



Maria Carral  
Visual Design

This is a guide for the visual design elements that make up Bask.

# Content

Objective brief and target audience

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bask

The logo consists of the word "bask" in a lowercase, sans-serif font. To the right of the letter "k", there is a stylized graphic element resembling a fruit or a leaf. It features a teal circle with a white outline, a thin white stem curving upwards from its top, and two small white leaf-like shapes at the very top of the stem.

# About Bask

Moms have one of the most difficult jobs in the world: raising children. But being a mom doesn't have to be complicated, especially with Bask. Bask simplifies moms' lives and makes it more enjoyable. Moms no longer need to go out to buy frequently purchased products like diapers, wet wipes or baby clothes. Bask ships a care package with these products every month.

## Objective Statement.

Bask wants to become the go-to subscription service for diapers, wet wipes, and baby clothes by providing the perfect combination of convenient, high quality, and eco-friendly baby products.

## Target Audience:

Bask focuses on **pregnant women and parents of newborn and up to 3 year old babies**, that frequently buy online.

People for whom quality and convenience are top priorities. That want many choices in one place so they can easily compare. New parents with no experience with diapers and baby wipes.

The secondary audience are **relatives or friends** that want to give presents to the parents.

## Competitors:

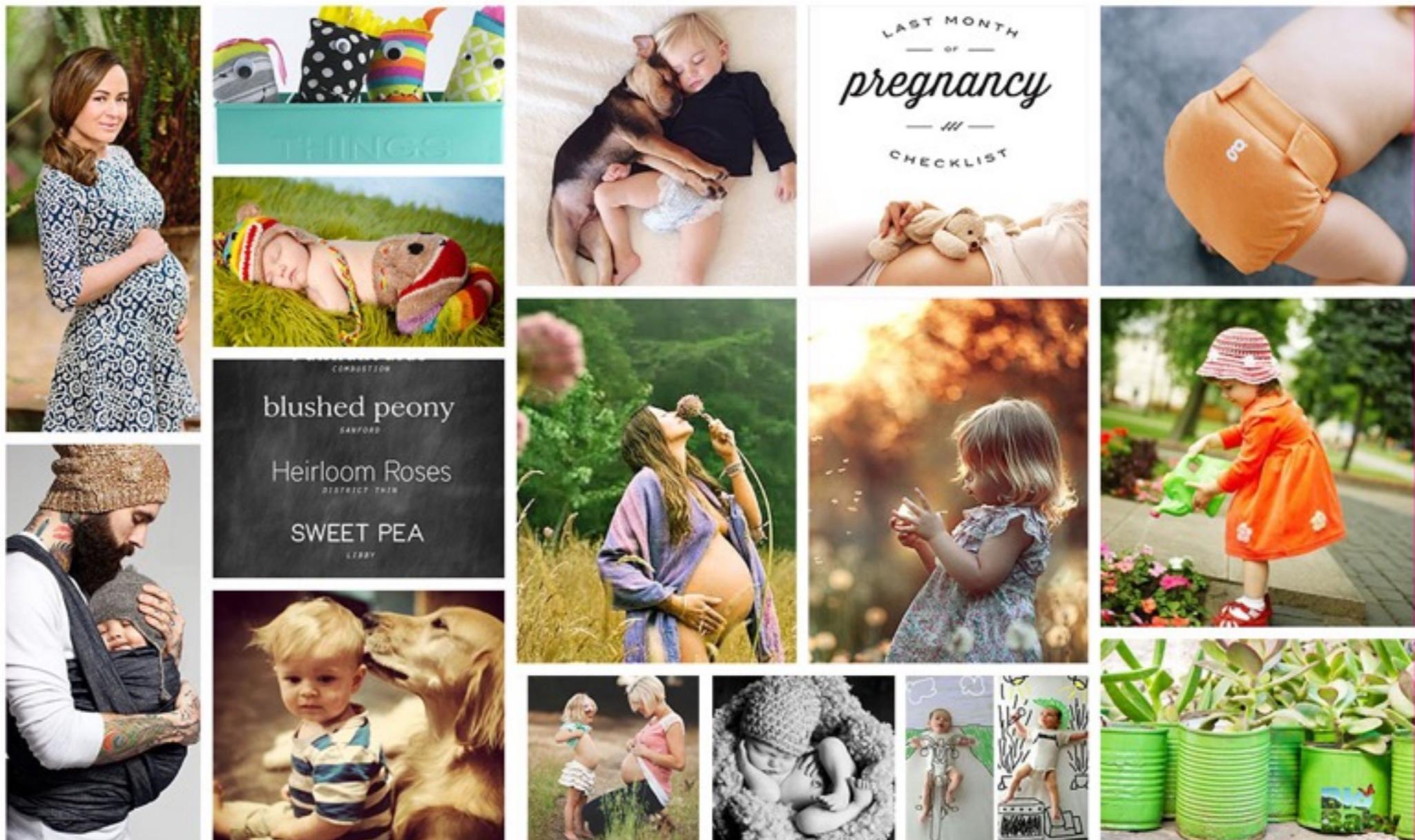
Bask doesn't have competitors in Mexico

# Moodboard

modern

tender

pleasant



eco friendly

warm

enjoyable

natural

safe

# Bask Logo Design

Bask logo became from the idea of how the storks deliver babies to their parents. The logo has a very simple and clear type with a stork bag on it.

The message: We deliver products inside of a stork bag like the storks deliver babies: Safe, convenient and natural.

The color background: Bask baby blue is similar to the Tiffany blue. As a branding, what woman doesn't love Tiffany Co? The psychology demonstrate a relationship between the color and the brand; in which women will get attracted to it and will get it.

