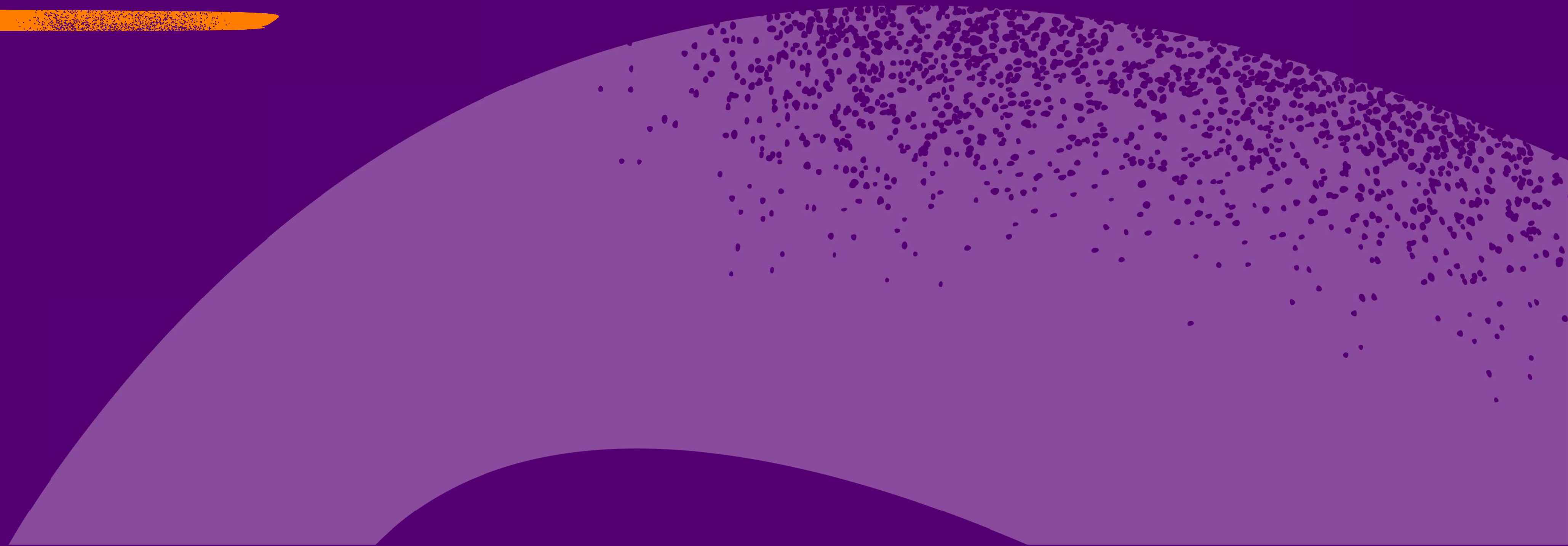


Version 01

A guide to our brand



Welcome

This guide is an introduction to the elements that make us who we are, how they are used and examples that can help deliver a consistent, supportive and fresh brand.

Section 1 Brand strategy

- 04 Why our brand is important to our impact
- 05 Brand purpose
- 06 Brand personality
- 07 Brand values
- 08 What we do
- 09 Brand story
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Brand strategy



Why our brand is vital to our impact

Sands' brand is not just the visuals – it is how someone thinks and feels about Sands. It is impacted by everything related to Sands' public image; how we look, what we say and do.

What someone thinks and feels about Sands is the most significant single factor in driving a personal connection and commitment to support and be supported by the charity.

Our purpose



Our purpose is to create a community of compassionate and lifesaving changemakers. Let's save babies' lives and support bereaved families.

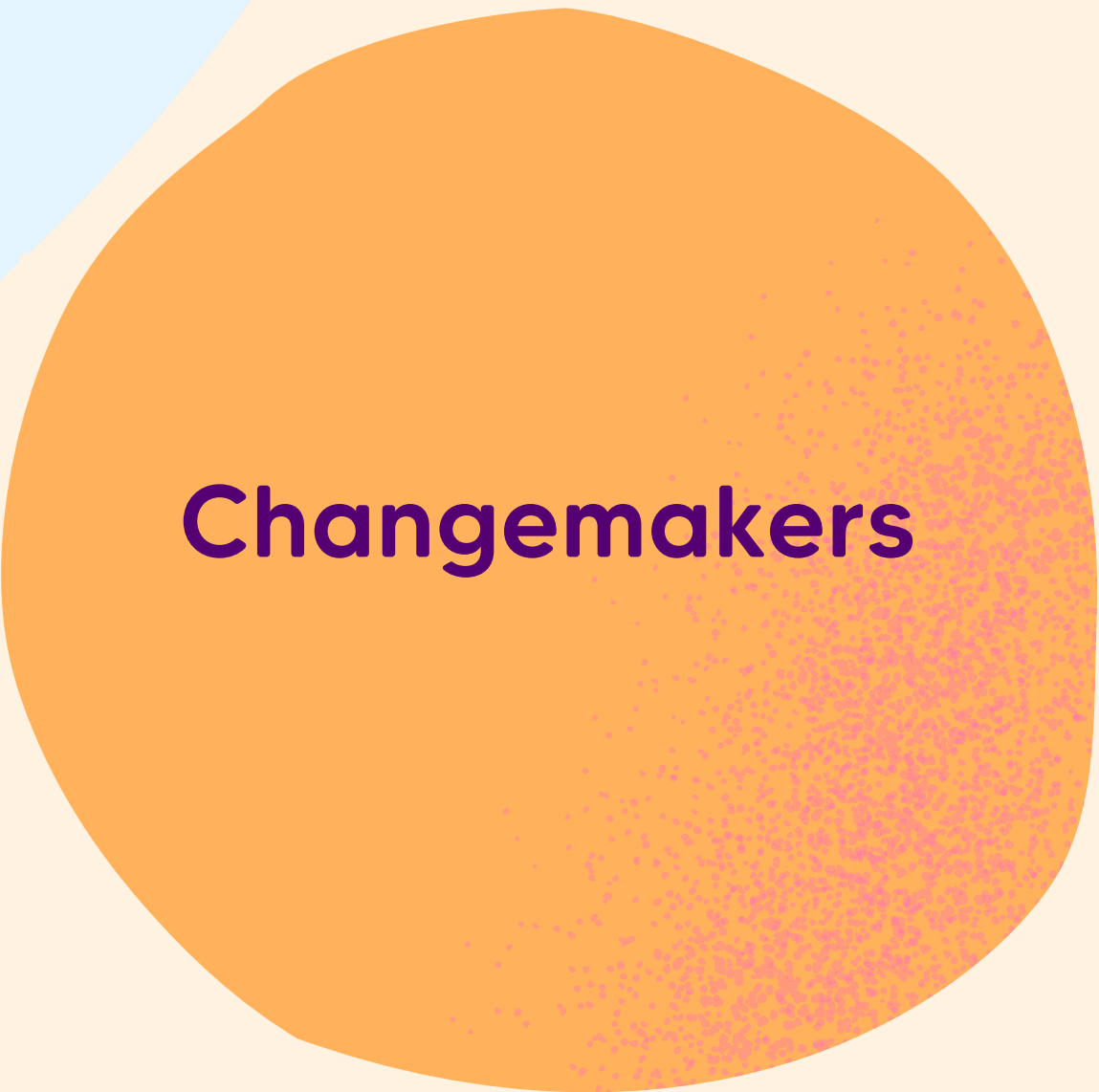
Our personality



A type of Challenger Brand that connects with people on a human-to-human level.



A group of people sharing the same interests, attitudes, beliefs and values.



A changemaker is someone who takes creative action to solve a social problem.

Our values

We are always compassionate

We wear our hearts on our sleeves. We don't shy away from human emotions by sharing how people think and feel with real-life quotes and stories.

We are proud to be inclusive

We respect equality, diversity and inclusion in the ways we work and communicate, through fair processes and procedures and inclusive marketing communications.

Inspired by a Real and Human Challenger Brand, we put people at the heart of our brand. We share stories with people from all walks of life.

We inspire collaboration

We are stronger together. We celebrate our community and the power of many. Friends and families, staff and volunteers, researchers and healthcare professionals all working together for the greater good.

We use the collective voice of our community to convey a strong sense of togetherness.

We put evidence into action

We have a reputation for trust and professionalism as a sector leader. We communicate the facts clearly and succinctly, explaining how we'll take action together. Breaking the silence around baby loss means being bold in speaking up.

Amplifying people's authentic voices to inspire positive change.

What we do



As the UK's leading pregnancy and baby loss charity, we're creating a community of compassionate and lifesaving changemakers. We are creating a society where everyone can get bereavement support. Together, we are saving babies' lives and improving maternity safety and bereavement care through research, training and campaigning. Let's speak up about baby loss and save babies' lives. For babies everywhere.

Our brand story



One in two of us, or somebody we know, has experienced the loss of a pregnancy or death of a baby. Too often, we don't understand why.

That's why we need to take action. Now. Together, we are Sands. Here to support everyone touched by pregnancy loss, or the death of a baby. Always. We are parents who remember every baby. Volunteers and befrienders offering support by phone, online and in communities.

Researchers finding the answers. Healthcare professionals improving maternity safety and bereavement care. Friends, family and supporters who stand alongside us.

As the UK's leading pregnancy and baby loss charity, we're creating a community of compassionate and lifesaving changemakers.

We are doing everything within our combined power to prevent babies from dying. Together, we are saving babies' lives and improving bereavement care and maternity safety through research, training and campaigning.

Let's speak up about baby loss and save babies' lives. For babies everywhere.

Our Propositions:



Get support

Here for anyone living with baby loss. Always.



Give support

Let's speak up about baby loss and save babies' lives. For babies everywhere.

What do we want people to:

Think

Sands supports anyone living with pregnancy and baby loss, speak up about baby loss, and save babies' lives.

Feel

Sands is here for anyone living with pregnancy and baby loss and for babies everywhere.

Do

Seek support or give support.



Brand toolkit

Brand elements

At a glance

The magic of our brand is created by taking simple elements and combining them in constantly evolving ways.

Follow the guidance in this brand basics document to ensure our brand is kept consistent and looking its best, everywhere.

Primary logo



Typography

Donate
to Sands.

How you can help.
Donate today and you will be making a huge difference to the lives of bereaved families in their darkest hours, helping give them hope for the future.

Colour palette



Photography



Graphic language



Iconography



Logo

The meaning within

Our logo and the symbol within it tell the story of both the saving and supporting sides of what makes us uniquely Sands.

For those that are doing the great work in supporting our community of changemakers, our symbol represents the voice that is enabling us to speak up about baby loss. The subtle reference to an infant shape reassures a connection to our brand heritage for those of our community that have supported with us for some time.

Our symbol is also able to reach out and connect to audiences experiencing the challenges of bereavement. Representing a warm, inclusive embrace at a moment when most needed, a heart to express our compassion or a bright beacon of hope at a time when all may feel lost.

A story of duality between saving and supporting that is, and always has been, embedded into the very name of Sands itself.



Logo

Primary logo

Our logo is one of our most important brand assets and is made up of two key elements: our Sands wordmark and our symbol.

Clear space
To ensure our logo isn't crowded or hidden by other elements, please ensure nothing else encroaches on our clear space boundary.

Social media icons
Our two hero colours are used for our social media profiles: Sands Purple and Sands Orange.

We should always use the same symbol across all social media platforms to reinforce both brand recognition and consistency.

Minimum logo size:
Print: (W) = 12mm
Digital: (W) = 34px

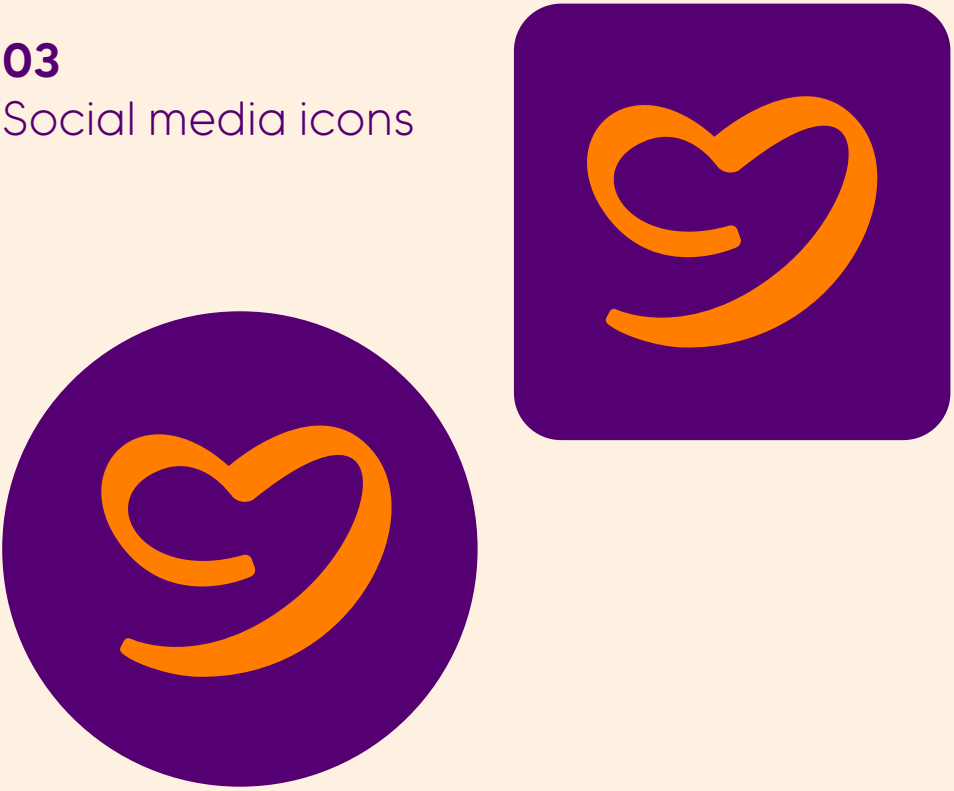
01
Primary logo



02
Clear space guide



03
Social media icons



Logo

Secondary Logo

Our secondary logo contains our strapline, however we should be mindful of when to use our Primary vs. Secondary logo versions.

This version of our logo is primarily intended for use outside of our brand expression, such as fundraising, third party communications along with joint ventures and sponsorship.

As this version of our logo includes small type – we have adjusted the minimum size guidance to ensure the strapline is always clear and legible.

Minimum size:

The type within our strapline should never appear smaller than 5.5pt

01
Secondary logo



**Saving babies' lives.
Supporting bereaved families.**

02
Clear space guide



Logo Positioning

It's important we always position our logo consistently across all brand communications. The examples here show how our primary logo is used.

We can position our logo in either the top right or bottom left of the page. This principle applies to any format or page orientation.

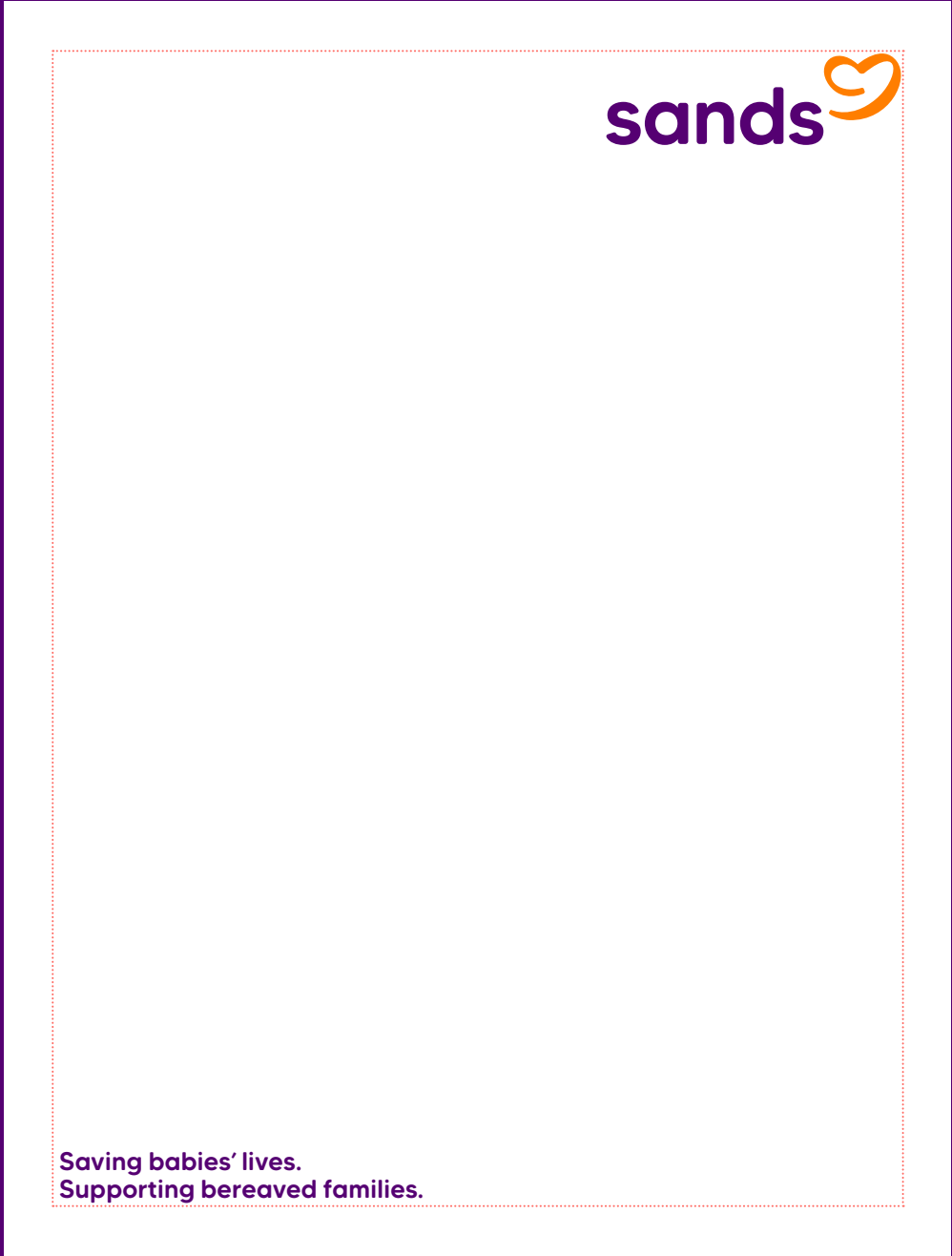
Our strapline can sit separately from our logo (as shown here) becoming larger and more prominent when needed.

In instances where we need to use our specific strapline logo, we can follow the same placement guides i.e. top right or bottom left.

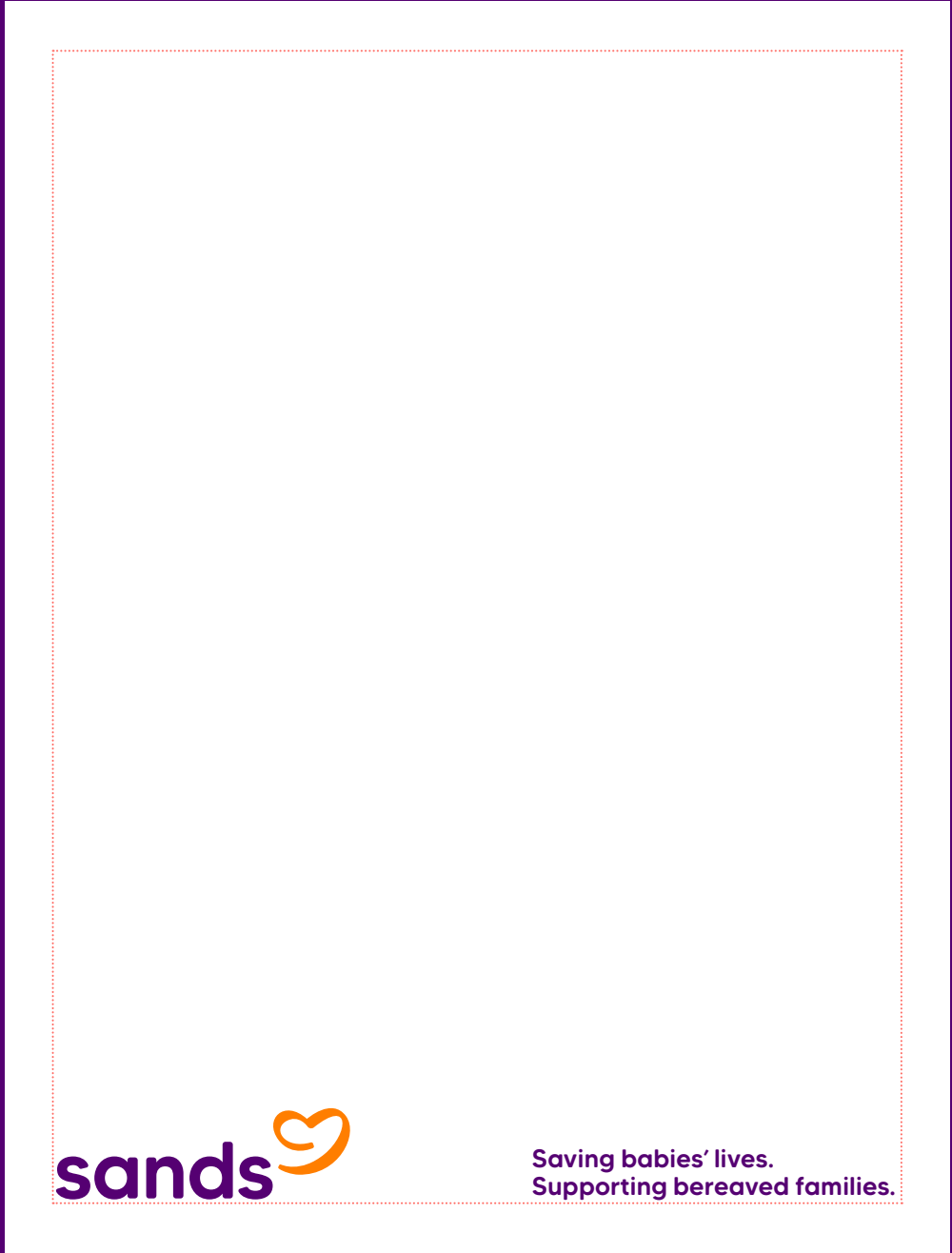
Special usage

This positioning has been designed solely for use across digital platforms such as our website. This should never be used across our day to day communications.

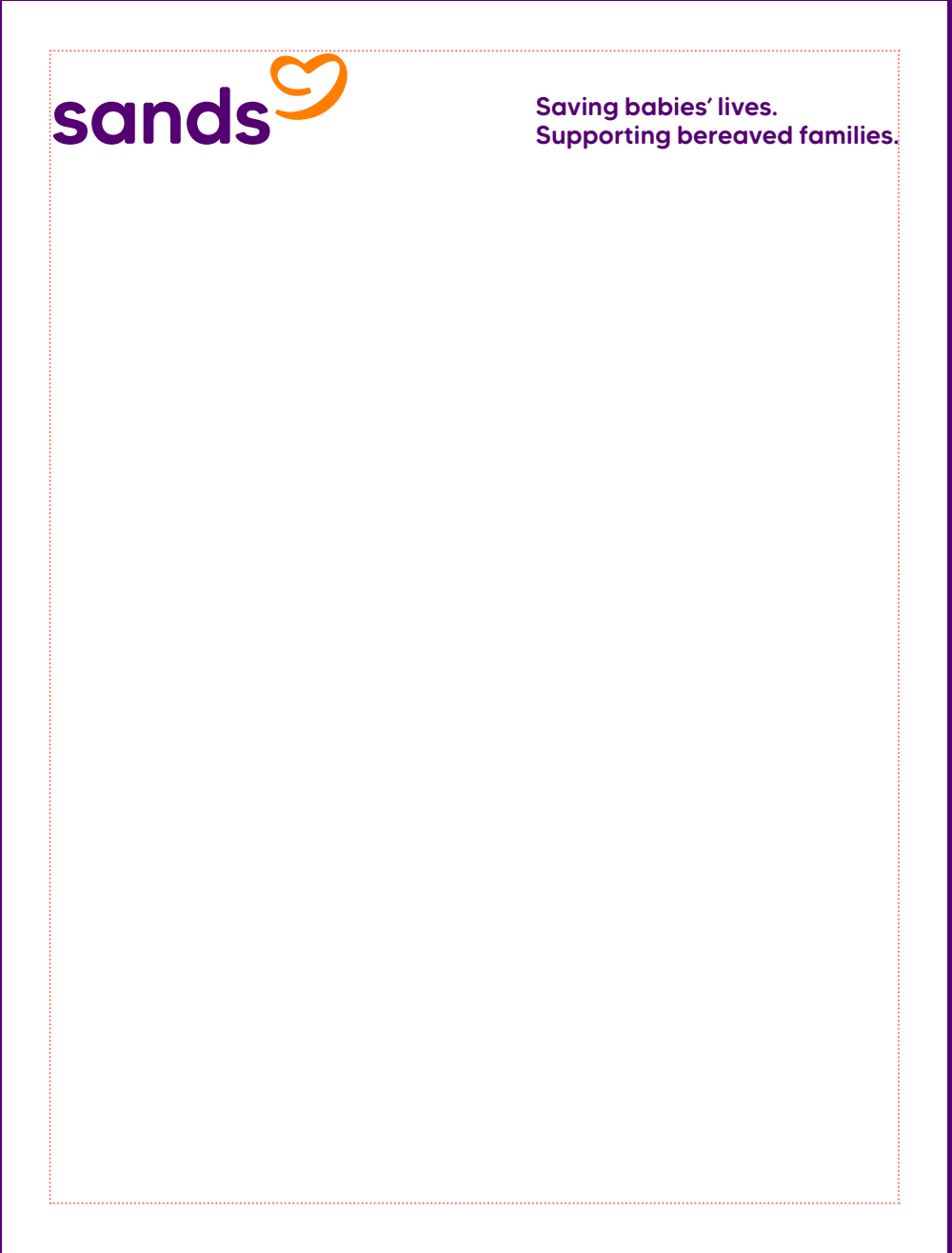
01
Top right



02
Bottom left



03
Special usage – top left



Logo

Colourways

We have three colour variations of our logo to be used on different colour backgrounds ensuring there is sufficient contrast and stand out.

Primary Logo 01 can be used across white or beige backgrounds.

Primary Logo 02 should only ever be used on purple backgrounds.

Primary Logo Purple is used on top of bright background colours – with the exception of purple, beige and white backgrounds.

Black and white (mono)

These versions should only be used when printing is restricted to 100% white or 100% black.

- Please do not:**
- Distort or stretch the logo
 - Use the logo at an angle
 - Use effects on the logo
 - Add graphic elements
 - Change the font of the word mark
 - Change the colour of the logo
 - Use the logo on top of busy imagery

01
Primary Logo 01



02
Primary Logo 02



03
Primary Logo Purple



04
Primary Logo White



05
Primary Logo Black



Logo

For groups

Throughout the UK, Sands has a dedicated local presence. Vital to this are our groups, volunteers, and teams.

The logos for groups connect our local communities with the wider organisation of which they are an integral part.

- It is important that someone new to Sands can easily recognise that our groups are local to them – that Sands is in their community. Therefore, it is essential that our local groups use assets and logos that clearly identify who they are.
- The same guidance for how to use Sands' organisational logo applies to logos for groups.



Example of a local group logo
Each group has their own logo

Logo

For third party use

Sands is a trusted brand so it is important anyone using our brand accurately reflects who is communicating and the relationship between them and Sands.

- We have versions of our logo available with pre written descriptors that many partners and supporters can use to show their support. This is a valuable way to raise awareness of the cause.
- There are certain circumstances such as collaborations and partnerships when a bespoke descriptor is appropriate. In this case, appropriate authorisation should be sought from Sands for that descriptors form.

All bespoke descriptors need to be approved by the Head of Communications and Engagement via CommunicationsGroup@sands.org.uk.

- Unauthorised use of Sands' brand for third party profit is strictly prohibited.



Logo with descriptor for third party use
Other descriptors may be appropriate

Typography

Primary font

Made Sands is our primary font and should be used across all our applications for large headings, intro statements and numerals.

Made Sands is available in x4 weights: light, regular, medium and bold. It has a number of unique and distinctive qualities which ensure that it is as accessible as possible, such as open counters and apertures.

This font allows us to be both soft and approachable yet knowledgeable and trustworthy. It's the perfect mix.

Made Sands

AaBbCc123&!#

Sands
Light

ABCDEFGH
abcdefghijkl
1234567890

Sands
Regular

ABCDEFGH
abcdefghijkl
1234567890

Sands
Medium

ABCDEFGH
abcdefghijkl
1234567890

Sands
Bold

ABCDEFGH
abcdefghijkl
1234567890

Typography

Supporting font

In instances where Made Sands is not supported, we revert to a system font – Century Gothic.

There may be some instances when it’s not possible to use our primary font, such as within emailers. In these cases, we revert to Century Gothic.

As Century Gothic is a system font –there are less weights available, however we can use regular to replace Made Sands regular and bold to replace Made Sands medium.

Century Gothic

AaBbCc123&!#

Century Gothic
Regular

ABCDEFGH
abcdefghijkl
1234567890

Century Gothic Bold
Bold

ABCDEFGH
abcdefghijkl
1234567890

Typography Usage

Type detailing

For headlines, the leading should be set to +4pt more than the type size. This will ensure the copy doesn't appear too 'open' and spacious. For the body copy, leading should be set to auto to aid legibility at smaller sizes.

We should ensure the tracking is always set to +10 when using Made Sands, however when displaying numerals we should ensure the tracking is set to -10.

Type alignment

We can set our type either left aligned or centred, however we should avoid right aligning our copy.

We use a mixture of weights to add a clear and concise hierarchy. We use Medium for large headlines, bold for subheadings and regular for all our body copy.

Type and graphic shapes

To add emphasis and stand out we can combine our type with graphic shapes (as shown on this page). Our graphic shapes can be used as a layer behind type, to contain type or to underline and emphasis on certain words or numerals.

Negative space

So our content is as clear and accessible as possible, we should ensure there is a minimum of 20% negative space on every design.

Headline
Medium

Size: 67pt
Leading: 71pt
Tracking: +10

Let's speak
up about
baby loss

Subhead
Bold

How you can help.

As the UK's leading pregnancy and baby loss charity, we're creating a compassionate community. Here to support everyone living with pregnancy and baby loss.

