

Content Licensing Terms
ADAPTATION + Localization and Translation

These Content Licensing Terms (the “**Terms**”) set forth the terms on which _____ (“**Organization**”) may utilize certain Vroom Content (as defined below) that is made available to it by the Bezos Family Foundation (the “**Foundation**”).

RECITALS

- A. The Foundation has created an initiative called Vroom, which is designed to disseminate information about the importance of the first five years of life (“Vroom”).
- B. The Foundation has created certain tips, messages, parent resources, templates, and other textual content regarding Vroom that it has provided to Organization or has made publicly available (or available to Organization) through the Vroom web site and that are specifically designated as intended for downloading and use by users (or by Organization) (collectively the “Vroom Content”). Vroom Content does not include graphic source materials, such as advertising collateral and marketing materials containing such content, which are not licensed hereunder.
- C. Organization wishes to work with the Foundation to support and promote Vroom by (1) distributing the Vroom Content, to, as applicable, parents, caregivers, childcare providers, family facing organizations and other constituents through, as applicable, social media, email, the Organization web site and other communication channels as approved by the Foundation ; and (2) promoting the Vroom App, Vroom by Text, the Vroom Alexa skill, Vroom website, and other official channels (subject to the guidelines provided by the Foundation).
- D. The Foundation is willing to license the Vroom Content to Organization for the purposes described above (the “Permitted Purposes”) on the terms and conditions set forth in these Terms.

LICENSE TERMS

1. **Use of Vroom Content.**

- a. **License.** Subject to the terms and conditions set forth in these Terms, the Foundation grants Organization a limited, nonexclusive, nontransferable, nonsublicenseable, royalty-free license during the Term (as defined below) to access, download, use, reproduce, distribute (to the extent permitted hereunder), perform, make Adaptations (solely as defined and limited below), and display the Vroom Content and any Adaptation and Localization (as defined below), solely to carry out the Permitted Purposes (the “**License**”).
- b. **Adaptation.** Subject to this Section 1, Organization may make textual adaptations to the Vroom Content and may incorporate the Vroom Content into Organization’s own materials (the “**Organization Materials**”) without seeking prior approval from the Foundation, as follows:
 - i. Excerpt unmodified Vroom Content (except for videos) in ways that retain the original intent and structure of said content;

- ii. Incorporate Vroom Content into Organization Materials solely in strict compliance with the Vroom Guidelines (as defined below).
- iii. Make simple or non-substantive modifications to the Vroom Content (except for videos) (non-substantive means not changing the meaning or impact of the Vroom Content, the science behind the Vroom Content or necessary features of the Vroom Content, such as when making tips more relevant include the tip, Brainy Background, and age together and in the same order). Examples include pronoun usage or verb tense;

The modifications described in Sections (i) - (iii) above, are collectively referred to as, "**Adaptations**". Any modifications or derivative works other than Adaptations and Pre-Approved Changes (as defined below) require the prior written consent of the Foundation. If Organization is unclear or otherwise not sure whether a proposed modification or use of any Vroom Content constitutes an Adaptation, Organization will contact the Foundation for guidance and approval of the proposed modification or use. Organization will also obtain all necessary permissions, licenses, and consents, and otherwise clear all third-party rights, in connection with any Organization Materials before incorporating any Vroom Content into such Organization Materials.

c. **Translation and Localization.**

- i. In addition to making Adaptations as described in Section 2 above, Organization may translate the Vroom Content into other language(s) and localize the Vroom Content by making changes to appropriately adapt and reformat the Vroom Content to address specific locations, situations, settings, environments, and/or cultures solely on the terms and conditions set forth in these Terms. Organization agrees that the translation and localization of the Vroom Content (together the "**Localization**") will be done in a professional and accurate manner and that Organization will be solely responsible for the preparation, quality, accuracy, and cultural, and situational appropriateness of the Localization. In creating the Localization, Organization will at all times comply with all Localization tips and guidelines provided by the Foundation including the Localization and Adaptation Guidelines set forth in Exhibit A (the "**Localization and Adaptation Guidelines**"). The Localization and Adaptation Guidelines will specify, among other things, certain localization changes that do not require approval by the Foundation prior to your use or distribution (the "**Pre-Approved Changes**"). Unless otherwise provided in a separate written agreement, this permission may be revoked at any time immediately upon notice by the Foundation in its sole discretion, and upon such revocation, Organization will immediately cease all work on the Localization.
- ii. Organization agrees to provide the Foundation with copies of the Localization, and all revisions or corrections thereto, prior to any use or distribution thereof, both in the language into which the Content has been translated as well as an English translation of the final Localization (so that the Foundation can identify and review any changes to the Content that were made to localize and adapt the Content). With respect to any Localization changes that are not Pre-Approved Changes, Organization must obtain the written approval of the Foundation prior to any use or distribution thereof. Please allow sufficient time for the approval process. Pre-Approved Changes do not require written approval, but a copy must still be provided to the Foundation prior to use. However, if at any time the Foundation reports any errors or deficiencies to Organization or otherwise

