

# Tagline Exploration

- **Smart. Simple. Powerful.**
- **Simple Ingredients. Power Protection.**
- **Stay Safe. Stay Simple. Stay Strong.**
- **Simple ingredients means powerful protection.**
- **Powerful protection from simple ingredients.**
- **The best defense is simple ingredients.**
- **The safest shield for your baby's bottom.**
- **Popular with babies and moms.**
- **It's the smart choice.**

# Logo Exploration

Shield + Name



# Logo Exploration

Shield + Weight



# Logo Exploration

Ingredients + Shield



# Logo Exploration

Shield + Badge



# Logo Exploration

Baby + Badge

