

Resilient Mom

BRAND GUIDELINES

These guidelines have been created to help build and maintain a cohesive voice and expression throughout Resilient Mom's platforms.

Our objective is to create guidelines that are firmly structured to keep consistency, but with some flexibility to allow creativity.

Following these guidelines will ensure the brand is always strong and recognizable.

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Our overall brand was created by listening to BIPOC women talk about their pregnancy journey. The strength, elegance, and power they displayed is what we aspire for the Resilient Mom brand.

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To *radically redefine* the pregnancy
journey as a BIPOC woman in the US.

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Creator

I AM...

KIND

Resilient Mom understands when BIPOC women speak about ‘Birthing While Black.’

PASSIONATE

Resilient Mom comes from a place of personal experience in seeking to make a difference.

RESOLUTE

Resilient Mom is steadfast in its commitment to assist the BIPOC community.

I VALUE...

TRUE COMMUNITY

Resilient Mom understands that a deep respect fosters a true community.

STRENGTH IN UNITY

Resilient Mom knows that the only solution is better communication between moms and their support group.

BIRTH EQUITY FOR ALL

Resilient Mom is unwavering in our commitment to achieve birth equity.

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Manifesto

One brick was thrown at Stonewall.
One man told a nation about his dream.
One woman chose her seat at the front of the bus.

When we think about revolutions, we think scales of grandeur, mass protests, and hunger strikes. But when we look at all these instances objectively, they seem like small drops in an ocean. These singular moments in time lit the path to change by building the foundation for true community amongst those who were not being heard.

Resilient Mom empowers a revolution for BIPOC women in their pregnancy journey by reinventing the maternal healthcare ecosystem with a new care model. This model embodies true community by bringing resources, hospitals, and peers together to support moms with the respect and listening they deserve.

The flames of revolution are sparked by one passionate, resolute, unified voice.

So let's start a fire.

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Moodboard



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The powerful words we choose
work to provide structure and clarity
to our mission. Through establishing a positive
outlook, we promote our resilient nature.

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Voice

MOM

A mom is a force to be reckoned with. She wants the best for you. Even if you fight back and think she’s standing in your way, she’s steadfast and prepared to fight for you and fight with you. Your mom’s voice is the first one you hear. It’s the comfort that envelops you when you’ve had a bad day. A mom’s voice is caring, loving, wise. It’s a voice that sticks with you, one that guides you with her wisdom. One that spurs you on. It’s your mom’s voice.

- Comforting
- Nurturing
- Steadfast
- Resolute
- Selfless
- Powerful

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Attributes

TRUSTWORTHY

“To be trusted is a greater compliment than being loved.”

George MacDonald

STEADFAST

“Be like the cliff against which the waves continually break; but it stands firm and tames the fury of the water around it.”

Marcus Aurelius

INVESTING IN CHANGE

“Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change that we seek.”

Barack Obama

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Tone

FUNCTION

We want our words to achieve a purpose — to be the spark that ignites a revolution for the betterment of the maternal health of BIPOC women. We seek to accomplish this through using words that communicate warmth and comfort to our users. We want them to know we’re always looking out for them and in all of our functionalities we have their best interest at heart.

HCP locator tool
Sign up forms
App functions

EXPRESSIVE

Telling a story requires bold and beautiful language to capture the attention of an audience. We want to showcase and highlight the entire BIPOC pregnancy journey, in an inspiring, aspirational and honest tone. Our copy needs to connect with our audience and use vivid language to invoke a deep sense of trust.

Blog
Social Media
Video

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Our brand identity was created by combining the strength of motherhood, elegant design, and unwavering resilience. It is the spark that ignites change.

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Logo Mark

The Resilient Mom logo is inspired by the intimate act of a mother holding her belly. Her entire world is in her hands.



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Logo Mark

LOGO VARIATIONS

Here are the multiple variations our version of the Resilient Mom logo can be featured in. The Resilient Mom logo can be displayed in both a vertical and horizontal format. The last logo on the far right showcases the logo in a support position which can be paired with our hospital partners.



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Guidelines

LOGO USAGE

Our icon can exist without the wordmark when the brand name has already been established. The word mark can never exist without the icon.

