

# Brand Presentation

BY SMART MARKETING ADVERTISING AGENCY



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# Brand Introduction

AUTHENTIC

CALMING

DEDICATED

FAITH BASED

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Multiplied Blessings is a faith-based 4D/HD ultrasound studio offering a calming, spa-like experience where families can bond and celebrate the miracle of life. With advanced imaging technology, early gender determination, and a warm, honest approach, we're dedicated to making every visit memorable, meaningful, and full of joy.





# Brand Story.

Multiplied Blessings was born from the desire to create a more meaningful ultrasound experience—one rooted in faith, warmth, and connection. After seeing how impersonal traditional settings could be, our founder envisioned a calming, spa-like studio where families could celebrate life's earliest moments together. With high-quality 4D/HD imaging and a heart for service, we're honored to help turn those first glimpses into cherished memories.



# Creative Direction



Every element reflects a message rooted in love, purpose, and God's design.



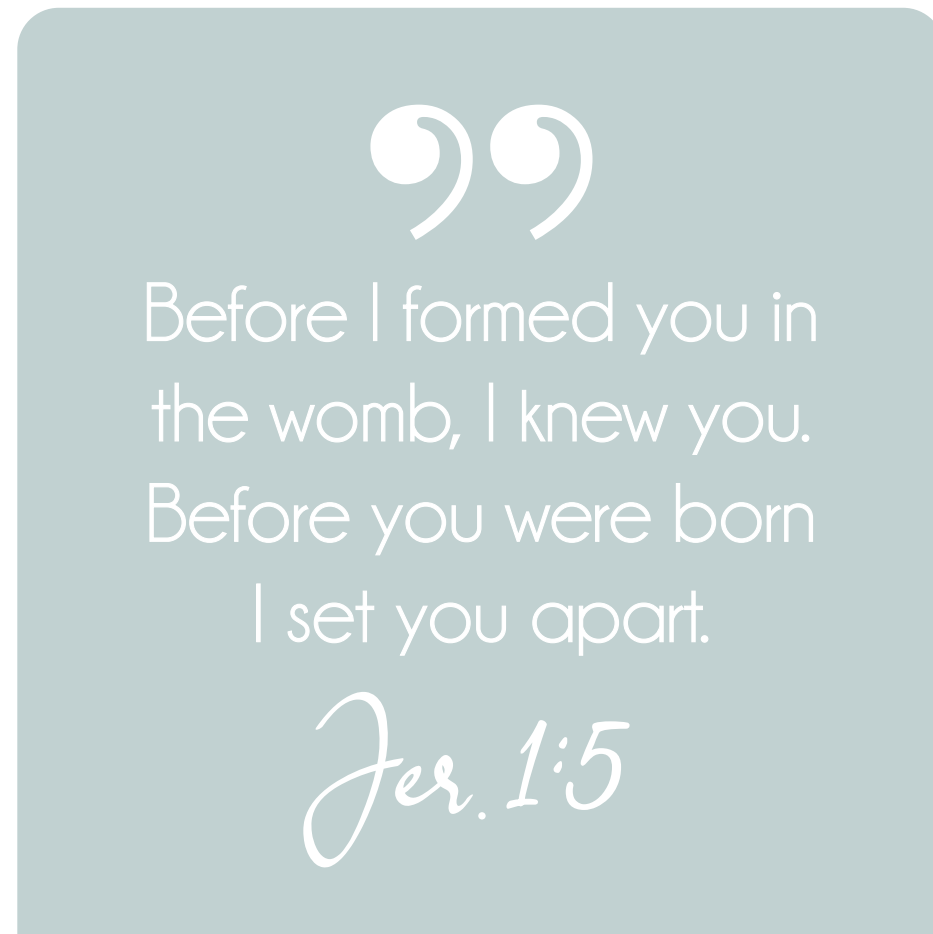
Pastel tones, gentle textures, and peaceful imagery create a serene visual experience.



Capturing authentic, joyful moments between expectant mothers and their loved ones.



Visual elements like olive branches, and scripture reinforce the brand's mission.



“  
Before I formed you in  
the womb, I knew you.  
Before you were born  
I set you apart.

