Care.com®

BRAND GUIDELINES
For designing, writing and relating.

Conten

INTRO

No matter how our great company grows and evolves, one thing must always sound and feel the same—our brand. Use these brand guidelines to tell the Care.com story, always starting from the same inspired page.

We're there for families.

We believe in supporting busy families–families who are juggling work, kids, pets and seniors. We believe in making it possible to have a life, not just a list of things that need doing.

Caregiving is a fundamental part of family and when a family needs an extra set of hands, we're right here to help. We offer the ability to find the right care, manage and pay for it, all in one place, bringing together all the essential components modern families need to stress less-- and enjoy the ride more.

We're there for caregivers.

We believe caregiving is one of the noblest professions. It's also one of the fastest growing and most undervalued sectors of our economy.

We believe in supporting caregivers who work long hours in this physically and emotionally demanding job. We offer a variety of job opportunities with access to health and dental insurance along with other benefits. We're there for caregivers by helping to professionalize this critically valuable workforce, without which our lives wouldn't work.

Love what we stand for.

LOGO

Think of the Nike swoosh, Apple's Macintosh, and Target's, well, target. A great logo becomes a signature of a great brand. And because it's such a valuable asset, it's important that we use our logo properly and consistently in every email, print ad, post card, web page, etc.

Logo

The Care.com logo is comprised of crescents that integrate seamlessly to form a cradle. It symbolizes the company's promise to be there for families and to always have their back, by offering comfort, support and peace of mind.

LOGO: THE DONT'S

Logo Color

The Care.com logo should either be used 100% white or our darkest gray value

HEX: 333333

CMYK: 69,63,62,58

Do place black logo on light backgrounds

Do place white logo on dark backgrounds

Do place logo on non busy images

Clear Space

Create an uncluttered and readable logo area by allowing for the space of the "a" letter height to surround the logo

Minimum Size

Web: 100 px wide

Print: 1" wide

Maximum Size*

Web: 300 px wide

Print: 3" wide

*Use the maximum size very intentionally

LOGO: THE DONT'S

Incorrect Usage

Avoid these common misuses of the logo.

Don't place black logo on dark backgrounds

Don't place white logo on light backgrounds

Don't distort by skewing or scaling elements

Don't rotate–it always sits up straight

Don't place over busy images

Don't change logo color

Draw from our crayon box.

COLOR

Establishing a differentiated color palette helps us keep our brand communications consistent. The Care.com palette is bold, clean, modern and lets our visuals shine.

Our tone-on-tone color families differentiate our brand and create visual hierarchy.
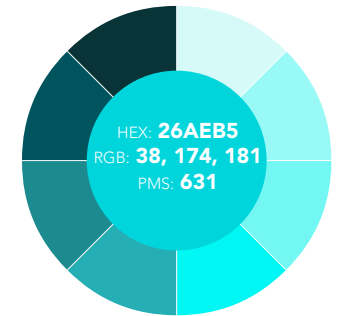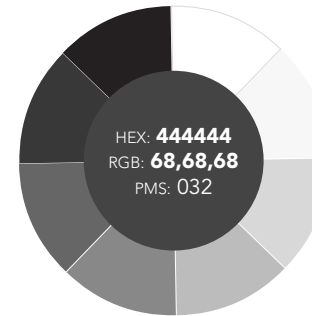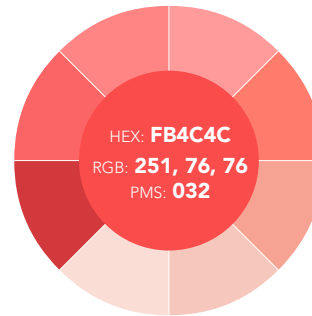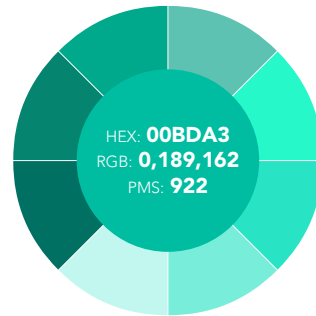
COLOR

Primary Palette

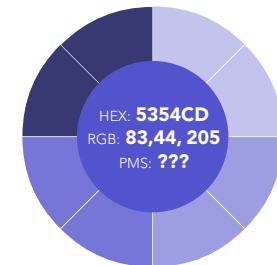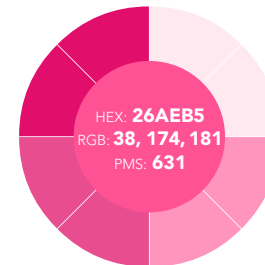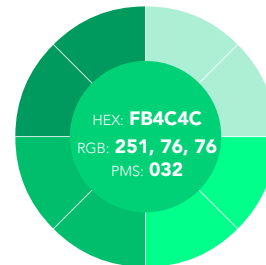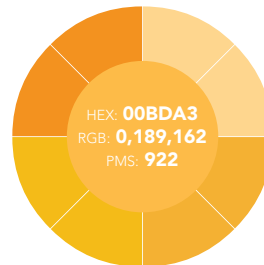Use across all platforms as a means of brand identification.

The tone-on-tone system helps us keep our designs clean and modern.

Be careful how you use the red color group since that is our primary CTA color.

Secondary Palette

Use intentionally when you find the primary palette needs supplementing.

