

Welcome Baby Pocket Style Guide

Primary Color Palette



Pantone 299

R 0

G 157

B 220

Pantone 2685

R 51

G 42

B 134

Pantone 3262

R 34

G 188

B 185



Secondary Color Palette



Pantone 361

R 84

G 185

B 72

Pantone 165

R 245

G 132

B 38

Pantone 226

R 236

G 9

B 141

Pantone 032

R 239

G 65

B 53

Fonts

Advertising and Marketing
Materials Typefaces

Headline Font

GOTHAM BOLD

Text Font

GOTHAM BOOK

Collateral Typeface

Headline Font

CAPRIOLA

Text Font

GOTHAM BOOK

Powerpoint and eMail
Typefaces

Headline Font

ARIAL BOLD

Text Font

ARIAL REG

Welcome Baby Pocket Style Guide

Primary Logo



Sub-Brand Logos



Welcome Baby Logo



Promotional Items*



Use the white reversed logo for promotional items with a solid color background.



Use the color logo for promotional items on a white background.

*Grantees shall provide LABBN with material for review and approval prior to distribution (either print publication or via digital distribution).

Logo Sizing

- Logos should never be smaller than one inch wide.
- T-Shirts logos should never be smaller than seven inches wide.
- Embroidered hat logos should never be smaller than one inch.

Design Elements

Use of the design elements are at the discretion of LABBN.