requests any changes to the Localization, or if at any time Organization determines that there are any errors or deficiencies of any kind in the Localization, Organization agrees to promptly correct all such errors or deficiencies and make all such requested changes.

- d. **Ownership, Attribution, and Branding.** Organization acknowledges that the Vroom Content is the proprietary and copyrighted content of the Foundation and agrees to use the Vroom Content solely in accordance with these Terms. The Vroom Content and all Adaptations (other than the Organization Materials), Localizations, and other revisions thereto, together with all copies thereof, will be owned solely by the Foundation, and Organization hereby assigns to the Foundation all right, title and interest, it may have in and to any Adaptations (other than the Organization Materials), Localizations or other revisions and all intellectual property rights therein. All use of the Vroom Content, including all Adaptations and Localizations, must provide proper attribution and conform to the Vroom Content and Co-Branding Guidelines attached hereto as Exhibit B and the Localization and Adaptation Guidelines (together the "Vroom Guidelines"). Ownership of Organization Materials, such as Organization advertising collateral and marketing materials, remains with Organization.
- e. **Limitations.** (i) This Section 2 only grants to Organization rights to create Adaptations and Localizations during the Term and only in accordance with these Terms and the Vroom Guidelines. If Organization wishes to excerpt or otherwise modify the Vroom Content in a manner other than to make an Adaptation or Localization as authorized herein, Organization may only do so after obtaining the prior written consent of the Foundation. (ii) Except as preapproved in writing by the Foundation, all use of any Vroom Content must be noncommercial. For purposes of these Terms "noncommercial" means, among other things, that the Vroom Content cannot be used as part of a sales or funding pitch and cannot be sold or otherwise distributed in exchange for value (whether distributed as standalone content or as incorporated into other Organization content). Without limiting the foregoing, Organization may not sell or license the Vroom Content or any Adaptation or Localization in any manner or otherwise receive any fee or other compensation in connection therewith without the prior written consent of the Foundation. If Organization is unclear or otherwise not sure whether a proposed use or distribution is noncommercial, Organization will contact the Foundation for guidance and approval of the proposed use or distribution). (iii) Any distribution or other sharing of the Vroom Content, and any Adaptations or Localizations thereto, is limited to sharing with local, community-based nonprofits and organizations for local use within the community and directly with families. No other distribution or sharing is permitted without prior written consent of the Foundation. (iv) Videos may be downloaded, copied, played on loop, or linked to, but may not be excerpted, modified, cut, or otherwise altered or adapted in any manner unless the Foundation specifically agrees otherwise in writing. (v) Organization agrees to comply with any special rules that apply to specific Vroom Content as may from time to time be communicated to Organization. (vi) The License is nonassignable and nonsublicensable and is revocable at any time as to all or any portion of the Vroom Content. (vii) If at any time the Foundation reports any errors or deficiencies to Organization or otherwise requests any changes to Organization's use or distribution of any Vroom Content (including Adaptations), or if at any time Organization determines that there are any errors or deficiencies of any kind in the Vroom Content (including Adaptations), Organization agrees to promptly correct all such errors or deficiencies and make all such requested changes. (viii) All rights not expressly granted to Organization herein are expressly reserved to the Foundation.