HEX: **00BDA3**
RGB: **0,189,162**
PMS: **922**

HEX: **FB4C4C**
RGB: **251, 76, 76**
PMS: **032**

HEX: **444444**
RGB: **68,68,68**
PMS: 032

HEX: **26AEB5**
RGB: **38, 174, 181**
PMS: **631**

HEX: **00BDA3**
RGB: **0,189,162**
PMS: **922**

HEX: **FB4C4C**
RGB: **251, 76, 76**
PMS: **032**

HEX: **26AEB5**
RGB: **38, 174, 181**
PMS: **631**

HEX: **5354CD**
RGB: **83,44, 205**
PMS: **???**

COLOR

00BDA3	017062	058470	00A78B	5EC1B1	22F8C7	27E4C4	78EDD9	C0F6ED
FB4C4C	D2393C	FB6565	FF8484	FF9A9A	FF7B6C	F6A293	F3C5BB	F9DDD5
444444	241F21	393939	666666	888888	BCBCBC	E0E1E2	F5F5F5	FFFFFF
00D4DB	083438	00545E	1F8A8F	26AEB5	00F6F2	72F6F2	97F8F5	D4F9F6
FCBA48	F19120	F3B033	F3BA19	FDD58D				
00D077	00985E	00BD6C	00FF8A	ACEED4				
FF5293	E0146D	E74D8F	FF93BC	FFE8F0				
5354CC	393973	7576D69	C9DE1C	2C2EC				

Put your best typeface forward.

TYPE

Type is another way we establish our visual identity. The Avenir Next font family is our corporate font. Our library also consists of Kathya and Helvetica Neue.

TYPOGRAPHY

The **Avenir** font family is our corporate font. It is modern, clean, simple and should be used wherever possible.

Headlines
Avenir Bold or Demi Bold

Subheads
Avenir Medium

Body Copy
Avenir Next Regular

Headlines that are less than six words can be set in ALL CAPS. To help with legabilty

Sentence Case

Title Case

Type should set in sentence case unless you are emphasizing a word or

Aa

AVENIR HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

AVENIR DEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

AVENIR NEXT MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

AVENIR NEXT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

AVENIR NEXT LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

Avenir Next Condensed is used to create more layers of hierarchy and interest.

Do not use in primary headlines or body copy.

Felt That is an accent font that is used to compliment Avenir.

Do not use it on the same line as Avenir.

Do not use it on its own.

Do not use in the product unless it is a marketing piece within the product. (i.e., promotional banners, landing page).

Helvetica Neue is used for html type in email communications.

Aa
AVENIR NEXT CONDENSED LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
AVENIR NEXT CONDENSED MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
AVENIR NEXT CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
Felt That
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
HELVETIVA NEUE THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
HELVETIVA NEUE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
HELVETIVA NEUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Catch life off guard.

PHOTOS

Photography brings a personal and vibrant face to the Care.com brand. In our communications, we use lifestyle photography that is candid, authentic, emotive, modern and relatable. We want our photography to feel like there is a story behind every photo. To avoid a staged or contrived look, we prefer photos that rely on natural light, with some appearing lighter or darker based on the setting.

Family

The vibe should be modern, happy, authentic, quirky, active and always glass half-full.

PHOTOS: THE DO'S

Kids

Think spirited, spunky, cool, confident and adorable without being overly cutesy.

Provider

Connect with this largely Millennial audience through photography that's hip, sometimes humorous, breezy, youthful and real-world.

Objects

Keep the lives of busy and not-always-perfect families in mind by including objects that are fun, slice-of-life, emotive and sometimes a little quirky.

Pets

Connect through pet owners with photography that reveals their beloved fur babies' personalities, their joy, their loyalty and the little traits that make them extra adorable.
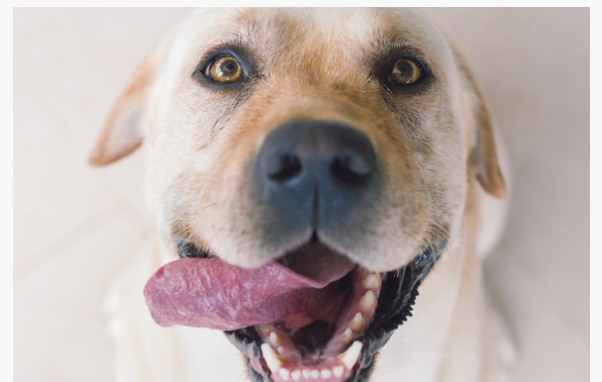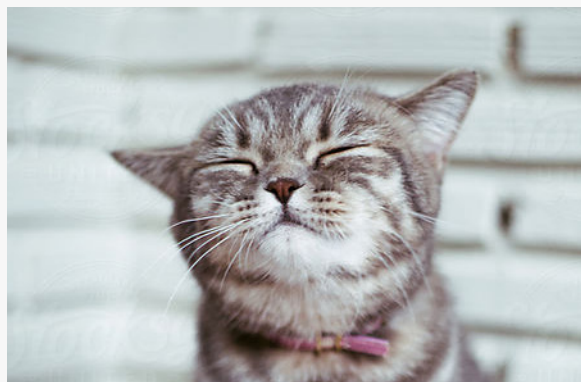
PHOTOS: THE DON'TS

Don'ts

Avoid falling into traps that make Care.com seem like a contrived, vanilla, or out-of-touch brand.

Don't use images that feel inauthentic

Don't use photography that is altered with effects

Don't use images the are cliché

Don't use images that are removed from background

Don't use photos that are posed and unnatural

Don't use images of "models"

An icon is worth
a thousand words.

ICONS

Icons are another tool we utilize. They create a visual shorthand that help users quickly relate to a theme or navigate an experience.

ICONS

From category definers to navigational elements our iconography is a useful commmunication tool that complements our brand.

We use a modern line art icons style.

Occasionally we fill in icons for marketing or UI purposes.