This logo is to be used for all printed collateral including all publications and advertising, billboards, posters, flyers and product packaging. Also for all screen work, including websites, banners and presentations. This logo must not be used with other background colors.



# Bask Typeface

## Museo Sans

Is a natural, modern and clear sans serif font, good for anything from headlines, sub headlines to short body copies. (max 3 lines of description) Underline text is only allowed to link something.

## Lexia

Is a friendly, comfortable and warm serif font, used for body copy and quotes, used only in front of photographies. Not italics allowed, if you want to emphasize a word you most use Lexia Bold.

# Aa

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
abcdefghijklmnñopqrstuvwxyz  
1234567890 (.:;?-@&\*\$)

Headline: 34 px  
Sub headlines: 18 px  
HEX #605D4D

# Aa

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
abcdefghijklmnñopqrstuvwxyz  
1234567890 (.:;?-@&\*\$)

Body Copy: 38 px  
HEX #FFFFFF

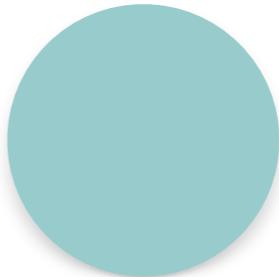
# Color Scheme

Colors is what keeps alive Bask design.

Our bask baby blue is one of our greatest distinguishing features. It is an essential part of our brand identity and heritage.

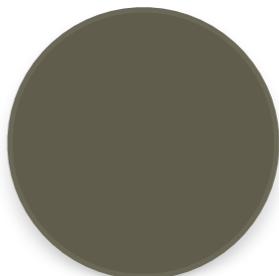
Avoid using different versions of the same color. Percentage of opacity can be used in the navigation bar on top of photographies.  
(Opacity 61%)

Used for:  
iconography,  
lines, navigation bar



Bask Baby Blue  
CMYK 41/04/19/00  
RGB 147/204/206  
HEX # 93CCCE  
Pantone 3252CP

Used for:  
background to  
create contrast,  
illustration outlines,  
text: description and  
headlines over white  
backgrounds.



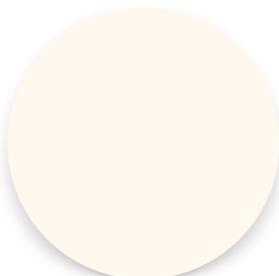
Bask Baby Chocolate  
CMYK 57/51/66/30  
RGB 96/93/77  
HEX # 605D4D  
Pantone 417C

Used for:  
illustrations



Bask Baby Pink  
CMYK 02/11/02/00  
RGB 246/229/236  
HEX # F6E5EC  
Pantone 9320C

Used for:  
illustrations



Bask Baby Sugar  
CMYK 00/02/05/00  
RGB 255/247/237  
HEX # FFF7ED  
Pantone 9224C

Used for:  
Quote body copy  
in photography,  
buttons, numbers



White  
CMYK 00/00/00/00  
RGB 255/255/255  
HEX # FFFFFF

# Photography

Bask photographies are warm and real. The photographies we use, show real emotions, real people in real situations.

Attributes:

Tender, love, enjoy, fresh, eco-friendly, relish, pleasant, natural and adorable.