Body copy
Regular

Size: 18pt
Leading: Auto
Tracking: +10

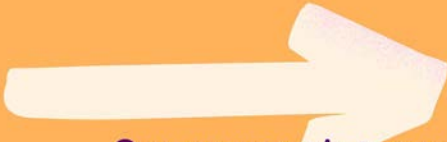
Everyone grieves differently and we know there is no right or wrong way. Each person needs different types of support, which can change over time. Some may be happy to talk, while others might take comfort from quietly reading about others' experiences.

Buttons / CTA
Medium

Find out more

Thank you for
your donation!

£1,487



Our purpose is to create a community of compassionate and lifesaving changemakers. Let's save babies' lives and support bereaved families.

Let's speak
up about
baby loss.



Speaking up for myself and other bereaved parents helps me stay connected to my baby.



donate

Colour palette

Overview

Our colour palette consists of a primary and secondary palette.

Within our primary palette, Sands Purple and Sands Orange are our hero colours and are present within our Logo.

Sands Purple is our most important brand colour and should be present in everything we do -whether in graphic shapes or text colour.

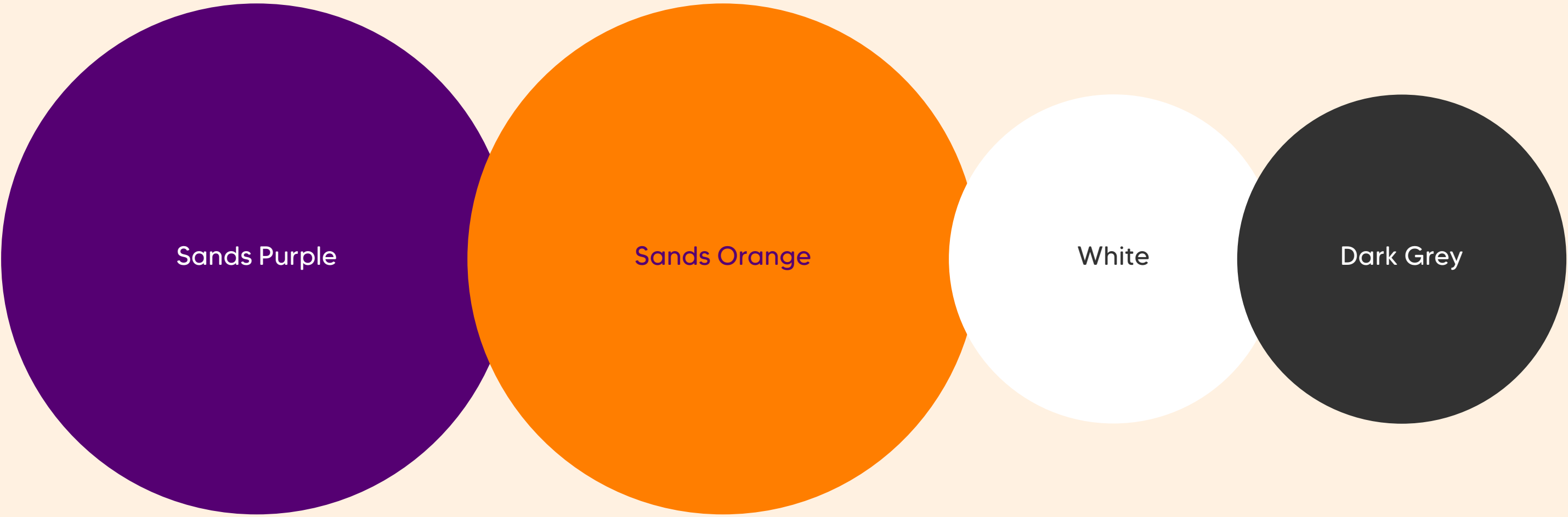
Dark grey is used as a body copy colour, specifically for long form copy - replacing a traditional black.

We use white as a functional colour to provide clarity and pace throughout brand comms, however it should be used sparingly - we want to keep our brand as colourful as possible.

Secondary Palette

The secondary palette consists of a selection of bright and pale colours that can be used as a full flood background or within shapes and illustrations.

Primary palette



Secondary palette

Pale Orange	Pale Blue
Pale Purple	Pale Pink
Teal	Red
Pink	Beige

Colour palette

In more detail

To ensure our colours always look their best we have specified specific colour breakdowns for both print and screen usage.

Please follow the breakdowns on this page to ensure our colours are displayed correctly.

<div><div>Sands Purple Pantone 269C</div><div>CMYK 76/100/0/18 RGB 77/3/110 HEX #4D036E</div></div>	<div><div>Sands Orange Pantone 2013C</div><div>CMYK 0/57/87/0 RGB 255/134/37 HEX #FF8625</div></div>	<div><div>White Pantone 000C</div><div>CMYK 0/0/0/0 RGB 255/255/255 HEX #FFFFFF</div></div>	<div><div>Dark Grey Pantone Black 3C</div><div>CMYK 0/0/0/90 RGB 50/50/50 HEX #323232</div></div>
<div><div>Pale Orange Pantone 149C</div><div>CMYK 0/23/51/0 RGB 255/181/107 HEX #FFB56B</div></div>	<div><div>Pale Purple Pantone 2716C</div><div>CMYK 30/24/0/0 RGB 186/191/255 HEX #BABFFF</div></div>	<div><div>Teal Pantone 2227C</div><div>CMYK 65/0/22/0 RGB 74/191/204 HEX #4ABFCC</div></div>	<div><div>Pink Pantone 211C</div><div>CMYK 0/60/0/0 RGB 255/117/189 HEX #FF75BD</div></div>
<div><div>Pale Blue Pantone 656C</div><div>CMYK 8/2/0/0 RGB 231/244/255 HEX #E7F4FF</div></div>	<div><div>Pale Pink Pantone 677C</div><div>CMYK 3/12/0/0 RGB 255/217/232 HEX #FFD9E8</div></div>	<div><div>Red Pantone 7416C</div><div>CMYK 0/66/50/0 RGB 255/117/105 HEX #FF7569</div></div>	<div><div>Beige Pantone 9181C</div><div>CMYK 0/7/15/0 RGB 255/242/227 HEX #FFF2E3</div></div>

Colour palette

Accessibility

As a bright and colourful brand it’s important we are as accessible and inclusive as possible.

The type combinations here conform to the ‘Double A’ level of accessibility guidelines for contrast. Please avoid using any colour combinations that aren’t shown on this page.

	Sands Purple	Sands Orange	White	Dark Grey	Pale Orange	Pale Purple	Teal	Pink	Pale Blue	Pale Pink	Red	Beige
Sands Purple		AA	AAA		AAA	AAA	AA	AA	AAA	AAA	AA	AAA
Sands Orange	AA			AA								
White	AAA			AAA								
Dark Grey		AA	AAA		AAA	AAA	AA	AA	AAA	AAA	AA	AAA
Pale Orange	AAA			AAA								
Pale Purple	AAA			AAA								
Teal	AA			AA								
Pink	AA			AA								
Pale Blue	AAA			AAA								
Pale Pink	AAA			AAA								
Red	AA			AA								
Beige	AAA			AAA								

Graphic shapes

Expressive shapes

We have a collection of expressive shapes that help us add personality and creativity to our brand.

Our expressive shapes consist of four main shape styles: chat shapes, object shapes, gesture shapes and holding shapes.

Chat and holding shapes

Both our chat and holding shapes can be used to house content – whether a large pull out headline, a quote or slightly longer copy. Alternatively, they can be used as a supporting graphic to enhance a design or sit within the background.

Gesture shapes

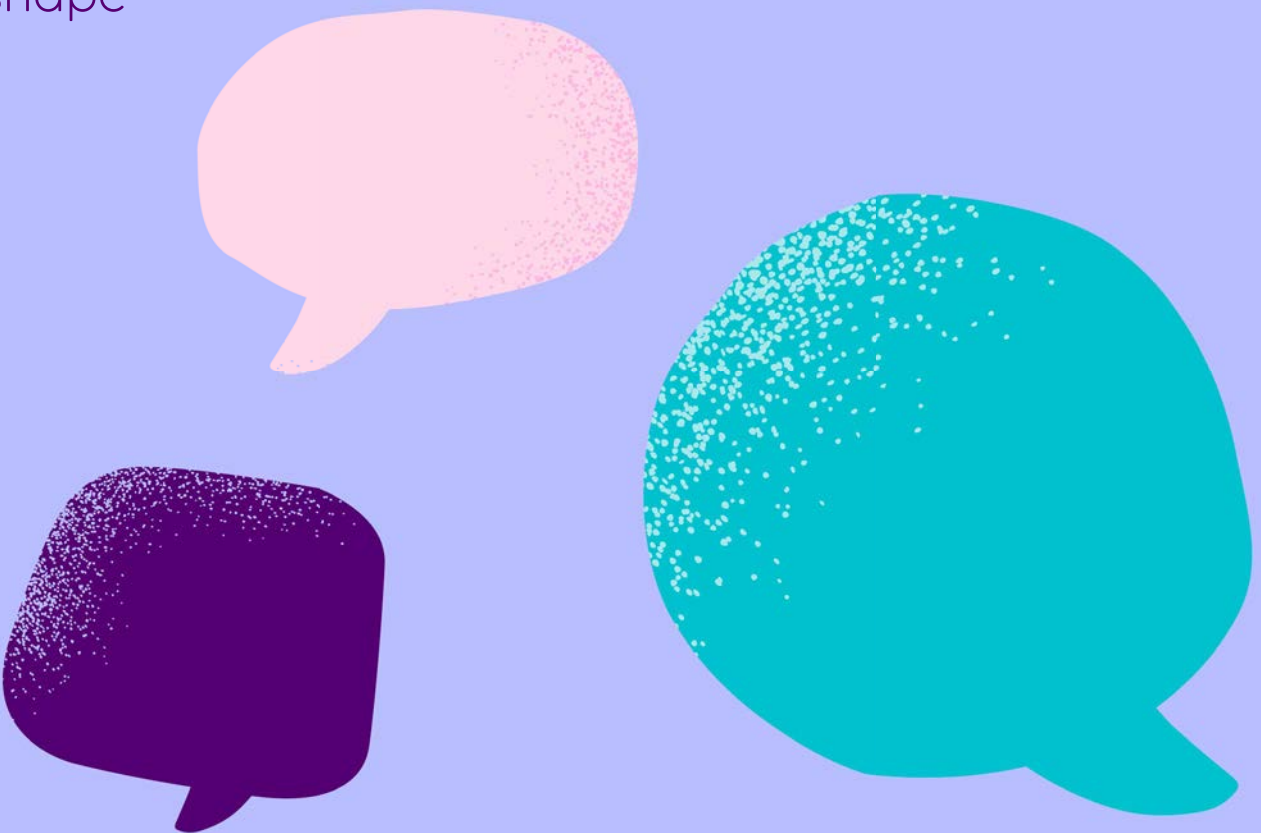
Our gesture shapes are used primarily to highlight or emphasise certain words and phrases.

As an exception – our astrix can also be used as a large base shape. See the next page for more details.

Object shapes

These shapes are used illustratively. Designed as simplified shapes that are easy to interpret – they add fun and personality particularly in the fundraising space.

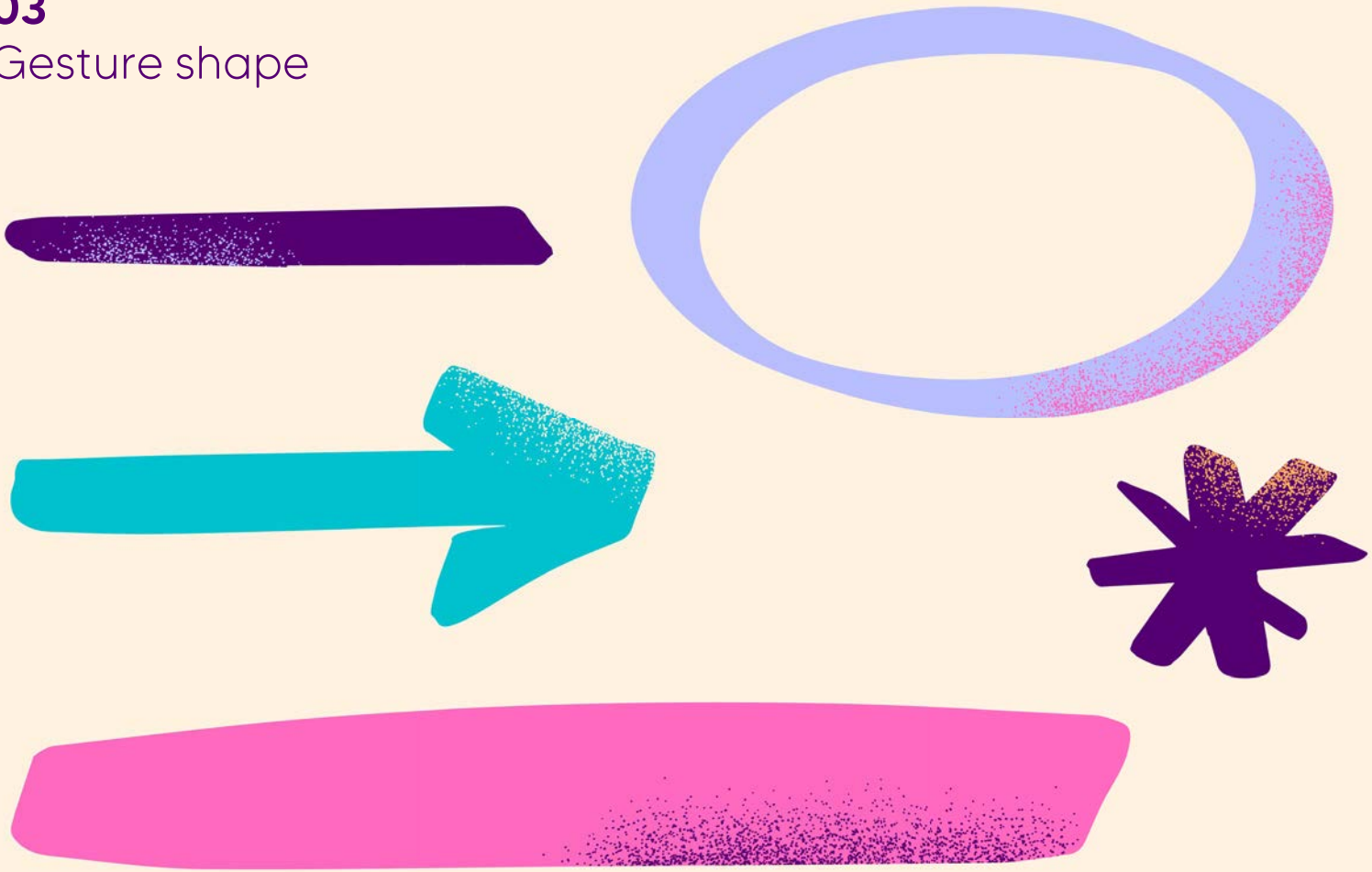
01
Chat shape



02
Object shape



03
Gesture shape



04
Holding shape



Graphic Shapes

Base Shapes

Our base shapes are designed to be big, bold and full of personality.

There are a number of ways we can treat our base shapes as shown on this page.

Tonal base shapes

These examples use a single colour. They are created by adding a shape in a tint of the background colour.

