

Vroom® Content and Attribution Guidelines – Part 1

# What is Vroom®?



an initiative of the Bezos Family Foundation

# Contents

In this section, you will learn more about the history and vision behind Vroom. These critical factors inform all of our work and can help you understand how to best position Vroom in alignment with your brand and communications.

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## The Philosophy of Vroom®

**Vroom empowers parents and caregivers to play a proactive role in their children's early brain development by turning shared, everyday moments into Brain Building Moments®.**

By taking early brain science out of the lab and putting it in the hands of caregivers, Vroom empowers parents to see what they are already doing to support their child's brain development, and encourages more of it. Boosting children's learning doesn't require more time, money, or stuff. It is about making little changes in how we use our time with our children to have a big impact on their growing brains. Vroom does more than just offer caregivers tips that are fun, easy, and promote bonding - it explains the science behind every activity so caregivers can see how it can make a big difference in their children's lives.

## Section 2

# The History and Vision

The story of Vroom starts with the Bezos Family Foundation's commitment to science. For more than a decade, the foundation has been funding research advancing the science of early learning and brain development. This research laid the groundwork for the science of Vroom.

With these findings in hand, the question then became "How can we get the research out of the lab and into the hands of parents," especially under-served caregivers and communities who could most benefit from an accessible translation of the science? While these children and their families had the most to gain, there weren't positive, empowering brain-building resources or a relatable expression of the science available to them. The tools and research weren't effectively reaching them in their communities or connecting with them on a personal level.

**"Instead of focusing on getting each parent to spend an hour reading aloud from the latest Curious George book, a suggestion that seemed out-of-touch and burdensome to parents we met, our team asked: How can we move beyond reading to catalyze the kind of engagement kids need to build their brains? How can mealtime, bus stops, and running errands join storytime as an intentional moment of learning?"**

– Redefining Parent-Child Engagement, IDEO.org

The Bezos Family Foundation partnered with IDEO.org to better understand why. We learned that well-meaning parent-facing messages like "Read to your child for X minutes every day" often feel unattainable.

Rather than telling parents what they *should* do, we decided to focus on what they were *already doing right*. Every day brings small moments of joy and interaction between parents and their children. We want to spark more of these pivotal moments and use them as an educational springboard for their children's future.

To achieve this, we can't wait for parents to come to us, so we meet them where they are. We don't ask them to invest more time or money. We don't ask them to add an unrealistic routine to their already busy lives. We simply remind them that any moment can be a Brain Building Moment®, and they already have everything it takes to be their child's greatest teacher.

### Section 3

## The Mission

# Turn everyday shared moments into Brain Building Moments<sup>®</sup>.

## The Values of Vroom

### 1. Be positive and empowering

The message of Vroom is non-judgmental and reminds parents that they already have what it takes to be brain-builders. By showing parents the benefits of what they are already doing right, Vroom promotes more frequent interactions that boost a child's brain development.

### 2. Aim for attainability and accessibility

Vroom Tips™ and Materials are flexible and adaptable to meet the unique needs of diverse implementing organizations, families, and communities. We write all of our parent-facing content at or below a 5th-grade reading level, avoid technical jargon and complex concepts, and strive to be inclusive of all families.

Moreover, Vroom is free for both parents and communities. We don't have restricted, paid content and we don't include advertising. Print-ready Vroom Materials are free to download via our [Tools and Resources page](http://vroom.org/tools-and-resources) (vroom.org/tools-and-resources) and pre-produced professionally printed materials can be ordered at cost (taking advantage of our capacity to order in bulk) via the [Vroom Supply Center](#).\*

\*To get access to the Vroom Supply Center visit <http://bit.ly/VroomBulkOrders>

## The Values of Vroom (cont.)

### 3. Lead with the science

Vroom is grounded in research and presented in a way that's easy to understand, easy to apply, and motivating. It explains not just "what" to do, but "why"—and the "why" matters! Contributions from [Vroom Science Advisors and Mind in the Making \(MITM\)\\*](#), another program of the Bezos Family Foundation, help ensure that Vroom is always up-to-date with the most timely and relevant scientific research and findings in early childhood learning and brain development. You can trust that Vroom Materials will be based on current best practices.

### 4. Meet parents (and communities) where they are

Vroom is achievable within the reality of parents' busy lives and doesn't require extra time or money.

We also understand that implementing organizations come in all shapes and sizes. Not all organizations have access to professional design capacity and talents. With that in mind, Vroom uses a simple content attribution system that empowers organizations of all capacities to utilize and adapt Vroom resources at the level that fits their capacity and need, while ensuring their organization and messaging resonates with their community.

\*To find out more information about MITM, visit [vroom.org/behind-the-research](https://vroom.org/behind-the-research).

