hush)

Design Manual

TABLE OF CONTENTS

1.0 INTRODUCTION

Hush is a brand that is designed to reflect the core qualities of premium products for infants and toddlers, and the comfort of blissful sleep. In addition to these core qualities, the brand also is friendly, safe, and nurturing.

This is achieved with a soft, yet royal, visual aesthetic that gives off a feeling of quality without feeling standoffish. It conveys thoughts of comfort and safety without feeling suffocating or restricting. And most importantly, it is welcoming and friendly to youth without feeling too playful or silly to be taken seriously.

hush)

2.0 BRAND RULES

2.1 Logo

The logo of Hush is designed to convey the premium quality of the product, along with the comfort of blissful sleep. This is achieved with a cozy yet refined fontface, a premium and royal color scheme, all nestled inside the cradling and safe arm of the moon.

hush

2.1.1 Logo Size and Orientation.

The logo can be scaled to any reasonable size without alteration. When displayed alongside other information, it is recommended to have the logo be the largest and most prominent visual element.

The logo should only appear in it's default orientation, and should never be tilted, rotated, or mirrored.

hush)   hush)   hush)

12 pt   18 pt   24 pt

hush) hush)

48 pt   72 pt

hush)

108 pt

2.1.2 Isolation Space

The logo, both in its full form and as the standalone moon, needs room to breath lest if feel constricted or claustrophobic. For this reason, the area as demonstrated with the thick black line should never be penetrated by outside elements.

Isolation area
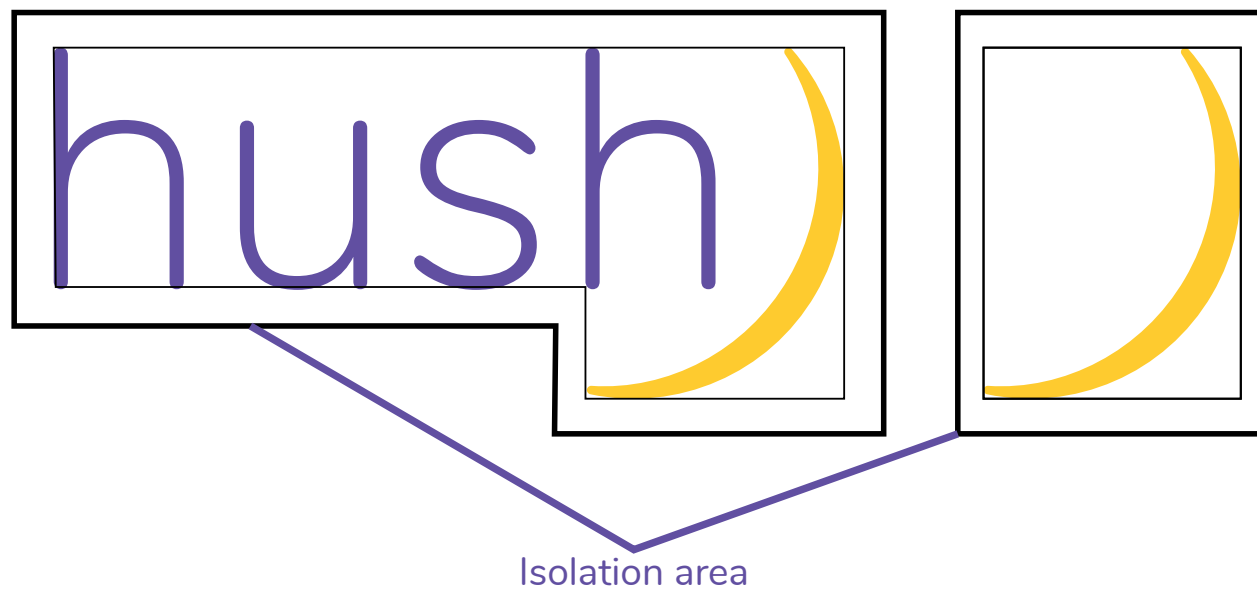
2.1.3 Logo Background

It is important to be conscientious about the area behind the logo to ensure readability and consistent brand recognition. For this reason the following guidelines must be enforced:

White Background
When presented on a white background, the logo must be presented in its traditional colors. If the logo cannot appear in color, then black may be used.