VERTICALS

| CHILD CARE | SENIOR CARE | TUTORING | ERRANDS/ODD JOBS | HOUSEKEEPING | PETCARE | SPECIAL NEEDS | DATE NIGHT | BACKUP CARE |

SUB-VERTICALS

| BABYSITTER | NANNY | TRANSPORTATION | AFTER SCHOOL SITTER | DAY CARE CENTER | PET SITTER | WALKER | TRAINER | GROOMER |
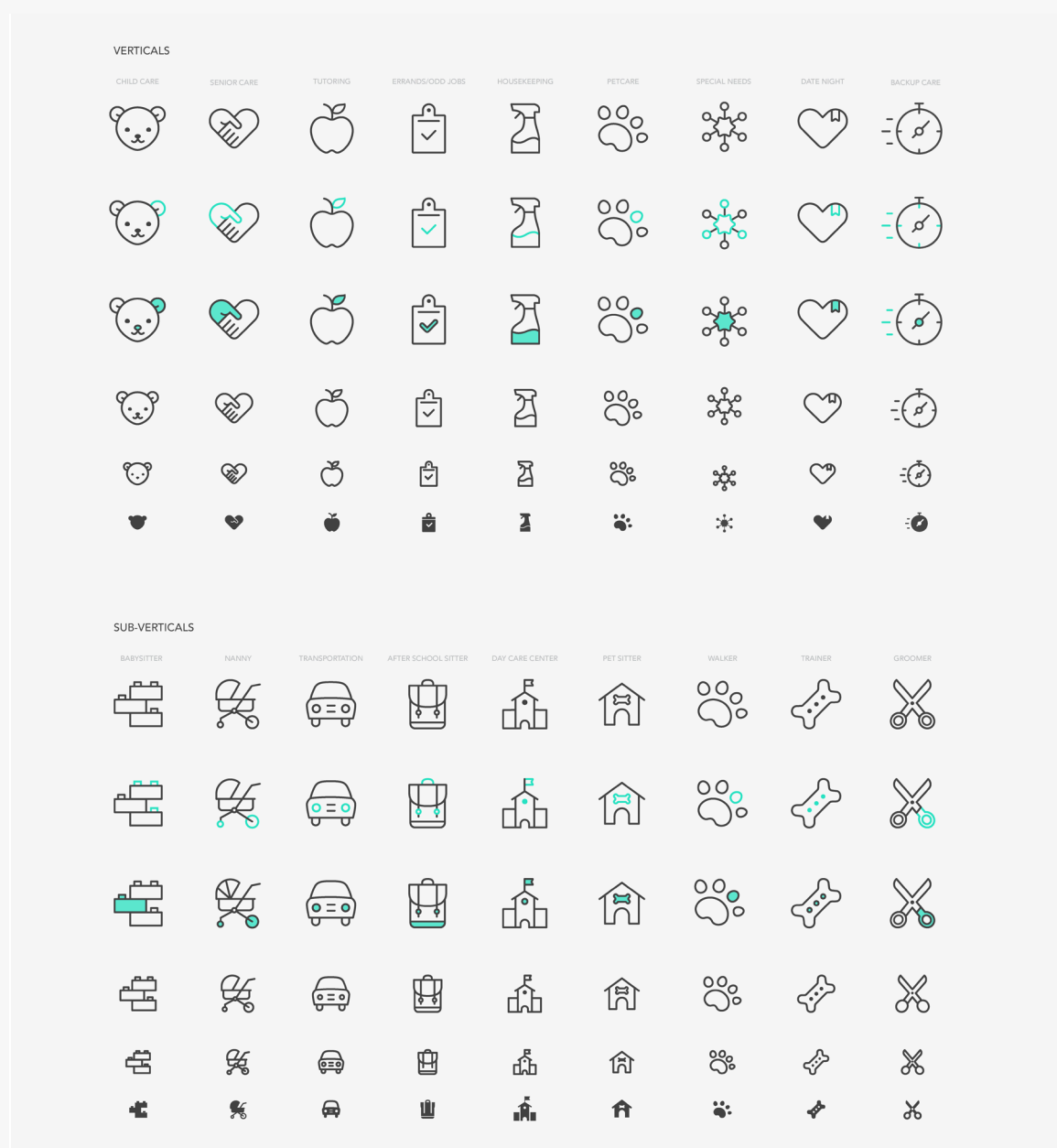
ICONS

When creating icons keep the following in mind:

- Detail should be minimial
- Corners for the most part are round
- Icons should be simple and iconic

UI ICONS
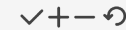
TO ADD:
credit card brands
profile views
health plans
empty state illustrations