## **Vroom is a Movement, Not Just a Message**

It's under these guiding principles that Vroom was built – not as a time-limited PSA campaign or an exclusive technology platform. Not as a stand-alone program or an intervention - but as a set of values that translate science into actionable parenting tips. We share Vroom Tips™ in a variety of ways to help parents identify Brain Building Moments® and remind them they already have all that it takes to give their kids a strong start in life. Our end goal is to create a culture shift in parent behavior through a common language of brain-building.

**Vroom celebrates the powerful traits that unite all parents – a sense of pride and resourcefulness to provide the best start in life for their children – while being flexible and adaptable to meet the unique needs of diverse groups and communities.**

## Vroom is not...

**About Parenting Overall.** It is about promoting engagement and reinforcing existing strengths through specific brain-building behavior based on science.

**Perfect Parenting.** Being a brain-builder is not about perfect parenting. We try to avoid making judgments about people's lives and/or capacity. Everyone has what it takes to be a better brain-builder, regardless of background or economic status, and we can all strive for better, not best.

**Prescriptive.** Vroom isn't about telling parents what to do; it is about meeting them where they are.

**Boring.** All messages will contain the informal and somewhat playful voice of Vroom. We want a Vroom moment to be the best part of a parent/caregiver's day. We want the child and the adult to experience this as play.

**Academic.** Science is at the core of the content, but you don't need to know anything about neuroscience to understand it. We avoid jargon (even our own) and speak in terms that anyone can connect with on a personal level.

**Forgettable.** By keeping messages short and relevant we make it easy for parents to share Vroom Tips™ with their friends in regular conversation.

**Just an app.** We are very proud of our app(s)! But beyond the app, Vroom is a broad-based community initiative with the goal of inspiring a culture of brain-building. Our app is one of many tools we use to initiate positive engagement between caregivers and children.



## Section 4

# The Science

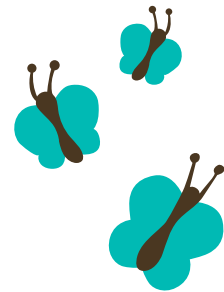
## Using the science of early learning to help all children succeed and thrive.

Science is at the heart of Vroom. Leaders in neuroscience, psychology, behavioral economics, parenting, and early childhood development make up our brain trust – and their remarkable work informs all that we do. Through their research we've learned:

- Babies are born with tremendous potential. From day one they are wired to learn with billions of neurons, nearly all of the neurons they will have in their lifetime.
- In these early years, children's brains form more than 1 million new neural connections per second.
- About 2/3 of one's lifetime connections, or synapses, will be formed during the first five years of life.
- While genes make up the brain's blueprint, positive early experiences with adults create the foundation for lifelong learning.

## The Science (cont.)

Vroom materials are designed to promote three key scientific principles:



1. Positive connections with caring adults help a child's brain grow strong and flexible.
2. Back-and-forth interactions, or conversations, build a child's brain in ways that help their learning, health, and behavior both now and in the future.
3. Building life skills like organization, focus, self-control, and problem-solving, as well as taking on challenges in their early years helps a child today and later in life.

Studies show that school readiness and success, better health, and strong relationships in adulthood are tied to the development of these life skills. For more info on the science behind Vroom visit [vroom.org/behind-the-research](https://vroom.org/behind-the-research).

## Section 5

# Anatomy of a Vroom Tip™

Vroom Tips help caregivers turn everyday routines into Brain Building Moments® with their children. Vroom Tips promote brain development, language, early literacy and numeracy, and executive function skills. The science behind the activities is informed by the work of the Vroom Science Advisors, and distilled by Mind In The Making, another program of the Bezos Family Foundation. Each activity and Brainy Background™ is written in a conversational tone to make them fun and easy for any caregiver.

Each activity is written to be age appropriate and does not require a lot of time or money to complete.

The Brainy Background™ explains how this interaction builds the child's brain.

### Home Museum


Ages 4-5

Invite your child to find some special things and put them out like in a museum or store. Have them lead you through their collection. Ask them to share with you why the items are meaningful. Take turns choosing your favorite things to share with each other.

Find more tips at [Vroom.org](http://Vroom.org)

Front

### Brainy Background™



In this activity your child is practicing important communication skills. Thinking about what to say and how to say it uses memory too. When you listen and share their words, feelings, and actions you're also building a safe place for learning.

vroom.

Back

Like many other tips, this is geared towards back and forth interactions.

## Section 6

# Vroom® and Your Brand

## How Vroom fits with your organization's communications and brand messaging:

Whether you intend to add Vroom into your existing early learning efforts or as a stand-alone initiative, Vroom materials are always designed flexibly to let your organization shine.

As our trusted messenger, we know you have a relationship with your community. We want our materials to make it easy for you to share Vroom in a way that strengthens this bond.

In Part 2, we will explore how the VroomContent and Materials are intended to be used to bolster your work and communications, raising your organization's profile and credibility while at the same time ensuring that your organization gets recognition for all your hard work.

To find *Part 2: How To Use Vroom Content and Materials*, please visit **[vroom.org/tools-and-resources](https://vroom.org/tools-and-resources)**

We encourage you to check these Content and Attribution Guidelines often, as they may be amended from time to time and without notice.

**Contact**

For assistance in understanding these guidelines, for Vroom Technical Brand specifications, or to request permission to use Vroom assets or marks in a way not covered here, please contact us at **[feedback@vroom.org](mailto:feedback@vroom.org)**.



an initiative of the Bezos Family Foundation

Vroom® Content and Attribution Guidelines – Part 2

# How to Use Vroom® Content and Vroom Materials



an initiative of the Bezos Family Foundation

# Contents

## **PART 2**

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We encourage you to check these Content and Attribution Guidelines often, as they may be amended from time to time and without notice.

## Section 1

# Understanding Design and Branding Terminology

A common language helps align our work and ensure clear expectations. With that in mind, here are a few common terms and expressions that will appear throughout these guidelines.

**Assets** Assets are the individual design building blocks that combine to create materials. These include illustrations, photographs, fonts, colors, etc.

**Attribution** The process of identifying the source of the Vroom® Content.

**Call to Action or CTA** What you want your audience to do, such as visit your website to learn more or call a phone number (e.g. “To learn more visit Vroom.org”).

**Vroom® Content** Vroom text, such as brain-building tips, Brainy Backgrounds™, Brain Building Basics™, and other Vroom copyrighted material.

**Content and Attribution Guidelines** Information that explains how to integrate the Vroom Content and apply the Vroom Trademarks to your organization’s communications.<sup>1</sup>

**Vroom Trademarks** Any combination of words, names, symbols, or designs used to identify and distinguish Vroom. This includes marks or logos created and owned by the Bezos Family Foundation (or the Foundation) for use with the Vroom Content and Vroom Materials<sup>2</sup>.

**Vroom Logo** The Vroom Logo is shown on page 3.

**Vroom Materials** Collateral and resources intended to raise awareness about the importance of brain-building and the simplicity and fun of Vroom. These include, but are not limited to posters, flyers, videos, tip cards, and handouts created by the Bezos Family Foundation that can be used to show parents and community organizations what Vroom is all about.

**Vroom** The Vroom program is an early learning initiative of the Bezos Family Foundation (or the Foundation), referred to hereafter as Vroom®.

**Vroom Templates** Vroom Materials that have easy-to-use drop-in fields where you can add your logo and CTA within Vroom Materials and alongside Vroom Assets.

<sup>1</sup> Vroom Content, Vroom Materials, and Vroom Trademarks are protected by trademark and/or copyright laws.

<sup>2</sup> A list of Vroom Trademarks can be found on page 11.



## Section 2

# Localize the Message

## Strengthen Your Brand and Let It Shine alongside Vroom Content

The following guidelines will help you incorporate your organization's content and brand alongside Vroom Content while balancing our institutional branding and intellectual property needs with your organization's design and materials capacity. Our goal is to encourage you to share the Vroom Content and Vroom Materials in a context that is responsive to the needs of the families you serve. These guidelines ensure that the use of Vroom Content and Vroom Materials are additive and will not overpower your existing brand<sup>3</sup>.

<sup>3</sup> See Section 4: *Guidelines for Integrating Vroom Content into Your Communications* for limitations.

## Vroom® as a Marker for Social Change

The Vroom name represents forward growth in a simple and playful way. Vroom is fun for children and parents to say. It implies action and is a word that many children learn at a young age.



The Vroom Logo, and particularly the double O's of the Vroom Logo, are an international symbol of brain-building. The Vroom Logo was designed and developed for an international audience with the goal of establishing a universal symbol connecting communities with a common language of early childhood development and accessibility for parents and caregivers. The Vroom Logo aspires to instantly inform and remind us all of our power to turn any moment into a Brain Building Moment. With this ambition in mind, we must insist on specific attribution on all use of the Vroom Content and Vroom Materials.

## Section 3




# Attribution Guidelines

In this section, we'll explore how to identify the best way to integrate Vroom Content into your organization's communications, utilizing our Content and Attribution Guidelines. We encourage you to use Vroom Content in your own materials, to make the message more relevant to your community, and to let your organization shine!

## Understand your capacity

The Vroom Content and Attribution Guidelines are intended to make Vroom Content and Materials more adaptable and useful for all, while protecting the integrity of the content, our valuable identity and intellectual property rights, and ensuring proper attribution for Vroom Content and Materials. Your needs balanced with your own design capacity should guide you in choosing how to proceed.

Once you've identified which attribution category below suits your needs most, you can then use these guidelines to help you easily create your assets.

