CARE FERTILITY

BRAND TOOLKIT

2025

FEEL SEEN

FEEL HEARD

FEEL SUPPORTED

BRAND PERSONALITY

Every time someone interacts with us they should feel we are the experts who truly understand what they're going through and we are the people to help them. We call this delivering '**confident care**' and it means everything we communicate should feel:

SIMPLE.
BOLD.
PERSONAL.



OUR DESIGN SYSTEM

To deliver **confident care** to people going through their IVF journey, we use a simple, bold and personal design style.

Our style is based on a distinctive colour palette, a strong headline typeface and modern, inclusive pictures of people.



DESIGN WITH FLEXIBILITY

Designing confident care

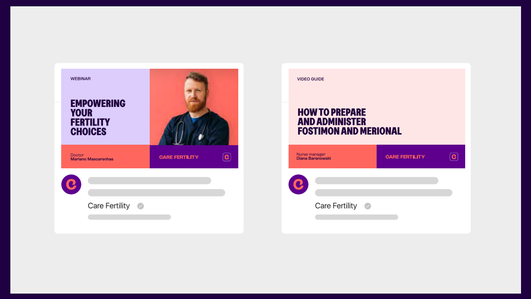
Confident care means showing up appropriately at different stages of someone's journey. Our system allows us to appear discreetly (when we need to be sensitive) all the way through to eye-catching (when we're grabbing attention) to motivate and inspire people.

Sensitive

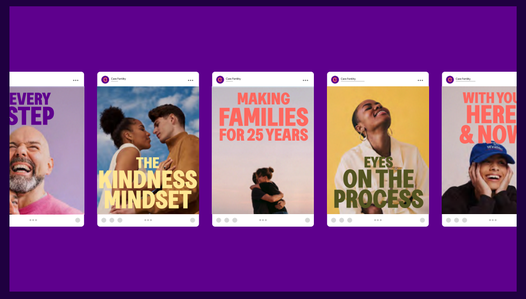
Informative

Inspirational











OUR CORE ASSETS

Logo

CARE FERTILITY

Symbol

Typography

PUTTING
THE CARE INTO
FERTILITY

Colour palette

Photography



Iconography

LOGO

Our logo is our most important brand element. It is written in caps to suggest we are solid, robust and modern. The C has been designed to communicate the idea of embracing our clients while also referencing a fetus.

Our logo artwork appears in caps, however when typed out, ‘Care Fertility’ is written in upper and lower case. Never type our name in caps in general correspondence.

CARE FERTILITY

LOGO VERSIONS

Our horizontal logo lockup is our preferred option. In instances where the legibility of the wordmark would be compromised — on signage, for example — we recommend using the stacked version of the logo.

Horizontal logo

CARE FERTILITY

Stacked logo

CARE
FERTILITY

LOGO CLEAR SPACE

Whenever we use our logo, we keep the immediate space around it free of any other graphic elements. Our safe area is defined by the size of our symbol. This area around our logo is the minimum space required to ensure it can be seen clearly. To make sure our logo is always legible, we never display it smaller than 195px wide. There is no maximum size.

Clear space



Minimum size

CARE FERTILITY

195 px width

LOGO COLOUR USAGE

We always aim to use our primary logo combination to ensure we stand out and are clearly recognised. In some cases, like to break up a design that uses large amounts of Bright Purple, we can use the secondary logo combination.

When this isn't possible or when a more subtle approach is necessary, we can use the alternative combinations featured at the bottom of the page (right).



