. (10pt)

### Article 9.

No one shall be subjected to arbitrary arrest, detention or exile. (11pt)

### Article 10.

Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. (12pt)

### Article 11.

(1) Everyone charged with a penal offence has the right to be presumed innocent until proved guilty according to law in a public trial at which he has had all the guarantees necessary for his defence. (13pt)



Libre Baskerville is available in normal, italic and bold. It will be used for documents that have to be viewed online (email newsletter, website, etc.).

It was designed by Pablo Impallari in 2012 and based off of a version of Baskerville by American Type Founders from 1941.

It holds all the inherent qualities of Baskerville for an on-screen purpose.

It has a taller x-height, wider counters and a little less contrast, that allow it to work well for reading on-screen.

Libre Baskerville was created as a web font optimised for body text (typically 16pt).

It is an open-source serif typeface available for free from Google Fonts. It is one of the highest-quality serifs available.

# Libre Baskerville

REGULAR

ITALIC

BOLD

A B C D E F G H  
I J K M N O P Q  
R S T U V W X Y  
Z abcde-  
fghijklmnopq  
rstuvwxyz  
1234567890%!  
@#\$%^&\*()\_+  
{}":?

Aa

## Article 12.

No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks. (10pt)

## Article 13.

(1) Everyone has the right to freedom of movement and residence within the borders of each state. (2) Everyone has the right to leave any country, including his own, and to return to his country. (11pt)

## Article 14.

(1) Everyone has the right to seek and to enjoy in other countries asylum from persecution.

(2) This right may not be invoked in the case of prosecutions genuinely arising from non-political crimes or from acts contrary to the purposes and principles of the United Nations. (12pt)





STATIONARY

Mother's Heart Cambodia

STANDARDS



## Business Cards



Use only the pictures  
provided in the  
Photoshop© file.

Mother's Heart Logo  
with a transparent  
background

Baskerville Italic

Khmer fonts



PMS 7604 C

HEX #dfd4d2

PMS 318 C

HEX #87D4DA

PMS 7710 C

HEX #00A9AC

Baskerville, Regular, 17pt, strong

Baskerville, Italic, 11pt, smooth

Baskerville, Italic, 11pt, smooth

Baskerville, Regular, 10pt, strong

FIRST & LAST NAME

*Job Title*

Phone number

email@mothersheartcambodia.com

www.mothersheartcambodia.org

Universal Declaration of Human Rights Preamble,

Whereas recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world,

Whereas disregard and contempt for human rights have resulted in barbarous acts which have outraged the conscience of mankind, and the advent of a world in which human beings shall enjoy freedom of speech and belief and freedom from fear and want has been proclaimed as the highest aspiration of the common people,

Whereas it is essential, if man is not to be compelled to have recourse, as a last resort, to rebellion against tyranny and oppression, that human rights should be protected by the rule of law,

Whereas it is essential to promote the development of friendly relations between nations,

Whereas the peoples of the United Nations have in the Charter reaffirmed their faith in fundamental human rights, in the dignity and worth of the human person and in the equal rights of men and women and have determined to promote social progress and better standards of life in larger freedom,

Whereas Member States have pledged themselves to achieve, in cooperation with the United Nations, the promotion of universal respect for and observance of human rights and fundamental freedoms,

Whereas a common understanding of these rights and freedoms is of the greatest importance for the full realisation of this pledge,