*Jer. 1:5*



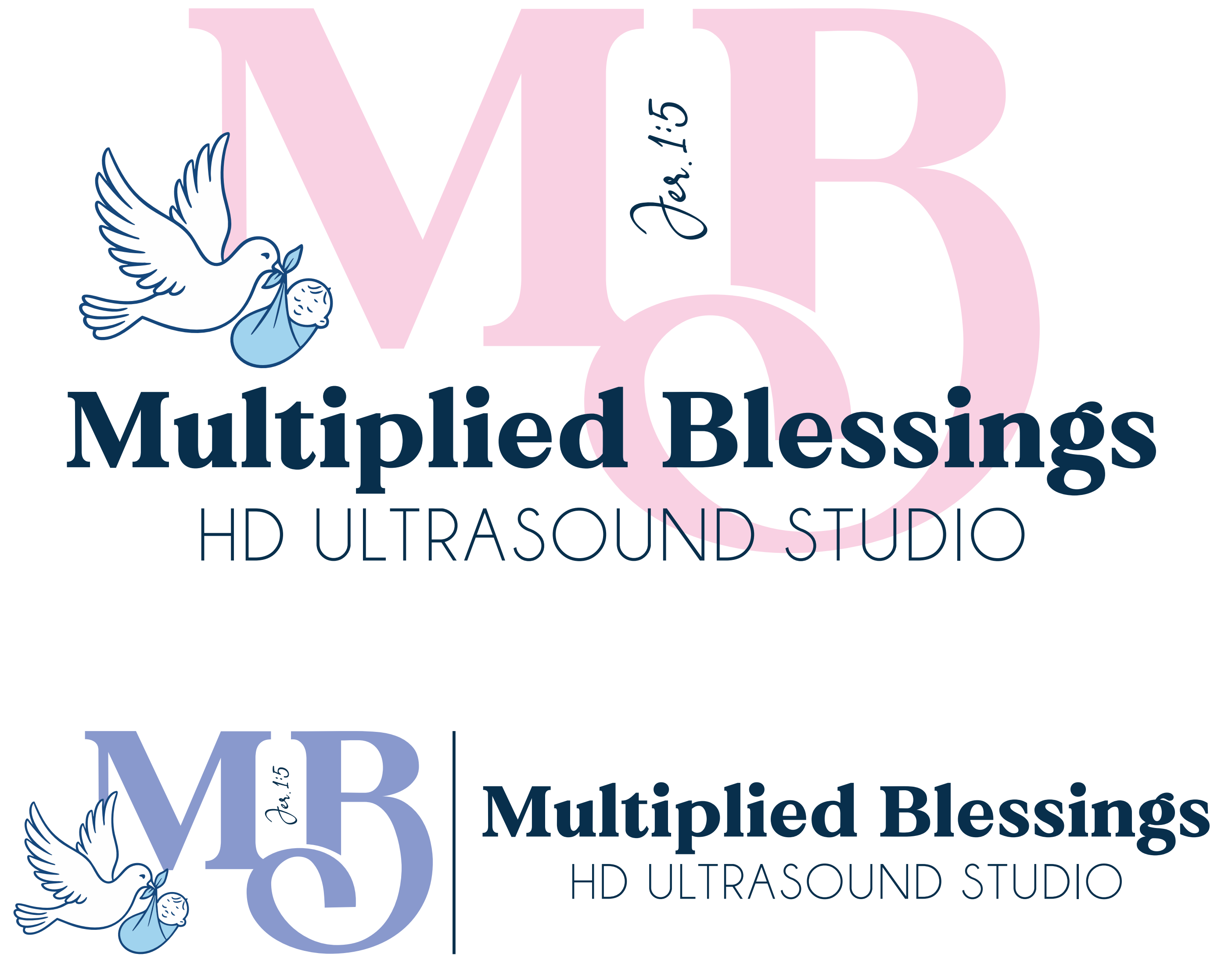


# Logo Design

# DESIGN 1

# Primary Logo

The dove carrying the baby reflects our faith in Christ and the peaceful atmosphere at Multiplied Blessings, while the “B” subtly mirrors the silhouette of a pregnant woman, representing the journey of pregnancy. Jeremiah 1:5 is nestled between the “M” and “B” to symbolize the sacred space of the womb, where every child is known, loved, and set apart by God.



