

Brightberry®

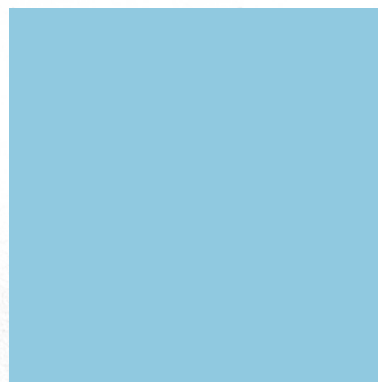
BRAND BOOK

Original Brand Colours



Riberry pink

#C90872



Pacific

#90C9E0



Sage

#AABDB1



Coral

#EAB2C0



Blueberry

#557F9A

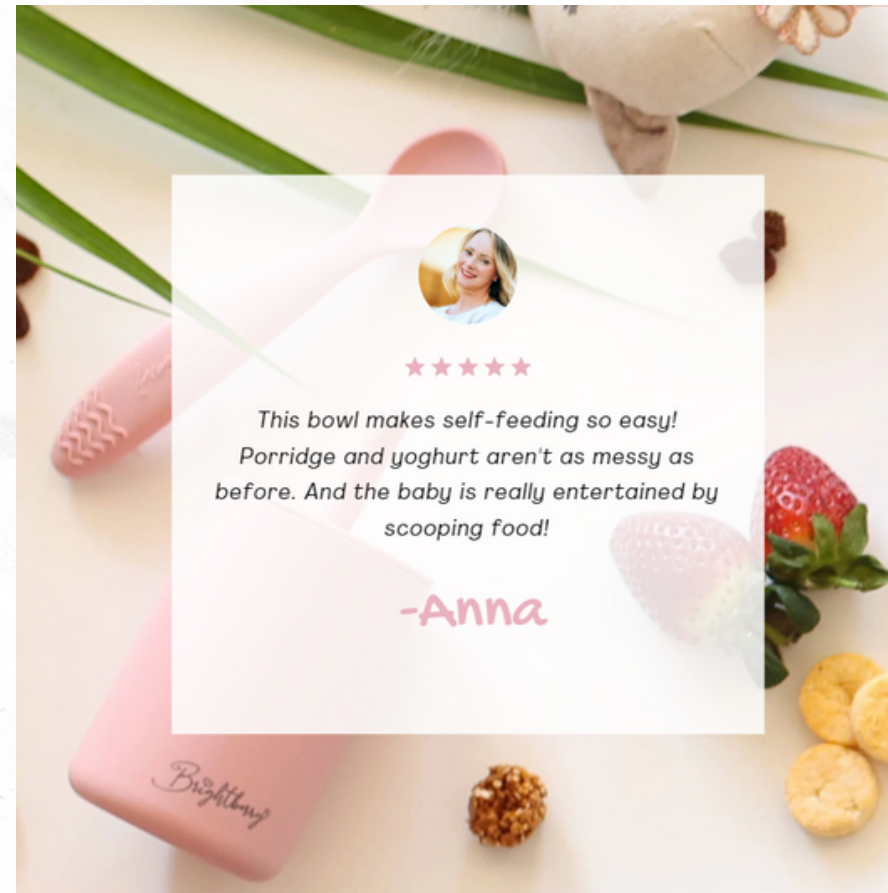
Style guide:

The Brightberry colour palette consists of five colours that are also part of Brightberry product colours. As demonstrated in the example graphics, these colours can be used in any combination when creating collateral and visual media.

It is important that exact shade of colours shown above are used when producing material as these colours are an essential element for our brand identification.



When creating designs using the Brand colours, stick to brighter colours such as Riberry pink and Blueberry to make all elements of the image stand out.



Typography

League Spartan

Agrandir

Gochi Hand

Brightberry

Brightberry

Brightberry

Heading Font

Body Font

Social Media heading Font

Our heading font is League Spartan to appear bold and easy to read followed by our body font Agrandir which consists of rounder letters to keep the tone friendly and simple.

For social media, we use Gochi Hand for the heading font as we like to keep the tone playful and expressive in our social media channels..

Example of an EDM using heading font and body font



60chi Hand
Social Media heading Font

League Spartan
Heading Font

Agrandir
Body Font

Example of an Instagram post using social media heading font



1. Here to support mothers from the beginning of their journeys

Purchasing from Brightberry ensures that mothers have peace of mind for mealtimes. Having a reliable and sustainable product is priceless in times of everyday busyness and stress.

Templates to Use:

- *Show Us Your Brightberry Baby*
- *Brand Alert*
- *Service Insights*

2. Fostering an empowering community

Brightberry understands that parenting can be a little overwhelming, especially when there's a lot on your plate. Our community of mothers will help your bub eat independently sooner, giving you less time on cleaning up and more time sharing happy moments with your little one.

