Check out the CLEbaby Branding Project!

The team here at Go Media had an absolute blast working on the CLEbaby branding project. Please check out the work we did below and learn more about CLEbaby, Cleveland’s premier resource for birth and postpartum doula services, on their official site.

View the CLEbaby Portfolio Item

The Summary:

Doula: a woman who is trained to assist another woman during childbirth and who may provide support to the family after the baby is born. CLEbaby's mission is simple – bring Doula services to the mainstream. Often thought of as a more "hippy" option in the child birthing department, Gina and Ashley sought to correct that misconception, and cater to young professionals and to be viewed side-by-side with other professionals in the medical community (midwife,ob/gyn). Beyond birthing, they also aim to help the Cleveland parent community with help via educational events in cool Cleveland locations (fun stuff, dinners, meeting others who are pregnant/expecting). They're a fresh company within an industry that hasn't quite hit the mainstream yet – aka, the perfect client.

Merchandise: With Cleveland’s love affair of t-shirts at an all-time-high, part of the project for CLEbaby was to explore a merchandising aspect to the brand. The hope, of course, is to round out the service’s customer experience but to also throw another hook out into the water to attract unsuspecting customers as well. With branding variations for the rest of the family (Dad, Mom, and Kid) our goal was to explore some tasteful options for the different merch elements.

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