SlumberPod®

BRAND STYLE GUIDE

For Vendors, Partners, and Media

This is a style guide to help you better understand the basic brand elements of SlumberPod.

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THE BRAND

SlumberPod is a Georgia-based juvenile products brand created by a mother-daughter team. They believe room-sharing with young children (while traveling or at home) can be less stressful and more restful. SlumberPod is sold from their website and select retailers in the US, Canada, Australia, New Zealand, and several Asian countries.

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THE PRODUCT

SlumberPod is a patented, quick-assembly privacy pod that is nearly blackout dark inside and helps babies/toddlers get a good night's sleep — especially important when traveling and sharing a room with others (e.g., hotel room), and allows families to continue enjoying their vacations after the little one goes to sleep. Compatible with standard playards, mini-cribs and select toddler cots/inflatable mattresses, SlumberPod gives families years of use.

OUR MISSION

SlumberPod began with two moms dedicated to problem-solving for their own families. We exist to make lives easier for families all around this world. We're on a mission to bring safe and innovative solutions to market while having a lot of fun along the journey. We strive to be a globally recognized brand with a trusted reputation. Our goal is to be a voice of authority in the sleep space for young children, but not stop there. We keep it real, and we aim to be encouragers and champions for the smart, savvy parents we serve.

LOGO VARIATIONS: DOs

SlumberPod's logo is an integral part of the brand and should be used thoughtfully and consistently.

Most often the logo will be presented in all coral, as displayed on the top. However, it can also be adapted for use on different backgrounds in the brand colors.

SlumberPod®

SlumberPod®

SlumberPod®

LOGO VARIATIONS: DON'Ts

Do not distort, outline, or change the logo from the primary colors in the palette. Do not alter the relationship between the symbol and the registered mark.

PRIMARY COLOR PALETTE

The following primary colors are key
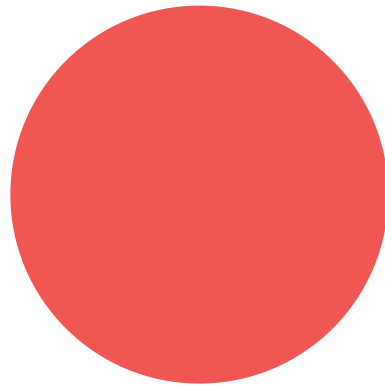indicators of SlumberPod brand design.
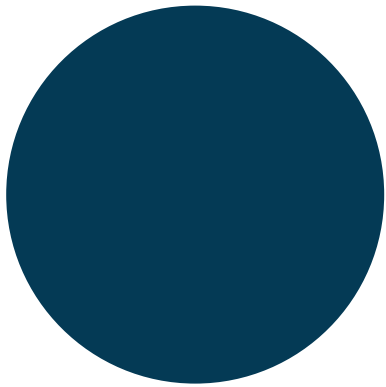
PMS: 295 U 295 C

C: 100
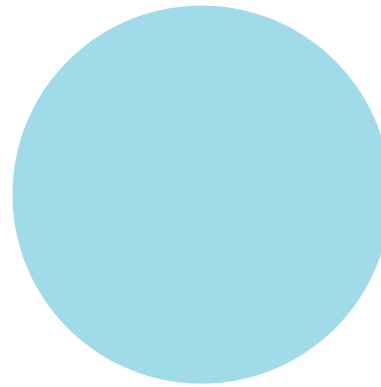M: 74
Y: 43
K: 35

R: 4
G: 58
B: 85

HEX: #043A55

PMS: WARM RED U 178C

C: 0
M: 81
Y: 66
K: 0

R: 240
G: 87
B: 83

HEX: #F05753

PMS: 290 U 290 C

C: 35
M: 0
Y: 7
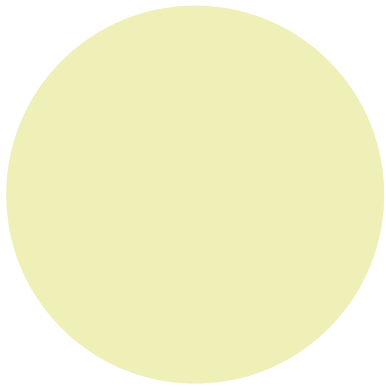K: 0

R: 160
G: 219
B: 233

HEX: #A0DBE9

PMS: 649 U 649 C

C: 5
M: 2
Y: 2
K: 0

R: 237
G: 242
B: 245

HEX: #EDF2F5

SECONDARY COLOR PALETTE

The following secondary colors are used as accents
in SlumberPod brand design.

PALE YELLOW

C: 1
M: 0
Y: 23
K: 6

R: 238
G: 240
B: 184

HEX: #EEF0B8

COLOR PALETTE USAGE

AND YOU'VE BEEN GIFTED A
GOOD NIGHTY NIGHT.

SlumberPod®

TO: _____

FROM: _____

SlumberPod® makes traveling with small
children less stressful and more restful.

...AND YOURS IS ON THE WAY - ENJOY!

