



R A B B I T S K I P R O A D

Branding 2018



BRAND MESSAGING

Brand Beliefs

Parents' lives should be easier.

We know how hard you're working. Our baby clothes are designed to be as easy as possible to put on and take off, which takes some of the stress out of multiple daily changings.

Time is priceless.

Babies don't stay babies forever. The less you have to wrestle with complicated fasteners and closures, the more time you can spend actually enjoying being a parent — even while you're changing your child.

Children are precious.

A comfortable baby is a happy baby. Our beautiful, soft fabrics are made with organic materials and without harsh chemicals or unsafe dyes. Our children are our future, and it's vital to help them be relaxed and safe.



Brand Purpose



The time you spend with your baby is precious. But when you're wrangling with fussy baby clothes, that time becomes more stressful. That's why we create clothing designed to make dressing and undressing as easy as possible. Our unique, modern Magic Jumper simplifies changing, saves you time and makes a happy baby.

It has:

- A padded 2-way zipper; no tricky snaps or buttons
- Soft fabric made in the USA from organic materials
- Convertible foot cuffs to avoid struggling with socks
- No ruffles, no itchy fabric, and no complicated frills

Custom-designed by a busy mom for busy parents, it's an affordable way to get right to the best part of parenting.



Brand Messaging

Lines that establish and support the brands identity and personality:

The truly wearable romper.

Because even unzipping a jumper can be wonderful.

Radically easy.

Our jumpers work better than onesies.

Hop, skip and a jumper.

Brand Story

The Story of the Road

Rabbit Skip Road is real. It's a place where children feel the tickle of tall grass in the fields as they run, where families watch the setting sun together and cicadas sing. It's in Eatonton, Georgia, where Miranda Vesey grew from a playful girl to a hardworking, family-first entrepreneur. It's why she created the Rabbit Skip Road line of baby clothes — so other parents could enjoy precious moments like the ones she knew.

Miranda knows how hard it is to balance babies with the rest of your life. After a plane flight full of struggles to change her 6-week-old daughter in a tiny bathroom, she decided there must be a better way to do onesies, so that changing moments could be faster and less stressful.

She spent a year visiting stores and talking to parents the world over. With their input, Miranda designed a jumper that makes both parents and babies happy. It's called the Magic Jumper [[link to What We Do page](#)], and it helps parents make the most of each moment by saving them time and frustration.

The Magic Jumper has a unique two-way zipper, safe and soft fabric, and convertible foot cuffs to protect little toes. It's as simple as an Eatonton sunset. And it's affordably priced for busy families' lives.

Welcome to Rabbit Skip Road — where every moment is golden. Even the messy ones.





LOGOS

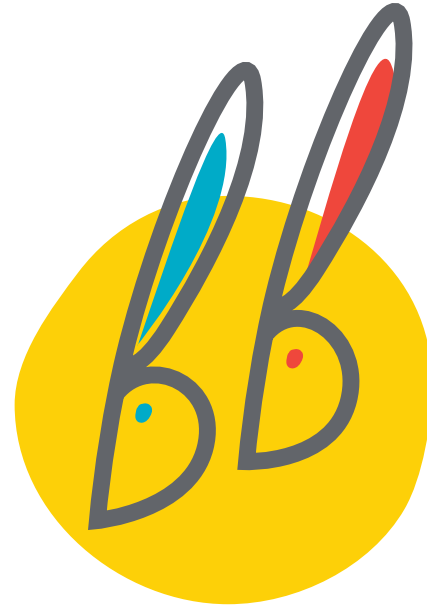
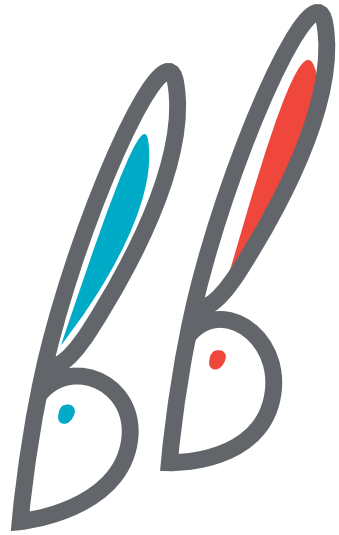
Full Color Logo



One Color Logo



Badges



Tagline



RADICALLY EASY.

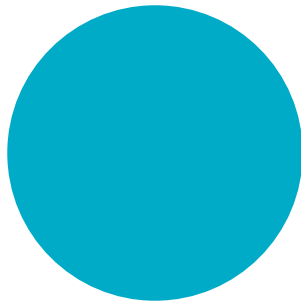
Tagline

The logo features the word "Rabbit" in a white, elegant cursive script, centered within a teal square. Below it is a horizontal dashed line, followed by the words "SKIP ROAD" in a white, clean, uppercase sans-serif font.