Templates to Use:

- *Tips for Mums*
- *Relatable Tips & Tricks*
- *Inspiration*

3. Good for you, your bub, and the environment

Here at Brightberry, we are committed to minimising the impact on our natural surroundings. Our packaging is easily recyclable and our products are eco friendly, safe and functional.

Templates to Use:

- *Did You Know?*
- *Product Focus*

Tone of Voice

Empowering

Ensuring mothers know they are capable

Understanding

We understand that life can be messy - we are here to make life a little easier

Dependable

The calm in the storm, we're here for you no matter the circumstances

Homely

Brightberry is like coming home to a warm hug from your kids

Educational

Here to provide tips and tricks every step of the way

Example Graphics + Copy

Did You Know? Template



Did You Know Our Products Are Recyclable? ♻️

At Brightberry, our products are made of 100% silicone, a part of our commitment to sustainability.

If your family has outgrown our products, send them back to us with our special sticker for us to recycle!

Your donation will change the lives of mothers and babies everywhere while helping the environment.

Learn more on our website today about our packaging and charities we support.

Example Graphics + Copy

Product Focus Template



Silicone Spotlight: Divided Plates

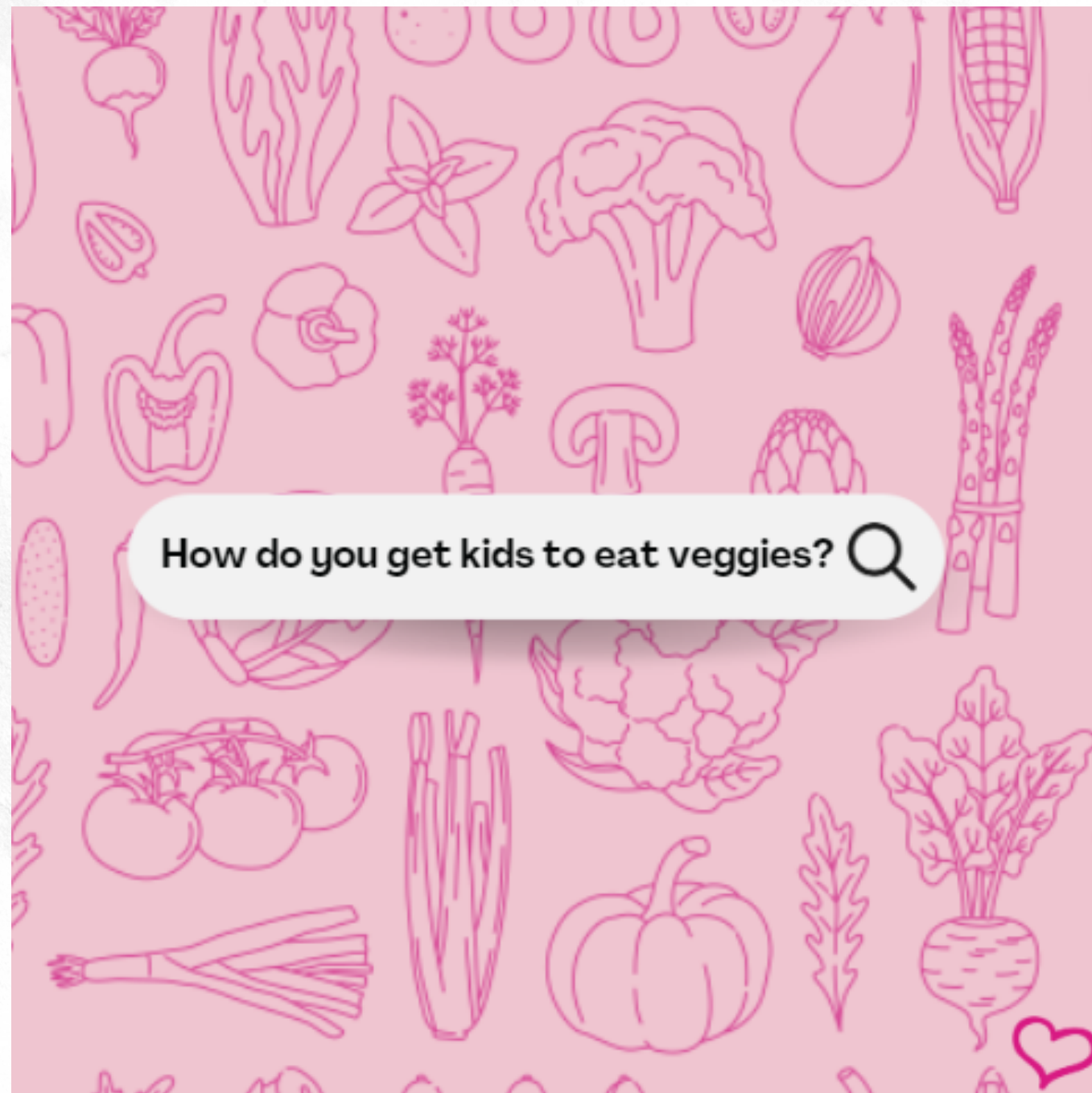
Our plates are sectioned off for perfect portioning! The suction technology on the bottom ensures that cleanups are quick and easy.

