

THE BRAND STANDARDS · EDITION 2026

NEWKIND

Brand Kit.

Our voice. Our look. The standards that hold the brand together — wherever it shows up.

WHERE WE BEGIN

A different kind of *fertility brand.*

This book is for anyone writing, designing, speaking, or selling for NewKind Fertility — and for anyone briefing someone who will.

Fertility care in India is loud, fear-led, and often points couples toward IVF before anyone has asked what the body is actually doing. We made **NewKind** because couples deserve a calmer, more honest starting place — one rooted in science, delivered with warmth.

Everything in this book exists to protect that promise. The colours, the voice, the way we write about *low AMH* or *a failed IUI* — none of it is decoration. It's the brand showing up.

Read this once. Refer back when something feels off. When in doubt, ask the simplest question we know:

*Would a trusted, well-informed friend
with medical backing say it this way?*

— With care,

THE NEWKIND FERTILITY TEAM

WHAT'S INSIDE

Five parts.

Eighteen sections.

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01 · THE NEWKIND FAMILY

One parent brand. *Many* specialisms.

NewKind is the parent company — building science-anchored, root-cause health programmes for women and couples. NewKind Fertility is the first. This brand kit is for Fertility. Future sub-brands will inherit the same identity system and adapt where needed.

PARENT



Science-anchored, root-cause health programmes for women and couples. India-first, online-delivered, before-intervention.

LIVE · 2026

NewKind *Fertility*

The 3-month natural fertility programme for couples trying to conceive — before IVF or IUI.

PLANNED

NewKind Pregnancy

Trimester-by-trimester support through pregnancy. Nutrition, movement, mind, medical.

PLANNED

NewKind Postpartum

Recovery, hormone re-regulation, and rebuilding strength in the months after birth.

PLANNED

NewKind Weight Loss

Root-cause weight management — hormones, insulin, lifestyle. Not crash diets.

One identity, four expressions. Same logo system (NewKind + sub-brand). Same colour palette. Same voice. Sub-brands earn small adaptations — never a different brand.

WHAT WE'RE HERE TO DO

Redefining fertility through *science* *and root-cause care.*

VISION

Redefining fertility care through science, wellness and human connection.

MISSION

To help couples improve fertility through root cause based programs that combine medical expertise, lifestyle transformation and personalised support.

POSITIONING

For Indian couples who have been trying to conceive and feel pushed toward IVF too soon, NewKind is the *science-first, doctor-collaborative, couple-centric program that uses the 90 days before conception to fix the root causes* — so that conception (natural or assisted) actually works. Unlike IVF clinics, we don't start with intervention. Unlike wellness gurus, we don't reject medicine. We own the window everyone else skips.

USP

Four pillars — *medical, nutrition, yoga, stress* — running in parallel for 90 days. None of them work as well alone.

03 · PERSONA

The Wise Guide + *The Caregiver.*

A trusted, science-backed companion that helps couples navigate fertility with clarity, empathy, and confidence.

If NewKind were a person — a highly informed, emotionally intelligent fertility expert who explains complex things simply, genuinely cares about outcomes, and makes couples feel supported, never judged.

— INTERNAL PERSONA DEFINITION

01

Evidence-based

Grounded in science, research, diagnostics, and measurable outcomes.

02

Human & compassionate

Understands the emotional weight of fertility without being sentimental.

03

Calm & reassuring

Never fear-driven, overwhelming, or alarmist. Calm is a discipline.

04

Modern & progressive

A fresh, proactive approach to fertility and preconception care.

05

Empowering

Makes fertility feel actionable, not helpless or confusing.

06

Holistic but credible

Balances medical expertise with wellness, lifestyle, and behavioural change.

HOW WE SOUND

Sound like a friend *who knows the science.*

Two columns. Print this page. Tape it to the wall. When in doubt, write toward the left column and away from the right.

SOUND LIKE THIS

A trusted, informed friend.

- Knowledgeable
- Warm
- Clear
- Grounded
- Optimistic
- Sophisticated
- Supportive

NEVER SOUND LIKE THIS

A clinic, a guru, or a sales pitch.

- Preachy
- Overly medical
- Spiritual / guru-like
- Salesy
- Fear-based
- Overly casual or slang-heavy
- Sentimental

IN PRACTICE

The same idea, *said three ways.*

Real moments, in our voice. The left column is what we'd never write. The right is the same idea, on-brand.

