

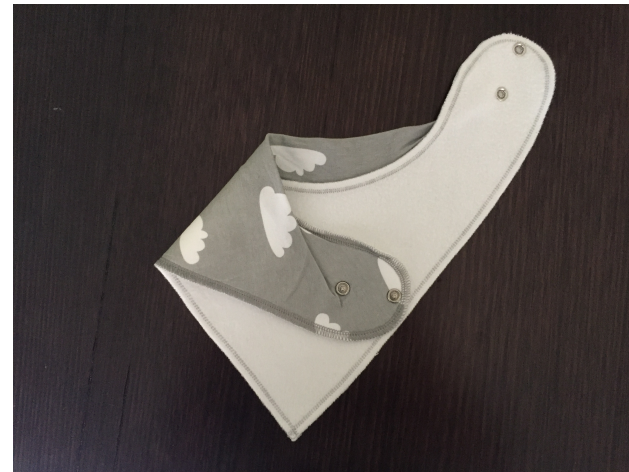
Dribblr Logo Brief

May 2016

Background

We're in the happy baby, happy parent business! Our company sells super-stylish, high quality bandana bibs that keep drooling babies dry and comfortable.

We are a startup, kicking off with one product – **5 ranges of bandana bib 3-packs** - then selling more products in the future such as teething necklaces for mums, baby bed linen, and pram liners.



Logo Usage

- Website dribblrbaby.com.au (currently under construction)
- Social
 - Facebook
 - Instagram
 - Pinterest
- Email templates
- Product (tag)
- Packaging
 - Mailing satchel
 - Box
 - Thankyou postcard
 - 'With Compliments' slip
 - Sticker

Target Audience

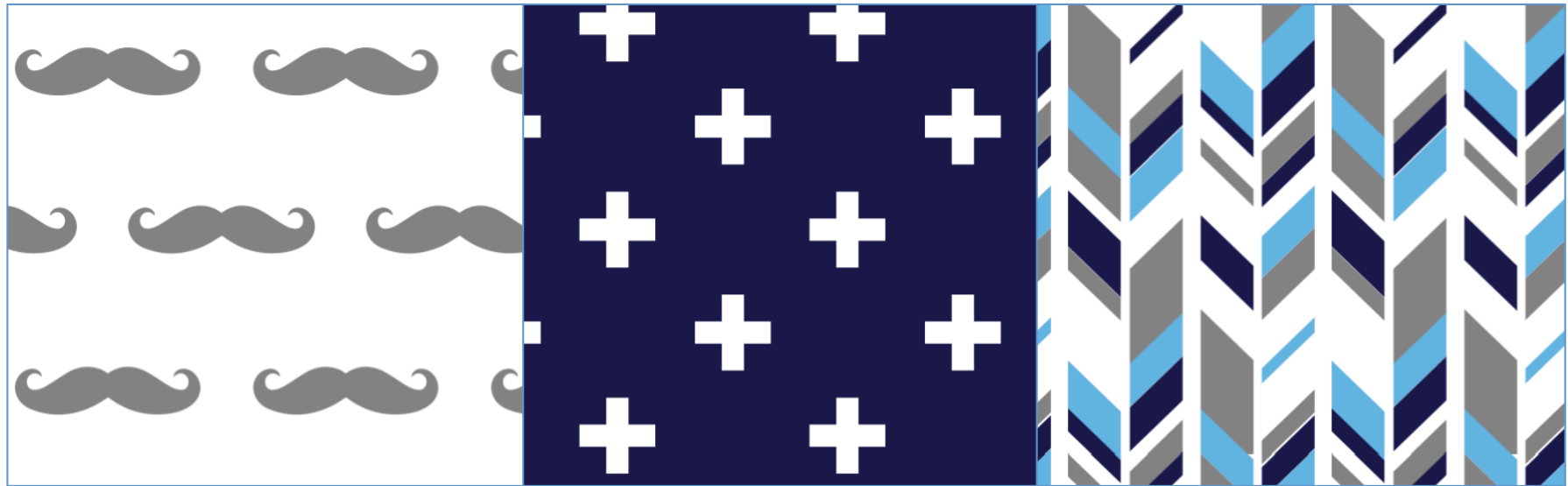
- Gender: Female
- Age range: 25-40
- Geographic location: Australia
- Mid-high annual family income (\$150k+)
- Mums looking to purchase for their baby
- Mum-aged females looking to purchase a unique baby shower gift