Yours faithfully,

Mrs Eleanor Roosevelt

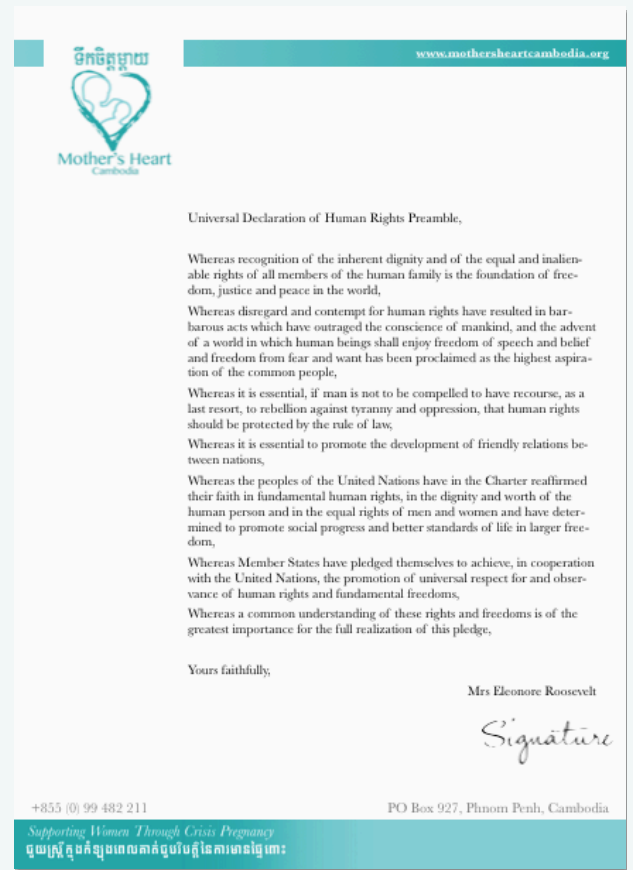
Signature



## Our stationery

Four typefaces have been chosen for the Mother's Heart Visual Identity: Baskerville, Libre Baskerville, Bangla MN and Futura.

On the following pages you can see their wide range and read about their history.





A hand holding a yellow flower against a green background. The image is a close-up of a hand holding a yellow flower with green leaves. The background is a solid green color. The hand is positioned in the center of the frame, holding the flower. The flower is yellow with green leaves. The background is a solid green color.

**MEDIA**

Mother's Heart Cambodia

**STANDARDS**



### *media/'mɪdiə/*

*The media [treated as singular or plural]. The main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively.*

Honesty

Ethics

Authenticity

Respect

Trust

### Images

Photography and Video play a vital role in raising awareness on Mother's Heart mission. Nevertheless, the gathering of images can cause harm if it is not carried out to a high ethical standard and can be intrusive, inaccurate or manipulated.

The use of images can also be counter-productive if they are reproduced inappropriately. The images we choose must remain true to our clients wishes to remain anonymous, and show our work in a positive light without diminishing those whom we support.

As a people-centered organisation women trust us to preserve their dignity and respect whether during or after an image shoot, and when we broadcast.

When taking images we must provide clear information about why we want to take a person's image and explain that it is their right to refuse to participate. People should be comfortable with the process and happy for their images to be taken and used.





# Copyright Law in Cambodia

The Law on Copyright and Related Rights affords authors of original works a set of exclusive economic and moral rights. The law was enacted in 2003 as part of Cambodia's accession to the World Trade Organisation.

If the author is an employee and created the work as part of their job, unless stated otherwise in their employment contract, the economic rights are considered automatically transferred to the employer. The employee is still considered the original author, and retains the moral rights to the work.

## Copyright and Ownership of Images

Photographs taken by Mother's Heart employees while on duty are the copyright and property of Mother's Heart, for the benefit of the organisation. Photos will be credited to Mother's Heart unless the staff photographer requests individual credit (e.g. Lisa Cook/Company Name).







### Copyright and Authors

In general the copyright owner is the author/creator/maker of the work in question. However a work created in the context of employment is owned by the employer. A work created by a contractor is owned by the contractor.

The rule that the author is the first owner of copyright may not apply if:

the author has signed a document which says that someone else will own copyright;

the author was an employee (rather than a freelancer or volunteer) and created the work as part of his or her usual duties;

the work is a commissioned photograph, portrait or engraving;

### Australian Copyright Act 1968

Copyright is a form of intellectual property embodied in Australian law in the provisions of the Copyright Act 1968 (Cth).

The Act applies to certain materials, including:

- literary works
- dramatic works
- musical works
- artistic works
- films
- sound recordings

broadcasts

published editions



# Honesty

Images have to reflect honesty in the contexts in which they are used. We should avoid wrongful attributions, false information about places and people.

All those involved in gathering images and related case studies must accurately document the conditions that they see.

Mother's Heart Representatives must represent people accurately and fairly. We must never imply that people are suffering from things they aren't. For example, if a mother has not lost a child, it is wrong to say she has. Honesty is the key to telling a story.

### **Basic information**

The following basic information should be gathered with all images :

- Date
- Place
- Name of person
- Age
- Any restrictions

We will be accurate in the use of our images.

We use the correct names and details of people and places. Please see guidance on clients protection below for instances where we should not use full names and places.

We do not wrongly attribute quotes.

