

Brand Book

babyhood®
AUSTRALIA

Introduction

Welcome to the babyhood Brand Book: your all-encompassing guide to understanding, embodying, and communicating the soul of our brand. This book is more than just a manual—it's your key to unlocking the consistency and authenticity that defines babyhood.

Think of this guide as a blueprint for maintaining the integrity of the babyhood brand in every interaction. Whether you're a dedicated team member, a trusted partner, or a valued collaborator, this book equips you with the insights and tools necessary to represent babyhood with genuine passion and consistency, with in all our regions. From our iconic logo and vibrant colour palette to our heartfelt messaging and distinctive photography style, each element has been thoughtfully designed to resonate deeply with our audience and uphold our brand promise.

Thank you for joining us on the babyhood journey. Together, we can create a world where every baby thrives and every parent feels truly supported.

Welcome to babyhood!

Brand Manifesto

At babyhood, we understand that raising children is one of life's most significant and rewarding roles. With this appreciation, we are passionately committed to delivering innovative, high-quality products that elevate the experience of parenthood. Our mission is to make parenting safer, simpler, easier, and more affordable, enabling parents to focus on creating beautiful, unforgettable moments with their families.

Every product we design is born from a parent's love and a commitment to a child's well-being. We believe in empowering parents with solutions they can trust, allowing them to fully embrace and cherish every precious moment with their little ones.

At babyhood, our mission is to support, nurture, and celebrate families, helping them build a lifetime of cherished memories.

Our Tagline

**Safety, Quality and Innovation...
because we care.**

babyhood[®]
AUSTRALIA

Our Story

babyhood is an Australian-owned and operated family business with a heartfelt story. The visionaries behind babyhood have over 30 years of experience in the nursery products industry and are proud grandparents to 16 grandchildren. This personal journey fuels our understanding and passion for creating products that make a real difference in the lives of families.

What began in our Brisbane home has blossomed into a global brand. Today, babyhood's reach extends across the world. We are honored to be a trusted name for thousands of families worldwide.

Join our babyhood family and become part of a community that values Safety, Quality, and Innovation... because we care.

Our Vision

We are driven by an unwavering passion to create innovative, award-winning designs that provide busy parents with intelligent, safer solutions for the joys and challenges of parenting.

Our Mission

Our mission is to make parenting safer, simpler, easier, and more affordable, empowering parents to focus on creating beautiful moments with their families. We achieve this through the creation of quality products that are safe, innovative, and environmentally sustainable.

Our Values

Safety

Our nursery collections are crafted with the highest standards of safety in mind. Our real timber cots undergo rigorous testing to meet the toughest Australian Standards, conducted by the Australasian Furnishing Research and Development Institute (Furntech-AFRDI). This independent, not-for-profit technical organization is renowned for its stringent testing methodologies and is accredited by the National Association of Testing Authorities, Australia.

But our commitment to safety doesn't stop there. We extend our testing to include best practice standards worldwide, ensuring parents can have complete confidence in the safety of our products.

Quality

We are dedicated to developing baby products that enhance the quality of life for parents and children alike. Our commitment to quality is evident in every detail, from the sustainable plantation timbers we use to the softest jersey cotton textiles. We believe that exceptional quality can turn everyday moments into extraordinary memories.

Innovation

We harness the latest technological advancements to create products that are sustainable, affordable, and feature-rich. Our focus on innovation ensures that our products not only make life easier for parents but also uphold the highest standards of safety and functionality.

Safety, Quality and Innovation... because we care.

Our Logo



Preferred Logo Usage - Blue



Preferred Logo Usage with Blue Background
with 28.3 pt or 10mm of space



Optional Logo Usage - Black



Optional Logo Usage with Black Background
with 28.3 pt or 10mm of space

NOTE: The black logo is preferably used for master boxes and general packaging. It is not intended for social media or print materials.

Our Logo



Optional Logo Usage - Grey



Optional Logo Usage with grey Background
with 28.3 pt or 10mm of space



Optional Logo Usage White & Shadow
for Digital & Print Media when backgrounds
are light and it needs contrast



Our Logo



Minimum size allowed



Minimum space allowed between
the logo and other elements
28.3 pt or 10mm of space

Do not do this!

To ensure the integrity and consistency of our brand, please avoid the following incorrect uses of our logo. By following these guidelines, we can maintain a strong and cohesive brand identity. Thank you for your attention to detail!



Color Alterations: Do not change the colors of the logo. Always use the specified brand colors.



Distortion: Do not stretch, compress, or otherwise distort the logo's proportions.



Low Resolution: Avoid using the logo in low resolution or pixelated formats. Always use high-quality images.



Background Clutter: Do not place the logo on busy or distracting backgrounds that reduce its visibility.



Altered Fonts: Do not change the font style or typeface of the logo text.



Overlap: Avoid overlapping the logo with other text or images.



Unapproved Sizes: Do not use the logo at sizes smaller than the minimum recommended dimensions to ensure legibility.



