



KIDSWEAR BRAND - EVIMO

LOGO DESIGN
PACKAGING DESIGN

by Shrestha Saha



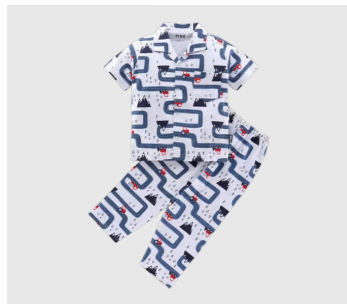
The Brand

'EVIMO'

'Evimo' is a kidswear brand that has been planned launched under an existing and running kidswear brand called 'Fido'.

The name 'Evimo' has been coined combining the names of the client's children. It is a premium brand that has been made at a higher price bracket compared to 'Pink Rabbit'.

After learning about the brand, I looked into the products by its parent brand.



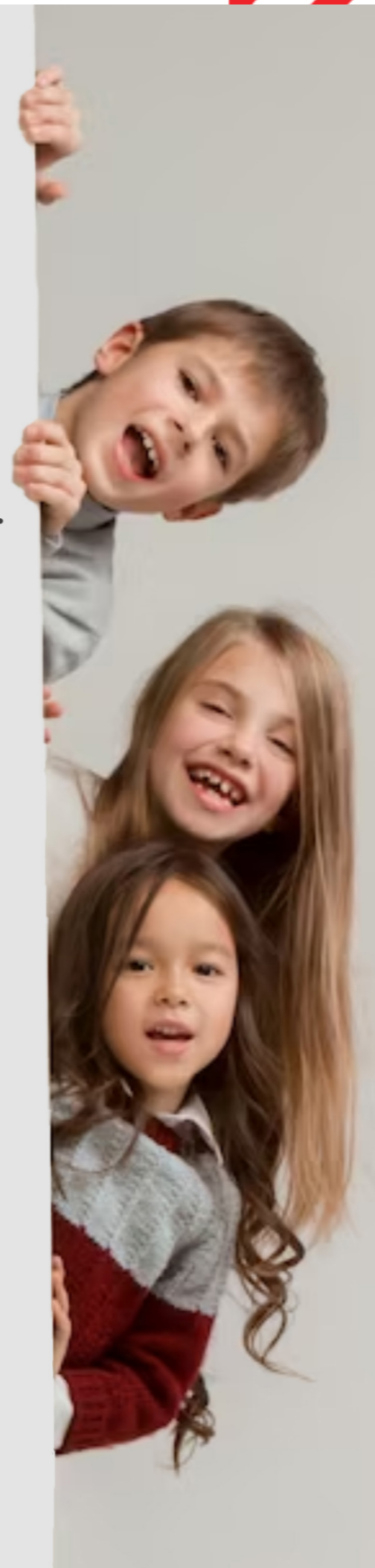
Boys Printed Pure Cotton, Hosiery Kids Nightwear (White Pack of 1)



Boys Graphic Print Cotton Blend, Hosiery Kids Nightwear (Red Pack of 1)



Boys Printed Pure Cotton, Hosiery Kids Nightwear (Red Pack of 1)



Company Overview

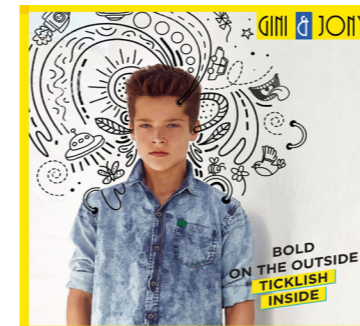
Product Type - Apparel for girls and boys.

Product Category - Apparel for kids between around the age of 2 years old to 12 years old.

Target Audience -

- Boys and girls of 2-12 year old from upper-middle class families.
- Parents of the kids.

Competitors



<https://magicpin.in/Kanpur/Parade/Fashion/Gini-&-Jony/store/2040cb/photos/?img=Store-Images&id=3>



<https://www.facebook.com/FirstCryIndia/photos>



<https://www.dreamstime.com/photos-images/mothercare-shop.html>



<https://www.benettongroup.com/en/media-press/image-gallery/brand-communication/united-colors-of-benetton-ss-2022-kids/>



<https://www.amazon.com/Nautica-Density-Screen-Print-Graphic/dp/B07Q52Y1BB>



<https://cucumber-kidswear.tumblr.com/>

The kidswear has multiple players that offer unique and trending fashion for a wide range of kids. I have studied a few such fashion brands that are available in India to study the logo and understand the visual language of existing brands similar to that of 'Evimo' such as 'Giny & Jony', 'Babyhug', 'Liliput', 'Ed-a-mama', 'Mothercare', 'United Colors of Benetton', 'Nautica', etc.

Visual Research



Source: freepik



Source: freepik



Source: freepik



Source: freepik



Source: freepik



Source: freepik



Source: freepik



Source: freepik

Analysis

- Bright colours
- Playing with balloons
- Enjoying paper windmills
- Fun with friends
- Solving blocks

Moodboard

Eat. Play. Repeat.



Design Brief

The design brief for the logo design was to ideate a few vibrant, interesting and playful logos in accordance with the logos of other competitors that would stand out to the clients and also represent the essence of the brand.