ON LOW AMH

X OFF-BRAND

"Your AMH is critically low. Time is running out. You need to consider IVF immediately before it's too late."

✓ ON-BRAND

"AMH measures egg quantity, not egg quality. Many women with low AMH conceive naturally — it only takes one good egg, and your remaining eggs are your best eggs."

ON A FAILED IUI

X OFF-BRAND

"Don't give up! Stay positive and trust the universe — your baby is on the way."

✓ ON-BRAND

"A failed cycle usually means something underlying hasn't been addressed yet. The mechanism is what matters — and the mechanism is fixable in the right window of time."

ON A MALE PARTNER'S SEMEN ANALYSIS

X OFF-BRAND

"His count is low. He'll need supplements. Add this to his routine and recheck in 6 months."

✓ ON-BRAND

"Count, motility, morphology — all modifiable. The spermatogenesis cycle is about 75 days, so we can see real movement in 2-3 months. Supplements help, but they're not the whole answer."

06 · THE LOGO

The wordmark, *built to last.*

Two words, two weights, one custom letterform. **NEWKIND** in a distinctive looped display style; *fertility* in a clean sans below. The shape is fixed — only the colour changes.

ELEMENT 01

NEWKIND

NEWKIND

Custom display wordmark with the distinctive looped "n". The brand's most ownable asset.

ELEMENT 02

fertility

fertility

Clean lowercase sans-serif, set in the brand mauve to add warmth and signal the category.

ELEMENT 03

NEWKIND
fertility

The lockup

Always stacked. Always together. Never re-typeset NEWKIND in another font.

The wordmark always appears as a fixed lockup. Don't re-typeset, redraw, or recolour the elements individually.

APPROVED VARIANTS

Four ways the mark *may appear.*

Pick the variant by background, never by preference. Reversed for dark, ink for light, single-colour for print or constrained applications.



NEWKIND
fertility

REVERSED — FOR DARK
BACKGROUNDS



NEWKIND
fertility

PRIMARY — TWO-COLOUR ON CREAM



NEWKIND
fertility

MONO INK — FOR SINGLE-COLOUR
PRINT



NEWKIND
fertility

ALL-WHITE — FOR COLOUR FIELDS

PROTECT THE MARK

Protect *the mark.*

CLEAR SPACE



NEWKIND
fertility

Leave clear space equal to the cap-height of **NEWKIND** around all four sides. Inside this zone: no other text, no logos, no graphic noise. The mark needs room to read.

MINIMUM SIZES



NEWKIND
fertility

NEWKIND
fertility

Print: never below 25mm wide.
Digital: never below 120px wide. Below this, the looped "n" loses detail and the wordmark feels broken.

DON'T



NEWKIND
fertility

X ROTATE THE MARK



NEWKIND
fertility

X STRETCH OR SQUASH



NEWKIND
fertility

X DROP SHADOWS,
GRADIENTS

FOR SMALL SPACES

The looped "n", *on its own.*

For favicons, social avatars, app icons, and any space too small for the full wordmark. Three directions proposed below — the looped "n" lifted from the wordmark is the recommended path.

RECOMMENDED



The logomark

Lifted directly from the wordmark. Distinctive, ownable, and visually consistent with the master mark so builds familiarity.

ALTERNATE



Neutral Mark

White mark on rose background for all purposes. For use on dark backgrounds or white / cream surfaces. Can be used in both places.

PRINT / SEAL



Dark Mark

Mauve mark on ink background for cream hero sections. Can use white mark on ink as well — can also be used for single colour print.

WHERE TO USE IT

Favicons, social avatars, app icons, small print.

Anywhere the full wordmark would render below 20 mm / 80 px wide. Never use the monogram in place of the wordmark on hero or primary brand surfaces — the wordmark stays primary.

THE SYSTEM

Our core colors & accents.

Two canvases — Ink and Page. Each carries a different accent set. Sage reads brightly on Ink; Rose reads cleanly on Page. Mauve crosses over for italic accents on both.

CORE · INK

Ink

HEX #242833 RGB 36·40·51

CORE · PAGE

Page

HEX #F8F9FB RGB 248·249·251

ON INK · DARK BACKGROUNDS

Mauve for italic accents. Sage for eyebrows. Rose for CTAs. Violet for charts.

