

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.

TABLE OF CONTENTS

- 3. About the Brand
- 4. About the Product
- 5. Our Mission
- 6. Logo Variations & Usage
- 8. Color Palette
- 10. Typeface System
- 13. Imagery
- 14. Photography
- 15. Content Principles

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.



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.



SlumberPod®



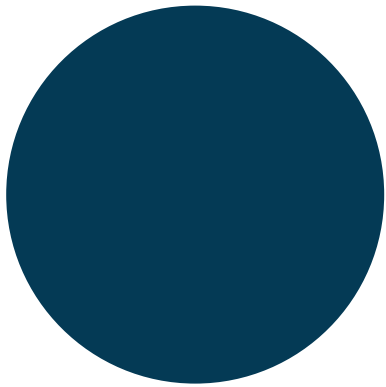
SlumberPod®



SlumberPod®

PRIMARY COLOR PALETTE

The following primary colors are key indicators of SlumberPod brand design.

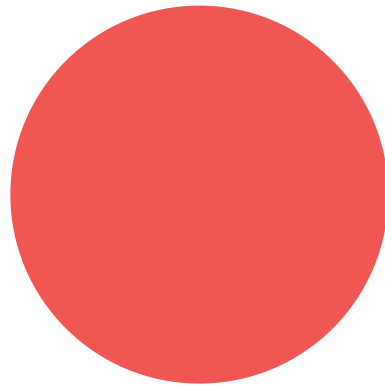


PMS: 295 U 295 C

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

R: 4
G: 58
B: 85

HEX: #043A55

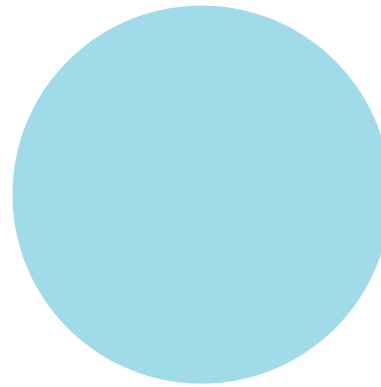


PMS: WARM RED U 178C

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

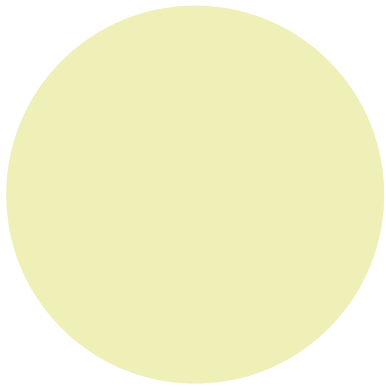
C: 5
M: 2
Y: 2
K: 0

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: #EEFOB8

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.

The image shows the letters 'A' and 'a' in a very bold, condensed sans-serif typeface. The 'A' has a thick vertical stem and a wide, flat top bar. The 'a' is also very bold and compact, with a thick vertical stem and a rounded, bowl-like shape.

Gotham Ultra

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.

The image shows the letters 'A' and 'a' in a light, modern sans-serif typeface. The 'A' has a thin vertical stem and a simple, open top. The 'a' is also thin and has a clean, rounded shape.

Campton Light

The image shows the letters 'A' and 'a' in a semi-bold, modern sans-serif typeface. The 'A' has a thick vertical stem and a simple, open top. The 'a' is also thick and has a clean, rounded shape.

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.


A large, bold, black serif font sample showing the uppercase 'A' and lowercase 'a' in the American Typewriter IT Bold style. The letters are thick and have a slightly irregular, hand-cast appearance.

American Typewriter IT Bold

A large, regular, black serif font sample showing the uppercase 'A' and lowercase 'a' in the American Typewriter IT Regular style. The letters are thinner than the bold version and have a similar hand-cast appearance.

American Typewriter IT Regular

TYPEFACE USAGE



includes
BUILT-IN POUCH
for
SlumberPod
Portable Fan
(sold separately)

**With SlumberPod,
you can say goodbye to:**

- Disruptions caused by room-sharing or napping conditions that aren't optimum
- Assembling the playard in a bathroom or closet
- Creating homemade sleep nooks
- Fumbling around in the dark after your little one's bedtime
- Hiding under the covers with your phone or tablet
- Avoiding travel altogether

slumberpod.com

8 51104 00808 5

Gotham Ultra

American Typewriter IT



SlumberPod®

"SlumberPod is the **only solution** I consistently recommend to families who want to enjoy vacation while also keeping sleep a thing!"

BECCA CAMPBELL, PEDIATRIC SLEEP CONSULTANT • LITTLE Z'S SLEEP

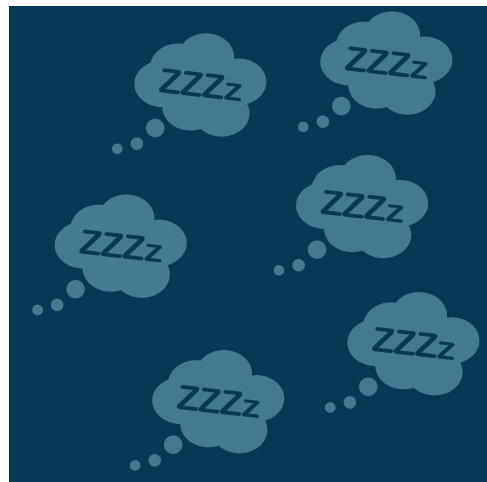
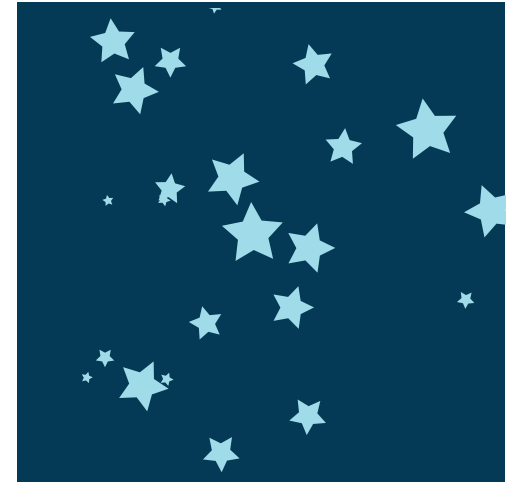
"The **essential travel companion** to maintain great, healthy sleep habits and routines. We love SlumberPod!"

LAURA HUNTER LPN & JENNIFER WALKER RN, BSN
CO-FOUNDERS • MOMS ON CALL

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.





Have a question about using a SlumberPod brand asset?

Contact us at marketing@slumberpod.com. We're always happy to help!