

VISUAL STANDARDS GUIDE

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CONTENTS

8	Who We Are
12	What is Family?
14	Our Mission
16	Brand Identity
18	Our New Logo
32	Typography
36	Color & Type
44	Photography
48	The Path to Play



WHO WE ARE

**What started as a small playgroup
sparked a movement that celebrated
play as the heart of family growth.**

Gymboree's story starts with its founder, Joan Barnes, who often described her journey as a classic entrepreneurial tale. In the early 1970s, she was a "lonely, isolated mom" who had moved cross-country to San Francisco—barefoot, broke, and searching for community. At the time, the national conversation revolved around DINKs—double income, no kids—leaving Barnes, a new mother and dancer, feeling out of sync with the culture around her.

Barnes envisioned something more joyful than gripe sessions about domestic life: a playgroup where children could explore and parents could find camaraderie and support.

While teaching movement at a local Jewish Community Center, Barnes began experimenting with children's programs. From what she called her own "selfish needs," she imagined a new kind of space—one that offered both kids and parents the connection she craved. Inspired by the consciousness-raising groups she had attended back East, Barnes wanted something more joyful than gripe sessions about domestic life, like a play group where children could explore and parents could find camaraderie and support.

That idea took shape in 1976 as the first Gymboree Play and Music classes. The environment was bright, colorful, and full of padded structures, props, music, and movement, inviting children to explore freely while improving coordination, confidence, and self-expression.

Importantly, parents participated alongside their kids, forming a supportive community in the process. The concept resonated with families, and by the 1980s, Gymboree had expanded through franchising.





Growing Up

As Gymboree's reputation grew, so did its ambitions. In the eighties, the company entered the retail world with its first line of children's clothing—playful, colorful, and durable, just like the classes that inspired them. **Parents embraced the apparel as an extension of the Gymboree experience: high quality, comfortable clothes** designed for real childhood adventure. What began as a way to serve existing families soon evolved into a phenomenon, bringing Gymboree to malls across the country.

This expansion marked a pivotal shift. The company now balanced two intertwined identities—one rooted in experiential education and family connection, the other in fashion and retail growth. The visibility of the clothing stores both strengthened brand awareness but also created tension between Gymboree's original mission of enriching family life through play and the fast-paced demands of retail.

Staying True to Its Heart

For decades, Gymboree managed to embody both sides of its identity: a place where families could play and learn together, and a brand that dressed children in clothes that celebrated their vibrant, imaginative spirit. Though the years ahead would bring change, expansion, and reinvention, the heart of Gymboree has always reflected **Joan Barnes's vision, to honor play as the essential work of childhood and to give parents the joy, support, and connection they need along the way.**



WHAT FAMILY MEANS TO US

Families help us grow into who we're meant to be, and Gymboree helps families grow, together.

Family are the people who offer love, support, and a sense of belonging. At Gymboree, we celebrate families of all kinds—chosen, biological, and found through shared experience.

Families help us learn and grow, support us and hold space for our future selves, and also model empathy, cooperation, and resilience.

To support them in return, we partner with organizations that help families thrive—those that provide emotional connection, creative learning, movement, and community. Together, we create environments where every family can grow holistically through the magic of play.

OUR MISSION

**WE SPARK HOLISTIC
GROWTH THROUGH THE
MAGIC OF PLAY—TO HELP
FAMILIES THRIVE, SO THEY
CAN LIVE HAPPIER, MORE
BALANCED LIVES.**



BRAND IDENTITY

A brand identity is how we show up in the world, through our logo, tone, and joyful design, to share what we believe in. At Gymboree, our brand identity celebrates imagination, and connection, and the magic of play that helps families grow and thrive together.

The following pages will explore our identity elements and usage rules. Through our logo, tone, and joyful design we share what we believe in. Our brand identity celebrates imagination, connection, and the magic of play that helps families grow and thrive together.



gymboree

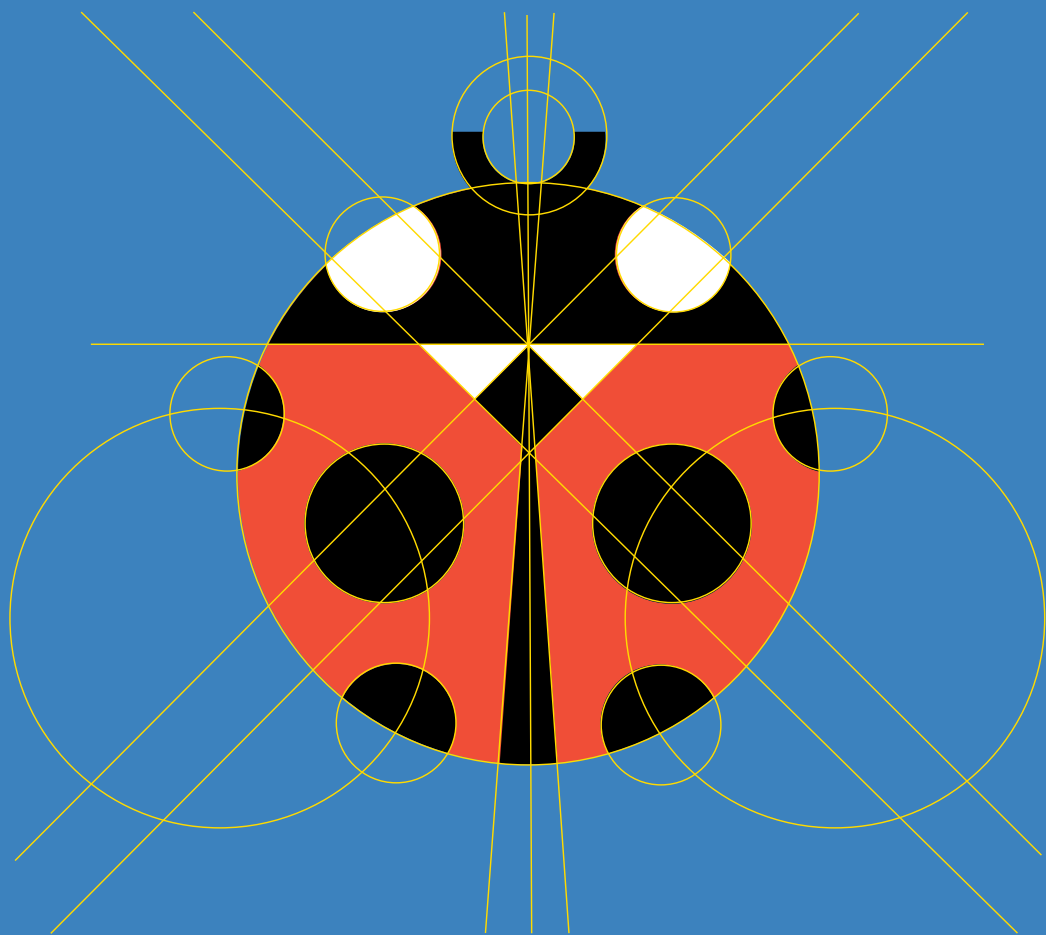
OUR NEW LOGO

Our new logo features a simplified geometric ladybug—a playful symbol of growth and joy.

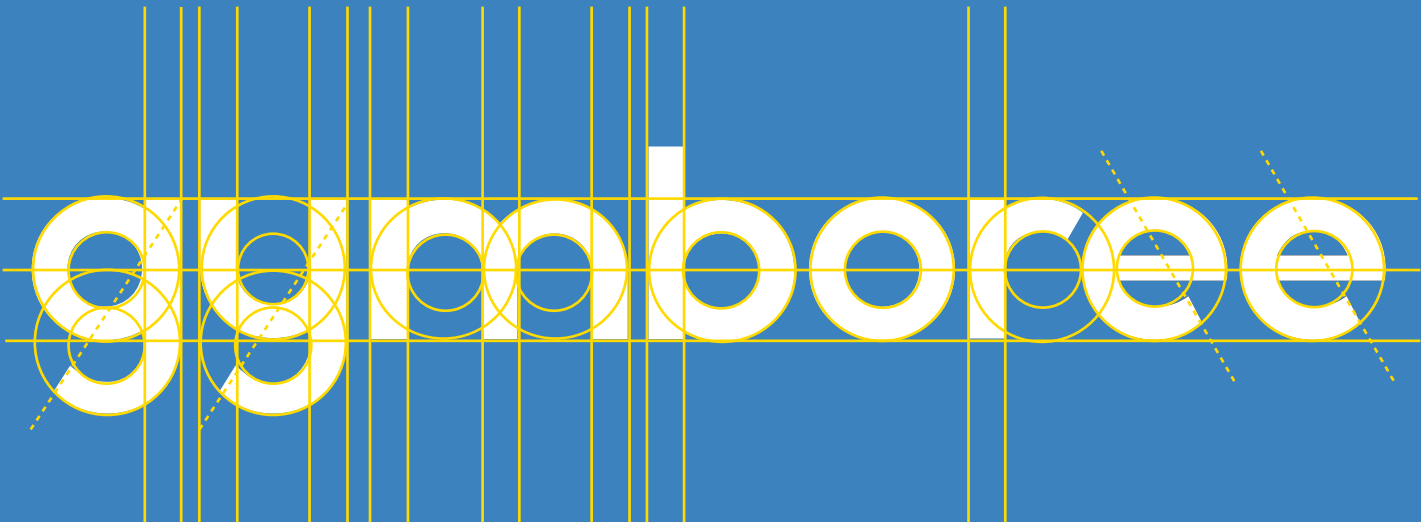
Its clean, modern form stays distinctive at any size, in both color and black and white. Paired with a clean geometric typeface, **it reflects Gymboree's balance of creativity, clarity, and connection through the magic of play.**

CONSTRUCTION

Our logo is built from a simple geometric system of circles and straight lines. By relying on these fundamental shapes, the logo feels both modern and playful, with a structure that supports consistency throughout the brand.