If we are using stock images we will not state anything that is untrue in the accompanying information.



### **Consent**

As a user-centered organisation we treat people with dignity and respect. We provide clear information about why we take their image and explain that it is their right to refuse to participate. People should be comfortable and happy for their images to be taken and used.

- We must explain how the images and stories will be used and should show examples to clarify this. It must be made clear that the images will have a local and international audience.
- Requests for consent must be carried out in Khmer.
- We won't identify people who wish to remain anonymous.  
A true understanding of what individuals are consenting to should then be recorded either in writing or on film.
- In some circumstances written, rather than verbal consent is required. For example, if it is known in advance that the photograph is likely to be used in an exhibition or in the media.
- If a Mother's Heart employee, freelancer or someone working for a partner organisation feels that a photographer or filmmaker is working in an inappropriate way, or that inappropriate questions are being asked, then they should immediately raise their concerns.

You can find consent forms in our Fundraising Folder in Google Drive.



# Ethics

### **Women empowerment**

We want to illustrate the situation of Mother's Heart women and children in a favourable light, We want to achieve that by making images about empowerment rather than trauma or abuse. We must be careful when situations come up where we are handling stories and subjects that involve both.

### **Positive power dynamics**

Always reflect the subject in a positive angle : choosing photos taken from a high angle can place the viewer in a position of power and invite the viewer to condescend in pity to help. We should try to avoid using images of vulnerable people shot from above as this can reduce the dignity of that person in the eyes of the viewer. Ideally images should be taken at the same level or looking up at a subject, particularly when showing the need.

### **Human Hope and Connection**

The individuals pictured in Mother's Heart communications should be treated like a member of our family. We believe our images should illustrate strength, resilience, and hope. And steer away from any sensationalism.

### **Identity Protection**

Without verbal consent, a signed form or a consent video, the images we have should not be used whether internally, with our partners, or on any communications.



### **Child protection issues**

Images of children can be particularly striking and as such are crucial to raise awareness and funds for our work. However, working with children is a sensitive issue and extra care must therefore be taken when choosing images to publish to ensure that the children featured in photographs and films are properly treated.

#### *Anonymity*

As we ensure our beneficiaries with anonymity, we should never divulge the name, location or any information that could make the baby identifiable. With the mother's consent, we can publish a full picture with a baby's face. If not, we have to respect the mother's or guardian's choice and hide the face or take it from an angle that will make the face unrecognisable.

#### *GPS co-ordinates*

These should not relate to a home or school or any other specific building, but they can be used if linked to a more general address such as a village or area.

#### *Nudity*

While some children might run around naked in their daily life, our communications materials could be used in countries where this is not the norm. There are cases where NGO images have sadly been used inappropriately. We therefore will not take or use images that show any child naked from the waist down and we will not take or use images that show older female children naked from the waist up.



# Authenticity

### **Stereotypes**

We refuse to perpetuate the stereotypes of people living in the developing world, but instead want to show an accurate account of the ways our service users live. This means we want to show people as dignified human beings not helpless objects of pity. We have to be very careful not to propagate outdated ideas of colonialism: of incapable people waiting for help. Images of victimhood should be avoided and depict capable individuals helping themselves.

### **Manipulation**

In our digital age, manipulation is subject to different interpretations. Authenticity should be maintained in any digital process involving image manipulation. However the following points should always be considered:

#### *Changing colour*

Many photographers will alter the colours of an image as part of their artistic process. However, no changes should be made by them or us that alter the concept of the image. So, for example, images should not be changed to duller or sepia tones to make the situation look worse than it is.

#### *Cropping*

Many images are cropped before publication online or in print; however the cropping must never be done in a way that alters the context or atmosphere of the image.

#### *Enhancement*

Digital technology makes it very easy to enhance and change images. Care must be



taken to ensure that any enhancements do not alter the context of an image. For example, it is acceptable to remove red eye from a photo but not to change the colour of water in an image to make it look worse. Our donors, partners and social media followers should still be able to rely on them as ‘credible evidence’ and proof that something happened at a certain time and place.

### *Editing*

We will not edit film footage in a way that changes the reality filmed. Edited pieces should always accurately represent the story.

### *Flipping*

Images should not be reversed as this does not represent the picture that was taken.





