



babyEGGG

BRAND DEVELOPMENT GUIDE

GRAPHIC DESIGN SPECIALIZATION by
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made by
ANNA TOMBERG

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ABOUT THE COMPANY

We are making and maintaining artificial womb systems, enabling people with reproductive struggles to have a baby outside of mother's body.

COMPANY HISTORY

It started in 20XX, when a group of scientists invented an artificial womb system. At first it was considered unethical, but since the system is unanalogous, and can help thousands of people among the globe, it was given a go. BabyEgg, Inc. was established soon after that. Founding members were some of the scientists, who participated in the invention project, specifically, professor Mon Jiyoung, dr. Matsuhiko Kato, and dr. Akirame Naine.

Now, BabyEgg, Inc. is proud for their work. Their slogan is «Share it all with your beloved one», meaning that you can share both happiness and worries, and also pregnancy difficulties among both (or more) partners, relatives, or even really closed friends willing to help.

Needlessly to say, artificial womb does not mean surrogacy, because you have to carry your baby with you all the time, just like you would be, if you are pregnant naturally. But it gives a possibility to pass for a while the womb with your baby to other person, such as your partner or family. Although even now the vast majority prefers to give birth naturally, BabyEgg, Inc. offers a choice for those who don't want to or cannot.

No more frustrated pregnant women and unable to help their beloved men.

Now everyone can be pregnant.



Photo from Pexels



NAMING OPTIONS

MyEgg

BabyEgg

Carrying & Caring

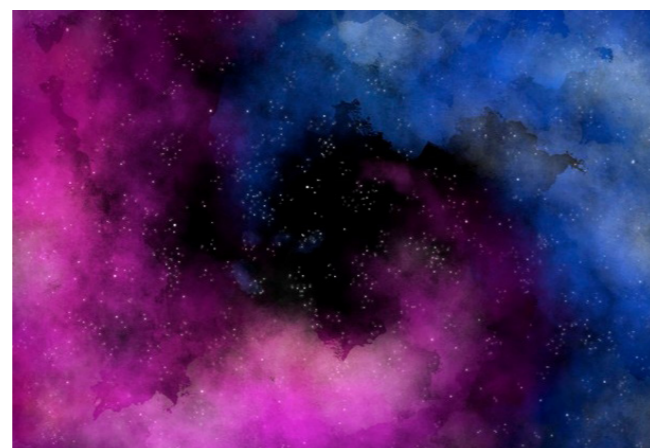
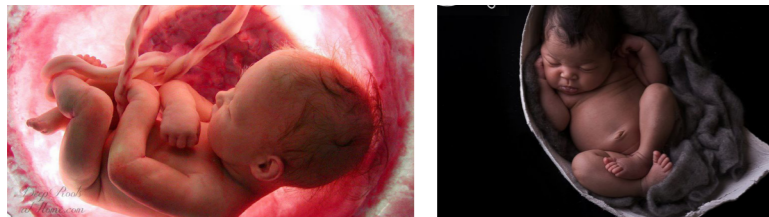
CarryMe

LIST OF ADJECTIVES

Leading-edge;

futuristic;

solution-providing.





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TYPOGRAPHY

LETTER SHAPES

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EXPLORING TYPEFACES

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TYPOGRAPHY

FURTHER DEVELOPMENT

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REFINING THE LOGOTYPE

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babyEGG

Fonts used: inglobal + Poppins

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REFERENCE IMAGE



COLOR PALETTE

				
R198 G54 B99	R255 G160 B82	R64 G28 B35	R3 G33 B61	R255 G224 B199
<i>pantone</i> 7635-C	<i>pantone</i> 15-1160 TPG	<i>pantone</i> 2627 CP	<i>pantone</i> 282 C	<i>Pantone</i> 9220 U
CMYK C18 M93 Y45 K2	CMYK C0 M45 Y74 K0	CMYK C86 M100 Y32 K27	CMYK C98 M82 Y46 K54	CMYK C0 M13 Y20 K0
hex #C63663	hex #ffa052	hex #401c59	hex #03213d	hex #ffe0c7
				

COLORED LOGOTYPES

babyEGG

babyEGG

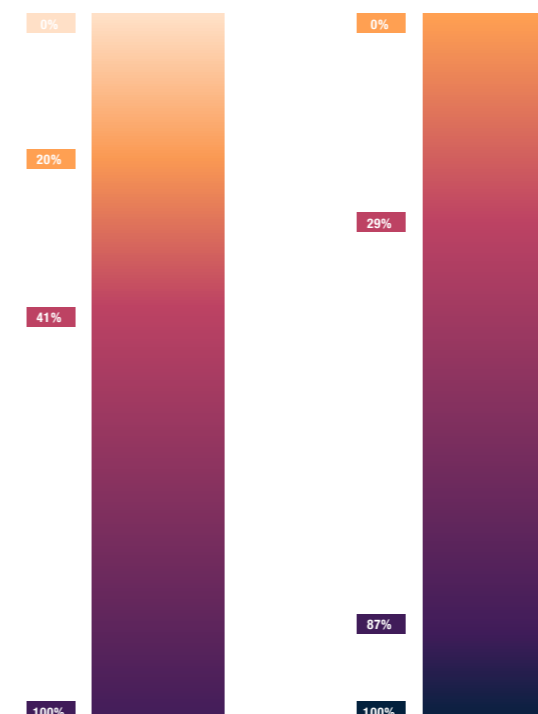
babyEGG

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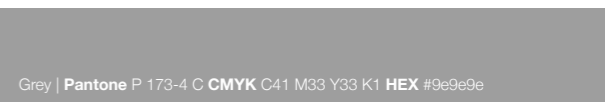
GRADIENTS



SECONDARY COLORS


Black Pantone Black 6 C CMYK C76 M74 Y59 K80 HEX #110a17

White Pantone P 1-1 C CMYK C0 M0 Y0 K0 HEX #fffef9

Light Grey Pantone P 179-2 C CMYK C12 M9 Y9 K0 HEX #dedede

Grey Pantone P 173-4 C CMYK C41 M33 Y33 K1 HEX #9e9e9e

Dark Grey Pantone P 173-16 C CMYK C67 M67 Y58 K43 HEX #454545

LOGOMARK



babyEGG



SECONDARY TYPEFACE

Share it all
your^{with}
beloved one

Share it all
your^{with}
beloved one

Share it all
your^{with}
beloved one

Share it all
your^{with}
beloved one

Share it all
your^{with}
beloved one

Helvetica Neue Ultralight

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Helvetica Neue Ultralight Italic

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Helvetica Neue Regular

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Helvetica Neue Italic

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Helvetica Neue Condensed Bold

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Share it all
your ^{with}
beloved one

Photo by Anna Shvets from Pexels



Future is already here.

Have you ever given up on having a baby because of the related problems and burdens the pregnancy brings to human's body? Well, now at least part of these worries can be resolved.

We, BabyEgg Inc., are proud to present new system, enabling people with reproductive struggles to have a baby outside of mother's body. Now you can share your worries and happy moments with anyone you would like to. You're not alone in this journey. Now you can share it all.



Share it all
your ^{with}
beloved one



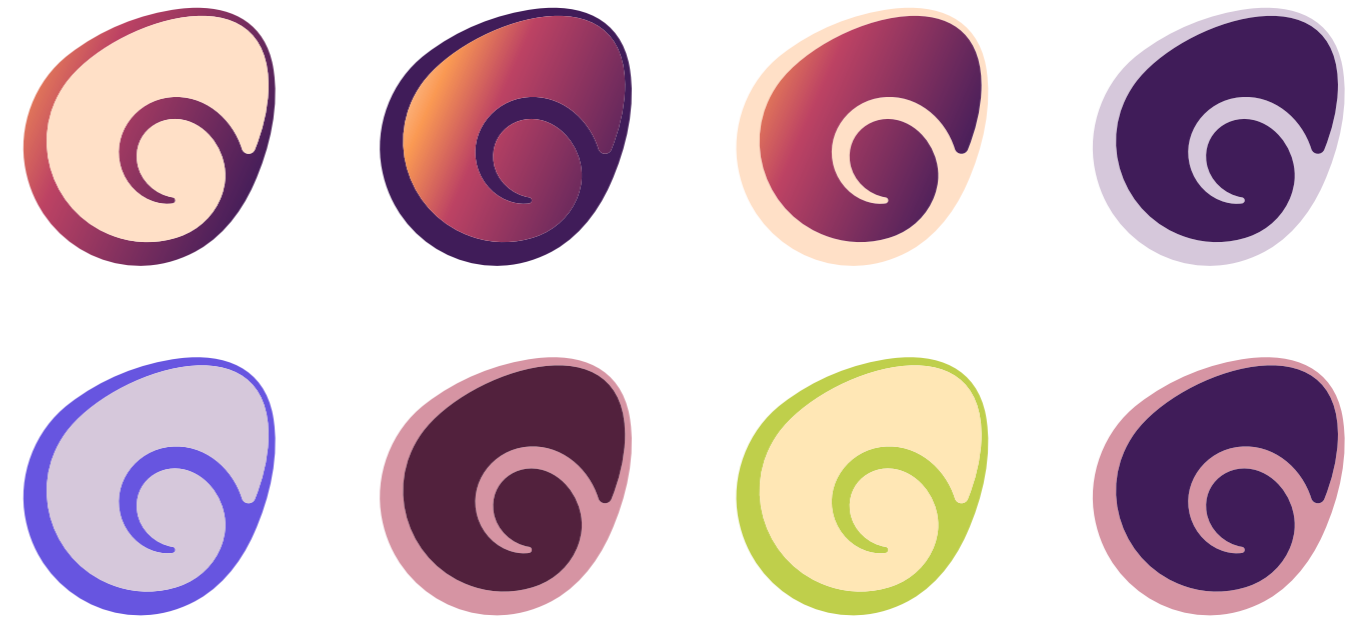
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Photo by Amina Filkins from Pexels

SECRET INGREDIENT



MAKE YOUR OWN BABYEGG

On our website anyone can make their own babyegg, starting from our corporate colors to any color that can only exist. Feel yourself a creator!





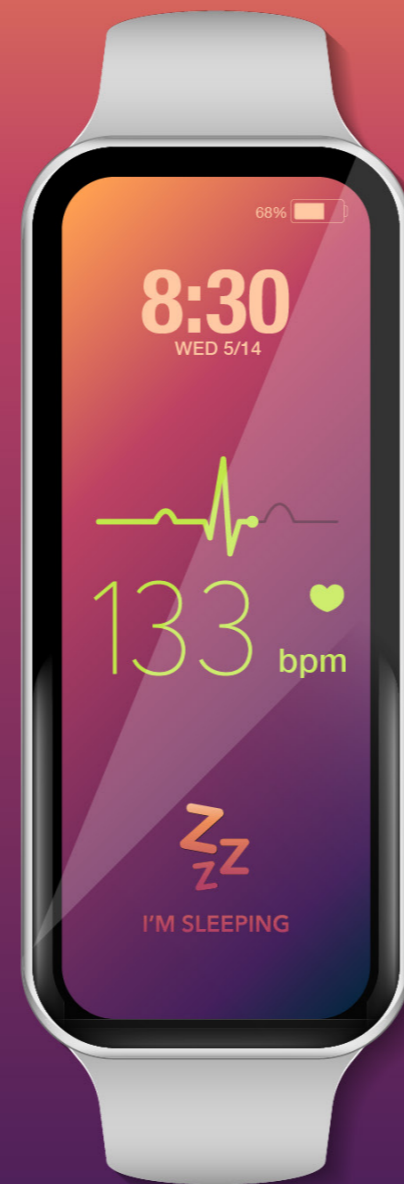
DESIGNED
T-SHIRTS FOR
PARENTS-TO-BE

T-shirt mockup is designed by rawpixel.com / Freepik

CORPORATE SITE

DESKTOP AND MOBILE





WEARABLE WATCH
*CHECK ON YOUR BABY
ANYTIME, ANYWHERE*

Watch mockup is designed by rawpixel.com / Freepik, modified by me



TWO-SIDED
BUSINESS CARDS