Separation: Do not separate any elements of the logo. Keep the elements together as a single unit.

Colour Palette Usage Guidelines

Our color palettes are designed to reflect the innovation, safety, and joy that our brand stands for. Each product category within babyhood has its own unique palette, ensuring consistency and a tailored experience for our customers.

Consistency

Always use the specified HEX, RGB, and CMYK values to ensure brand consistency across all platforms and materials.

Balance

Maintain a balanced use of colors. Primary colors should dominate, with secondary and neutral colors supporting and enhancing the design.

Accessibility

Ensure sufficient contrast between text and background colors to maintain readability and accessibility for all users.

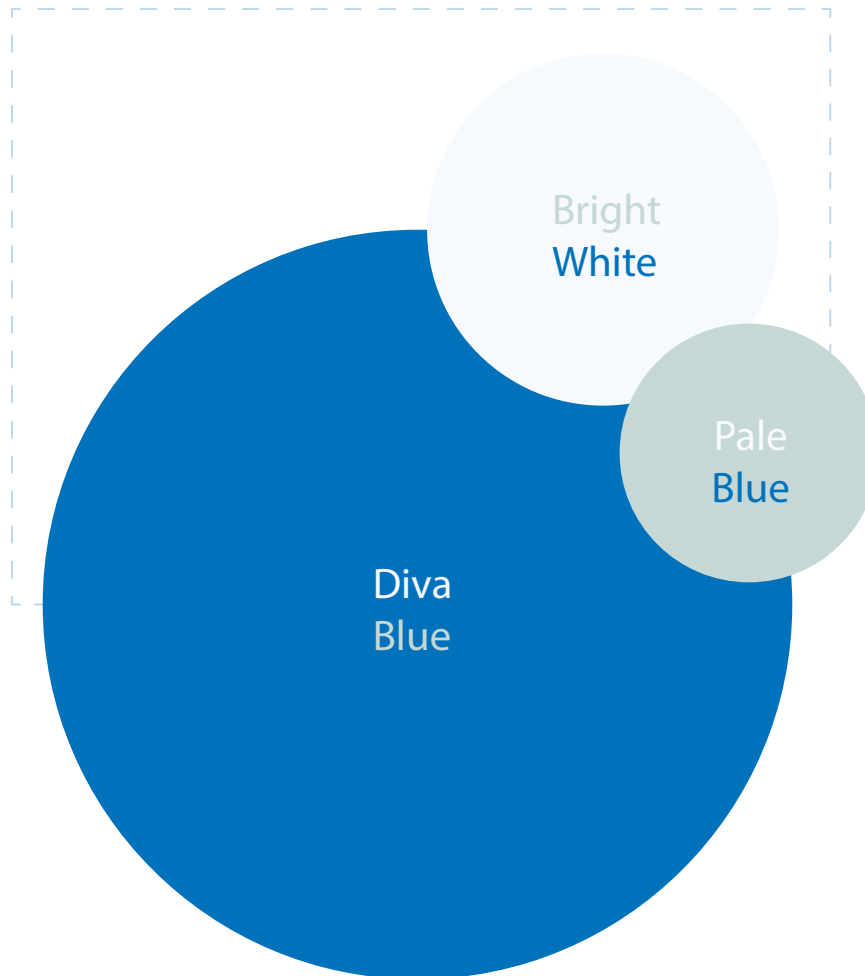
Application

Apply these palettes consistently across all touchpoints including packaging, marketing materials, and digital assets.