ICONS
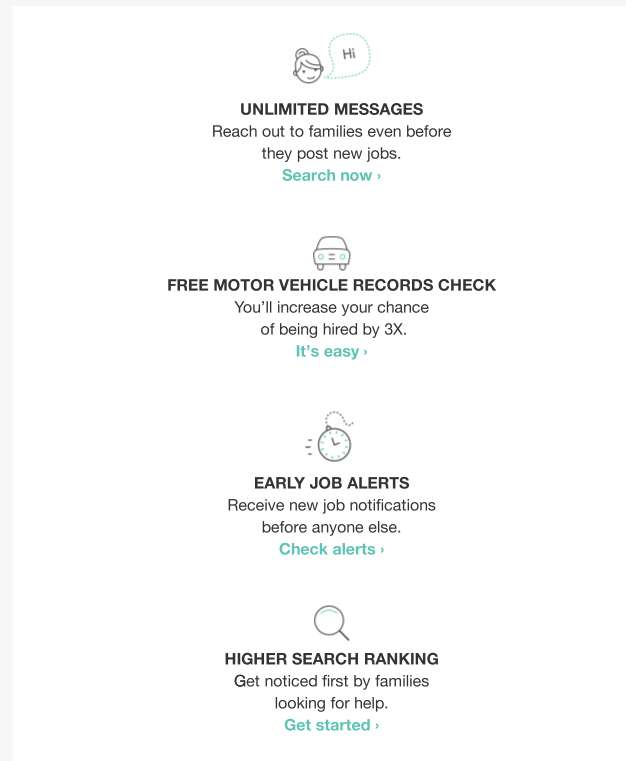
Our icons are a great baseline for creating simple icon based illustrations.
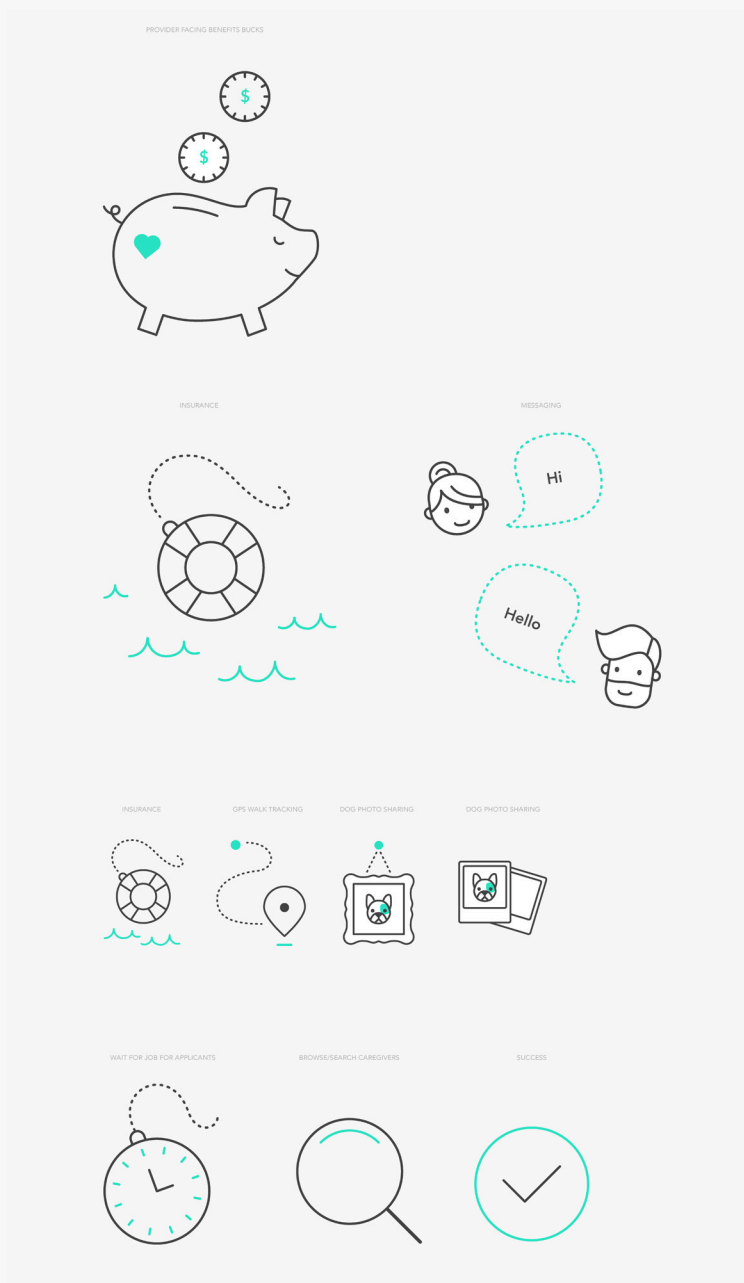
ICONS

Icons help break up lists and provide a quick visual indicator of content.

At times we use icons to complements typographic designs.
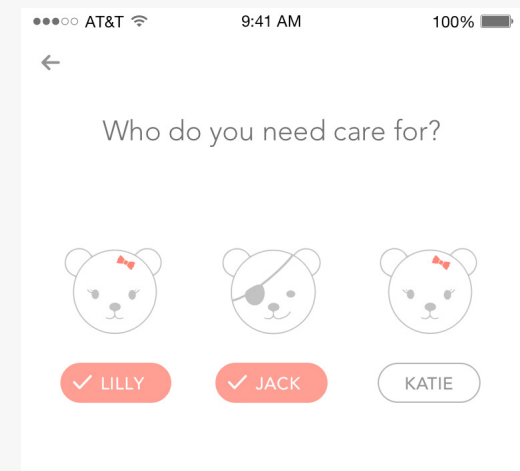
When I say: "I mopped the bathroom floor."

What I really mean is: my kids took a bath, got water on the floor, and I wiped it up with a towel.

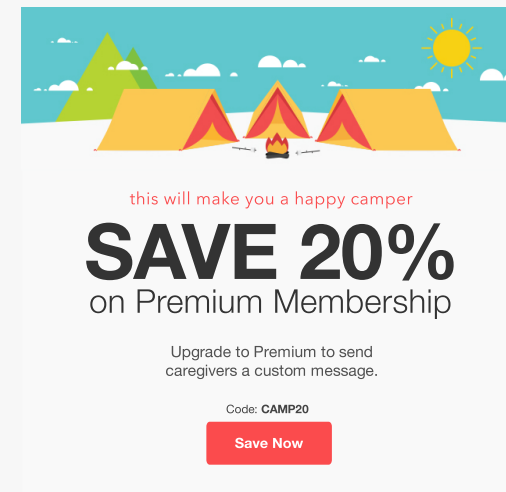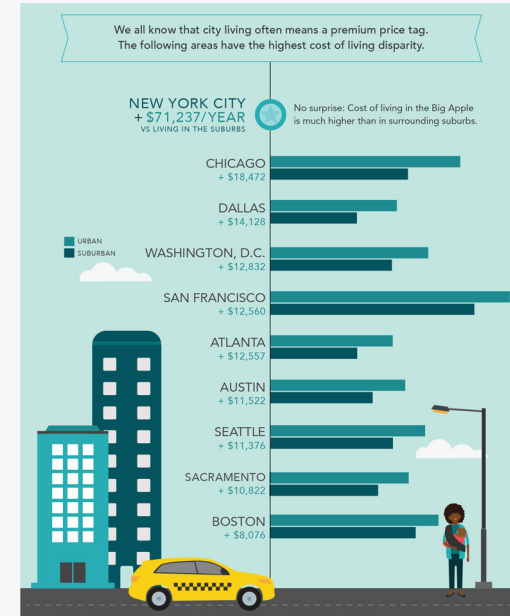●●●○○ AT&T 🛜   9:41 AM   100% ▬
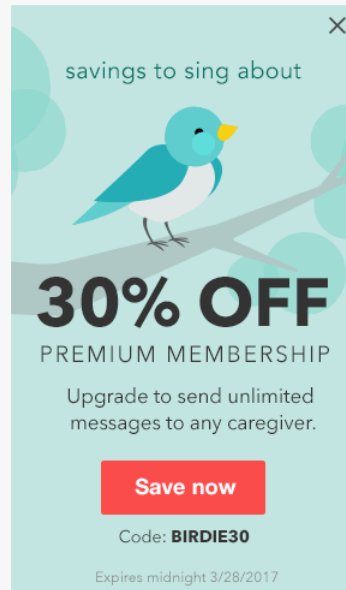
Who do you need care for?

✓ LILLY   ✓ JACK   KATIE

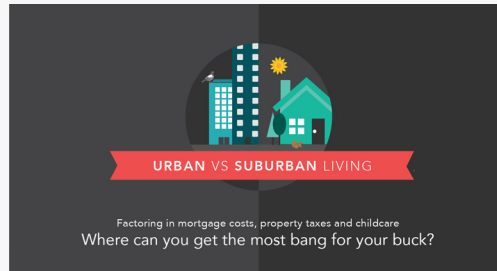# Use all the tools in your toolbox.

ILLUSTRATIONS

Illustration is a great way to express moods or themes. It engages viewers' imaginations, rather than simply displaying a realistic take on a subject.

ILLUSTRATIONS

Our illustration stlye helps to compliment our photography.

We use flat, simple graphic shapes.

When using people use
our brand approved
illustrations.
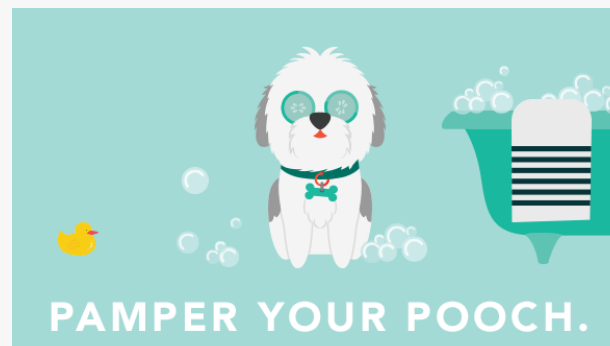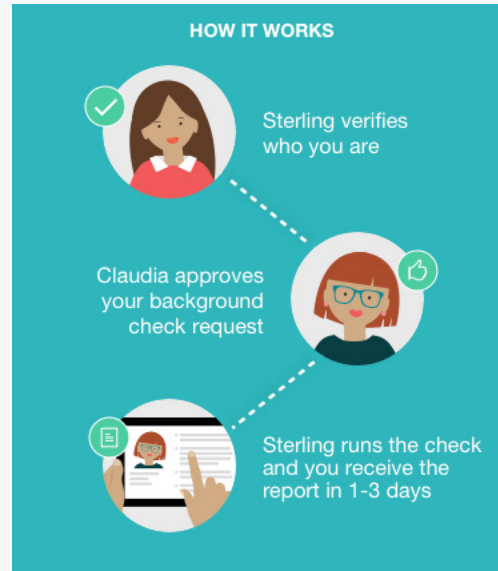
The real world is our comfort zone.

VOICE

Whether we're talking to a nanny or a foggy first-time parent, it's important that we always sound like "us." The Care.com voice is smart, modern, conversational and always comes from a place of truth. We know our audience. We understand their world. Let's show it by using words that say we get it—and we've got their back.

Know your audience

Care.com has a two-sided marketplace that consists of Seekers and Providers. No matter whom you're writing to, use a voice that reflects the spirit and mission of Care.com.

However, feel free to make subtle adjustments of our tone and personality to better connect with the target audience.

Seekers

Moms, Dads, Families, Pet Owners and Busy Working Professionals

Our primary audience consists of Millennial parents of babies, toddlers and preschoolers. Born between the early 1980s and the early 2000s, this generation shares regularly via social media, is mobile savvy, loves instant gratification and cares a great deal about making a difference in the community. A smaller portion of our audience includes slightly older Gen X parents, who are in the throes of raising school-age children, managing the care of their aging parents, or both.

Dial Up: Authentic, cool, confident, humorous, convenient, peer-to-peer interaction

Providers
Full-time, Part-time and One-time Caregivers

Our providers are the heart of our offering. Without them, we wouldn't have a business. We are always looking for ways to help them professionally with benefits, information and advice. Whenever possible showcase to providers ways that we can help them be more successful and how much we believe in the work they are doing.
=
Like Seekers, a large portion of this target audience consists of Millennials who are working their way through college or trying to catch up on bills post-college. Other caregivers skew a bit older and have the specialized experience needed to tutor, care for seniors, and lay the foundation of a childcare business. While the reasons for applying for Care.com might differ, all caregivers value the opportunity to make money while doing work that makes a difference.

Dial Up: Helpful, breezy, direct, fun, modern, flexible, accessible, connected, bottom-line savvy, instant gratification.

VOICE

Our voice reflects an understanding of how today's families live and work.

Modern not Trendy

Real not Cynical

Playful not Sarcastic

Empathetic not Sappy

Breezy not Cavalier

Tech-smart not Transactional

Helpful not Intrusive

Adaptive not Fickle

Empowered not Infallible

Guideposts for writing and relating

Some helpful things to keep in mind when your fingers hit the keyboard

- Think about what the target audience might be experiencing the very moment they're reading your words

- Start from a place of truth—weave in insights that show parents and caregivers you live in their world

- Avoid puns (it makes us sound old-timey and inauthentic)

- Let the visual support or payoff the headline, versus restate it

- Write like you're telling a friend something you know they'll appreciate

- Less is always more

- Write body copy that flows like a story

- Dare to be self-effacing and a little quirky

- Laugh with the target audience, not at it

Everyone needs rules sometimes.

USAGE

We use voice and design elements to create communications that feel unique, but always stay inside our brand playground. The following guidelines will offer some do's and don'ts of design—from photography to font size to logo placement, and for copy—from relating to your audience to leading with a benefit.

USAGE: THE DO'S

Ex 1

Choose an engaging photo that fits our brand style.

Use Avenir Next Bold or DemiBold for headline.

Use Avenir Next Medium for subhead.

Use Avenir Next Regular for body copy.

Make sure text color is legible against background.

Use gray text.

Make sure logo is at least .25" high and placed on a contrasting background.

Call out promo without it taking over ad.

Ex 1

USAGE: THE DO'S

Ex 1
Select an engaging photo that fits our brand style.

Ex 2
Use images of the product if that helps in your communication.
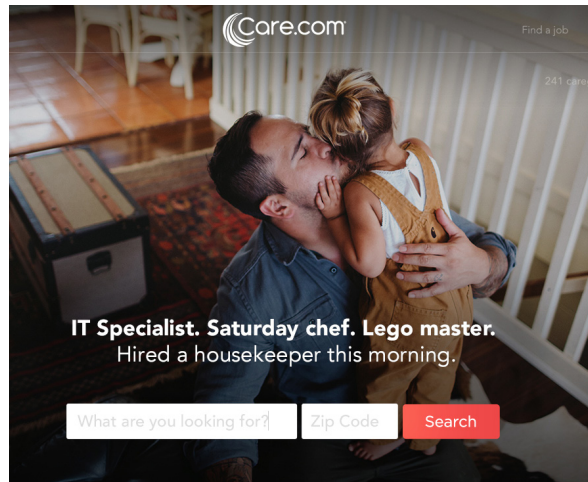
Ex 3
Select an engaging photo that fits our brand style.

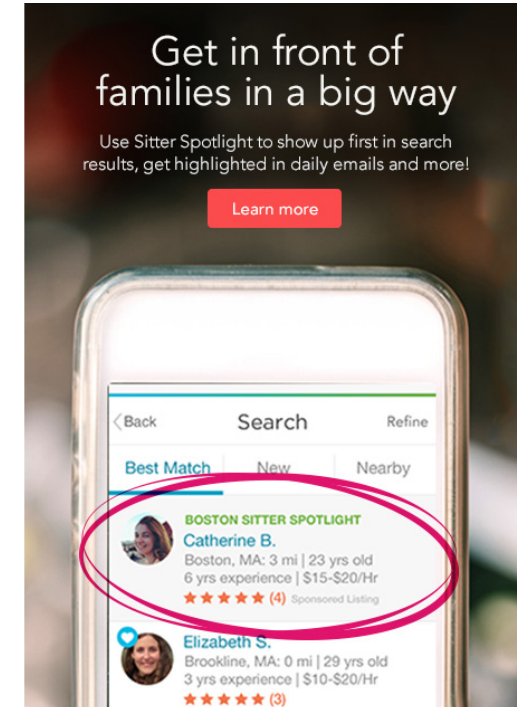Make sure type has enough contrast to be legible.

Ex 1

Ex 3

Ex 2

USAGE: THE DO'S

Ex 1

Use a combination of images to create visual interest.

Ex 2

Do things that are timely and seasonal relevant

Ex 1

Ex 2

USAGE: THE DO'S

Ex 1
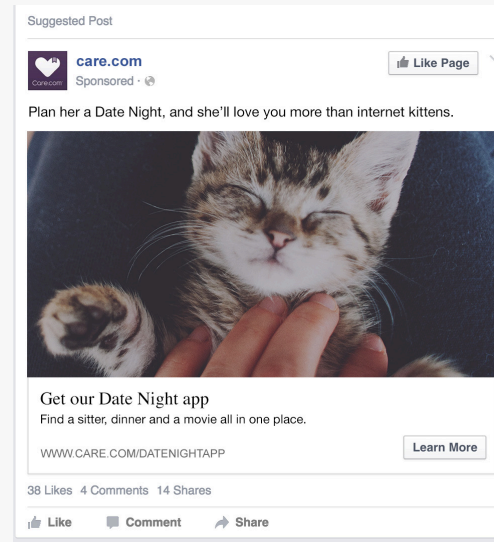Reference things that are culturally relevant.

Ex 2
Demonstrate a real understanding of why our audience needs our services.

Ex 3
Do use photos that capture a real family moment.

Use copy that leads with the benefit of our services.

Ex 1

Ex 2

Ex 3
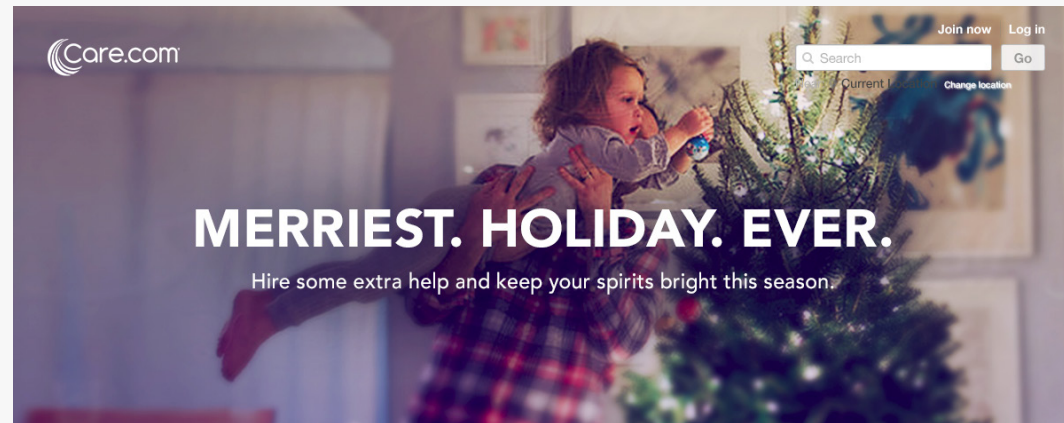
USAGE: THE DO'S

Ex 1
If the offer is the hero lead with it.

