BAMBINOAPP.COM

BRAND GUIDELINES

Version 1.0

CONTENTS

INTRODUCTION
WELCOME TO THE BAMBINO BRAND

This is a guide to the basic elements that make up Bambino.
It takes a village to raise a child. It takes a whole company to build a strong brand.

At Bambino our goal is to modernize the way in which we find, book and pay parent-recommended, neighborhood-trusted Sitters. Achieving this relies heavily on our ability to communicate our brand identity with consistency, accuracy, confidence and purpose. The following pages outline the pillars of our identity so that we can make good on our brand promise: to deliver trusted, quality, neighborhood Sitters at the tap of a button.

bambino

OUR STORY

Made for Parents by Parents

With three active boys and two wonderful girls ranging from 6 to 19 years old, our household certainly keeps life interesting. We love our kids more than anything, but sometimes you just need a break. Not a vacation. Not a lost-weekend. We're talking hours -- a few precious hours. And so, after a pair of particularly long days at work we found ourselves at one of those 'sometimes' moments, and just thinking about the process of finding a last-minute Sitter was exhausting. So, we stayed in. No dinner, no movie, no date-night.

"There's gotta' be an app-for-that, right?"

We created Bambino to help bring balance back into our lives because being a parent and a functioning adult should not be mutually exclusive. With Bambino we're modernizing how we find, book, and pay parent-recommended, neighborhood-trusted Sitters, and restoring flexibility back into the lives of the people who deserve it most, the Parents.

It's been said that it takes a village to raise a child, and we couldn't agree more. We developed Bambino with the belief that it takes a trusted community to find a quality Sitter...

We're here to make life a little easier, so don't be shy, you're in the family now and we'd love to hear what you think.

OUR MISSION

Bambino is a safe and socially connected community that makes good on the promise to help families find, book, and pay trusted neighborhood sitters at the tap of a button.

OUR PROMISE IS FOUNDED ON THESE BRAND PILLARS

QUALITY

There's nothing quite like the endorsement of a friend or neighbor. Through parent-to-parent community recommendations we're able to maintain and provide the highest quality Sitters our neighborhood adores, to take care of the kids our Parents love.

TRUST

We believe strongly that trust is best gained through physical and social proximity and we strive to create a community that relies on its neighbors and friends for verification, not a corporate certification process.

SIMPLICITY

We keep the experience of finding, booking and paying a neighborhood sitter easy and intuitive while keeping your money and personal information safe and secure at all times.

OUR BRAND PERSONALITY

Our brand personality defines who we are, how we do things, how we treat each other and our customers.

WE MUST ALWAYS STAY TRUE TO WHO WE ARE:

CARING

Always work from a place of compassion and understanding. Our Sitters, Parents, coworkers and partners are real people with real concerns, real wants, and real needs.

RESPONSIBLE

The responsibility to care for and protect what matters most to our Parents is not to be taken lightly, it is the cornerstone of our brand and our highest priority at all times. We must never step out of the shoes of our Parents and Sitters.

HELPFUL

Always be on the lookout for new approaches to existing challenges. We must be ever-seeking ways to add value and simplify everything we do and to remain open and sharing with all our knowledge.

OUR TONE OF VOICE

As a company built for parents, by parents, the Bambino voice is always plain-speaking, friendly and identifiable.

THE BAMBINO VOICE:

- Always warm, welcoming, and neighborly, from one parent to another.
- Engages through humor, honesty, and parental empathy.
- Respectful and encouraging, whether communicating to our Parents or Sitters, a respectful tone can make all the difference.
- Remains focused, simple, and on message, avoids jargon and overly technical language.
- Steers clear of alienating acronyms and references that may not be relevant to our Parents and Sitters.

Words We Like	Words We Don't Like
Dependable, neighborly, responsible, reliable, quality, fun, creative, welcoming, trustworthy, goodness, family, proven, easy, simple, grateful	Metrics, demographic, customer, nannying, assets, user.

VERNACULAR

In an effort to remain consistent across all communications, we do our best to stick with our preferred word choices.