Texture is then overlayed in the same colour as the background to create a more subtle effect.

For guidance around tint usage and which percentage to use, please see page 29.

Contrast examples

We are able to inject more colour and vibrancy into our contrast examples. We add contrast between the base shape and the background colour, as shown in example 3.

Alternatively, we can add layers of contrast by using up to 3 colours throughout the background, base shape and within the texture, as shown in example 4.

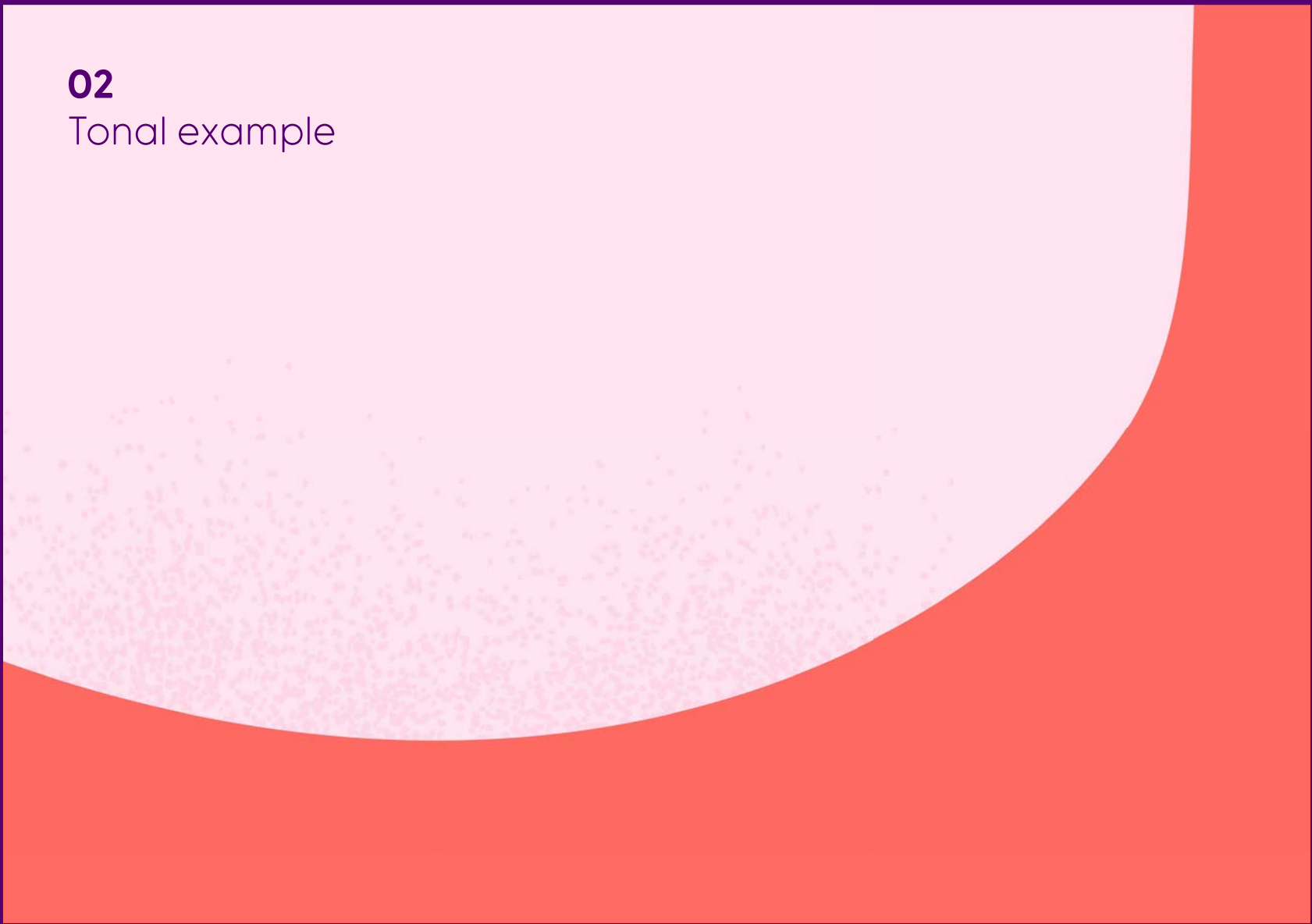
Watch outs

We should avoid showing the edges or 'ends' of base shapes – they should be cropped tightly and used really big.

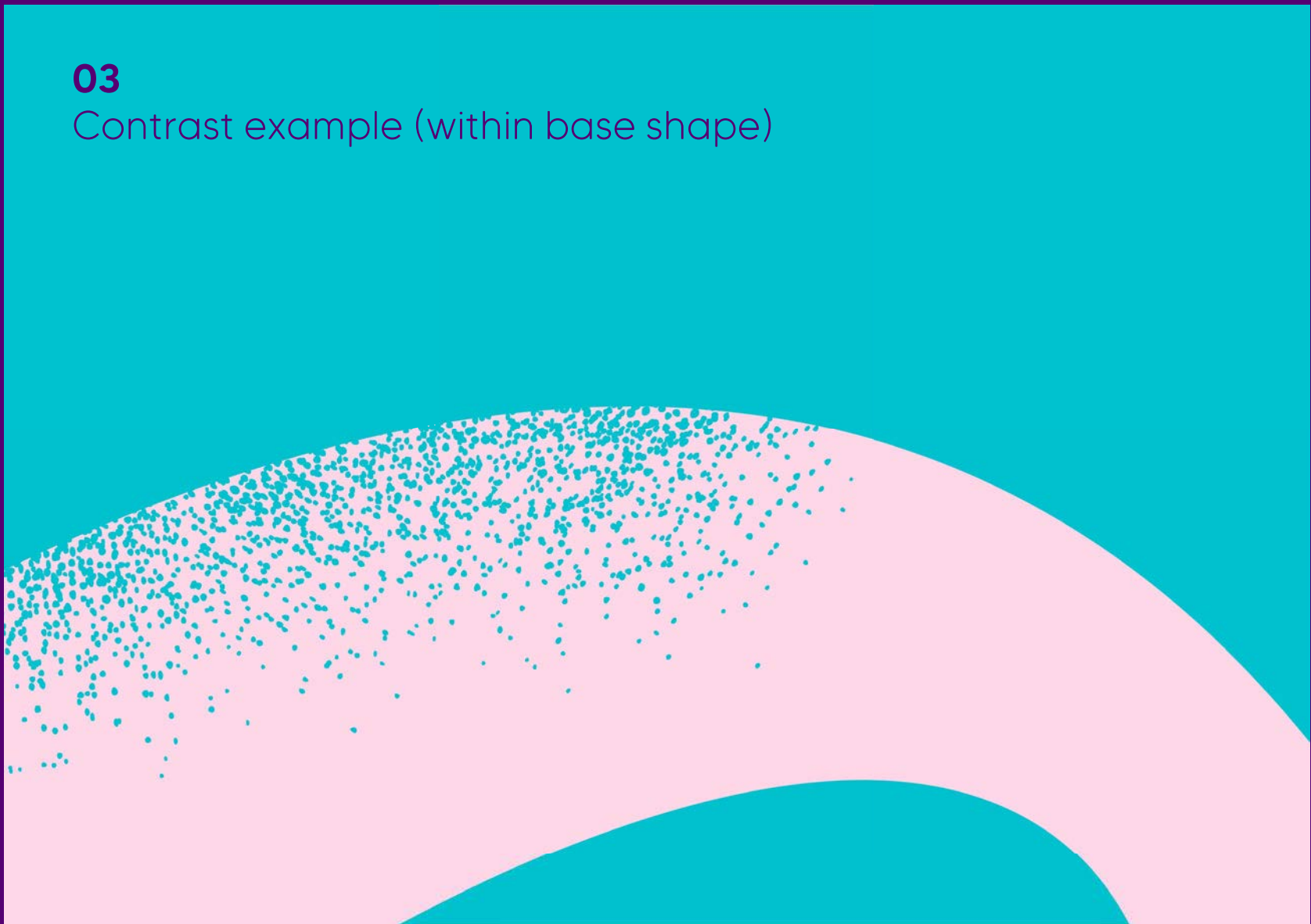
01
Tonal example



02
Tonal example



03
Contrast example (within base shape)



04
Contrast example (within base shape & texture)



Graphic shapes

Adding texture

Our graphic shapes should always contain our signature texture - adding depth and distinctive styling to our graphics.

We have three sizes of brush strokes – small, medium and large as shown here.

It's important we are considerate when choosing the right size texture to apply to our chosen shapes. The texture shouldn't appear too small or 'tight', equally the texture shouldn't appear large and take up too much space within the shape.

Please avoid using the small brush texture on our tonal shapes – it can become too dense and appears more like a blur.

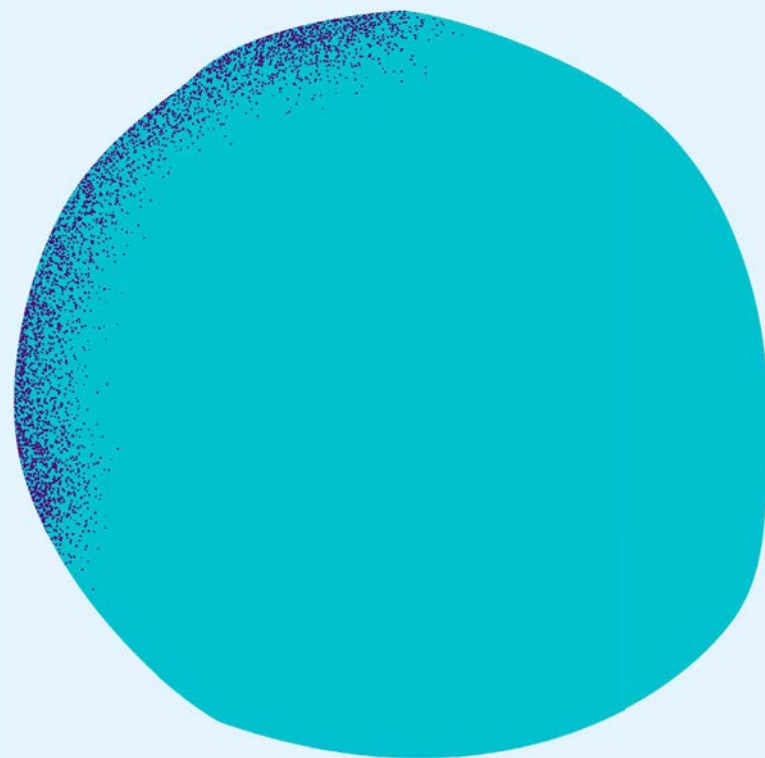
Usage

Our brushes have been designed to be as simple and easy to use as possible.

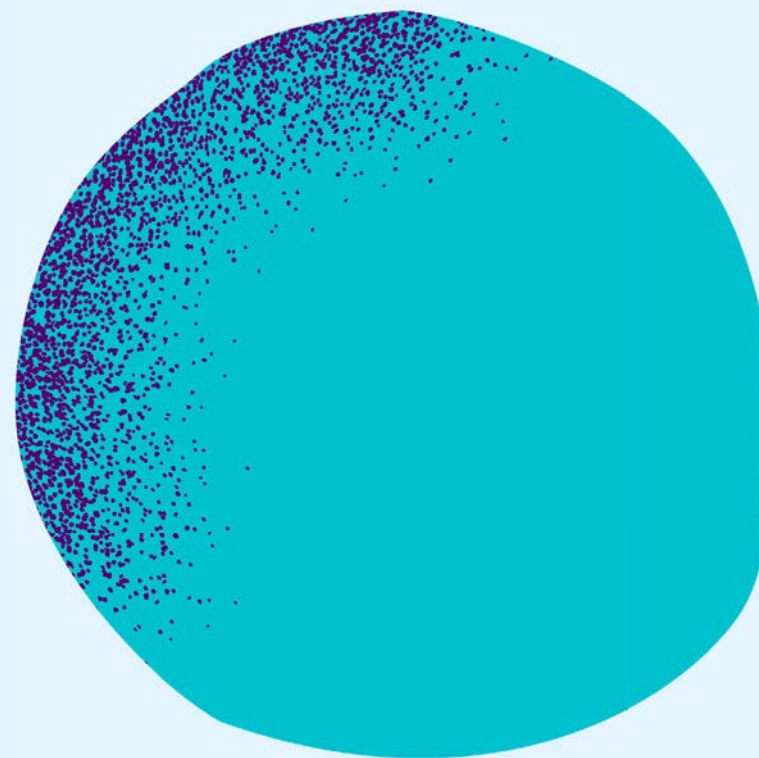
1. Firstly, draw a rough line around the edge you would like to add texture to
2. Apply either a small, medium or large brush texture (located within the brush definition panel of Adobe Illustrator)
3. Place the brush stroke within a mask of the graphic shape

You can change the brush size and colour easily by double clicking the texture to access the layer beneath.