TYPEFACE SYSTEM

Primary Fonts:
Gotham Ultra

The primary font should be used when minimal text is needed, i.e. titles, headers, etc. It should not be used for body text.

The font is bold, fun, and reflective of SlumberPod's brand identity.

Campton

This primary font should be used for body text or when there is a large amount of text.

The font is modern, simple, and legible, all while keeping up with the overall aesthetic of SlumberPod. The font should most frequently be used in the light variation and semi-bold can be used for headings. and titles to differentiate hierarchy.

Aa

Gotham Ultra

Aa

Campton Light

Aa

Campton SemiBold

TYPEFACE SYSTEM

Secondary Font:
American Typewriter IT

This secondary font can be used for body text or specific callouts on packaging.

The font should most frequently be used in the regular variation and bold can be used for headings. and titles to differentiate hierarchy.

Aa

Aa

American Typewriter IT Bold

American Typewriter IT Regular

TYPEFACE USAGE

Gotham Ultra

American Typewriter IT

Campton

IMAGERY

These pattern graphics are touchpoints that can be applied across SlumberPod graphics to create interest and continuity. The graphics feature stars and other sleep associations. These can be done in any brand color and transparency depending on the color of the background to which they are placed.
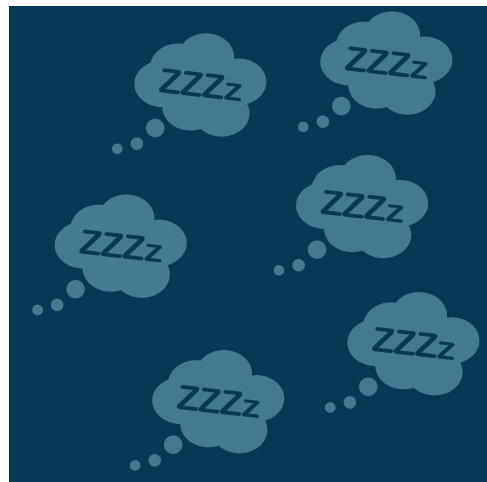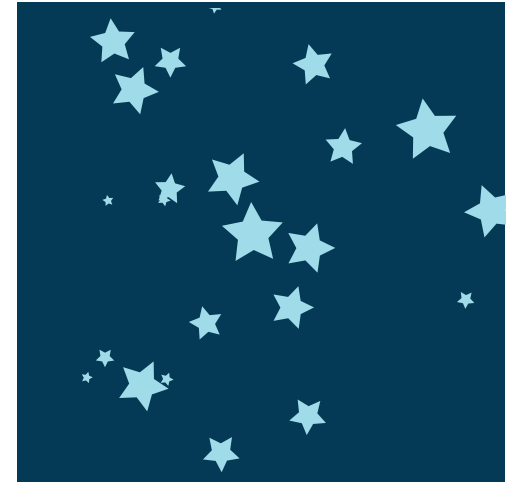
PHOTOGRAPHY

All studio photography should feature the product(s) on a white background. Studio photography is to be used on website product pages and/or packaging.

All other photography should be lifestyle with an emphasis on natural lighting and non-posed subjects. Photography should feature diverse models and children aged 4-months to 4 years old. SlumberPod should always be photographed indoors. Safe sleep guidelines should always be followed in photography. Only to be photographed with compatible playards, mini-cribs, toddler mattresses/cots.

CONTENT PRINCIPLES

WHAT IS SLUMBERPOD?

SlumberPod is a quick-assembly privacy pod that helps babies/toddlers get a good night's sleep — especially important when sharing a room with others or when napping conditions are not ideal. It completely encloses a playard (travel crib), mini-crib, or select toddler cots. It folds down into 17 inches by 5 inches by 6 inches bag for storing or travel.

LOCATION

SlumberPod is only approved for use in indoor, climate-controlled, well-ventilated areas. Therefore, the ideal location for content is hotel/Airbnb rooms, playrooms, or any typical traveling scenario or in-home use. The goal should be to focus on the portability feature and the ability of SlumberPod to block out light.

LITTLE ONES

SlumberPod is recommended for children age 4 months and older who were born healthy and full-term (see the FAQs page on our website for more information). Please avoid any content with little ones under four months.

We welcome content with older little ones using SlumberPod, too. See compatibility details on next page.

CONTENT PRINCIPLES CONTINUED

COMPATIBILITY

Only use SlumberPod with playards, mini-cribs, travel cots, and toddler mattresses. Do not promote use over full-sized cribs. For more details, please visit our FAQs Page.

LANGUAGE

Please refer to SlumberPod as a "pod" or "canopy" and avoid the use of the word "tent." Tents have different regulations, are for outdoor use, and typically have materials and/or chemicals that may not be safe for little ones.

SAFETY

Follow all recommended safe-sleep guidelines. Click here to learn more.

SlumberPod®

Have a question about using a SlumberPod brand asset?
Contact us a marketing@slumberpod.com. We're always happy to help!