- **SITTERS** are our collaborators and should always appear with a capital"S" in our copy.
- **PARENTS** are our clients and should always appear with a capital"P" in our copy.
- **BOOKINGS:** requests made by Parents to trusted Sitters.
- **JOBS:** opportunities made available to our Sitters through Parent bookings in the Bambino app.
- **FAMILY** and/or **COMMUNITY** should be used to refer to the Bambino brand on all client-facing communication.
- **TEAM:** when communicating with our internal organization about our internal organization.
- **MEMBERS:** when referring to both Parents and Sitters.

OUR SITTERS

As the heart and soul of the Bambino brand, our community of trusted Sitters are instrumental in ensuring the Bambino experience is outstanding, each and every time.

3 QUALITIES THAT MAKE ALL THE DIFFERENCE:

ATTENTIVENESS
Being a Bambino Sitter is an opportunity to positively affect a child's life in a truly meaningful way. Through a child-first approach of avoiding distractions, remaining safety-conscious, active and playful we can build a lasting experience with our kids while instilling a strong-sense of familial trust with our Parents.

PATIENCE
As Sitters, we occupy an important role in the upbringing of the kids we care for. With a balance of discipline and calm, we can create an environment of compassion and understanding that allows them to test the boundaries of right and wrong.

GROWTH
We occupy an essential role in the lives of our Sitters and Parents. Our kids become Sitters, our Sitters become Parents, and those Parents have kids of their own. We are building a strong, lasting brand, together.

Honest, reliable, tidy, flexible, practical, loving, enthusiastic, positive, playful, active, teacher, on-time/punctual.

There are many qualities that make a great Bambino Sitter and we're always listening to our community of Sitters and collecting trade secrets to help develop your skills.

Welcome to the Bambino family.

VISUAL ASSETS

This is a guide to the basic elements that make up Bambino.
It takes a village to raise a child. It takes a whole company to build a strong brand.

The included assets will help ensure that the Bambino brand is represented consistently and effectively across all visual mediums.

b bambino

OVERVIEW OF BRAND ELEMENTS

Bambino Logo: our wordmark is rounded and sleek to show Bambino's approachability and professional quality.

Bambino Icon: our "little-b" is a short-hand mark to be used under special restrictions.

Bambino Hero Colors: should be leveraged as much as possible to help insure brand consistency.

White Space: should be utilized to keep the tone open and inviting.

Accent Colors: can be used sparingly to help add visual interest.

Neutral Colors: are to be used to add warmth.

Photography: placing a hint of Bambino - Coral in the frame adds a branded sense to all photography.

Typography: all communications are done through EFFRA to maintain a constant voice. If in doubt, EFFRA is your font.

OUR LOGO

Our logo is our most valuable asset. It is our Users initial association and relationship with our brand. We must treat it with respect and always utilize it properly.

The "Bambino" wordmark is our official logo. There is only one logo variation that covers all possible applications. Simple and sleek, the official Bambino logo should be utilized for both printed material and online usage.

The black and white versions are only to be used if necessary due to color restriction or background color.

Clear Space

X

X

X

Minimum Size

2.2"

OUR LOGO

One Color

Grayscale

Black and White

OUR LOGO

Variations

bambino
Find. Book. Pay. Babysitting made easy.

bambino

bambino
Find. Book. Pay. Babysitting made easy.

Variations Negative

bambino
Find. Book. Pay. Babysitting made easy.

bambino

bambino
Find. Book. Pay. Babysitting made easy.

WORDMARK

Clear Space

Our wordmark is rounded and sleek to show Bambino's approachability and professional quality.