## DESIGN 1

# Secondary Logo

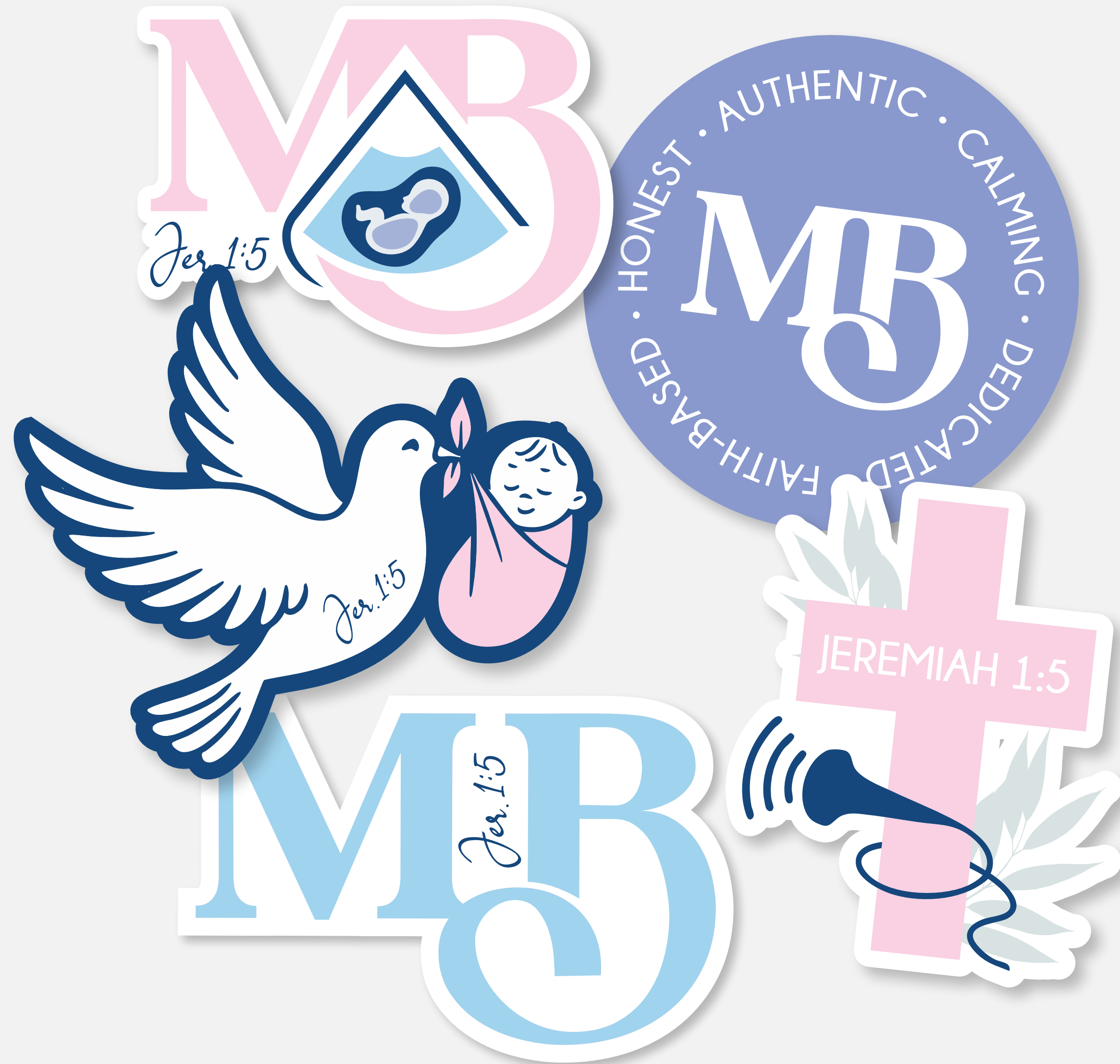
Our secondary logos provide flexible branding while keeping the heart of Multiplied Blessings clear. Each mark, whether value-driven, faith-focused, or simple and elegant, reinforces the brand's mission with consistency.





# Logo Marks & Stickers

Additional branding elements like these can be used on social media, print collateral, event signage, etc.



# Color Palette

The color palette reflects the gentle, faith-filled heart of your brand. Each tone, from calming to joyful, carries meaning, with Everblue providing strength and clarity at the core.

Peace Mist  
#C1D1D1

Wisteria  
#8999CD

Promise Sky  
#AOD3EE

Blessed Bloom  
#F9D1E3

Everblue  
#15477C



# Brand Application

# Love at First Sight!

The moment your baby becomes more than a dream, *a memory you'll cherish forever.*

Book Your Scan



## Nurturing Life, Guided by *Faith.*



”

Before I formed you in the womb, I knew you.  
Before you were born I set you apart.

*Jer. 1:5*



# Typograpy

Our typography reflects the heart of Multiplied Blessings, elegant, approachable, and full of care. Each font plays a unique role in creating a calm, faith-filled, and welcoming brand voice.

Aa

TITLE

CELSIUS

A timeless serif with elegant curves and strong presence, perfect for headlines that feel classic, confident, and full of grace.

Bb

BODY

POPPINS LIGHT

Clean, modern, and easy to read, this sans serif typeface brings clarity and softness to longer text, both in print and digital.

Cc

Accent

BULGATTI

This handwritten script adds a personal, heartfelt touch, ideal for scripture references, quotes, or emphasizing warmth and care.