ITALIC ACCENT

Mauve

HEX #D6A9CA

EYEBROW · CTA

Sage

HEX #9AC1BE

ACCENT

Rose

HEX #C16AA1

CHARTS · TERTIARY

Violet

HEX #9D8FC9

ON PAGE · LIGHT BACKGROUNDS

Same hierarchy. Sage Deep replaces regular sage (which disappears on light). Mauve, Rose, Violet hold.

ITALIC ACCENT

Mauve

HEX #D6A9CA

EYEBROW · CTA

Sage Deep

HEX #6FA8A4

ACCENT

Rose

HEX #C16AA1

CHARTS · TERTIARY

Violet

HEX #9D8FC9

SURFACE · CARD

Cream

HEX #F5F1EE

SURFACE · CARD

Ink Soft

HEX #2F3340

USAGE RATIO

60-30-10

60% ink + page · 30% mauve + rose · 10% sage, violet, cream

TWO FAMILIES. THREE ROLES.

Hanken Grotesk + *Rousie.*

Hanken Grotesk carries every layout — display, body, and italic accent. Rousie appears in one specific moment only: the warm, hand-painted "good news" sign-off on success stories. Two families, three distinct roles.

ROLE 01 ·
WORKHORSE

Hanken Grotesk

Headlines, body,
eyebrows, UI

Sans-serif · 400 → 800 · SIL
Open Font (free). Everything
that isn't an italic accent or a
script moment.

ROLE 02 · ACCENT

Hanken Italic

The conceptual
hook

Same family · italic 700 ·
mauve. For one or two accent
words per headline — the
reframe.

ROLE 03 · WARMTH

*good
news.*

Success-story
moments only

Rousie · 400 · SIL Open Font.
Warm, flowing script. Only ever
for "good news" or "— with
care,".

TYPE SCALE · HANKEN GROTESK

DISPLAY XL	Good news.	80pt · -0.04em · 800
DISPLAY LG	A different start.	46pt · -0.03em · 700
DISPLAY MD	Sound like a friend.	32pt · -0.025em · 700
BODY	The body text reads softly across two columns.	11pt · 160% · 400
EYEBROW	SECTION LABEL	9PT · +0.28EM · 600

TYPE ON CANVAS

What text colour goes where.

Two canvases, the same hierarchy. Use these pairings and don't improvise — legibility is the brand showing up.

ON INK · DARK BACKGROUNDS

DISPLAY HEADLINE	Page white · #F8F9FB	ITALIC ACCENT	Mauve · #D6A9CA
EYEBROW / SECTION LABEL	SAGE · #9AC1BE	CTA / LINK ACCENT	Mauve · #D6A9CA
BODY	Page white · #F8F9FB	BODY · MUTED	Page 62% · rgba(248,249,251,0.62)

ON PAGE · LIGHT BACKGROUNDS

DISPLAY HEADLINE	Ink · #242833	ITALIC ACCENT	Rose · #C16AA1
EYEBROW / SECTION LABEL	SAGE DEEP · #6FA8A4	CTA / LINK ACCENT	Rose · #C16AA1
BODY	Ink · #242833	BODY · MUTED	Ink 62% · rgba(36,40,51,0.62)

ON MAUVE
Ink for body. Rose for accents.

ON ROSE
Page white only.

ON CREAM
Ink + Rose. Never sage.

ON INK SOFT
Page + Mauve. Sage for eyebrow.

BUTTONS · ON INK Fully rounded · radius 999px (pill) · padding 12px 26px · 9pt 600

Book a free consult Learn more

BUTTONS · ON PAGE Fully rounded · radius 999px (pill) · padding 12px 26px · 9pt 600

Book a free consult Learn more

COMPOSITION PRINCIPLES

Generous space. *Strong hierarchy.*

Every page follows the same pattern: a small sage eyebrow up top, a confident display headline, a short subhead, and content. Calm pacing is the brand.

RHYTHM

Eyebrow → **Headline**
→ **Body**

Every long-form layout opens the same way. Eyebrow sets the section. Headline lands the point. Body delivers the substance. Never skip the eyebrow.

ITALICS

**The sage italic is your
*accent***

One or two words per headline, set italic in sage. Picks out the conceptual hook. Don't over-use — if everything is accented, nothing is.