Colour Palette

• MAIN COLOURS

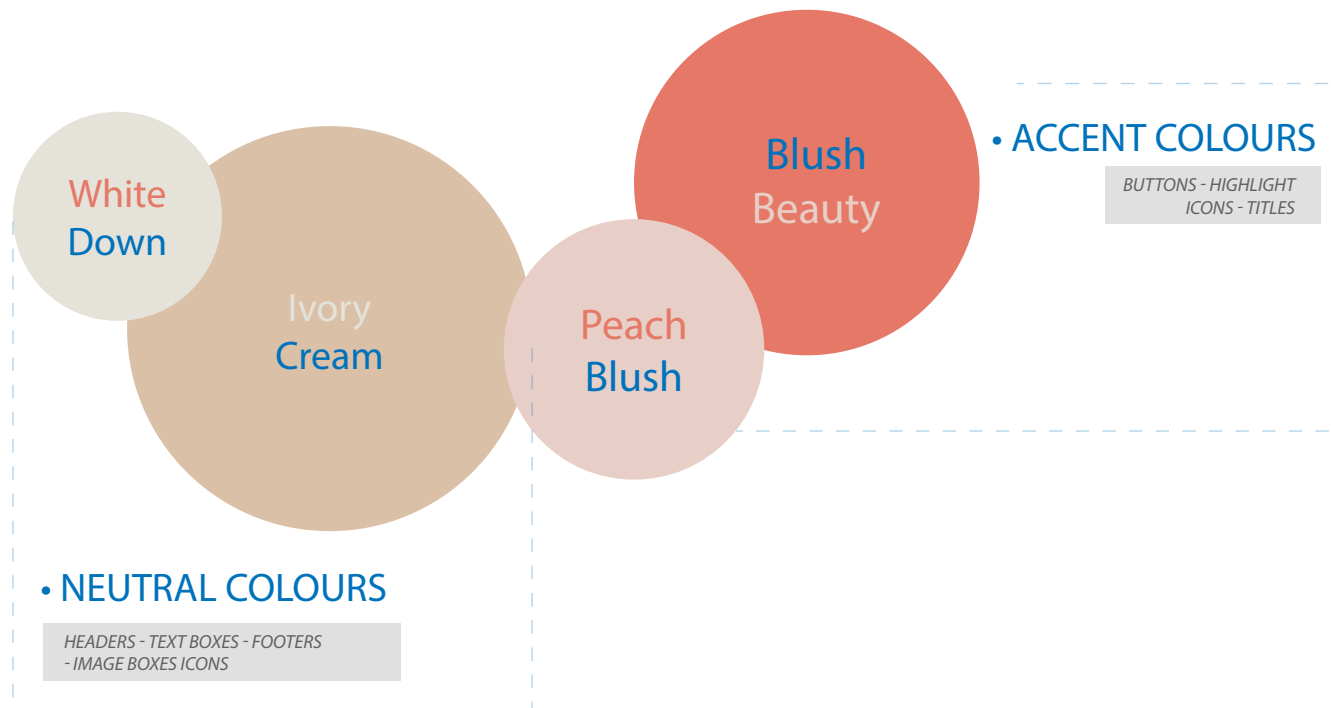
LOGOS - CORPORATE -
HEADERS - TEXT BOXES



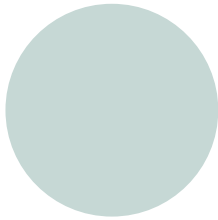
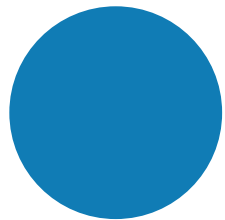
The primary color palette for babyhood is a cornerstone of our brand identity, designed to evoke feelings of trust, safety, and innovation. It is used consistently across all major brand touchpoints, including our logo, website, packaging, and marketing materials. The primary colors are vibrant yet balanced, ensuring they resonate with our audience while maintaining a cohesive look and feel.

Secondary Colour Palette

The secondary color palette for babyhood complements our primary colours, providing additional flexibility and depth to our visual identity. These colors are designed to enhance our communications and product presentations, adding warmth while maintaining harmony with our primary palette. The secondary colors are carefully selected to evoke a sense of nurturing, aligning with the babyhood brand values. These colours are used on the website, EDM's, promotions, graphics and titles in catalogs, POS, digital and printed material in general.



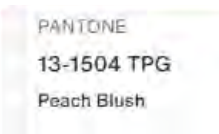
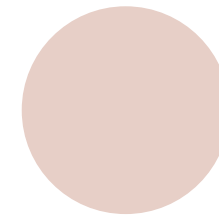
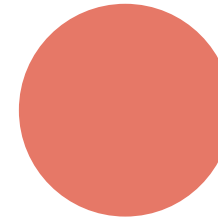
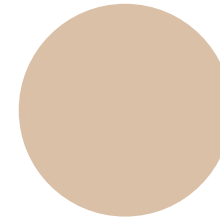
Colour Palette Code



#007BB2
C: 85
M: 44 R: 0
Y: 9 G: 123
K: 0 B: 178

#C4D6D3
C: 22
M: 7 R: 196
Y: 14 G: 214
K: 0 B: 211

#F4F9FF
C: 2
M: 1 R: 244
Y: 0 G: 249
K: 0 B: 255



#E5E2D9
C: 9
M: 8 R: 229
Y: 13 G: 226
K: 0 B: 217

#DAC0A7
C: 9
M: 8 R: 218
Y: 13 G: 192
K: 0 B: 167

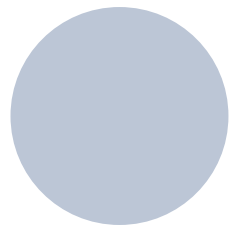
#E57868
C: 6
M: 65 R: 229
Y: 58 G: 120
K: 0 B: 104

#E6CDC5
C: 9
M: 8 R: 230
Y: 13 G: 205
K: 0 B: 197

Tertiary Colour Palette

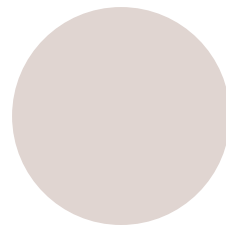
The tertiary color palette for babyhood adds an additional layer of flexibility and richness to our brand's visual identity. These colors are designed to provide subtle accents and support the primary and secondary palettes, enhancing the overall aesthetic without overpowering the core brand colors. The tertiary colors are created for product-specific applications and promotions.