Brief 1

Logo Design



Market Research

on logos

I started the process by first researching the logos of the competitors which are the existing brands in the same category to understand the aesthetics, colour story, and visual appeal of this sector. I have shown some such logos below:



Trend Study

Every year the different trends in logo design change and evolve. The logo trends play a crucial role in identifying the style of the brand and the era of it. I have studied the logo trends for the year 2024 to help streamline the ideation of the logo.

- Metaphoric Storytelling: Logo as a Narrative



https://en.wikipedia.org/wiki/File:Pizza_Hut_logo.svg



https://commons.wikimedia.org/wiki/File:Dropbox_logo_2017.svg



https://en.wikipedia.org/wiki/File:Shell_logo_2017.svg

- Minimalism



<https://in.pinterest.com/pin/164311086383104996/>



<https://freebiesupply.com/logos/airbnb-logo-2/>



<https://freebiesupply.com/logos/airbnb-logo-2/>

- Typography Only



<https://in.pinterest.com/pin/164311086383104996/>



<https://www.freepnglogos.com/pics/barbie-png-logo>



<https://www.stickpng.com/img/icons-logos-emojis/icon-brands/fedex-logo>

- Vibrant Colors Take Center Stage



<https://in.pinterest.com/pin/188225353167280416/>

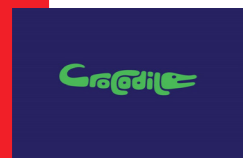


<https://changelog.com/source/gitlab>

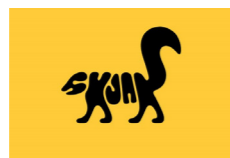


<https://icfrog.com/for-logo-design-style-examples-for-your-inspiration/>

- Bold Typography Makes a Statement



<https://www.trendhunter.com/trends/typography-art>



<https://www.trendhunter.com/trends/typography-art>



<https://twitter.com/trime/status/526681349454036992>



Typography Explorations

The research showed multiple brands put a major focus on their lettering and typography of the logo. Hence, I looked into some of the typographies and finalised some some whose styles could be used as an inspiration for the brand's logo.

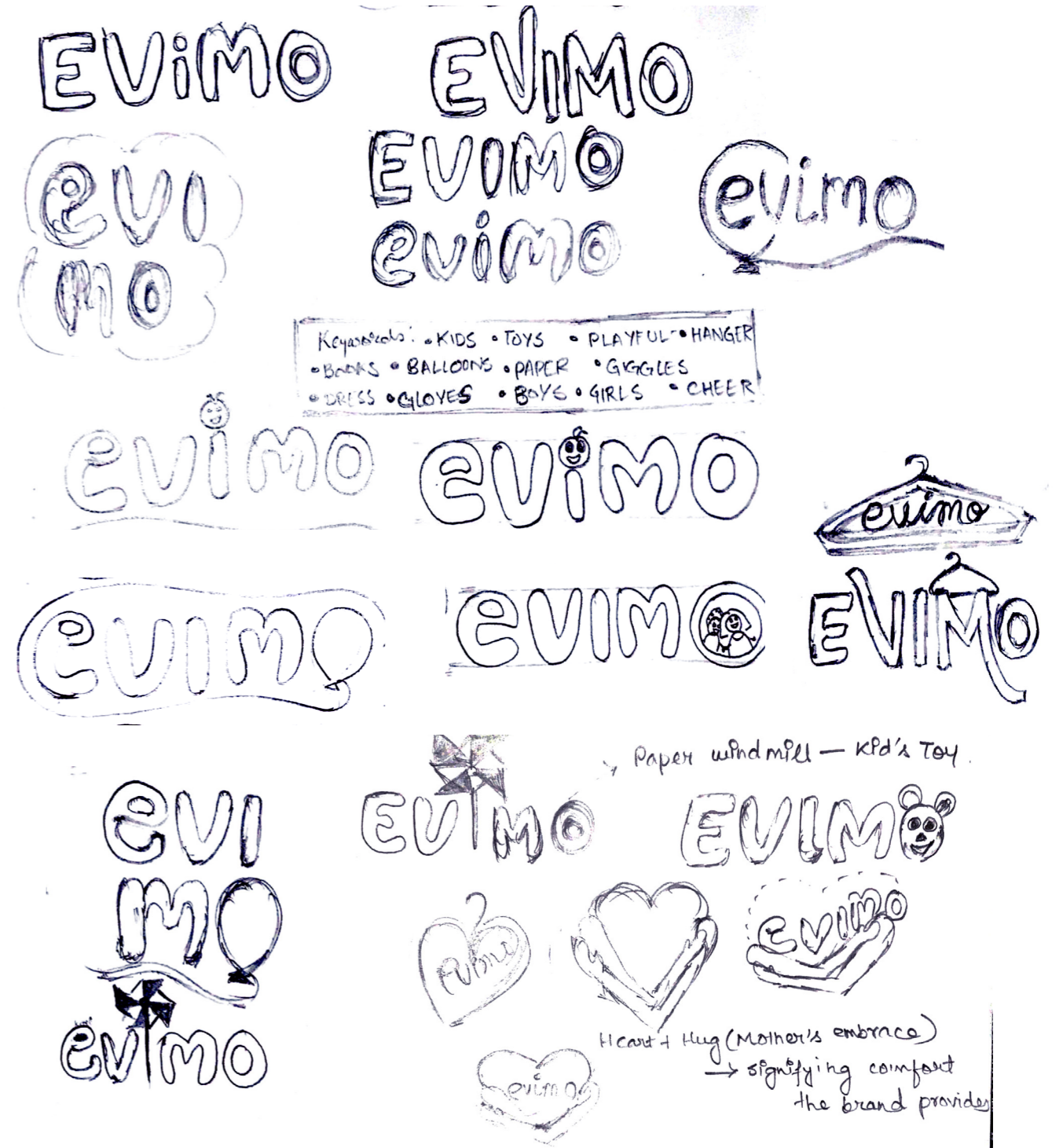


Logo Approved Typefaces

These two types of typography were ideated after the research :



Doodles

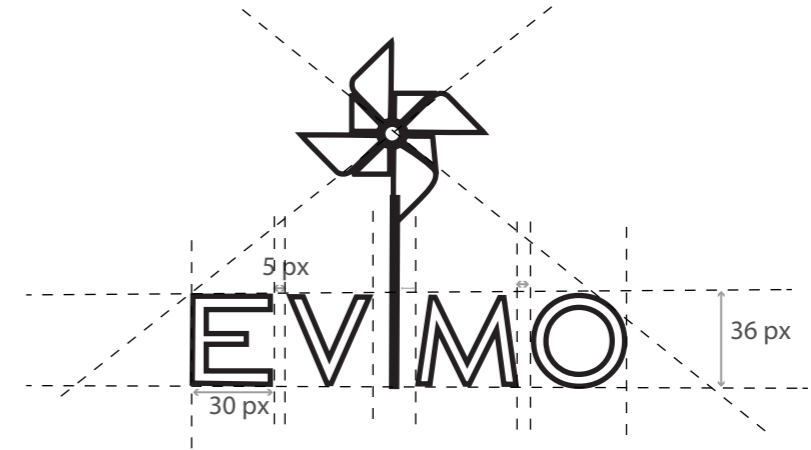


Colour Boards

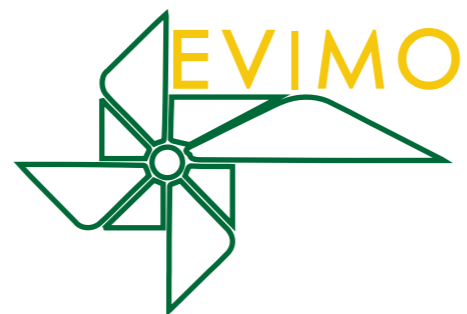
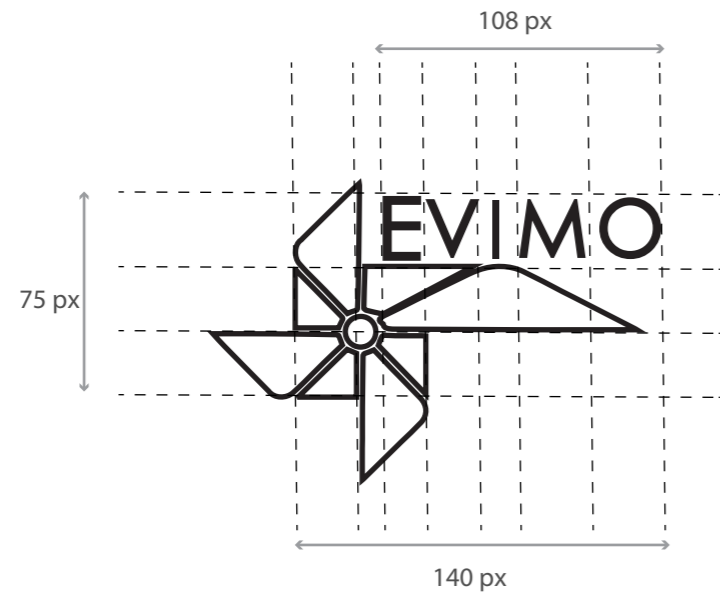


Vibrant and strong colours were chosen since it is a kidswear brand and kids mostly find bright colours attractive and appealing. These shades are often associated with kids . Their apparel collection is mostly filled with such tones and shades.

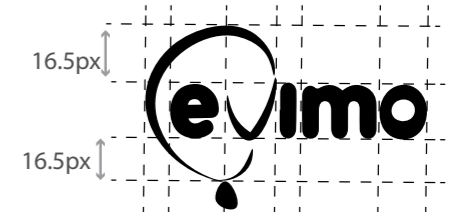
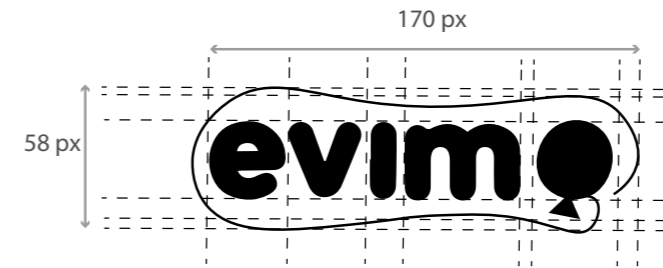
Logo Ideations



