



Branding Guidelines

Version 2 / September 2019

Introduction

As part of the national *Think Babies*™ campaign, your local event builds on the momentum across the country to advance policies and investments benefitting infants, toddlers, and their families. We encourage you to include *Think Babies*™ and Strolling Thunder™ logos on your event materials to convey your event's connection to the national campaign. Use the *Think Babies*™ and Strolling Thunder™ logos alongside your own organizational logos.

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Think Babies™ Logos

The *Think Babies*™ suite of logos is shown on this page. Do not alter, redraw, or add any additional words or graphic elements to the logo.

Primary Logo Suite

Full-Color Logo



Knocked-Out Logo



1-Color Black Logo



Secondary Logo Suite

Full-Color Logo



Knocked-Out Logo



1-Color Black Logo



Think Babies™ Logo: Area of Isolation

To ensure logo visibility and impact, the *Think Babies*™ logo must be surrounded on all sides by adequate clear space. This area must remain clear of other graphic elements such as type, images, and other logos. The clear space is equal to the height of the letter “a” in “babies.”



Think Babies™ Logo: Minimum Size

To ensure legibility, the logo must not appear smaller than specified minimum size.



Strolling Thunder™ State-Specific Logos

States will be provided a state-specific Strolling Thunder logo. Do not alter, redraw, or add any additional words or graphic elements to the logo. Do not create your own version of the state-specific logo. Contact ZERO TO THREE for any specific needs.



North Carolina



Georgia



Rhode Island

Strolling Thunder™ Logo: Area of Isolation

To ensure logo visibility and impact, the Strolling Thunder™ logo must be surrounded on all sides by adequate clear space. This area must remain clear of other graphic elements such as type, images, and other logos. The clear space is equal to the height of the word “strolling.”



Strolling Thunder™ Logo: Minimum Size

To ensure legibility, the logo must not appear smaller than specified minimum size.