Vroom branded	Partner branded	
<p>"I want to add my logo and CTA to existing Vroom Content and Vroom Materials – using unchanged Vroom designs."</p> <p>This simplest form of adding your logo and CTA to Vroom Materials.</p>	<p>"I want to use Vroom Content within my own brand identity."</p> <p>Integrating the Vroom Content into your brand's materials and design.</p>	<p>"I want to adapt the Vroom Content into a new language or application."</p> <p>Rewrite and redesign.</p> <p>Note: These are very specific cases, which require additional licensing and approval usually reserved for international application.</p>
<p><b>Vroom+</b> Use Vroom Templates</p>	<p><b>Powered by Vroom</b> Review the following pages and download the logo</p>	<p><b>Inspired by Vroom</b> Please contact our team at <a href="mailto:hello@vroom.org">hello@vroom.org</a></p>
		

## Section 4

# Developing Your Content

At this point, hopefully one thing is very clear: when creating new materials that incorporate the Vroom Content you should let your organization shine! Organizations appreciate that Vroom is a scientifically accurate, parent-empowering resource, and we encourage you to create your own materials to share the Vroom Content. That said, the strength of the Vroom brand comes from its roots in science and the values embodied in the brand. To protect the scientific integrity of the Vroom Content and Materials and to preserve the fidelity of the Vroom Trademarks, there are certain restrictions in place within these guidelines.

**We don't allow our partners to create materials that emulate Vroom Content or Vroom Materials<sup>4</sup>.** However, if you're using the Vroom Content and Vroom Materials, like Vroom Tips™ and Brainy Backgrounds™ or the Brain Building Basics® in your own communications, keep in mind our values outlined in Part 1 - What is Vroom<sup>5</sup> (Section 3, Page 3).

<sup>4</sup> This includes, but is not limited to, unauthorized use of the Vroom Trademarks or any attempt to recreate Vroom Materials, repurpose the Vroom Assets, or emulate our brand.

<sup>5</sup> To download "Part 1 - What is Vroom" visit our [Tools and Resources](https://vroom.org/tools-and-resources) page (vroom.org/tools-and-resources).

## Guidelines for Integrating Vroom Content into Your Communications

1. **Do not attempt to recreate, modify, or emulate the Vroom Trademarks or Vroom Content or Vroom Materials.** However, replication or printing of the downloadable Vroom Content and Vroom Materials is encouraged. Print-ready Vroom Materials can be accessed at [vroom.org/tools-and-resources](https://vroom.org/tools-and-resources). Use the “Powered by Vroom” attribution system to integrate Vroom Content into your own materials if the Vroom Materials do not suit your specific needs.
2. **Do not alter or edit Vroom Content and Vroom Materials without written permission.** To preserve scientific accuracy, Vroom Content must always appear verbatim, exactly as they are provided to you, and in their entirety. This includes always insuring the Vroom Tips™ are clearly paired with their associated Brainy Backgrounds™, names, and suggested age ranges.<sup>1</sup>
3. **Use of the Vroom Content and Vroom Materials is approved only for noncommercial purposes.**
4. **Direct people to your organization’s website and social media channels.** Since your materials should focus on your local work, it makes sense to promote them alongside the Vroom Content and Vroom Materials on locally-facing platforms. This will also allow your organization to track traffic and activity to measure your marketing efforts.
5. **Proper attribution and acknowledgement is required in all circumstances.**
6. **Do not use the Vroom Content and Vroom Materials or Vroom Trademarks on any items intended for children.**
7. **Unless permitted in these Content and Attribution Guidelines, do not use the Foundation name, trademarks, or other logos, without written permission of the Foundation.**

<sup>1</sup> For more information on adaptation and localization, as well as clarification on what modification is allowed with and without approval, see Vroom Content Licensing Terms 1.

## Limitations on Association with the Vroom Program and Vroom Content and Vroom Materials

We are excited for you to use the Vroom Content and Vroom Materials in your work. As you can appreciate though, we have to ensure that there is no ambiguity that your organization is directly affiliated with the Foundation and that the focus is on your work (after all, we want you to be the leader of your community!).

To help avoid any confusion, we have created a few guidelines. For example, the following is a set of non-exclusive illustrations of what not to do:

1. Do not combine the Vroom Trademarks with your or any third-party names, trademarks, or logos, unless in a manner specifically authorized in these Guidelines (See Attribution and Logo Lockups);
2. Do not use the Vroom Trademarks to claim or otherwise suggest that the Vroom Content and Vroom Materials are compatible with your programming or materials, where they are not;
3. Do not use the Vroom Trademarks in a manner that suggests that you are endorsed by, approved by, or otherwise affiliated with us; and
4. Do not use the Vroom Trademarks in a derogatory, disparaging, false, illegal, infringing, or misleading manner.