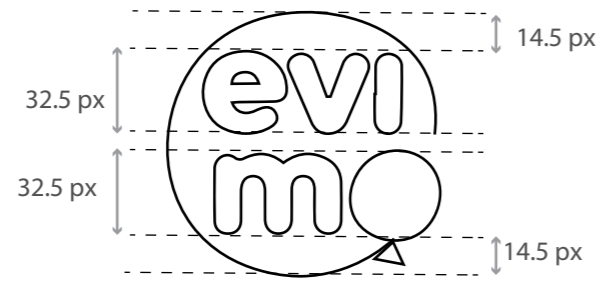
Logo Ideations



Logo Ideations



Logo Ideations



Logo Ideations



Logo Ideations

EVIMO

EVIMO

EVIMO

EVIMO

EVIMO

Final Logo



Colours

- #2e3792
- #dd1b5a
- #ee008a
- #4d4b4c

The final logo has the brand name as the central attraction in the form of metaphorical story-telling. This is because it has the element of balloon incorporated with the alphabet 'O', since balloons are mostly sold for kids. The typography is also in lower-case with rounded edges to give it a playful tone.

Illustrated by my mentor- Avijit Arindam

Placement Units

Apparels



T-shirt Mockup
Client : Evimo
Category : Kidswear
Material : Fabric

Labels



Label Mock-up
Client :Evimo
Size : 4inch X 6 inch
Material : Cardboard sheet



Label Mock-up
Client :Evimo
Size : 5 × 10 inch
Material :Cardboard sheet



Design Brief

The design brief for the packaging design was to make three or more sets of packaging that would suit the logo and purpose of the brand.

Brief 2

Market Research

on kidswear packaging

I started the process by first researching the packaging of the competitors in the same category to understand the visual language of their packaging. Some such examples are shown below:



MAMALAMA

<https://packagingoftheworld.com/2023/01/mamalama-packaging-design-kids-clothes.html>



AGNOTIS

<https://www.behance.net/gallery/136647467/Arxellence>



MINI GIANTS

<https://www.behance.net/gallery/136647467/Arxellence>



FIRST CRY

<https://twitter.com/iamsheir/status/1261082350789763079>



THOUGHTFUL PACKAGING

<https://www.behance.net/gallery/136647467/Arxellence>



MOTHERCARE

<https://www.amazon.in/Gapkart-Mothercare-Know-Bubble-300ml/dp/B01N4TV7PX?th=1>

Trend Study

Packaging is an important sector which shapes the brand's identity and position in the market. Many types of packaging come into the market every year. There are particular trends that have been observed over the years. I looked into the packaging trends of recent years in order to design the packaging for 'Evimo'.



Sticker-book aesthetic
<https://www.graphicdesignaustralia.net.au/graphic-design/package-design-trends-2023>



Typographic scrawl
<https://www.graphicdesignaustralia.net.au/graphic-design/package-design-trends-2023>



Minimalistic packaging
<https://www.graphicdesignaustralia.net.au/graphic-design/package-design-trends-2023>



Simplistic Geometry
<https://www.graphicdesignaustralia.net.au/graphic-design/package-design-trends-2023>



Interactive packaging
<https://www.netpak.com/nfc-interactive-packaging-connecting-consumer-with-packaging/>



'70s vintage
<https://www.graphicdesignaustralia.net.au/graphic-design/package-design-trends-2023>



Ecstatic Colours
<https://www.graphicdesignaustralia.net.au/graphic-design/package-design-trends-2023>