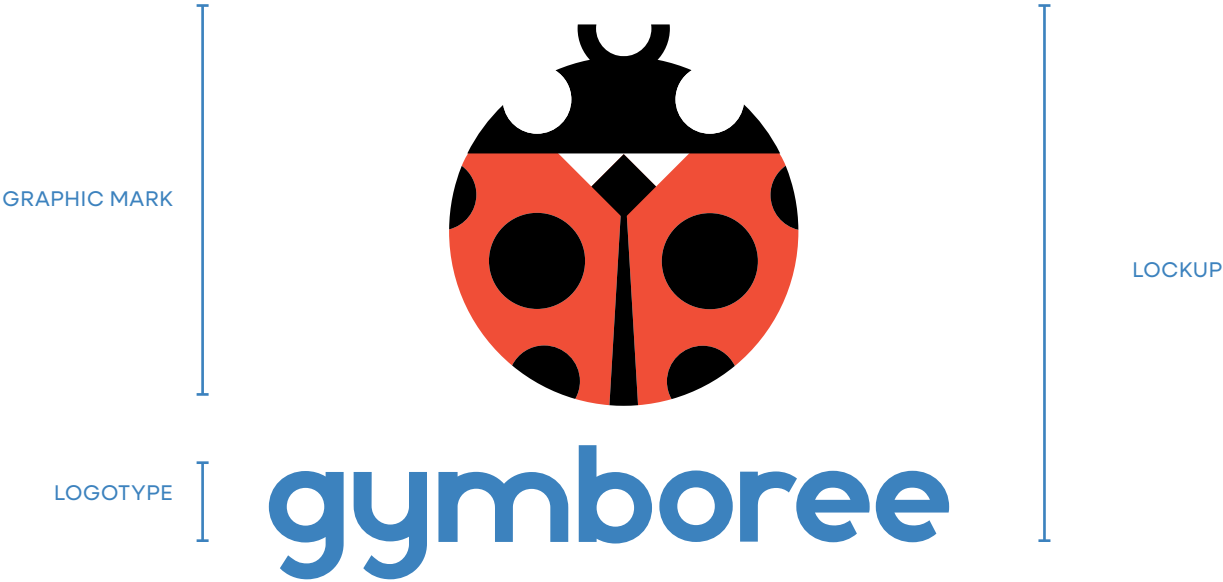
GRAPHIC MARK



LOGOTYPE

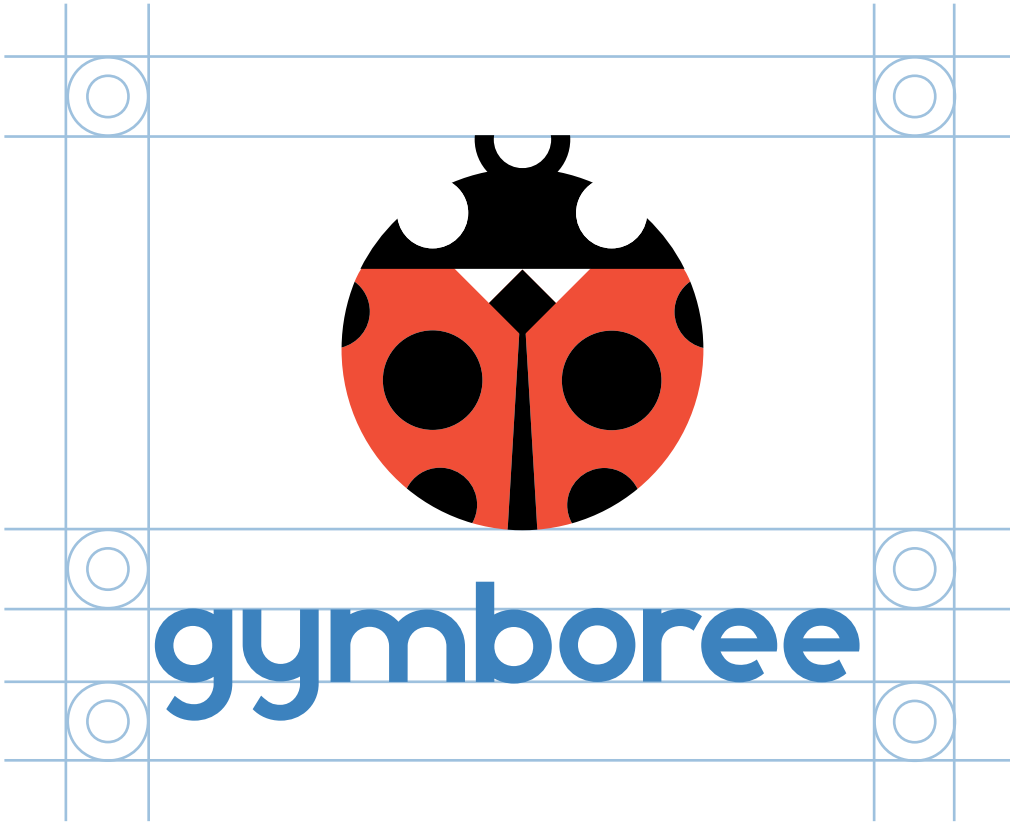
LOGO LOCKUP

The logo lockup is the combination of the graphic mark, or logo mark, and the wordmark, or logotype. **This is the most complex version of the logo.**



LOGO CLEAR SPACE

It's always a good idea to leave some breathing room around the logo to ensure legibility. We use the O from the wordmark as the minimum amount of space on all sides.



O = SPACING

LOGO VERSIONS

Depending on the situation, a different orientation of the logo may be needed. It can appear in one of four ways: stacked, horizontal, as a wordmark, or the brand mark on its own.



VERTICAL



LOGOTYPE



HORIZONTAL



GRAPHIC MARK

SIZE VARIATIONS

The different logo variations are all useful at different sizes. Generally, the less complex elements such as the wordmark will appear at th smallest size, while stacked logos with more elements and details are larger.

LOGO VERSION	STACKED	HORIZONTAL	SYMBOL	WORDMARK
STACKED 75 MM (IN WIDTH)				
HORIZONTAL 50 MM (IN WIDTH)				
SYMBOL 25 MM (IN WIDTH)				
WORDMARK 10 MM (IN WIDTH)				
	WORDMARK 10 MM (IN WIDTH)			

BLACK & WHITE AND COLOR

Variations are needed for a range of situations, in color, black and white, and on both dark and light backgrounds.



BLACK



LIGHT BACKGROUND



REVERSED OUT



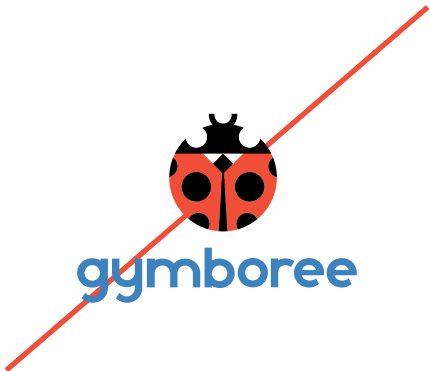
DARK BACKGROUND

LOGO DON'TS

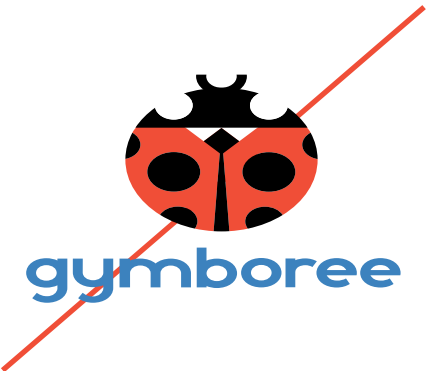
Keep our logo strong and consistent, never stretch, tilt, recolor, or add effects. Don't change its proportions, use it on busy photo backgrounds, or alter any elements of the design.



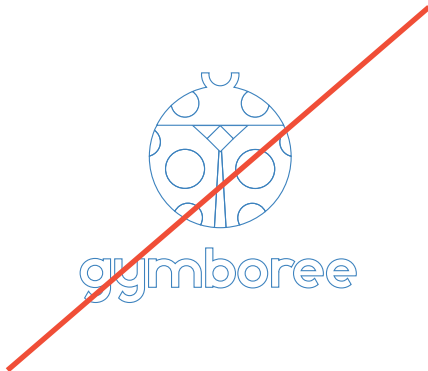
Don't change the wordmark typeface



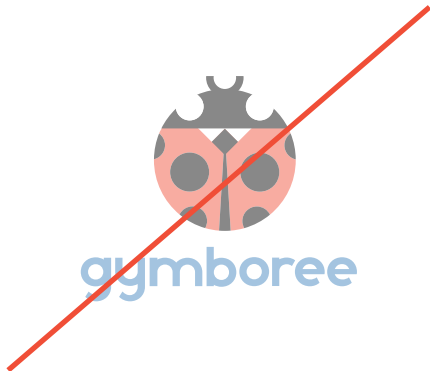
Don't change the proportions



Don't stretch or skew the logo



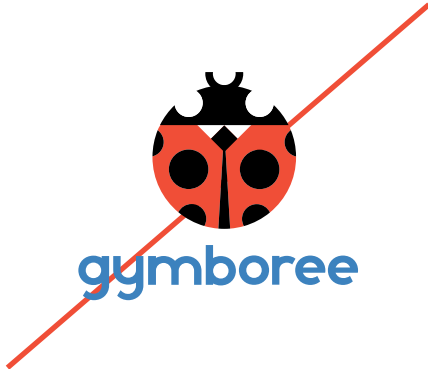
Don't make it into outlines



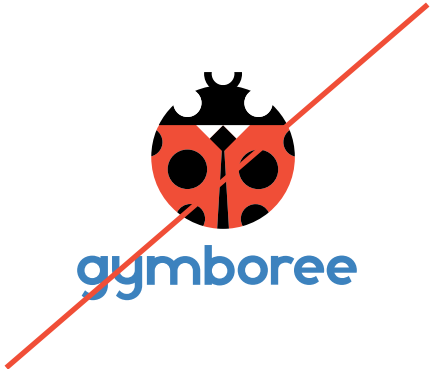
Don't apply transparency



Don't flip or rotate the symbol



Don't add effects like drop shadows



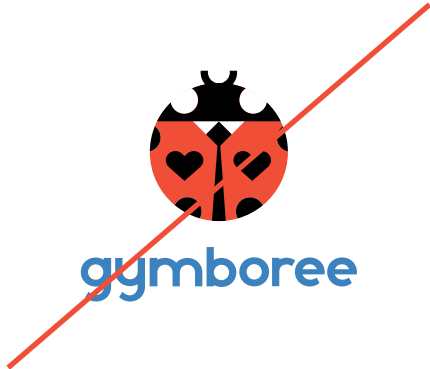
Don't recolor, or use colors outside of the palette



Don't rotate the logo



Don't add strokes



Don't edit the symbol



Don't use grayscale in place of color, instead use black and white

TYPEFACES

Maintain consistent typefaces and formatting across every project. They keep typography clean, readable, and cohesive—ensuring harmony, efficiency, and a unified visual voice. Only use bold or semibold typefaces when created reversed out designs.

NEULIS NEUE BOLD

GROW THRIVE

NEULIS SANS LIGHT

Play Together

Neulis Neue Bold
Use in large headlines
over 40 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + “ ” — , . / ?

Neulis Neue Semi Bold
Use in subtitles and chapter
openers, up to 4 lines of
type, between 20–30pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + “ ” — , . / ?

Neulis Sans Bold
Use in body text and labels
as emphasis. 7-9pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + “ ” — , . / ?

Neulis Sans Light
Use for pull quotes, captions,
and subtitles 20 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + “ ” — , . / ?

Fields Regular
Use for body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + “ ” — , . / ?

TYPOGRAPHY

Paragraph styles keep your typography clean, consistent, and easy to update across every project. These styles ensure visual harmony, readability, and a cohesive design system.

HEADLINES / Neulis Neue Bold

GROW THRIVE
PLAY TOGETHER

SUBHEADS / Neulis Neue Semibold

Gymboree helps families grow, thrive, and find balance through joyful play, creativity, and connection every day.

PULL QUOTES / Neulis Sans Light

Through play, families grow closer, discovering joy, balance, and endless possibilities—together, every moment becomes magic.

BODY / Fields Regular or Bold

At Gymboree, play is more than fun—it’s how we learn, grow, and connect. Our programs spark imagination, build confidence, and nurture every child’s unique potential. Through movement, creativity, and shared discovery, families find joy and balance together, creating lasting memories and foundations for lifelong growth through the magic of play.

COLOR PALETTE

Our brand palette is made of a bright rainbow of colors. Color tints may be used when accompanied by the fully saturated brand colors.

	100%	50%	15%
BLUE JAY PANTONE CMYK 75, 40, 0, 5 RGB 50, 130, 190 HEX 3C82BD			
SPROUT PANTONE CMYK 75, 0, 55, 15 RGB 15, 160, 130 HEX 0FA082			
POPPY PANTONE CMYK 0, 185, 85, 0 RGB 240, 80, 55 HEX F04E37			
PEONY PANTONE CMYK 0, 65, 10, 0 RGB 290, 125, 165 HEX F57DA4			
CANARY PANTONE CMYK 0, 15, 100, 0 RGB 255, 220, 0 HEX FFD900			

COLOR & TYPE

Only use bold or semibold typefaces when creating reversed out designs. Watch out for contrast when mixing colors, and don't mix complementary colors.

USE THESE COMBOS:	100%	50%	15%
TEXT Peony 50% BG Blue Jay 100%			
TEXT Peony 50% BG Sprout 100%			
TEXT Peony 50% BG Poppy 100%			
TEXT Poppy 100% BG Peony 50%			
TEXT Peony 100% BG Canary 100%			

BUSINESS SYSTEM

A bright, unified stationery set that showcases our personality with clarity and flair. The letterhead and custom envelope save time while adding a bit of fun.



JORDAN LIU
Community Partnerships Director
415.555.2480 415.555.8103
jordan.liu@magicofplay.net

1200 Blossom Circle • SF, CA 94118 • magicofplay.net





1200 Blossom Circle
San Francisco, CA 94118

Taylor Mendoza
Bright Horizons
448 Willow Street NE
Portland, OR 97214

November 18, 2025

Taylor Mendoza
Bright Horizons
448 Willow Street NE
Portland, OR 97214

Dear Taylor,

Thank you for taking the time to connect with us last week. I'm delighted to follow up and share more about how Gymboree's professional services can support the families, educators, and community organizations you work with every day.

For over 45 years, Gymboree has championed holistic growth through the magic of play. While many people know us for our beloved early childhood classes, our team also collaborates with hospitals, schools, social service agencies, and family—support nonprofits to bring research-backed, play based strategies to a wide range of environments.

Our Professional Services Program includes several interconnected offerings that can be tailored to your goals. We provide in-person and virtual holistic play trainings designed for educators, caseworkers, counselors, and healthcare professionals. These workshops introduce practical, trauma informed techniques that help build connection, support emotional regulation, and encourage creative expression across different ages and abilities.

We also offer program design and environmental consultation for partners looking to create or update play rich spaces. Whether you are refreshing a family waiting room, rethinking a youth engagement program, or designing a community play studio, our team works closely with you to develop flexible, sensory responsive environments that spark imagination, movement, and joyful learning.

In addition, we host custom family engagement and community play events. These experiences, ranging from movement workshops to inclusive "Play Fair" team challenges, strengthen social bonds and create moments of shared growth. Each event is structured to meet families where they are, honoring diverse needs, cultures, and comfort levels while keeping the focus on joy and connection.

What sets Gymboree apart is our belief that play is not an extra, it is a powerful, evidence-based tool for helping families thrive. Our approach is warm, accessible, and adaptable, ensuring each partner can integrate play meaningfully within their own mission and capacity.

I would love the opportunity to discuss how we might collaborate. Please feel free to contact me directly at **(415) 555-2480** or **jordan.liu@magicofplay.net**. I'm happy to share sample curricula, project timelines, or case studies from recent partnerships.

Thank you again for considering Gymboree as a resource. I look forward to exploring the possibilities.

Warmly,
Jordan Liu
Community Partnerships Director

BUSINESS SYSTEM IN ACTION

Here, the stationary set featuring Gymboree’s modern, geometric branding across letterhead, envelope, and business card shows a polished, professional look.



PHOTOGRAPHY

Our photography style is bright, clear, and well-lit, capturing joyful moments of adults and children at play. Aim for diversity. Use full-color, candid, documentary-style images that feel natural and authentic. Avoid overly posed shots, and carefully review any AI-generated images for visual artifacts or distortions.



PHOTOGRAPHY DONT'S

Avoid dark, posed, or heavily edited images. Skip generic stock photos or unrealistic filters. Check AI images carefully for distortions. Keep every image natural, joyful, and authentic.



Avoid overly light or dark images



Avoid solid color backgrounds



Avoid unrealistic images



Avoid low resolution images



Avoid AI images with artifacts and distortions



Don't stretch or distort images



Avoid overly posed images



Avoid white backgrounds



Avoid overly processed images



Avoid blurry images



Avoid overly AI images



Avoid grayscale images



THE PATH TO PLAY

Gymboree is embracing a fresh vision and a new path forward, helping families grow, thrive, and live happier, more balanced lives through the power of play. The following pages highlight how we are bringing that exciting vision to life with brand new products, services, environments, experiences, events, learning opportunities and co-branding partnerships.



THE FUTURE OF PLAY

We're embarking on a fresh path to help families grow, thrive, and find balance through play.

Introducing new products, experiences, environments, and partnerships that spark joyful growth.

Every offering is a slightly different balance of holistic growth categories. The pink, green, and yellow bars under the name of each program describe holistic balance of each.

● Expression

Expression of the body in action—stretching, wiggling, dancing, and exploring. It builds balance, strength, and confidence through playful movement and energetic flow.

● Connection

Connection is emotional awareness, shaping how we feel, and respond to others and our own feelings. It nurtures empathy, confidence, and resilience through understanding ourselves and others.

● Curiosity

Curiosity fuels thinking, imagination, and discovery. And it invites all questions, creativity, and open minded exploration of the world.

CHARTING THE PATH FORWARD

Clear visual charts help organize and simplify all of the fresh directions we're exploring. By grouping products and experiences, this charts makes it easy to see how each supports different aspects of growth, and help us to understand the full picture at a glance.

This diagram shows which category of holistic growth each offering exists in—**physical expression, curiosity, or cognitive growth, and connection for emotional and social growth**. Many of the offerings also exist in overlapping growth categories, as you can see by the overlapping circles.

PRODUCTS

- PRO 01** Gymboree Wonder Map
- PRO 02** Gymboree Spark Growth Activity Cards
- PRO 03** Gymboree Calm Down Corner
- PRO 04** Gymboree Connection Journal

SERVICES

- SRV 01** Gymboree Play Coach
- SRV 02** Gymboree Mobile Play Program
- SRV 03** Power of Play Resource Library

ENVIRONMENTS

- ENV 01** Gymboree Play Museum
- ENV 02** Gymboree Magic of Play Studio
- ENV 03** Gymboree Playspace Waiting Room

EXPERIENCES

- EXP 01** Gymboree Stories in Motion
- EXP 02** Gymboree Grow Happy Challenge
- EXP 03** Camp Gymboree

