



BRAND GUIDELINES



AT OUR CORE

Lamaze is a guide and resource parents can use to empower themselves throughout their pregnancy, to help them ease stresses and fears and understand the choices they have.

Every pregnancy is different, and we believe there's no one way to make the journey to parenthood. But there are proven approaches to help improve the journey. Our goal is to simplify and share the latest research, giving parents the ability to become their own advocates.

From our blog to our classes, with the Six Healthy Birth Practices as our foundation, we strive to prepare parents to make informed decisions. We believe that an informed pregnancy is an empowered pregnancy.

KEY Pillars

Our three pillars define the very core of who we are as a brand, and how we want people to perceive us. They should be reflected in everything we say and do.

1
**EVIDENCE-
BASED**

2
RESPECTFUL

3
TRANSFORMATIVE



PILLAR 1

EVIDENCE-BASED

All our recommendations are firmly grounded in the latest research. Communicating that our practices are well-researched and evidence-based builds trust with parents, giving them the confidence to advocate for themselves with scientifically-backed recommendations.

PILLAR 2

RESPECTFUL

Everyone's journey to parenthood is unique. Regardless of their expectations or values, we welcome and respect all families. We firmly believe that everyone benefits from an informed pregnancy and birth. Our evidence-based Six Healthy Birth Practices are the basis of Lamaze education which teaches about the safest and healthiest practices and the risks of interfering with the normal course of pregnancy and birth.





PILLAR 3

TRANSFORMATIVE

The journey from pregnancy to parenthood can be transformative for families. We are there for them to provide the information they need to better understand and make decisions throughout this journey. In everything we provide, we recommend the safest and healthiest options to parents without judgement. We want parents to feel confident asking questions and making informed decisions, giving them the ability to comfortably take control of their journey.

THE LAMAZE SIX HEALTHY BIRTH PRACTICES

The Lamaze Six Healthy Birth Practices are based upon the most recent, evidence-based research. They are recommendations to help ease the birthing process and instill confidence. While some may have unique circumstances, all parents can benefit from understanding the options and information available to them.

- 1 Let labor begin on its own.
- 2 Walk, move around and change positions throughout labor.
- 3 Bring a loved one, friend or doula for continuous support.
- 4 Avoid interventions that are not medically necessary.
- 5 Avoid giving birth on your back and follow your body's urges to push.
- 6 Keep mother and baby together; it's best for mother, baby and breastfeeding.



WHO WE ARE

Together, these adjectives form the core of our brand personality. If asked to describe ourselves in three words, this is what we'd choose—and we hope that after interacting with Lamaze, this is how our educators and consumers would choose to describe us.

KNOWLEDGEABLE

We are: informed, approachable, expert

We aren't: imposing, technical, complex

SUPPORTIVE

We are: invested, authentic, affirming

We aren't: insistent, judgemental, coddling

HONEST

We are: sincere, real, respectful

We aren't: in-your-face, intimidating, intense



TONE OF VOICE

Establishing a tone of voice helps bring consistency across communication channels, whether it's a blog, article, or social media post. It reflects our core beliefs, brand pillars and personality.



CONVERSATIONAL



EDUCATIONAL



DOWN-TO-EARTH

TONE OF VOICE

CONVERSATIONAL

Our mission is to make information accessible. First and foremost, that means making it understandable. We do it with a friendly and respectful manner—making sure things are clearly, thoroughly and kindly explained. We don't want anyone to have to open a dictionary or a textbook to understand what we're saying, or feel overwhelmed with information.





TONE OF VOICE

EDUCATIONAL

As a resource, we want to establish our expertise and authority while still keeping things clear and simple. This means writing with intelligence and clarity, letting our audience know that we're birth professionals they can trust. They should feel we understand their concerns and needs. And by using medical terms and citing sources where appropriate, we can help demonstrate our expertise and authority.

tone of voice

DOWN-TO-EARTH

The journey from pregnancy to parenthood is filled with joy and anxiety, stresses and incredible rewards. It is a truly transformative experience. We don't shy away from any of it, celebrating the good and acknowledging the uncomfortable. It's not about being frank or blunt as much as it is sharing the evidence and coming across as real and authentic—we want parents to hear the truth and feel like we get what they're going through.



COMMUNICATING “EVIDENCE-BASED”

What does evidence-based mean? It sounds self-explanatory, and at a certain level, it is. But there's more to it than simply “based on evidence.” It entails a comprehensive approach to decision making, exhaustively evaluating bodies of research, caretaker expertise, and patient context to improve outcomes.

It's a powerful phrase within the medical community, but one that may not be fully understood by all audiences. Since we strive to make all information easily accessible and understood, we can use additional terms to fully convey the thoroughness and rigor of our research. Whatever terms we use, consumers should feel confident that the information we provide is “best in class.”

SUPPORTING LANGUAGE:

grounded in research, research-based, based on the latest evidence, relying on clinical studies, medically proven, expert recommendations