Dark-Colored Background
When presented on a dark-colored background, the entire logo is to appear white.

Color Background (ok)

Color Background (not ok)

Light-Colored Background

If the light-colored background shares no similarities to the traditional logo colors, use the traditional logo colors.

If the light-colored background is similar to the traditional logo colors, the logo is to appear black.

4

Multi-Colored Backgrounds

If the logo must appear over a multicolored image, it must be placed on a solid color that is big enough for the entire logo including isolation space, and standard color use as dictated above must then be followed.

If no such solid color area is available in the image, you must create a solid color area behind the logo. The logo must never appear in front of a multicolored background.

The logo must never appear in front of a pattern or other graphics of any kind.

2.1.4 Logo Variations

To ensure brand recognition and branding consistency throughout its applications, it is important to have few and very carefully controlled variations of the logo. However, variations are still necessary to allow for creativity and flexibility in brand execution. For these reasons, the following guidelines must be strictly enforced:

- The logotype must always be attached to the moon whenever the logotype is used.
- However, the moon can appear by itself for added flair.
- The moon is still subject to all other rules when by itself.
- The moon should not appear by itself in close proximity to the full logo.

- The moon should not appear near another moon.
- The moon shouldn't be placed to the left of elements, only to the right.
- The moon should not be used as a pattern or similar graphical elements.

As mentioned 2.1.2 Isolation Area you should only sparingly use the moon to nest non-logotype elements. Some guidelines and suggestions on use include:

- Do not nest items inside the moon when the full logo appears anywhere else in the same view.
- Have only one moon with nested item per view.
- Nest items consistently: do not nest different types of elements, but instead pick one type and stick to it.

OK

hush

NOT OK

2.1.5 Logo Usage

Generally speaking, the logo should appear in some capacity anywhere the company is represented. However, for clarity in instruction, the following list of recommended uses, along with prohibited uses, should outline logo use. Keep in mind this is not a definitive list, but rather a general guideline.

RECOMMENDED USE OF THE LOGO:

Any and all outward-facing materials including but not limited to:
- Stationary.
- Advertisements.
- Store signage.
- Store employee uniforms and nametags.
- All packaging, both bulk packaging and item packaging.
- Any publications.
- Any and all social media accounts and anywhere the brand appears on the web.
- External forms.
- Signage for company-sponsored events.

Any and all internal materials including but not limited to:
- Stationary.
- Email signatures.
- Internal signage.
- Internal publications and manuals.
- Internal forms.
- Company apparel.
- Internal powerpoints and other presentation material.
- Decorative signage and materials for company endorsed events, such as business conferences and workshops.

PROHIBITED USE OF THE LOGO:

- Any use that is not produced or sponsored by the company.
- Alongside negative images that are contrary to the goals of the brand and the company as a whole including but not limited to:
  - War
  - Violence
  - Poverty
  - Tragic events and acts-of-nature.
  - Racism, racially-negative, or racially-insensitive content.
  - Sexually explicit imagery
  - Political themes (unless specifically endorsed by the company)
  - Alcohol, tobacco, narcotics, and prescription drugs.
  - Controversial themes.
- An effort must be made to avoid having the logo, and the brand as a whole, to appear anywhere the company is represented in a negative light.

2.2 Typography

Typography is highly important in context of the brand. The font face used by Hush is the Nunito family. For consistency, the following guidelines must be followed:

- The logotype must always follow these rules:
  1. It must be Nunito Extra-Light
  2. The tracking, leading, kerning, etc. Must be kept at the default.
- When Nunito is used in other contexts, Only the following styles of Nunito can be used for any reason:
  1. Extra-Light
  2. Extra-Light Italic
  3. Light
  4. Light Italic
  5. Regular
  6. Regular Italic
- Use of a serif font (such as Georgia) is appropriate when writing great lengths of body text, but is not required.

