

Primary LOGO with tagline



PREGGERS^{CAN BE}
CHOOSERS
Continuum Care; Psych + Body

COLORS



hex
#bb0095

RGB
187, 0, 149

CMYK
30, 100, 0, 0

Pantone 246C



hex
#31bfd0

RGB
49, 191, 208

CMYK
76, 0, 6, 0

Pantone 306c



hex
#ffbb4b

RGB
255, 187, 75

CMYK
0, 31, 94, 0

Pantone 123c



hex
#939393

RGB
147, 147, 147

CMYK
0, 0, 0, 47

Pantone
cool gray 7

LOGO FONTS:

Remora Sans W4 Light - <https://www.myfonts.com/fonts/g-type/remora-sans/w4-light/>

Vimala New <https://vimalarodgers.com/shop?olsPage=products%2Fthe-vimala-alphabet-font-available-for-both-pc-and-mac-platforms>

ALTERNATIVE LOGOS/MARKS



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ADDITIONAL TYPOGRAPHY NOTES:

Logo Fonts:

Vimala - use only for headings, subheads, titles in PDFs/Handouts or on website, where it can be used in limited amounts at larger sizes. I don't recommend it for paragraphs, for body text or on your website.

Remora Sans (that's used in the logo) is available for purchase (\$39 for use on desktop apps) if you want (alternatives below) to use it for Sub-branded items (EIW, Afterbirth, podcast) headlines, subheads, titles, etc. or in PDFs/handouts. Where you can use it at large font sizes. I don't recommend it for use in paragraphs, for body text or on your website.

Body Copy Fonts: Montserrat - is a good sans serif that matches the open feel of Remora Sans (without cost!) + will work well with Vimala. Roboto is another good option. They are both versatile, can be used for headings, body copy, etc. in PDFs as well as on website + have many different weights (bold, italic, etc) to use for emphasis. Free from google and also avail. to be used on your website

<https://fonts.google.com/specimen/Roboto> <https://fonts.google.com/specimen/Montserrat>

Montserrat (is currently used on your in-progress site) +

Vimala

Rowan TwoSisters, CPM, LM

Hello You. Rowan here. Certified Professional midwife, Arvigo Maya abdominal massage therapist, pelvic floor scar remediation therapist, Urban Curandera. www.rowantwosisters.com
www.laborwhispering.com

Roboto + *Vimala*

Rowan TwoSisters, CPM, LM

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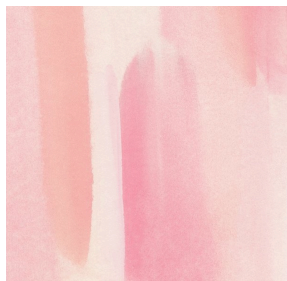


Brand feel overall: edgy, punk with warm/cozy/light feel (previous branding was/is too dark).

Brand Photos: To bring the edgy, non-conformist, radical aspects of your brand out use photos of the team at work, together, individually, w/clients (Rowan, Blythe, Mary, etc). As well as pregnancy/birth-related stock photos, like those you have on the work in progress site.

You'd mentioned getting brand photos done around the city w/graffiti style backdrops. Like Blythe's.

Keeping the color palette in mind when shooting photos for the website (and picking stock images) will help keep the overall feel consistent. For brand shoot look for backgrounds that feel warm/light and graffiti that includes pops of brand colors.



GRAPHIC ELEMENTS SUGGESTIONS/RESOURCES:

watercolor backgrounds - in shades of brand colors: could be brought into social media posts to bring in warm/cozy/light feel.

