

BRANDING GUIDE 2021



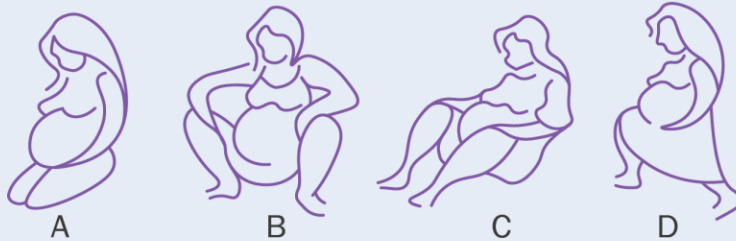
Our Brand S+ory



Rebirth will be using a logo and theme that is simple, clean, and modern, which represents its products and services of easy-to-use modern healthcare technologies.

The "+" in the logo stands for the positive birthing experience of mothers that Rebirth is founded upon. It also represents Rebirth being an addition to existing products and services that when partnered with healthcare practitioners, help empower mothers to have a positive birthing experience by offering more options than what is currently available.

Icons



Mother icon set 1

These icons may be interchanged with one another. They serve the purpose of being fillers in a layout while depicting multiple positions available to a birthing mother, emphasizing that women have the active choice of birthing position to contribute to a positive childbirth experience.

These may be used in primary, accent, and gradient colors. The above icons are to be placed at edges of elements (if there is no given border) or inside a border as seen needed for the scene composition.



RebirthTM

woman-centered birthing solutions

The logo serves as the visual representation of the startup for internal and external communications, marketing, and promotional purposes.

The Logo

The “Re” is written in League of Spartan in the color of Mine Shaft. The “R” is always uppercase. The “Re” syllable highlights the distinction and focus on the “birth”.

The “birth” is written in League of Spartan in the color of (Rebirth) Deluge to symbolize compassion and empowerment. The “t” is replaced with a “+” symbol.



A “+” symbol in the color of (Rebirth) Deluge is used in exchange of the “t” of “birth”. This is to highlight a positive birthing experience for mothers.

The subtitle is written in Franklin Gothic Book in the color of Mine Shaft in lowercase. It is aligned to the main text of the logo.

Logo Elements

Logo Variations



Regular



Dark Mode



Light Mode



Embossed



Debossed

League of Spartan is to be used for titles, headings, and accent texts. It may be used in all *UPPERCASE* or in *Sentence case*. This may be in any color within the palette.

Title
subtitle

League of Spartan
Franklin Gothic Book

Franklin Gothic Book is to be used for subtitles and normal texts. It may be used in *Sentence case* only. This may only be in neutral colors.

Typeface

PRIMARY



119,99,172
61,69,0,0
#7763AC
(Rebirth) Deluge



129,88,165
57,76,0,0
#8158A5
Deluge

Used for pivotal focus elements, (+) plus symbol, and first priority for icons

ACCENT



150,44,142
47,98,2,0
#962C8E
Plum



120,141,189
56,40,6,0
#788DBD
Ship Cove



102,198,217
55,1,13,0
#66C6D9
Viking

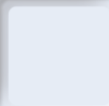
Used for accent texts, headings, and shapes

Color Palette

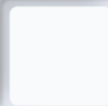
NEUTRAL



56,56,56
69,62,61,54
#383838
Mine Shaft



229,233,242
9,5,1,0
#E5E9F2
Catskill White



247,247,247
2,1,1,0
#F7F7F7
Alabaster

Used for normal texts, backgrounds, and shapes

Brand Identity

MODERN

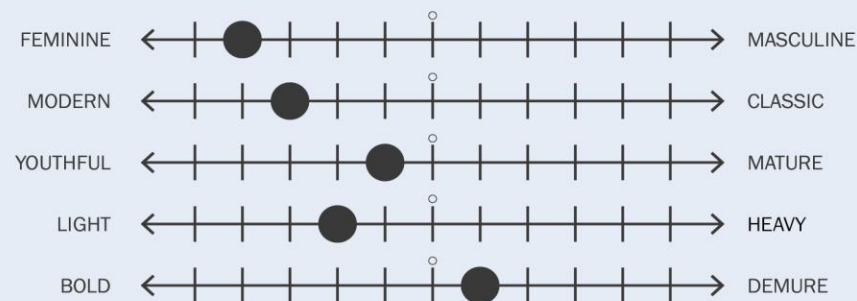
Maintains a contemporary brand aesthetic that leads itself to be forward-looking and trend-aware.

