



## BRAND GUIDELINES

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# MISSION

To empower mothers to take control of their lives,  
and live carefree.

# VISION

Be a platform to support mothers in their day-to-day life, starting with life support.

# JENNY LIFE IS...

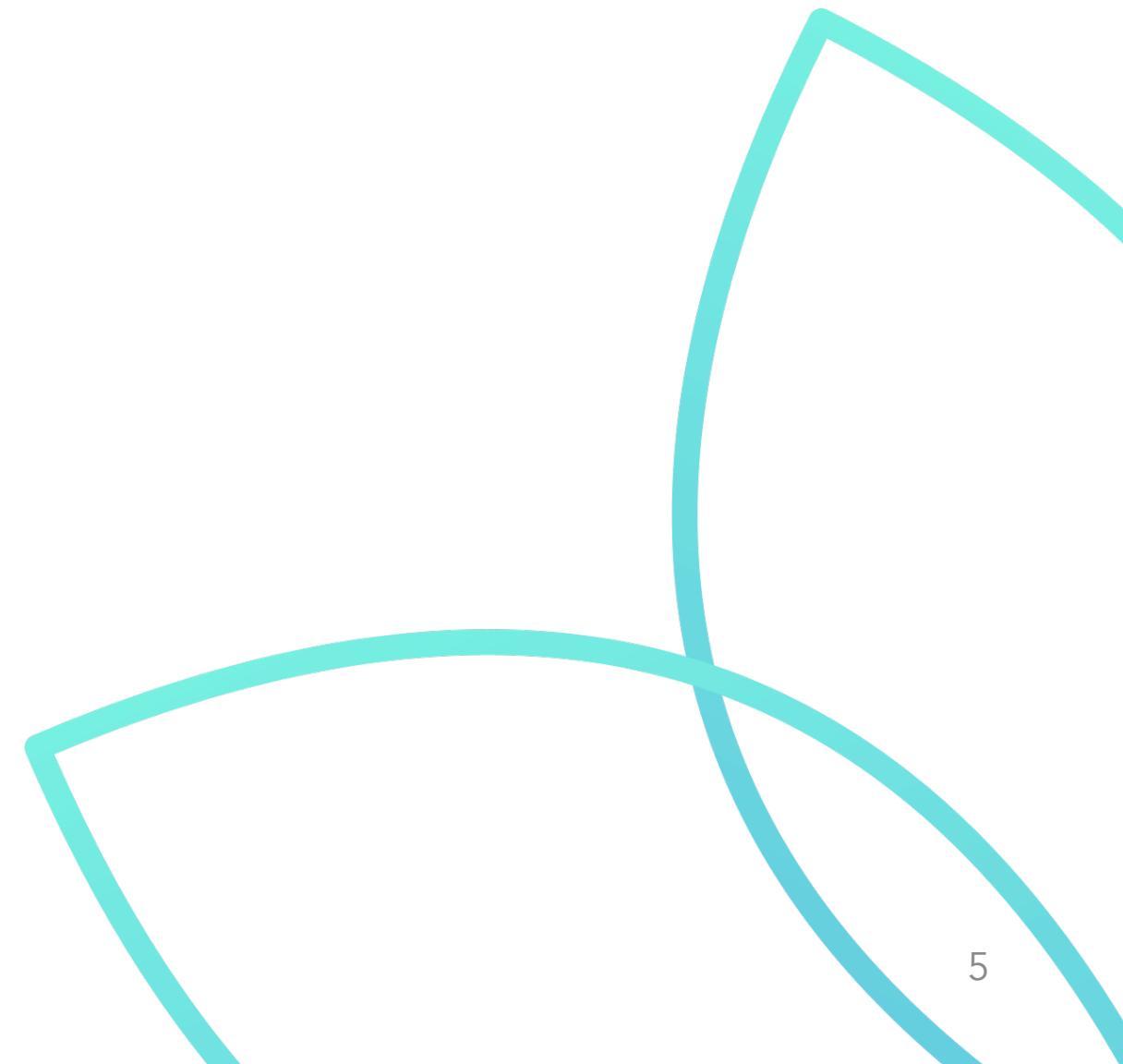
Trustworthy.

Relatable.

Authentic.

Dependable.

Friendly.



# THE METAPHOR

Jenny, as a symbol of protection:  
a guardian angel.

LOGO



TRADEMARKED.

