



# Brand Guidelines

6.2025

# About us

About us: **Who we are**

## Who we are

Progyny (Nasdaq: PGNY) is a transformative fertility, family building, and women's health benefits solution, trusted by the nation's leading employers, health plans and benefit purchasers. We envision a world where everyone can realize their dreams of family and ideal health. Our outcomes prove that comprehensive, inclusive and intentionally designed solutions simultaneously benefit employers, patients and physicians.

Our benefits solution empowers patients with concierge support, coaching, education, and digital tools; provides access to a premier network of fertility and women's health specialists who use the latest science and technologies; drives optimal clinical outcomes; and reduces healthcare costs.

Headquartered in New York City, Progyny has been recognized for its leadership and growth by CNBC Disruptor 50, TIME100 Most Influential Companies, Modern Healthcare's Best Places to Work in Healthcare, Forbes' Best Employers, Financial Times, Inc. 5000, Inc. Power Partners and Crain's Fast 50 for NYC. For more information, visit [progyny.com](https://progyny.com).



## Value propositions:

- We simplify complex journeys.
- We make effective care accessible.
- We make superior outcomes possible through cohesive, dedicated experiences.
- We provide specialized expertise for member and client success.



**How we  
communicate**

## How we communicate: **Our voice**

### **Voice**

We recognize the complex nature of care journeys and benefits across diverse, individualized health needs and paths to parenthood. Our voice conveys our role as a trusted, expert resource for our members, clients and provider network.

We seek to:

- Inform and educate in a manner that is evidence-based, and data-driven.
- Apply experience and expertise in a way that is consultative and approachable.
- Drive member-centricity in our communications — clarifying needs, experience and impact.

### **Tone**

Our tone conveys understanding, partnership and active listening to meet people where they are.

## How we communicate: **Style rules**

### Style

- Avoid industry, medical or internal jargon and acronyms in external language.
- Avoid unnecessary capitalizations that unintentionally “productize” a capability.
  - **Progyny example:** We enable access to comprehensive male infertility care, rather than “we offer Male Infertility Care to our clients.”
- Encourage health literacy by defining terminology and/or translating in colloquial terms where possible.
- Be concise and offer information in a way that is intentional, organized and digestible. For example, writing should be broken down into subheadings, lists, bullet points, and smaller paragraphs.
- Use inclusive, person-first language when describing people and their needs. The [AP Style Guide for Inclusive Language](#) can be referenced for key definitions and examples.
  - **Progyny example:** A person experiencing infertility, rather than an infertile person.
- When citing countries, use the [United Nation’s list of country names](#) as a source of truth.
- We primarily leverage the [AP Style Book](#) and [Merriam-Webster’s Collegiate Dictionary](#), with limited exceptions based on nuanced language and editorial style.

## How we communicate: **Trademarks**

### Trademarked terms

Progyny holds a registered trademark on the following terms, which should include the symbol ® with first use (typically in headline on printed and website materials):

- **UnPack It®**
- **Smart Cycle®**
- **Progyny Patient Care Advocate®**
- **Progyny PCA®**

Trademarks should be used in the first instance, and do not need to apply to mentions that follow.

For example:

#### **Progyny's equitable Smart Cycle®**

Progyny's Smart Cycle model allows members and their providers to focus on the best, first path to treatment.



# Brand elements



## Brand elements: **Logo**

### Logo types and usage

The Progyny logo is the front line of our brand. It will be seen more than any other brand element; therefore, to maximize its impact, it must appear consistently, legibly and prominently on every item containing the mark. Our logo has two variations: The complete logo including the logo mark and the word mark; the complete logo arranged for vertical orientation. The preferred usage of the logo mark is the horizontal variation. The vertical format is for use only when space is limited.

Primary



Secondary



- The original logo files must not be altered in any way other than scaling for appropriate use. This pertains to proportions, colors, additions and subtractions of elements.

## Brand elements: **Logo**

### Reproduction colors

The Progyny logo is reproduced in our primary brand blue 5. A white version of the logo may be knocked out of our other brand colors.