EDUCATION

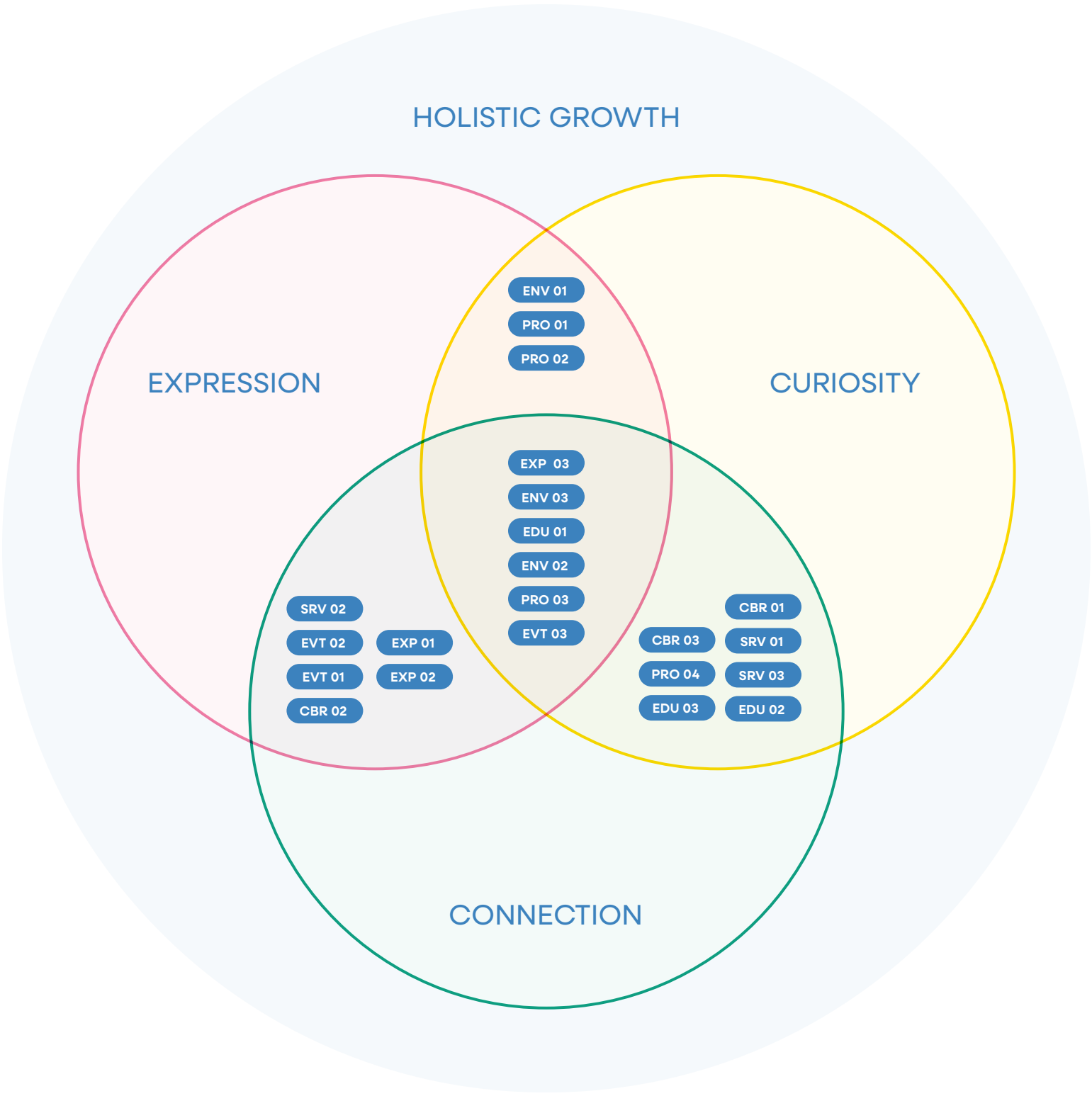
- EDU 01** Gymboree Age of Play Workshop Series
- EDU 02** Gymboree Social Service and Family Support Certification
- EDU 03** Gymboree Play to Grow Conference

EVENTS

- EVT 01** Gymboree Play Fair
- EVT 02** Gymboree Play it Forward
- EVT 03** Gymboree Mindful Adaptive Yoga

CO-BRANDING

- CBR 01** Gymboree x National Institute for Play Grow with Play Every Day Guidebook
- CBR 02** Gymboree x Imagination Playground Grow Happy Giant Block Set
- CBR 03** Gymboree x TEDx Playtime Talk Series



PLAY WITH PURPOSE

We’re expanding the power of play to support families and the professionals who serve them—sparking growth, resilience, and wellbeing across home, school, and community.

Discover our new products, experiences, environments, and partnerships—all designed to spark joyful, holistic growth.

Each program blends our core growth categories in its own way, represented by the pink, green, and yellow bars beneath its name.

- Expression

Expression of the body in action—stretching, wiggling, dancing, and exploring. It builds balance, strength, and confidence through playful movement and energetic flow.
- Connection

Connection is emotional awareness, shaping how we feel, and respond to others and our own feelings. It nurtures empathy, confidence, and resilience through understanding ourselves and others.
- Curiosity

Curiosity fuels thinking, imagination, and discovery. It invites all questions, creativity, and open minded exploration of the world around us.

● Expression ● Connection ● Curiosity

PRODUCT

PRO 01

Gymboree Wonder Map



A customizable game that requires teamwork for kids to find a real hidden treasure

Description

Wonder Map is a non-competitive problem solving game that requires teamwork to find the treasure at the end. Rather than two teams competing against each other, kids work together as one group to move forward on the board. Suitable for play at home or in the classroom, Wonder Map can be customized for a range of ages and abilities for inclusive fun.

Mission Focus

Gymboree Wonder Map reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by being fun, inclusive and flexible. It provides players with skills for growth that will help them over the course of their lives such as teamwork and creative problem solving.

Similar To

Ziggurat, Dinosaur Escape

How We are Different

Unlike Ziggurat or Dinosaur Escape, Gymboree Wonder Map is customizable at the outset with the use of different adventure packs—which each provide multiple challenge levels so players of different ages and abilities can participate meaningfully.

PRODUCT

PRO 02

Gymboree Spark Growth Activity Cards



A playful deck of activity cards with categories for each area of holistic growth.

Description

Gymboree Spark Growth Activity Cards are a playful deck of 500 cards divided into categories for each area of holistic growth—physical, emotional, social, cognitive, and self expression. These cards can be used by the whole family, and at any time. Pick a new card each day and let it guide your play!

Mission Focus

Gymboree Spark Growth Activity Cards reinforce our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by providing an easy to use way to inspire growth every day.

Similar To

Lakeshore Mindfulness Activity Cards, Let’s Grow Cards

How We are Different

This deck goes beyond existing decks in several ways—first, it includes activities in multiple holistic categories: Physical, Cognitive, Emotional and Social, and Self Expression, rather than just mindfulness and emotional categories. In addition, each card has a tiered, offering different activities depending on the life stage of the player.

PRODUCT

PRO 03

Gymboree Calm Down Corner Kit



A kit for use at home or in the classroom that allows kids to emotionally regulate.

Description

The Gymboree Calm Down Corner kit has everything needed to set up a designated calm down corner—a safe space for kids to reduce sensory inputs and help regulate their emotions. The kit is all inclusive, and comes with a tent, cozy blanket, weighted lap pad, fidget toys, headphones, and training video for caregivers. Perfect for home or classroom environments.

Mission Focus

Gymboree Calm Down Corner reinforces our mission of **sparkling holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by offering children the knowledge and tools to physically relax and regulate their emotions.

Similar To

Nasco Education Calming Corner, The Calm Caterpillar

How We are Different

This kit is different not just because it includes everything needed to help children unplug from an overstimulating environment, but also includes a detailed training video for teachers and caregivers.

PRODUCT

PRO 04

Gymboree Connection Journal



Journal for children to process emotions and experiences with playful creative exercises.

Description

The Gymboree Connection Journal helps children gently process emotions and experiences through fun and playful creative exercises. Filled with drawing prompts, mindful reflections, and imaginative activities, it provides a safe space for self-expression and healing—helping kids build trust, resilience, and emotional awareness as they reconnect with themselves and the supportive adults in their lives. Intended for children who have experienced trauma, but still useful for all children navigating the process of growing up.

Mission Focus

Gymboree Connection Journal reinforces our mission of **sparkling holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by using creative play as a pathway to emotional growth.

Similar To

Big Life Journal and play therapy techniques

How We are Different

The Gymboree Connection Journal is different because it blends play based learning and therapeutic techniques. It can be used in both a home or clinical setting, or act as a bridge between the two.

SERVICE

SRV 01

Gymboree Play Coach



Develops a personalized plan to help those in your care thrive.

Description

If you want to help your loved ones flourish, but don't know where to start—the Gymboree Play Coach is here to help! They will develop a personalized play plan to help those in your care thrive by building a strong foundation for holistic growth through daily, weekly, or monthly activities, flexible enough for any busy schedule.

Mission Focus

The Gymboree Play Coach reinforces our mission of **sparkling holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by providing the tools and ideas needed for caregivers and families to grow through play.

Similar To

Playworks, clinical life services for kids

How We are Different

Gymboree Play Coaches are different, because they are focused on holistic growth through play, rather than just physical health, or just emotional growth. In addition, they offer tiered service packages that provide support for families one-on-one, or through social services like foster care, community centers, schools, and hospitals.

SERVICE

SRV 02

Gymboree Mobile Play Program



An inclusive mobile playground brings the fun to you!

Description

A mobile inclusive playground brings the magic of play to every community. Includes sensory, imaginative, and movement-based activities, it supports children of all abilities through holistic play. Great events at schools, hospitals, community centers, and more. By traveling to underserved areas, we can also help families thrive—creating connection, confidence, and balance.

Mission Focus

Gymboree Mobile Play Program reinforces our mission of **sparkling holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by integrating social, cognitive, emotional, and physical play experiences.

Similar To

KaBoom!, Fun Bus

How We are Different

Gymboree's Mobile Play Program is different than other mobile playgrounds and gyms because it aims to be inclusive and accessible—allowing children of all abilities to learn and play together. It can also be combined with any existing play therapy services.

SERVICE

SRV 03

Gymboree Power of Play Resource Library



A research backed resource library designed for caregivers to help children grow through holistic play.

Description

The Gymboree Resource Library is a research-backed digital hub designed to help educators, caregivers, social workers, and healthcare professionals support holistic child growth through play. Featuring practical tools, activity guides, and accessible research, it bridges science and real-world practice to make joyful, purposeful play a foundation for lifelong learning and resilience.

Mission Focus

Gymboree Power of Play Resource Library reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by giving caregivers the research backed resources they need to help children grow in mind, body, and spirit.

Similar To

Harvard Center for the Developing Child, PATH International

How We are Different

This platform unites diverse fields under one framework. It translates research into practical, hands-on tools that help every adult in a child’s life use play to nurture whole-person development.