Cots



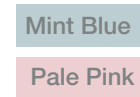
Pale Blue #bcc6d6

C: 25 R: 188
M: 16 G: 198
Y: 8 B: 214
K: 0



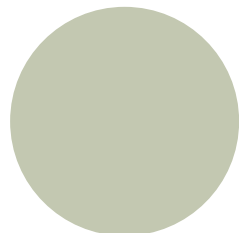
Warm grey #e0d5d1

C: 11 R: 224
M: 14 G: 213
Y: 14 B: 209
K: 0



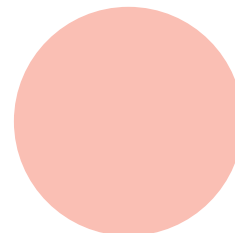
ALSO

Air Compact Stroller



Pale green #c3c8b1

C: 24 R: 195
M: 14 G: 200
Y: 32 B: 177
K: 0

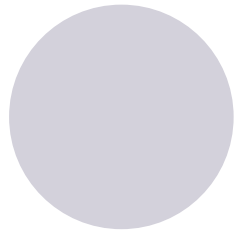


Blush Pink #fabfb4

C: 0 R: 250
M: 32 G: 191
Y: 22 B: 180
K: 0

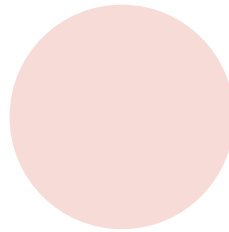
Tertiary Colour Palette

Petal Swing



Pale Purple #d3d1db

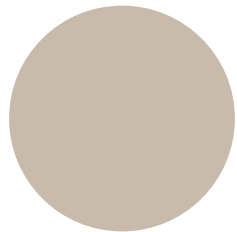
C: 16 R: 211
M: 15 G: 209
Y: 7 B: 219
K: 0



Pale Pink #f7dbd7

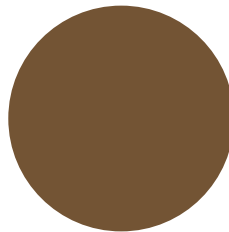
C: 2 R: 211
M: 15 G: 209
Y: 9 B: 219
K: 0

Rumi Cot



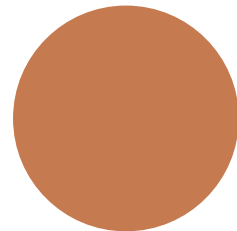
Neutral #c7bbab

C: 22 R: 200
M: 23 G: 187
Y: 31 B: 171
K: 0



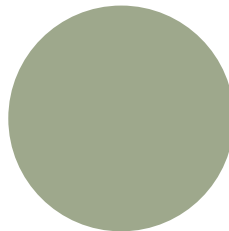
Chocolate #725333

C: 43 R: 200
M: 59 G: 187
Y: 82 B: 171
K: 34



Sandstone #c67a4f

C: 19 R: 198
M: 58 G: 122
Y: 75 B: 80
K: 3

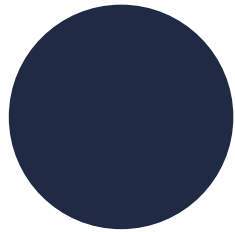


Sage green #9ea88c

C: 41 R: 198
M: 25 G: 122
Y: 49 B: 80
K: 1

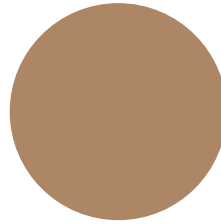
Tertiary Colour Palette

Doppio Plus



Navy Blue #202a44

C: 91 R: 32
M: 81 G: 42
Y: 46 B: 68
K: 47



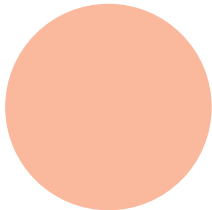
Sand #ad8666

C: 30 R: 173
M: 46 G: 134
Y: 63 B: 102
K: 6

Neutral ALSO

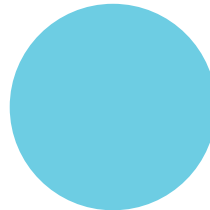
PANTONE[®]
533 C

Baby Play



Peach #FAB89C

C: 0 R: 250
M: 33 G: 184
Y: 35 B: 156
K: 0



Blue Aqua #6DCDE3

C: 52 R: 109
M: 0 G: 205
Y: 9 B: 227
K: 0

Promotion Colours

Scent Marketing

At babyhood, we believe that scent is a powerful tool to evoke emotions and create lasting impressions. Our signature fragrance palette is designed to reflect the nurturing environment that babyhood stands for, while bringing a sense of calm and comfort to every space it touches.

The babyhood signature scent is a harmonious blend of natural, earthy tones, inspired by nature's most comforting elements:

Sandalwood

Warm and woody, sandalwood brings a calming, grounding effect to the atmosphere, making spaces feel more intimate and serene.