While we encourage your use of the Vroom Content and Vroom Materials, using Vroom Content and Vroom Materials does not create a partnership between your organization and the Foundation. If your use of the Vroom Trademarks or the Vroom Content and Vroom Materials is inaccurate, derogatory, misleading, or distasteful we may provide you with notice or take other action to protect Vroom and/or the Foundation.

## Section 4.1

# Voice and Tone

The values of Vroom® inform everything we do, especially our writing. We encourage you to consider them when creating your own materials and allow them to inform your own copy when deployed alongside Vroom Content.

### Be positive and empowering.

- Use the tone of a knowledgeable, trusted familiar friend.
- Never talk down to the parent/caregiver. The appropriate tone is accepting and positive, not corrective.
- Be motivational, but never pushy.
- Copy should be non-judgmental and should not focus on potential negative outcomes.

### Ground your work with unwavering attainability and accessibility.

- Avoid jargon, be tight, direct, and clear.
- Strive to work at or below a 5th-grade reading level when writing for parents/caregivers, and an 8th-grade reading level for a professional audience.
- You can check your work using Flesch Reading Ease and Flesch-Kincaid Grade Level readability indexes. (These are available using Microsoft Word.)

### Lead with the science.

- The priority should be helping parents understand the “why” while illustrating the “what.”
- Reinforce Vroom Content and Vroom Materials that resonate best for your audience. This may be our five Brain Building Basics™, or some of the more inspirational messaging.

#### **This may include:**

- *E.g., “Your child’s brain grows the fastest from birth through age 5! Helping them learn now gets them ready for school, friends, and life.”*
- *E.g., “Babies are born ready to learn. And you have what it takes to help them!”*
- *E.g., “The time you spend with your child can help their brain grow strong.”*
- *E.g., “Your child loves to learn from you.”*

### Meet parents where they are.

- Less is more. Keep your writing as short and concise as possible.
- Vroom is all about being respectful of parents’ time and busy schedules.
- Try to reinforce existing behavior rather than ask parents and caregivers to change their perspective, routines, or attitudes.

## Call to Action

A CTA (Call to Action) is what you want the person reading the material to do next. It usually exists to direct people to your website or phone number in a simple and concise way.

We recommend you use your own CTA to ensure your brand, or organization, benefits directly from the communication. If you don't have your own website or CTA you can use the Vroom CTA.

Shown here are some examples of partner and Vroom CTA's.

For more information on adaptation and localization, as well as clarification on what modification is allowed with and without approval, see Vroom Content Licensing Terms in Part 3 - Vroom Content and Attribution Guidelines Licensing and Copyrights.

### Partner Call To Action

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#### Short

<partner.org>

#### CTA in a sentence

To learn more visit <partner.org>

To find out more go to <partner.org>

#### CTA expanded sentence

For more brain-building tips visit <partner.org> or download the app (app icons)

### Vroom Call To Action

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#### Short

vroom.org

#### CTA in a sentence

Learn more at vroom.org

#### CTA expanded sentence

For more brain-building tips visit Vroom.org or download the app (app icons)

Text VROOM to 48258 to sign up for weekly brain-building tips on your phone.\*

\*All promotion of Vroom by Text™ needs to include the following legal language:  
"Message and data rates may apply. See [vroom.org/terms](https://vroom.org/terms) for terms and privacy policy."



## Trademark Use Notes

To maintain consistency, we ask that you adhere to these parameters when writing about Vroom, when using the Vroom Content and Vroom Materials, and when using the Vroom Trademarks.

### Use of “Vroom” and the Vroom Trademarks

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The Vroom Trademarks are valuable assets. Help us protect them and our trademark rights as follows:

1. Include a ® on the first use of each of the Vroom Trademarks in text.  
*E.g., Download the Vroom® app here*  
*Note: The app has been renamed “Vroom” and “Daily Vroom” is no longer in use.*
2. Use the word “Vroom” as an adjective in all communications.  
*E.g., Use “Waiting in line is a great time to log onto the Vroom® app with your child.”*
3. Do not use Vroom in possessive form, as a verb, as a countable noun, or in plural form.  
*E.g., Do Not Use “Waiting in line at the grocery store is a great time to Vroom with your child.”*  
*E.g., Do Not Use “Let’s do a Vroom.”*
4. Distinguish the Vroom Trademarks from the surrounding text by capitalizing the first letter of each of the Vroom Trademarks  
*E.g., Use “Obtain your Vroom Tip™ of the day here.”*
5. Do not add hyphens to the Vroom Trademarks (see page 13 for further guidelines on hyphenation)  
*E.g., Do Not Use “Brain-Building-Moments.”*
6. Do not use or register the Vroom Trademarks as domain names, social media accounts, or on any online platforms.

