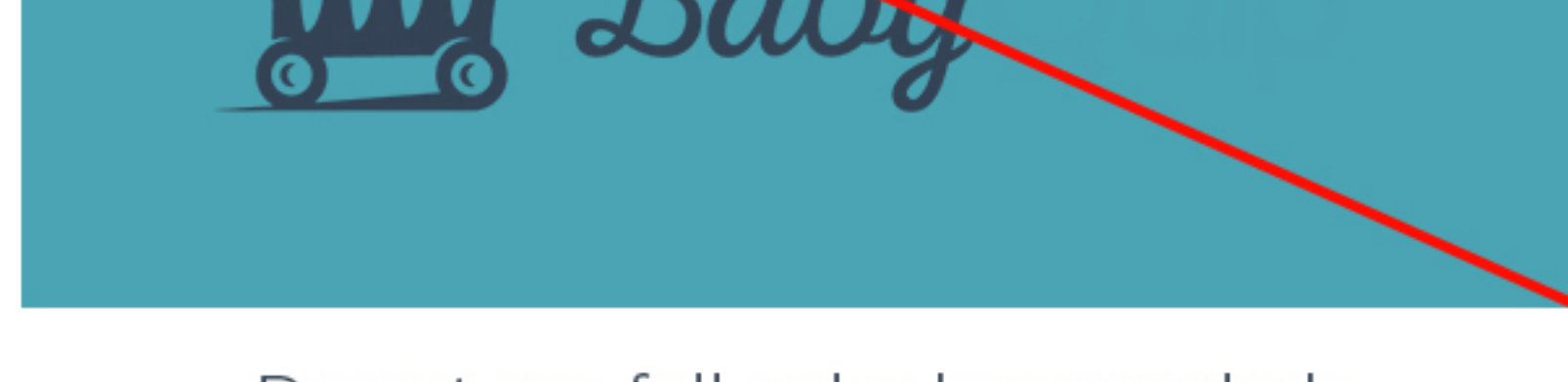


CORPORATE LOGO

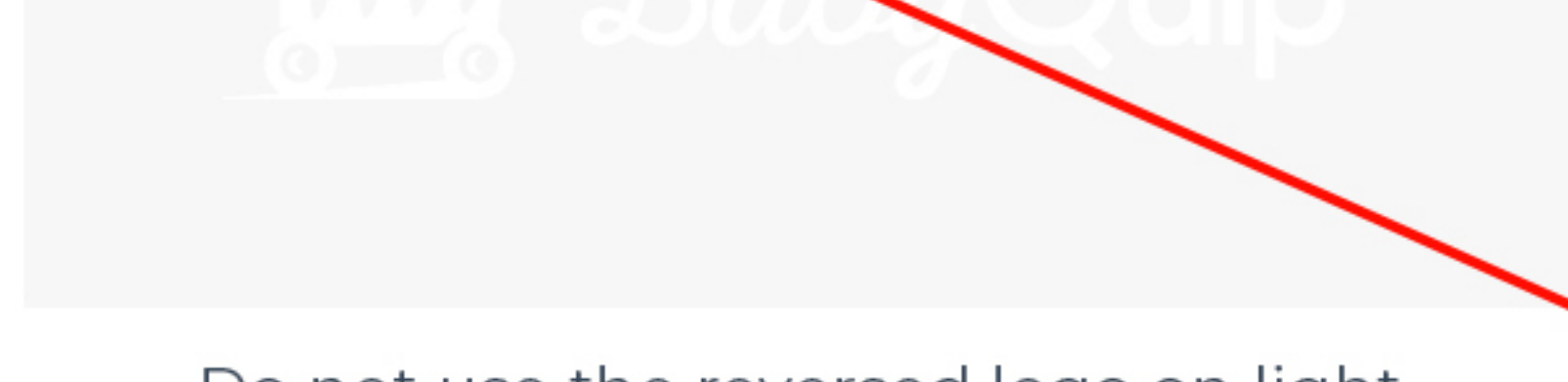
*Use this logo on materials when referencing corporate BabyQuip stats and copy



