



BRAND GUIDELINES

Your Artificially Intelligent Baby Monitor

Brand Guidelines 2022

BRAND STORY

How It Started

While finishing up his doctorate in AI technology, Sam's wife had a baby. Sam noticed the pure exhaustion in his beautiful wife, the mother of his child and had an idea.

Why not use his AI technology studies and experience and apply it to helping parents have a closer insight on their baby?



KEY FEATURES

With BeckyAI, it is like having an extra person to help raise your child.

With a click of a button, enable various AI services that watch over your children every step of the way.



Detection Services

Go about your day and let the Cry, Face Covering, and Out-of-bed Detection Services alert you when child needs it the most.



Awakening Assistant

The Awakening Assistant notifies parents whenever their children's eyes open in real time. You'll be there in a flash to provide care and attention.



Capture Precious Moments

BeckyAI is capable of capturing these important moments with Expression Capture and GIF Capturing that are all sent to the parents.



Health Management

BeckyAI collects data in real time. Chart the health of your baby. Ensure the indicators are on the right track, any time.

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Sleep Tracking

Use BeckyAI's system to monitor the sleep performance of your newborn to ensure optimal development of your baby.

LOGO VARIATIONS

Ways the Logo Can be Displayed



Main Logo

The main graphic that represents BeckyAI and is used most often



Secondary Logo

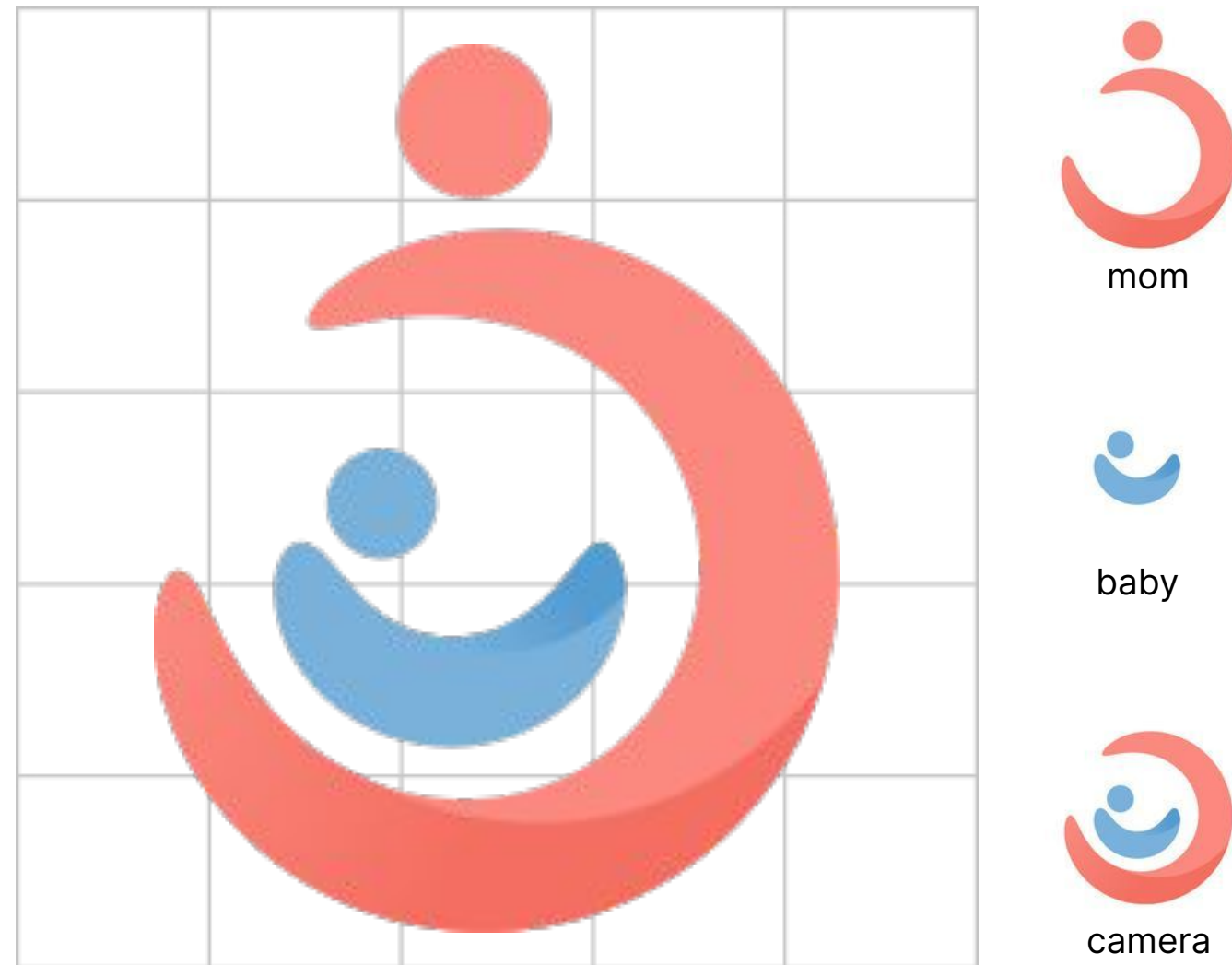
An alternative logo in cases a much narrow size is needed



Color Variation

Applicable for use in dark backgrounds

MAIN LOGO ELEMENTS



The Logo Mark

[the meaning behind](#)

The BeckyAI logo mark symbolizes a mother taking care of her baby under the watchful eye of the BeckyAI camera

FONT OVERVIEW

The right font can convey so much about your brand and here are the fonts used for BeckyAI



MAIN FONT

For Headers

Aa

Fredoka One

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1234567890

ALTERNATIVE

For Sub-Headers & Body

Aa

Inter

Inter Thin

Inter Medium

Inter Bold

BRAND COLORS



Main Colors

Used primarily in logo, header colors, and design elements for website & product packaging

Hex Code
#2A465B

CMYK
54%, 23%, 0%, 64%

RGB
42-70-91

Hex Code
#559CD1

CMYK
59%, 25%, 0%, 18%

RGB
85-156-209

Hex Code
#79B1DB

CMYK
45%, 19%, 0%, 14%

RGB
121-177-219

Hex Code
#F46F62

CMYK
0%, 55%, 60%, 4%

RGB
244-111-98

Hex Code
#FB897F

CMYK
0%, 45%, 49%, 2%

RGB
251-137-127

Secondary Colors

Complementary colors for the main colors; mainly used as text and backgrounds



PRODUCT PACKAGING



Sample Packaging

Packaging includes product sample, and details to download the BeckyAI App

RESOURCE PAGE

Links where you can
download the media
assets you need

Main Logo:

<https://files.shadstone.com/beckyai/beckyai.png>

Secondary Logo:

<https://files.shadstone.com/beckyai/secondarylogo.png>

Color Variation Logo:

https://files.shadstone.com/beckyai/logo_white.png

Logo Mark:

<https://files.shadstone.com/beckyai/favicon.png>

Packaging PSD:

https://files.shadstone.com/beckyai/beckyai_packaging.psd