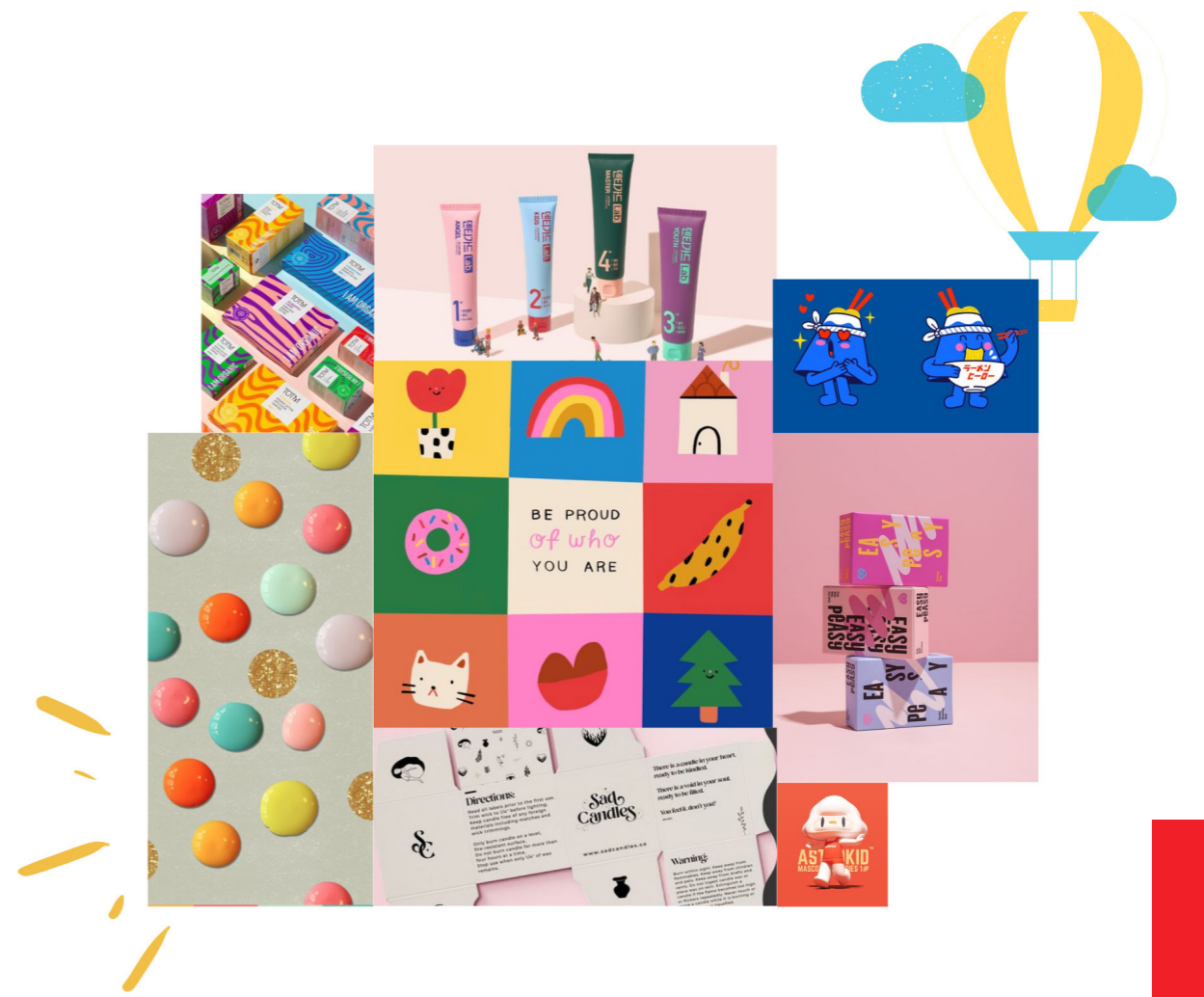


Patterned Packaging
<https://99designs.com/blog/trends/packaging-design-trends/>



Textured Packaging
<https://99designs.com/blog/trends/packaging-design-trends/>

Trend Board



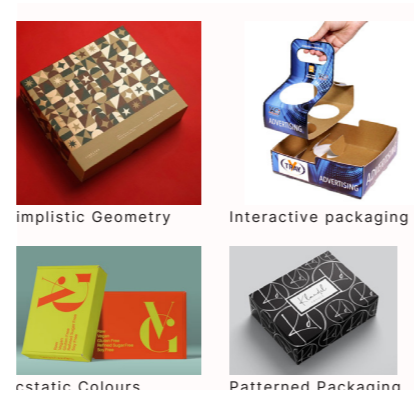
Dimensions

- Length -35cm
- Width -20.5cm
- Height- 6.5cm

Theme 1

Patterned Packaging

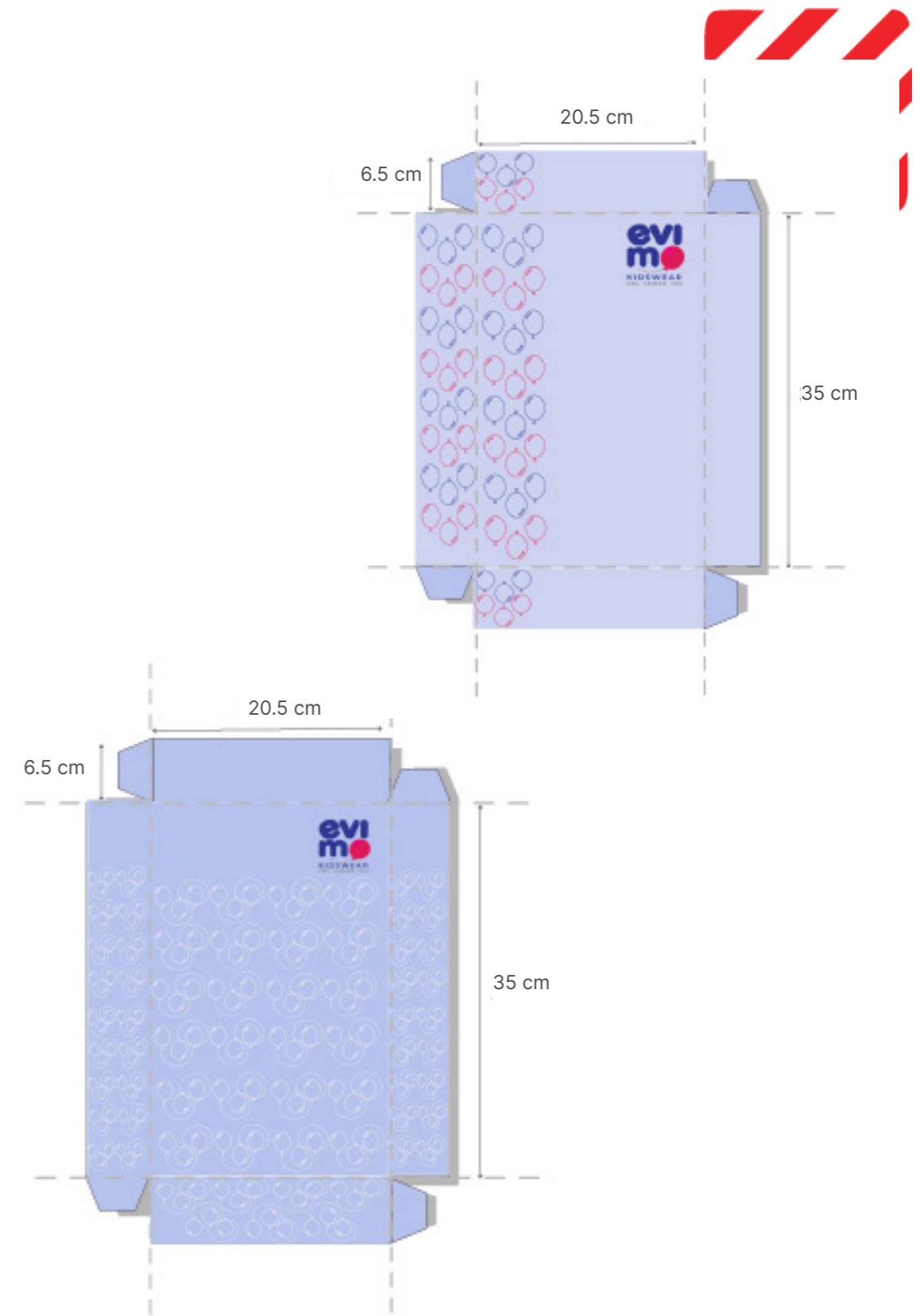
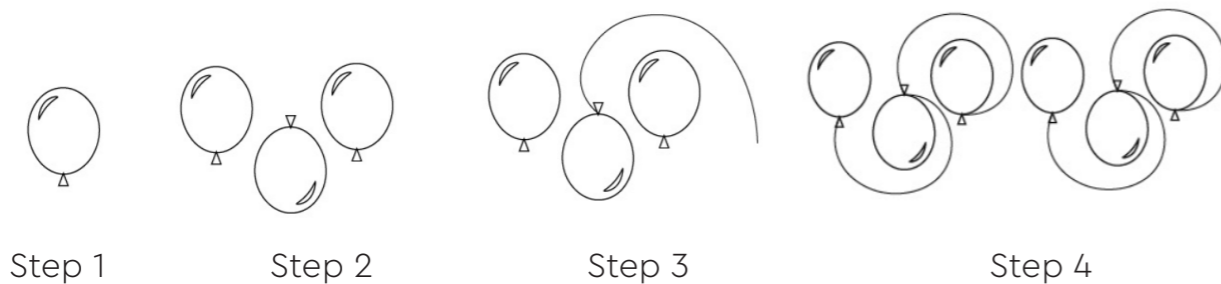
Wrap-around patterns use eye-pleasing and seamless wide lines to generate curiosity and encourage people to pick up the product. These visual elements go beyond design that's only for the front of the packaging, favouring a desire for freedom and going against the norm.



Pattern Creation



- Logo Elements:
- Rounded Letters
 - Balloon
 - Prominent Colours



Colour

- #2e3792
- #b7c3ed
- #dd1b5a

Colours of the logo and a lighter shade of blue have been selected for these samples to draw attention to the logo while adding a soft pattern to enhance the background.