2. **Trademark Use.** Subject to these Terms, each party has a limited, nonexclusive, revocable, right to use the other party's name, logo, and other trademarks, in the form provided by the other party (the "**Trademarks**"), solely in a factual manner to reference the other party in connection with carrying out the Permitted Purposes. All Vroom Content should be branded using the appropriate mark and attribution designation defined in the Vroom Guidelines . For clarity, if any Adaptations or Localizations are made, the "Inspired by Vroom" branding must be used. All such use will comply with the other party's branding requirements as provided by the brand owner, and each party will promptly correct any deficiencies in its use of the other's Trademarks after notice. All use of a party's Trademarks will inure to the benefit of the party that owns the Trademarks. Neither party will use the other party's Trademarks in a trademark manner to apply to its own products or services or to imply the other party's endorsement, sponsorship, or affiliation.
3. **License to Foundation.** The Foundation may acknowledge and promote Organization's use and promotion of Vroom, including through the use of Organization's name and logo, on its Web site, through social media, in promotional materials, and by other means determined by the Foundation. During the Term, Organization will make available to the Foundation any Organization Materials that embed, integrate, are incorporated into, or otherwise incorporate or constitute a derivative work of any Vroom Content. Subject to the terms and conditions set forth in these Terms, the Organization grants the Foundation a nonexclusive, perpetual, irrevocable, royalty-free license to reproduce, distribute, perform, display, and otherwise use and exploit any Organization Materials in any manner or media, including in connection with the Vroom Content and the Foundation's support and promotion of Vroom and Organizations use of the Vroom Content and any Adaptations thereof (the "**Foundation License**").
4. **Reservation of Rights.** All rights not expressly granted to Organization herein are expressly reserved to the Foundation. Each party retains all right, title, and interest in and to its Trademarks. Organization retains all right, title, and interest in and to the Organization Materials, together with all intellectual property and other rights therein, subject to the Foundation License granted in Section 4 above and the Foundation's underlying rights in and to any Vroom Content and Adaptations embedded, integrated, or otherwise incorporated therein, including anything derived therefrom. The Foundation retains all right, title, and interest in and to the Vroom Content and the Adaptations (excluding the Organization Materials), together with all intellectual property and other rights therein, subject to the License granted in Section 2 above.
5. **DISCLAIMER; LIMITATION OF LIABILITY.** THE VROOM CONTENT IS PROVIDED ON AN "AS IS," "AS AVAILABLE," BASIS, WITHOUT REPRESENTATIONS OR WARRANTIES OF ANY KIND, INCLUDING ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT. TO THE MAXIMUM EXTENT PERMITTED BY LAW: (A) IN NO EVENT WILL THE FOUNDATION BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, PUNITIVE, SPECIAL, OR EXEMPLARY DAMAGES ARISING OUT OF OR THAT RELATE IN ANY WAY TO THE VROOM CONTENT OR ORGANIZATION'S USE OR ADAPTATION THEREOF OR, REGARDLESS OF THE LEGAL THEORY UPON WHICH ANY CLAIM FOR SUCH DAMAGES IS BASED, AND WHETHER OR NOT THE PARTIES HAD BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES; AND (B) IN NO EVENT WILL THE FOUNDATION'S LIABILITY UNDER RELATED TO THE VROOM CONTENT OR ANY ADAPTATION THEREOF OR TO ORGANIZATION'S ACTIVITIES IN CONNECTION WITH THESE TERMS EXCEED \$100.
6. **Term and Termination.** The term of the License (the "**Term**") will commence on the date these Terms are executed by Organization and will continue for a period of three (3) years unless earlier terminated by either party as set forth in these Terms. Thereafter, the Term may be renewed upon

written notice by Organization at least thirty (30) days prior to the end of the previous Term. Either party may terminate the Term upon thirty (30) days' notice for any reason or for no reason. Unless the Foundation terminates the Term due to a material breach by Organization, Organization may sell-off and otherwise phase out of its use of materials containing any Vroom Content that were created during the Term in accordance with this Agreement, for a period of six (6) months following termination of the Term (the "Phase-Out Period"). At the end of the Phase-Out Period, Organization will promptly destroy and remove all materials containing any Vroom Content and make no further use thereof. In the event of a material breach of these Terms by Organization, the Foundation may terminate immediately upon notice, and in such event, Organization will promptly destroy and remove all materials containing any Vroom Content and make no further use thereof. Upon expiration or termination of the Term for any reason, Sections 2d, 2e, 4, 5, 6, 7, 8, 9, and 10 will survive.