Primary logo colour combination

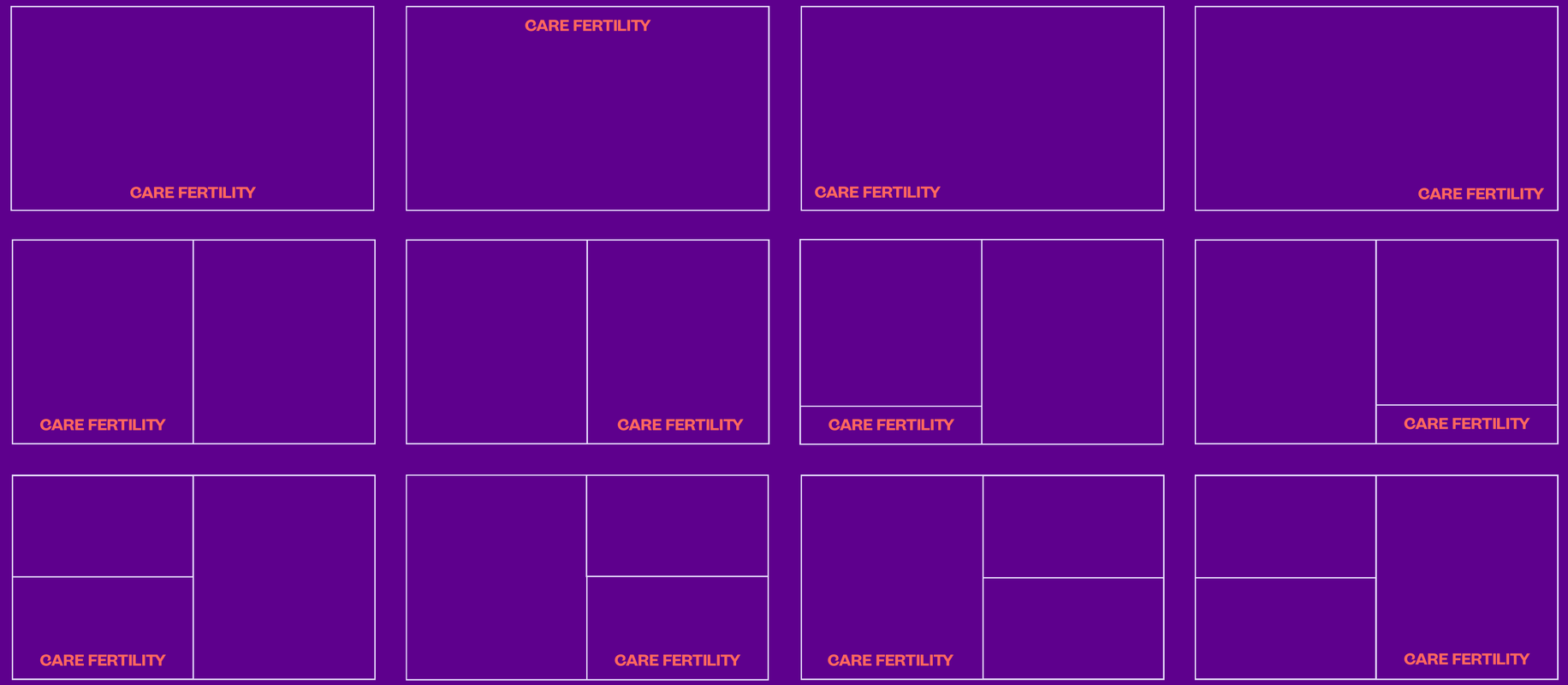


Secondary logo colour combination



LOGO ALIGNMENT

When we place our logos on different applications we can align it centrally, in the bottom left or right corner. On instances where more than one panel is in use, we centre align the logo within the panel it sits in.



OUR SYMBOL

Our brand symbol is used for profiles and merchandise. It symbolises the way we embrace our customers. The symbol also subtly suggests the shape of a fetus in its negative space.



ALTERNATIVE SYMBOL COLOUR

In some cases, where we need to be most discreet, we can use the purple version of the symbol. This is never used on social media profiles or high visibility brand touchpoints.



TYPOGRAPHY

Our headline typeface is Greed Condensed. It's a sans-serif font with different widths. We use the condensed cut, Heavy and Light weights. The subtle curves and the stroke contrast add a unique character to the overall look and feel.

Our secondary typeface is Rebond Grotesque Regular and Semibold. Rebond features friendly exaggerated curves.

System fonts

We use Franklin Gothic in PowerPoint templates and Arial in email signatures or in PPT where Franklin Gothic isn't available.

Heavy/Light

GREED IS OUR HEADLINE TYPEFACE

Regular/Semibold

Rebond Grotesque is our secondary font

TYPOGRAPHY LAYOUT

Our headline style is generally centrally aligned for maximum impact. It can also be left aligned where required.

When a more subtle design style is required, we scale Greed Condensed Heavy down to appear at a smaller size.