Consideration of the audience is important to select photographies:

Bask focuses on pregnant women and parents of newborn and up to 3 year old babies, that frequently buy online. People for whom quality and convenience are top priorities. That want many choices in one place so they can easily compare. New parents with no experience with diapers and baby wipes.

The secondary audience are relatives or friends that want to give presents to the parents.

# Product

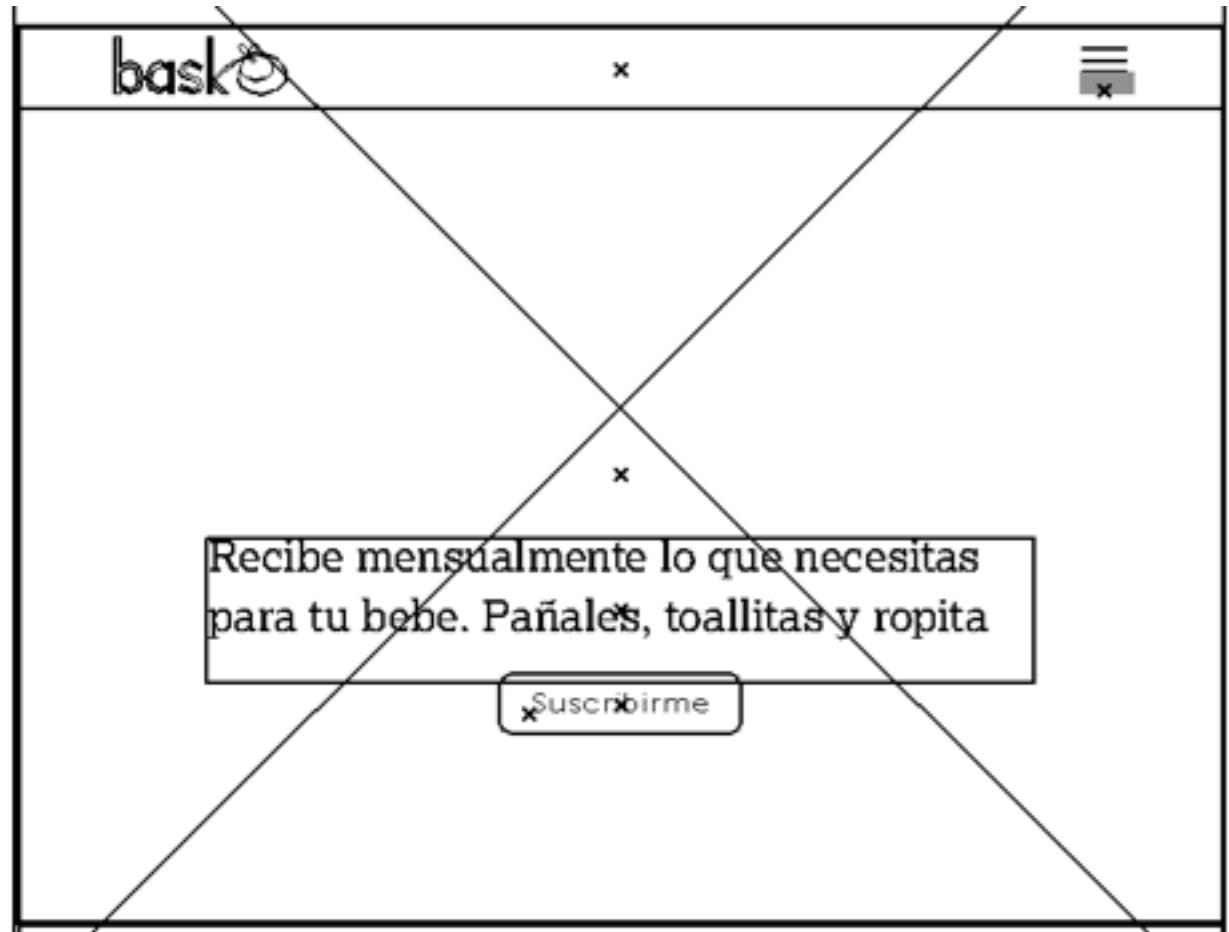
High resolution (.jpg/png/psd rasterized). From 280 to 300 px. White background.





**Editorial** photographies should be approachable to the target audience. If the image feels unique and not like a stock photo, you can use it.  
Allowed in high resolution (.jpg/png/psd rasterized).  
You can apply gradient overlay only to create contrast (max opacity 61%)

# Wireframes



Landing Page wireframe.