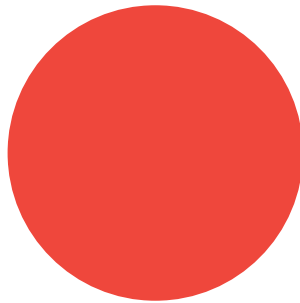
Rabbit
— — — —
SKIP ROAD

RADICALLY EASY.

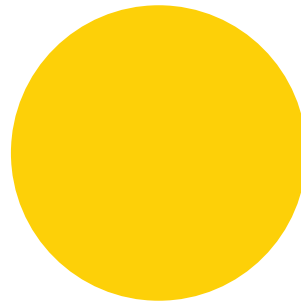
Primary Brand Color Palette



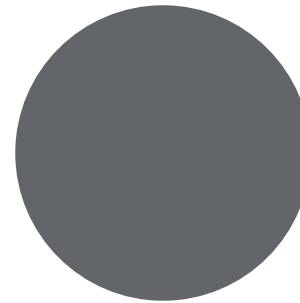
PMS 3125 C
RGB 0 174 199
HEX/HTML 00AEC7
CMYK 84 0 18 0



PMS Warm Red C
RGB 249 66 58
HEX/HTML F9423A
CMYK 0 83 80 0

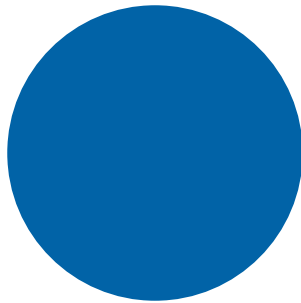


PMS 109 C
RGB 255 209 0
HEX/HTML FFD100
CMYK 0 9 100 0

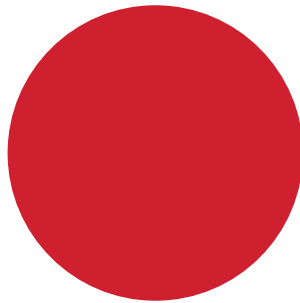


PMS Cool Gray 10 C
RGB 99 102 106
HEX/HTML 63666A **CMYK**
40 30 20 66

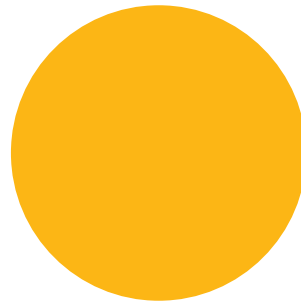
Primary Brand Color Palette Dark



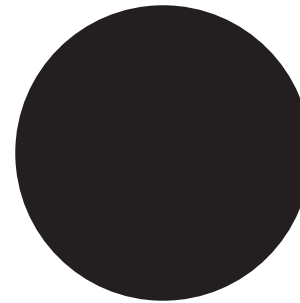
PMS 300 C
RGB 0 94 184
HEX/HTML 005EB8
CMYK 99 50 0 0



PMS 186 C
RGB 200 16 46
HEX/HTML C8102E
CMYK 2 100 85 6

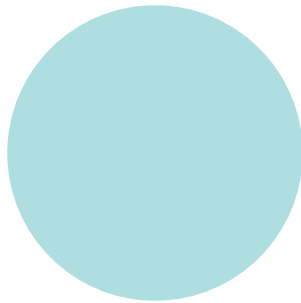


PMS 7549 C
RGB 255 181 0
HEX/HTML FFB500
CMYK 0 22 100 2

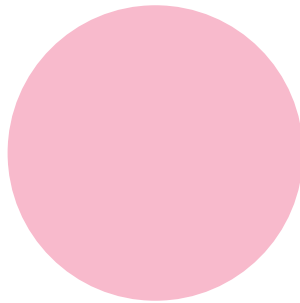


BLACK
RGB 255 181 0
HEX/HTML 000000
CMYK 0 0 0 100

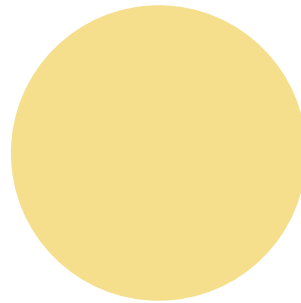
Primary Brand Color Palette Light



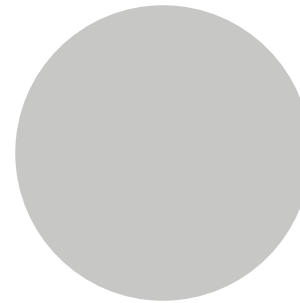
PMS 317 C
RGB 177 228 227
HEX/HTML B1E4E3
CMYK 23 0 10 0