Ex 2
Add interest to a layout, by masking photos into shapes that don't always follow a straight line.

Ex 3
Crop images in new and interesting ways.

Ex 3
Show an understanding of parents' lives.

Ex 1

discover this great deal

SAVE 20%
on Premium Membership

Home with the kiddos? In the office? This will make your Monday.
Upgrade to Premium to send unlimited messages to any caregiver.

Code: **COLUMBUS20**

Save Now

Ex 2

Care.com   My Account

We're here for you, all year long.

This year, let us help the entire family, every season.
From back-to-school sitters to spring cleaning experts,
Care.com is the partner you need to succeed in 2017.

12 months of Premium only $99.99
(a $156 value!)

Save now

Code: **XXXXX**

Ex 3

We haven't seen you in awhile!

Do you have any new needs we can help with?
Care.com has experienced dog walkers, professional
housekeepers, errand runners, child care and so
much more. Offload some tasks today!

Post a Job

Ex4

Care.com   My Account

Does this look familiar?

Let's face it: Kids can be...spirited. But that's why we're here.
Find a sitter who'll keep them happy and mischief-free.

Post a Job

USAGE: THE DO'S

Sometimes we treat photos with a color overlay. This offers an alternative design option as well as a clean, legible spot for copy. These treatments can be more challenging, so please work with a designer on these.
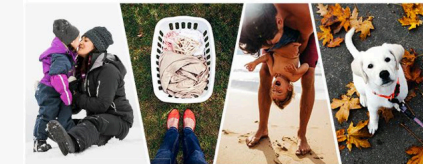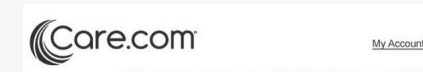
Ex 1

Choose a picture that doesn't require detail to telegraph.

Ex 2

Usetranspararent color overlay over part of a photo to provide space for copy.

Ex 3

Incorporate diagonal accents to add an emphasis to something specific in the layout.

Ex 1

Introducing Bookings

The hiring process just got easier!

Ex 2

WHAT YOUR KIDS THINK YOU DO AT WORK

"My **Daddy** is a **big boss** and the people that work for him **play ping pong**. They made me **Senior Ball Fetcher** but I have to keep it a secret.

Ex 3

WHO WE ARE

Contractsfornannies.com is sponsored by Care.com and the National Domestic Workers Alliance. Care.com, the world's leading destination for care, is committed to improving the lives of families and caregivers. The National Domestic Workers Alliance is the nation's leading voice for dignity and fairness for the millions of domestic workers in the U.S.

USAGE-DO'S

Ex 1

Stay light and fun to engage our audience.

Ex 2

Choose topics that are relevant and timely.

Ex 3

Share information that is helpful and relevant to our audience.

Ex 1

Don't be a bum.
Plan a Valentine's Day date night.

Ex 2

Don't worry, Prince George
BIG BROTHERS RULE
(In your case, literally.)

CONGRATS WILL & KATE

Ex 3

BABY SHOES
PRINTABLE CHEAT SHEET

ACTUAL SIZE

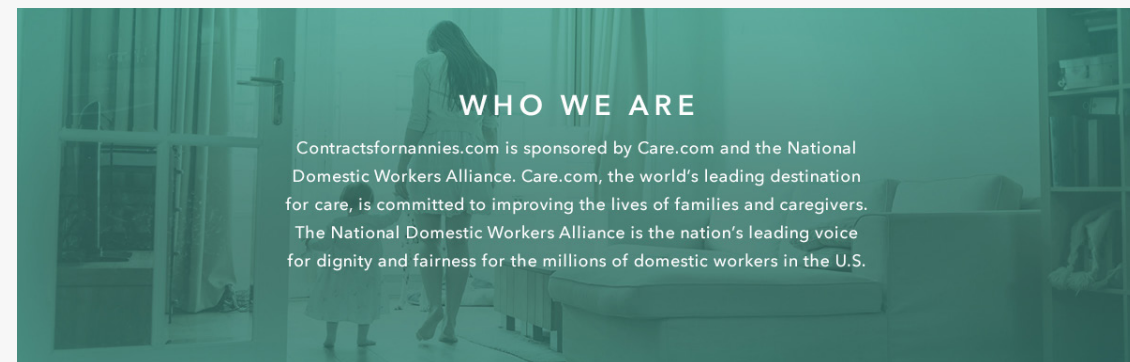| US SIZE	EURO SIZE	FOOT LENGTH (IN)	APPROX. AGE
11	28	6 2/3	4.5 years
10.5	28	6 1/2	
10	27	6 1/3	3.5 years
9.5	26	6 1/6	
9	26	6	3 years
8.5	25	5 5/6	
8	24	5 2/3	2.5 years
7.5	24	5 1/2	
7	23	5 1/3	2 years
6.5	22	5 1/6	
6	21	5	18-24 months
5.5	21	4 7/8	
5	20	4 5/8	12-18 months
4.5	20	4 1/2	
4	19	4 3/8	9-12 months
3.5	18	4 1/8	
3	18	4	6-9 months
2.5	17	3 7/8	
2	17	3 2/3	3-6 months
1	16	3 1/3	0-3 months