7. **Representations and Warranties; Indemnification.** Organization represents and warrants to the Foundation that acceptance of these Terms, its performance of its obligations and exercise of its rights hereunder, any Adaptations or Localizations it makes, and the Organization Materials or other content it provides to the Foundation or uses in connection with this Agreement: (a) does not and will not violate any agreement to which it is a party; (b) will be performed in compliance with these Terms and all applicable laws, rules and regulations; and (c) will not infringe upon or violate the rights of any third party. Organization agrees to defend, indemnify, and hold the Foundation, and its officers, employees, trustees, and affiliates, harmless from and against any and all losses, claims, damages, liabilities, obligations, costs and expenses (including reasonable attorney's fees) arising from or relating to any Adaptation or Localization or any of Organization's activities in connection therewith, including without limitation the accuracy of and the use of or inability to use the Adaptation or the Localization or any other breach or alleged breach of the foregoing representations or warranties.
8. **Confidentiality.** Organization agrees to protect and preserve the confidentiality of any Confidential Information of the Foundation that it receives or gains access to in any manner. "Confidential Information" means any and all non-public technical and non-technical information about the Foundation, including without limitation, sales and marketing data and plans, fundraising plans, trade secrets, product concepts, market research information, know-how, inventions, testing methods, business or financial information, research and development activities, product and marketing plans, donor, customer and supplier information, technical data or specifications, and information about Foundation staff and directors. Organization agrees not to use, or allow any other person or entity to use, the Confidential Information for any purpose other than for internal use as necessary for the Permitted Purpose. Organization will take appropriate precautions and measures to protect the confidentiality of Confidential Information, which precautions and measures are at least equal to those taken to protect its own confidential information. Organization further agrees not to disclose any Confidential Information to any person or entity except to employees or consultants who have a need to know the information and are under an obligation to maintain the confidentiality of the Confidential Information. The obligations set forth in this paragraph will survive any termination of the Term.
9. **Miscellaneous.** (a) Relationship. The parties are independent contractors. These Terms do not create a partnership, joint venture, or agency relationship. Neither party may make any representation, warranty, or promise on the other party's behalf. (b) Notices. Notices may be provided either by electronic or physical mail. (c) Jurisdiction and Governing Law. The laws of the State of Washington and the United States govern these Terms. The parties consent to exclusive

jurisdiction and venue in the federal and state courts located in King County, Washington. (d) Waiver. A party's delay or failure to exercise any right or remedy will not result in a waiver of that or any other right or remedy. (e) Severability. If any court of competent jurisdiction determines that any provision of these Terms is illegal, invalid, or unenforceable, the remaining provisions will remain in full force and effect. (f) Entire Agreement. These Terms, along with the terms in any applicable Grant Agreement Organization may have with the Foundation are the entire agreement between the parties regarding its subject matter. It replaces all prior agreements, communications, and representations between the parties regarding its subject matter. (g) Amendment. These Terms may be changed only by an amendment signed by both parties. (h) Counterparts. The parties may execute these Terms in counterparts. Each counterpart will be deemed an original and all counterparts will constitute one agreement binding both parties. Facsimile signatures will be considered binding.

BY SIGNING BELOW, ORGANIZATION AGREES TO BE BOUND BY THE FOREGOING TERMS.

Organization Name: _____ By: _____

Address: _____ Title: _____

Email: _____ Date: _____

Signature: _____

FOR SAMPLE DOCUMENT
DO NOT REVIEW DOCUMENT
SIGN ONLY

Adaptation, Localization and Translation Guidelines

Any alterations that merely translate a word into the equivalent word in the new language and that do not alter the meaning or intent of the word (a “Translation”) do not require pre-approval.

With respect to any alterations other than Translations, we’ve identified below the types of adaptations that need approval based on the type of changes made. Regardless of approval required, you agree that upon completion you will provide the Foundation with copies of the final Adaptations, prior to any use or distribution, both in the language into which the Content has been translated as well as an English translation of the final Localization (so that the Foundation can identify and review any changes to the Content that were made to localize and adapt the Content).

For assistance in understanding these guidelines or to request permission to use our tips or content in a way not covered here, please contact us at feedback@vroom.org.