CLEARING SPACE

The logo needs adequate space to hold up its integrity and visual impact. This is conducive to the design of the logo, so it can be easily seen, and distinguish itself from other artwork, text, or logos.

The minimum clear space of all logos and logo variations is 25% of the mark on all corners.



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Improper Use

For the usage of this logo, please do not harm its integrity by changing it or using any personal creative choices. The following are a few examples of what NOT to do with the logo.



Do not manipulate the form by removing any of the elements



Do not use gradient in any way



Do not re-scale, stretch or distort the logo in any way



Do not manipulate the color of the logo other than white, black or brand colors



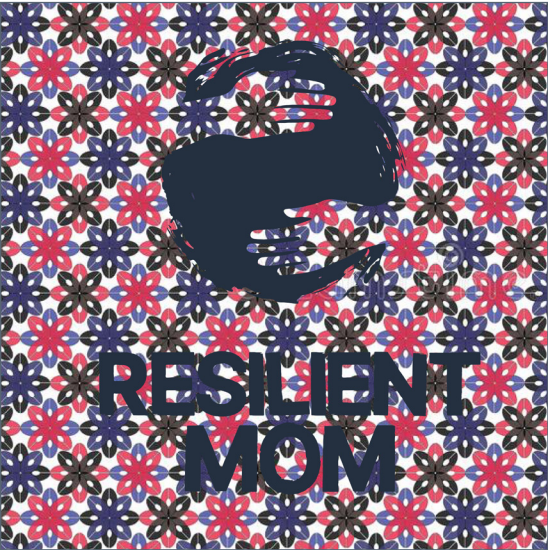
Do not lower the opacity of the logo



Do not rotate the logo at any angle



Do not use the logo in any format that may be abbreviated



Do not use the logo over complicated patterns and images



Do not use the word mark on its own



Do not resize the logo to less than .75"

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Color Palette

Our colors are as important to us as the logo itself. They’re part of the brand’s personality. We have established primary colors: Stability, Bravery and Passion. The Secondary colors are to be used moderately.

STABILITY

Our stability tone encapsulates the depth of our mission. As we are a strong, grounded, and trustworthy venture.

BRAVERY

As the color of wisdom, our purple tone emphasizes the power and bravery we want our consumers to lean into when using Resilient Mom. They are brave to seek more for themselves and their future families.

PASSION

Passion, which is a strong magenta promotes not only compassion and kindness but also encourages a sense of self respect.

EMBRACE

This color is the manifestation of a hug between mother and child. A warm joyful tone, that emits positive emotions and a general feeling of optimism. It contains the power to reset a day and provide hope and empowerment.

BALANCE

As a neutral tone, our stone color provides foundation and reliability to our palette.

Stability

C88 M74 Y49 K48
R32 G48 B57
#203043

Bravery

C67 M68 Y0 K0
R107 G99 B172
#785DF7

Passion

C0 M86 Y36 K0
R239 G76 B115
#FE4A72

Embrace

C0 M22 Y55 K0
R254 G202 B130
#FFCA81

Balance

C13 M10 Y16 K0
R221 G218 B208
#DDDAD0

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Typography

We use Avenir for headers and body copy and Cormorant Garamond for titles and decorative text. Avenir is sleek, simple and easily legible. It flows nicely, and keeps a cohesiveness throughout the text.

Avenir Next Ultra Light

Avenir Book

Avenir Black

Avenir Next Ultra Light

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1 2 3 4 5 6 7 8 9 0

Avenir Book

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1 2 3 4 5 6 7 8 9 0

Avenir Black

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1 2 3 4 5 6 7 8 9 0**

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Typography

For titles and decorative text, Cormorant Garamond is a bold serif text and matches our brand’s powerful personality but still has an elegance woven throughout.

Cormorant Garamond Light Italic

Cormorant Garamond Medium Italic

Cormorant Garamond Bold Italic

<i>Cormorant Garamond Light</i>	<i>Cormorant Garamond Medium</i>	<i>Cormorant Garamond Bold</i>
<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk</i>
<i>Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu</i>	<i>Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu</i>	<i>Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu</i>
<i>Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0</i>	<i>Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0</i>	<i>Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0</i>

Note: Make use of non italic variations of Cormorant Garamond for emphasis and visual interest

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Our visual elements are both bold and personable. They are selected to capture the imagination and present the likeness of our consumers in an equitable fashion.

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Photography

The overall consistency with using representational images imposes a powerful tone while still maintaining a softness. This upholds Resilient Mom's respect for true community.

REPRESENTATION

Photographs should resonate with our audience by capturing natural and spontaneous moments. These images should be clutter free, and display happy, powerful, confident BIPOC women.

EMOTION

Another style of photography that can be used are images that display emotion to create a sense of intimacy with the audience.

LOCATION

It is important to use appropriate locations for photographs, where distractions are not apparent.

PORTRAITS

Portrait photographs should use simple lighting with a solid background or in a relevant environment with a shallow depth of field.



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Photography

PHOTOGRAPHY GUIDELINES

To keep a consistency throughout Resilient Mom platforms, photography should encompass a natural and spontaneous feel, and avoid using stock photography.

Low aperture images so the emphasis is on the subject, and extreme angles should be avoided.

High contrast images are preferred.



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Iconography

Our icons are the visual expression of our services and tools. The icons are simple, modern, friendly and communicate the key components that will be featured in the Resilient Mom app. While each icon is visually distinct, all icons should have consistent line weights and style.



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Illustrations

The approach to illustration is rooted in our brand personality. Our semi-realistic illustration style, accurately represents the empowered women Resilient Mom champions. They can only be used with the brand colors on the Resilient Mom Website and other merchandise in the future.