X

X   bambino

X

WORDMARK

Hero Color

bambino   bambino

Grayscale

bambino   bambino

Black and White

bambino   bambino

ICON

Clear Space

Bambino Icon: our "little-b" is a short-hand mark to be used under special restrictions.
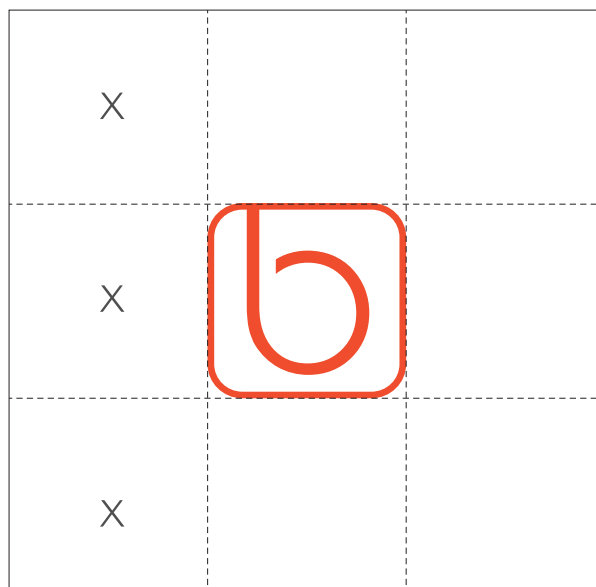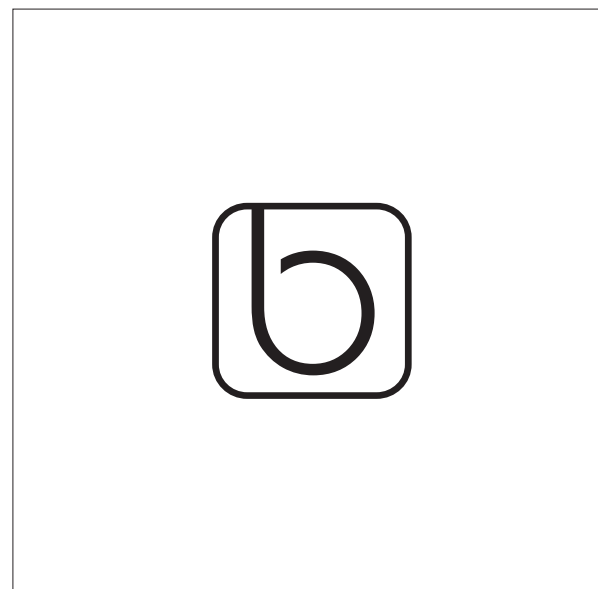
Hero Color
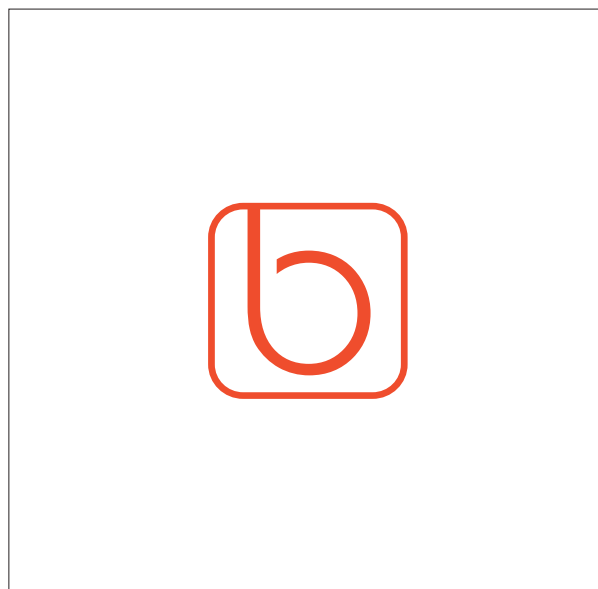
Black Color

LOGO USAGE

Do's

Always leave the logo with space to breathe.

Whenever possible, use white or neutral backgrounds.

If it's unavoidable to sit the Bambino logo on an unapproved color, use the negative logo.

LOGO USAGE

Dont's

Do not sit the logo on non-Bambino colors.

Do not reverse the logo from backgrounds that are too light or cluttered.

Do not stretch the logo

Do not alter the proportion of the logo elements

1

2

3

4

5

6

7

8

9

DIGITAL

A comprehensive resource for approved colors, typography, and visual representation of the brand.

b bambino

PHOTOGRAPHY

A touch of Coral

An accent of Bambino-Coral against a desaturated background adds a unique quality to our photography, and communicates that Bambino is part of everyday life.

PHOTOGRAPHY

DOs

Choose photos that reflect the brand personality of human, responsible and helpful.

• Always strive for diversity in ethnicity, age, locale and situation.

PHOTOGRAPHY

DON'Ts

Don't use photos that were obviously posed or shot in a studio with models.

Don't use multiple bright colors/ saturated colors in the photo, cluttered backgrounds, or busy compositions.

COLOR PALETTE

Bambino-Coral: should be leveraged as much as possible to help insure brand consistency. Accent Colors can be used sparingly to help add visual interest.

DO NOT use tints or gradients.

Black is for use **ONLY** in copy text, **DO NOT** use black as a background.

The neutral palette is best used as a container for text or infographics, or to create separation against a white UI (user interface).

All colors have been assigned CMYK, RGB and HEX values based on the [Pantone Solid to Process system].

COLOR PALETTE

Bambino-Coral: should be leveraged as much as possible to help insure brand consistency.
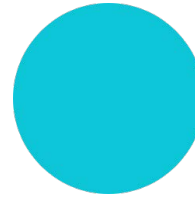
Accent Colors: can be used sparingly to help add visual interest.
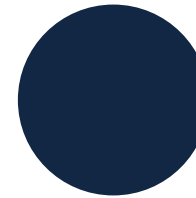
Primary
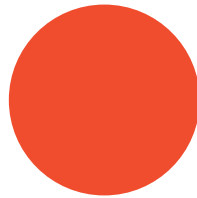
BAMBINO CORAL
#F04E2E
R240 G78 B47
PANTONE 7417C
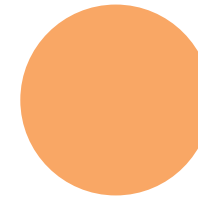C0 M85 Y91 K0

Complementary

COMP 1
#0DC5D7
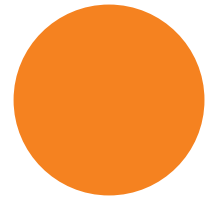R13 G146 B214
PANTONE 637C
C94 M32 Y0 K16

COMP 2
#132944
R19 G41 B69
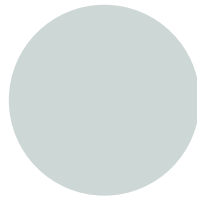PANTONE 2767C
C97 M83 Y47 K45

Analogous

ANALOG 1
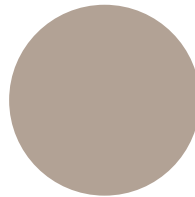#F9A766
R250 G168 B102
PANTONE 714C
C0 M44 Y66 K0

ANALOG 2
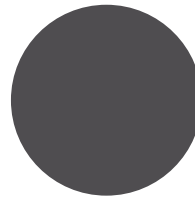#F5821F
R245 G130 B32
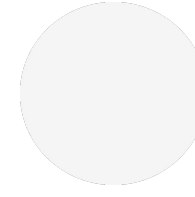PANTONE 1575C
C0 M60 Y100 K0

Neutral

NEUTRAL 1
#CCD7D5
R205 G215 B214
PANTONE 427C
C19 M5 Y13 K0

NEUTRAL 2
#B2A395
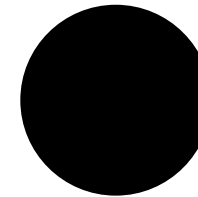R176 G163 B149
WARM GRAY 5C
C32 M33 Y40 K0

NEUTRAL 3
#504D4F
R80 G77 B80
PANTONE 7540C
C65 M60 Y55 K35

NEUTRAL 4
#F5F5F5
R245 G245 B245
C0 M0 Y0 K4

Black

NEUTRAL 5
#0F0E0E
R15 G14 B14
NEUTRAL BLACK C
C0 M0 Y0 K100

TYPOGRAPHY

All our communications are done through Effra to maintain a constant voice. If in doubt, Effra is your font.

Effra is the preferred Bambino brand typeface. Its clean, contemporary style accentuates the streamlined experience we deliver to our customers. To reinforce clarity and consistency in our design, please follow these general guidelines:

ALIGNMENT: Left aligned is preferred. Right align is okay when required by the design, but center align should be avoided.

HEADLINES AND SUBHEADS: You can use sentence case (effra) or all-caps (EFFRA) but it should always remain bold.

INTRO COPY, BODY TEXT, AND LEGAL DISCLAIMERS: Should always be in sentence case (Lorem ipsum).

INITIAL CAPS: Only use on buttons, marks, labels, and Bambino entities.

ITALICS: Can only be used where required by style conventions, such as names, titles or quotes.

TRADEMARKS: The "tm" must be included with "Bambino" the first time it appears in plain text. The preferred case for trademarks is lower case. The traditional all-caps "TM" can be used when lower case is not an option.

PRIMARY TYPEFACE

Our Primary typeface for digital and print is Effra.

The Effra font family has its roots in one of the earliest sans-serif designs commercially available, Caslon Junior, from 1816.

Effra can be effortlessly applied to a wide range of messages and media, from advertising to book design. Its five weights satisfy the need for flexibility, creating harmonious variations of texture and emphasis.

Effra normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&()

Effra light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&()

Effra bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&()

Effra heavy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&()

WEB TYPEFACE

Tahoma

Tahoma is the primary alternate typeface. Tahoma is used as a secondary (digital) alternate typeface.

DO NOT use Tahoma for any print materials.

Preferred: Use Effra for all printed materials.

Alternate: Use Helvetica Neue Roman/Regular when the type size is smaller than 5pt to ensure legibility.

IMPORTANT NOTE:
The type settings "crisp," "strong," and "sharp" are Photoshop-specific options.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&()

APP TYPEFACE

EFFRA is always the preferred
typeface for the app.
Buttons, Badges, and
Acceptance Marks: Use EFFRA

Effra Normal

Effra Light

Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&()

TYPOGRAPHY

Styling

Bambino-Coral: should be leveraged as much as possible to help insure brand consistency.

Accent Colors: can be used sparingly to help add visual interest.

LOREM IPSUM

Aenean commodo ligula eget dolor. Aenean massa.

INTEGER TINCIDUNT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus.

Headline: Effra Light, Large font size
Hero color

Intro: Effra Light, Medium font size
Black color

Subhead: Effra normal, All caps,
Small font size, Black color

Body: Effra light, Small font size,
Grey color

ILLUSTRATIONS & ICONOGRAPHY

There are a number of illustrations and icons in the Bambino universe. In keeping with our brand promise of simplicity, illustrations and icons will be clean, flat, with a simple design
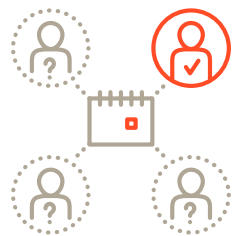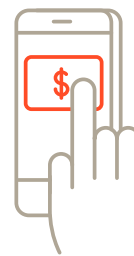
PULL QUOTES / STRAPLINE

Strapline

This is our strapline, a concise explanation of the Bambino offering. Wherever possible, the Bambino logo should appear with the strapline. The logo has been set in a number of different formats. Always make sure to select the one that best suits the usage.

Find. Book. Pay. Babysitting made easy. Bambinoapp.com

The strapline is set in our house font Effra Normal.

"Find. Book. Pay. Babysitting made easy."

BRAND ACTIVATION

Promotional items, giveaways, and other physical brand assets should retain the themes and intention of the Bambino brand, and represent it in a way that is concise, effective and consistent.

b bambino

EMAIL SIGNATURES

For MAC and PC

In an effort to remain one brand, one voice our email signatures are designed to remain all text based. This will ensure that the email signature will look the same across the board from desktop to mobile to tablet. Please follow the specified font, text size and color calls for your operating system.

All non-logo text should be in the alternate typeface, Tahoma. This is to ensure consistency across all digital platforms.

Please contact your team leader to assist you in crafting this if you need assistance.

Sean Greene
Founder & CEO

501 E Las Olas BLVD
Fort Lauderdale, FL 33301
310-570-9840
844-622-6246
bambinositters.com

Arial 14pt, RGB: 240 78 46

Arial 9pt, RGB: 80 80 80

Arial 9pt, RGB: 240 78 46
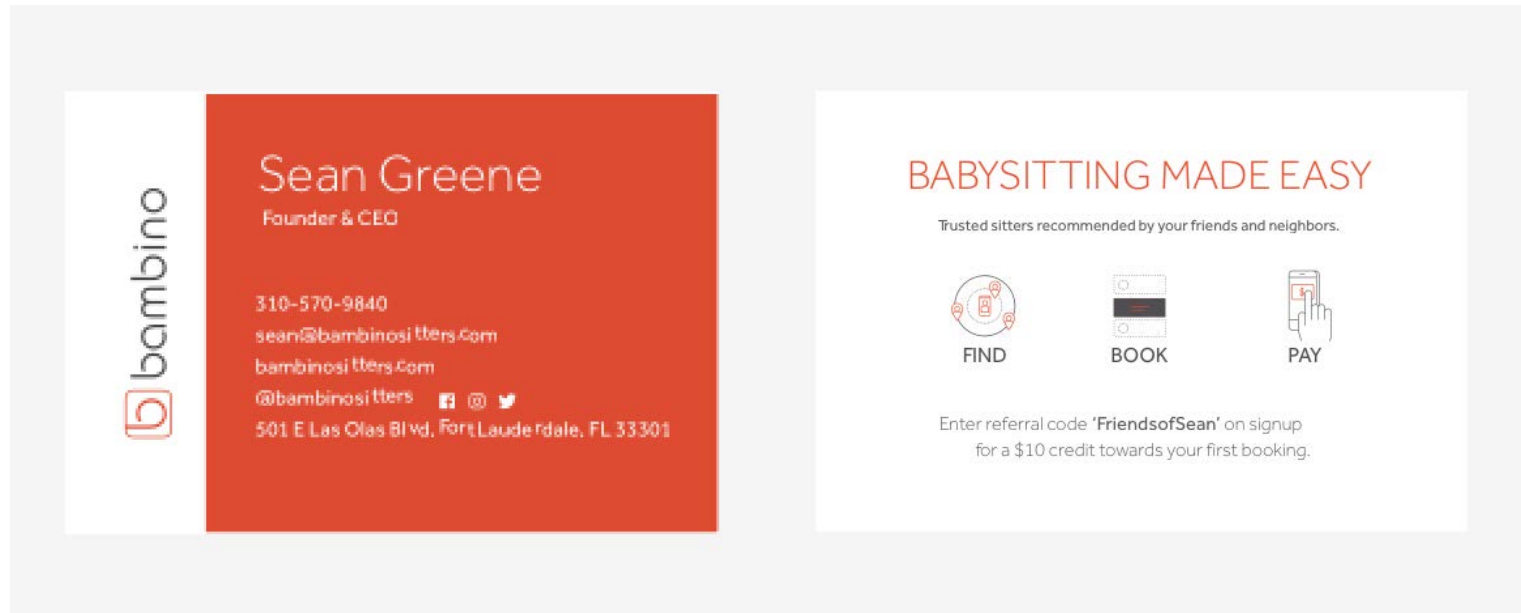
BUSINESS CARDS

Front   Back

This is the Bambino business card template. Notice the consistent use of Effra as the typeface for all information. Please ensure that all information is correct before submitting your card for print.

bambino

Sean Greene
Founder & CEO

310-570-9840
sean@bambinositters.com
bambinositters.com
@bambinositters
501 E Las Olas Blvd, Fort Lauderdale, FL 33301

BABYSITTING MADE EASY

Trusted sitters recommended by your friends and neighbors.

FIND   BOOK   PAY

Enter referral code 'FriendsofSean' on signup
for a $10 credit towards your first booking.

LETTERHEAD

This is the company letterhead template. Notice the left alignment of both header and footer, as well as the use of Bambino Coral.

All text should be in Effra if the document will be printed for distribution. In the case that the document is to be distributed electronically, use the alternate typeface, Tahoma.

BRANDED GIVEAWAYS

Please be mindful of the item on which you're putting our brand. The best items are original and useful in their form and quality. Folks already have multiple water bottles, pens, and mugs; try to think outside of the box.

IMPORTANT NOTES:
The Bambino-Coral Bambino logo should only be used on white, pale slate, pale sand, and silver backgrounds or materials. The solid white Bambino logo may only be used directly on Bambino Coral, light gray, or black backgrounds, not on any other color.

THE BRAND IS IN OUR HANDS

So that's Bambino, we hope this was helpful and provided some idea of what we strive to achieve with our brand communication.

And if you're ever in doubt, refer back to this document. The Bambino brand is something we all care for very much, help us raise it right and respect its needs.

It's our sincere hope this document allows you to explore your creativity and add value to the brand in new and exciting ways.