Nunito

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#$%&.,?:;)

Penultimate
The spirit is willing but the flesh is weak
SCHADENFREUDE
3964 Elm Street and 1370 Rt. 21
The left hand does not know what the right hand is doing.

The Latin alphabet, ow to political causes, final displaced the other nat scripts of Italy. As the of Rome, it became the alphabet of Latin Christ and the literary alphabe of Europe and America It is now, with the sing exception of the Arabic the only alphabet poss any claim to cosmopoli extension. Its great hist importance may therefo justify a more minute e of its peculiarities than necessary in the case o the Etruscan and other

The Latin alphabet, to political causes, fi displaced the other n scripts of Italy. As th alphabet of Rome, it the alphabet of Latin and the literary alpha of Europe and Ameri It is now, with the si exception of the Ara the only alphabet po any claim to cosmop extension. Its great h importance may ther justify a more minute examination of its pe

The Latin alphabet, owing t political causes, finally displ the other national scripts of As the alphabet of Rome, it and the literary alphabet of and America. It is now, with the single exception of the the only alphabet possessin any claim to cosmopolitan e Its great historical importan may therefore justify a mor minute examination of its p than is necessary in the cas

The Latin alphabet, to political causes, fi displaced the other n scripts of Italy. As th alphabet of Rome, it the alphabet of Latin and the literary alpha of Europe and Ameri It is now, with the si exception of the Ara

2.3 Color Usage

Consistent and acceptable usage of color is just as important as the usage of the logo and other related images. For these reasons, the following guidelines should be followed when using colors:

The primary purple color is:
- Print: C:73 M:80 Y:0 K:0
- Digital: #1.

The secondary cream color:
- Print: C:0 M:20 Y:90 K:0
- Digital: #FFCC19

The preferred background color is a pure white, but this is flexible based on application.

C:73
M:80
Y:0
K:0   **#4533FF**

C:0
M:20
Y:90
K:0   **#FFCC19**

2.4 Use of Language

All communication from official representatives of the brand must be considerate of the brand they are attached to, which includes a specific tone of language as outlined below.

Qualities of appropriate language:
- Formal language, without sounding "posh" or "elite."
- Calm, yet friendly and comforting, tone of voice.
- Clear and concise language

Qualities of inappropriate language:
- Colloquial or casual language.
- Slang.
- Use or reference of pop-culture or memes.
- Harsh language
- Wacky, loud, or aggressive tones of voice.
- Use of "baby-talk" in any context.

2.4.1 Use of Tagline

The tagline, "Premium Comfort For You And Your Child," was designed to sum up the goals and image of the brand while still being simple and elegant to communicate. The tagline will be used exactly as listed above, and will not be altered in any way for any purpose, and will often follow the logo or brand name.

The tagline should be used only where it makes sense, and only in moderation. It should not appear repeatedly, as to avoid overwhelming the customers. Some recommended uses of the tagline are as follows:
- On all advertisements, typically following the logo.
- Attached to signage for the store.
- Incorporated into official communications.

hush)

3.0 EXAMPLES OF RELATED BRAND MATERIALS

3.1 Print Advertisements

hush)

It's possible to
be your baby's hero

Safety

Visit us at www.hush.com/

hush) Premium Comfort for You and Your Child

It's possible to
have more patience

Premium

Visit us at www.hush.com/

hush) Premium Comfort for You and Your Child

3.2 Retail Packaging

Cardboard Wrap

hush)
Silk Blanket

Made with free trade
100% silk

Please recycle
Tag & Wrap

hush)

Made in the USA with baby safe
free trade materials

Here at hush we provide families with the highest quality of baby products that assure, saftey and comfort throughout the day, and peaceful nights. Our diapers pledge to satisfy and reinforce these principles or your money back guaranteed.