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White Label

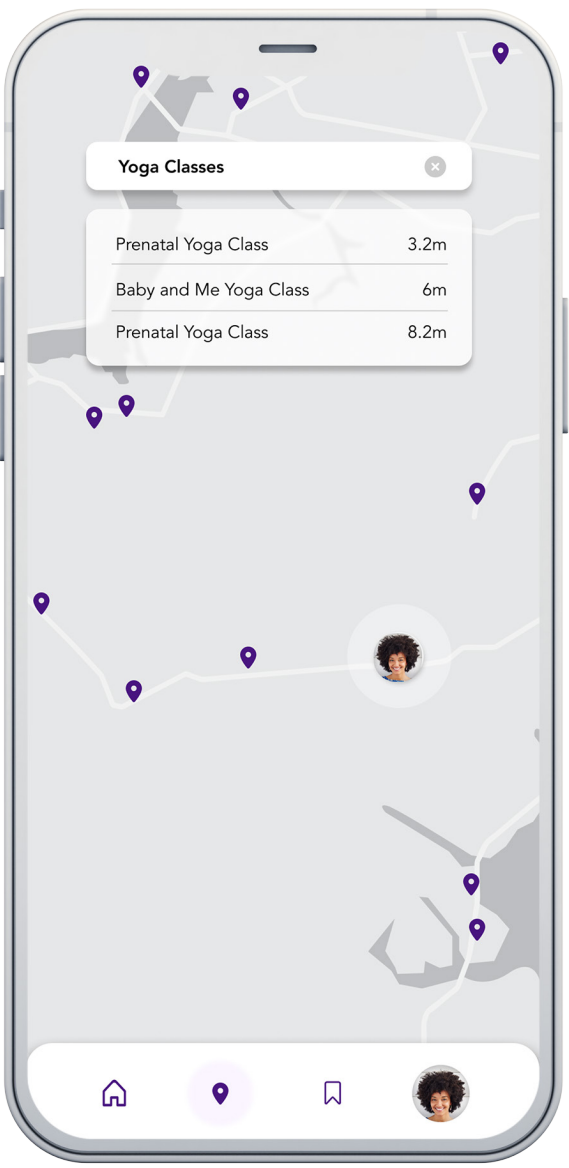
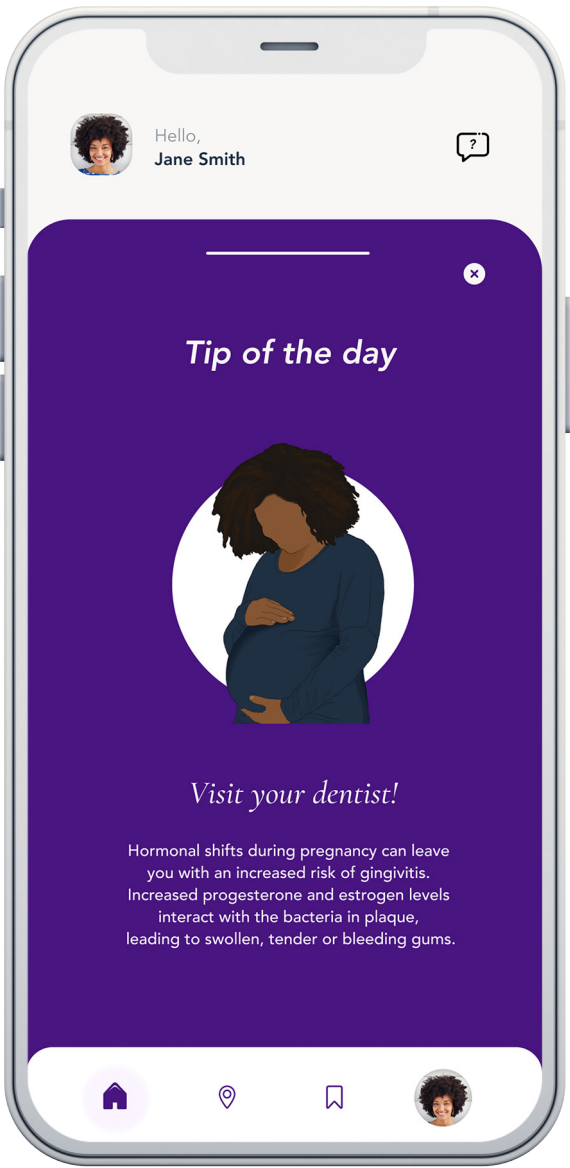
