



Brand *Identity* Guidebook

NurtureHer Health & Wellness

contents

- 01. Introduction
- 02. About
- 03. Brand Values
- 04. Audience
- 05. Brand Voice
- 07. Colours
- 09. Typography
- 10. Logo
- 17. Mood & Imagery





Your Brand *Compass*

In this guide, you will find essential insights, tools, and creative elements that make up your brand's identity—and empower you to communicate that effortlessly and consistently in both digital and real-world interactions. Make a lasting impression on your community and desired audience with a clear, bold, and fully integrated brand presence that authentically captures your spirit and services.



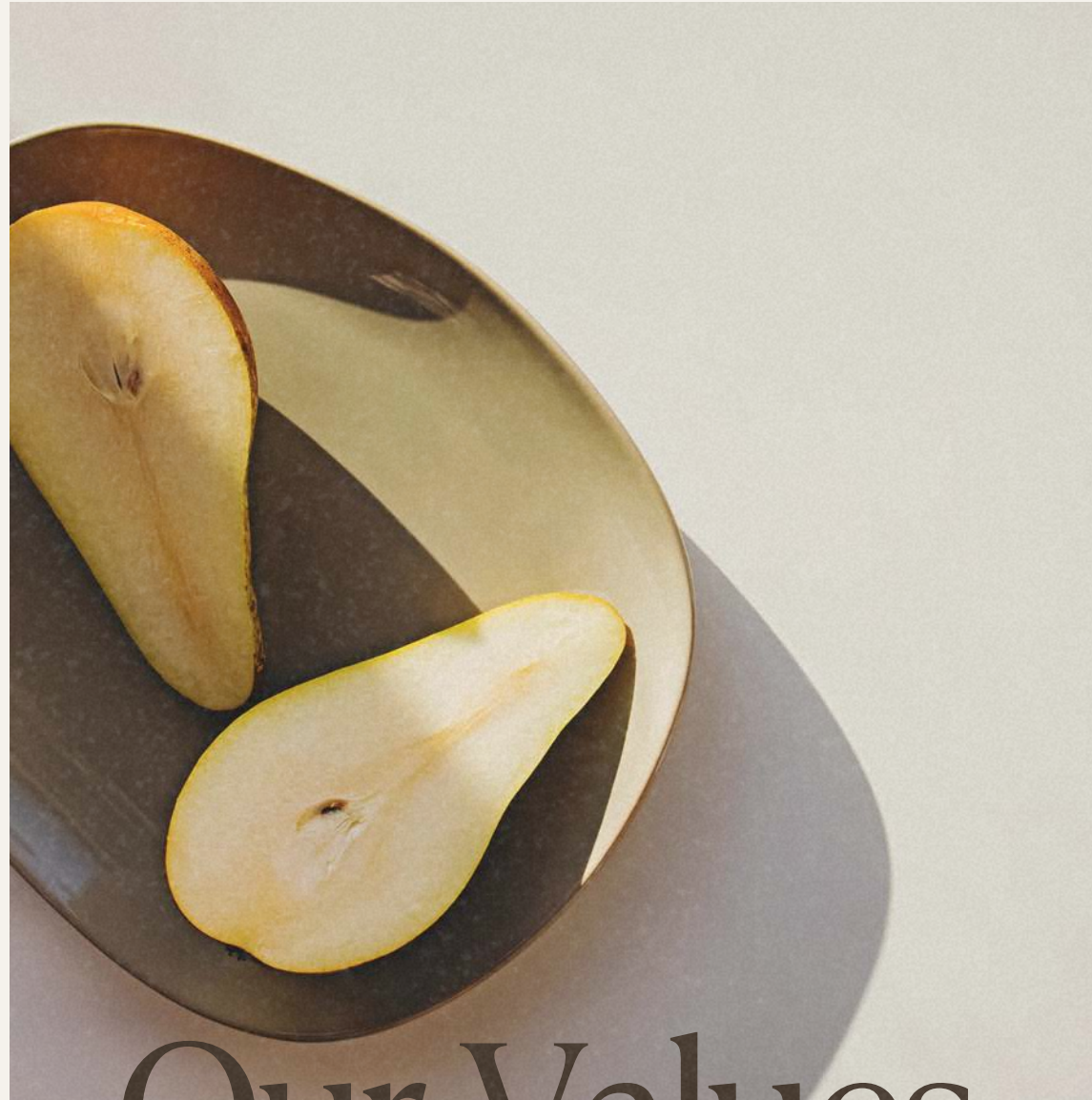
NurtureHer

women's health & wellness

education | counselling | lactation

NurtureHer is a wholistic, informed and safe space to explore and elevate all experiences of womanhood. Blending a background in nursing sciences with worldly natural wellness traditions, we empower women to embrace themselves and take ownership of their overall well-being.

Get to know yourself through contrast therapy, find community in lactation consultation and rewire your perceptions with trauma-informed coaching. At NurtureHer, we offer whole-person care for all women.



Our Values

empowerment

NurtureHer guides women towards seeing themselves as powerful, building trust in their own intuition and establishing healthy routines that fortify their resilience and bring them joy.

openness and flexibility

We foster genuine, reliable connections, using accessible language to encourage our clients to embrace the safety and comfort of our support. We do not hold expectations of them that they do not enthusiastically consent to.

balance

We draw on both our experience as a nurse and a wide breadth of “alternative” modalities to co-create holistic solutions for any stuck that our clients seek support with.

compassion

With extreme kindness and our own vulnerability, we acknowledge and challenge the impacts that stigmas surrounding motherhood and the systemic shortcomings of conventional women’s health institutions have had on clients.

whole-self care:

We take an integrative approach to well-being, exploring the intersections of emotional, psychological and physical aspects of stressors and stucks.

our audience

- Women who have an interest in or openness to natural, holistic and proactive health
- Women navigating all stages motherhood, from fertility to empty-nesting
- Women in need of lactation support
- Women who have experienced a deficit of care from conventional support structures and institutions
- Women seeking an informed and judgment-free space to explore and elevate their physical, emotional and mental health

our objectives

- To create relationships founded in respect and empowerment that invite vulnerability and courage
- To teach my clients how to identify and meet their own needs
- To inspire my clients to find joy in all forms of self-care
- To empower my clients to see themselves as capable, resilient and whole at every stage of their life



tone *of* voice

Just like every individual has their own distinct voice, your brand will have a unique perspective and tone that personifies it as relatable, authoritative and magnetic to your desired audience. Speak and write to evoke feeling; by effectively stirring a feeling in your audience, you’re inviting them to form a connection and feel-good association with your brand and message. Words shape our perception of everything—so tell your story with intention.

warm

NurtureHer’s voice is caring, warm and approachable. At every touch-point, online or in person, we use language that is always curious, inviting and reassuring. We make our clients feel comfortable to be transparent and compassionate in discussing their well-being by modelling that language ourselves.

supportive

Through encouraging language, positive affirmations and personalized guidance, we acknowledge and model the vulnerability and compassion required to dig deep into one’s physical, emotional, and mental well-being. Without judgement, we listen carefully and with curiosity to ensure that our clients feel seen, respected, and empowered throughout every connection with NurtureHer.

informed

We will establish our practice as an authoritative voice in the women’s health and wellness landscape by offering accessible and educational support that enriches our clients’ understanding of themselves and calls them to action in their commitment to their goals.

LOG LINE

whole-person care for
all stages of *womanhood*

Your logline is your an identifying phrase that describes the wholeness of who your brand is. Use it in marketing materials as a slogan or on your digital platforms when describing your business

colour theory

NurtureHer's branded colour palette communicates gentleness and a grounded sense of self, aligned with the nurturing nature of feminine energy.

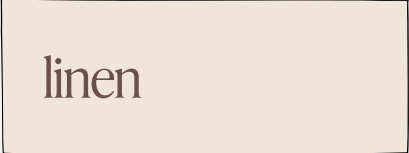
These cozy, organic tones of clay & chocolate convey stability and rootedness, linen communicates sophistication and peach & warm honey create comfort; warm, earthy tones symbolize growth and stability. Together, this carefully curated palette conveys an organic approach to well-being, that meets and embraces our clients in whatever state of health or stage of life they're in.



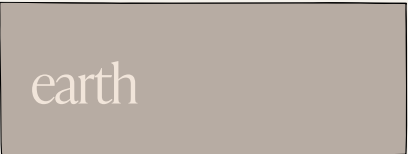
HEX #68504C
CMYK (0, 23, 27, 59)
RGB (104, 80, 76)



HEX #9B6C5F
CMYK (0, 30, 39, 39)
RGB(155,108,95)



HEX #F1E5DA
CMYK (0, 5, 10, 5)
RGB (241, 229, 218)



HEX #B7ACA3
CMYK (0, 6, 11,28)
RGB (183, 172, 163)



HEX #B59E9C
CMYK (0, 13, 14, 29)
RGB (181, 158,156)

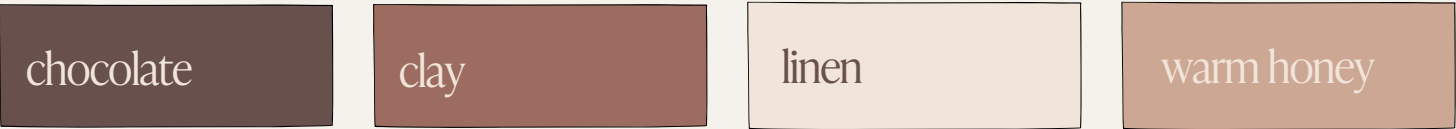


HEX #CCA793
CMYK (0, 18, 28, 20)
RGB (204,167,147)



HEX #E5C6B5
CMYK (0, 14, 21, 10)
RGB (229,198,181)

8. COLOURS



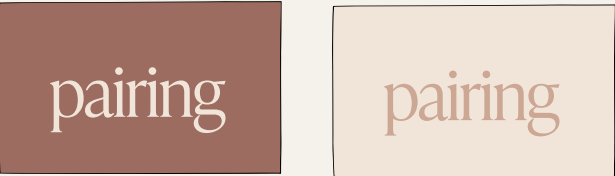
PRIMARY BRAND COLOURS

These colours are used for your main branding elements, like logo, headlines, marketing materials, and important buttons on your website—making you instantly identifiable at a glance.



SECONDARY BRAND COLOURS

These colours are used for additional elements, like backgrounds, subheadings and accents in marketing materials—creating visual variety and flexibility.





Nn

ivy presto headline - light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo *Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy*
Zz 0123456789

Usage: Titling.
Italics for emphasis

Nn

NIMBUS SANS EXTD - LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Usage: sub title & body text.
*Recommended Tips: Kerning set to
+50 , Titling should be in ALL CAPS



logo

NutureHer's logo represents the embrace of self that the brand instils in their clients.

A contemporary serif font with a custom "wavy" treatment applied to the initial letter of each word deliberately strikes a balance between fluid femininity and structured professionalism.

The brand mark translates the letter "N" into an abstract form of a woman embracing herself. This design is an inspired deviation from the industry standards of healthcare brand aesthetics—in alignment with NutureHer's position within this market.



primary logo

This is the main logo used to represent your brand—your visual calling card. It is consistently used in “big brand moments” and is the anchor for brand recognition.

Placements: Desktop website header, large print assets (e.g., signs).



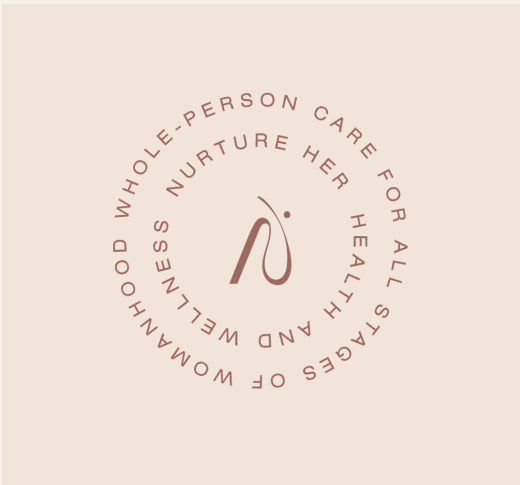
variations



brand mark

The brand mark is a simplified but equally memorable symbol used in spaces where brand recognition has already started to be established.

Placements: social media profiles, patterns, brand merch



badge logo

This logo is a variation that can fit in condensed spaces where the primary logo won't work or more context to the brand mark is desired.

Placements: social media profile images, website footer, mobile website header.

variations



wordmark logo

A simplified version of your primary logo, and can be used in situations where the space is limited.

Placements: large-scale outdoor signs, medium-scale online signs, business merchandise



stacked wordmark

This alternate wordmark can be used in even tighter space constraints.

Placements: smaller print materials, invoices

tips

01



DO NOT:

Layer dark colours on dark colours, and light on light.

02



CLEAR SPACE:

Let the logo breathe. The “exclusion zone” is about the height of the letter “e” in the logo. Do not put anything else in the exclusion zone.

03

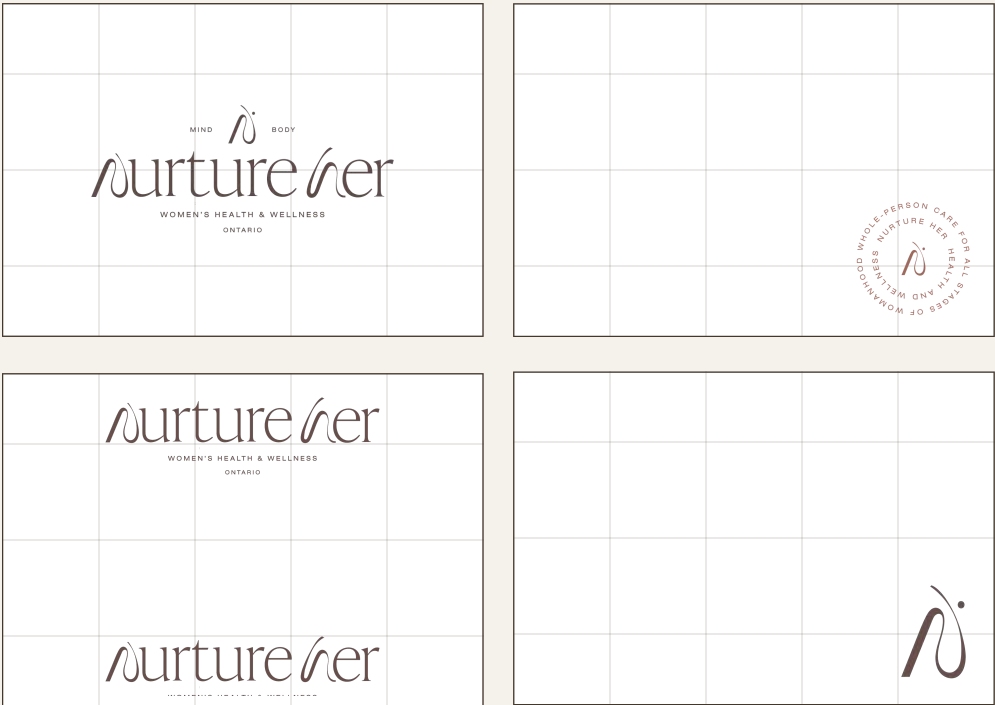


DO NOT:

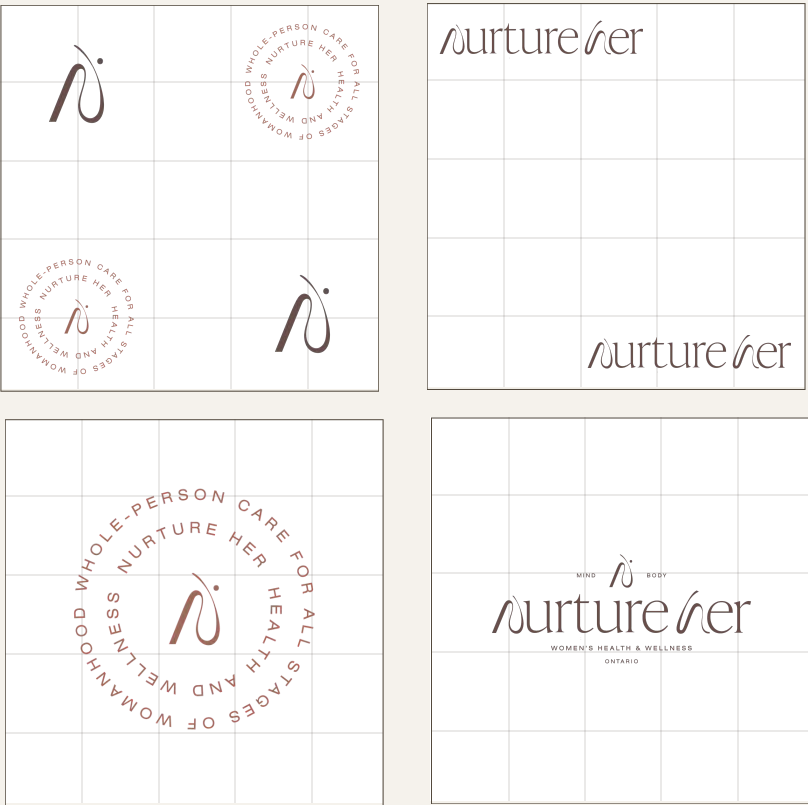
Skew, rotate or squish logos.

placement guide

landscape



square



portrait





mood board

The visual tone of NurtureHer's brand is warm, authentic and gentle.. Through the use of soft, light and feminine imagery, we identify ourselves as nurturing and safe.

Consider these prompts:

- imagery that inspires the feeling of connection to self
 - example: bodies in the movement, or the act of taking a deep breath
- feminine symbolism like fruit or flowers
- natural environments and textures
- emotive people with calm and content expressions (avoid the use of expressions that are distressed)
- use a “film grain” or “stylistic blur” on images that feel romantic and nostalgic, similar to family photographs
- seek overall alignment with the brand's colour palette (neutral, natural, warm)





NurtureHer Women's Health & Wellness

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