ENVIRONMENT

ENV 01

Gymboree Play Museum



A play museum that features many family friendly interactive and sensory exhibits.

Description

The Gymboree Play Museum features multiple interactive exhibits encouraging different areas of holistic growth. Activities are centered around cognitive, social emotional, physical, and creative development, while also supporting a variety of sensory needs.

Mission Focus

Gymboree Play Museum reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by providing a place for kids and families to build community by experiencing holistic play in a diverse and inclusive environment.

Similar To

Children’s Discovery Museum of San José, The Strong National Museum of Play

How We are Different

The Gymboree Play Museum is different in that it is specifically built around a framework of holistic growth. It supports different sensory needs through quiet zones, and sensory kits with headphones and fidgets.

ENVIRONMENT

ENV 02

Gymboree Magic of Play Studio



The home of Gymboree work-shops—the play studio provides space for growth and learning.

Description

The Gymboree Magic of Play studio is a bright, flexible space for holistic growth and learning. Families and children explore movement, creativity, and social connection through play. The Studio provides space for joyful movement, a maker space with collaborative project workshops, sensory friendly spaces, and accessible outdoor spaces.

Mission Focus

Gymboree Magic of Play Studio reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by providing a place for families to gather, build community, and participate in a range of workshops and fun events.

Similar To

The Third Place for Kids, Space to Play

How We are Different

Gymboree’s Magic of play studio is different in that they offer workshops and activities for both adults and families, not just children.

ENVIRONMENT

ENV 03

Gymboree Playspace Waiting Room



A waiting room designed like a playroom for use in clinical and healthcare settings.

Description

The Gymboree Playspace transforms healthcare and clinical environments into welcoming, play-based spaces that ease stress and boredom for children and families. Featuring soft surfaces, fun colors, and short, hands-on activities, it promotes comfort, curiosity, and playful learning—turning waiting time into a positive, growth-oriented experience that supports emotional and cognitive well-being.

Mission Focus

The Gymboree Playspace Waiting Room reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by providing a place for children to engage in holistic play in situations that would otherwise be stressful or boring.

Similar To

Boston Children’s Hospital, Children’s National

How We are Different

The Gymboree Playspace Waiting Room is different from other pediatric waiting rooms because it is built around holistic play, emotional regulation, and family connection rather than distraction. It is also less overstimulating than existing digital play options.

EXPERIENCE

EXP 01

Gymboree Pop-Up Play Lab: Stories in Motion



A pop-up group play series where a team member reads a book and children act out the scenes together.

Description

Gymboree Stories in Motion is part of a Pop-up Play Lab series with Barnes and Noble Books. A team member reads a book aloud, while children act out different scenes together with simple props and modular play equipment. Prompts and different “moves” are introduced at the beginning of the session for more structured playtime.

Mission Focus

Gymboree Stories in Motion reinforces our mission of **spark-ing holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by encouraging children to enjoy structured play together—boosting confidence, strengthening social bonds, and getting them moving.

Similar To

Books in Motion, local library programing

How We are Different

Stories in Motion is different in that it combines literacy, social interaction, and structured play, all in a retail space where families already are. In addition, rather than a dance focus, kids act out the scenes using simple modular play equipment and costumes.

EXPERIENCE

EXP 02

Gymboree Grow Happy Challenge



An inclusive experience where kids and adults can earn badges for completing a fun range of holistic growth activities.

Description

The Gymboree Grow Happy challenge is an inclusive and accessible experience where kids, parents, and caregivers can earn badges by completing holistic growth activities, such as movement games, music making, drawing your feel-ings, and more. Challenge activities take place weekly at the Magic of Play Studio, but participants can also sign up and play along online.

Mission Focus

Gymboree Grow Happy Challenge reinforces our mission of **spark-ing holistic growth through the magic of play in order to help families thrive, so they can live happier, and more balanced lives** by completing a series of activities to encour-age social bonding, teamwork, physical activity, and emotional discovery and regulation.

Similar To

PBS Kids Outdoor Adventures, Boy/Girl Scouts

How We are Different

The Gymboree Grow Happy Challenge is different from other badge earning programs because it engages children, parents, and caregivers, rather than just kids. It's also experience based rather than achievement based—where the badges act more as keepsakes than trophies.

EXPERIENCE

EXP 03

Camp Gymboree



An inclusive camp with activities that highlight physical, social, and creative play.

Description

Designed for children of all backgrounds—including foster youth, underprivileged kids, and those who've experienced trauma. Camp Gymboree combines physical, social, and cre-ative play activities to build confidence, connection, and joy, all in a supportive, nature filled environment.

Mission Focus

Camp Gymboree reinforces our mission of **spark-ing holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by offering an opportunity for kids to be immersed in an envi-ronment designed to support holistic growth.

Similar To

TinkerGarten Nature Play Camps, Camp Erin, SeriousFun

How We are Different

Camp Gymboree is different because it is an inclusive, non-clinical environment open to all children, while still focusing on whole-child development and growth.

EDUCATION

EDU 01

Gymboree Age of Play Workshop Series



A mix of hands on workshops and experiences where families can explore, create, and discover something new.

Description

According to the National Institute for Play, part of learning to play as an adult, or after a crisis is discovering what play means to you. Gymboree introduces a rotating mix of hands on workshops and also playful experiences where people can explore, create, and discover their way to play!

Mission Focus

Gymboree's Age of Play Workshop Series reinforces our mis-sion of **spark-ing holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by addressing the play needs of adults and non-traditional learners.

Similar To

Pop-Up Adventure Adult Play Course, Rediscover Your Play

How We are Different

Many adult play courses are short term—a half day course, for example. They also generally only cover one topic—like creativity. Try Something New is different because it is an ongoing series that rotates through a range of course topics in all of the holistic growth categories—physical, emotional, and cognitive.

EDUCATION

EDU 02

Social Service and Family Support Certification

A therapeutic training program and certification for community support professionals.

Description

The Gymboree Social Service and Family Support Certification is a training program and certification intended for caseworkers, foster parents, school counselors, and other community support professionals. Learn to use holistic play activities therapeutically, and to help build trust and improve communication with kids and families.

Mission Focus

Gymboree Social Service and Family Support Certificate reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive**, so they can live happier, more balanced lives by giving support professionals to restore play to systems that often feel clinical and uncaring.

Similar To

Association for Play Therapy Certification

How We are Different

This certification differs in that it is aimed at a broader audience—social workers, educators, foster parents, etc, rather than strictly mental health and medical professionals in a clinical setting, as well as being a certification rather than an accredited degree.

EDUCATION

EDU 03

Gymboree Play to Grow Conference

A conference that explores the power of play to strengthen both professionals and families.

Description

An educational conference bringing together community support professionals to explore the power of play as a tool for growth, connection, and wellbeing. Through collaboration, workshops, and shared learning, participants discover how play can strengthen their own resilience and enhance the support they provide to children, families, and communities.

Mission Focus

Gymboree Play to Grow Conference reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by giving community support professionals the tools to support not only the families they serve, but also themselves.

Similar To

Child Life Annual Conference, NAEYC Conference, Playful Learning Conference

How We are Different

This conference is different because it emphasizes as a tool for growth, resilience, and connection in both the participants themselves, and the people they support.

EVENT

EVT 01

Gymboree Play Fair

A hands on celebration of play for the whole community.

Description

Gymboree Play Fair is a fun and hands on community celebration that invites everyone to explore and play together. Through interactive games and activities, participants experience every area of holistic growth, cognitive, emotional, social, and physical, while building connection, curiosity, and confidence through shared, playful discovery.

Mission Focus

Gymboree Play Fair reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by bringing the magic of play to life for people of all ages, while building community and encouraging social interaction.

Similar To

Day of Play Family Festival, Play Day in the Park

How We are Different

Gymboree Play Fair is different because it emphasizes holistic growth for all ages through play. The Play Fair brings people together through hands-on activities, and multi age team events can help adults learn to play again too.

EVENT

EVT 02

Gymboree Play it Forward

Park cleanup event where kids and families can volunteer and make a difference in their communities.

Description

The Gymboree Play it Forward event is part of the Grow Happy Challenge. Volunteers get together and clean up a local park or recreational space, picking up trash, repairing equipment, and building community by working together. Families can earn the Play it Forward Badge, write what they love about their park in sidewalk chalk, or get their photos taken at the pop-up photo booth.

Mission Focus

Gymboree’s Play it Forward event reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by getting together and building community through a fun day of community service.

Similar To

National CleanUp Day, Great American Cleanup

How We are Different

This event is different from similar events because it is framed in a context of play and discovery. Families are given Play it forward patches and do a group warmup to music. Games to make cleanup fun are introduced—like park bingo—plants, animals, play equipment, and other resources are pictured on cards for kids to find.



EVENT

EVT 03

Gymboree Mindful Adaptive Yoga



Families get together at a local park for imaginative adaptive yoga and mindful breathing.

Description

This inclusive family event combines outdoor play, mindfulness, and child-led movement to nurture whole-family well-being. Set in nature, open-ended prompts invite children to move creatively in ways that feel right for them, encouraging imagination, body awareness, and connection while fostering calm, curiosity, and joyful appreciation of the world around them.

Mission Focus

Gymboree Mindful Adaptive Yoga reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by providing the opportunity for social interaction, family bonding, and creative, playful movement.

Similar To

Yoga for All Abilities, Baby & Me Yoga

How We are Different

This event is child led, play based, and family centered. It invites children to guide movement through imagination and creativity rather than prescribed poses.

CO-BRANDING

CBR 01

Gymboree x National Institute for Play



Grow with Play Everyday is a book that helps adults to rediscover the joy of play.

Description

Grow with Play Everyday is a book by Gymboree and the National Institute for Play that helps adults rediscover the joy of play to support holistic growth for the whole family. Explores the science behind play, how to embrace playfulness as an adult, and simple activities that inspire children and adults to play together.

Mission Focus

Grow with Play Everyday reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by providing the knowledge and tools to both learn to play, and incorporate it into everyday life for more balance.