## Trademark Use Notes (cont.)

Below is an illustrative, non-exhaustive, list of our Vroom Trademarks and proper trademark designations:

**vroom**<sup>TM</sup>

Vroom<sup>®</sup>

Vroom Brain Building Moments<sup>®</sup>

Vroom Tips<sup>TM</sup>

Vroom by Text<sup>TM</sup>

Brain Building Basics<sup>TM</sup>

Brain Building Activities<sup>TM</sup>

Brainy Backgrounds<sup>TM</sup>

Brain Building Moments<sup>TM</sup>

## Style Guide Notes

### Vroom Tips™

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The primary Vroom tool. Always capitalize the noun “tips” when preceded by Vroom. Do not capitalize when standing alone.

*E.g., “Each card contains a Vroom Tip™ that parents can do with their children.”*

*Note: Never “a Vroom” or “Vrooms.”*

### Parents and Caregivers

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Vroom is for parents, grandparents, teachers, etc. When space allows, always refer to parents and caregivers to ensure maximum accessibility.

*E.g., “The Vroom® app reaches parents and caregivers by activating many different touch points in their daily routines.”*

### Science Advisors

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The panel of experts who inform and guide our work.

*Note: “Science Advisors” not “Scientific Advisors.”*

### Brain Building Basics™

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As a Vroom Content and Vroom Materials resource, Brain Building Basics should always be capitalized, but not hyphenated.

Should always be stated fully and never shortened to just “the basics.”

## Style Guide Notes (cont.)

### Compound Words and Hyphenation

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Noting the restrictions on the use of hyphens with the Vroom Trademarks, hyphenate “brain-builder” or “brain-building” when the term is used as a compound adjective to describe a noun or as a noun itself.

*E.g., “The Vroom app shares over 1000+ brain-building<sup>1</sup> activities for parents.”*

*E.g., “Every parent has what it takes to be a brain-builder<sup>2</sup>.”*

Except in titles, there is no need to capitalize these terms in body text.

For consistency “bedtime,” “bathtime,” and “mealtime” can and should be used as closed compound words, and not hyphenated whenever possible.

### Gender and Pronouns

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Whenever possible avoid gendered pronouns. If unavoidable, it is preferential to use a non-gender-specific plural pronoun like “they” or “them” rather than “he/she” or a single-gendered pronoun.

*E.g., “When eating with your child, ask them what other foods are crunchy.”*

### AP Style Guide

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When in doubt, we adhere to the current AP Style guide.

<sup>1</sup> Brain-building is used here as a compound adjective to describe the noun “activities.”

<sup>2</sup> Brain-builder is used here as a noun.

## Section 4.2

# Look and Feel

## Visualizing Vroom

Vroom Materials created by the Foundation will often include illustrations rather than photographs. Illustrations allow for greater flexibility, are fun and playful, and can represent a wider cross-section of populations than photographs. While we recognize that these images may not be universal, they are intended to be as flexible as possible. Images and illustrations will not be editable in Vroom Materials or Vroom Templates.

That doesn't mean that you can't use your own photography or illustrations with Vroom Content though. In fact, we encourage it! This is a great way to localize Vroom for your community. If you have the capacity to do so, you can design your own materials incorporating Vroom Content and using the "Powered by Vroom" attribution system. Here are our suggestions for choosing an engaging image to represent Brain Building Moments®.

## When Using Photography and Video

- **Feature your community.** Celebrate and capture your unique community. Showcasing local people from different backgrounds helps others see themselves as part of your brain-building community.
- **Whenever possible avoid stock photography.** Sometimes stock is all you have or is your best option, but it is good to recognize that images of posed models are rarely relatable and effective. If you do need to rely on stock photography, please carefully review the corresponding terms of use of the stock photography and also consider the points below.
- **Focus on interaction.** Showing moments of engagement is one of the best ways to model brain-building behaviors. Show the relationship between caregiver(s) and a child, rather than a child playing alone.
- **Ditch the toys.** Building a brain doesn't require fancy toys. Encourage parents to build on what they are already doing by using everyday objects like leaves or laundry as prompts for engagement in back-and-forth conversations.
- **Permissions.** When using any images, particularly of people, it is very important that you ensure you have the proper authorization and documentation to use these images, as failure to secure and document these authorizations may result in legal liability.



## Photography Do's and Dont's

Shown here are examples of images that do and do not align with our guidelines.



**YES**

Caregiver and child interacting with an everyday object



**NO**

Cute, but no interaction



**YES**

Caregiver and child interacting with an everyday object



**NO**

Cute, but no interaction

## Typography

While it is important not to recreate or attempt to emulate Vroom Materials with our colors or typeface, occasionally it may be important to choose a complementary font. For this purpose, we suggest using the following easily-accessible font.

**Headline and Callouts:  
Verdana Bold**

---

**abcdefghijklmnopqrstuvwxy 01234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ?!@#\$%& ;.**

**Body Copy:  
Verdana Regular**

---

abcdefghijklmnopqrstuvwxy 01234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ?!@#\$%& ;.



