01 / Direction and mood board

Connect a warm identity with clear product advertising and a service journey that helps families understand the next step.



Reassurance / warmth / practical care

Branding, advertising, business cards and website/customer-experience work by Ori Yehuda Vega.

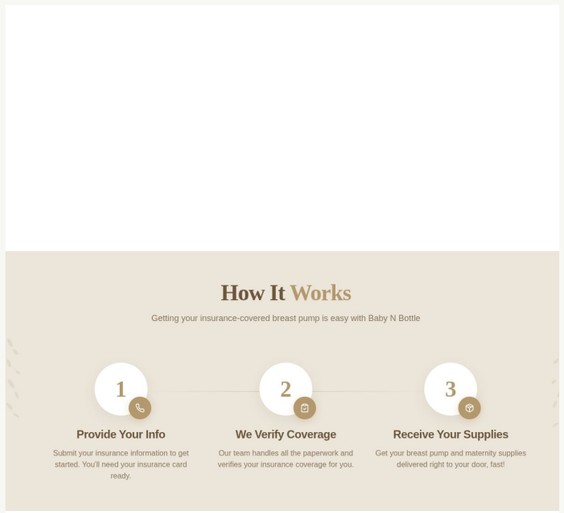
#B69A6C	#F4EFE6	#283F80	#F3B83D

02 / Applications and decisions

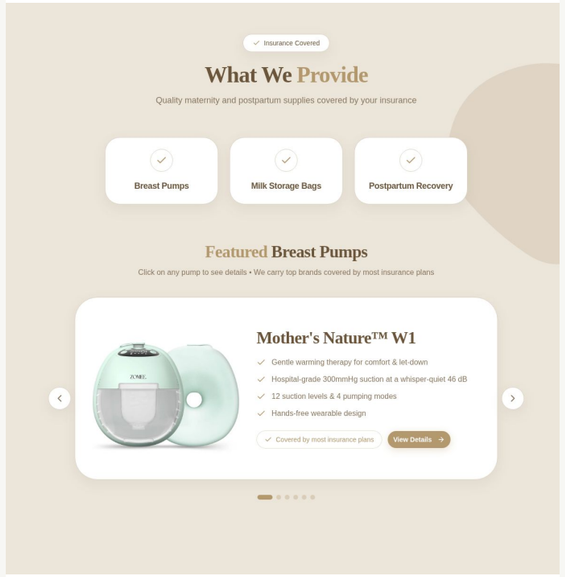
Archived work and current visual analysis. Captions distinguish source artwork from later presentation studies.



Original bed-pad advertisement



Archived How It Works page



Archived service page



Original breast-pump advertisement

IDENTITY

A bottle-shaped B in the tan monogram connects the mark to the brand category without adding a separate icon.

BED-PAD CAMPAIGN

The source advertisement pairs the product in context with a compact feature stack: two pads, tuckable wings, charts and stickers.

DIGITAL JOURNEY

Archived service and How It Works pages extend the brand into explanation and next-step hierarchy. Empty intake screens are not evidence of integrations.

03 / Technical reference

Current portfolio reconstruction. Reference guidance and open production requirements, not a released manufacturing specification.



COLOR REFERENCE / #B69A6C / #F4EFE6 / #283F80 / #F3B83D. Screen samples only; approve physical output with the supplier.

BRAND ASSETS

Keep the original logo proportions, tan tone and generous clear space. Palette values here are sampled reference colors.

BED-PAD ADVERTISING

Preserve the supplied product/photographic artwork. Recheck feature wording against the final approved product record before reuse.

PRINT AND DIGITAL OUTPUT

Confirm final ad size, bleed, safe areas and printer profile. Export screen artwork in sRGB at an appropriate responsive resolution.

CUSTOMER INFORMATION

Use only empty/redacted interface evidence. Do not expose names, insurance details, order data or patient records.

04 / Handoff and provenance

A reviewable record of the design system, source evidence and next production decisions.



INCLUDED

Mood board, palette reference, source applications, design decisions and technical checklist.

SOURCE OF TRUTH

Original editable artwork, archived website captures and supplier templates remain authoritative. This reference does not replace those masters.

CREDITS AND ASSISTANCE

Original identity and advertising retained. Supplied photography remains separately credited; photography authorship is not claimed. The editorial cover and brand-pattern panel are AI-assisted portfolio visualizations. Original advertisements are shown separately; the cover does not establish manufacturing or campaign results.

Preflight: verify content and rights; confirm dimensions and substrate; inspect typography and image resolution; prepare the requested output profile; obtain a final proof and approval.