INCORRECT USAGE OF THE LOGO



Do not use full-color logo on dark backgrounds



Do not use the reversed logo on light backgrounds



Do not use the logo without the crib icon



Do not replace the crib icon



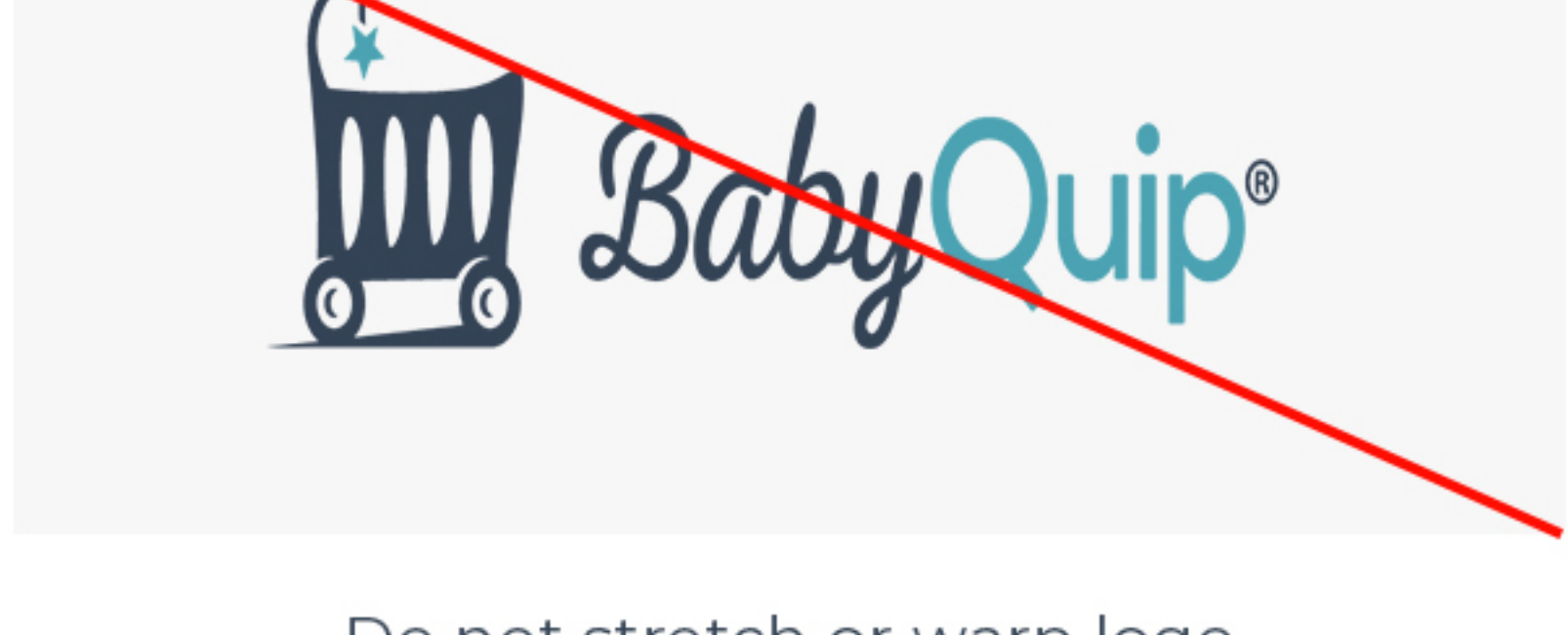
Do not use the logo without registration mark



