

A photograph of a man with glasses holding a baby, with a woman with curly hair looking on. The image is partially covered by a teal circular graphic on the left side.

Complete benefits of BCIA Membership

1. Benefits for manufacturers and importers of baby carriers and related products
2. Benefits for practitioners, organizations, stores, and other professionals
3. Average annual cost savings of membership
4. Annual time savings of membership

BabyCarrierIndustryAlliance.org

Updated 2023

BCiA

Mission

We're here to support babywearing education and innovation.

The Baby Carrier Industry Alliance is a non-profit trade organization committed to advancing the baby carrier industry. We support manufacturers, retailers, educators and related organizations in their endeavors to bring quality carriers and education to caregivers.

Membership Benefits: Manufacturers, Importers, Amazon Sellers, and Related

	INTRO	BASIC	BASIC+	STANDARD	INTERMEDIATE	GOLD
Gross revenue from carriers	> \$50k USD	>\$250K USD	>\$1M USD	>\$5,M USD	>\$10,M USD	\$10M + USD
Signup costs	\$200	-	-	-	-	-
Industry information	✓	✓	✓	✓	✓	✓
Newsletters	✓	✓	✓	✓	✓	✓
Members-only articles	✓	✓	✓	✓	✓	✓
Members-only webinars	✓	✓	✓	✓	✓	✓
Facebook community	✓	✓	✓	✓	✓	✓
Can join committees	✓	✓	✓	✓	✓	✓
Voting member	✓	✓	✓	✓	✓	✓
Industry information	✓	✓	✓	✓	✓	✓
General discounts	✓	✓	✓	✓	✓	✓
Free babywearing information	✓	✓	✓	✓	✓	✓
Referrals for compliance attorneys, insurance, etc	✓	✓	✓	✓	✓	✓
Compliance checklists	✓	✓	✓	✓	✓	✓
Representation on international standards-writing boards	✓	✓	✓	✓	✓	✓
Advocacy within international government organizations	✓	✓	✓	✓	✓	✓
Testing discounts	✓	✓	✓	✓	✓	✓
Product registration program (PRS)	✓	✓	✓	✓	✓	✓
PRS setup costs	\$200	\$200	\$200	free	free	free
PRS annual costs	\$100	\$100	free	free	free	free
Discounted product warning labels and templates	✓	✓	✓	✓	✓	✓
Number of “seats”	1	1	2	3	3	5
Can purchase additional “seats”	No	No	\$50	\$50	\$50	free

Membership Benefits: Organizations, Practitioners, Stores, and Non-Carrier Juvenile Products

	NONPROFIT	INDIVIDUAL	MICROBUSINESS	BUSINESS	JUVENILE PRODUCTS
Gross revenue from carriers	na	> \$50k USD	>\$250K USD	\$250K +	na
Signup costs	-	-	-	-	-
Industry information	✓	✓	✓	✓	✓
Newsletters	✓	✓	✓	✓	✓
Members-only articles	✓	✓	✓	✓	✓
Members-only webinars	✓	✓	✓	✓	✓
Facebook community	✓	✓	✓	✓	✓
Can join committees	✓	✓	✓	✓	✓
Voting member	✓	✓	✓	✓	✓
Industry information	✓	✓	✓	✓	✓
General discounts	✓	✓	✓	✓	✓
Free babywearing information	✓	✓	✓	✓	✓
Referrals for attorneys, insurance, etc	✓	✓	✓	✓	✓
Compliance checklists	✓	✓	✓	✓	
Representation on international standards-writing boards	✓	✓	✓	✓	
Advocacy within int'l government organizations	✓	✓	✓	✓	
Testing discounts					
Product registration program (PRS)					
PRS setup costs					\$100
PRS annual costs					free
Discounted warning labels & templates					✓
Number of "seats"	2	1	2	5	1
Can purchase additional "seats"	\$50	No	\$50	\$50	no

Average Annual Value of BCIA Membership

(Based on standard costs of doing business and available membership discounts)

	INTRO	BASIC	BASIC+	STANDARD	INTERMEDIATE	GOLD
Trainings	\$300—\$600	\$600—\$900	\$600—\$1200	\$900-\$2100	\$2100+	\$2100+
Compliance attorney	\$200	\$750	\$900	\$1500	\$2100	\$2100
Babywearing PR	\$100	\$300	\$700	\$1000	\$2000	\$2000
Warning label creation	\$200	\$200	\$500	\$500	\$500	\$500
Per-standard testing	\$100	\$100	\$100	\$100	\$100	\$100
PRS savings over DIY option	\$350	\$350	\$350	\$3000	\$3000	\$3000
PRS service setup	\$8000	\$8000	\$8000-\$10000	\$8000-\$10000	\$8000-\$10000	\$8000-\$10000
ESTIMATED TOTAL COST SAVINGS	\$1250-\$9200	\$2800-\$11150	\$3150-\$13100	\$7000-\$14200	\$9800-\$15800	\$9800-\$15800