Headlines
Font: Greed Condensed
Weight: Heavy
Case: Upper case
Leading: 85%
Tracking: -1%

PUTTING THE CARE INTO FERTILITY

Body copy
Font: Rebond Grotesque
Weight: Regular
Case: Sentence case
Leading: 130%
Tracking: 0%

We have been making families possible for everyone since 1997. When you choose us, you are choosing a team of IVF experts who will work tirelessly to help you succeed

TYPOGRAPHY LAYOUT

Expressive headlines

Sometimes it's useful to use contrast when setting the typography size on applications such as posters or social media posts. We can do this by defining two font sizes: a size for the large copy, and half its size for the smaller copy. This helps add rhythm to the layout in a simple way.

Headline Small
Font: Greed Condensed
Weight: Heavy
Case: Upper case
Leading: 85%
Tracking: 0%
Size: 100pt

Headline Large
Font: Greed Condensed
Weight: Heavy
Case: Upper case
Leading: 85%
Tracking: -1%
Size: 200pt

PUTTING
THE CARE
INTO
FERTILITY

LONG-FORM COPY HIERARCHY

When communications require a more objective and direct tone — like long-form copy inside a brochure — we break the hierarchy into more parts to ensure the information can be digested.

In this instance, we switch headlines to Greed Condensed Light, Sentence case. This makes the design feel less ‘shouty’.

Label
Font: Rebond Grotesque
Weight: Semibold
Case: Upper case
Leading: 100%
Tracking: 0%

Headline
Font: Greed Condensed
Weight: Light
Case: Sentence case
Leading: 100%
Tracking: -1%

Body copy large
Font: Rebond Grotesque
Weight: Regular
Case: Sentence case
Leading: 130%
Tracking: 0%

Subtitle
Font: Rebond Grotesque
Weight: Semibold
Case: Sentence case
Leading: 120%
Tracking: 0%

Body copy
Font: Rebond Grotesque
Weight: Regular
Case: Sentence case
Leading: 130%
Tracking: 0%

WHERE TO START

Supporting a fertility journey

Whether you’re hoping to become a parent, trying to grow your family, considering preserving your fertility or thinking about donating eggs or sperm, we have tailored treatment plans and pioneering procedures.

Supporting someone going through IVF

If your partner, a friend, or a loved one is having fertility treatment, it can be difficult to know how to best support them, but there are lots of simple ways you can help and share their journey. By understanding their experiences, taking the time to listen, and keeping them relaxed and reassured, you can support them every step of the way.

Understanding their treatment

It might help to learn more about their treatment. We have lots of information about all our fertility treatments on our website, and we can also provide you with leaflets and other literature at your local clinic. You’re also welcome to come with your partner to appointments or join them at support counselling sessions.

CORE COLOUR PALETTE

Our core colour palette helps us stand out and must be used consistently. Purple is the colour Care Fertility is associated with, while Coral adds a pop of modern vibrancy.



SECONDARY COLOUR PALETTE

Our secondary palette adds more tonal variety to our brand output. It can help us appear more sophisticated, warm and friendly. We use our secondary palette as backgrounds online, within literature and as headlines in social media.

GREEN

Green 500
#525421

PINK

Pink 500
#FFC6E8

YELLOW

Yellow 300
#525421

SAND

Sand 100
#E9DDC1

UI COLOUR PALETTE

We have a wider set of tints and shades available to use in our online experience.

Purple 100
#DCCDFD
R220 G205 B253
C15 M19 Y0 K0

Purple 300
#C597FA
R197 G151 B250
C33 M42 Y0 K0

Purple 500
#5E008D
R94 G0 B141
C82 M100 Y0 K0

Purple 700
#3D0069
R61 G0 B105
C90 M100 Y26 K17

Purple 900
#1F0040
R31 G0 B34
C100 M100 Y41 K52

Coral 100
#FFE6E6
R255 G230 B230
C0 M14 Y7 K0

Coral 300
#FFAF9C
R255 G175 B156
C0 M41 Y35 K0

Coral 500
#FF685E
R255 G104 B94
C0 M70 Y60 K0

Coral 700
#BF3F37
R191 G63 B95
C19 M85 Y77 K8

Coral 900
#741814
R116 G24 B25
C32 M100 Y92 K46

Green 100
#EDEDDF
R237 G237 B223
C9 M5 Y15 K0

Green 300
#B9BC8D
R185 G188 B141
C32 M18 Y50 K3

Green 500
#525421
R82 G84 B33
C62 M 46 Y96 K44

Sand 100
#E9DDC1
R233 G221 B193
CMYK

Sand 300
#D1C09D
R209 G192 B157
CMYK

Sand 500
#8C6E46
R140 G110 B70
CMYK

Yellow 100
#FFF8D4
R255 G248 B212
C0 M0 Y23 K0

Yellow 300
#FFE794
R255 G231 B148
C20 M22 Y41 K3

Yellow 500
#BF9D52
R191 G157 B82
C35 M45 Y70 K30

Pink 100
#FFE8F8
R255 G232 B248
C0 M14 Y0 K0

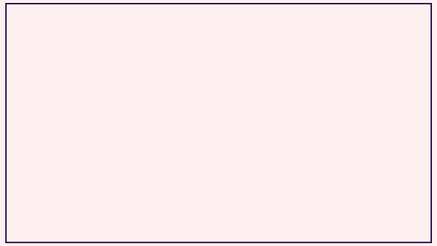
Pink 500
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R255 G198 B232
C0 M31 Y0 K0

Pink 700
#B56990
R181 G105 B144
C31 M67 Y20 K3

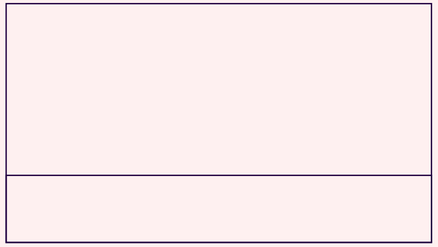
LAYOUT

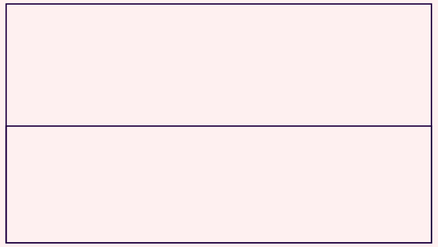
We always aim for simple and clear layouts. Our system flexes from zero to four panels. Layouts containing photography can range from filling a page (without using panels) or occupying a single panel within a multiple panels composition. Our logo and CTAs can sit inside the grid system as long as there's enough space for them to stand. To ensure maximum standout and visibility, we don't recommend setting the logo over imagery.

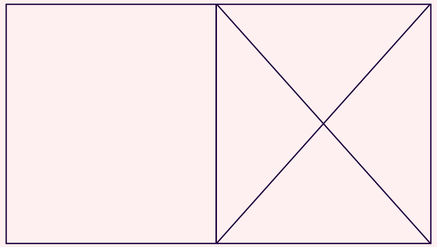
No panels

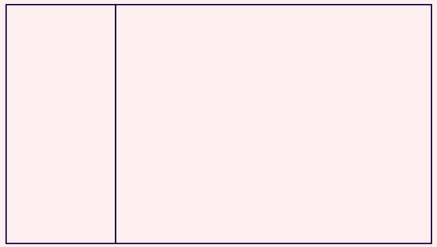


Two panels

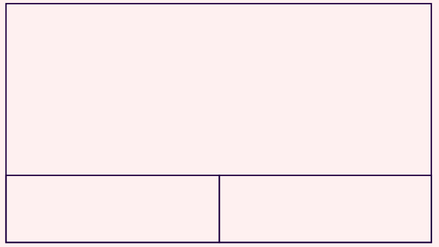


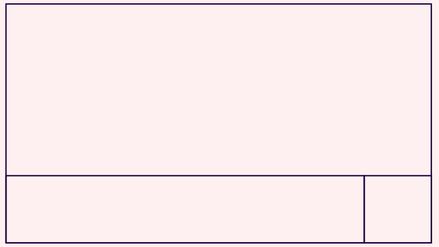


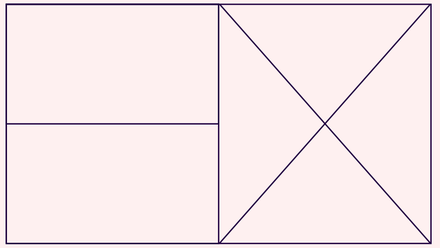


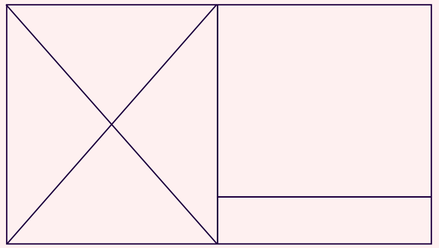


Three panels

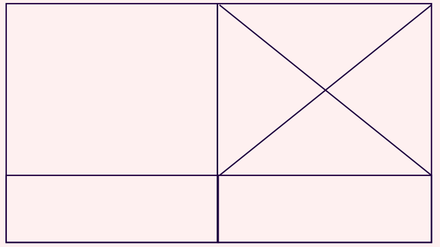


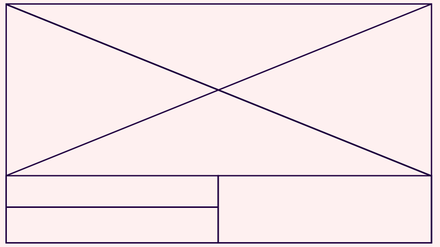


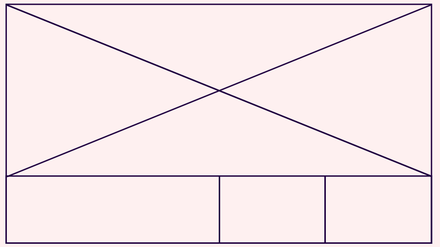




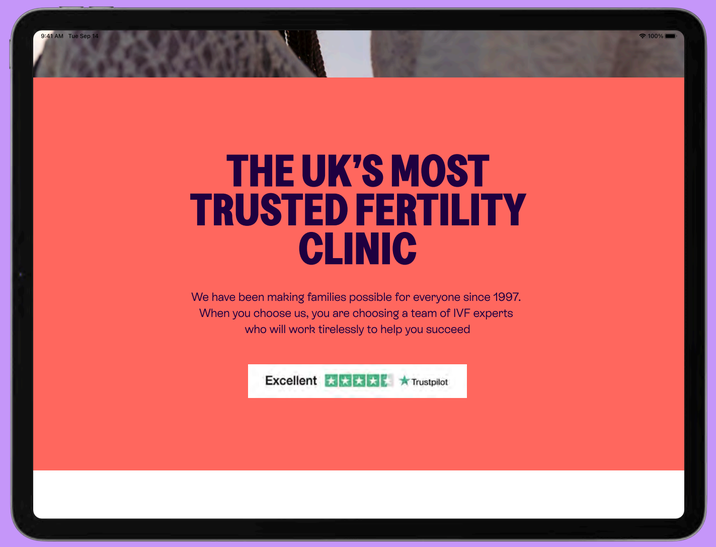
Four panels



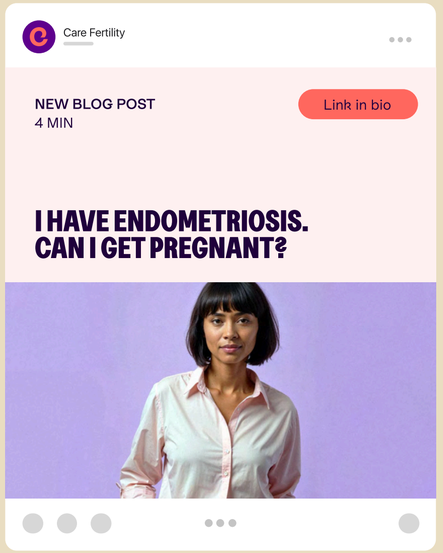




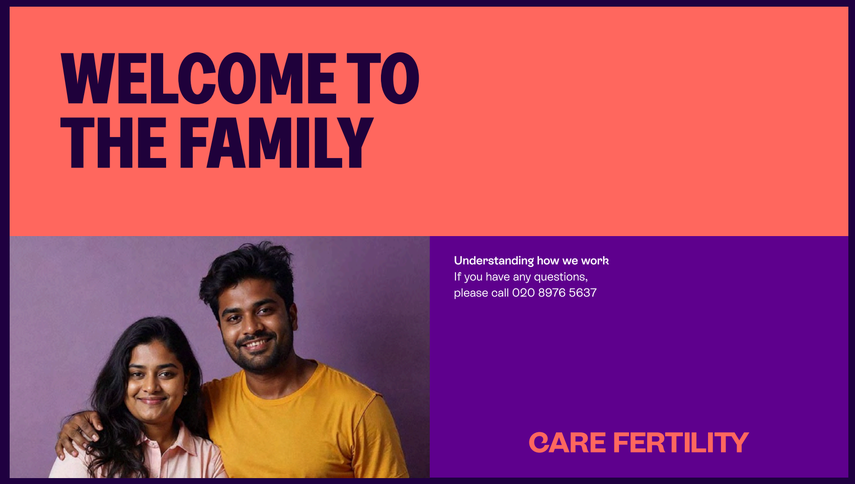
LAYOUT IN ACTION



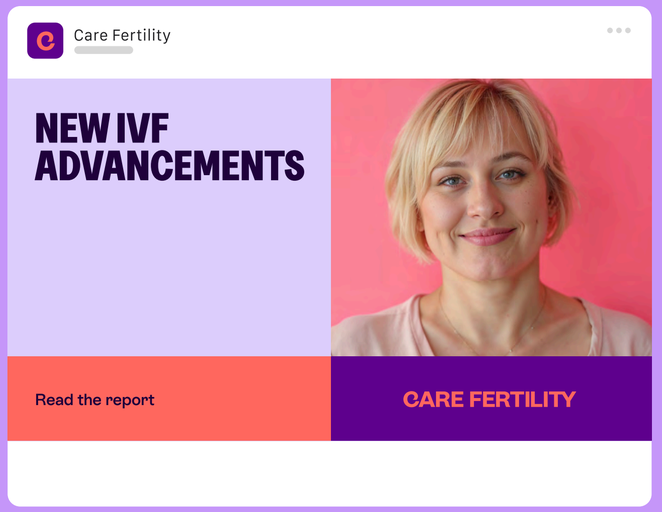
No panels



Two panels



Three panels



Four panels

ART DIRECTION