PRE-APPROVED SIMPLE MODIFICATIONS

- Changing of gender pronoun (he, she, they, them)
- Changing of item to be situationally or culturally relevant (i.e., changing bread to pita, car to bus, or napkin to cloth)
- Changing of verb to align with feminine/masculine or sound/weak grammar

LOCALIZATION AND TRANSLATION

- Changing cultural references, like “Row, Row, Row Your Boat” to an appropriate children’s song, poem, or similar
- Changes that address formal vs. informal tone
- Reordering sentences in the tip or structure of the sentence if original intent is maintained
- Changing or removing adjectives, like “silly” or “goofy,” that may not translate
- Changing time of day or location (day to night or park to outdoors)
- Changing of routine (teeth brushing to hand washing)

APPROVAL NEEDED

- Adjusting tone for culture (i.e., removing extraneous phrases such as “even if your child doesn’t understand...”)
- Removing or replacing a skill (perspective taking, critical thinking, self-control, communicating, thinking flexibly, etc.)
- Removing or replacing a science-based outcome (creating a foundation for learning, building curiosity, etc.)
- Creating a new tip when existing tip is not relevant, but there is a desire to keep the concept

EXAMPLES

- TIP: Grab whatever is nearby, like a blanket, a book, or your hands, and use it to play Peekaboo with your child. First you hide behind it and then say “Peekaboo!” Next, let your child be the hider.
 - In this tip, no approval would be needed to change blanket to sheet, book to flyer, or something else that families might use. If Peekaboo is not a culturally relevant game or saying, it’s ok to substitute the culturally relevant version.
 - The last sentence—which might seem extraneous—is important to keep because it builds in back and forth interaction—a core principal of Vroom.

- TIP: While you put away the clean dishes, hold each one up and ask your child to “Name that Dish!”—Plate! Bowl! Fork! And so on. Make it fun like a game show. You hold up the item, your child tells you what it is, or you say what it is, then move on to the next one!
 - In this example, we would not require approval to substitute items for plate, bowl, fork, etc. or removing the reference to a “game show.”
 - We would require approval if the taking turns concept was removed because back and forth interaction is an essential component of Vroom tips.

- TIP: Turn snacktime into a fun game. Take three different bags and have your child watch while you put the snack in one of the bags. Mix up the bags and ask your child to find the bag with the snack. You can also put different snacks in each bag and ask your child to remember which bag has which snack.
 - In this example, we would not require approval if bags were substituted for another appropriate hiding place.
 - We would require approval for substituting another kind of game instead of a hiding game.

- BRAINY BACKGROUND: All kinds of “conversations” help to build children’s brains—even when they’re still learning how to talk. By following your child’s lead and responding, you spark the connections he/she needs for language and communication later on.
 - In this example, we would require approval to remove “following your child’s lead” or “you spark the connections he/she needs for language and communication later on.”
 - If, instead of removing, you are introducing a new way to state these same concepts, we would not require approval. If you are uncertain about this distinction, then please check with the Vroom team.

- BRAINY BACKGROUND: Think of yourself as a sports announcer—one who responds back with sounds and faces. These back and forth conversations are helping your child bond with you and begin to associate words with his/her experiences.
 - In this example, “sports announcer” may not be a familiar term. We would not require approval for substituting a comparable term or expressing the idea in a different way.
 - We would require approval if removing or substantially altering the focus of back and forth conversations building a bond between parent and child.

- BRAINY BACKGROUND: Your child must pay attention to the details of the bag to find where the snack is hidden. This game promotes his/her working memory as well as his/her focus and self-control—skills that are essential for learning.
 - In this example, we would not require permission if bag were substituted for another appropriate hiding place.
 - We would require permission if the concepts of working memory and the skills of focus and self-control were changed because promoting executive function-based skills is central to Vroom.

EXHIBIT B

Vroom Content and Co-Branding Guidelines

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.

PART 1

What is Vroom?

- 02 The History and Vision
- 03 The Mission
- 03 The Values of Vroom
- 07 The Science
- 09 Anatomy of a Vroom Tip™
- 10 Vroom and Your Brand

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

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®.

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.

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

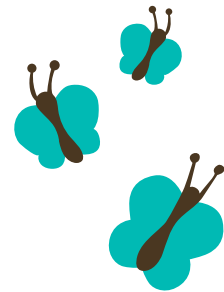
Using the science of early learning to help all children succeed and thrive.

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.

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

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**

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**.



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

How to Use Vroom® Content and Vroom Materials

- 01 Design and Branding Terminology
- 02 Localize the Message
- 04 Attribution Guidelines
- 05 Developing Your Content
- 08 Voice and Tone
- 14 Look and Feel

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. ¹
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 ² .
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.