Do not cut off part(s) of the logo



Do not use logo on a busy background



Do not stretch or warp logo



Do not change the color of the logo



Do not rotate the logo



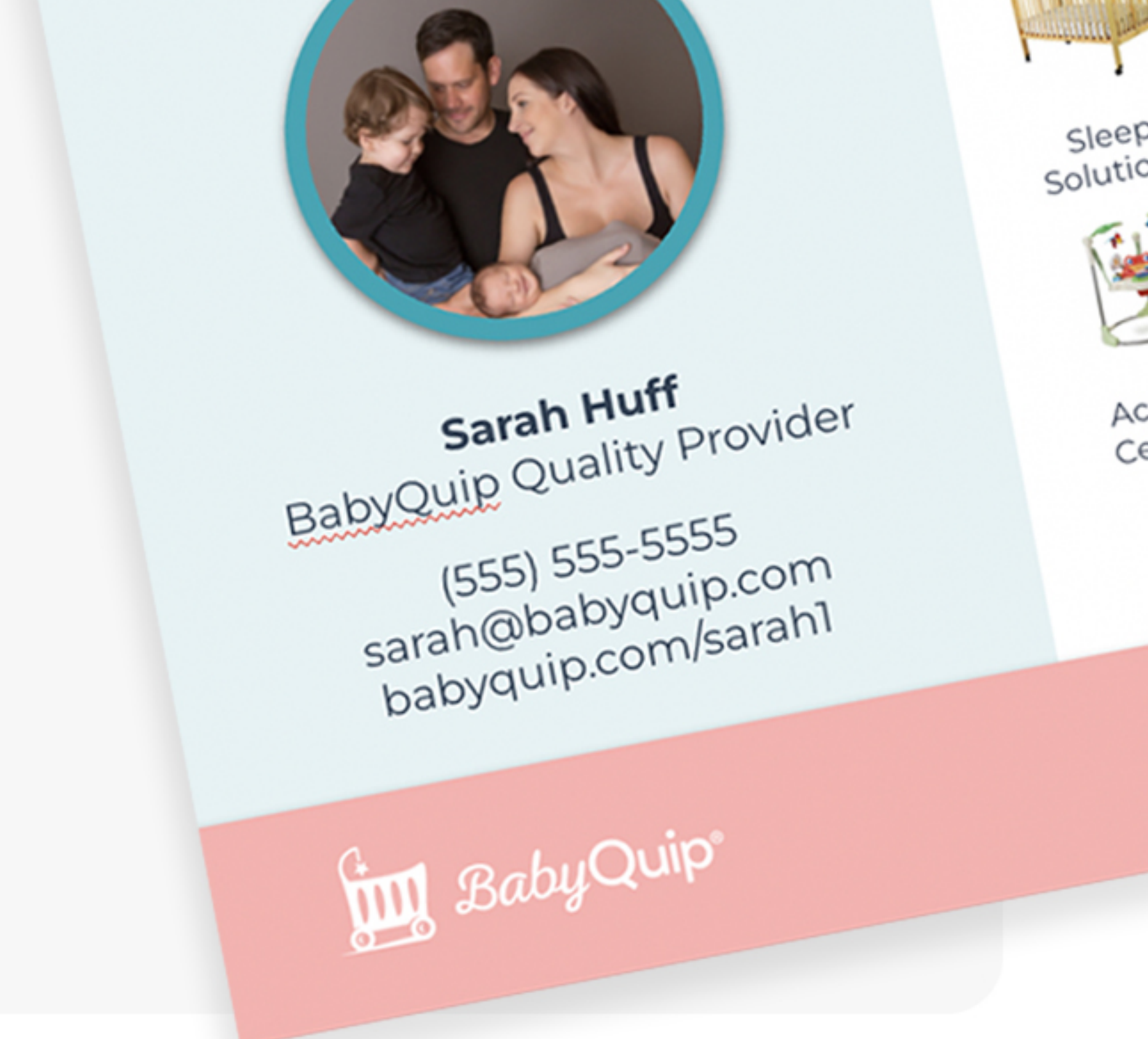
Do not have a business card, letterhead, signature file, or marketing materials that have both the BabyQuip logo and the name/logo of your other business(es)

LOGO SPACING GUIDE



LOGO SPACING

When utilizing the logo it is important to consider the spacing around it. A good rule of thumb is to ensure that visually there is a BabyQuip "B" all the way around your logo in between other elements. This ensures that the logo is legible and not competing with the other elements in your print or digital items. The only exception to elements being closer is if you are utilizing the provided Pack Light. Travel Happy® logo.