Similar To

How You Can Rediscover the Power of Play as an Adult, Well Played: The Ultimate Guide to Awakening Your Family's Playful Spirit

How We are Different

Grow with Play Everyday is different because it first aims to help adults rediscover play, but also use it as a vehicle for balanced growth. It goes into the science of play, and includes ideas and activities for everyone in the family, not just small children.

CO-BRANDING

CBR 02

Gymboree x Imagination Playground



Gymboree and Imagination Playground partner to provide modular play structures to underserved communities.

Description

Gymboree partners with Imagination Playground to create custom sets of their Big Blue Blocks in Gymboree's brand colors that will be donated to hospitals, shelters, schools, and community centers in underserved areas. The blocks encourage physical, cooperative, and imaginative play, and allow kids to create interactive spaces for themselves.

Mission Focus

Gymboree's collaboration with Imagination Playground reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by providing the opportunity for social connection, physical play, and creativity to families from all walks of life.

Similar To

Dig It

How We are Different

Gymboree's partnership is different from others because the focus is on cooperative play accessibility for underserved communities, rather than the product itself.

CO-BRANDING

CBR 03

Gymboree x TEDx Playtime Talk Series



A series that talks that explore play's importance in holistic growth, as well as individual and community wellbeing.

Description

Gymboree partners with TEDx to present a live talk series exploring the transformative power of play. Speakers share insights on how playful learning fosters holistic growth, emotional resilience, and community wellbeing, revealing that play isn't just for children, but a vital part of creativity and connection, at every age.

Mission Focus

Gymboree x TEDx Playtime Talk Series reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives** by sharing research, science, and stories as a catalyst for holistic growth.

Similar To

The Aspen Ideas Festival, Play Well Summit

How We are Different

This particular series is different because it brings the idea of play beyond childhood, and highlights how it can be a vehicle for growth.

Teamwork is required to move around the board

PRO 01

GYMBOREE WONDER MAP

A customizable game that requires teamwork for kids to find a real hidden treasure.

Description

Wonder Map is a non-competitive problem solving game that requires teamwork to find the treasure at the end. Rather than two teams competing against each other, kids work together as one group to move forward on the board.

Suitable for play at home or in the classroom, Wonder Map can be customized for a range of ages and abilities for inclusive fun.

Suitable for play at home or in the classroom.



A child reads an activity from Wonder Map

Mission Focus

Gymboree Wonder Map reinforces our mission of **sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, and more balanced lives** by being fun, inclusive and flexible. It provides players with skills for growth that will help them over the course of their lives such as teamwork and creative problem solving.

Similar To

Ziggurat, Dinosaur Escape

How We are Different

Unlike Ziggurat or Dinosaur Escape, Gymboree Wonder Map is customizable at the outset with the use of different adventure packs—which each provide multiple challenge levels so players of different ages and abilities can participate meaningfully.

PRO 01



Your place to learn, play, and connect.



ENV 02

GYMBOREE MAGIC OF PLAY STUDIO

The home of Gymboree workshops—the play studio provides space for holistic growth and learning.

Description

The Gymboree Magic of Play studio is a bright, flexible space for holistic growth and learning. Families and children explore movement, creativity, and social connection through play. The Studio provides space for joyful movement, a maker space with collaborative project workshops, sensory friendly spaces, and accessible outdoor spaces.

Big imaginations, new skills, all-ages fun.



Grab a grip, take a step, climb into something fun.

Mission Focus

Gymboree Magic of Play Studio reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by providing a place for families to gather, build community, and participate in a range of workshops and fun events.

Similar To

The Third Place for Kids, Space to Play

How We are Different

Gymboree’s Magic of play studio is different in that they offer workshops and activities for both adults and families, not just children.

PRO 04





Play structures are easy to move and set up.

CBR 02

GYMBOREE X IMAGINATION PLAYGROUND

Gymboree partners with Imagination Playground to provide modular play structures to underserved communities.

Description

Gymboree partners with Imagination Playground to create a custom set of their Big Blue Blocks in Gymboree's brand colors that will be donated to hospitals, shelters, schools, and community centers in underserved areas. The blocks encourage physical, cooperative, and imaginative play, and allow kids to create interactive spaces for themselves.

Helps get kids outside, and encourages cooperative play.



Blocks are light enough for kids to carry and stack.

Mission Focus

Gymboree’s collaboration with Imagination Playground reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by providing the opportunity for social connection, physical play, and creativity to families from all walks of life.

Similar To

DigIt

How We are Different

Gymboree’s partnership is different because the focus is on cooperative play accessibility for underserved communities, rather than the product itself.

CBR 02





A family picking up trash for a Play it Forward cleanup event.

EVT 02

GYMBOREE PLAY IT FORWARD

A park cleanup event where volunteers can make a difference in their communities

Description
The Gymboree Play it Forward event is part of the Grow Happy Challenge. Volunteers get together and clean up a local park or recreational space, picking up trash, also repairing equipment, and building community by working together. Families can earn the Play it Forward Badge, write what they love about their park in sidewalk chalk, or get their photos taken at the pop-up photo booth.

Get together with the whole family, and make
a real difference!



A Play it Forward Volunteer shows off her new shirt

Mission Focus

Gymboree’s Play it Forward event reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by getting together and building community through a fun day of community service.

Similar To

National CleanUp Day, Great American Cleanup

How We are Different

This event is different from similar events because it is framed in a context of play and discovery. Families are given Play it forward patches and do a group warmup to music. Games to make cleanup fun are introduced—like park bingo—plants, animals, play equipment, and other resources are pictured on cards for kids to find.

EVT 02





A child wears a dragon costume after participating in Stories in Motion

EXP 01

GYMBOREE STORIES IN MOTION

A pop-up group play series where a team member reads a book and children act out the scenes together.

Description

Gymboree Stories in Motion is part of a Pop-up Play Lab series with Barnes and Noble Books. A team member reads a book aloud, while children act out different scenes with simple props and modular play equipment. Prompts and different “moves” are introduced at the beginning of the session for more structured playtime.

A member of our team leads a group in interactive story time.



Kids can dress up or use props from our Imagination Station Collection.

Mission Focus

Gymboree Stories in Motion reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by encouraging children to enjoy structured play together—boosting confidence, and strengthening social bonds, and getting them moving.

Similar To

Books in Motion, local library programing

How We are Different

Stories in Motion is different in that it combines literacy, social interaction, and structured play, all in a retail space where families already are. In addition, rather than a dance focus, kids act out the scenes using costumes and simple modular play equipment.

EXP 01





Quiet joy at Camp Gymboree, where every child has a place to play.

EXP 03

CAMP GYMBOREE

An inclusive sleepaway camp with activities that highlight physical, social, emotional, and creative play.

Description
Camp Gymboree is an inclusive sleepaway camp where every child can heal, play, and thrive. Designed for children of all backgrounds—including foster youth, underprivileged kids, and those who’ve experienced trauma—the camp combines physical, social, and creative play activities to build confidence, connection, and joy in a supportive, nature-filled environment.

Hitting the trail together—fresh air, big smiles,
endless adventure.



Camp crew huddled up—big smiles, big energy, ready for whatever fun comes next!

Mission Focus

Camp Gymboree reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by offering an opportunity for kids to be immersed in an environment specifically designed to support holistic growth.

Similar To

TinkerGarten Nature Play Camps, Camp Erin, SeriousFun

How We are Different

Camp Gymboree is different because it is an inclusive, non-clinical environment open to all children, while still focusing on whole-child growth and development.

EXP 01



A photograph of children playing with large, colorful bubbles at the Gymboree Play Museum. The bubbles are large and translucent, reflecting light in vibrant colors like blue, green, and yellow. Two children are visible in the foreground, one holding a bubble wand. The background is softly blurred, showing other museum exhibits and warm lighting.

Children enjoy Interactive exhibits at the Play Museum.

ENV 01

GYMBOREE PLAY MUSEUM

A play museum that features multiple interactive and sensory exhibits.

Description
The Gymboree Play Museum features multiple interactive exhibits encouraging different areas of holistic growth. Activities are centered around cognitive, emotional, and social, physical, and creative development, while many also support a variety of sensory needs and comfort levels.



Feel a sense of wonder at the Gymboree Play Museum!

Mission Focus

Gymboree Play Museum reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by providing a place for kids and families to build community by experiencing holistic play in a diverse and inclusive environment.

Similar To

Children’s Discovery Museum of San José, The Strong National Museum of Play

How We are Different

The Gymboree Play Museum is different in that it is specifically built around a framework of holistic growth. It supports different sensory needs through quiet zones, and sensory kits with headphones and fidget toys.

ENV 01





Learn about play's power to foster holistic growth at the conference!

EDU 03

GYMBOREE PLAY TO GROW CONFERENCE

An educational conference exploring play's power to strengthen professionals and families.

Description

An educational conference bringing together community support professionals to explore the power of play as a tool for growth, connection, and wellbeing. Through collaboration, workshops, and shared learning, participants discover how play can strengthen their own resilience and also enhance the support that they provide to children, families, and also their communities.

A crowd listening to a keynote speaker at the Gymboree Play to Grow Conference.



Don't forget your name tag!

Mission Focus

Gymboree Play to Grow Conference reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by giving community support professionals the tools to support not only the families they serve, but also themselves.

Similar To

Child Life Annual Conference, NAEYC Conference, Playful Learning Conference

How We are Different

This conference is different because it emphasizes play as a tool for growth, resilience, and connection in the participants themselves, not only the people they support.

EDU 03





Adaptive Yoga combines child led movement and outdoor play.

EVT 03

GYMBOREE ADAPTIVE YOGA

Families get together at a local park for an imaginative adaptive yoga and mindful breathing event.

Description
This family event combines outdoor play, mindfulness, and child led movement to nurture whole family wellbeing. Set in nature, open-ended prompts invite kids to move creatively in ways that feel right for them, encouraging imagination, body awareness, and connection while fostering a sense of calm, curiosity, and also the joyful appreciation of the world around them.

Families gather at the park.



Children guide their own movement rather than prescribed poses.

Mission Focus

Gymboree’s Adaptive Yoga event reinforces our mission of sparking holistic growth through the magic of play in order to help families thrive, so they can live happier, more balanced lives by providing the opportunity for social interaction, family bonding, and creative, playful movement.