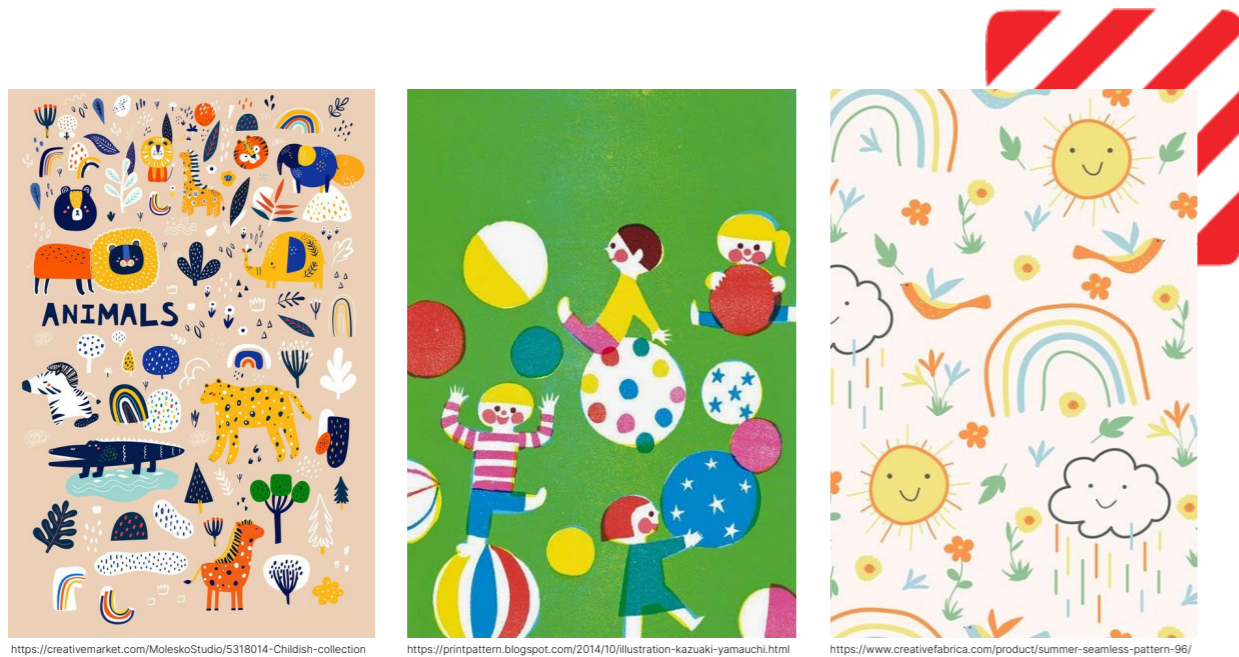
Feedback

The packaging has to be more vibrant -looking, something that attracts the kids. Make one with illustrations and another with a mascot or character-powered packaging.

Theme 2

Illustration-based with estactic colours

In order to make illustrations that would suit the kidswear brand , I researched patterns, motifs and symbols that are attractive to the kids. I also studied the vibrant and ecstactic colours that are appealing to children.



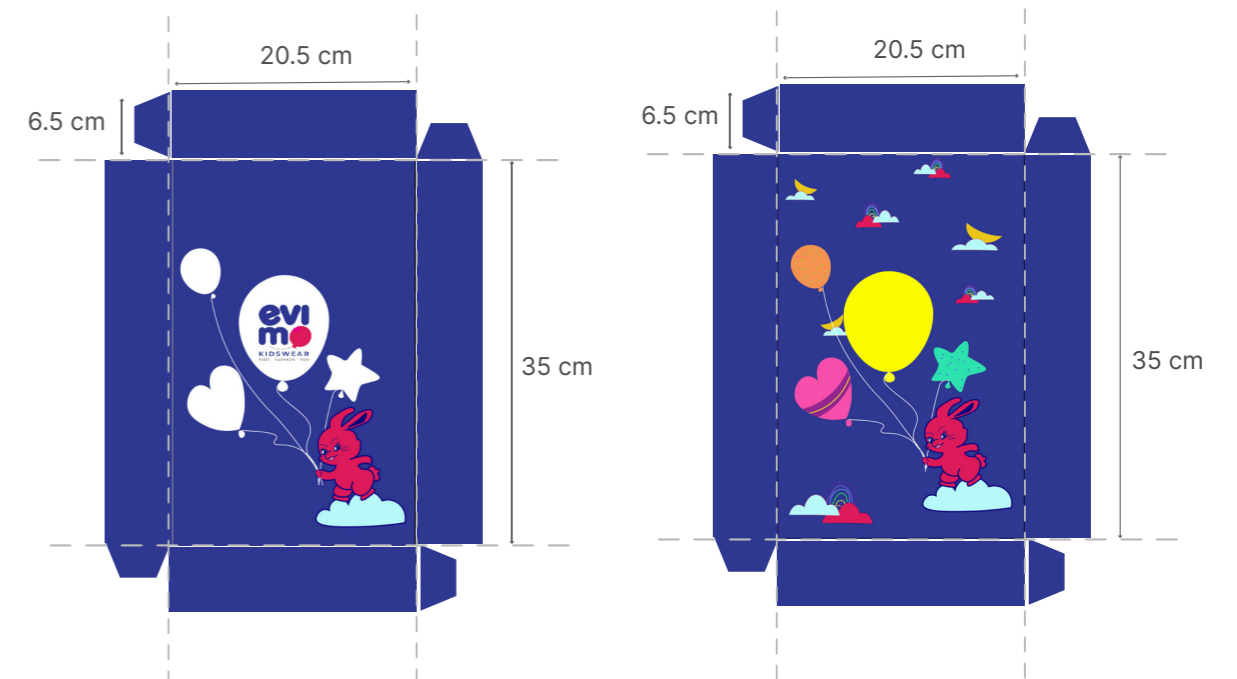
These are some of the visuals I collected during the research.

After the above research, it was found children often find imaginative characters and colourful elements in nature and animations highly appealing. Hence, 8 samples were made - one has 2 extra variations. Sample 1-7 have been designed by me and Sample 8 was made by my mentor. 3D mockups for some were made to pitch to the client.