QUALITY PROVIDER LOGO

*Use this logo when referencing your personal business



USING QP LOGO WITH NAME



TRY IT OUT

INCORRECT NAME USAGE WITH QP LOGO



1. Your name should never be placed directly next to or under the BQ Corporate Logo
2. Your name should not be all caps and bolder than text above.

PLACES TO USE QP LOGO

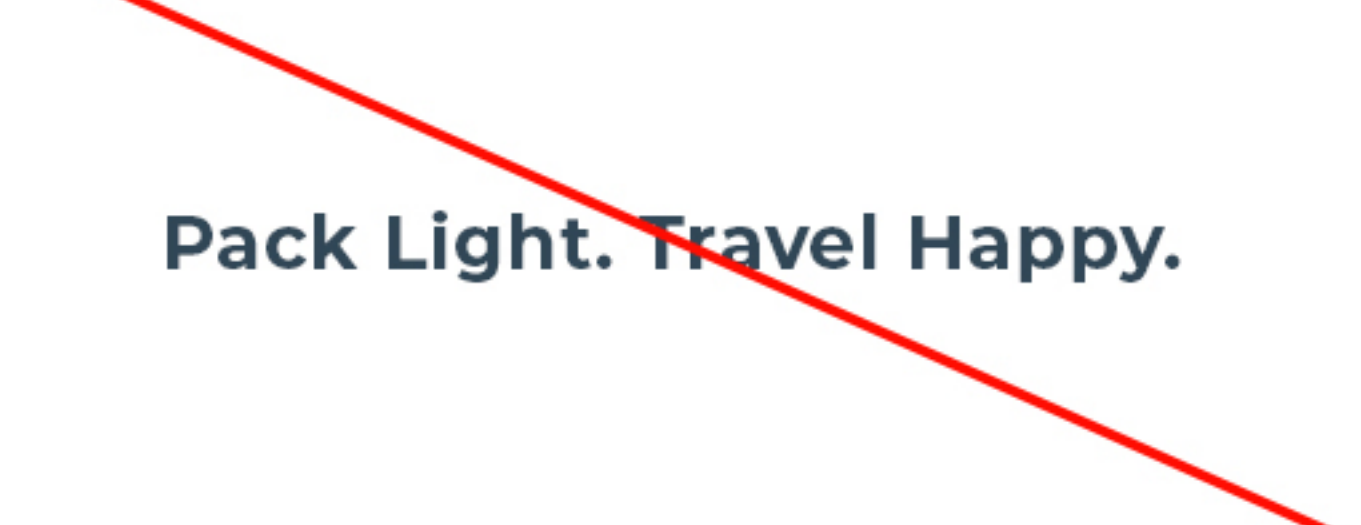
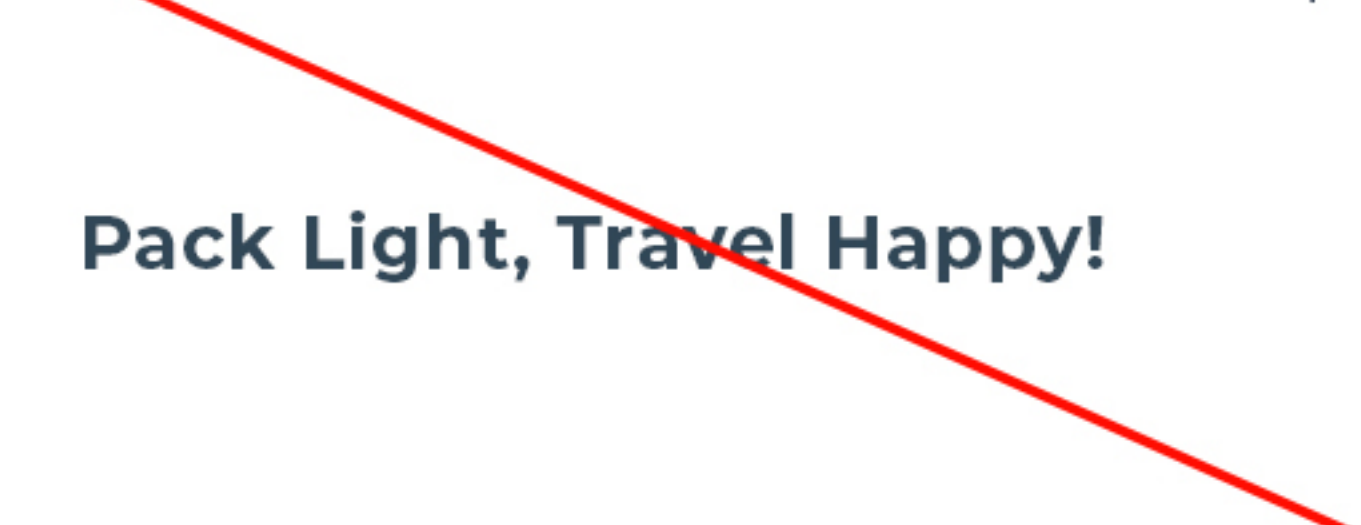
- Marketing materials where you are sharing your specific business information
- On your social media stories
- When being featured in a story, article, or podcast where you are representing your individual business