COMFORTABLE

Encourages a soft, serene, and safe environment.

CLEAN

Demure and light



FEATURES

- Neumorphism
- Rounded corners
 - Filletted edges
 - Arc
- Soft drop shadows (B: upper-left, W: lower-left)
 - Black shadows (20%, offset: 3-5px)
 - White highlights (100%, offset: 3-5px)
- Gaussian blur (10-15px)
- Line art vector icons
 - Round end caps
- Margins: 0.5in

Guidelines



Logo Guidelines

RebirthTM

Do not remove the subtitle .

RebirthTM
woman-centered birthing solutions

Do not use other colors not prescribed for the logo.

RebirthTM
woman-centered birthing solutions

Do not place anything in front of the logo.

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woman-centered birthing solutions

Do not add shadows to the logo.

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Do not add glow to the logo.

RebirthTM

Do not feather the logo.

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Do not tilt, rotate, or misalign the logo.

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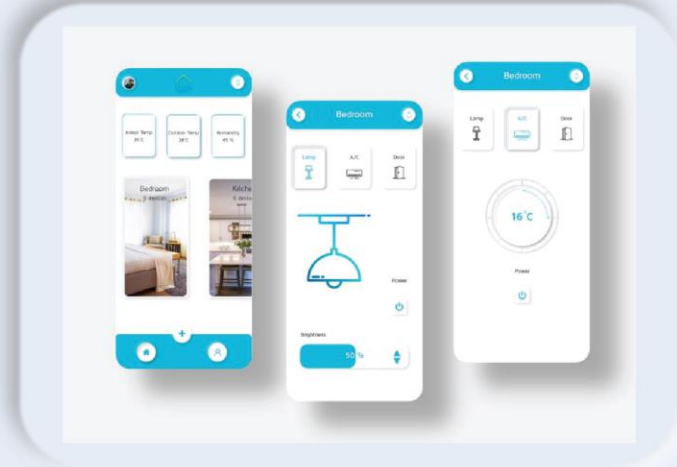
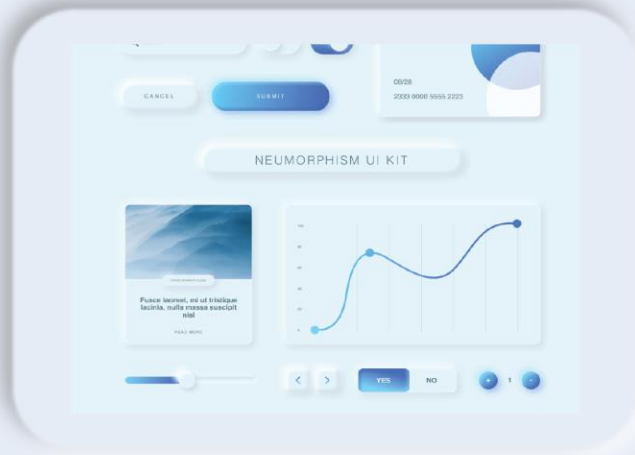
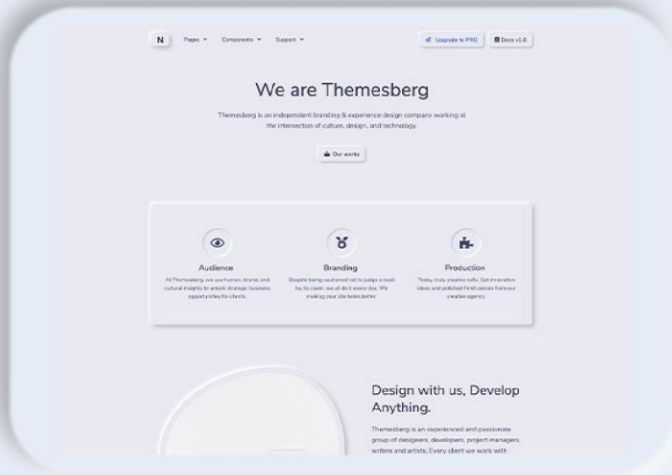
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Do not stretch the logo.

Slide Guidelines

- Always have 0.5in margins on all sides.
- Always have a logo at the bottom right corner (0.5in margin) unless there is a logo already present elsewhere.
- Use the variation of the logo with the utmost contrast to the background for prominence.
- Use embossed shapes for emphasis and accents.
- Use debossed shapes for subtle borders.
- Never have a pure white background.
- Use layered shapes and embossed shapes for fillers, keeping in mind the the brand identity.

Neumorphism Inspirations





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