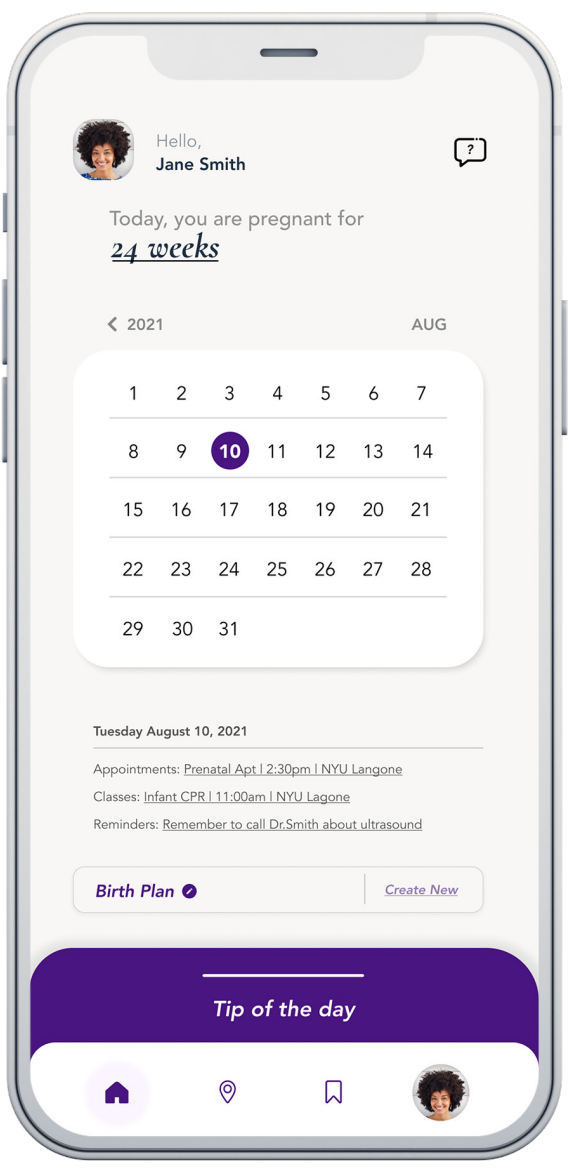
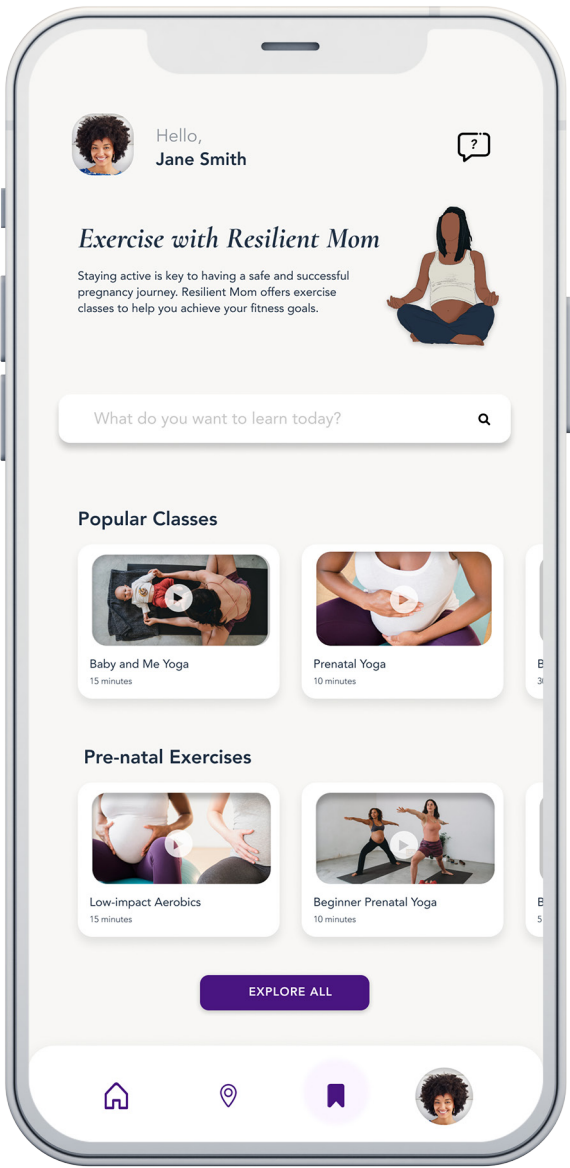
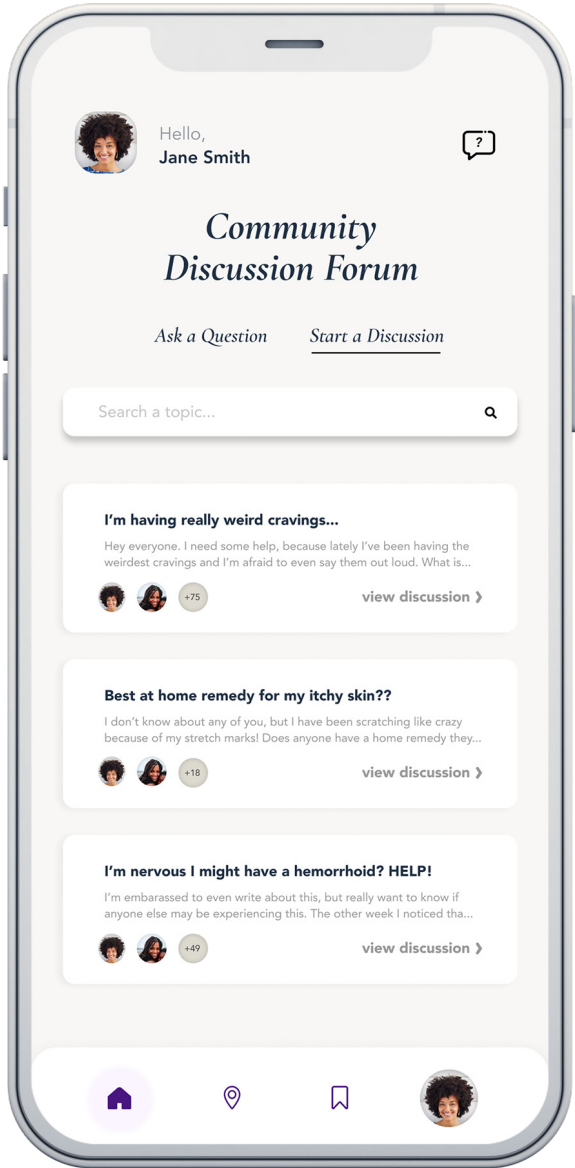
MOBILE APPLICATION

