



Media Kit & Brand Guidelines | 2016





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**If you have any questions about this media kit or require other materials, please contact us at [info@babybay.us](mailto:info@babybay.us)**





## Introducing the innovative babybay® bedside sleeper

For moms who want to keep their babies close, safe, and comforted while sleeping, babybay is the bedside sleeper that lets mom's soothe and nurse their newborn without getting out of bed.





## Mission Statement

*Providing safety, quality, and peace of mind.*

We believe in bringing parents peace of mind by creating products that are innovative, safe, ethically manufactured, sustainably resourced, and that are certified at the highest US and European standards.

We know that parents want to nurture the bond with their baby. Sharing a sleep space allows them to nurture and bond with their baby more easily and naturally.

The babybay® Bedside Sleeper lets parents stick to a baby's feeding schedule at night without having to be fully roused out of bed.

The babybay® Bedside Sleeper also gives parents the luxury of keeping their baby close without any of the potential hazards associated with sharing a bed.

It's the perfect way for parents to provide for their baby while they sleep.



## Our Story

babybay® was born to fulfill a need.

In 2003, Christian Pihaile ran into a problem when his wife Ruth gave birth to two children in quick succession.

Knowing she would have to get up in short intervals throughout the night as each baby woke and needed to be fed, Ruth asked for his help. Sharing a bed, or co-sleeping, was too dangerous to be considered, though it would allow Ruth to feed while still remaining in bed herself.

So Christian thought of a solution that would let Ruth and the baby stay close in bed while keeping the baby safe: a baby bed that mounts onto the parent's bed. The semi-circular, solid beechwood construction of the babybay®

Bedside Sleeper is naturally anti-bacterial, sourced using sustainable methods, and completely safe for the baby.

Never having to get up at night for breastfeeding, cuddling, and comforting is an incredible relief for parents.

True to Christian's vision of a sustainable product that answers the needs of parents to keep their children safe, healthy, and happy, babybay® meets this demand of parents while honing an environmentally conscious moral compass. babybay® is now an internationally best-selling item in innovative, responsible baby life products.

# About the babybay® bedside sleeper



*Our babybay® bedside sleeper is an answer to what parents need from the best co sleeper.*

- Keeps babies safe while co-sleeping - doesn't risk SIDS like co-sleeping
- Allows parents to soothe, nurse, and cuddle with baby without getting out of bed
- Sustainable and responsible - 100% cotton or eco-organic bedding options
- Sturdily constructed out of lightweight, natural beechwood that is both antistatic and antibacterial
- We use no cheap plywoods, harmful plastics, or toxic wood glues
- Mattresses come in a varying degrees of firmness
- It's very easy to assemble with simple directions and a video tutorial
- Easy to adjust/convert and fits snugly to any bed height
- With 4 finishes and 11 babynest colors the babybay can be customized to match any style
- Sound sleep, safety, and comfort, all without leaving the bed!





## Media Gallery



### Images

Our media files are available for download by clicking these icons or go to:

[www.babybay.us/Download-Portal](http://www.babybay.us/Download-Portal)



### Logos

When using the babybay® logo, please follow our brand guidelines stated later in this document.



### Videos

If you need a specific image, please contact us at [info@babybay.us](mailto:info@babybay.us)



## Awards & Certifications

babybay® is certified by JPMA ASTM standards and TUV/GS to ensure your baby's safety. Our babynest® and mattress pads are certified against harmful materials with the "textile trust" approval with OEKO-TEX standard 100 class 1 for babies. babybay® also has an FSC certificate - seal of approval for responsible, sustainable treatment of our forests.





# Testimonials

## **babybay, the best ever!!!!!!!**

By: Trish, California

I bought this for my daughter and she and her husband love it. I wish this had been available when I had children.

## **Getting Sleep in Bozeman**

By: Susan, Montana

This is the best thing I ever bought for myself and my baby. So many things you buy get used once or are totally worthless. babybay is worth every penny and then some for peace of mind and getting more sleep.