Box & Wraps

DISTRIBUTED BY HUSH INC., P.O.
BOX 55, 1001 COLLEGE RD. VT,
04851, 1-800-555-5555 CERTIFIED
FREE TRADE BY QUALITY ASSURANCE
INTERNATIONAL   **Do not flush**

82

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(hush

hush)
brand diapers

12 hour protection

hush)
brand diapers

12 hour protection

hush)
brand diapers

12 hour protection

hush)
brand diapers

IMPORTANT: To avoid risk of suffication, keep plastic bags away from babies and children. **CAUTION:** Choking may resultfrom anythingbabie mught put in their mouths. to avoid risk of choking, do not allow baby to tear the diaper. Discard any torn or unsealed like most articles of clothing hush diapers will burn if exposed to flame. Always keep ypur child away from any source of flame. / **IMPORTANTE:** Para evitar el riesgo de suffication, mantenga las bolsas de plástico lejos de bebés y niños. **PRECAUCIÓN:** El ahogamiento puede ser el resultado de cualquier cosa que se pueda poner en la boca. para evitar el riesgo de asfixia, no permita que el bebé rompa el pañal. Deseche cualquier rasgado o sin sellar como la mayoría de los artículos de ropa Los pañales de silencio se quemarán si se exponen a llamas. Mantenga siempre a su hijo alejado de cualquier fuente de llamas. / **IMPORTANT:** Pour éviter le risque de suffocation, gardez les sacs en plastique loin des bébés et des enfants. **ATTENTION:** La noyade peut ât re le résultat de tout ce qui peut être mis dans la bouche. Pour éviter le risque de suffocation, ne laissez pas le bébé casser la couche. Jetez toute déchirure ou descellée comme la plupart des articles d'habille-ment Les couches stupides brûleront si elles sont exposées aux flammes. Tenez toujours votre enfant loin de toute source de flamme.

hush

Organic Pears

2-6
months
& up

USDA
ORGANIC

NET WT 4 OZ (113g)

Nutriton Facts	Amount Per Serving		Amount Per Serving	
	Total Fat	0g	**Total Carb.**	15g
Serv. Size: 1 Jar (113g)	Trans Fat	0g	Fiber	2g
	Sodium	0mg	Sugars	10g
Calories 60	**Potassium**	130g	**Protein**	0g
%Daily value: Protein 0% • Vitamin A 0% • Vitamn C 45% • Calcium 0% • Iron 0%				

INGREDIENTS: ORGANIC PEARS, ASCORBIC ACID, (VITAMIN C), CITRIC ACID, WATER.

DISTRIBUTED BY HUSH INC., P.O. BOX 55, 1001 COLLEGE RD. VT, 04851, 1-800-555-5555
CERTIFIED ORGANIC BY QUALITY ASSURANCE INTERNATIONAL   REFRIGERATE AFTER OPENING

hush)
Pacifier

Here at hush we provide families with the highest quality of baby products that assure, saftey and comfort throughout the day, and peaceful nights. Our pacifier pledges to satisfy and reinforce these principles or your money back guaranteed.

**Please recycle
this box**

Cleaning: use clean hands and surfaces when handling. To ensure hygiene, boil for five minutes before first use, allow to cool, and squeue out any trapped water from the pacifier. Clean before each use in hot, soapy water and rinse well, or in a dishwasher-top rack only.

For your child's safety WARNING: Inspect carefully before each use. Pull the pacifier in all directions. Throw away at the first sign of damage or weakness. Only use dedicated pacifier holders tested to EN 12586. Never attach other ribbons or cords to a pacifier, your child may be strangled by them. To prevent a possible choking hazard, test the pacifier strength by pulling on the bulb portion of the nipple. Small pieces can accidently be inhaled and cause serious injury. In the event that the pacifier becomes lodged in the mouth, DO NOT PANIC. It cannot be swallowed and is designed to cope with such an event. Remove from mouth with care, as gently as possible. Do not leave a child unattended with a pacifier. Do not leave a pacifier in direct sunlight or near a source of heat, or leave in sterilizing solution for longer than recommended, as this may weaken the nipple. Never dip nipple in sweet substances or medication, your child may get tooth decay. Replace the pacifier between one and two months of use, for safety and hygiene reasons.