Navigation bar

Body Copy

Button to subscribe

# Wireframes

The wireframe shows the main landing page for Bask. At the top left is the Bask logo. To its right is a button labeled "Suscríbeme". The main title "¿Qué Incluye mi paquete Bask?" is centered above three large square placeholder boxes, each containing a large 'X'. Below these boxes is a small icon of a stork holding a gift, with the price "\$999 mensual" displayed next to it. A horizontal menu bar is visible at the bottom.

**Las super mamás merecen un super servicio y ahora lo tienen se llama **Bask**. Recibe mensualmente **Pañales, Toallitas Humedas y Ropita** para tu bebe desde la comodidad de tu hogar.**

This wireframe represents the "¿Cómo Funciona?" (How It Works) page. It features three illustrations of a stork: one standing on a platform holding a gift, another standing on a platform with a gift box, and a third flying while carrying a gift. Below each illustration is a small circular icon with a question mark. The text on the page describes how a "super mama" joins the newsletter to receive tips and coupons. At the bottom is a button for signing up to the newsletter.

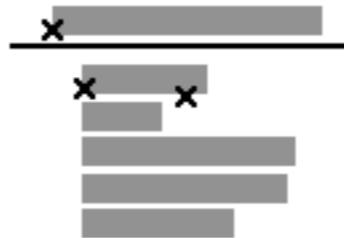
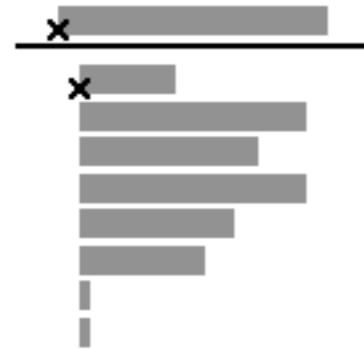
**Cuando una **super mama** se une a nuestro **boletín de noticias**, formará parte de nuestra red bebe club, en la cual recibirá semanalmente **tips** para su bebe y **cupones**.**

mail para boletín de noticias

Si deseas conocer preguntas frecuentes da clic [aqui](#)

# Wireframes

Si deseas conocer preguntas frecuentes da clic [aqui](#)