Our art direction style **puts people at the heart of what we do** and celebrates all the different kinds of people we help, at the various different stages of their journey. It should be:

Bold through different colour backgrounds.

Simple through using compositions that focus on individuals and couples.

Personal through the celebration of people from all backgrounds and at different stages of their unique journey.

Colour and connection are key

Our style must feature lots of colour in the background. This can be achieved through studio shoots or images taken against an area of flat colour in the real world. The colours can be broadly linked to our brand colour palette but don't have to be exact matches.

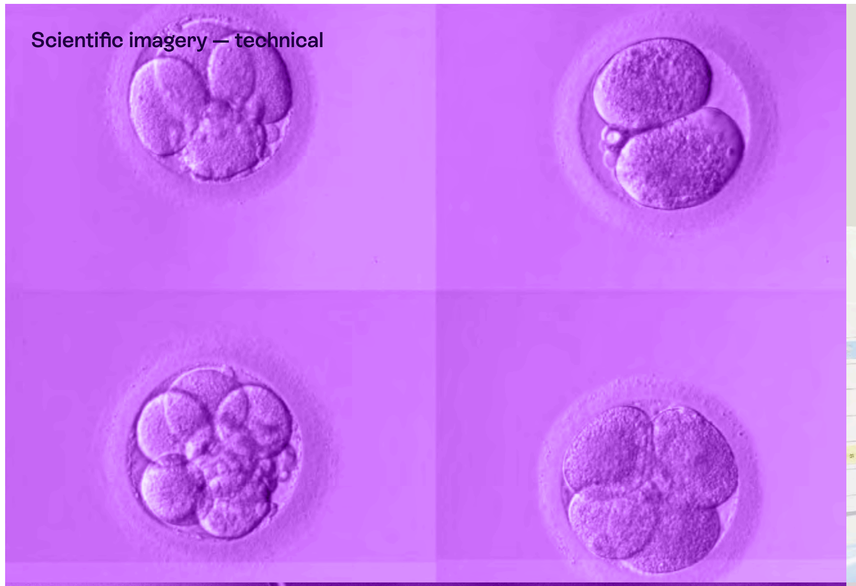
When photographing subjects we want to capture a real moment — happy, sad, pensive or thoughtful.

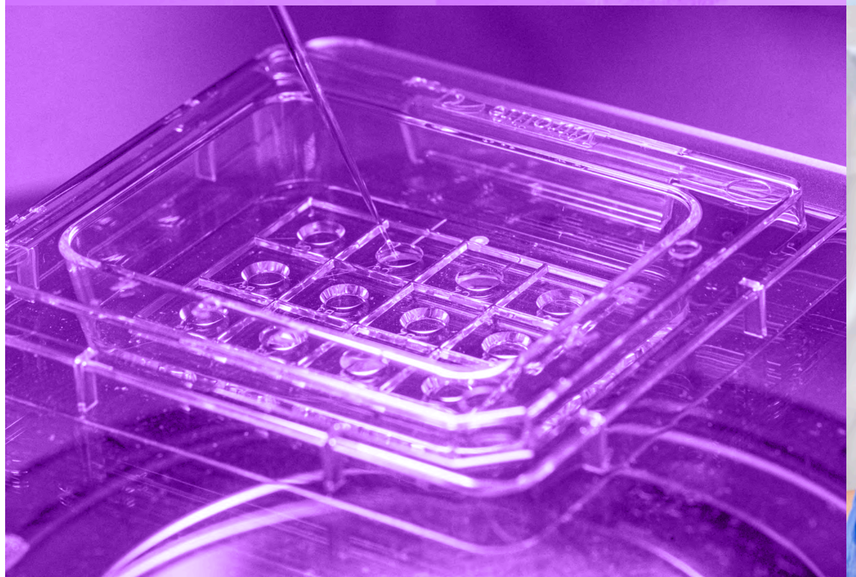


SCIENTIFIC IMAGERY

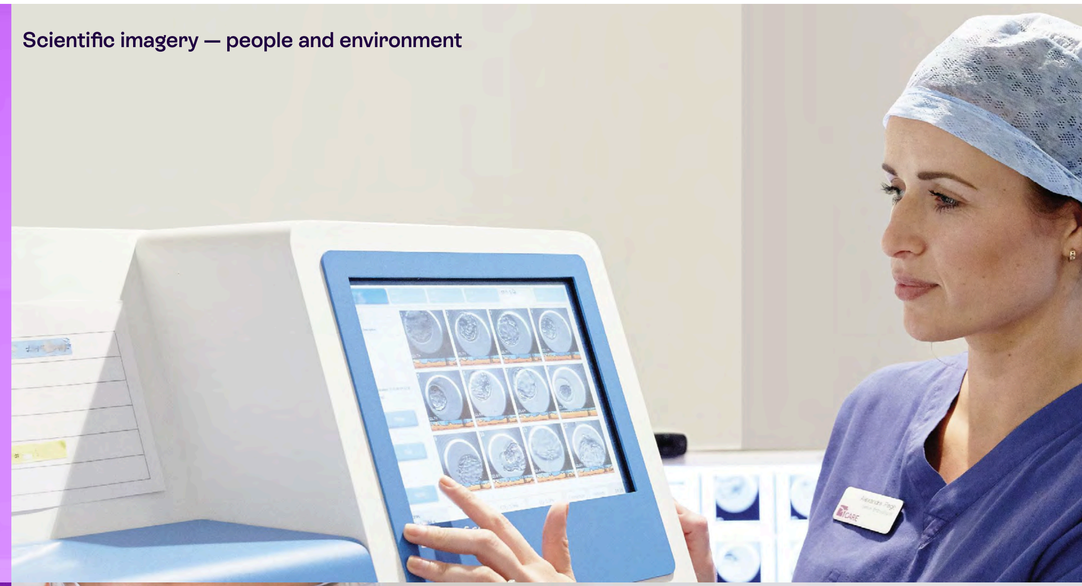
To elevate our existing scientific image assets, we can apply a purple tint over the more graphic imagery. We don't apply this tint on images of people and environments.

Scientific imagery — technical





Scientific imagery — people and environment





BRAND ICONS

Our brand icons are distinctive assets that convey key information and take on the same style as our brand symbol. We use them to illustrate the reasons for choosing Care Fertility. When expanding the set, consider the current stroke weight and always reference the curvature of our symbol to create a consistent look and feel.



Person



Time



Heart



Location



CARE FERTILITY

THANKS

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