

# Brand Campaign

Great Beginnings



#### Primary Color Palette



#87a5dd



#3c65af



#91be47



#dd608e



#eab226



#613a18

#### Primary Typeface

Cormorant Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm

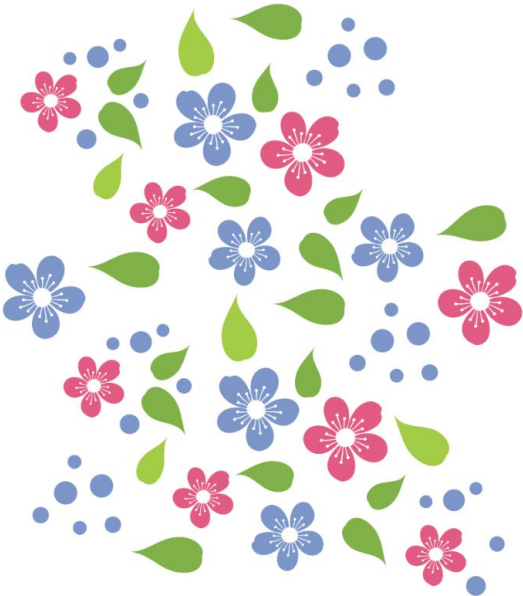
NnOoPpQqRrSsTtUuVvWwXxYyZz

#### Secondary Typeface

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz



## OPPORTUNITIES

- Messaging that speaks to the emotional aspect of fertility care
- Warmer, more authentic, and refined visuals
- Targeting a high-end demographic
- Cross-platform diversity & Inclusion that appeals to an LGBTQ+ audience

## **BRAND ATTRIBUTES**

- Hope
- Choices
- Trust
- Love
- Security
- Integrity
- A Bright Future
- We Are Family
- Approachable
- Casual
- Friendly
- Warm

## **GBSS TARGET DEMOGRAPHIC**

- LGBTQ+
- Same-sex couples
- Women
- Single Gay Men

## WARM SUN FLARES



## AUTHENTIC IMAGERY





## SPECIAL MOMENTS



# LOVE



## FAMILIES BEGIN WITH LOVE

Your love for one another is truly what creates your family. When you're ready to share that love and watch it grow, you want the very best team available to take that journey with you. At Great Beginnings, we walk through every moment with you, ensuring every need is met and every question answered. We want you to feel prepared and confident from your first visit until you welcome your bundle of joy into your home.

Great Beginnings transcends all barriers of sexuality, ethnicity and gender to help you realize your family goals. We're here to answer all your questions and provide you with solid information for making sound treatment decisions.



A photograph of a family of three sitting closely together on a light-colored couch. On the left, a man with dark curly hair and glasses, wearing a blue button-down shirt, leans his head against a woman. The woman, with long brown hair, is looking towards the camera with a gentle smile. She is holding a baby who is looking directly at the camera. The baby is wearing a pink long-sleeved shirt and is sitting on a green and white floral patterned blanket. The background is a bright, out-of-focus interior space.

**YOUR PARTNER**

## LOVE SHARED GROWS

It's natural to ask, "Are we ready?" It's not just a cliché to say it takes a village. When you are ready to start your family, you don't have to do it alone. Great Beginnings is here to guide you and make your dream a reality. Our team will take every step of the journey with you, offering support and answering your question, as well as providing you the best care available in reproductive services. To learn more about your options in starting a family, get in touch with us today.

A photograph of a baby crawling on a wooden floor, looking up with a joyful expression. The baby is wearing a patterned shirt and is positioned on the right side of the frame. In the background, there is a dark wooden bookshelf filled with books and a white chair. The text "A BRIGHT FUTURE" is overlaid on the left side of the image in a large, white, sans-serif font.

**A BRIGHT  
FUTURE**

## WHERE LIFE BEGINS AND LOVE NEVER ENDS

Starting a family is exciting. And a little scary. When you're ready to take that step, you want caring, experienced people to guide you. The team at Great Beginnings goes above and beyond to ensure your every need is met throughout your entire journey.

That journey begins with proven, reliable strategies using the most current research and latest technology in reproductive medicine. Get in touch with us now to learn how we can make your dream a family.





*Great Beginnings*

**The choice  
is yours.  
Choose love.**







*Great Beginnings*

**Your family  
is within  
arms reach.**



PREPARED BY AVENIR THINKING