Cedarwood

A soothing, resinous scent that evokes a sense of stability, perfect for creating a safe environment.

Pine

Fresh and invigorating, the scent of pine connects us with nature, promoting feelings of renewal and energy.

Aromatic Olives

The delicate, green undertones of olive notes add a touch of softness, symbolizing purity, care, and nourishment.

We encourage our partners to integrate babyhood's signature scents in their stores and showrooms to enhance customer experience. The combination of these carefully selected fragrances creates a tranquil and inviting atmosphere, helping to build a deeper emotional connection with parents.

From store displays to exclusive product showcases, incorporating these fragrances will elevate the babyhood experience and help solidify its identity as a brand dedicated to providing premium care for babies and their families.

General Fonts

Helvetica Neue LT Std - Light/**Bold**

abcdefghijklmnopqrstuvwxy

0123456789 !@#\$%^&*9)

1. Use: Long texts - Instruction Manuals
2. EDM's - Details texts

Lucida Calligraphy Italic

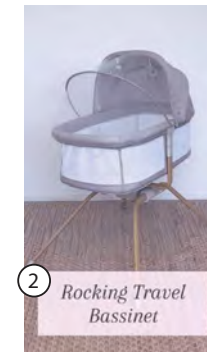
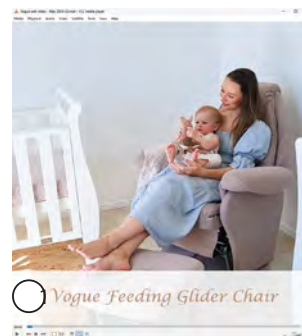
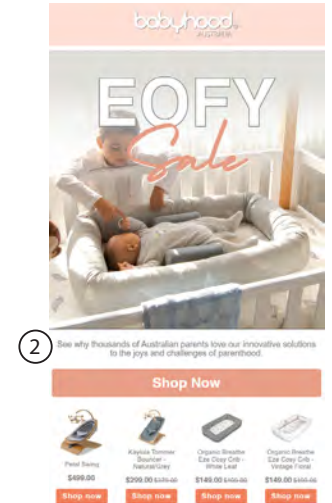
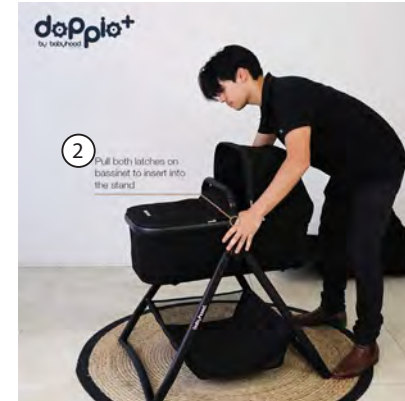
abcdefghijklmnopqrstuvwxy

0123456789 !@#\$%^&*9)

1. Use: Titles and short texts for Videos or graphic content

2. When capcut is used the font is *Luxury*

Examples



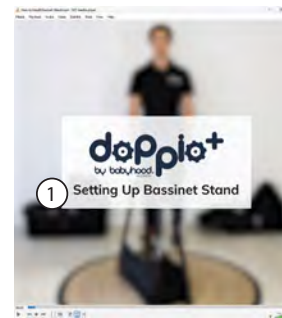
Complementary Fonts

Mulish - Light/Regular/**Bold**

abcdefghijklmnopqrstuvwxy

0123456789 !@#\$%^&*9)

1. Use: Titles and Short texts on videos an graphic content for social media



Holidayfree

abcdefghijklmnopqrstuvwxy

*0123456789 !@#\$%^&*9)*

1. Use: Titles for Social Media content and complementary texts



Grow with Me

cot collection

Palace

abcdefghijklmnopqrstuvwxy

*0123456789 !@#\$%^&*9)*

1. Use: Titles for specific products for videos and Social Media



Typography in Use



EOIFY

Helvetica Neue LT Std - **Bold**

Sale

HolidayFree

Up to 70% Off

Helvetica Neue LT Std - Oblique

SHOP NOW

Helvetica Neue LT Std - **Bold**



Contact us to learn more
about our feeding glider
chair range, including
the wide variety of
styles and colours.

Lucida Calligraphy Italic

babyhood.com.au

Helvetica Neue LT Std -Light

babyhood[®]
AUSTRALIA

Tone of Voice

1. Nurturing

The tone should evoke a sense of care, like a gentle hug. It's important to make parents feel that their child's well-being is our top priority. Use supportive language that is reassuring and empathetic.

Example:

"Welcome to babyhood, where every little moment of your baby's journey is cherished with love and care."

2. Playful and Joyful

Infuse the communication with a sense of fun and happiness. Celebrate the joys of parenthood and the delightful moments of a baby's growth. This tone should be light-hearted and full of wonder.

Example:

"From giggles to first steps, babyhood is here to make every milestone a magical adventure!"