Other players

Name	Website	Notes / comparison
Audrey & Me (Australia)	https:// www.audreyandme.com.au	More of a 'handmade' vibe than we want to go for with Dribblr
MatiMati (US)	http:// www.matimatibaby.com	Very similar to our idea for Dribblr
Copper Pearl (US)	http://www.copperpearl.com	Very similar to our idea for Dribblr – slightly lower end
Funky Giraffe (Australia)	https://funkygiraffe.com.au	More of a kiddy, playful, 'baby-ish' vibe than we want for Dribblr

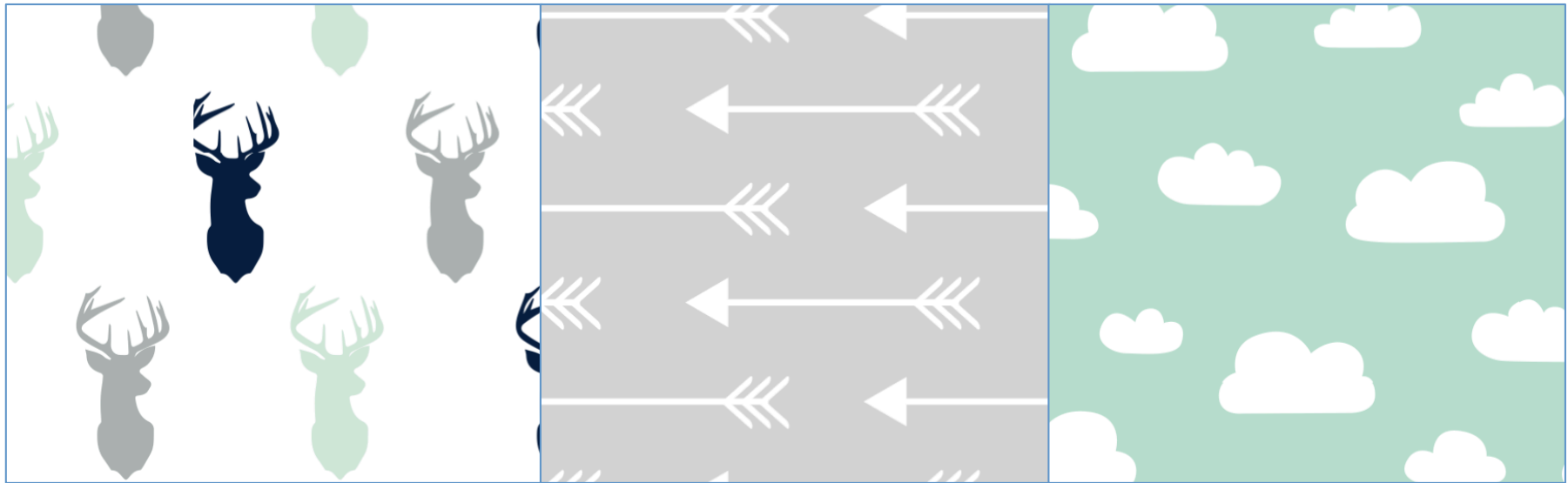
Bandana Bib 3-pack Designs

Range 1 of 5 – Moustaches, Crosses & Fletching



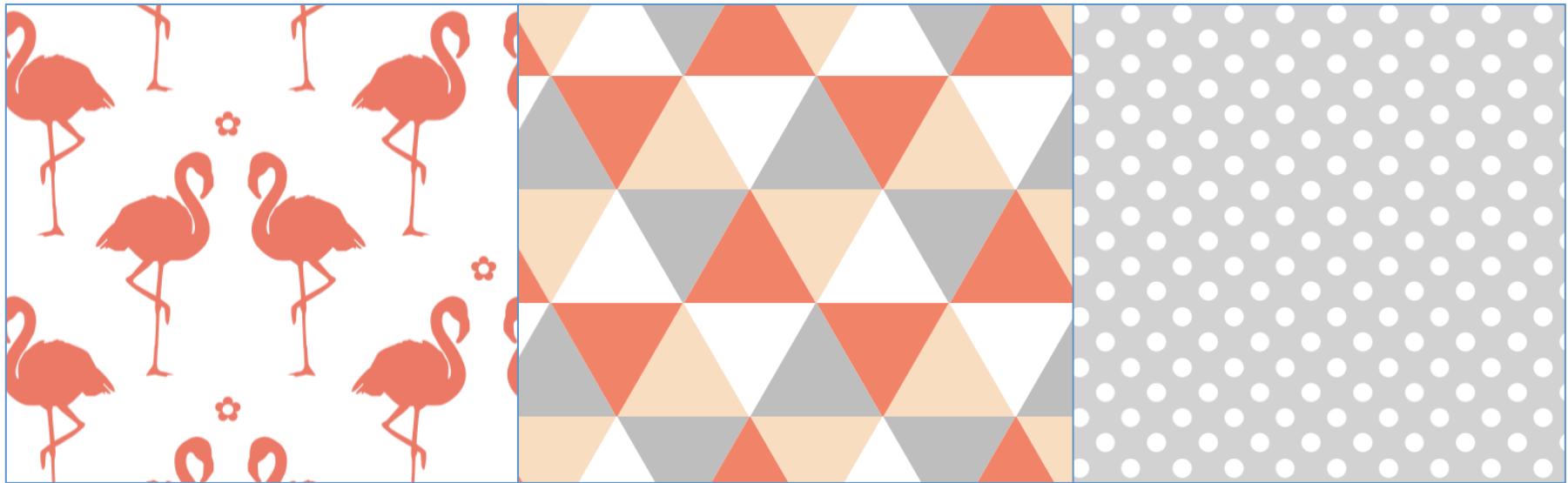
Bandana Bib 3-pack Designs

Range 2 of 5 – Stag heads, Arrows & Clouds



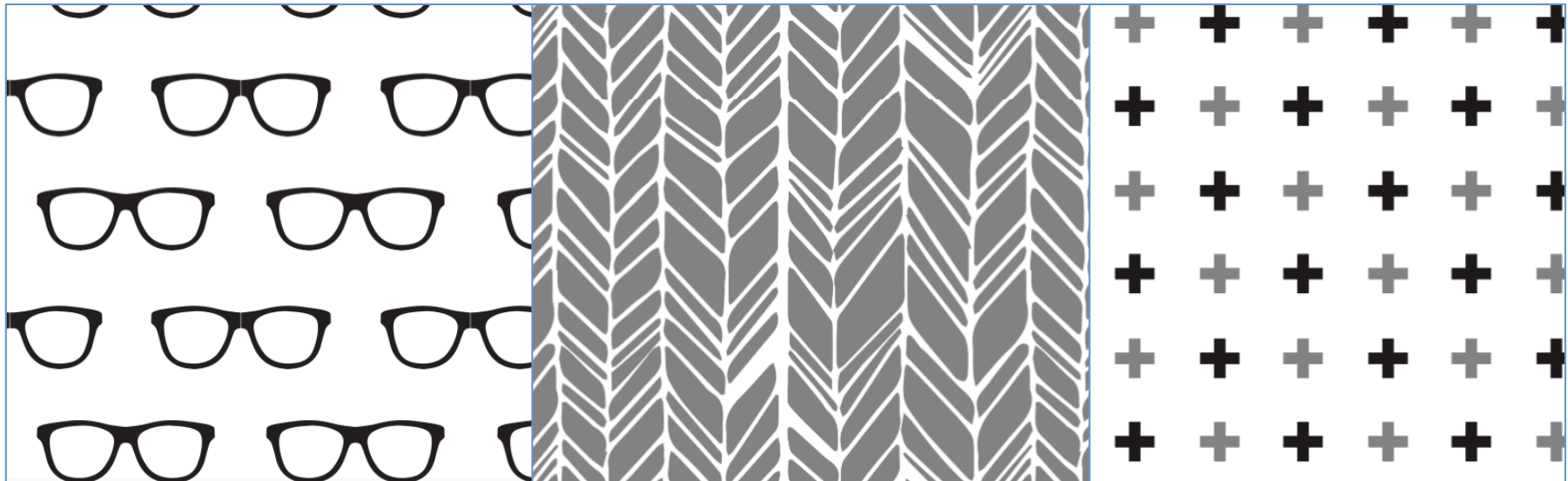
Bandana Bib 3-pack Designs

Range 3 of 5 – Flamingoes, Triangles & Dots



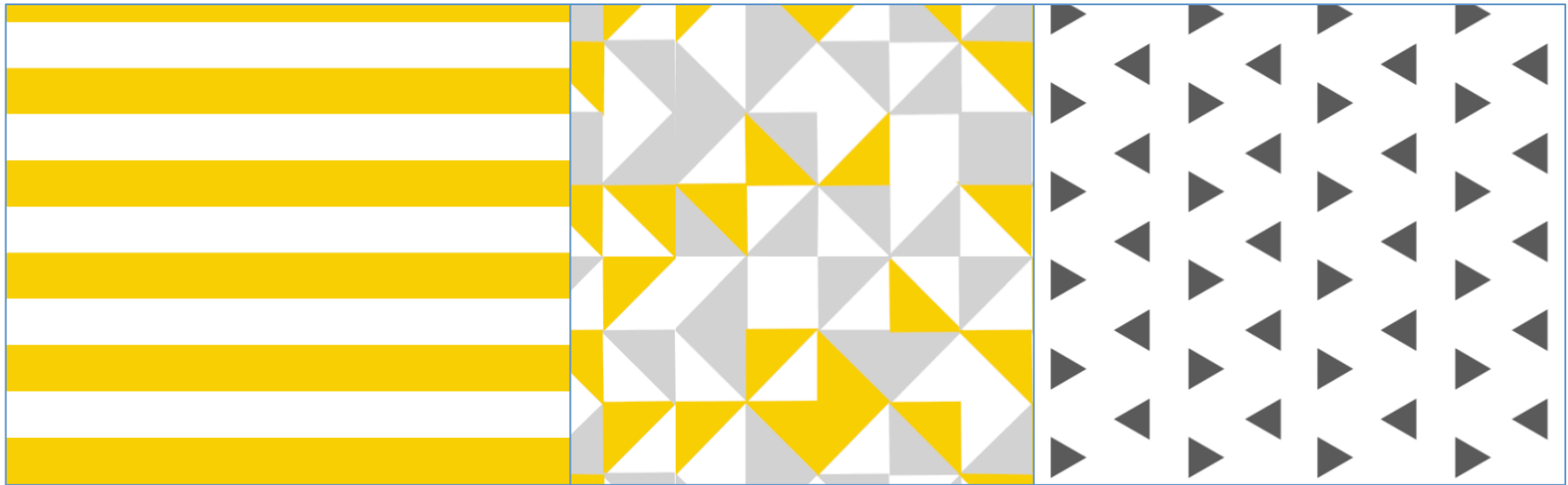
Bandana Bib 3-pack Designs

Range 4 of 5 – Specs, Feather & Crosses



Bandana Bib 3-pack Designs

Range 5 of 5 – Stripes, Geo & Triangles



Brand & Packaging Inspiration

- Pinterest 'Biz' board: <http://pin.it/P2c78p6>
- Shopify theme shortlist
 - <https://themes.shopify.com/themes/parallax/styles/aspen/preview>
 - <https://themes.shopify.com/themes/label/styles/create/preview>
 - <https://themes.shopify.com/themes/colors/styles/fluor/preview>