PMS 182 C
RGB 250 187 203
HEX/HTML FABBCB C
MYK 0 31 8 0

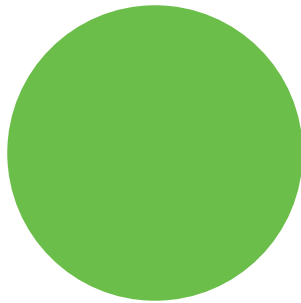


PMS 1205 C
RGB 248 224 142
HEX/HTML F8E08E
CMYK 0 3 43 0

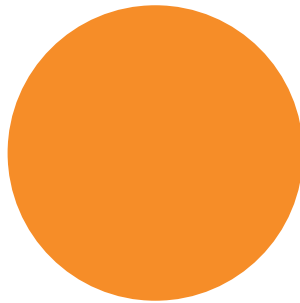


PMS Cool Gray 3 C
RGB 200 201 199
HEX/HTML C8C9C7
CMYK 8 5 7 16

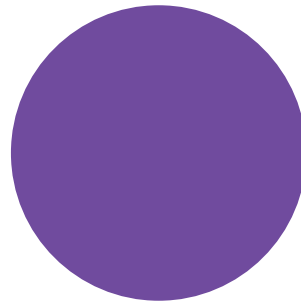
Secondary Brand Color Palette



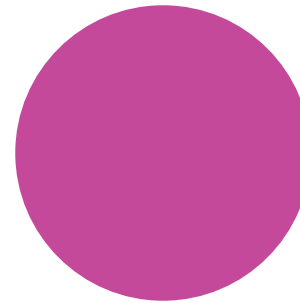
PMS 360 C
RGB 108 194 74
HEX/HTML 6CC24A
CMYK 63 0 84 0



PMS 1495 C
RGB 255 143 28
HEX/HTML FF8F1C
CMYK 0 46 78 0

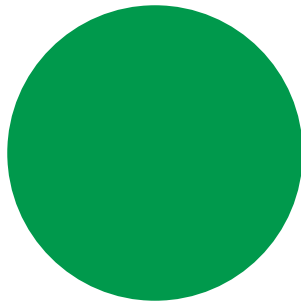


PMS 266 C
RGB 117 59 189
HEX/HTML 753BBD
CMYK 76 90 0 0

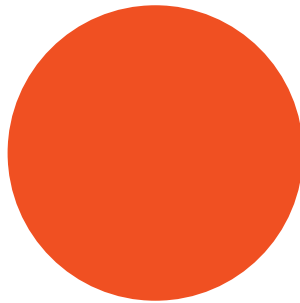


PMS 2385
RGB 200 0 161
HEX/HTML C800A1
CMYK 26 90 0 0

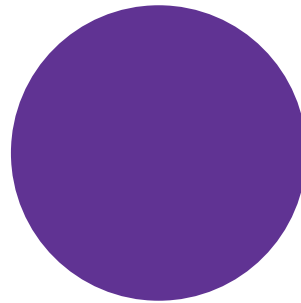
Secondary Brand Color Palette Dark



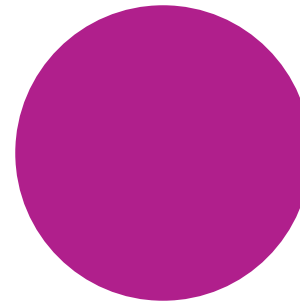
PMS 347 C
RGB 0 154 68
HEX/HTML 009A44
CMYK 93 0 100 0



PMS 1655 C
RGB 252 76 2
HEX/HTML FC4C02
CMYK 0 73 98 0

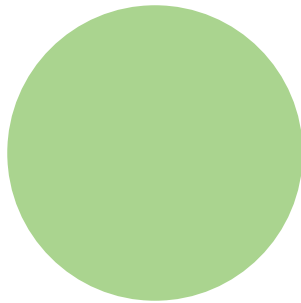


PMS 267 C
RGB 95 37 159
HEX/HTML 5F259F
CMYK 82 97 0 0

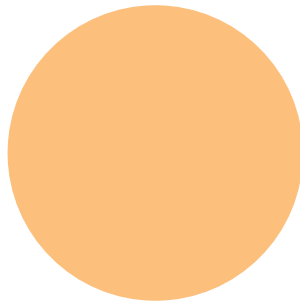


PMS 2405 C
RGB 176 0 142
HEX/HTML B0008E
CMYK 36 100 0 0

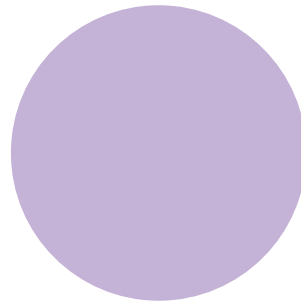
Secondary Brand Color Palette Light



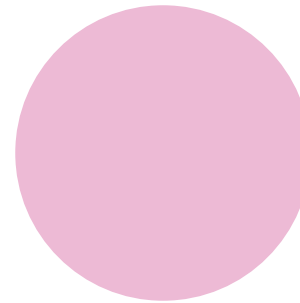
PMS 358 C
RGB 173 220 145
HEX/HTML ADDC91
CMYK 34 0 42 0



PMS 149 C
RGB 255 194 123
HEX/HTML FFC27B
CMYK 0 24 51 0



PMS 2635 C
RGB 197 180 227
HEX/HTML C5B4E3
CMYK 24 29 0 0



PMS 2365 C
RGB 239 186 225
HEX/HTML EFBAE1
CMYK 2 30 0 0



PATTERNS

Pattern 1



Pattern 2