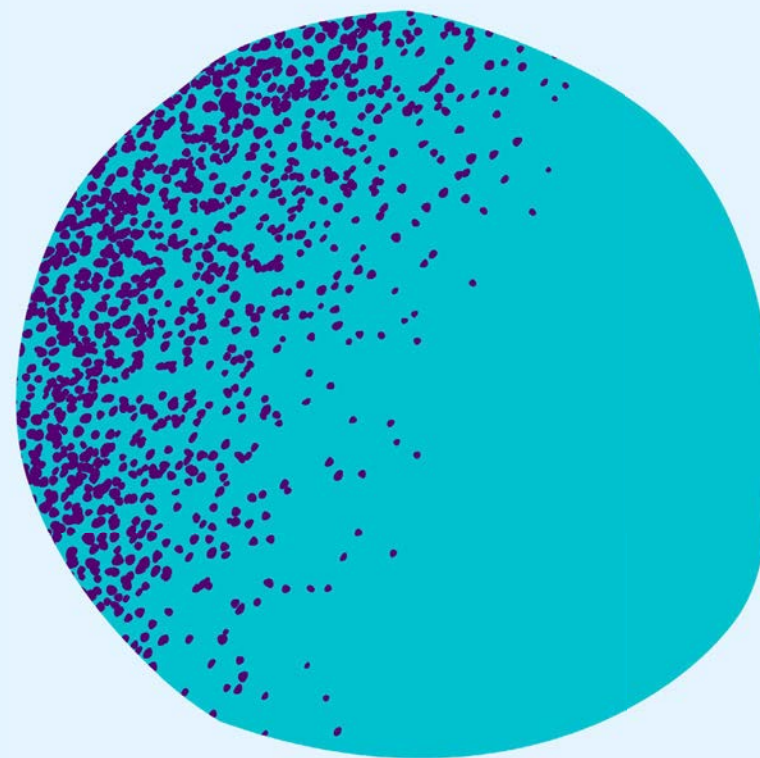
01
Small brush texture



02
Medium brush texture



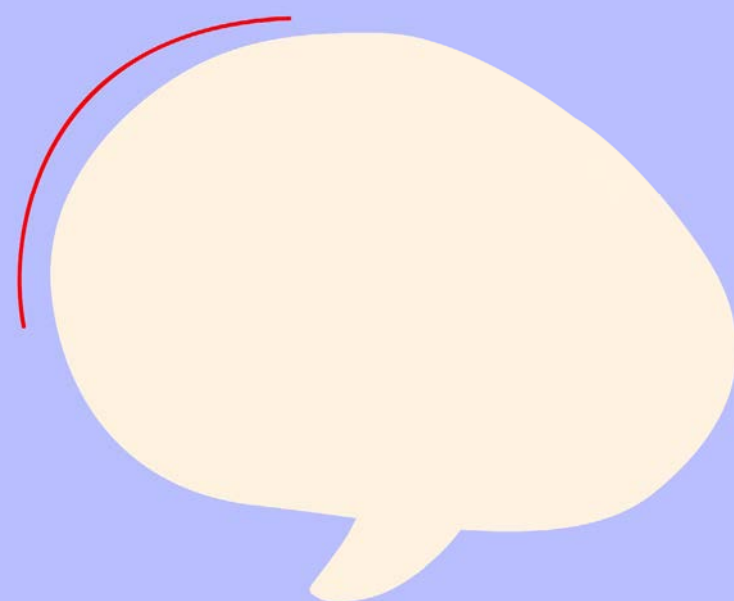
03
Large brush texture



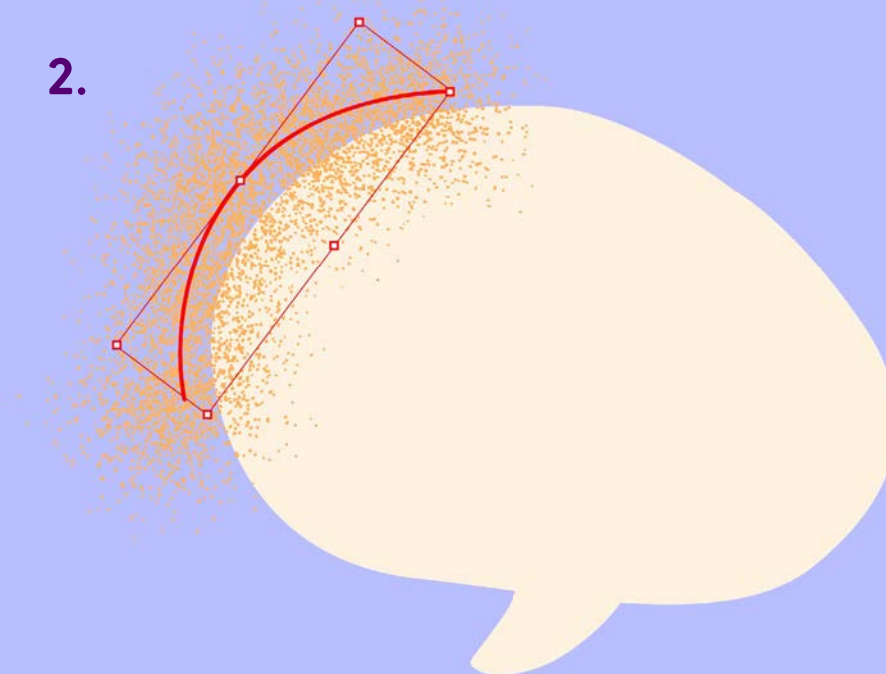
Usage

Applying our brush texture

1.



2.



3.



Illustration

Overview

Illustration is a great way of adding warmth and personality in instances where photography isn't possible or could be seen as not appropriate.

Please read the following pages for further guidance around tonal and contrasting backgrounds.

01

Individuals



02

Couples or groups



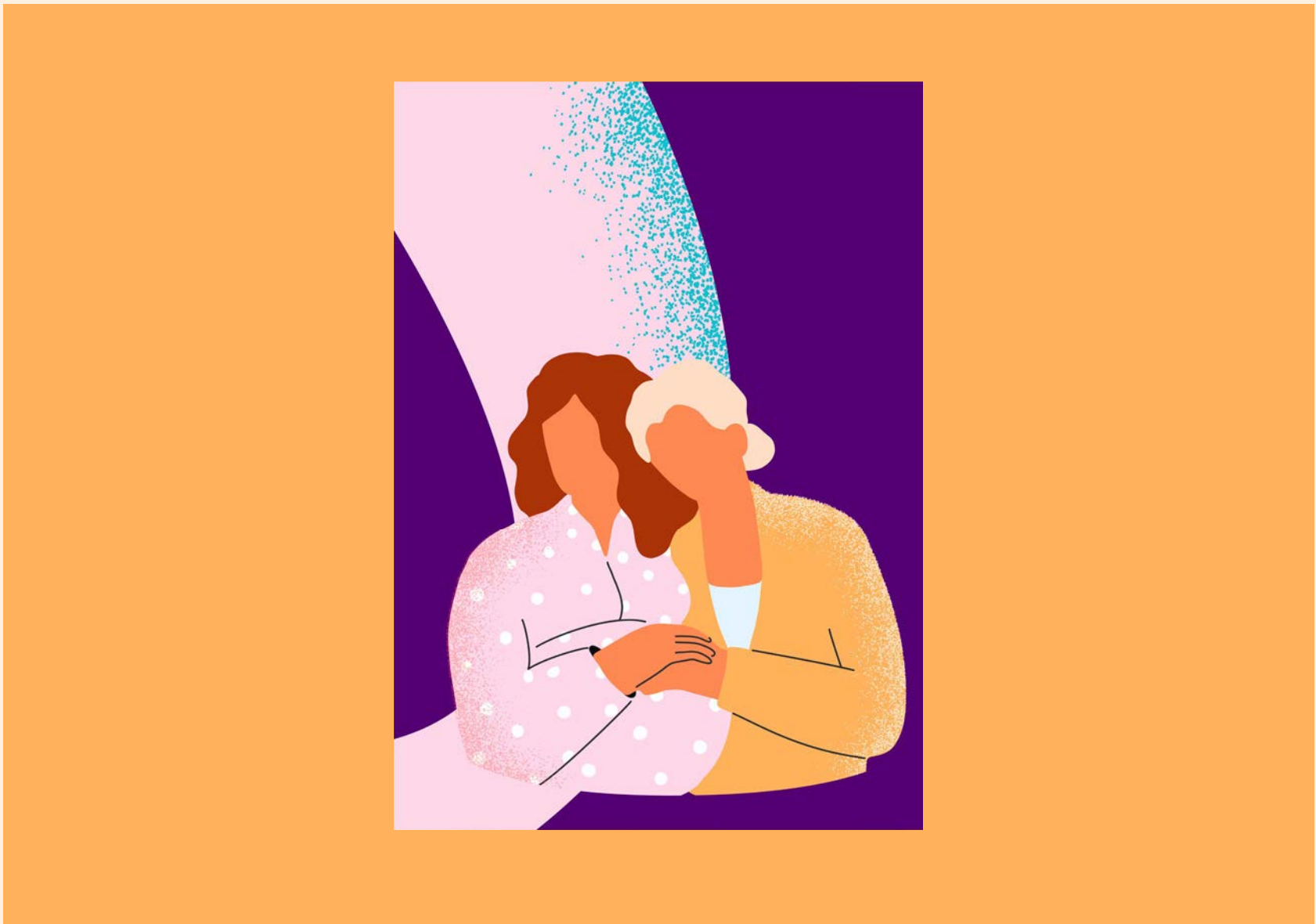
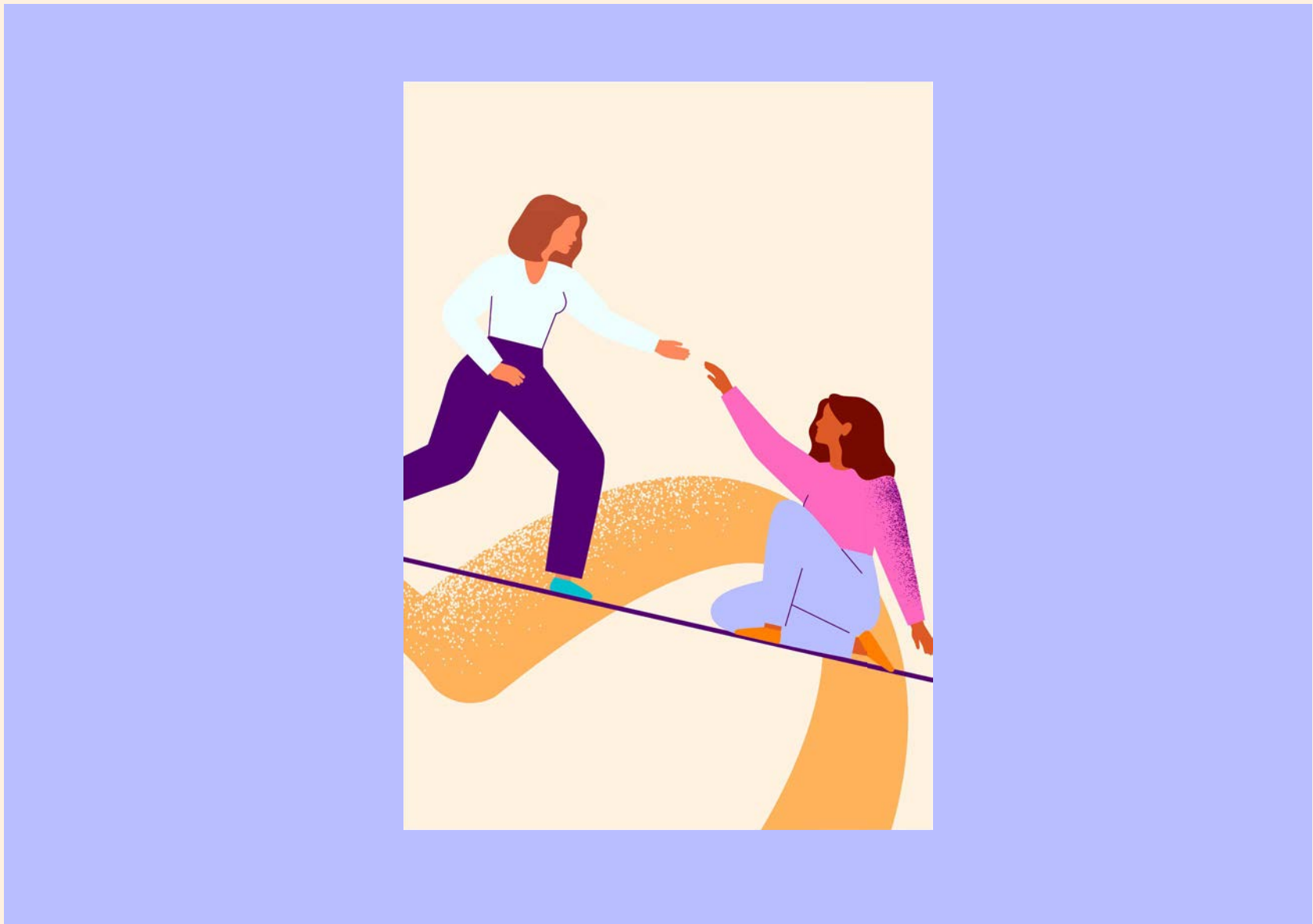
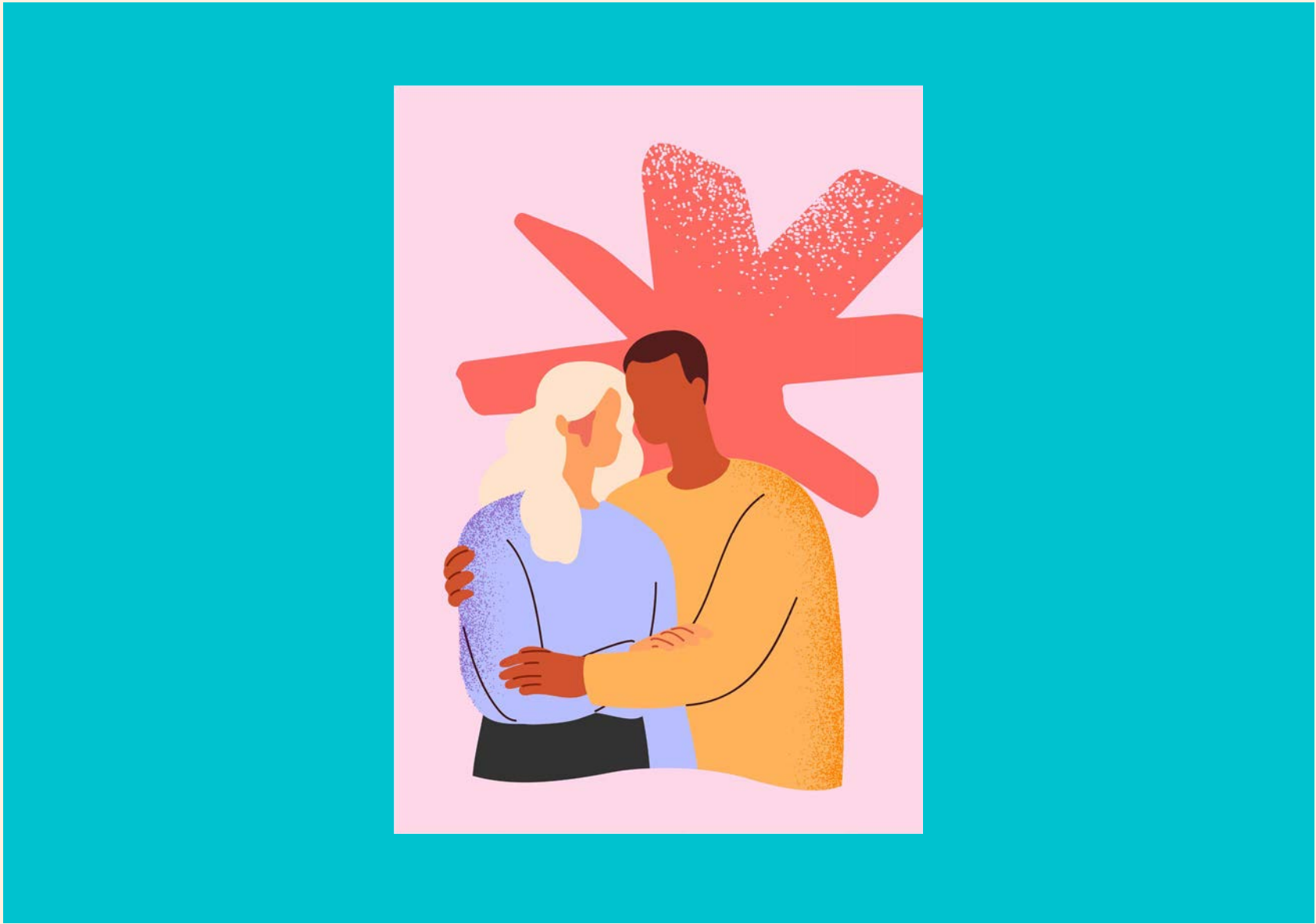
Illustration

Contrast examples

In instances where we want to add energy and vibrancy we can layer various colours throughout our illustrations, base shapes and background colours.

When choosing colours we can be complimentary or contrasting, depending on the subject matter or what the illustration is depicting i.e. different emotions. For more detail around contrasting base shapes see page 25.

Our illustrations should always be grounded or paired with a base shape – it helps add a sense of movement and energy.



Illustration

Tonal examples

We can hero our illustrations by using a more subtle version of our base shapes as shown here. This allows the illustration to be the main focus and take center stage.

When applying tonal base shapes to our backgrounds it's important we follow specific tint rules, ensuring the shapes look visually consistent across bright, dark or pale background.

First add a shape and ensure it's the same colour as the background. Then add a tint to the shape, giving it a subtle appearance.

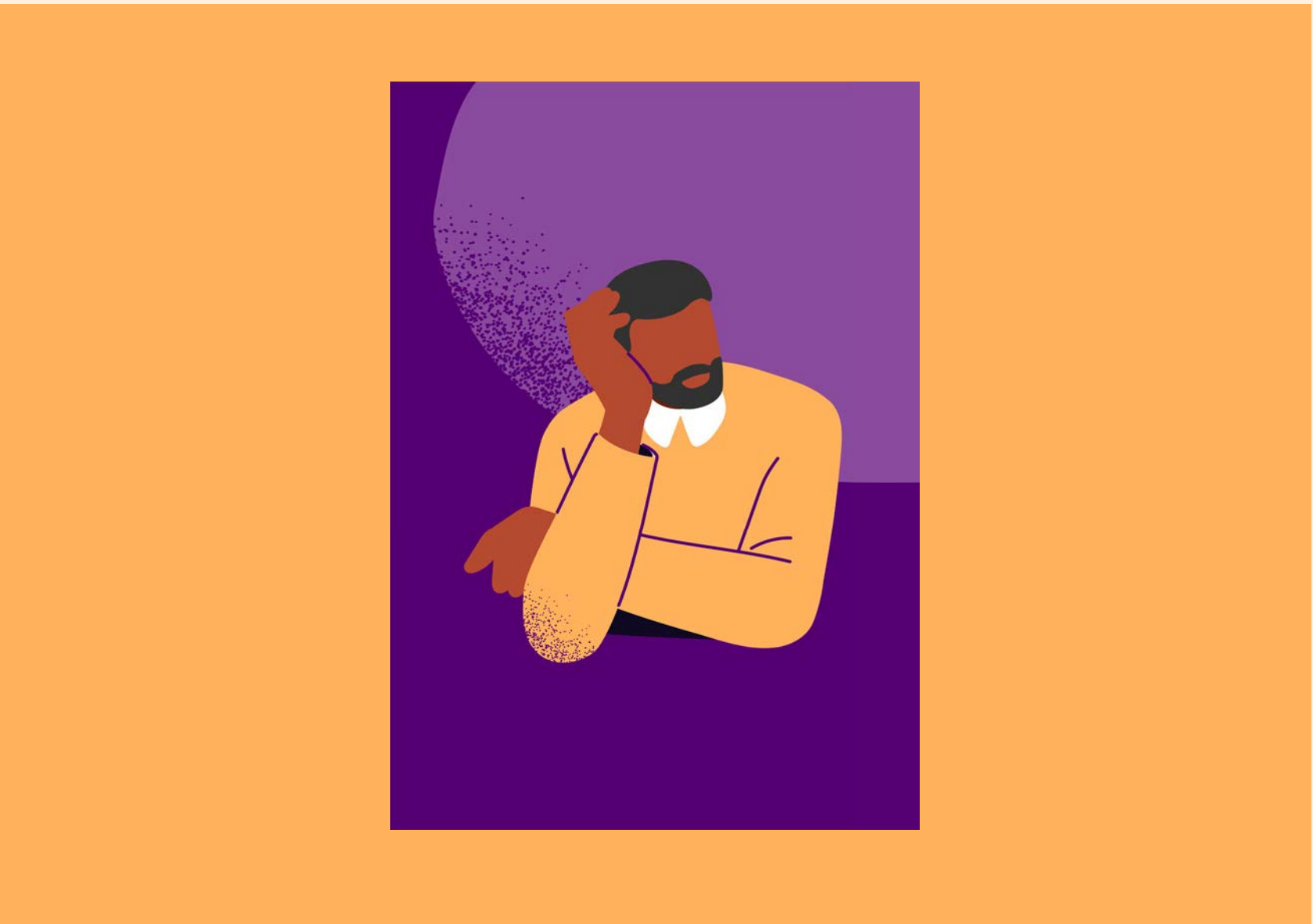
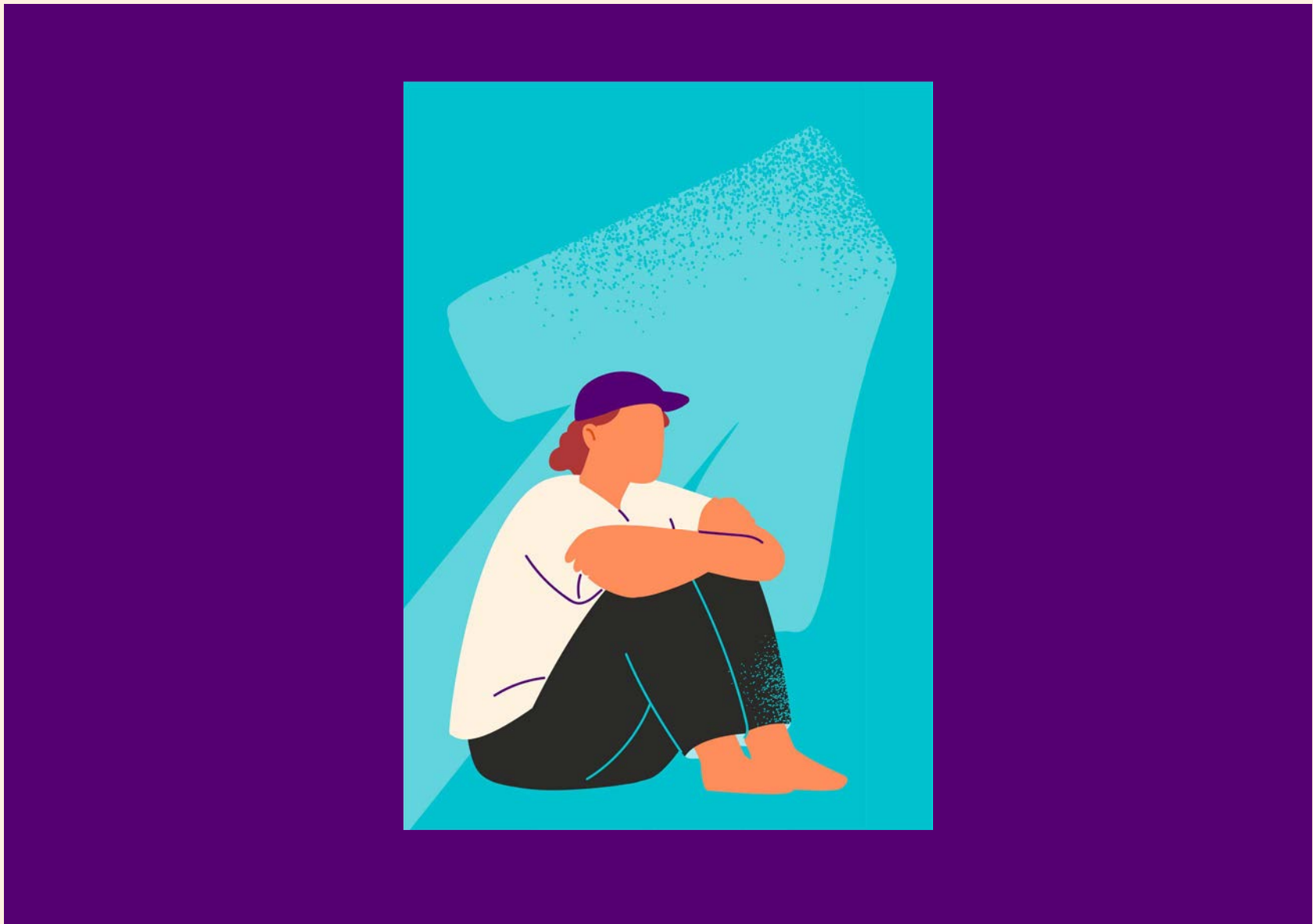
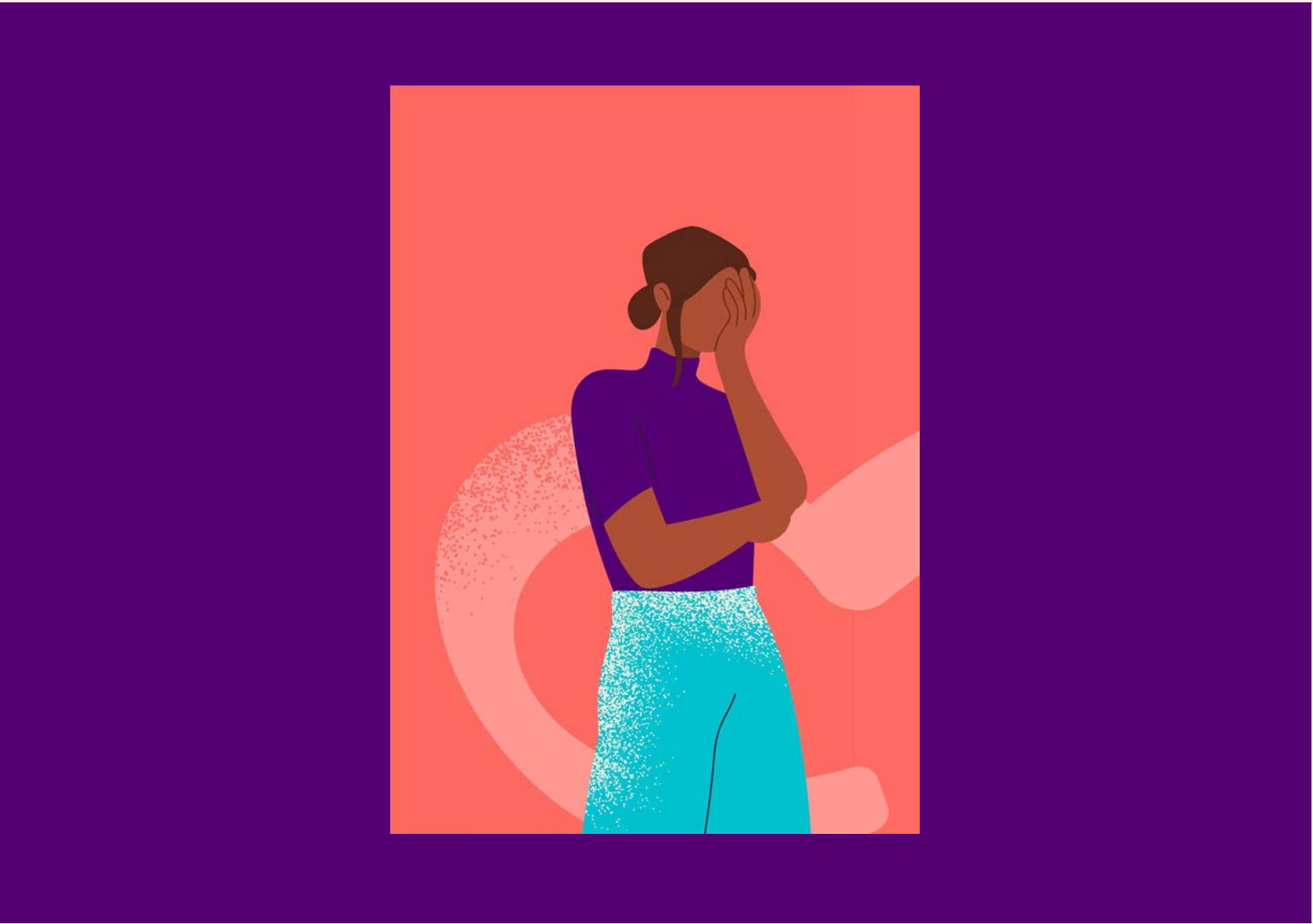
70% tint
Applies to: Sands Purple, Sands Orange, Pale Orange, Pale Purple, Pink, Red, and Teal.

30% tint
Applies to: Pale Blue, Pale Pink and Beige.

80% tint
This only applies to our Dark Grey.

Adding texture
When applying a texture on top of our base shapes, we should ensure the texture always matches the 100% colour value of the background colour.

Please avoid using the small brush texture on our tonal shapes – it can become too dense and appears more like a blur.



Photography and Videography

People

Authentic, real and 'in the moment'. Our photography and videography captures real people, living their lives, as well as the challenges they have or are experiencing.

It's important to show that no matter what people are currently experiencing – Sands is there to guide, help and support people.

Sourcing imagery or videos

When selecting or commissioning photography or videography, we have listed a few principles below to follow:

- Show real people in their environments, avoid people who look overly styled or polished
- Images should look natural, relaxed and candid
- We must ensure photography and videography is inclusive and reflects diversity
- Avoid black and white imagery
- Be mindful that the emotion conveyed in the image is sensitive to the context in which it will be presented – avoid using images of people at their most vulnerable or emotional
- Be mindful of branded clothing or props – ideally avoid these



Photography and Videography Clinicians

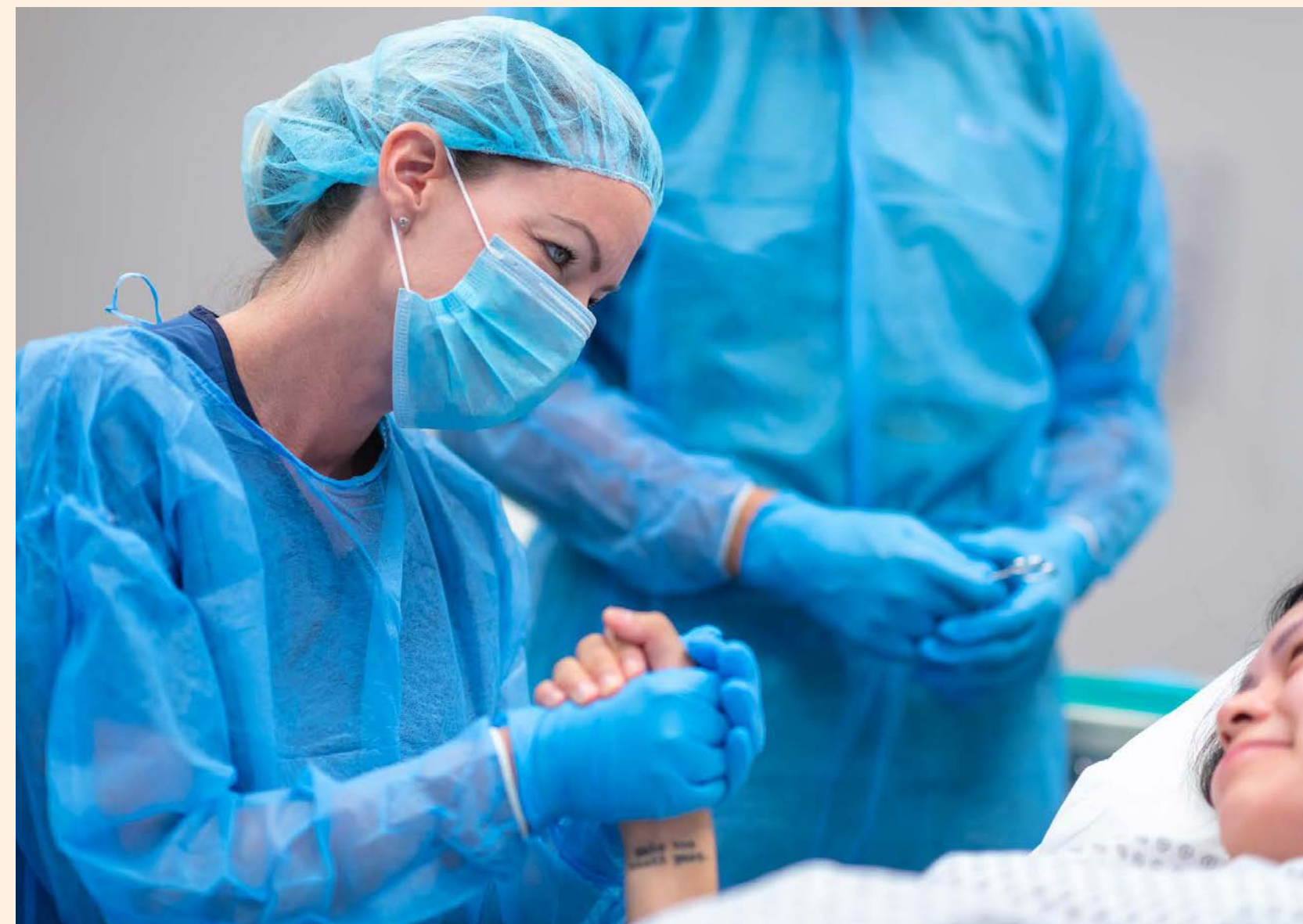
Authentic, real and 'in the moment'. Our imagery captures real people, living their lives, as well as the challenges they have or are experiencing.