# Respect

### **Cultural sensibility**

We should be mindful that even when gathering material is culturally acceptable in one place, it may not be acceptable to show it in another. We must show extreme care and sensitivity when using photographs that depict taboo practices or stigmatise populations, for example a photograph or film of someone openly defecating is sensitive and undermines the dignity of the people involved.

### **Privacy and Respect**

#### *Distance*

Showing someone in emotional distress very close up could violate their privacy. Care should be taken to give the subject space.

#### *Obscenity*

Care must be taken to ensure that the images we use are appropriate for our audiences. We should never use images that could in any way reduce people to objects of desire.

#### *Disclosure*

If a person is suffering from AIDS but does not want us to disclose this information or would rather be interviewed or quoted anonymously we must respect this. We must at no time use images or information that has any chance of resulting in discrimination of the subject.



### Trust

Development cooperation is based on the concept of trust. Trust must extend in all directions:

- between our beneficiaries and aid agencies;
- between our NGO and its donors, beneficiaries, peers, partners, supporters; and within our organisation

Our images are a public expression of our approach to empathy and neutrality, hence we must consider who our subjects are. All individuals should be depicted in a dignified way. This is particularly important for women who may face ostracism or exclusion.

Photographers and filmmakers should sign a chart specifying they will follow our media standards and accepting the terms dictated by Mother's Heart.



# Media Use Consent Form

## Photography, Audio and Video

Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Address: \_\_\_\_\_

Brief Description of Image: \_\_\_\_\_

Title of Media capture: \_\_\_\_\_

Name of Professional: \_\_\_\_\_

I confirm that I have discussed the collection of stories and images with the residents/attendees of \_\_\_\_\_ and explained that all photos, film footage and interviews from this visit will be used by Mother's Heart for fundraising and internal communications.

1. The material will be stored by Mother's Heart and could be used on printed materials (including fundraising appeals, publications and adverts) and online.
2. The material could be used by Mother's Heart offices in perpetuity.
3. The material could be used by Mother's Heart partners in advocacy, fundraising, campaigning and programme work.
4. The material could be used in the press, such as in newspapers and on television.

I hereby relinquish all copyrights to Mother's Heart.

☐ Please tick the box if you want your name to be credited

Mother's Heart will abide by the *Ethical Media Policy* and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with Mother's heart and supporting its aims.

Your name in full print

Emily Scott, Country Director

Date:

Date:

Signature:

Signature:



## Media Use Consent Form

### Fundraising and Advocacy

Mother's Heart has agreed for \_\_\_\_\_ to use this promotional media of \_\_\_\_\_ for fundraising, advocacy and awareness raising purposes only.

The client(s) consented for her personal story to be used only for:

- Private viewings
- Churches or religious organisations
- Private fundraising events

\_\_\_\_\_ will abide by the *Ethical Media Policy* and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used in accordance with the client's wishes.

Mother's Heart media should be used for the purpose stated only, should not be altered and should not be stored in any way after use. Mother's Heart media should not be shared with other charities or NGOs, or used in ways that undermine the aims of Mother's Heart.

Your name in full print

Emily Scott, Country Director

Date:

Date:

Signature:

Signature:



# Media Use Consent Form

## Fundraising and Advocacy

I, \_\_\_\_\_ (*client's name*), understand that my story, photo and voice are my own and I hereby grant my permission to Mother's Heart to :

- ☐ Interview me
- ☐ Take my image (photography, video)
- ☐ Record my voice (including for radio broadcast)

I consent under the condition that the following requirements are met :

- My image is used without being obscured. ☐ Yes ☐ No
- My baby's image can be shown or used without being obscured. ☐ Yes ☐ No
- My real name is used. ☐ Yes ☐ No
- My voice is used without masking. ☐ Yes ☐ No
- I allow my information to be put on internet, website, Magazine or newspaper. ☐ Yes ☐ No

I waive any rights and claims, present and future, to any fees or royalties or other benefits whatsoever for or in connection with the use of the Images.

If I wish to withdraw permission for Images to be used, I must so inform Mother's Heart. I understand that if I so withdraw permission for the Images to be used, Mother's Heart will cease any future new publication or use of the Images, but for several years the Images may appear in printed and electronic material which has already been produced or disseminated.

I understand that I have is no actionable right against Mother's Heart for any failure by either Mother's Heart or by any third party to comply with the Photography Policy or with the terms of this release form.

Your name in full print

Emily Scott, Country Director

Date:

Date:

Signature:

Signature: