

A little more calm. A lot more connection.

A warm, thoughtful identity for the everyday moments of family life. One shared language, from a small screen to a big hello.

Human, always.

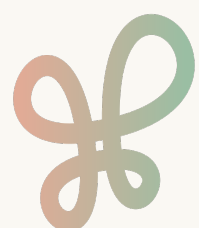
Speak to a parent as a person. Make room for different families and imperfect days.

Calm, with purpose.

Give one clear idea room to breathe. Colour, type and space should make the next step easier.

Grounded in real life.

Choose ordinary moments, specific words and believable images. Keep promises modest and useful.



Give the logo room.



Use the original full-colour logo on an uncluttered light background. Keep at least half the symbol's height clear on every side.

Start with the original.

Use the supplied SVG. Preserve its proportions, colours and relationship between symbol and wordmark.

Keep it readable.

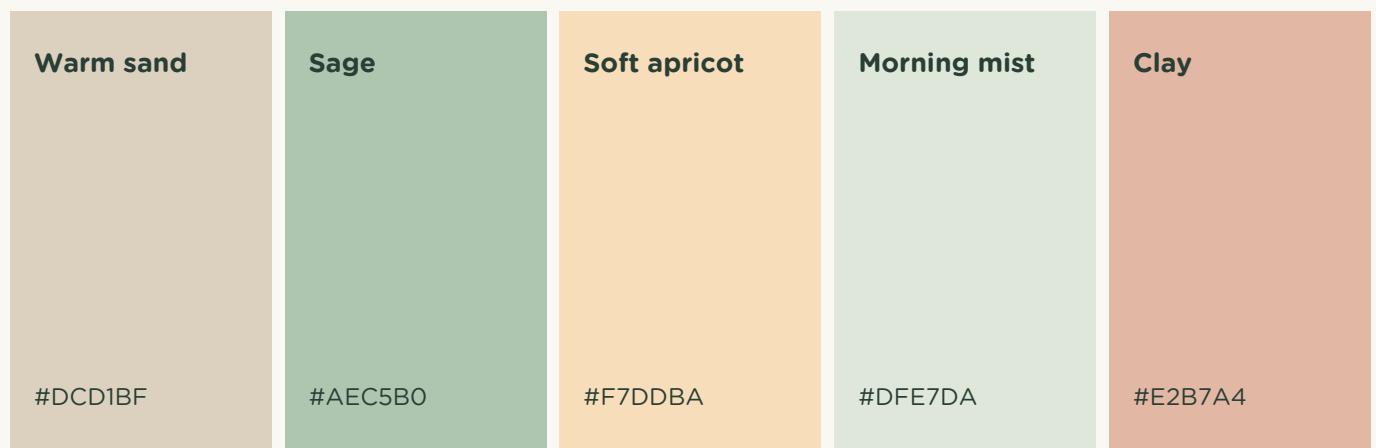
Recommended minimum: 160 px wide for the full logo, 32 px for the symbol. For print, start at 35 mm and check a proof.

Choose a quiet background.

Use dark monochrome on pastel cards and the light logo on deep green. Avoid busy photographs, shadows, outlines and stretching.

A palette that makes room.

Original brand colours, used generously for backgrounds and accents. Dark ink carries the words.



Functional colours

Deep ink #293E35 and warm paper #FAF8F3 support clear reading. Use dark ink for text on the five pastels; reserve soft colours for surfaces, not small type.

Gotham Rounded

Bold for a clear thought. Book for a gentle explanation. Medium for navigation and labels. Keep body text at least 16 px on the web and give lines space to breathe.

Aa Bb Cc Čč Ćć Đđ Šš Žž Ää Öö Üü ß 0123456789

Sound like someone who is listening.

Warm and direct. Encouraging without judging. Specific without pretending to know every family.

SAY THIS

One small moment together is a place to start.

Avoid this: Become the perfect parent in five easy steps.

SAY THIS

What felt a little easier today?

Avoid this: Are you making these parenting mistakes?