Similar To

Yoga for All Abilities, Baby & Me Yoga,

How We are Different

This event is child led, play based, and family centered. It invites children to guide movement through imagination and creativity rather than prescribed poses.

EDU 03



WEBSITE WIREFRAME

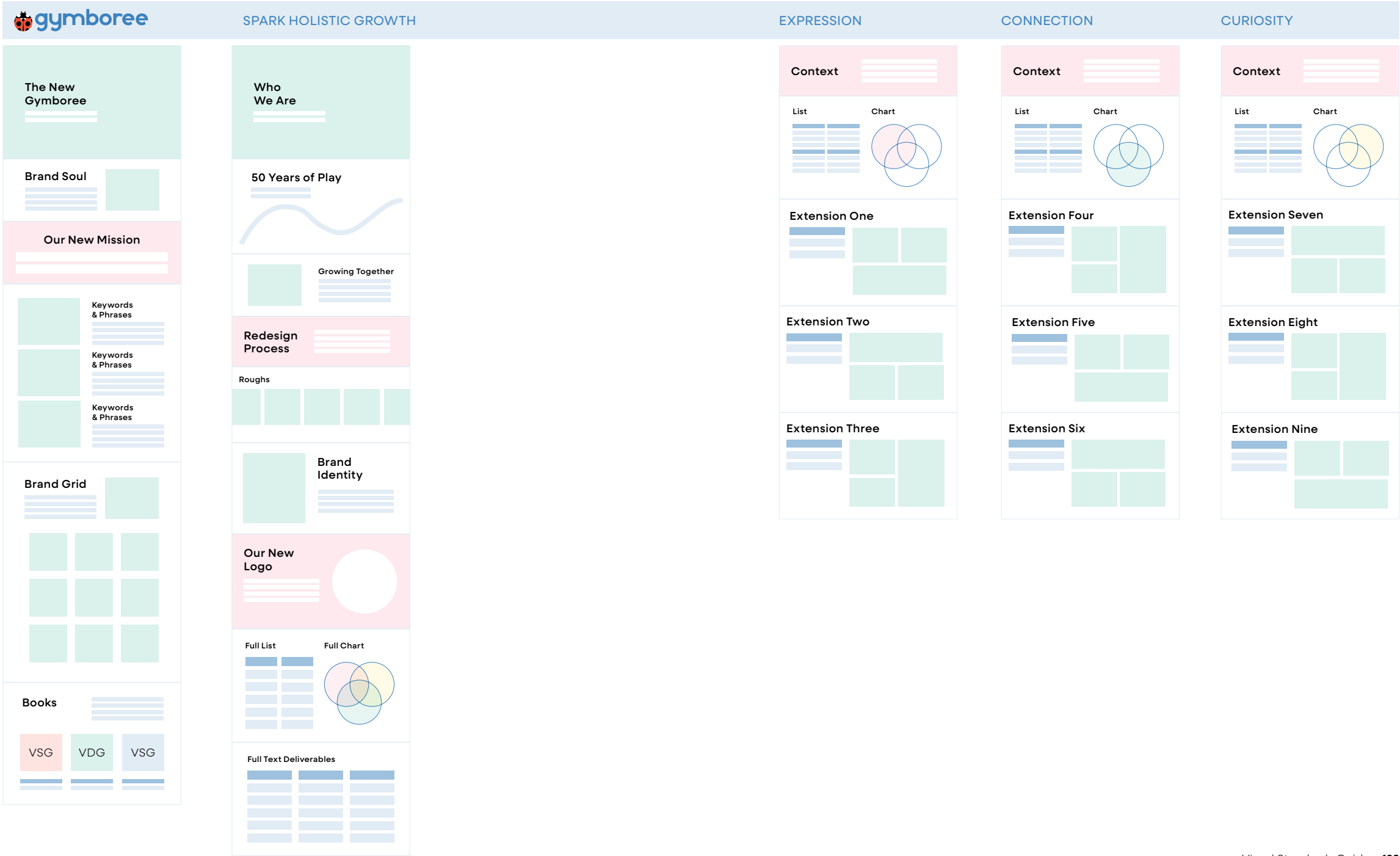
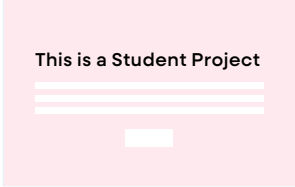
This is an organized map of all the pages on the website and how they connect to one another. It lays out the site’s structure and hierarchy, helping us understand the overall navigation and flow.

POPUP	
THIS IS A STUDENT PROJECT	
HOME	SPARK HOLISTIC GROWTH
THE NEW GYMBOREE	HISTORY
BRAND SOUL	TIMELINE
OUR NEW MISSION	REBRANDING OBJECTIVE
KEYWORDS / PHRASES	REDESIGN PROCESS
BRAND GRID	NEW IDENTITY OVERVIEW
VISUAL STRATEGY GUIDE	IDENTITY HIGHLIGHTS
VISUAL DEVELOPMENT GUIDE	FULL LIST
VISUAL STANDARDS GUIDE	FULL CHART
FOOTER	FULL TEXT DELIVERABLES

EXPRESSION	CONNECTION	CURIOSITY
EXPRESSION CONTEXT	CONNECTION CONTEXT	CURIOSITY CONTEXT
EXPRESSION LIST	CONNECTION LIST	CURIOSITY LIST
EXPRESSION CHART	CONNECTION CHART	CURIOSITY CHART
EXTENSION ONE	EXTENSION FOUR	EXTENSION SEVEN
EXTENSION TWO	EXTENSION FIVE	EXTENSION EIGHT
EXTENSION THREE	EXTENSION SIX	EXTENSION NINE
LINK TO FULL LIST	LINK TO FULL LIST	LINK TO FULL LIST

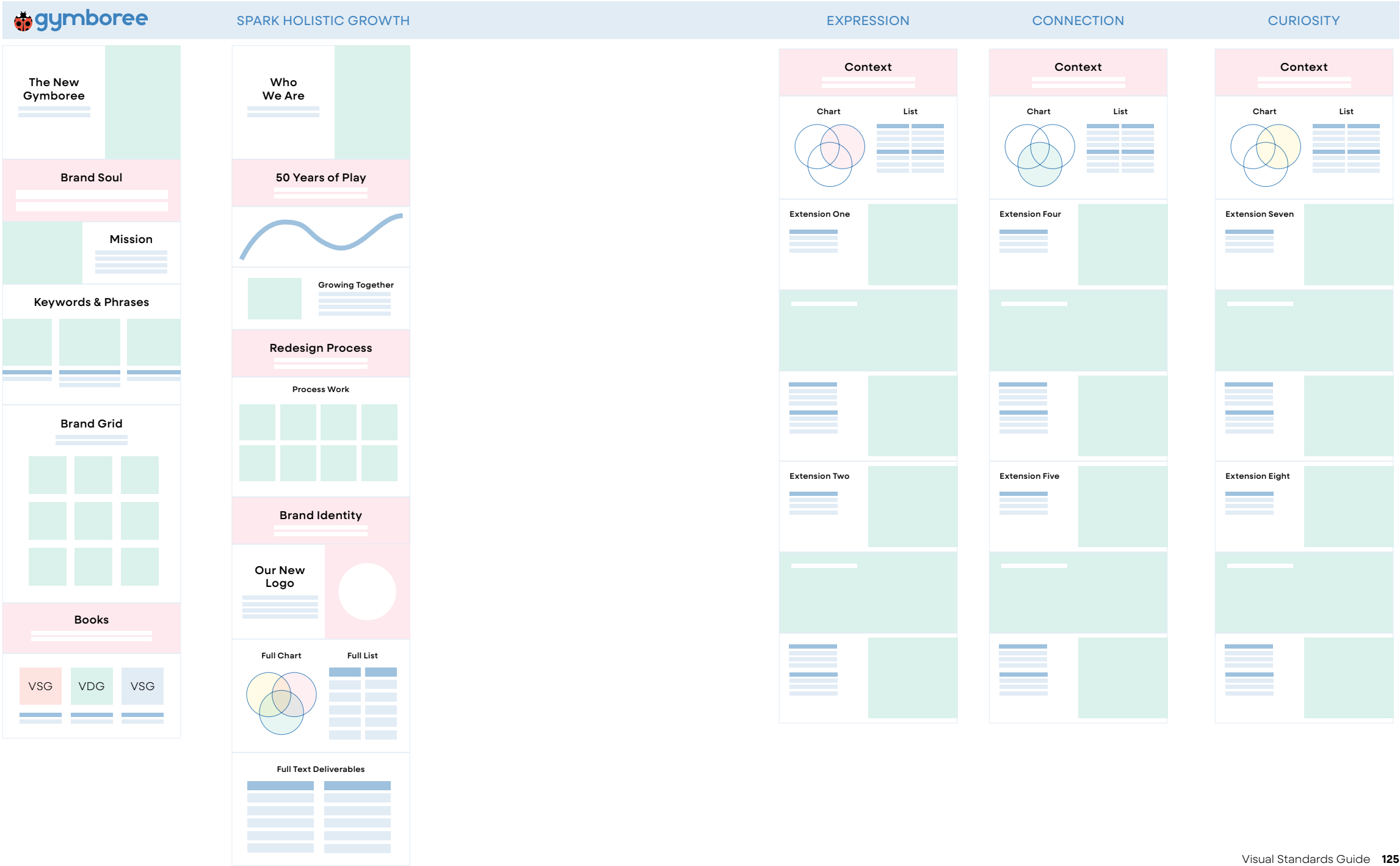
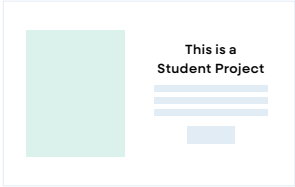
WEBSITE
GRAYSCREEN: ONE

A **website wireframe** is a simple, visual blueprint that shows the basic structure of a web page before design or content is added.



