

LOGO



FAMILY INCEPTIONS



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COLOR PALETTE

#B8CFB7

#A7A9AC

#F58420

#C1E0BE

#FDD1CD

#EDED9



CMYK: 54, 11, 29, 0
RGB: 118, 184, 183

CMYK: 36, 28, 27, 0
RGB: 167, 169, 172

CMYK: 0, 59, 100, 0
RGB: 245, 132, 31

CMYK: 25, 1, 31, 0
RGB: 193, 224, 190

CMYK: 1, 17, 76, 0
RGB: 253, 209, 90

CMYK: 6, 4, 6, 0
RGB: 237, 237, 233

IMAGE INSPIRATION

INTENDED
PARENTS VIA EGG
DONATION



INTENDED
PARENTS VIA
SURROGACY



EGG DONORS



SURROGATES



PROFESSIONALS



TYPOGRAPHY

LOGO FONT

TRAJAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY COPY

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADINGS

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Zapf Humanist Demi BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arrus BT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Narrative BF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz