

Later Tots



BRAND STYLE GUIDE

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MISSION

MESSAGING

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GLOSSARY

MISSION

To provide a cozy spot where parents can drop off their little ones knowing they'd be taken care of like family while also being a place where they could have a blast and learn new things.

MESSAGING

TAGLINE:

Drop, play, & stay – your tot's happy place away.

BRAND DESCRIPTION:

Safe-haven, educational, bright, fun, balance

IDEAL CUSTOMER:

Parents and guardians of small and school
age children in Charlotte, NC

BRAND COMPONENTS

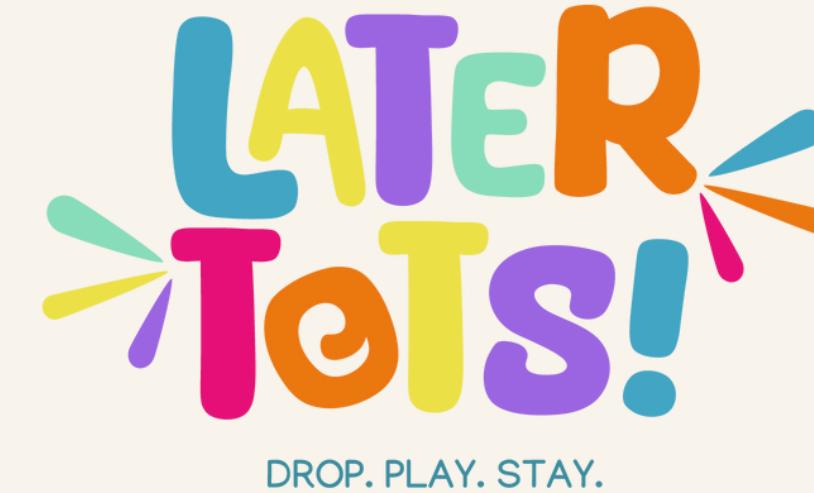


DROP. PLAY. STAY.

PRIMARY LOGO

BRAND COMPONENTS

WHY IT WORKS



- Rounded, bouncy font with alternating colors to mimic the energy of children
- Extended tail on “A”, rotated “O” and inconsistent sizing for visual interest
- Exclamation point to tie in the excitement of the phrase
- Shortened tagline to “Drop. Play. Stay” to keep the messaging short, simple, and sweet

BRAND COMPONENTS

LATER TOTS!
DROP. PLAY. STAY.

SECONDARY LOGO

BRAND COMPONENTS



SUBMARK



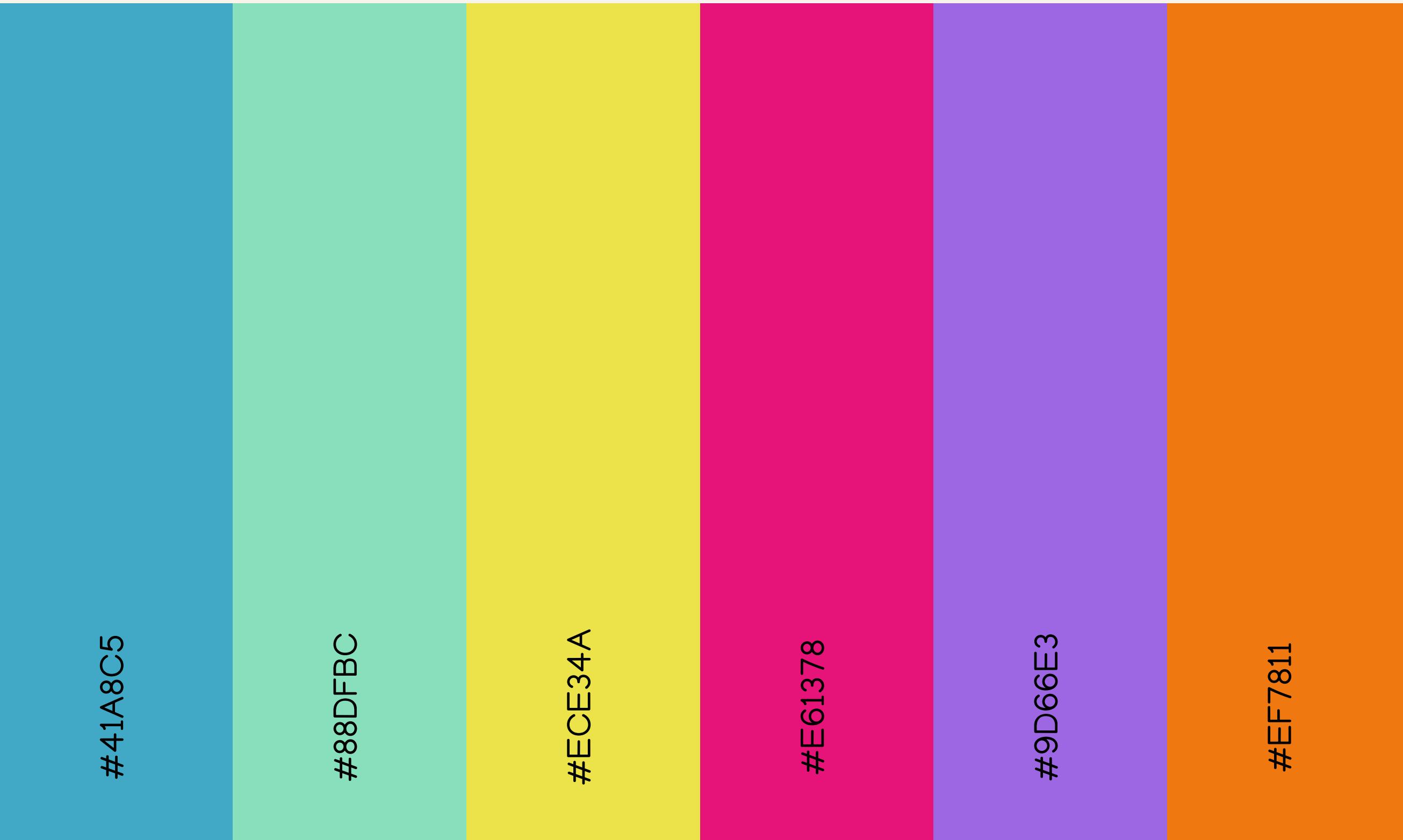
BRAND COMPONENTS

BRAND STYLE



BRAND COMPONENTS

COLOR PALETTE



Snack Omeal

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Etiam
eu efficitur lacus. Etiam viverra
non augue gravida tincidunt.**

Cras dignissim.

Manjari

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Etiam eu
efficitur lacus. Etiam viverra non
augue gravida tincidunt. Cras
dignissim.**

BRAND COMPONENTS TYPOGRAPHY

LATER
TOTS!

DROP. PLAY. STAY.

LATER TOTS!

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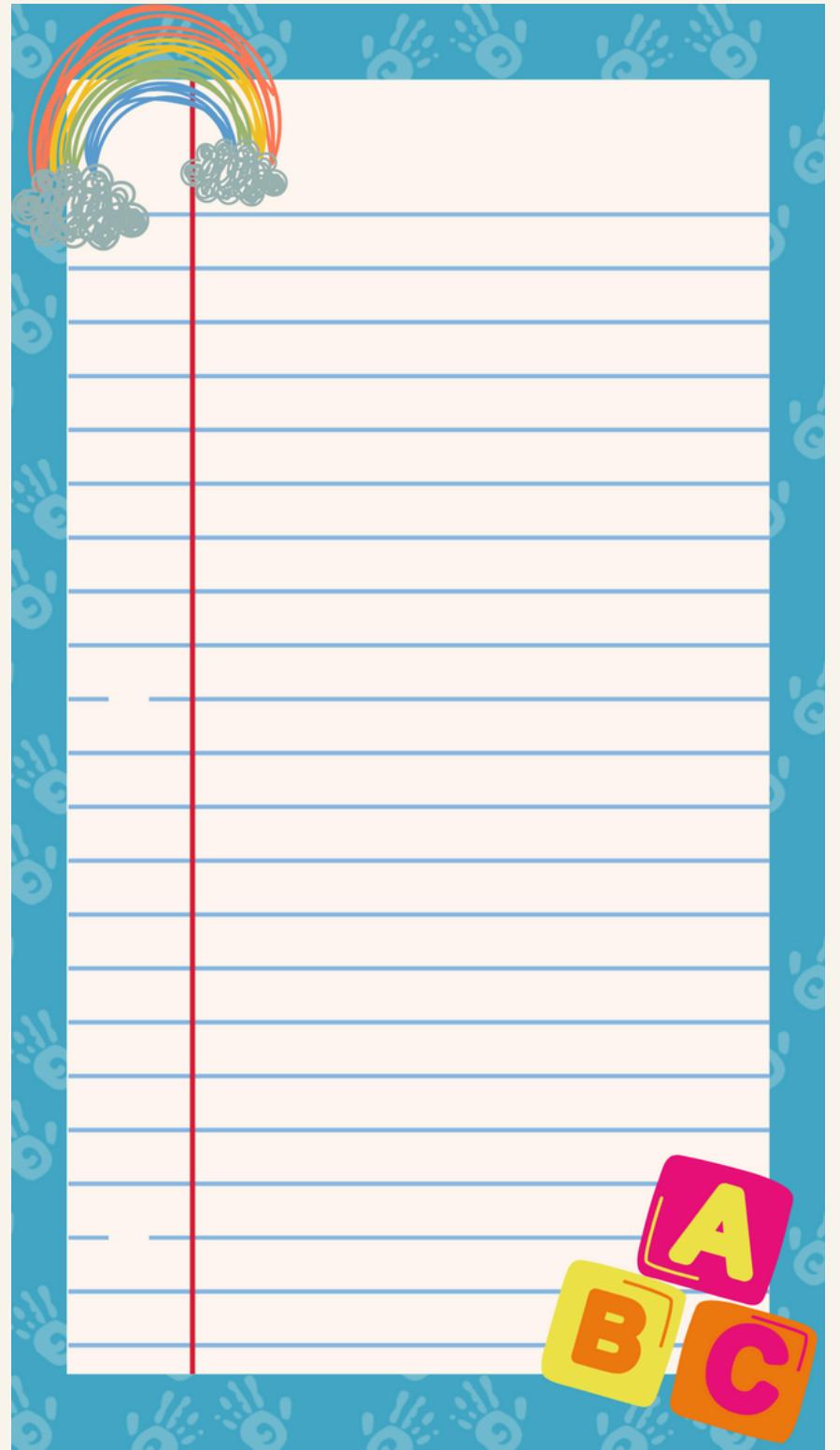
LATER
TOTS!

DROP. PLAY. STAY.



SOCIAL MEDIA COLLATERAL

POST TEMPLATES



SOCIAL MEDIA COLLATERAL

TEMPLATES AND ICONS



GLOSSARY

.jpeg

A format for compressing image files. Best for profile pictures.

.png

Compressed raster graphic format. Best for watermarks and digital branding.

.pdf

Portable document format. Best for scaling up and down for print branding.

redpen
branding