MOMS ADOPTING MOMS



Brand Tool Kit

NMIX 4410

2026

Colors

Hope
HEX: #7096A3

Comfort
HEX: #CDCDCD

Warmth
HEX: #F68E76

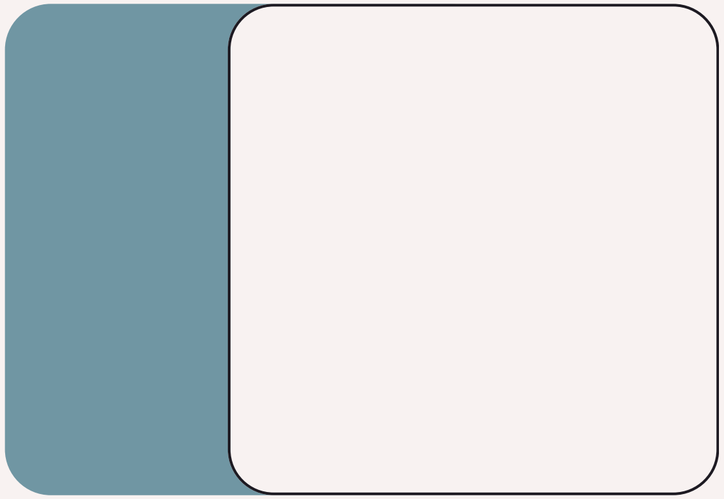
Growth
HEX: #E86B6B

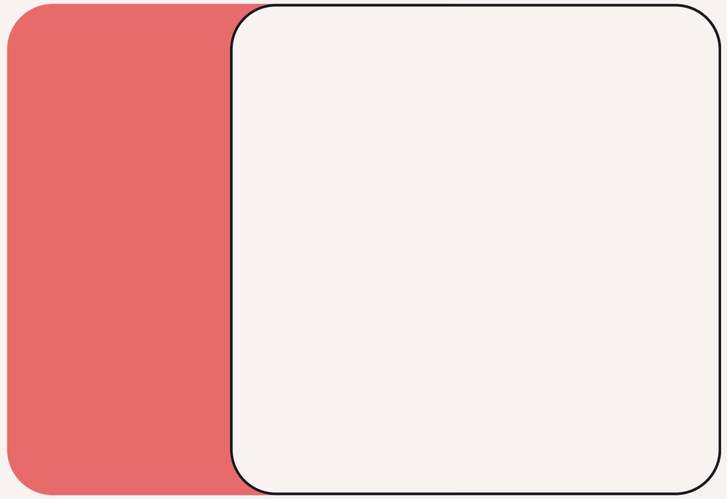
Home
HEX: #F8F2F1

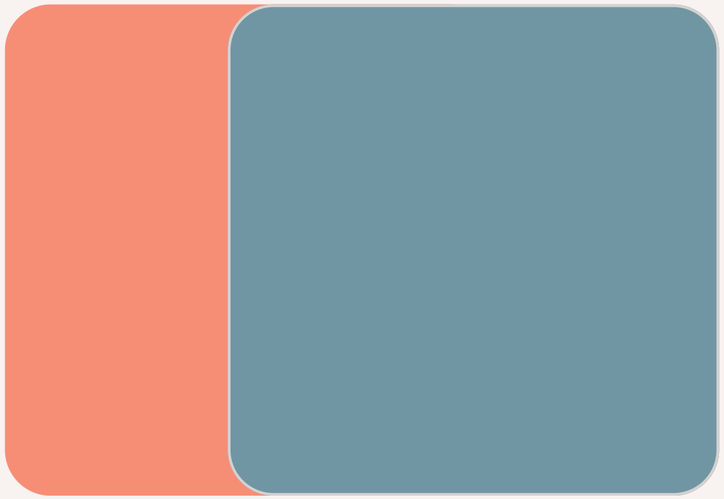
Wonder
HEX: #000000

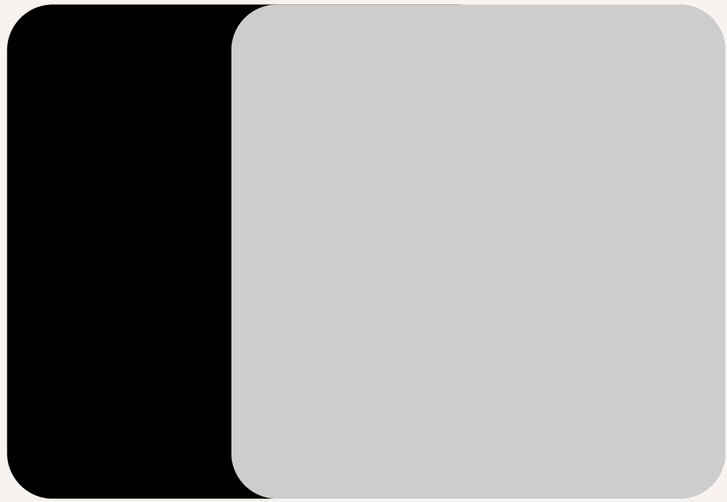
The Moms Adopting Moms Color palette embodies the values and tone of the brand. Each color is thoughtfully used, with the website's audience in mind, ensuring that it is visually appealing but also versatile and clear. The muted tones reflect the professionalism that Moms Adopting Moms aims to display and the intentional inclusion of color creates a welcoming brand.