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

² 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 brand³.

³ 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>Vroom+ Use Vroom Templates</p>	<p>Powered by Vroom Review the following pages and download the logo</p>	<p>Inspired by Vroom Please contact our team at hello@vroom.org</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 Materials⁴. 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 Vroom⁵ (Section 3, Page 3).

⁴ 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.

⁵ 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. 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.¹
- 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.**

¹ 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

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

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 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

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:

vroomTM

Vroom[®]

Vroom Brain Building Moments[®]

Vroom TipsTM

Vroom by TextTM

Brain Building BasicsTM

Brain Building ActivitiesTM

Brainy BackgroundsTM

Brain Building MomentsTM

Style Guide Notes

Vroom Tips™

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

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

The panel of experts who inform and guide our work.

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

Brain Building Basics™

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

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-building¹ activities for parents.”

E.g., “Every parent has what it takes to be a brain-builder².”

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

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

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

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

² 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
ABCDEFGHIJKLMN OPQRSTUVWXYZ ?!@#\$%& ;.

Body Copy: Verdana Regular

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

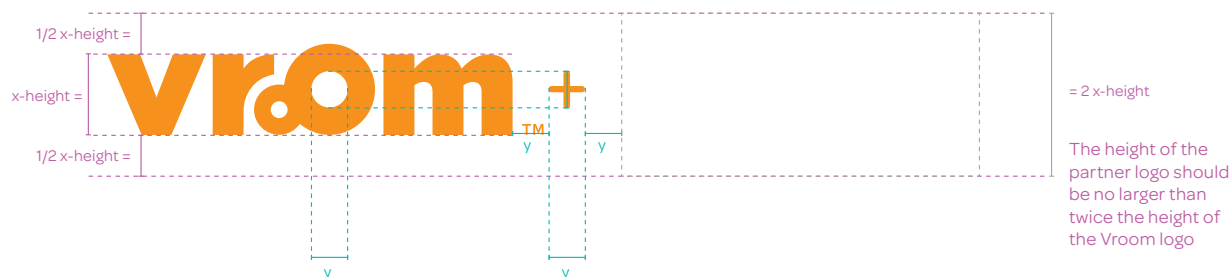
Attribution and Logo Lockups

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!



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!



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!





+
Partner logo

Partner CTA goes here

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.



+
Partner logo

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

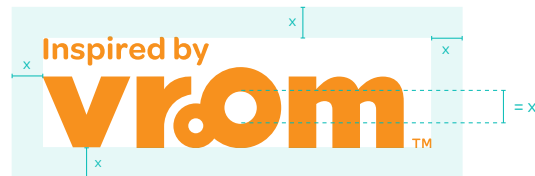
Minimum Clear space

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).



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)

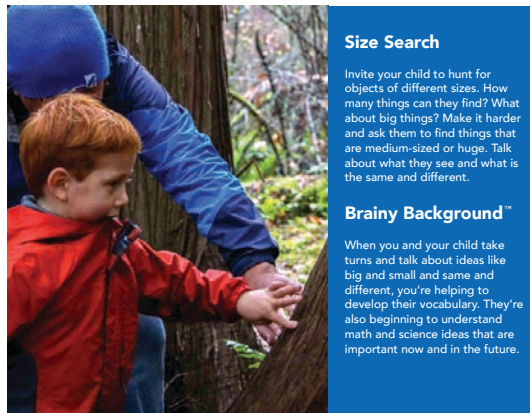
Image

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

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

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.

Ed mostrum listiss incimaxime necesti alit quia cus et eventur sum faccuptam res int libus am vel ea debis a dunt asperi beatur? Il ea dere consequia pro od quatur? Qui auda sita ipsant maxim adi non et pro blatatempel molum aut eum. Iquost autesent lam, consequi atiaspe llauta il in prempelende autet atur, occum quam quam que modior alit haribusda sit aut ullaut voloris ad ut latilstoreri coritate reruptas ma nistet.

Ed mostrum listiss incimaxime necesti alit quia cus et eventur sum faccuptam. Visit [<partnerURL.org>](#)

Partner Logo **Powered by vroom**

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



Texture Tryout

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.

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

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, the 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.



an initiative of the Bezos Family Foundation

last updated 03/11/19