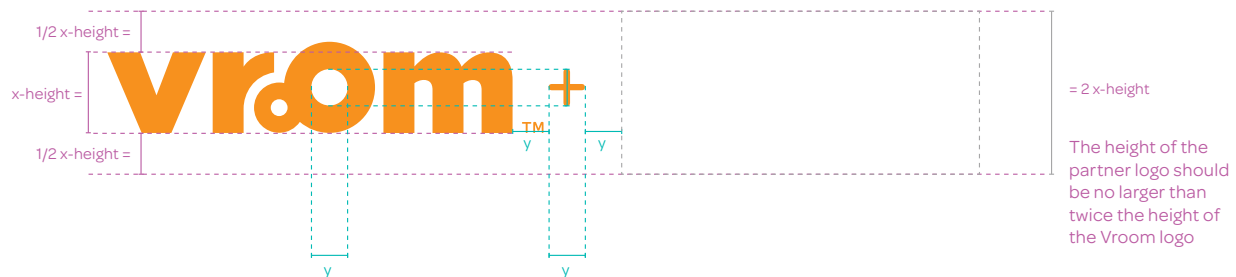
## Attribution and Logo Lockups

Attribution using the “Vroom +” model includes the use of an orange plus sign between the Vroom Logo and your logo. Each logo must be visually proportional to the other, following the size requirements shown here. The maximum height of the partner logo should be no larger than twice the height of the Vroom Logo.

The Vroom Logo should always be the first logo in the series, and partner logos should not overpower the Vroom Logo. When any logo lockups need to include more than one partner, please use the orange plus sign in between each additional logo as shown below.

Additionally, use of the Vroom Logo should be in CMYK: 0/52/100/0, as provided to you.

### Logo Lockup Specifications



### Logo Lockup Examples



## Adding Your Brand to Vroom Templates

If you want to use the Vroom Materials, but add your logo and CTA, we have a series of Vroom Templates that you can use as a resource, with easy-to-use guides, and more.\*

For more information, visit our [Tools and Resources](https://vroom.org/tools-and-resources) page (vroom.org/tools-and-resources).

### Brain Building Basics™

We've made science simple! Remember these 5 ways to help build your child's brain anytime.

**Look**

Children use their eyes to learn. See what catches your child's attention and talk about it. Or connect eye-to-eye, then smile, chat, hug, or make funny faces!



**Follow**

Young children learn best when you follow their lead. Tune into your child's words, sounds, movements and ideas! Then respond with your own words and actions.



**Chat**

Children's brains light up when you talk, sing, or make sounds back and forth with them. Chat about your day, food, and what's around you, or string sounds together for a fun conversation!



**Stretch**

Children's brains grow strong when you help them stretch their learning further. Keep a moment going: ask your child a question that starts with what, when, where, how or why!



**Take Turns**

Children learn from taking turns when you play, talk, or explore. After they go, take your turn. Then repeat: they go, you go, they go, you go!



**Home Museum** Ages 4-5

Invite your child to find some special things and put them out like in a museum or store. Have them to lead you through their collection. Ask them to share with you why the items are meaningful. Take turns choosing favorite things to share with each other.

Learn more at [Partner URL]

**Brainy Background™** ★  ★

In this activity your child is practicing important communication skills. Thinking about what to say and how to say it uses memory too. When you listen and share their words, feelings, and actions you're also building a safe place for learning.

vroom+ [Partner logo]

**vroom+** [Partner logo] Partner CTA goes here

Tip Card

### Brain Building Basics

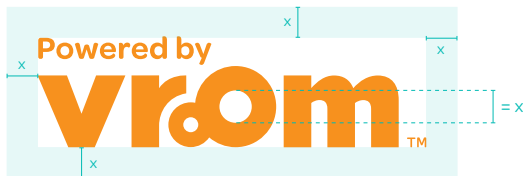
\* Vroom Templates are intended to be used with minor customization only. To utilize new images in place of existing Vroom Assets, including illustrations and photography, build your own materials and use the "Powered by Vroom" attribution system.

## Clear Space for Logo Lockups

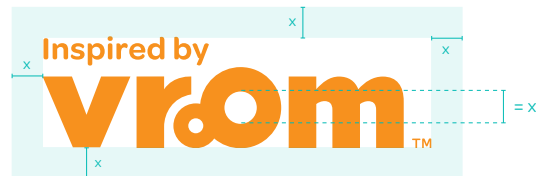
### Minimum Clear space

Each logo has its own “clear space” which defines an area that no other graphic element can interfere or overlap with. The minimum clear space is defined by the size of the counter in the larger “O” in the Vroom Logo marked as “x” (as shown below).

Do not attempt to recreate these lockups, always use the assets downloaded from our [Tools and Resources](https://vroom.org/tools-and-resources) page ([vroom.org/tools-and-resources](https://vroom.org/tools-and-resources)).