Our mobile app follows a white label approach and is therefore customizable to each hospital partner. The interface design of the mobile app will stay the same, however the app name, logo and colors will be custom to the hospital partner. For example, here we used the purple palette from NYU Langone Health’s branding. This white label approach presents the opportunity for us to partner with multiple hospitals and only have a central system to maintain.



**Brooklyn Babies
by NYU Langone Health**
Pregnancy App for BIPOC Moms
[Resilient Mom](#)

Free
[View in Mac App Store](#)



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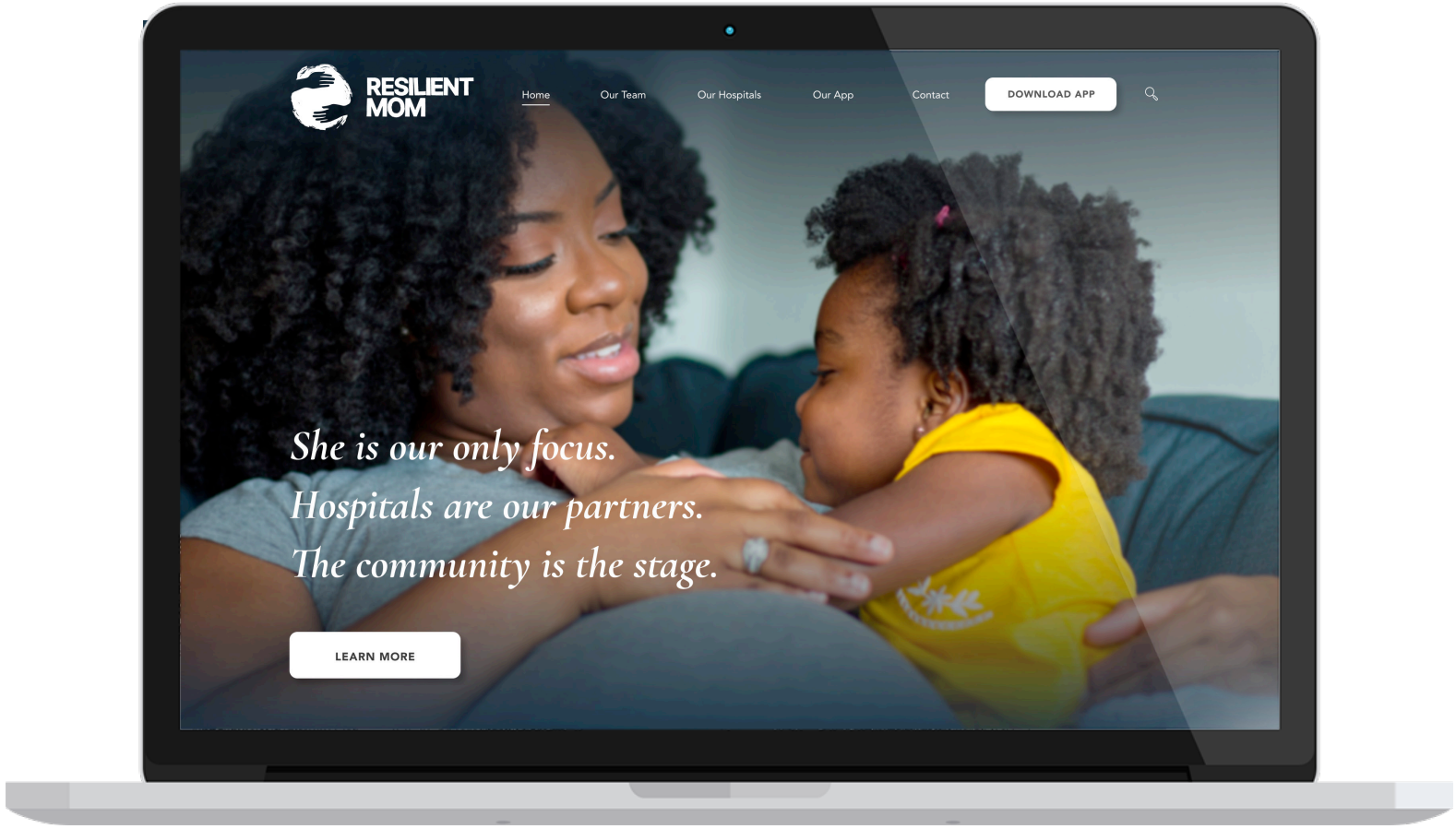
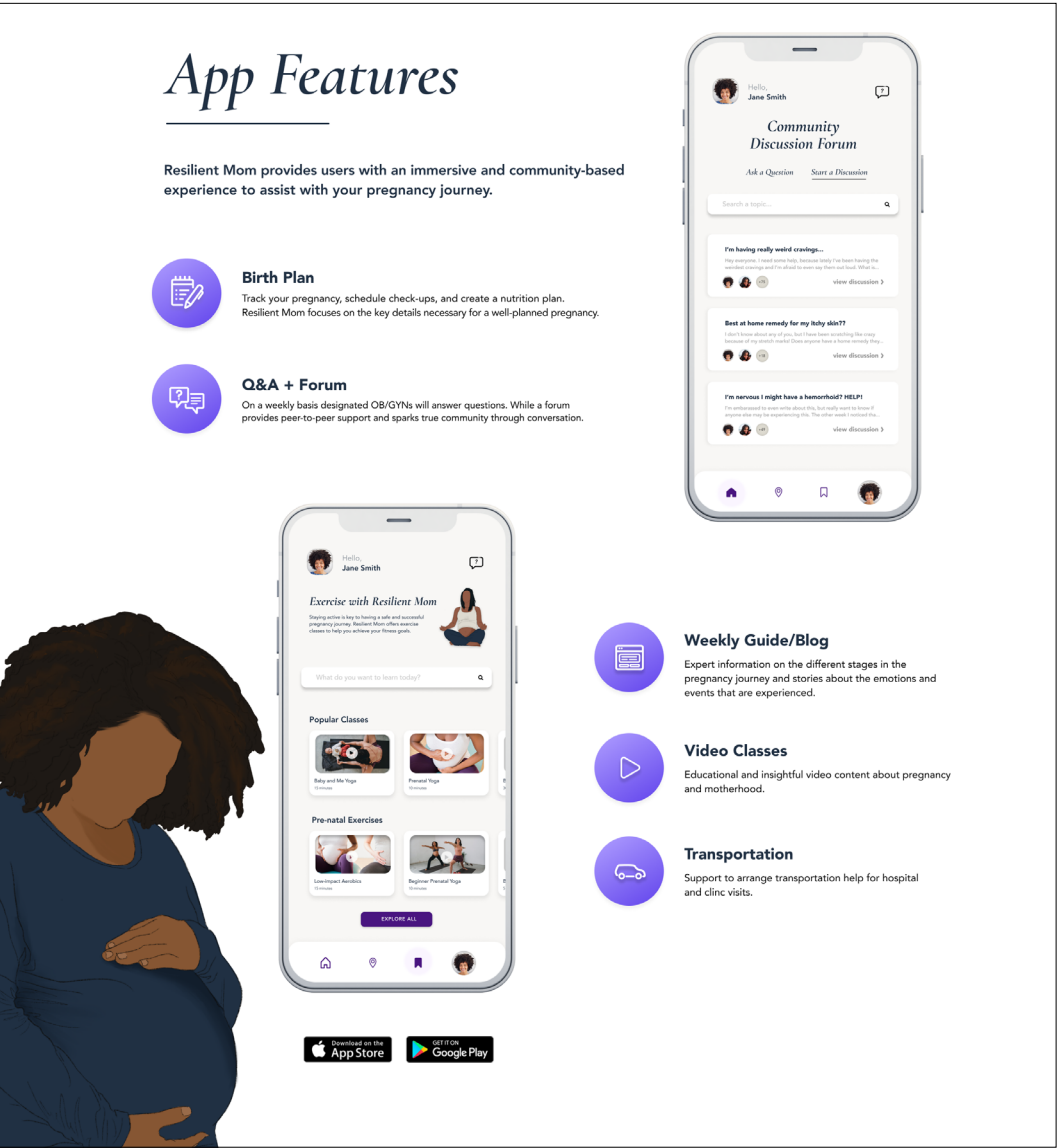
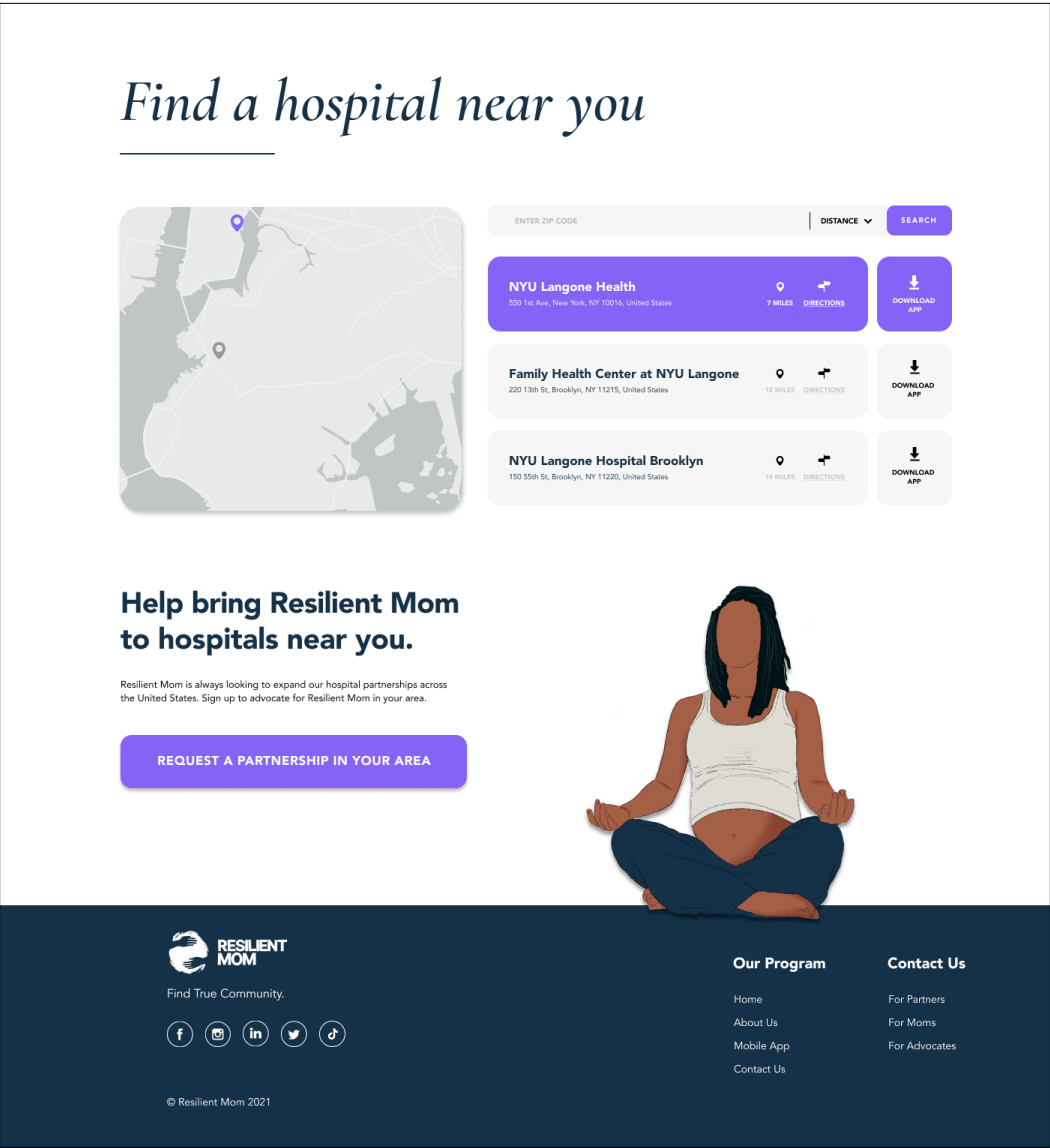
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Elements in Use

WEBSITE

Here are the elements in use in the Resilient Mom user-friendly website. Our website redisplay's our logo, illustrations, color palette, photography style and all visual elements we deem fit for the Resilient Mom brand.



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MERCHANDISE



We want to connect with users, healthcare providers, advocates, and any party interested in sharing our mission of revolutionizing a broken system.

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