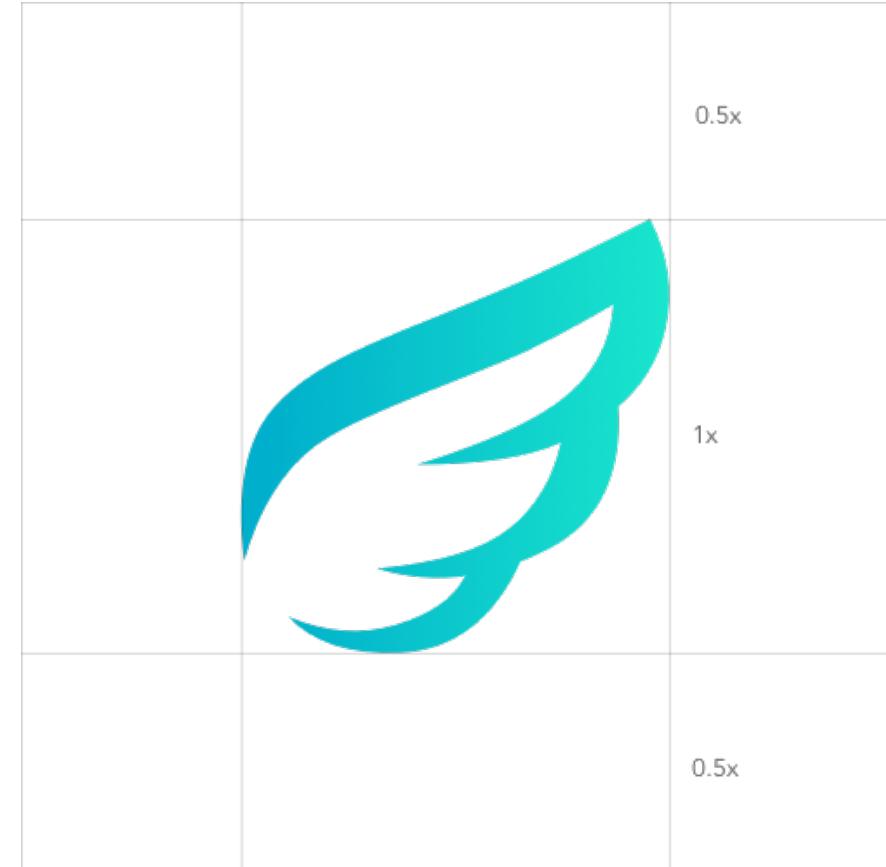


# CLEARSPACE & PADDING

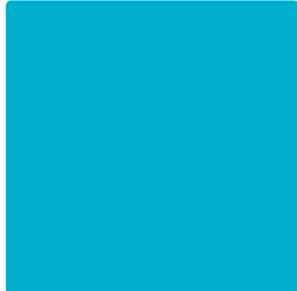
A little elbow room goes a long way to making a logo stand out.



Since the logo is bottom-heavy, leaving slightly less top-padding helps balance our logotype.



# PRIMARY COLORS



primary blue  
#00AFCC



sea foam green  
#1AE6CD



primary gradient

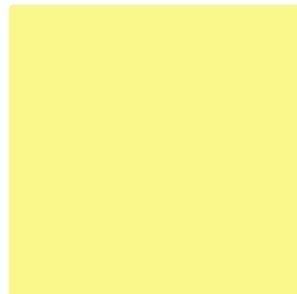
Our primary colors are a **soft turquoise blue**, and **sea foam green**.

- Cool **blue** tones inspire **trust** and a sense of **calm** and **reliability**.
- Vibrant **sea foam green** brings a soft touch of **femininity**.
- Gradient gives the colors **depth** and **movement**.

# SECONDARY COLORS



highlight green  
#70E9A5



highlight yellow  
#FBF88B



error red  
#FF7282



highlight gradient

Our secondary highlight colors are a **vibrant green**, and **bright yellow**.

- Brings an **energetic** sense of **friendliness**.
- Serves as good **contrast** to the primary brand colors.
- This gradient is only to be used for **background elements**, such as CTA buttons or patterns.

A soft **coral red** should be used to highlight errors in form elements or user flows.

# TEXT & BACKGROUND COLORS



primary text  
#5A5A5A



secondary text  
#8D8D8D



white  
#FFFFFF

- Our main text colors are neutral, without being a harsh black.
- Our primary background color is white.
- Keeping these elements neutral helps bring out the vibrant brand colors.
- For highlighted text or headers, the primary gradient can be used sparingly.

# TYPOGRAPHY

Our primary brand typeface is **Avenir**.

Optimized for print, web, and mobile interfaces, Avenir is clean, modern, and highly legible in its letter-forms.

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,;?!\$&@\*)0123456789

# FONT TREATMENTS

HEADERS

Avenir Medium

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmn opqrstuvwxyz  
(.,;?!\$&@\*)0123456789

SUBHEADERS

Avenir Book

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmn opqrstuvwxyz  
(.,;?!\$&@\*)0123456789

BODY TEXT

Avenir Light

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmn opqrstuvwxyz  
(.,;?!\$&@\*)0123456789

# PHOTOGRAPHY



- Photography is important for providing emotional connection – our overall tone should be light, joyful, and carefree.
- Photos should be **bright** and **well-lit**.
- Background colors should be **neutral** and **light**; avoid photos with dark backgrounds. This will allow dark or colored text to stand out on top.

# PHOTO CONTENT

- Photos should be color-neutral, with pops of vibrant highlights.
- Photos should capture a **candid moment** between a mother and her loved ones.
- Diversity in **ethnicities** and **activities** are key to keeping Jenny Life relatable.



# ICONS

- Minimal
- Simple outlines
- Shadows or dual-tones help bring depth
- Illustrations should be fun, with personality



Reproductive health exam  
FAQ



For moms  
who worry a lot



Your pregnancy  
to-do list



Preparing  
for giving birth



Baby's due date  
prediction



Baby gender  
prediction

# PATTERNS

- Background textures and patterns help break up content, and subtly support the brand.
- They should be used sparingly, so as not to overwhelm the eye.
- Patterns should be in the primary brand colors, at a lowered opacity.
- Overlapping elements gives patterns their own space to breathe, without having to fill the entire background

## PATTERN 01



*Small, repeating wing-  
shape pattern.*

## PATTERN 02

*Irregularly-sized circles,  
reminiscent of halos.*

## PATTERN 03

*Abstract, vector wings.*





THANK YOU