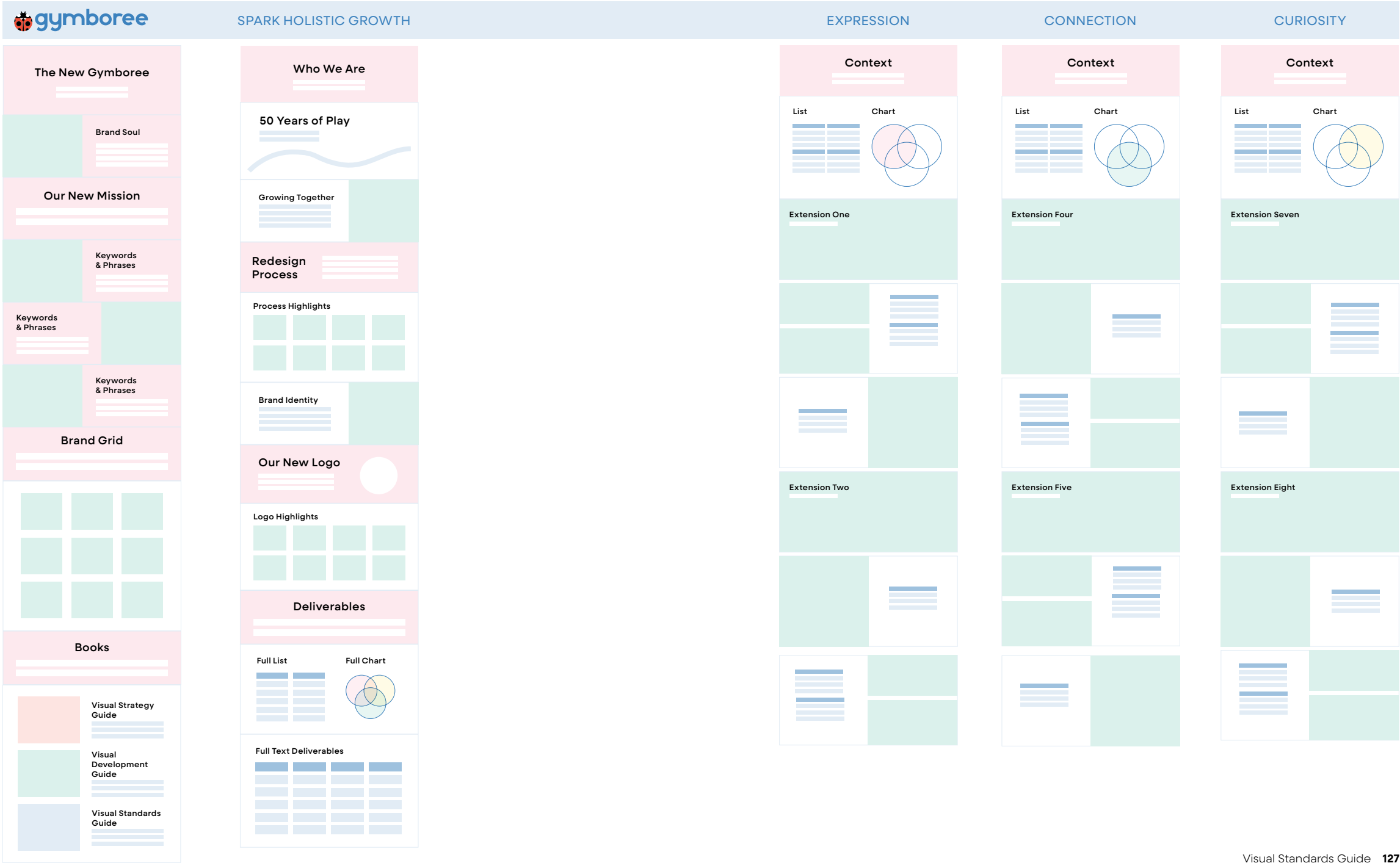
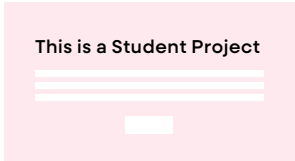
WEBSITE
GRAYSCREEN: TWO

A website grayscale is a simple, visual blueprint that shows the basic structure of a web page before design or content is added.



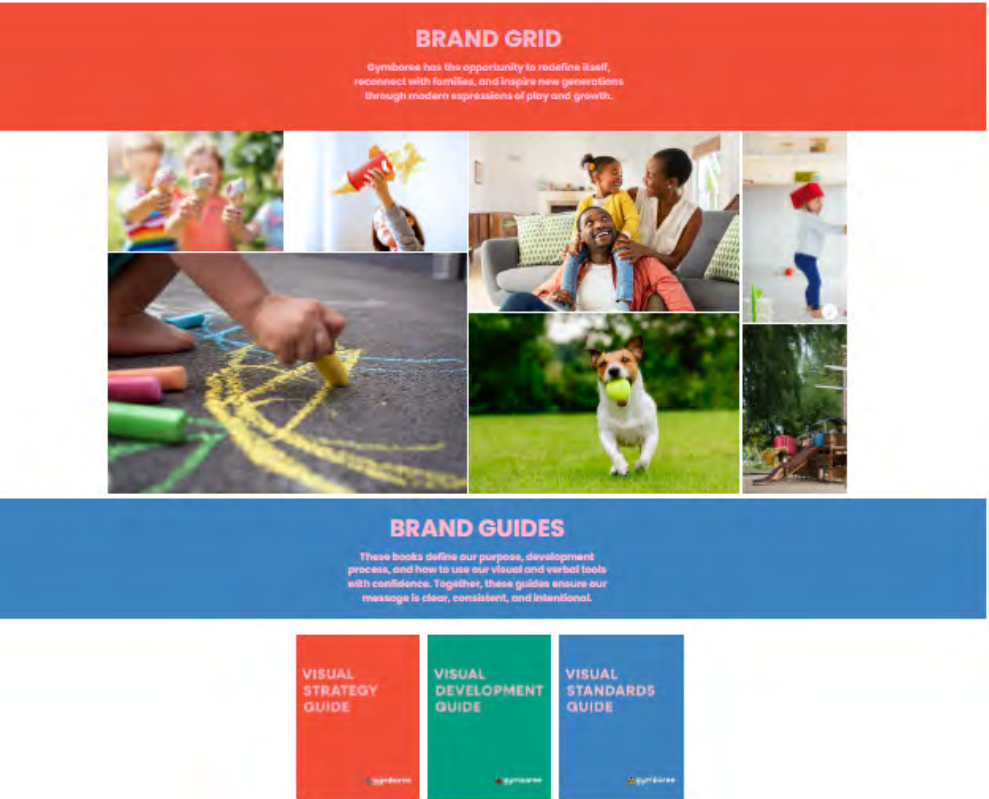
WEBSITE
GRAYSCREEN: THREE

A **website wireframe** is a simple, visual blueprint that shows the basic structure of a web page before design or content is added.



WEBSITE: HOME

Work in Progress



www.MagicOfPlay.net

WEBSITE: SPARK HOLISTIC GROWTH

Work in Progress



SPARK HOLISTIC GROWTH

WHO WE ARE

Gymboree began in 1976 when founder Joan Barnes created a playful space for parents and children to connect through movement and music.

EXPERIENCE CONNECTION CURIOSITY



FIFTY YEARS OF PLAY





GROWING TOGETHER

Gymboree began with a simple but revolutionary idea: that play could bring families together.

Redesign Process

Sketches will go below V





BRAND IDENTITY

Save Space

Our New Logo

Our new logo features a stylized, symmetrical ladybug—a playful symbol of growth and joy.

As always, Gymboree Spark's design team is very proud to bring you a new look and feel. Please visit us often to learn more about our new look and feel. We're excited to see how you like it and how it helps you connect with your child through play.

Charting the Path Forward

We're embarking on a fresh path to help families grow, thrive, and find balance through play.

Our visualizations help organize and simplify all of the fresh decisions we're exploring. By grouping products and experiences, this chart makes it easy to see how each is going to grow, and help us to understand the full picture at a glance.

This diagram shows which category of holistic growth each offering exists in—physical expression, curiosity, or cognitive growth—and connection for emotional and social growth. Many of the offerings already sit in overlapping growth categories, as you can see by the overlapping circles.



- PRODUCTS
- PRO-01 Gymboree Wonder Map
 - PRO-02 Gymboree Spark Growth Activity Cards
 - PRO-03 Gymboree Calm Down Cards
 - PRO-04 Gymboree Connection Journal
- SERVICES
- SER-01 Gymboree Play Coach
 - SER-02 Gymboree Spark Growth Program
 - SER-03 Parent of Play Network Library
- INNOVATIONS
- INO-01 Gymboree Play Museum
 - INO-02 Gymboree Spark Growth Program
 - INO-03 Gymboree Connection Journal
- EXPERIENCES
- EXP-01 Gymboree Spark Growth
 - EXP-02 Gymboree Spark Growth Challenge
 - EXP-03 Gymboree Spark Growth
- EDUCATION
- EDU-01 Gymboree Spark Growth Program
 - EDU-02 Gymboree Spark Growth Program
 - EDU-03 Gymboree Spark Growth Program
- EVENTS
- EVT-01 Gymboree Spark Growth
 - EVT-02 Gymboree Spark Growth
 - EVT-03 Gymboree Spark Growth
- CO-OWNERSHIP
- COW-01 Gymboree Spark Growth Program
 - COW-02 Gymboree Spark Growth Program
 - COW-03 Gymboree Spark Growth Program

- PRO-01

Gymboree Wonder Map

A colorful, interactive map that helps families find play spaces in their neighborhood.
- PRO-02

Gymboree Spark Growth Activity Cards

A set of 100 cards that provide families with ideas for playful activities that support their child's growth.
- PRO-03

Gymboree Calm Down Cards

A set of 100 cards that provide families with ideas for calming activities that support their child's growth.
- PRO-04

Gymboree Connection Journal

A journal for families to record their child's growth and development over time.
- PRO-05

Gymboree Play Coach

A program that provides families with support and resources for their child's growth.

SOURCES

Photos

7 Fernando Campos Villafaina,

References

8 KaraGoldin.com, *Interview with Joan Barnes*, Archive.org
Gymboree: Play with a Purpose

