**The Great Stuff Company – Branding History**

**April 2015 - Set up Stuff4tots**

Went with a quick and cheap logo to get started:



This logo sufficed at the time to get started

Launched with two products – a Baby Bottle Drying Rack and a Crib Mattress Protector

**Bottle Drying Rack:**

<http://www.amazon.com/dp/B00SYW3MQ0>



**Crib Mattress Protector:**



**November 2015 – expanded range to include Bandana Bibs and Pacifier Clips**

**Pacifier Clips**

<http://www.amazon.com/dp/B017ULLNAM>



**Bandana Bibs**



<http://www.amazon.com/dp/B017ULPSUI>

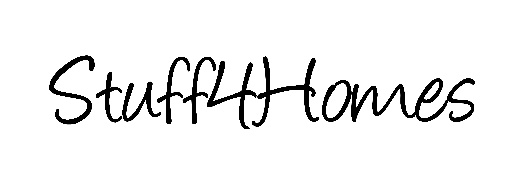
Sold as a pack of 4. Had a pink and a blue version.

**March 2016 – Set up Stuff4Homes** - added an adult size mattress cover to mattress cover range.



<http://www.amazon.com/dp/B01AF0HBGU>

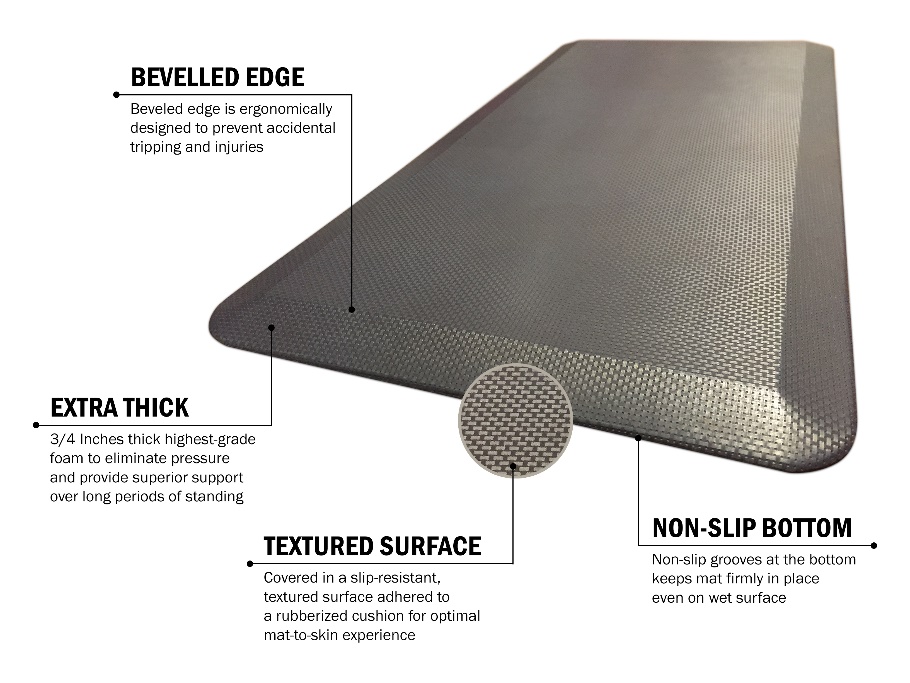
The addition of the adult bed-sized mattress cover obviously conflicts with the baby brand so I set up the Stuff4Homes Home and Kitchen goods brand. I could not get a decent logo made for this despite contacting several designers. In the end I have taken the font from the original stuff4tots logo and re-written it as Stuff4Homes:



I went for the idea of The Great Stuff Company as the top level brand and then there are the sub-brands below that. This gives room to expand the range much more widely in future (although I’ve no particular plans to do that at the present time).



**Anti-fatigue mats**



<http://www.amazon.com/dp/B01LZVX1DY>

**Bandana Bib / Pacifier Clip – gift box**



I revised the Stuff4Tots logo for this item but I’m still not really happy with it:



**April 2017 onwards**

The path so far so been selling entirely on Amazon. This month I will set up an independent e-commerce platform [www.thegreatstuffcompany.com](http://www.thegreatstuffcompany.com).

[www.stuff4tots.com](http://www.stuff4tots.com)

[www.stuff4homes.com](http://www.stuff4homes.com)

will be developed and will becomve blogs/content hubs which will attract traffic and drive customers towards [www.thegreatstuffcompany.com](http://www.thegreatstuffcompany.com)

The Great Stuff Company is an e-commerce start-up selling a wide range of consumer products on its online store. It has two sub-brands Stuff4Homes.com and Stuff4Tots.com (which are content blogs) and I'd like to be able to have a consistent branding across all the sub-brands. In future other sub-brands may be added so it has to be flexible in its use. In that case the logo may be a symbol which can be carried across the separate brands - either with or without the brand name alongside it.

I’m open to suggestions and fresh ideas on this.

In summary, I’m looking for a logo for my online store [www.thegreatstuffcompany.com](http://www.thegreatstuffcompany.com). Ideally this logo can also be used on [www.stuff4tots.com](http://www.stuff4tots.com) and [www.stuff4homes.com](http://www.stuff4homes.com) in order to show consistent branding across the various web pages and social media etc.