SAY THIS

Every family has its own rhythm.

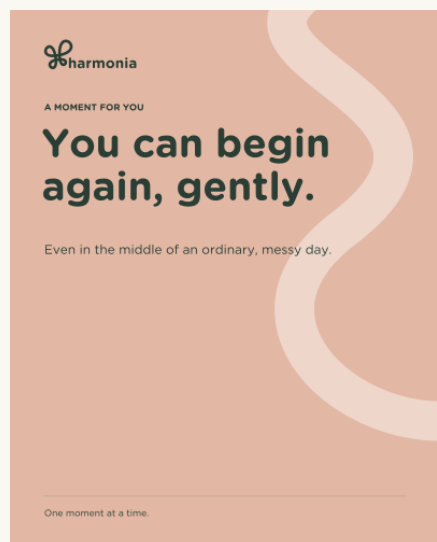
Avoid this: Our method works for every child.

Real moments, gently framed.

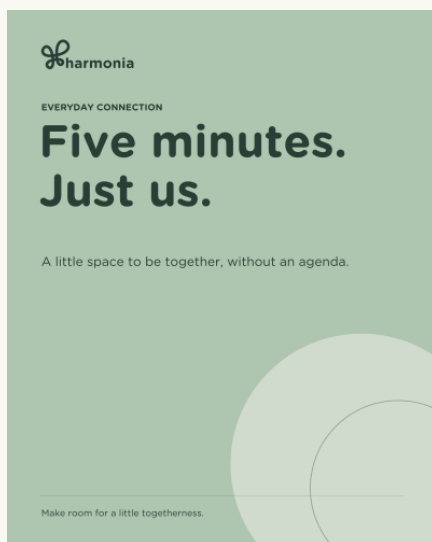
Natural light. Everyday spaces. Diverse family structures. Show connection through small gestures, at eye level. Avoid staged perfection and distressed children used as attention hooks.

Small moments. A recognisable rhythm.

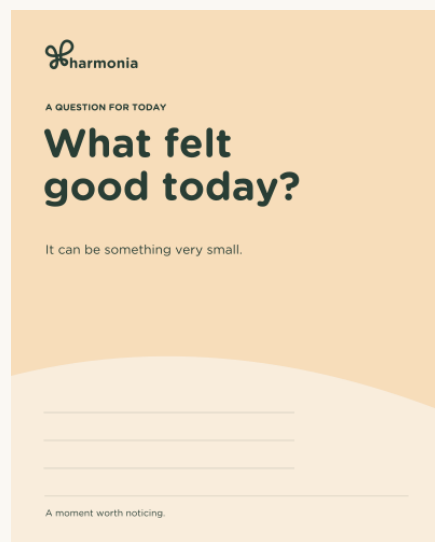
Six flexible layouts for the feed, a carousel or a story. Start with a thought, keep the words human and use one clear invitation.



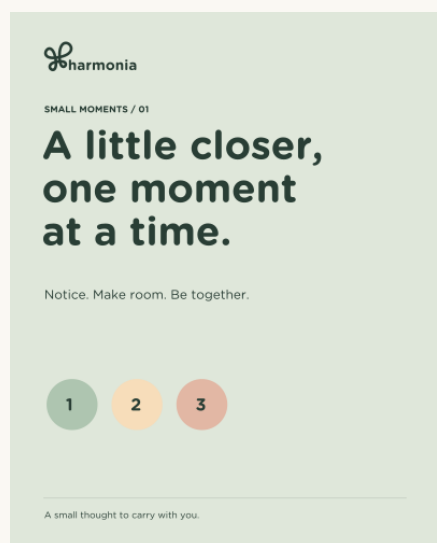
A moment of calm



A little ritual



A reflection



Carousel opener



A moment to keep



An invitation

The same feeling. In every little detail.

From the app icon to a favourite notebook. The logo stays consistent; the material adds its own texture.



Concept visualisation · Tote, notebook, cup & stationery

Make it your own.

Choose a layout, add your words and download. Everything stays in your browser.

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