Colors









With a wide array of colors in the palette, it is important to use and pair them intentionally to ensure visibility, clarity, and aesthetic. For readability, use dark colors with light ones, to maximize contrast between the two. It is also important to sense the tone of the context in which the colors will be used. For professional uses, aim for simpler, cleaner colors, such as the black, white, and blue. For promotional materials include more eye-catching ones.

Fonts

HEADER
Adamina, All Caps

Subheader
Adamina

Body
Poppins

Logo
Apricots

Our fonts aim to display, within context, the tone of our text. The meaning of text is not the only medium to communicate on a website, the fonts by which words are put in can inform an audience on the type of message Moms Adopting Moms is trying to get across. For headers and subheaders, readability and clarity is of maximum importance, while the body needs to be read in a smaller size. The logo should display the brand’s personality.

Logos



Primary Logo 1
Blue Vector Image



Primary Logo 2
Red Vector Image



Primary Logo 3
Orange Vector Image

Logos are typically the first introduction of the brand to any audience. Consequently, it is very important that they portray an accurate depiction of who Moms Adopting Moms is. These logo versions will serve as the primary logo, to be used alone on branding materials, in large and small scale formats and against multiple backgrounds. Use the color pairing guide in the previous pages to determine which logo to use, and use the vectors to ensure a clean finish.

Logos

1a. MOMS ADOPTING MOMS



1b.



Secondary Logo 1

Black Vector Image

2a. MOMS ADOPTING MOMS



2b.



Secondary Logo 2

White Vector Image

3a. MOMS ADOPTING MOMS



3b.



Secondary Logo 3

Blue Vector Image

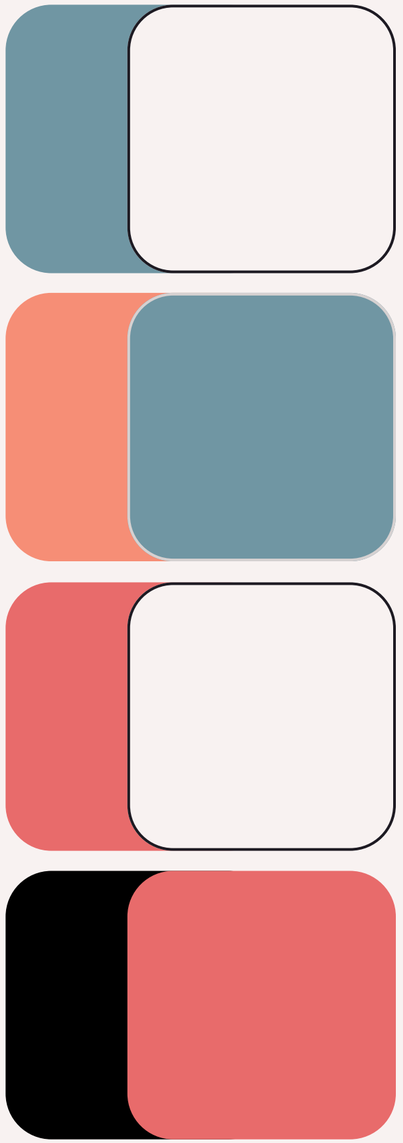
These versions are the secondary logos. The logos with the Moms Adoptiung Moms name in them can be used in situations in which there is less context to ensure that whomever is seeing it knows it is Moms Adopting Moms, whereas the other logo assumes that knowledge. They are vector images with no designated background, again the color pairing guide can inform which one to use against which background.

Summary

Hope
HEX: #7096A3

Warmth
HEX: #F68E76

Growth
HEX: #E86B6B



Home HEX: #F8F2F1

Wonder HEX: #000000

HEADER
Adamina, All Caps

Body
Poppins

Subheader
Adamina

Logo
Apricots

Look, Feel, and Purpose



Look

The brand kit serves to create and maintain one continuous look across all Moms Adopting Moms platforms and materials. Adoption of specific colors, fonts, and logos helps to build a professional visual display of the brand. It is essential that the brand kit is adhered to, and changed minimally to ensure cohesion and one brand identity.



Feel

All of the logos, colors, fonts, and pairings listed in the brand kit were intentionally made decisions to accurately display the identity of Moms Adopting Moms. These brand elements aim to meet the professional needs of this organization, and also appeal to a very specific and divergent clientelle.



Purpose

This kit should be used as a refernce and go-by. Whenever branding materials or other Moms Adopting Moms promotions must be made, this kit can inform visual decisions to ensure that even far down the line the brand identity is maintained and adhered to. It can be fluid, as the brand is bound to evolve, but change minimally if possible.