CARDS

**Rounded, soft-
bordered, *breathable***

Cards have 4mm radius, 1px low-opacity borders, generous padding (6–8mm). Group related ideas — never use them as decoration.

DIVIDERS

Hairline, not *heavy*

1px lines at 10% opacity. Used to separate, not to enclose. Avoid boxes within boxes.

WHITESPACE

**Breathe. Then
*breathe again.***

Negative space is the brand. If a page feels tight, the answer is fewer ideas — not smaller type.

BUTTONS

Clean, *mauve or rose.*

Use mauve or rose buttons on ink and page backgrounds respectively to highlight and point in the right direction

THE RECURRING DEVICES

A short *visual vocabulary.*

ON INK · DARK SURFACES

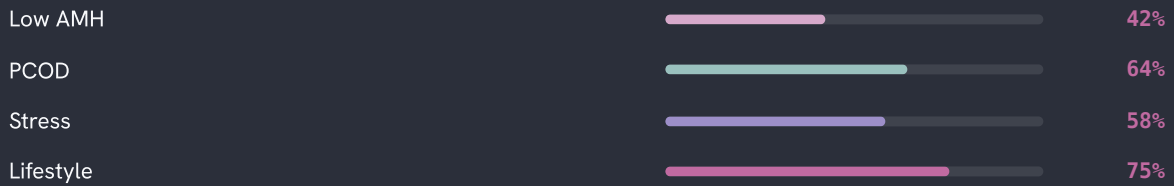
01 · ITALIC ACCENT

A
different way
to think about
fertility.

02 · SAGE EYEBROW

SECTION · 03
How we are different

03 · PROGRESS BARS



04 · STEP STACK

- | | | |
|-----------|------------------|---------|
| 01 | Diagnose & Reset | MONTH 1 |
| 02 | Strengthen | MONTH 2 |
| 03 | Conceive | MONTH 3 |

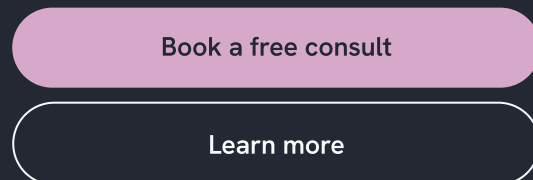
06 · BIG ITALIC STAT

90 *days*
 One full egg cycle. The 90-day window we work in.

07 · PULL QUOTE

It only takes one *good egg.*
 — REFRAME · LOW AMH

05 · CTA BUTTON



THE RECURRING DEVICES

A short *visual vocabulary.*

ON PAGE · LIGHT SURFACES

01 · ITALIC ACCENT

A
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01	Diagnose & Reset	MONTH 1
02	Strengthen	MONTH 2
03	Conceive	MONTH 3

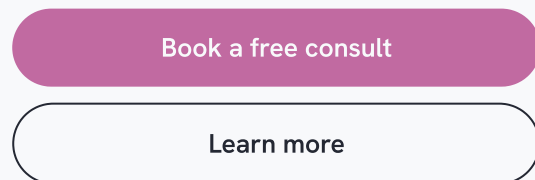
06 · BIG ITALIC STAT

90 *days*
One full egg cycle. The 90-day window we work in.

07 · PULL QUOTE

It only takes one *good egg.*
— REFRAME · LOW AMH

05 · CTA BUTTON



Calm. Honest. *Human.*

A photography brief, two columns. Until a photo library is built, use the left column to filter every image considered.

LEAN TOWARD

Real moments, soft light, no posing.



- Couples mid-conversation, not staring at the camera
- Natural Indian light — windows, evenings, mornings
- Real homes, not staged interiors
- Quiet hands — tea cups, journals, walking
- Diverse Indian skin tones, body types, ages 25-40
- Subjects looking thoughtful, not joyful or sad

LEAN AWAY FROM

Stock smiles, baby-on-belly, white coats.



- Pregnancy ultrasounds and stock baby images
- Doctors in lab coats with stethoscopes
- Couple kissing-the-bump or hands-on-belly cliché
- Overly bright, over-saturated stock photography
- Tears, grief imagery, or fear-coded faces
- Anything that signals "wellness influencer"



**A different kind of
fertility brand.**

NewKind of
good news.