	NONPROFIT	INDIVIDUAL	MICROBUSINESS	BUSINESS	JUVENILE PRODUCTS
Trainings	\$500	\$500	\$500	\$500-1000	-
Compliance attorney	-	-	-	\$300-\$600	-
Babywearing PR	\$50	\$150	\$300	\$50	-
Warning label creation	-	-	-	\$200	-
Per-standard testing	-	-	-	\$100	-
PRS savings over DIY option	-	-	-	\$350	-
PRS service setup	-	-	-	-	\$8000-\$10000
ESTIMATED TOTAL COST SAVINGS	\$550	\$550	\$800	\$1500-\$2800	\$8000-\$10000

Average Annual Time Savings of BCIA Membership

(Based on experience of BCIA members)

	INTRO	BASIC	BASIC+	STANDARD	INTERMEDIATE	GOLD
Compliance planning	10	10	20	20	40	40
Babywearing PR	10	20	40	60	100	100
Political	2	4	4	8	20	20
Attending standards meetings	4	4	4	4	4	4
Keeping up with industry info	12	12	24	24	24	24
Creation of compliance docs	5	5	12	12	12	12
Compliance—product registration	24	48	48	72	72	72
ESTIMATED TOTAL TIME SAVINGS	67	103	152	200	272	272

	NONPROFIT	INDIVIDUAL	MICROBUSINESS	BUSINESS	JUVENILE PRODUCTS
Compliance planning	3	6	6	10	-
Babywearing PR	1;5	5	5	5	-
Political	2	2	2	1	-
Attending standards meetings	4	4	4	4	-
Keeping up with industry info	24	12	12	12	-
Creation of compliance docs	-	-	-	5	-
Compliance—product registration	-	-	12	12	3-20
ESTIMATED TOTAL COST SAVINGS	34.5	29	41	49	2-20

Work

We make it easier to be in the babywearing business.

The BCIA was founded in 2010 by babywearing entrepreneurs from around the globe — product manufacturers, professional educators, and retail store owners. Our focus has always been on bringing the babywearing industry together to use our expertise and resources as a community.

We are best known for on making standards and regulations understandable, affordable, accessible, and useful. The community we have created within the baby carrier industry is unlike any other.



*Friendly
Confident
Connected
Knowledgeable*



Mood board

Dynamic | Connected | Knowledgeable

The inspiration for the BCIA are the baby carriers that tie our organization together. Innovative designs, rich fabrics, and beautiful in-store displays inspired our color palette.

Blue, the primary brand color, implies trustworthiness and carries the most popular baby carrier color into our brand. The hint of teal makes it friendly and warm.

The orange and gold accents evoke energy and creativity. Plenty of white space supports the sense of welcoming openness our community appreciates, and the neutral background mirrors the natural feel of undyed cotton.



Logos

The BCIA's primary logo is a word mark with an "I" that suggests an adult carrying a baby. A white logo on a solid blue background is preferred. Alternately, the logo may be used in its blue form when necessary.

When the logo is placed over a photo or other background it must be legible. Adding a light "glow" to separate it from the background is acceptable.

Fonts

Title Lora Bold caps 3x

Lora and Open Sans

Heading 1 Lora 3x

Friendly, Modern, and Easy to Read

Subheading Lora 2x

Lora is a modern, friendly font. Its curved brush strokes and strong serifs are match our brand voice exactly and contrast perfectly with our logo font.

Body Text Open Sans 1.5x

JOIN NOW

LEARN MORE

Accent text Open Sans Caps 1.5x

Testimonials can be in script

This is a testimonial, a direct quote.

Script Lumios Marker 2.5x

-NAME IN ACCENT TEXT

Accent text Open Sans Caps 1.5x

Typefaces

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Lumios Marker

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()

BCIA Blue

#00B3BE
Primary
Blue

#006576
Dark blue

#BEECEB
Tertiary
blue

Friendly accents

#FFC269
Warm
accent

#F17800
Calls to
action

#FFE2B2
Neutral
accent 1

Neutrals

#FFF9F1
Neutral
accent 2

#AAA29A
Neutral
accent 2

#504A44
Text

Color

Palette

The BCIA has embraced blue as a key brand color since its inception. The hint of teal suggests creative warm gold and orange accents and use of a warmer blue and more muted red lend a friendly, welcoming, creative personality to visuals.

Textures

Use of textiles as textures and backgrounds is appropriate. Textures should lend the feeling of experiencing a display of high-end artisan baby carriers.



Voice

“Everyman”

In the style of the citizen/everyman archetype, the BCIA voice is that of a facilitator at a meeting of neighbors and peers. The tone should be assured, moderately formal but friendly, respectful, dynamic, and matter-of-fact.

Most content should be written at a tenth grade level and include headings and bullet points to break up the text.





Platforms

Facebook

Facebook should focus on posts related to solving the pain points of members and educating them about business growth and regulatory compliance.

KPI: website visits, shares, and event engagement.

Instagram

Instagram should present **visually cohesive, community-focused, member-focused content.**

KPI: followers, engagement.

LinkedIn

LinkedIn should present information babywearing and regulatory world. Posts should be upbeat and helpful, frequently featuring BCIA resources.

KPI: TBD



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