



Brand Guidelines

An Overview

This document communicates our brand guidelines - the blueprint for our brand identity. Within these pages, you'll find the key elements that define us, from our logo and colors to our typography and voice. Adhering to these guidelines ensures a cohesive and powerful brand presence across all platforms.

Table of Contents

Table of Contents

Brand identity

Mission, Vision, and Values..... 5

Logo Overview..... 6

Logo Variations..... 7

Clear Space and Minimum Size 8

Color Palette 9

Primary Colors..... 10

Typography..... 11

Logo Typeface 12

Primary Typeface..... 13

Support

Contact Information..... 15

Brand identity

Mission, Vision, and Values

At “Grão de Amor,” our mission is to provide unwavering support and comprehensive assistance to pregnant women, nurturing their journey into motherhood with a foundation of love and understanding. We envision becoming a trusted companion for pregnant women worldwide, fostering an empathetic and supportive environment. We are driven by our core values of compassion, support, trust, empowerment, and respect. These principles guide us as we strive to empower mothers-to-be with knowledge and confidence, honoring their unique experiences and choices

Logo Overview

Our “Grao de Amor” logo, a unique blend of custom lettering and minimalist design, embodies our core belief in the profound beauty and power of motherhood. The modern, simple aesthetic reflects our approach to supporting and nurturing mothers-to-be - straightforward, uncomplicated, and entirely focused on their needs. It is more than just a logo; it's a visual narrative of the intimate journey of pregnancy and the deep-seated love that begins even before a baby is born.



Logo Variations



Full-color

This is the primary version of our logo and should be used in most instances where the background allows for its clear display. It is designed to stand out and represent our brand in its entirety.



Single Color

This black version of our logo is used when printing in one-color processes, or when placed on a background that may clash with our full-color logo. Its purpose is to ensure legibility and brand recognition when color is not an option.



Reversed

The reversed, or “knockout,” version of our logo is to be used on dark backgrounds. This version ensures that our logo is visible and legible when placed on darker imagery or colored backgrounds.

Clear Space and Minimum Size



Minimum Size Print

14mm



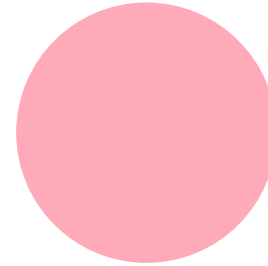
Minimum Size Digital

56px



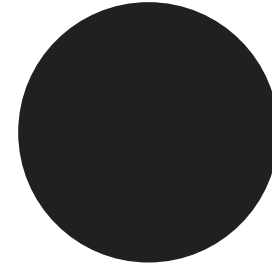
Color Palette

Primary Colors



Light Salmon

HEX
#FEAAB9
RGB
254, 170, 185
CMYK
0% 33% 27% 0%



Onyx

HEX
#231f20
RGB
35, 31, 32
CMYK
70% 67% 64% 74%

Typography

Logo Typeface

Our brand's unique identity is encapsulated in a custom-made logo typeface. It has been meticulously crafted to express the distinct attributes of our brand, showcasing our innovation and creativity. The uniqueness of our logo typeface signifies our brand's stand in the market and sets us apart from the crowd. Please do not attempt to replicate or use this typeface for any other text.

The logo features the words 'grão' and 'amor' in a bold, lowercase, sans-serif typeface. The word 'grão' is positioned above 'amor'. A small, uppercase 'DE' is placed between the two words, slightly to the right of the center. The letters are thick and have a modern, clean feel.

Primary Typeface

Our chosen typeface, Montserrat, captures the modern, welcoming, and resilient spirit of our brand. A geometric sans serif, it offers clean lines and friendly curves that lend a contemporary and approachable feel to our communication

Montserrat

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
1234567890 &

Support

Contact Information

Should you have any questions about our brand, need additional assets not included in this guide, or require further clarification about the correct use of our brand elements, please don't hesitate to get in touch. We are always available to help ensure our brand is represented consistently and correctly.

[Name]

[Email]

grão
DE
amor