PROGRAMME MOMENT
90 days. *At home.*

NEWKIND
fertility

Before IVF, *start here.*

Book a free consult

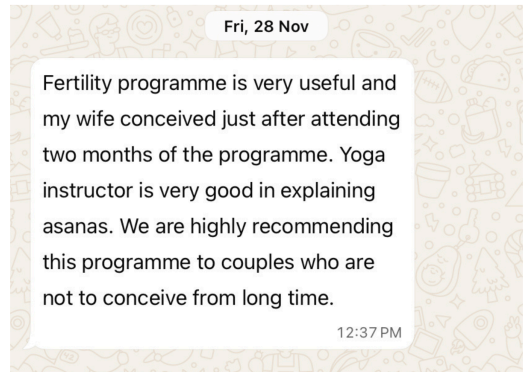


REFRAME · PCOD

Most fertility challenges have a *root cause*.

INSTAGRAM · 01 / 09

WHATSAPP · TESTIMONIAL



She was diagnosed with PCOD and had been trying to conceive for the past 2 years, so the focus was on improving hormonal balance and supporting regular ovulation.

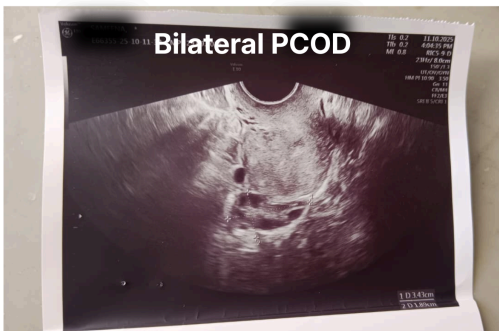
A personalised PCOD-friendly diet plan was designed for her, along with simple lifestyle changes like regular movement and stress management.

With the right nutritional support and lifestyle changes, her body gradually responded, helping improve her cycles and overall reproductive health and then conceived naturally.

SUCCESS STORY · IG CAROUSEL

I would like to sincerely thank the entire team for supporting me throughout this journey. I joined the program on November 17th, and within just three months, I was able to see positive results, which truly means a lot to me.

My heartfelt thanks to the yoga teacher—the way ma'am conducted and explained the classes was excellent and very helpful. The stress management classes were also very effective and gave me a lot of clarity and calm.



PROGRAMME MOMENT

90 days. *At home.*

Yoga, nutrition, medical, stress — all four pillars, delivered in the rhythm of your own life.

LANDING PAGE · HERO

TEAR-OUT CARD

Just remember *this.*

LOGO



WHO WE ARE

A science-first, root-cause fertility program *for couples* — to improve their conception rates (natural or assisted).

COLOURS

Ink

#242833

Ink Soft

#2F3340

Page

#F8F9FB

Mauve

#D6A9CA

Rose

#C16AA1

Sage

#9AC1BE

Sage Deep

#6FA8A4

Violet

#9D8FC9

Cream

#F5F1EE

TYPOGRAPHY

Hanken

Hanken Grotesk · 400 → 800
Display, body, UI.

italic

Hanken Italic 700 in mauve.
Accent words — one or two per headline.

EYEBROW

Hanken Grotesk 700 · 9pt · +0.28em.
Sage on ink, sage deep on page.

good news.

Rousie · success moments only.

BUTTONS

on Ink

on Ink (alt)

Pill · radius 999px · 12px 26px · 9pt 600.

SOUND LIKE

A trusted friend who happens to know the science. Confident, warm, clear, grounded, supportive. Never preachy, salesy, fear-based, or spiritual.

TEXT COLOURS

On ink: Page-white body, Mauve italics, Sage eyebrows.

On page: Ink body, Rose italics, Sage Deep eyebrows.

RATIO

60·30·10. 60% ink + page · 30% mauve + rose · 10% sage, violet, cream.

IF IN DOUBT, ASK

Would a trusted, well-informed friend with medical backing say it this way?

If the answer is yes, ship it. If the answer is no, rewrite it.

TEAR-OUT CARD

Just remember *this.*

LOGO



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A science-first, root-cause fertility program *for couples* — to improve their conception rates (natural or assisted).

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TYPOGRAPHY

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IF IN DOUBT, ASK

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If the answer is yes, ship it. If the answer is no, rewrite it.

— WITH CARE

A *newkind* of brand.

Brands age. Categories shift. The science behind our programs will keep getting better. Hold the standards in this book lightly when the world changes — and tightly when it doesn't.

- *The Newkind Team*