## **Perfect!**

By: Diana, Oregon

Love the Maxi Cot. It is perfect for my baby who likes to feel close to me. He use to sleep in a snuggle nest because he likes to feel surrounded my something but he out grew that fast. This was perfect because it is long enough for hi to fit in yet narrow enough for to feel surrounded and secure. Well worth the money. Wish I woulda got it sooner.

## **Worth weight in gold!**

By: ErinHollyIsla

I had the babybay cot with my second as she wouldn't sleep in a moses basket. Best thing I ever brought. As this pregnancy was a surprise i had sold my beloved Babybay once she'd outgrown it. Just purchased another ready for this baby. My opinion is they are worth their weight in gold! Anything for a good night sleep. They are great for night feeds too as you can just slide baby over and back without picking them up.

## **Samantha - Mommy from All About Babys World**

[allaboutbabysworld.com](http://allaboutbabysworld.com)

One of the main reasons I co sleep is so I can get more sleep, and having to lay awkwardly and uncomfortably to nurse my baby multiple times in the middle of the night defeats that purpose. This is reason enough to run out and buy a babybay...babybay is SUPER easy to put together. It took me about 10 minutes with my two kids crawling all over my stuff, as kids are prone to do. This is the easiest baby product I have ever put together.

# Brand Guidelines - Using the babybay® logo

## Minimum size

For maximum performance, it is recommended that the minimum size for reproduction of the artwork be 17mm or roughly 80 px (on screen) across, whilst retaining the original set dimensions.



## Size & proportions

The dimensions of the artwork have been selected accordingly and should never be altered. Examples below show improper usage:



## Colors

Do not alter the colors of the babybay® logo. Printing in grayscale is allowed. Maybe be placed on light or dark backgrounds, as long as there is proper contrast and legibility of the logo is not compromised.

## Minimum clear space

To protect the integrity of the babybay® brand and to achieve maximum recognition, it is important for assisting graphical elements, or other company logos to not be in direct contact with the babybay® logo artwork.

By visually imagining a containing box around the artwork, any assisting elements should be at least a "o"s' width away from the logo artwork.



These brand guidelines outline the brand values and brand elements which make up the babybay® brand. They include rules and values to help you compose and produce content.



# Retail Guidelines

Welcome to the babybay® family! For more than 10 years; babybay® has allowed parents around the world to sleep knowing their baby is safely sleeping next to them. In order to continue the tradition of babybay® excellence, we strive to provide the best possible shopping experience for babybay® customers. As a new member of the babybay® family you will be held to the same high standard upon which babybay® was built. In order to promote a uniform standard; all babybay® retailers are required to adhere to our easy to follow guidelines.

## Online Sales

- Current and Accurate product photos (not from our Germany branch)  
Proper images here: [www.babybay.us/Download-Portal](http://www.babybay.us/Download-Portal)
- Accurate product Descriptions. Proper descriptions here:  
[www.babybay.us/Download-Portal](http://www.babybay.us/Download-Portal)
- Correct and current names
- Shipping notices sent to customers immediately
- Sales receipts sent to customers immediately
- Mattress pads and other accessories are NOT INCLUDED with babybay®
- Strict Adherence to babybay® MAP policies

## Brick and Mortar Sales

### Display babybay®

- Correctly assembled babybay®
- May not be sold without Tobi USA permission
- May be displayed with babybay® accessories

### Drop ship orders

- Requests sent immediately after order is placed
- Tracking number to be given to customer immediately

### General display guidelines

- Mattress pads and other accessories are NOT INCLUDED with babybay®
- Correct and current names
- Accurate product Descriptions

### Pricing

- Strict Adherence to babybay® MAP policies

## General

- Don't capitalize babybay®
- Always include the registered "®" symbol with babybay®

Thank you for following our guidelines. Please contact us at [info@babybay.us](mailto:info@babybay.us) with any questions.  
We would also love for you to share any testimonials you receive with us about babybay® products.