3.3 Retail Signage

3.4 Website

3.5 Stationary

John Smith

800.867.5309

John.Smith@Hush.com

hush)

hush)
1001 Corporate
Address
Somewhere, SP.
00000

Mr. Aaron A. Anderson
123 Winding Rd.
Somewhere, SP.
00000

1001 Corporate Address
Somewhere, SP.
00000

hush)

Mr Aaron A. Anderson
123 Winding Rd.
Somewhere, Sp. 00000

Dear Mr. Anderson,

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Ugia di in ra nume perumen tectota tiorporro officiis sam, vitia id erfernatus molore num evelles accus, et voloreh endaectur seratin ctatqua tureici enecestrum aut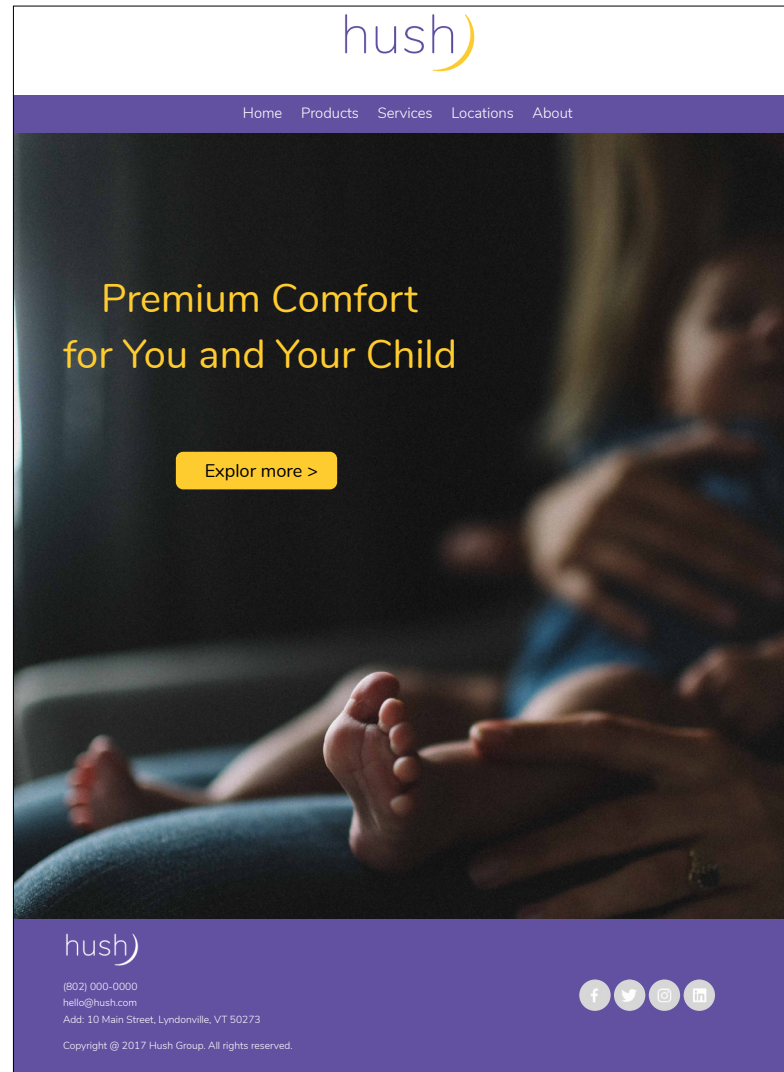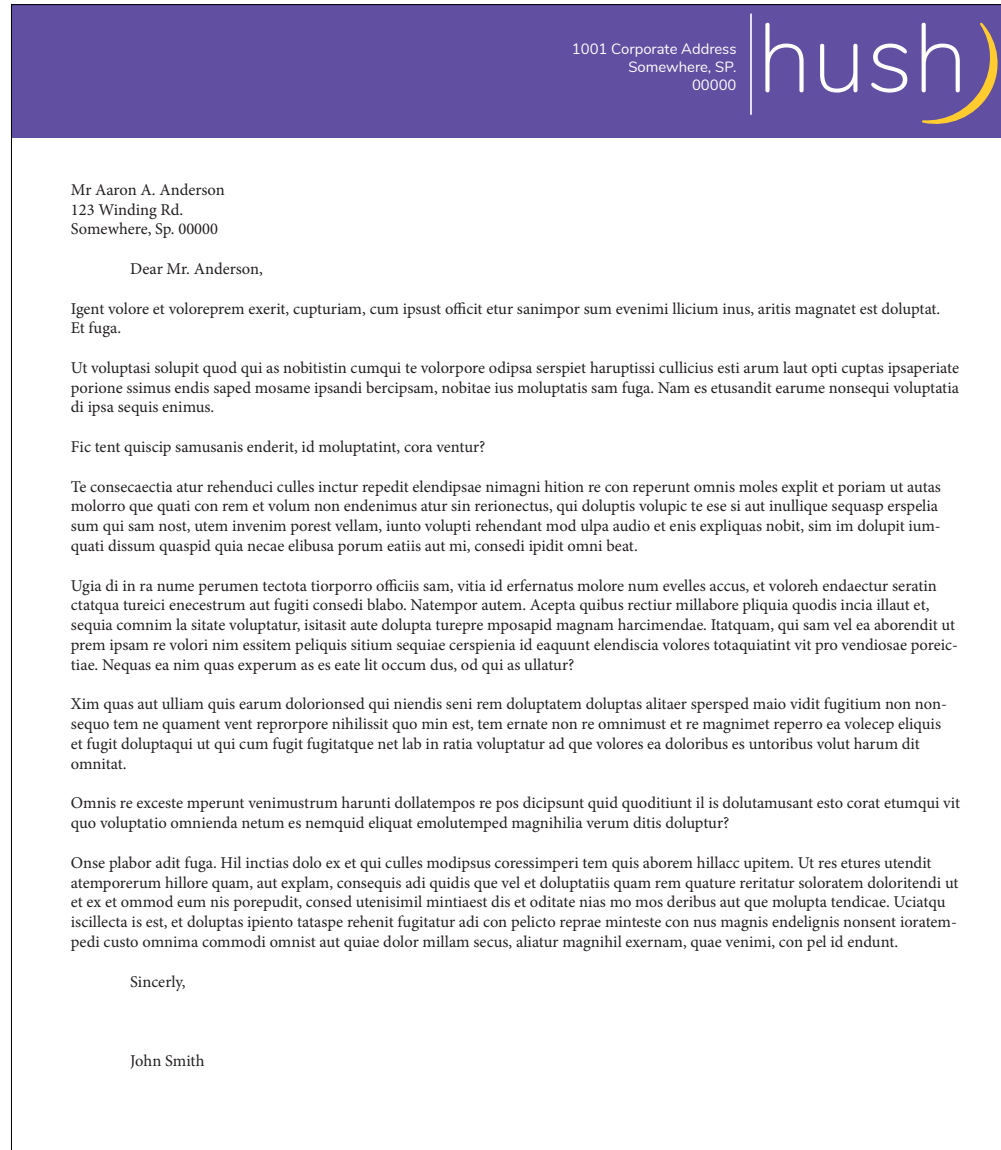 fugiti consedi blabo. Natempor autem. Acepta quibus rectiur millabore pliquia quodis incia illaut et, sequia comnim la sitate voluptatur, isitasit aute dolupta turepre mposapid magnam harcimendae. Itatquam, qui sam vel ea aborendit ut prem ipsam re volori nim essitem peliquis sitium sequiae cerspienia id eaqunt elendiscia volores totaquiatint vit pro vendiosae poreictiae. Nequas ea nim quas experum as es eate lit occum dus, od qui as ullatur?

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Sincerly,

John Smith

4.0 OUTLINE OF WORK PERFORMED

Wenyu Xie
- Creation of Advertisement Campaign
- Creation of Website
- Creation of Manual layout and overall design
- Pre-flight and Binding of Manual

Jack DeVoe
- Creation of Retail Packaging
- Creation of Retail Signs
- Generation of Reference Graphics for Manual
- Creation of final color scheme for brand.

Alex DeWitt
- Team Leader
- Creation of Logo Revisions
- Creation of Tagline
- Creation of Stationary
- Manual Layout Tweaks
- Manual Write-Up