TAGLINE

Pack Light. Travel Happy.®

Pack Light.
Travel Happy.®

INCORRECT USAGE WITH TAGLINE



1. Our tagline should never be typed or used with a comma, exclamation point, or any other punctuation marks
2. Our tagline is a registered, it should never be used or typed without the ® symbol

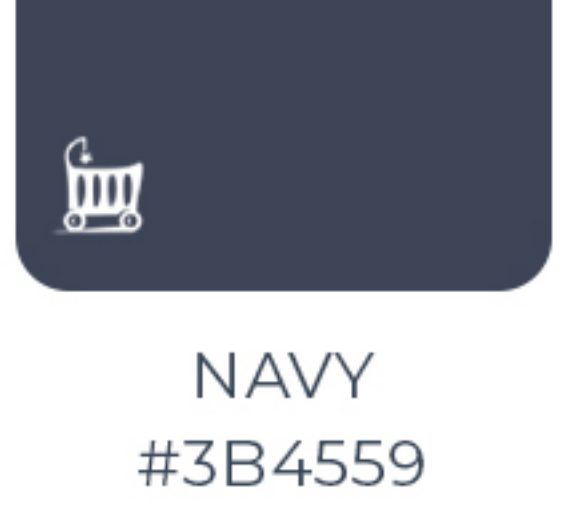
PRIMARY COLORS



BABY BLUE
#A2D5DB



TURQUOISE
#00A7B5



NAVY
#3B4559



CORAL
#F2827F



ROSE PINK
#FDB0AE

ACCENT COLORS



LIGHT PINK
#FFF5F6



LIGHT BLUE
#E5F2F4



LIGHT GREY
#F7F7F7



DARK GREY
#CBCBCB



WHITE
#FFFFFF

FONT

The
Montserrat
Font Family

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat SemiBold
Montserrat Bold
Montserrat ExtraBold
Montserrat Heavy

Montserrat is free to download and should be used in all of your promotional materials and graphics. If a vendor or platform does not offer Montserrat or allow you to upload your own fonts, you may substitute for another simple, sans serif font.

DOWNLOAD FONT