3. Trustworthy and Informative

Parents need to feel confident in the safety and quality of our products. The tone should convey expertise and reliability without being too clinical. Clear, concise, and reassuring language is key. We are leaders in this space and our language and tone must reflect this strength.

Example:

"At babyhood, we understand the importance of safety. That's why all our products are crafted with the highest standards of care, ensuring your baby's comfort and your peace of mind."

4. Inclusive and Supportive

Acknowledge the diverse experiences of all parents. The tone should be inclusive, recognizing the unique needs of different families.

Example:

"No matter your journey, babyhood is here to support every step with products designed for every family and every baby."

5. Gentle and Calming

The brand's communication should have a calming effect, akin to a lullaby. Use soothing words that evoke a sense of tranquility and peace, ideal for bedtime stories and relaxation moments.

Example:

"Let babyhood be your partner in creating serene and comforting moments, helping your baby drift into sweet dreams."

Key Elements to Include

Calm Language: Use words that are gentle and tender.

Positive Reinforcement: Celebrate milestones and progress.

Empathy: Understand and address parents' concerns with compassion.

Clarity: Ensure information is easy to understand.

Consistency: Maintain a consistent tone across all platforms to build trust and familiarity.

Strength: Demonstrate that we are leaders in our field of expertise by using language that is honest and unequivocal.

Communication

When referring to the following products, please ensure the correct spelling is used. It is a reminder to double-check and confirm the accurate spelling of product names in any written communication or documentation. Correct spelling is essential for maintaining professionalism and ensuring that all references are clear and consistent.

Example:

Drop Side: This word is used separately.

Porta Cot: This word is used separately.

babyhood: Our brand is always written in lowercase, please do not place an uppercase “B”.

Vintage Floral, Grey Leaf, White Leaf: Use capital letters for pronouns.

Brand Archetype

“The Creator”

The creator has a vision and a desire to create an enduring product or experience which realises their vision. They are innovators and non-conformists and are often the first to realise a concept and push the boundaries of creativity and design. They empower others to think creatively and express themselves through the products they produce and the experiences they create. We always lead the way.

Desire: Create the perfect solution

Goal: Innovation and leadership

Strategy: Use creativity to solve problems and to always lead the way

Brand Message: “Think different”

Traits: Innovation, Originality, Expression, Vision, individualistic, Success, Status, Discerning

Fears: Stagnation, Duplication, Familiarity, Disillusion, Indifference



a babyhood mom is...



Educated



International



Stylish



Discerning

Motivates

Understanding
Innovation and Modern Solutions
Highest Safety Standards
Reputation and Reliability
Emotional Connection and Support
Trust and Integrity
Status

