

SoKidz!

Company Logo Briefing

SoKidz is a Brazilian based company for children's toys and accessories.

Our focus is on imported products (mainly Europe and US) that are distinguished by their exceeding quality, design, materials, educative purpose and innovation.

We only take into our portfolio what we are personally convinced of and what we would our own children want to use – we care about child appropriate materials, innovative and creative playing, and fostering a child's development in a playful way respecting their needs.

In addition to toys we will provide child-related accessories that make families' life easier in their every day routines, may it be eating, sleeping, traveling or bathing (e.g., high chairs, baby carriers, eating accessories etc)

Last but not least our portfolio comprises decorative articles that bring colour, fun and imagination to a child's room, for example with wall stickers, infant's mobiles, night lamps etc.

We want to be unique in the market and clearly differentiated from large toy retail chains that currently all share the same product offering from China / US or simply don't offer the products we have in mind.

Our customer target group is high medium to upper income level.

The Logo will be used in all communication vehicles (Webpage, Instagram, social media), business cards, stickers, wrapping / packaging material and potentially signage (if we opt for a brick and mortar store in the future).

The Logo can be a combination of Typography and icons, or just Typography with illustration

What should our Logo inspire :

Quality

Playfulness (in the end we are a toy company and not a lawfirm!)

Differentiation / Uniqueness

Innovation, creativity

Friendly, harmonious colour scheme

What it should not be / look like:

Cheesy or overly childish

Cheap

Overloaded

Exchangeable / abstract (i.e. logo could be anything)

Aggressive multiple colouring (mix of various primary colours)

Some examples

Our own creation (just a first idea!):

O = (soccer) ball

K = Kid kicking the ball

D = making a funny face

S = Salamander / gecko? (not a snake!)



Some examples:

