

# *B.E.S.T (Balancing Electronic Screen Time) Practices*

## *Real Solutions for Managing Childhood Screens*

### **Feedback and Ideas from FMM Team**

BEST logo should have the word BEST since that is a very strong message and the B or a symbol - should be able to stand alone.

Feelings:

- Modern
- Clean
- Fun
- Trendy - but not Faddy
- Something I would want to wear
- Gender Neutral (no cute/girly hearts)

Images:

- Nature, Outdoors
- Navigation- Compass
- Location Marker (As seen when you check in or use maps)

Conveys:

- Playing outside is more fun
- Independence
- Leaders/Trend Setters/Path Forgers
- Nature
- Family over the Screen
- Balance

We really like the use of the Location Marker...which is symbolic of where your mind is...both in the real world and virtually.



Replace heart with Word BEST or single letter B



- like the combination of the compass and nature and clean modern feel
- Like the use of the location marker - where are you present
- “B” in the middle and the location marker points to the B
- Try with BEST inside???



**High Place**

- Love how the location marker encompasses the nature aspect...but need to be careful we don't look like an outdoor company



- Like how the imagery is incorporated into the lettering



- Like the simplicity of the single letter, instead of using the circle, maybe look at using the “location” marker
- Try with b and then BEST underneath

**B.e.s.t.      Best**

Here's a mockup of another idea we had...

- Reminds us of a sunrise
- We like the feel of the outdoors
- We like how the compass focuses on the TRUE north (not the whole compass)
- Compass feels too nautical in this image - Find something more simple

LOGO Feedback:



- We like that it has a standalone symbol
- Feels too corporate



- Like the boldness of the letters
- Like the placement of the "Balancing Electronic Screen Time"
- Potential concept for future logo we use when we put together "BEST KIDS" program down the road



- Did not like that all we saw was the #3
- Hard to read the sideways print
- Too Sterile



- Interlocking B a little too hospital/sterile feeling
- Did not like the hearts/sidewaysB