Core Identity

Compassionate Cruel

Delicate Powerful

Warm Cold

Refined Extravagant

Innovative Imitative

Joyful Dark

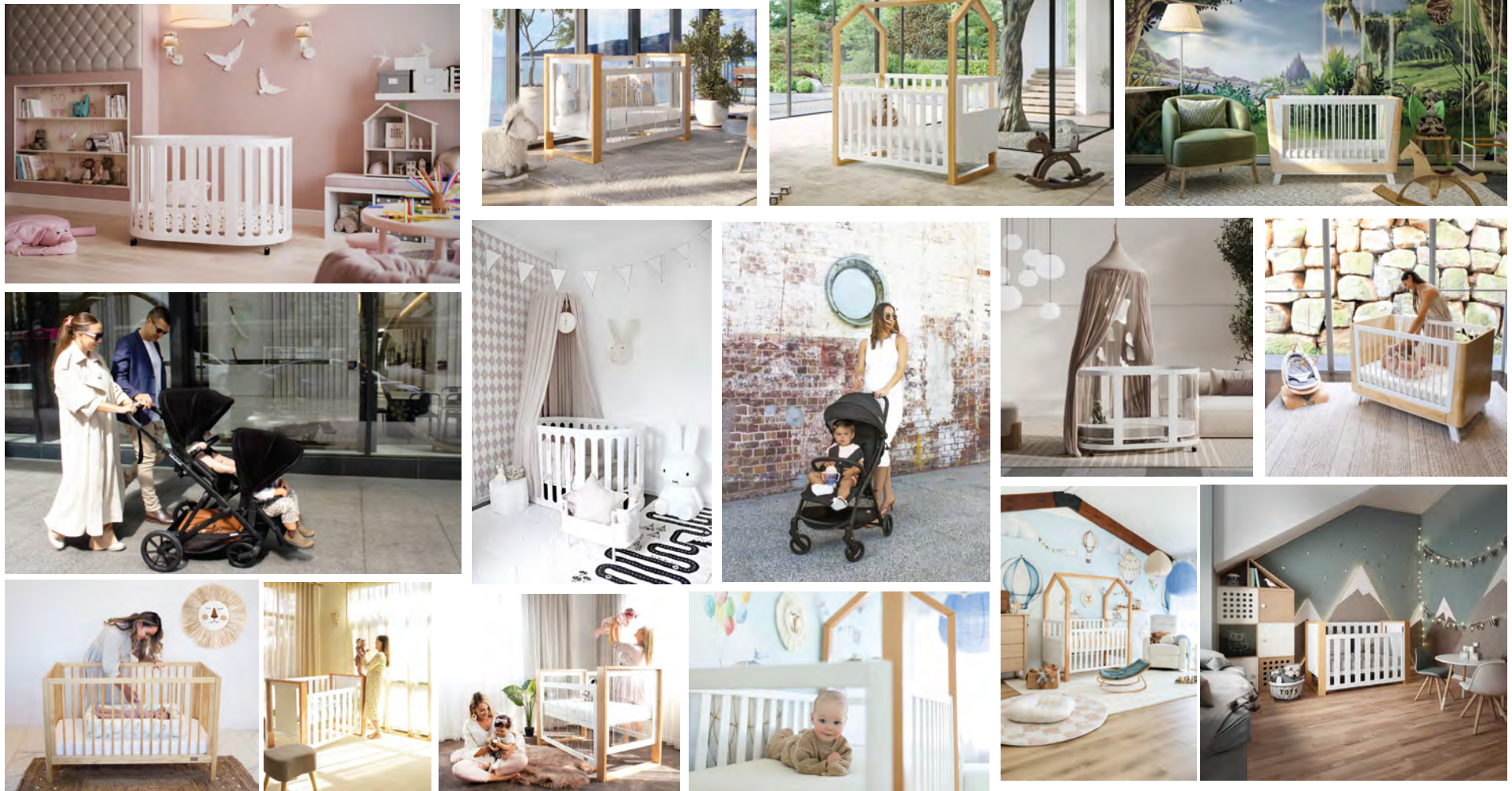
Contemporary Classic

International Local

Keywords

Safety	Grow
Non-toxic	Innovative
Certified	Parenting
Sustainability	Stylish
Trust	

Photography Style





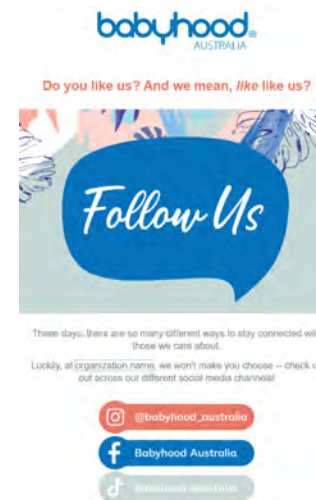
Graphic Style

Our graphic style is carefully curated to reflect the essence of babyhood – innovative. It creates a visually appealing and emotionally resonant connection with parents, reinforcing our commitment to sustainability and safety. The graphic style is characterized by the following elements:



Colours

Contrast the colours of the photo with the primary or secondary palette, depending on the application and promotion. The use of black is permitted only during the Black Friday season, as shown in the image above.



Soft Forms

Rounded shapes and gentle curves dominate the design elements, evoking a sense of warmth and safety. This approach reflects the nurturing nature of our brand.



Clean and Tidy Layouts

Simplicity and clarity are at the forefront of our design philosophy. Minimalistic layouts with ample white space ensure that the content is easy to navigate and visually appealing. This clean and organized look enhances readability and provides a sense of order and tranquility.



Playful Elements

Subtle, whimsical illustrations or icons, such as stars, hearts, or baby animals, add a touch of playfulness and charm without overwhelming the design. These elements help to create an engaging and delightful experience.

Customer Centric

Our focus is always our customers, in our design, service and marketing. So unlike other brands we ensure our customers see themselves as part of our family.

Consistency

A cohesive visual identity is maintained across all brand materials, from packaging to marketing collateral. This consistency reinforces brand recognition and builds trust with our audience.

Our Brand Pattern

Our brand pattern for babyhood encapsulates the tender but exciting essence of infancy through a delicate fusion of nature-inspired motifs and soothing pastel hues. Delicately crafted leaves intertwine in a mesmerizing dance, evoking a sense of growth, harmony, and tranquility. Soft pastel colors wash over the canvas, gently embracing the purity and innocence of early life.

Amidst this gentle symphony of shades, a touch of blue emerges, like a whisper of the sky, adding depth and contrast to the design but most importantly reinforcing trust. Thick strokes embellish the pattern, lending it a tactile dimension that invites tactile exploration, mirroring the tactile curiosity of little hands.

In its entirety, our brand pattern for babyhood is a visual ode to the journey of growth, imbued with the warmth and vitality that accompanies the precious moments of early childhood.



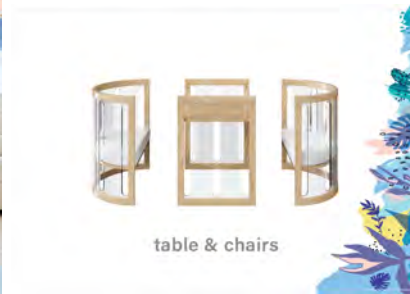
Our Brand Pattern in Action



We use it as a background for our fun content.



