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PeriPear branding case study



Startup Marketing Kit- PeriPear

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Problem

The PeriPear team are cantering at speed, winning prizes, mentors, prototyping whilst pitching to new investors and exploring ways to enter the market credibly.

Their existing brand was more proof of concept than and to enhance their stature they were looking for a brand kit which had more meaningful connotations about the mission of the business and didn't take an age to produce.



Solution

The new branding has dual appeal:

1. Mums-to-be who have premium lifestyle tastes and want to understand everything about pregnancy, birth and postpartum.

2. Fellow midwives and NHS professionals who are looking for new solutions to minimise perineal tearing.

We were also looking to convey personality and a sense of wit and colour to stand out amongst the dry of medical brands out there already.



Approach

Applying the 3D method:

Deliver: Synthesise existing insights and smart desk research.

Dream: Workshopping the brand strategy was an intense sprint which delivered fresh ideas and clarity on how to tell the brand narrative in the most compelling way.

Deliver: Five new routes to choose from to develop the new visual kit. The winning idea was then developed and delivered to easily update existing assets. They even made T-shirts...



QUOTE

"We cannot thank White Camino enough for their agile, creative and professional work on our brand refresh. Super attentive to what we are building, the message we are conveying and helping us to understand our audience. Melissa was a pleasure to work with and we would be happy to recommend exploring her particular marketing magic! Thanks so much Melissa and team."

Nina Van Schaik,
Co-Founder and COO



Main/Primary logo



Centre aligned logo

peripear

Wordmark



Social Media/Web icons

Icons for the values

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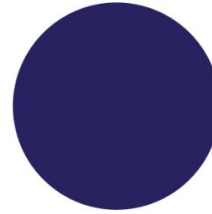
Comfort



Confidence



Compassion



Circularity



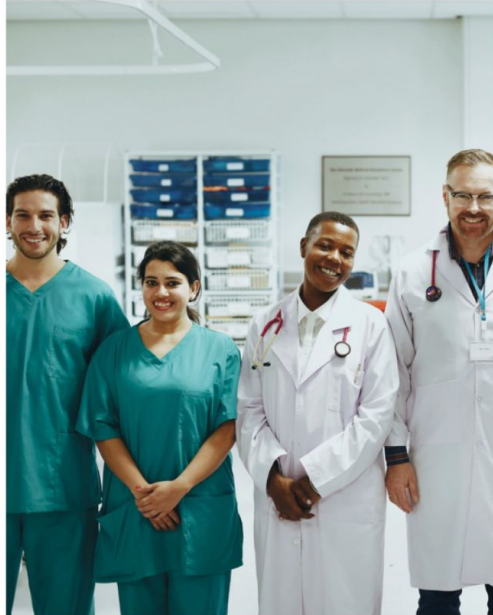
Community



Photography

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Peripear photography is to be clean, bright, colourful high-quality, warm and affectionate with a professional medical feel.



The ultimate approval

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And finally...

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If we've piqued your curiosity and you want to:

Find out more about our Startup kit click [here](#).

Want to chat to a human? You can pick our brains for free [here](#) 🧠

You're welcome.