<https://creativemarket.com/BasiaStryjecka/3043714-Watercolor-Backgrounds-Blush>



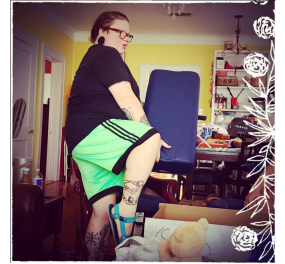
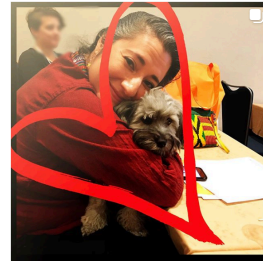
Galaxy images - you're using these types of images already, so to bring them into alignment w/current branding try using images that pull in brand colors pink, gold, teal vs. those that are purely dark. Ex.

<https://unsplash.com/photos/zepnJQycr4U>

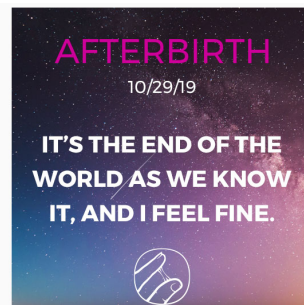
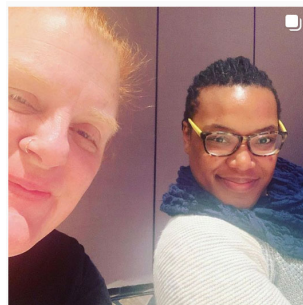
INSTAGRAM -

Use logo icon - where appropriate with the sub-brand graphics you have going so that they connect back to PCBC main brand visually (ex.: EIW, Afterbirth, Chooser's graphics) see Afterbirth examples below (with lighter galaxy image).

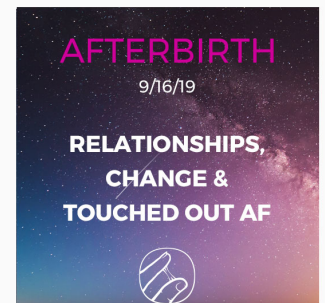
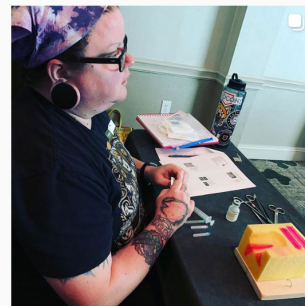
Photos: You already are doing great taking photos that feel warm/inviting, either w/color or content of image, etc. + love feeling of movement that is in many of your images. So keep doing what you're doing there.



Colors: Bring brand colors (esp. the pink) in w/backgrounds/ solid colors. Think pops of color like in your Edge Day graphic.



Graphic elements/ stickers, etc: keep the logo in mind, line art elements work well. (see last 2 images above right) But don't feel constrained or restricted to just those types of elements!



PDF/DOCUMENT LAYOUT INSPIRATION - the handouts you're considering using are a great example of color usage, hierarchy of text, use of color, etc.

Simple is good. Using the brand color palette, fonts (Vimala, Montserrat) and you can create something like this that will be easy to use for most of your document needs. (pages doc is included on download page).



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CHOOSERS
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Prenatal & Postpartum Massage

Problem-focused, if you got a problem you will solve it, or at least help you understand what's going on and provide guidance and probably a referral for what's next.

Needing to soothe and chill out? Oh, that's good, we can do that too.
What's that? You are postpartum with something going on that needs to be addressed?
Alrighty, let's get you fixed up.

Body Balance ECV Prep

Whelp, so your baby is breech. Now what?!!

ECV? Your provider might want to do a procedure called an ECV, which is an external cephalic version. A breech body balancing session can contribute to a successful ECV.

And what if you don't want an ECV but you want ALL THE THINGS? Many times the work we do leads a baby to flip, if it can with ease. So say we are doing our moves and either baby flips on own, or later that day or night. Sometimes it be like that.

Is seeing a trained professional better than attempting moves and tilts and essential oils and self-administered moxa sticks as described by an exhaustive search of the internet? Welllll, maybe, maybe not. Depends on the type of person you are. Some folks are DIY till the end, and others want some professional guidance with skills that are out of the box but evidence-based. Either way I'm down. You do you.



Preggers Can Be Choosers - preggerscanbechoosers.com