# Responsive Design

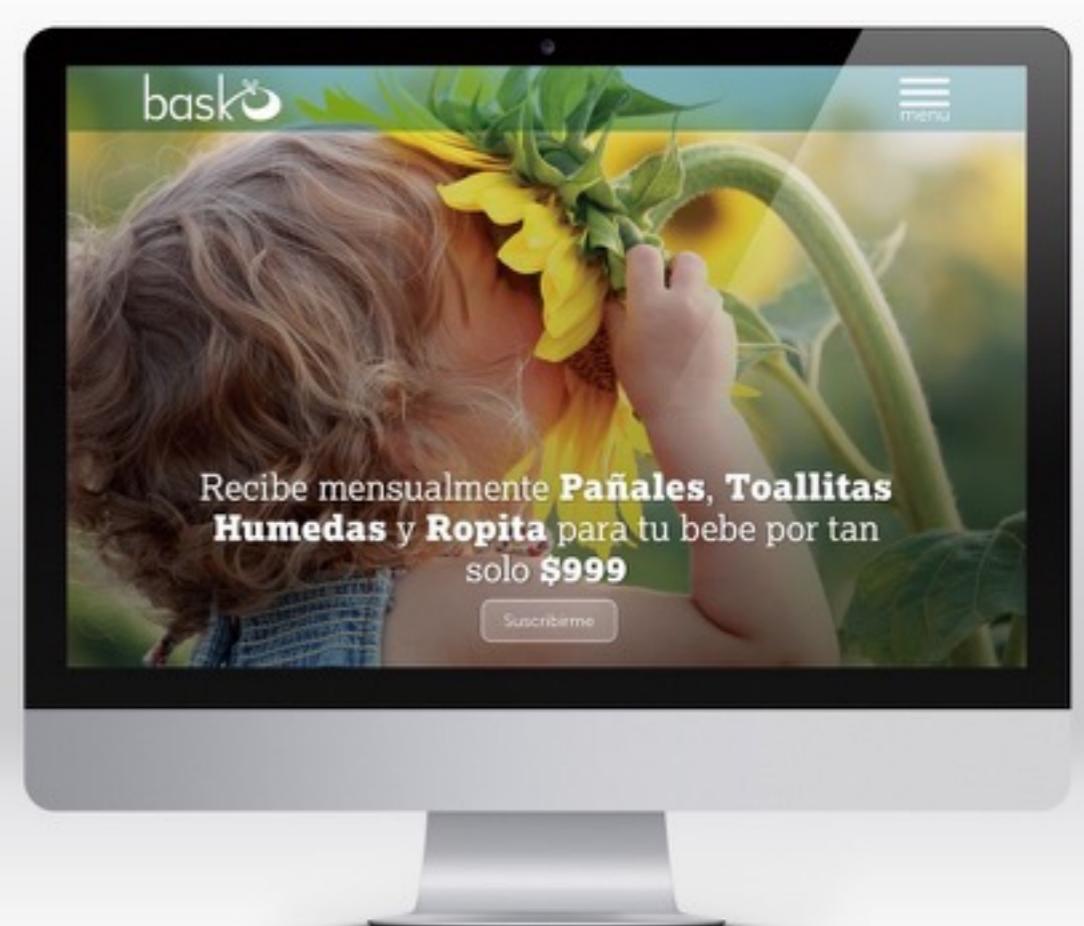
iPhone 5s

<http://invis.io/SZ2OWXC7A>

Mac Os

1024 x 768px

iPad Air





Recibe mensualmente **Pañales, Toallitas  
Humedas y Ropita** para tu bebe

[Suscribirme](#)

## ¿Qué Incluye mi paquete Bask?



Pañales Bio Baby de 136 a 160 piezas dependiendo talla de tu bebe.



Toallitas humedas Bio Baby, paquete de 320 toallitas.



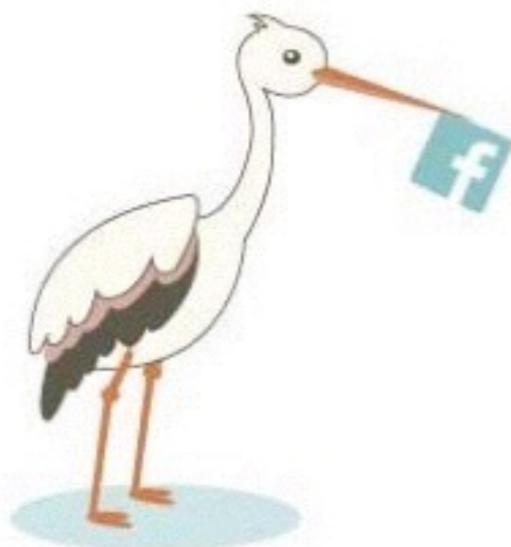
Una pieza de ropita Baby Mink de tu elección.





Las **super mamás** merecen un super servicio y ahora lo tienen se llama **Bask**. Recibe mensualmente **Pañales, Toallitas Humedas** y **Ropita** para tu bebe desde la comodidad de tu hogar.

## ¿Cómo Funciona?



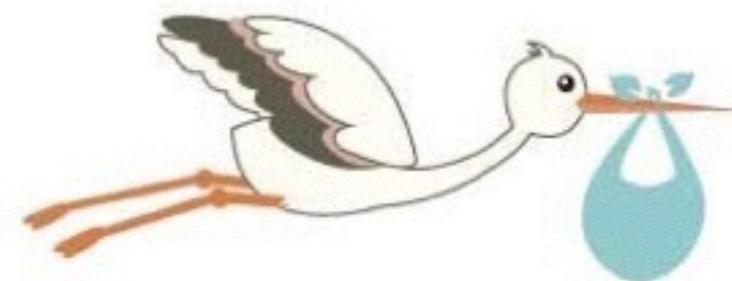
Regístrate con tu cuenta de Facebook.

1



Selecciona etapa de pañal, modelo y talla de ropita.

2



Selecciona la fecha de envío mensual, paga y listo!

3



Cuando una **super mamá** se une a nuestro **boletín de noticias**, formará parte de nuestra red bebe club, en la cual recibirá semanalmente **tips** para su bebe y **cupones**.

mail para boletín de noticias [enviar](#)

bebe club, en la cual recibira semanalmente tips para su bebe y cupones.



Suscribirme

menu

mail para boletin de noticias [enviar](#)

Si deseas conocer preguntas frecuentes da clic [aqui](#)



#### Informacion general

- FAQ's
- Envios y entregas
- Devoluciones
- Metodos de pago
- Suscripcion
- Contacto

#### Mapa de navegacion

- Nosotros
- Login
- Mi paquete Bask
- Como funciona
- Newsletter

#### Permisos y certificaciones

- Terminos y condiciones
- Politicas de privacidad



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