Made from child-safe silicone, Brightberry will always have your back during the busiest of times.

Available in the colours blueberry, riberry, pacific, coral and sage.

Example Graphics

Relatable Tips & Tricks



Do Your Kids Hate Veggies?

Here are some tricks to get their recommended five servings in!

Sneak veggies into dinners by adding pureed carrots, zucchini, capsicum and cauliflower into your favourite pasta sauce. Your kids won't know the difference 😊

Try snacks such as celery with peanut butter or carrots with hummus as a tasty way to open your child's mind to veggies

Praise your child for each veggie they eat! Associating positive reinforcement with vegetables will encourage your kids to be more bold with their palate.

Comment below any tricks you have or if you've tried these already!

Example Graphics

Inspiration



Kitchen organisation for the busy parents

Life is already so cluttered and full of stress, but your kitchen doesn't have to be!

Here are some Mum-approved ways to de-clutter and organise your kitchen:

Use jars and boxes to organise your flours, sugars, and teas

Label items by their name and expiry dates

Give all items a designated space for easy and out-of-sight storage

Example Graphics + Copy

Brand Alert Template



Brightberry Sale!

We are doing an exciting sale on our website right now! If you've been wanting to try our products, now's the perfect time!

15% off Bibs

2 for 1 Bowls

Visit our website! These are deals you won't want to miss

Example Graphics

Bub Recipe Templates



It's National Chocolate Chip Cookie Day tomorrow!

Swipe through to see a super easy recipe for you and your kids to make this week!

Let us know if you'll be trying these cookies in the comments below!

Example Graphics + Copy

Customer Review Template



We love seeing reviews from our happy customers!

★★★★★

Game changer of a cup!

I ordered these cups for my three kids as reusable/environmentally friendly cups so that they could get baby chinos when my husband and I bought coffee.

They have been used for absolutely everything! Milk shakes at home, baby chinos, juice and more.

Example Graphics + Copy

Brightberry Baby Template



Show Us Your Brightberry Baby!

We love seeing your little ones enjoying our Brightberry products, so make sure to tag us in your posts!

Plus, you might get a chance to be featured on our page!

Let us know below how you and your baby use our products!

Example Graphics + Copy

Brightberry Feeding Sets Template



Swaping to solids is a major milestone for any baby.

Our Brightberry babies deserve the best and you can find everything they need in our Brightberry Baby Feeding Sets!

Check out our website to see our full range of feeding sets.☆☆

Example Graphics + Copy

Sustainability Post: https://www.canva.com/design/DAFB8JCEURI/keH2pMNeolyMaDx0l1JP5Q/edit?utm_content=DAFB8JCEURI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

 PROUDLY SUPPORTING **GIVE BACK** *Brightberry?*

Silicone Recycling Plan

At Brightberry, we have teamed up with Baby Give Back to make being green easy as ever! We take reusability & no waste of products seriously through these 3 steps:

- Step 1**
 Return the products that's no longer in use with prepaid postage (by us!)
- Step 2**
 We check the returned products and then:
a. donate them to Baby Give Back
b. recycle with Terra-Cycle if not appropriate to reuse
- Step 3**
 Receive a discount for your next new purchase!

Thank you for doing your part to help look after the environment! 

www.brightberry.com.au/

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Recommended Hashtags

#Brightberry

#KidsTableware

#AustralianDesigned

#ToddlerHacks

#KidsProducts

#KidsRecipe

#ToddlerRecipes

#SuctionPlates

#Teethers

#CreativeKids

#NewMums

#AustralianProducts

#KidsDinnerware

#IndependentKids

#SuctionBowls

#SustainableProducts

#SmoothieCups

#SiliconeProducts

#EnvironmentallyFriendly

#AustralianKids

Recommended Emojis

- - Any berry emojis to fit in with the brand name.
- 😊
 - Warm and welcoming.
- - Any of the magenta hearts fit in with brand colours.
- - Playful yet, earthy. A seedling represents the beginning of childhood.
- - Friendly and shows celebration/happiness

Brightberry Mock-Feed



Recycling Card

Our recycling initiative



Brightberry[®]

brightberry.com.au

Recycling

At Brightberry, we have teamed up with Baby Give Back to make being green as easy as ever!

All you have to do is:

- 1 Pack up all your Brightberry products that you no longer need and post them to us at **1378 Buddina QLD 4575**
- 2 After they arrive we will sanitise and inspect them for quality
- 3 We will donate them to Baby Give Back to support other families who will give these Brightberry products another purpose!

Thank you for doing your part to help look after the environment!