Powered by Vroom logo



Inspired by Vroom logo

## Building a “Powered by Vroom” Layout

Below are some suggestions on how to incorporate Vroom Content into your own layouts. Feel free to follow or shift away from these suggestions as needed.

### Headline

Use a concise headline that lets your audience know what your program is about. (i.e. Brain Building Activities™)

### Subhead

Get more specific here. (i.e. Learn Tips for Parents and Their Children Ages 0–5 years)

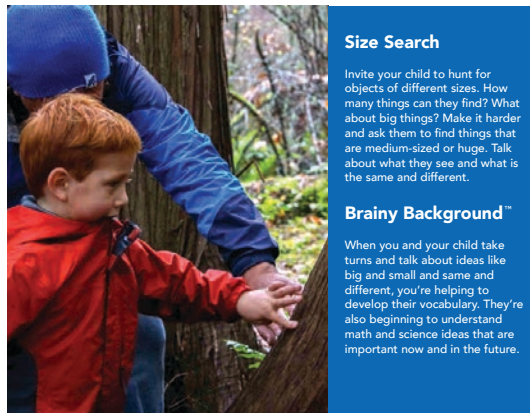
### Image

Use real images that reflect your community whenever possible.

When selecting images, focus on the relationship and interaction between a child and caregiver engaging in an activity.

### Become a brain-builder!

The first five years are when children’s brains grow fastest. With simple activities like this one, you can make every moment with your baby a brain-building one.



#### Size Search

Invite your child to hunt for objects of different sizes. How many things can they find? What about big things? Make it harder and ask them to find things that are medium-sized or huge. Talk about what they see and what is the same and different.

#### Brainy Background™

When you and your child take turns and talk about ideas like big and small and same and different, you’re helping to develop their vocabulary. They’re also beginning to understand math and science ideas that are important now and in the future.

Learn more at [www.cfc.ca.gov](http://www.cfc.ca.gov)

KIDS FIRST  
LOGO

Powered by  
Vroom

### Vroom Tip™

Share a Vroom Tip or principle that relates to the interaction within the image.

To maintain scientific accuracy, please do not alter or edit Vroom Tips™ or Brainy Backgrounds™ without written permission.


### Call to Action + Logos

A CTA (Call to Action) is what you want the person reading the ad/poster to do next. It usually exists to direct people to your website or phone number in as clear a way as possible. It should be simple and concise. (i.e. Learn more at <insert URL>; For more information about <your program> go to <insert URL>)

Use the Powered by Vroom® logo alongside your organization’s logo following our Content and Attribution Guidelines.

# Building a “Powered by Vroom” Layout (cont.)

**You have what it takes to be a brain-builder!**



**Texture Tryout**  
AGES 2-3

Experiment using safe textures on your child's skin. Ask: "Do you feel the fluffy pillow? How does it feel?" Wait for them to respond. Talk about what you are feeling, too. "My scarf feels smooth."

**Brainy Background**  
TEXTURE TRYOUT

Children learn through their senses. When you talk with your child about different textures, you're helping them make connections between words and feelings. These connections lay the foundation for reading and math.

To learn more visit [<partner.org>](#)

Partner Logo **Powered by vroom**

**It begins with you!**



Lorem Ipsum Cimus. Sectur? Ratur, ommod que doluptas

**Texture Tryout**  
Ages 2-3

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**Brainy Background**  
Texture Tryout


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Partner Logo **Powered by vroom**

Partner Logo **Powered by vroom** Visit [<partnerURL.org>](#)



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**Brainy Background**  
Texture Tryout

Children learn through their senses. When you talk with your child about different textures, you're helping them make connections between words and feelings. These connections lay the foundation for reading and math.

Ages 2-3

Partner Logo **Powered by vroom** Visita [<partnerURL.org>](#)



**Experiencia de texturas**

Experimenta usando texturas seguras sobre la piel de tu niño. Preguntale: "¿Sientes la almohada esponjosa? ¿Cómo se siente?" Espera su respuesta. Habla sobre cómo la sientes tú también. "Mi bufanda se siente suave".

**La ciencia tras la acción**  
Experiencia de texturas

Los niños aprenden a través de sus sentidos. Cuando hablas con tu niño sobre texturas diferentes, lo estás ayudando a hacer conexiones entre la palabras y las sensaciones. Estas conexiones desarrollan las bases para la lectura y las matemáticas.

Edades 2-3

Example layouts

# To download our assets, content, and templates please visit [vroom.org/tools-and-resources](https://vroom.org/tools-and-resources)

We encourage you to check these Content and Attribution Guidelines often, as they may be amended from time to time and without notice.

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an initiative of the Bezos Family Foundation

last updated 03/11/19

Vroom® Content and Attribution Guidelines – Part 3

# Vroom® Content and Vroom Materials Licensing and Copyrights



an initiative of the Bezos Family Foundation

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