It's important to show that no matter what people are currently experiencing – Sands is there to guide, help and support people.

Sourcing imagery or videos

When selecting or commissioning photography or videography, we have listed a few principles below to follow:

- Show real people in their environments, avoid people who look overly styled or polished
- Images should look natural, relaxed and candid
- We must ensure photography is inclusive and reflects diversity
- Avoid black and white imagery
- Be mindful of imagery that is overly emotional or upsetting i.e. people crying, despair, sadness, anger etc
- Be mindful of branded clothing or props – ideally avoid these
- Avoid using images that identify individuals or third party brands (such as hospital trust branding and name tags)



Photography and Videography Babies

When creating or using photography or videography depicting babies and children, we need to be mindful.

We should ensure our imagery is approached in a way that is sensitive and inclusive of peoples varied emotional states and where needed, images of real people's babies.

If images are real, be sure permission is granted for use. Even where legal permission is granted Sands prefer to contact the image owner if we want to use a sensitive image in other contexts.

Sourcing imagery or videos

When selecting or commissioning photography or videography, we have listed a few principles below to follow:

- Unless prior agreement has been made with the Head of Communications and Engagement, images of babies should not be identifiable
- Where possible images should have a clinical, neonatal context or be real
- A preference is given to images which show a connection to another person
- Avoid black and white imagery



Photography and Videography Community

Our work is totally dependent on our supporters, from volunteering at an event, to campaigning for better services – people are at the heart of everything we do.

Although covering a wide range of activities, our community imagery and videos should feel warm, authentic and most importantly – supportive.

Sourcing imagery or videos
When selecting or commissioning photography or videography, we have listed a few principles below to follow:

- Show real people in their environments, avoid poses or people who look overly styled or polished
- Images should look natural, relaxed and candid
- As with all our photography and videography we must ensure it is inclusive and reflects diversity
- Avoid black and white imagery
- When possible we should show both groups of people and also individuals



Iconography

Overview

Our collection of icons has been designed with our typeface Made Sands in mind – they are clean, simplistic and easy to interpret.

They are designed to be expressive – adopting ‘dual colour’ to mirror our Sands logo.

Creating new icons

When creating new icons, we must ensure they ‘snap’ to a set grid (as shown here). The stroke should always sit on the grid line.

- Icons are drawn on a pixel based grid of 32px x 32px
- Use a 0.75pt stroke to create the icons
- Always include a colourful / expressive line i.e. hair on a baby’s face or the shine on a trophy
- Icons should always be seen in dual colour unless printing is restricted to 100% black and white

01
Iconography grid



02
Complete icon



Iconography
Various colour ways



Sounds

Music and audio

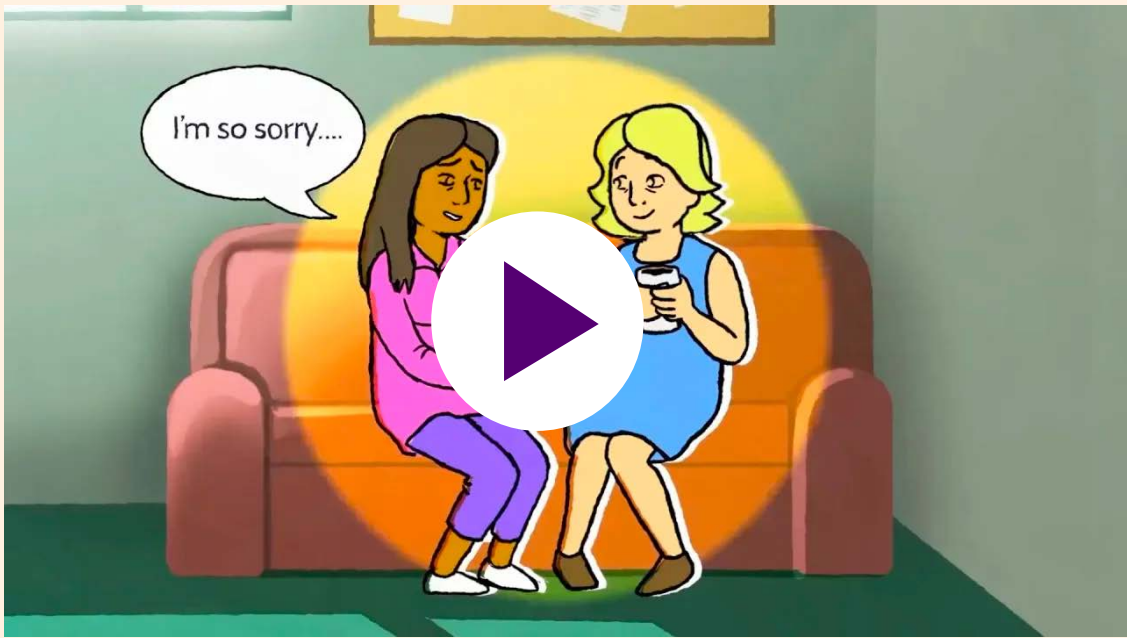
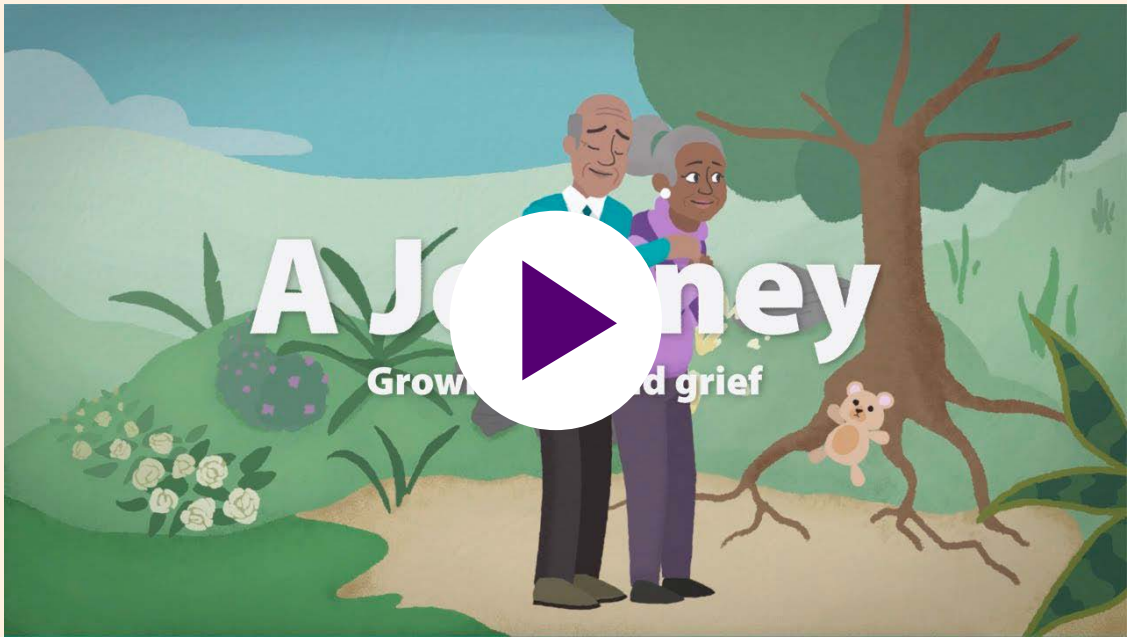
As with imagery, sounds used in Sands media should feel faithful and authentic to the emotion of the piece.

- Real and human qualities such as those evoked by acoustic instruments are preferred to electronically generated sounds in both ambient sound and music.
- Consideration should be given to Sands' work with people right across the UK and be reflected in the breadth of accents used in our media.

Tone

- Acoustic
- Honest
- Warm
- Human
- Capturing emotion (without being overly dramatic)

Examples
in our films*



*These examples are for audio reference only. Please do not use them to reference brand visuals.

Production methods

Print and other forms of physical production

Inspiration
Indicative examples

For printed and physical materials, we aim to reinforce sincerity and convey that we are down-to-earth by using methods and base materials that reflect an authentic, natural, raw, and honest feel. Natural and tactile materials can also promote wellbeing. So contrasting our vibrant brand palette with these natural materials can simultaneously comfort and uplift.

- Use or recycled or similar eco friendly paper (such as fibre) with a subtle texture to create a tactile experience.
- Opt for uncoated finishes (or matte if coating is necessary) over gloss, with minimal lamination, if any.
- Paper weights and type should strike a balance between affordability and quality. Very light paper and cheap printing methods may result in materials that lack durability and risk undermining the impression of Sands as a quality organisation. Conversely, using overly heavy or luxurious materials may conflict with our values around thoughtful resource use.
- As an organisation with environmental sustainability goals, these should be factored into decisions about producers, production methods, and materials, alongside logistical considerations.



Brand inspiration

The background is a vibrant purple with several thick, diagonal orange brushstrokes scattered across it. A large, semi-transparent circle with a dense pattern of small dots is positioned in the upper right quadrant. The text 'Brand inspiration' is written in a clean, white, sans-serif font on the left side.

sands 



Offering support when you need it most.



sands 

Saving babies' lives.
Supporting bereaved families.

**Every
conversation
is different,
because
every experience
is different.**

Sands is here to support you.

sands 



Saving babies' lives.
Supporting bereaved families.

donate



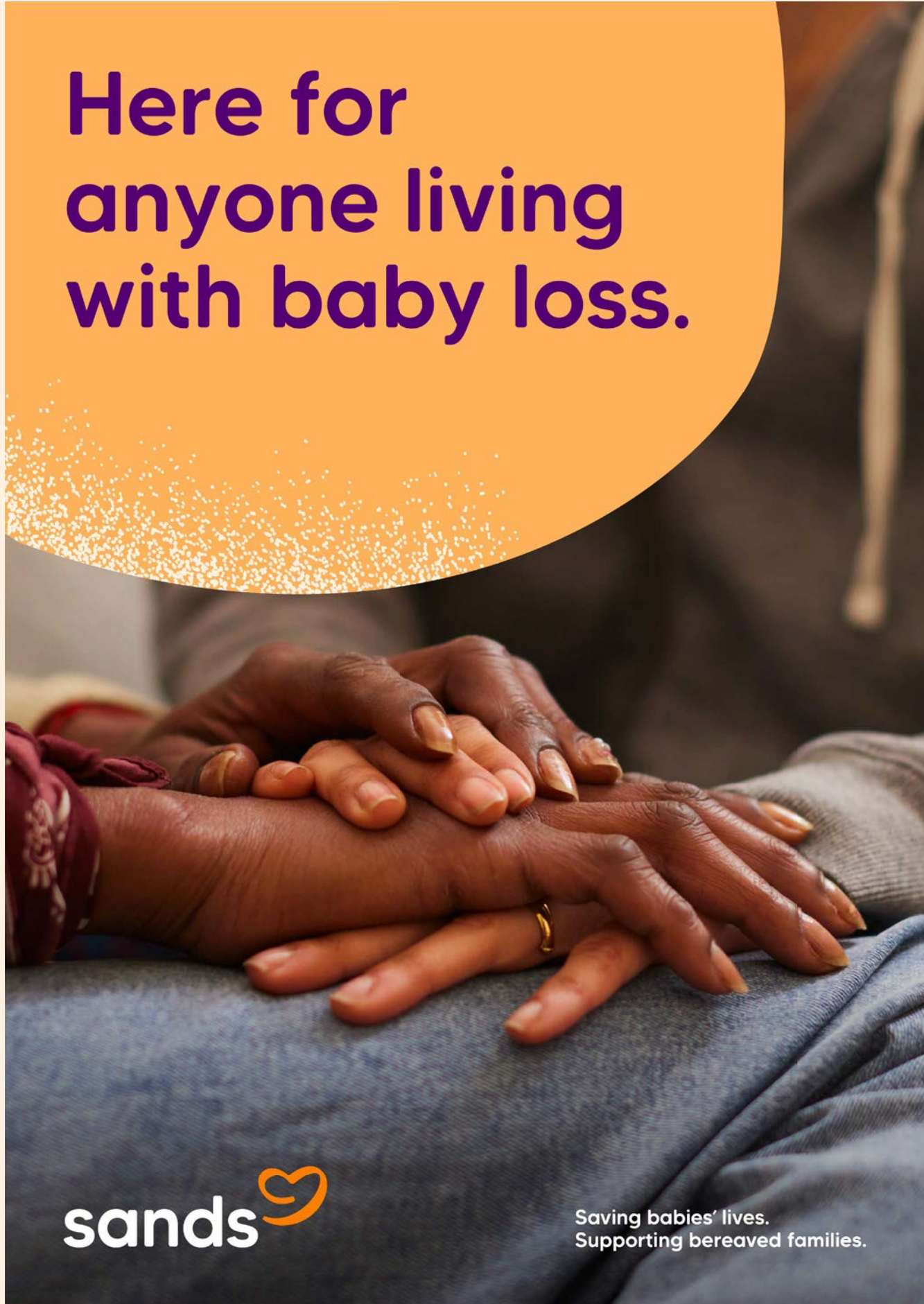
Saving babies' lives.
Supporting bereaved families.


Let's speak up.



Every conversation is
different, because every
experience is different.

Here for
anyone living
with baby loss.




sands 

Saving babies' lives.
Supporting bereaved families.

Let's speak
up about
baby loss.



sands 

Saving babies' lives.
Supporting bereaved families.

Offering support
when you need
it most.



sands 

Saving babies' lives.
Supporting bereaved families.

Together, we are Sands.

Sands is here to save babies
lives and support anyone
affected by pregnancy loss
or the death of a baby.

When someone loses a baby,
it's a devastating and life
changing experience. This is
why the Sands community is
so important, to support families
through their loss and to grow
around grief.

Find your role in our community
by visiting our website:
sands.org.uk/we-are-sands



Ways to get involved:

Fundraise



Donate



Volunteer



Raise awareness



Saving babies' lives.
Supporting bereaved families.

sands



Build the insights and
skills to work safely
with those affected
by baby loss.