It is important to stay true to the color mixes to create a consistent and favorable impression across all of the visual identity elements, collateral and communications that promote our brand.

#### Progyny Blue 5

HEX #02205A  
RGB 2, 32, 90  
CMYK 100, 93, 33, 32  
PMS-C 281



#### White

HEX #ffffff



## Brand elements: **Logo**

### Incorrect uses

To build a consistently favorable perception of our brand, it is essential that our logo be used correctly. This page illustrates some incorrect uses of the Progyny logo.



- ⊗ The logo is never displayed with a tagline.



- ⊗ The logo color should never be changed.



- ⊗ The logo should not be placed on a color that doesn't provide complete legibility.



- ⊗ The logo should not be placed on a distracting background.

## Brand elements: **Logo**

### Clear space

A clear space tolerance around the Progyny logo has been created to protect its integrity. The clear space also ensures that the logo is never visually dominated by other surrounding elements. The space that has been defined should be kept clear of all type, graphic elements and imagery.

Reference the letter “o” in the logo as a quick guide to minimum clear space.

Note: Clear space does not necessarily mean white space. The logo can be reproduced on colored backgrounds and imagery as long as the logo is completely readable, clearly separates and does not clash with the chosen background imagery or color.





**Color**

## Brand elements: **Color**

### Core palette

The Progyny palette is based on a monochromatic range of blues as shown below. These colors play a vital role in establishing a recognizable and favorable brand image. They should be used as the base color in all brand applications.

Blue 5 #02205A R2/G32/B90 C100/M93/Y33/K32	Blue 4 #114097 R17/G64/B151 C100/M87/Y7/K1	Blue 3 #3768C3 R55/G104/B195 C81/M62/Y0/K0	Blue 2.5 #77A2F1 R119/G162/B241 C51/M29/Y0/K0	Blue 2 #C4D9FF R196/G217/B255 C20/M9/Y0/K0	Blue 1.5 #DBE9FF R219/G2335/B253 C12/M4/Y0/K0	Blue 1 #E4EEFF R228/G238/B255 C9/M3/Y0/K0	Blue 0 #F1F5FD R241/G245/B253 C9/M3/Y0/K0
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# Typography

## Brand elements: **Typography**

### Typography

A consistent typographic style, with clarity and legibility being key drivers, contributes to building a unified and strong brand identity.

### Poppins

Our main typeface is Poppins, a geometric sans serif with consistent line thickness that's easy to read. Its legibility and open nature feel friendly and approachable.

HEADLINE

#### **Poppins SemiBold**

R17/G64/B151 Upper and lower case. Tracking is never used.

SUBHEAD

#### **Poppins SemiBold**

R17/G64/B151 Tracking is never used.

Aa

Poppins Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Poppins Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Poppins Semi Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Poppins Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+



## Brand elements: **Typography**

### Lora

We use the Lora typeface for body copy and quotations. Like Poppins, it is an approachable and easy to read. Both Poppins and Lora have a large x height so the fonts work well together.

#### BODY

### Lora Regular

R107/G107/B107 Upper and lower case. Tracking is never used.

Aa

Lora Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Lora Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Lora Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Lora Medium Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

“

*Progyny gives our colleagues a chance to be deeply supported for times of great influence on personal and professional lives – representing the positive and inclusive culture we strive for.*

”

Leading Children's Hospital Association

Aa

Lora SemiBold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Lora SemiBold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Lora Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

Aa

Lora Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+



**Photography**

## Brand elements: **Photography**

### Photography

Our photography uses a combination of lifestyle and clinical imagery. The images should feel authentic, natural and in the moment. Select images that compliment our color palette to help unify the design. Individuals should represent a diversity of member and employee populations. Images should convey realistic, natural and positive moments. They are in non-studio settings that are simple and relatable.

#### Our photos are:

##### **Authentic**

You believe it and feel like you're there.

##### **Optimistic**

We celebrate the joy and triumph of everyday life.



## Brand elements: **Photography**

### **Things to avoid:**

Here are some things to avoid when selecting photography:

Don't use images that feel staged.

Don't use images with unrealistic scenarios.

Don't use images that feel posed or glamorized.





[progyny.com](https://progyny.com)