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

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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
- natural
- safe
- eco friendly
- warm
- enjoyable
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 photographs. Not italics allowed, if you want to emphasize a word you most use Lexia Bold.
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 photographs. (Opacity 61%)

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

Used for:
- iconography,
- lines, navigation bar

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

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

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:
- illustrations

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

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

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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 photographs 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%)
Landing Page wireframe.

- Navigation bar
- Body Copy
- Button to subscribe

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

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

Si deseas conocer preguntas frecuentes da clic [aquí](mailto:para boletín de noticias#enviar).
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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 ropa Baby Mink de tu eleccion.

¡$999 mensual!
Las **super mamás** merecen un super servicio y ahora lo tienen se llama **Bask**. Recibe mensualmente **Pañales, Toallitas Humedas y Ropita** para tu bebé desde la comodidad de tu hogar.
¿Cómo Funciona?

1. Regístrate con tu cuenta de Facebook.
2. Selecciona etapa de pañal, modelo y talla de ropa.
3. Selecciona la fecha de envío mensual, paga y listo!
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Si deseas conocer preguntas frecuentes da clic aquí.