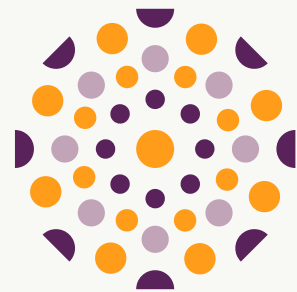


Brand Style Guide



Sunfish

Version 1.0 • March 2022



Sunfish helps to grow families.

We offer loans and guidance for young women, parents-to-be and new parents who want support in building their family in an era of declining fertility and increasing desire to choose when to become a parent.



Our Logo

Our brand logo is made up of two components: the brand icon, which represents fertility and abundance, and the wordmark, which speaks to the most fertile animal on the planet.



Primary Logo

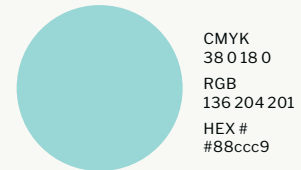
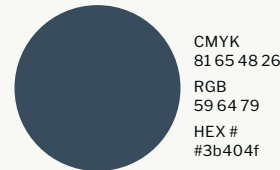
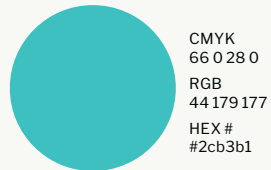
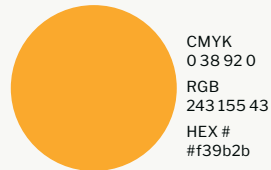
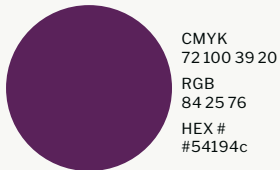


Secondary Logo

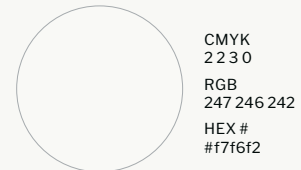
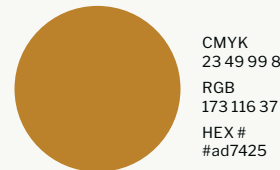
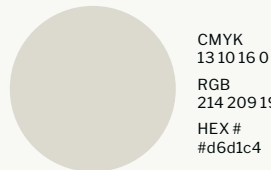
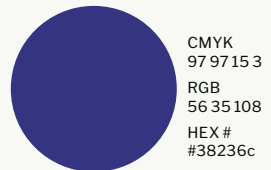
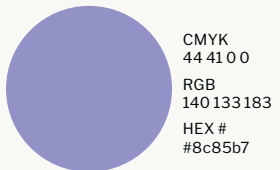
Our Color Palette

Our colors help to establish the Sunfish brand, create a unique look in the market, and make us instantly recognizable to our customers.

Primary Colors



Secondary Colors



Photography

We rely on stock photography that represents the types of families we want to serve: all of them. The duotone filter uses our colors to maintain a consistent brand, and simplifies the imagery to reflect human emotion.



Brand Patterns

Our brand patterns are made up of our brand iconography — circles and semicircles repeated in a scalable way that adds joy to our brand.



Collage

Collage helps to keep our brand fresh, and appeals to our core audience.

We use simple organic shapes to house our duotone photography, and then layer our imagery with our simple brand iconography.



Our Typography

Our type is carefully selected to speak in the voice of our brand, which is approachable and all about building trust. We are both compassionate, empathetic, warm, and friendly.

Literata

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

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nopqrstuvwxyz

0123456789

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Headline

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Body Copy

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Iconography

Every icon we create is made out of one simple shape: the semicircle. The semicircle is symbolic of our process. When combined with another semicircle, it represents coming together to create a whole.