just print this out and
have your baby step
on the chart above

Learn more about baby shoe sizing ›

USAGE-DO'S

Ex 1
Select an engaging photo that fits our brand style.
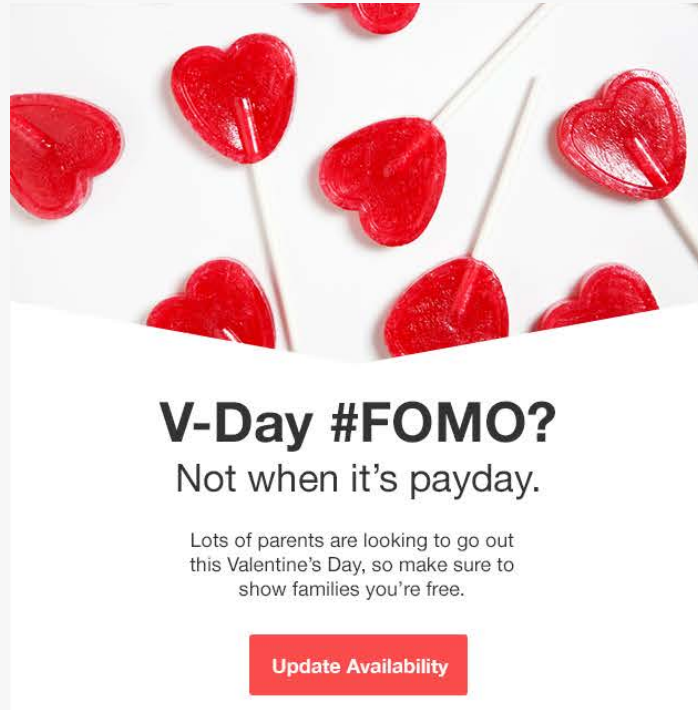
Ex 2
Use language and visuals that our audiences can identify with.

Ex 3
Where possible in copy and visuals show an understanding of audiences' life. Ex: College Caregivers
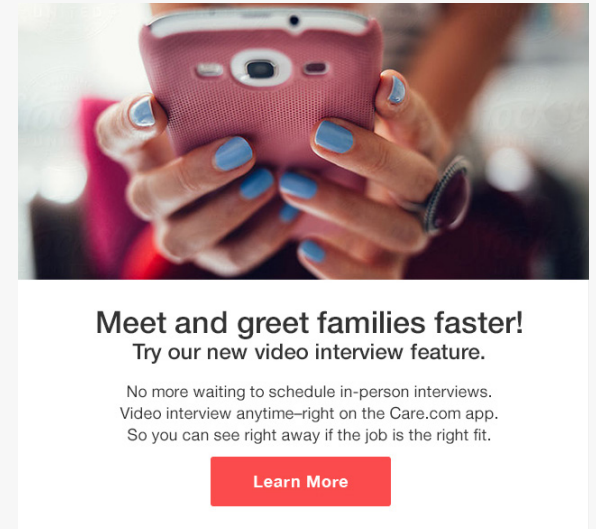
Ex 1

V-Day #FOMO?
Not when it's payday.

Lots of parents are looking to go out this Valentine's Day, so make sure to show families you're free.
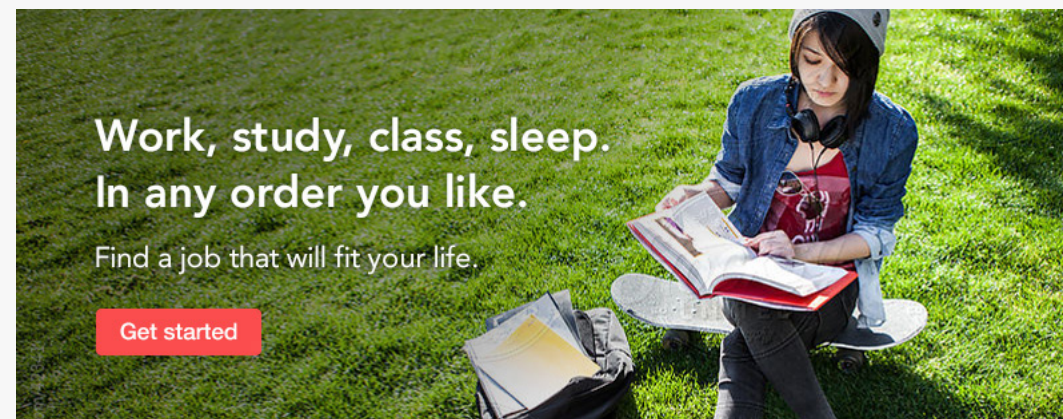
Update Availability

Ex 2

Meet and greet families faster!
Try our new video interview feature.

No more waiting to schedule in-person interviews.
Video interview anytime–right on the Care.com app.
So you can see right away if the job is the right fit.

Learn More

Ex 3

Work, study, class, sleep.
In any order you like.

Find a job that will fit your life.

Get started

EX 1

Don't use our old logo.

Don't use multi-colored text for headline.

Don't mix Kathya and Avenir on the same row of type.

Don't use Kathya in promos or to highlight verticals.

Don't let the promo offer compete with the headline. Unless you want it to steal the spotlight.

Don't be punny with headline.

EX 2

Don't use harsh shadows on type.

EX 3

Don't crop an image in a way that makes it confusing and less impactful.

EX 1

EX 2

EX 3

USAGE: THE DON'TS

Ex 1

Don't use fonts that are not part of the Care.com library.

Don't use non-brand colors.

Ex 2

Don't turn brand photography into memes.

Ex 3

Don't use a photo if its dimensions don't work. Choose photography that works for your intended space.

Don't place the logo over vital info in the photo, a person's face, or a product screen.

Ex 1

Happy
Passover

From The Care.com Family

Ex 2

DO YOUR GODDAM CHORES.

I HAD A C-SECTION FOR YOU.

Ex 3