Join our specialist training programme
for Counsellors and Therapists at venues
across the UK.

sands.org.uk/training

sands

Training for
Counsellors
and Therapists

Sands training programme for counsellors and
therapists is 16 hours of CPD in a mix of online
and face-to-face training events.

At the end, participants will receive a CPD certificate and a Sands
logo to display on their websites and directory profiles. The sessions
are facilitated by specialist Sands trainers and at the end of the
course participants will have knowledge and understanding of:
lorem ipsum dolor amet, conseetuer adipiscing elit.

sands.org.uk/training

sands

We're here
to offer support
when you need
it most.



[Make a donation](#)

[About Sands](#)

[Support for you](#)

[Get involved](#)

[Professionals](#)

Sands is here to support you.

We understand that grieving in these difficult times comes with additional challenges and stresses.

[Learn more](#)



Help fund our vital support services so we can keep saving babies lives.

[Make a donation](#)



Support for professionals.

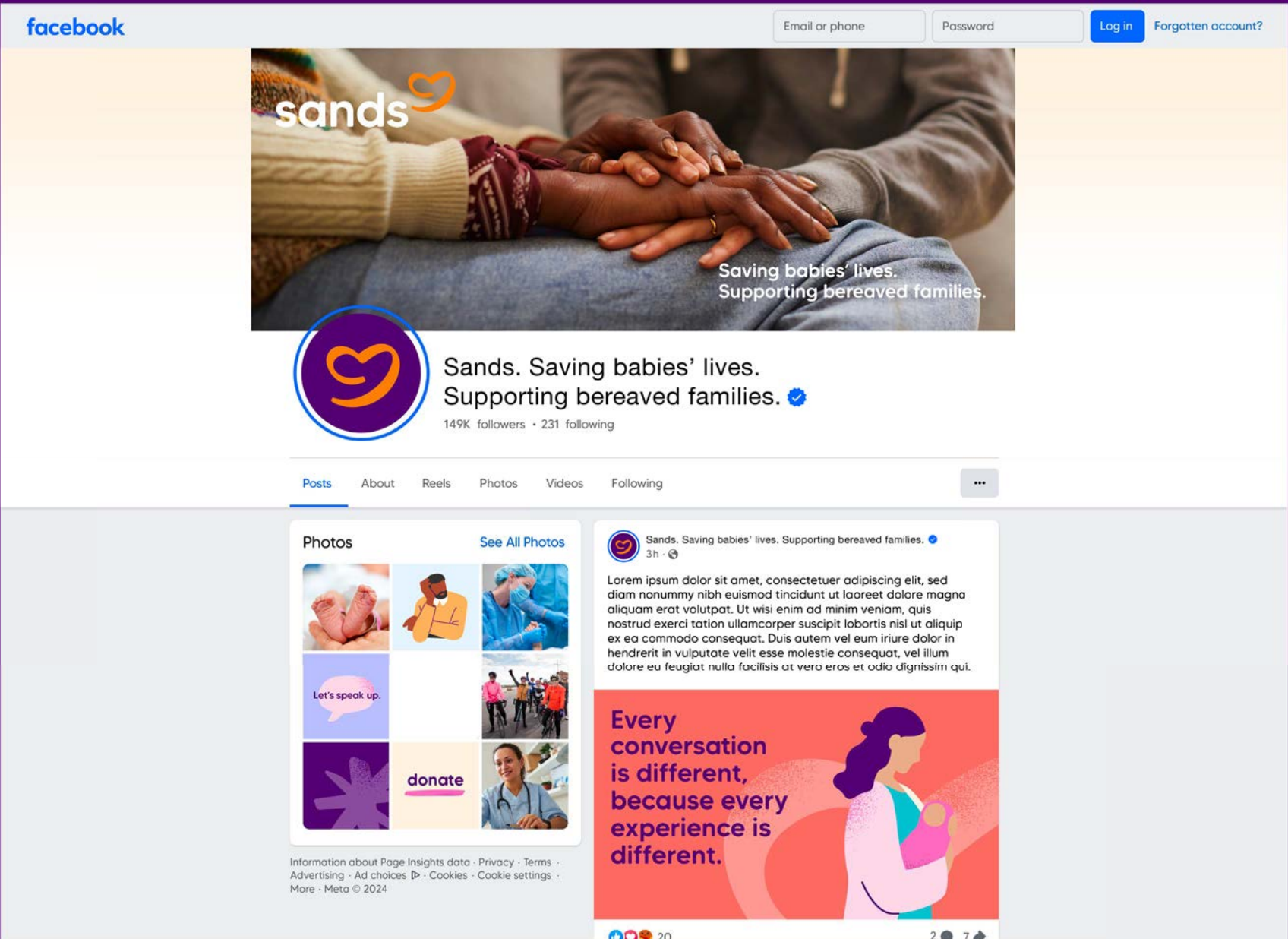
Discover our research and work to improve bereavement care.

[Bereavement](#)

Have you been affected by the death of a baby? We are here to support you.

[Get support](#)





sands

Together,
we are Sands

Sands Impact 2023-2024

Saving babies' lives.
Supporting bereaved families.

Section 1

Our support

Welcoming everyone
who needs our support.

Extending support within Black and South Asian communities
Bereaved parents in Black and South Asian communities, where baby loss rates are some of the highest, also tell us of stigma, taboo and isolation.

That's why we introduced more online support groups for Black and South Asian families, providing a safe space for shared understanding and support for people like Vanisha.

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Get support

Here for anyone living with baby loss. Always.

Section 2

Saving
babies' lives

Examples of our most recent projects.

i-choose project
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DISCERN study
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Learning from parents perspectives
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34%
Since the training was launched the number of parents who know about review has almost doubled from 44 to 78 percent.

39%
Those offered the chance to share their perspectives of their care through a 360 deg review of what happened has increased 25 to 64 percent.

Extending support and campaigning.

Stark inequalities remain in the rates of baby death in the UK, especially when looking at ethnicity and socio-economic deprivation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

in 2022
There were increases in stillbirth rates for babies born to mothers from the most deprived areas (from 4.29 to 4.69 per 1,000 births from 2022 to 2023).

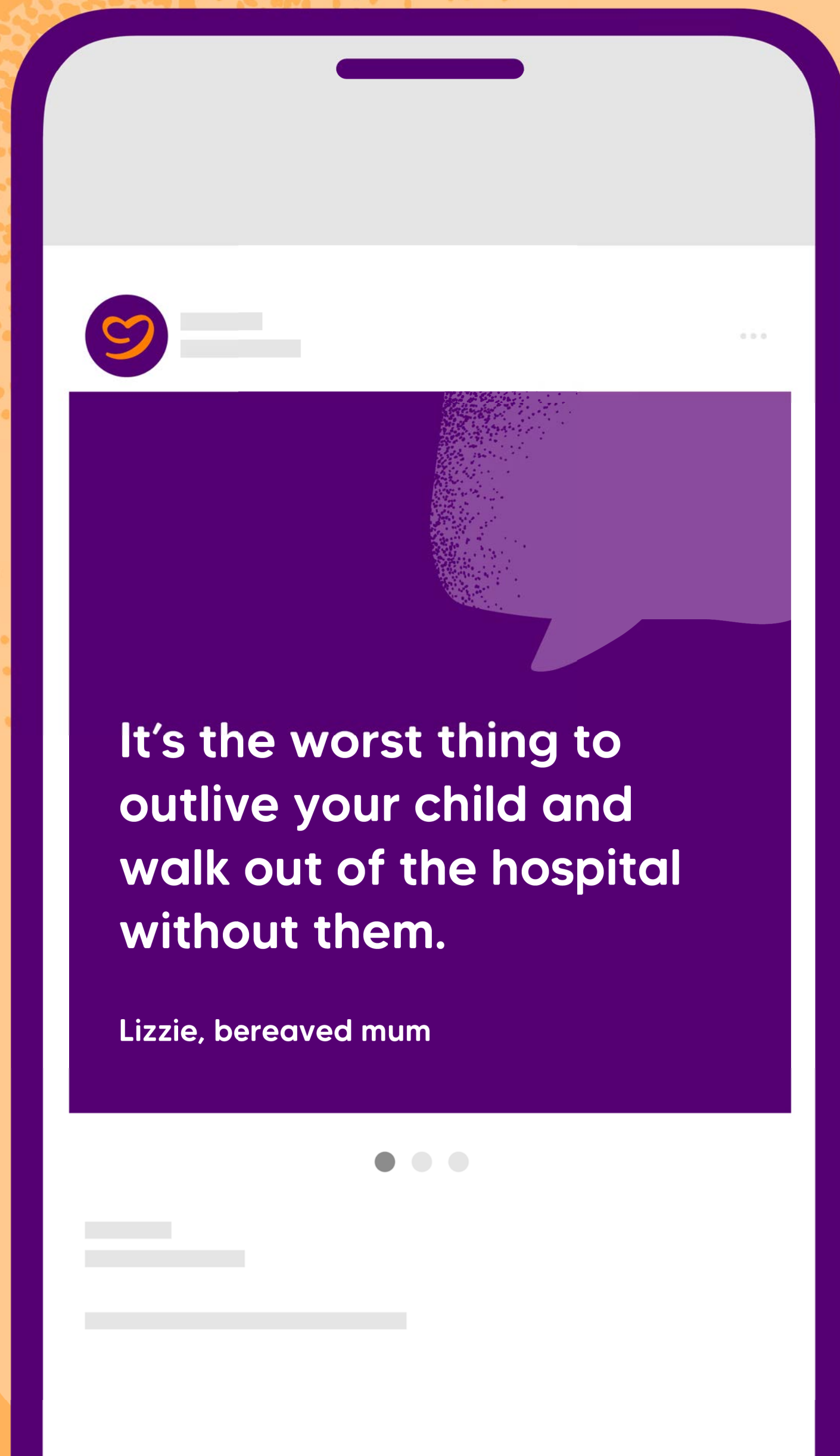
20214.29

20224.69

in 2022
For babies of Black ethnicity (from 6.42 to 7.52 per 1,000 births from 2022 to 2023), leading to widening inequalities.

20216.42

20227.52



**Don't say
anything that
starts with
'At least...'**

Clare, bereaved mum

**Speaking up for myself
and other bereaved
parents helps me stay
connected to my baby.**

Fatima, bereaved mum

National Bereavement
Care Pathway for
pregnancy and
baby loss

BEREAVEMENT CARE
Standards

Informed
Choices

Opportunities
to make
memories

Bereavement
Rooms

Bereavement
Lead

Bereavement Care
Training

Support & resources
for healthcare
staff

Parent-Led
Bereavement
Care Plan

System to signal
there has been a
bereavement

Emotional and
mental health
Assessment and
Referral

nbcpathway.org.uk

Saving babies' lives.
Supporting bereaved families.

The National Bereavement Care Pathway (NBCP) project is led by Sands

Sands Charity registered in England and Wales 208676, and Scotland SC542768. We also operate in Northern Ireland. Company Limited by Guarantee Number 2212082.
Registered address: Sands, 10-12 Union Street, London, SE1 1SZ.

National Bereavement
Care Pathway for
pregnancy and
baby loss

BEREAVEMENT CARE
Standards

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A pathway to ensure high quality
bereavement care after pregnancy
loss or the death of a baby

Sudden Unexpected Death in
Infancy (SUDI) up to 12 months

Full Guidance Document

Led by Sands

In partnership with:

NBCP for use in England from April 2022 onwards

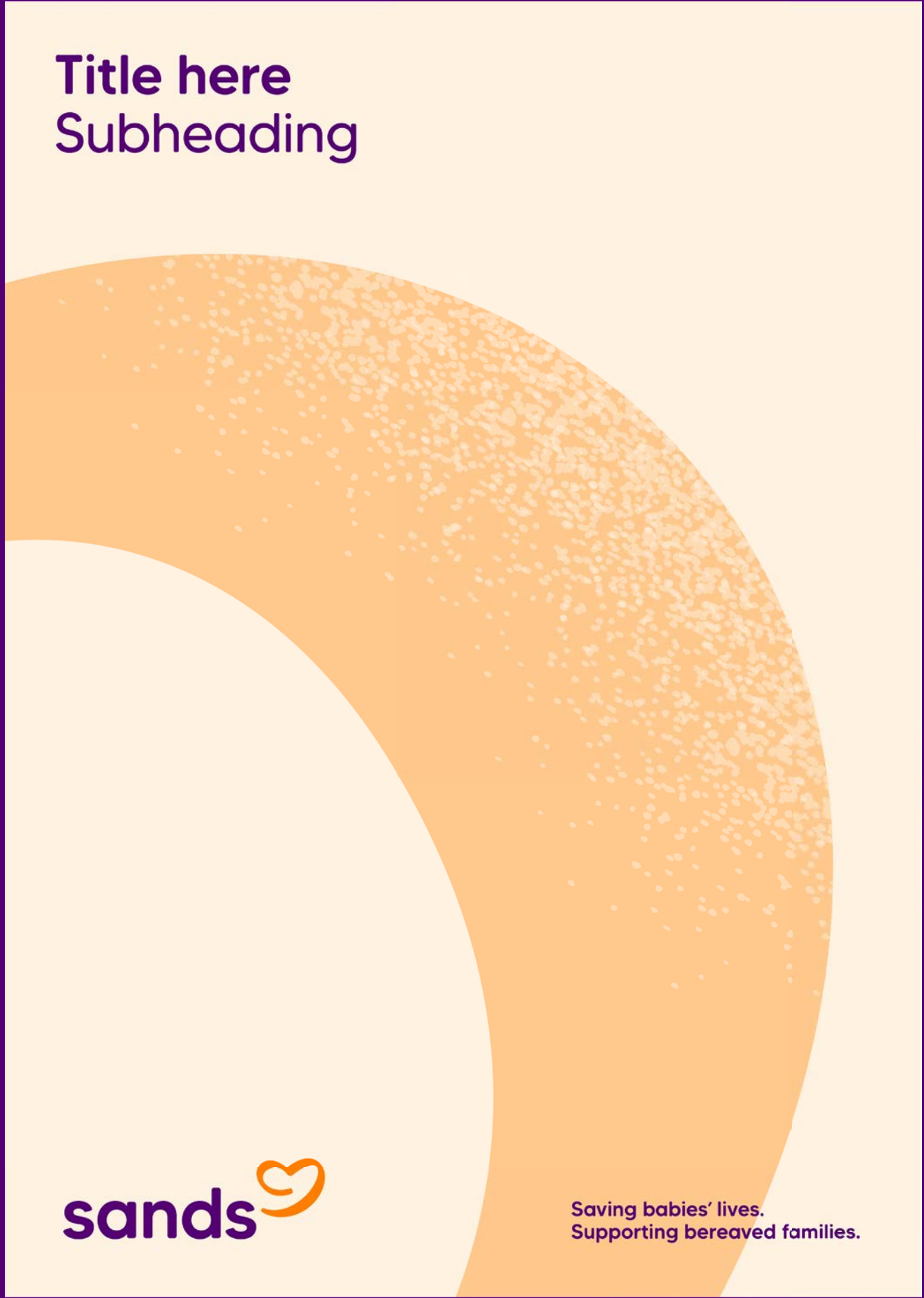
Title here
Subheading




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Supporting bereaved families.


Title here
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sands 

Saving babies' lives.
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Thank you