We use it in our catalogs and print collateral.



It is used in our stands and visual merchandising.

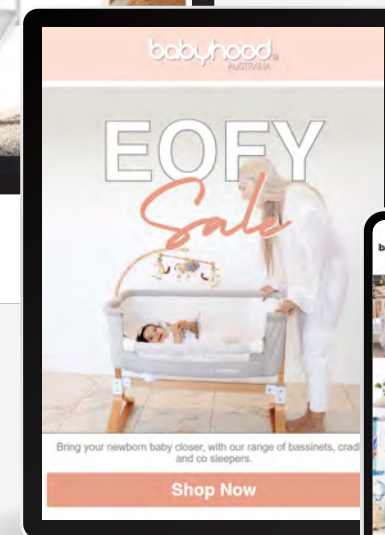
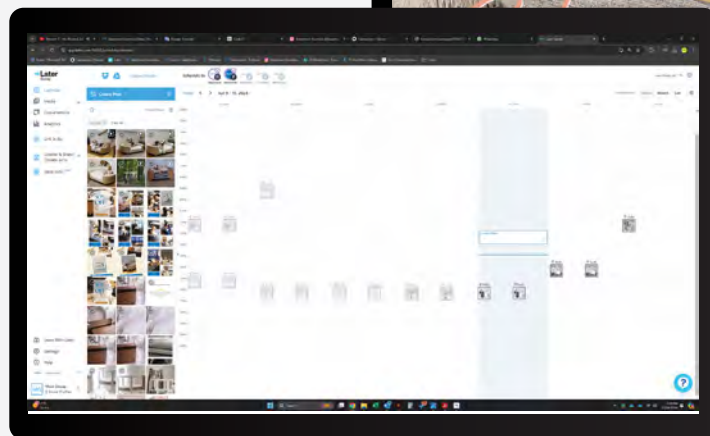
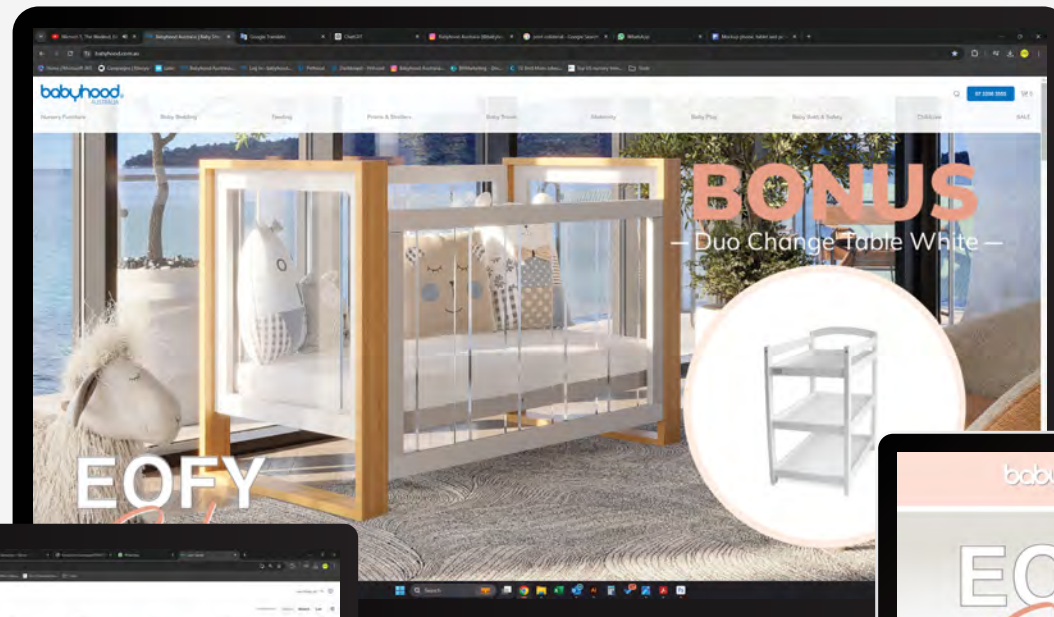
Our People

Our target audience includes discerning families who seek the best for their children in terms of quality, design, safety, and longevity, all while supporting sustainable practices. They appreciate aesthetically pleasing and stylish products that complement their home and lifestyle. They look for practical, versatile, and functional items that make everyday life more convenient. They are open to new and innovative products that offer unique solutions and benefits for their family. They are leaders in their field and they appreciate the integrity of our brand.



Our Marketing

- Website
- Social Media
- Email Marketing
- Video Content
- Encouraging Feedback
- Showroom
- Retailers
- Parenting Expos



Thank you for taking the time to immerse yourself in our Brand Book. By following every guide and principle outlined, you are contributing to the consistency, integrity, and strength of our brand.

Together, we can continue to create a unified and impactful presence that resonates with our audience and reflects our commitment to excellence.

Welcome to the babyhood Australia family. Let's grow together!