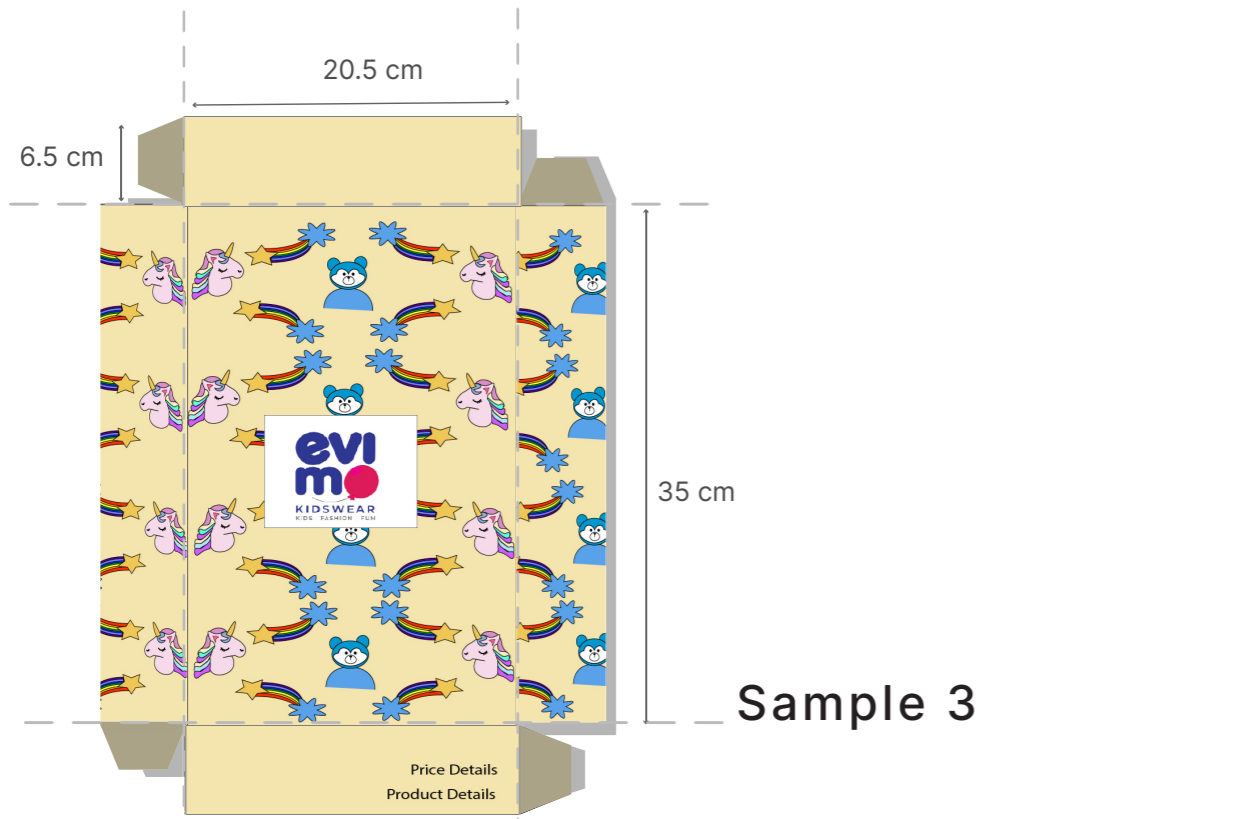
Character-based



Variations



Flat illustrations-based packaging



Sample 3



Sample 5



Sample 4

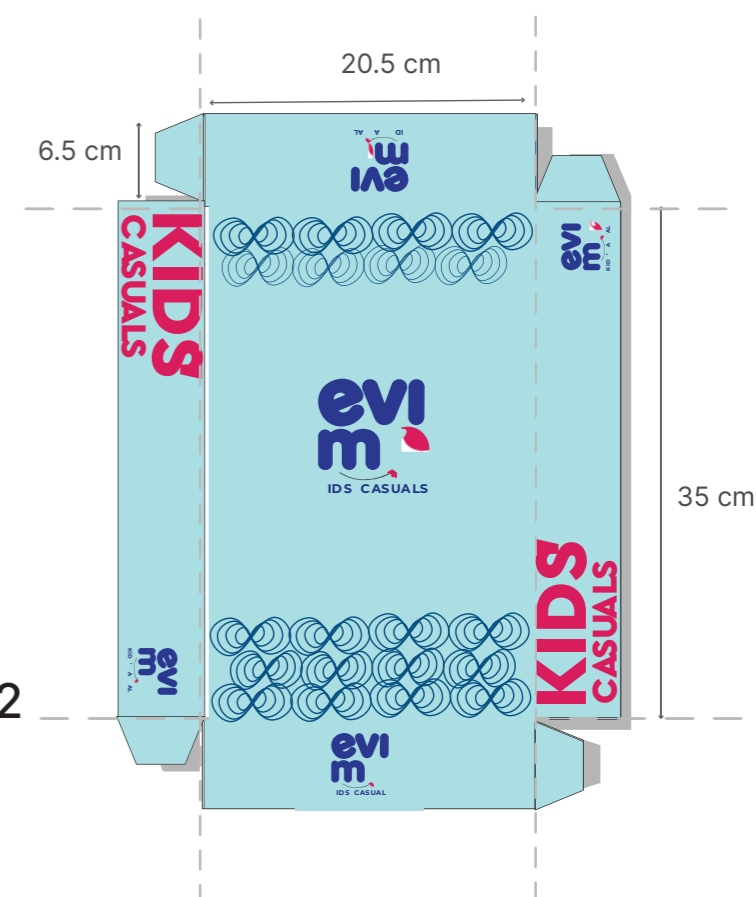
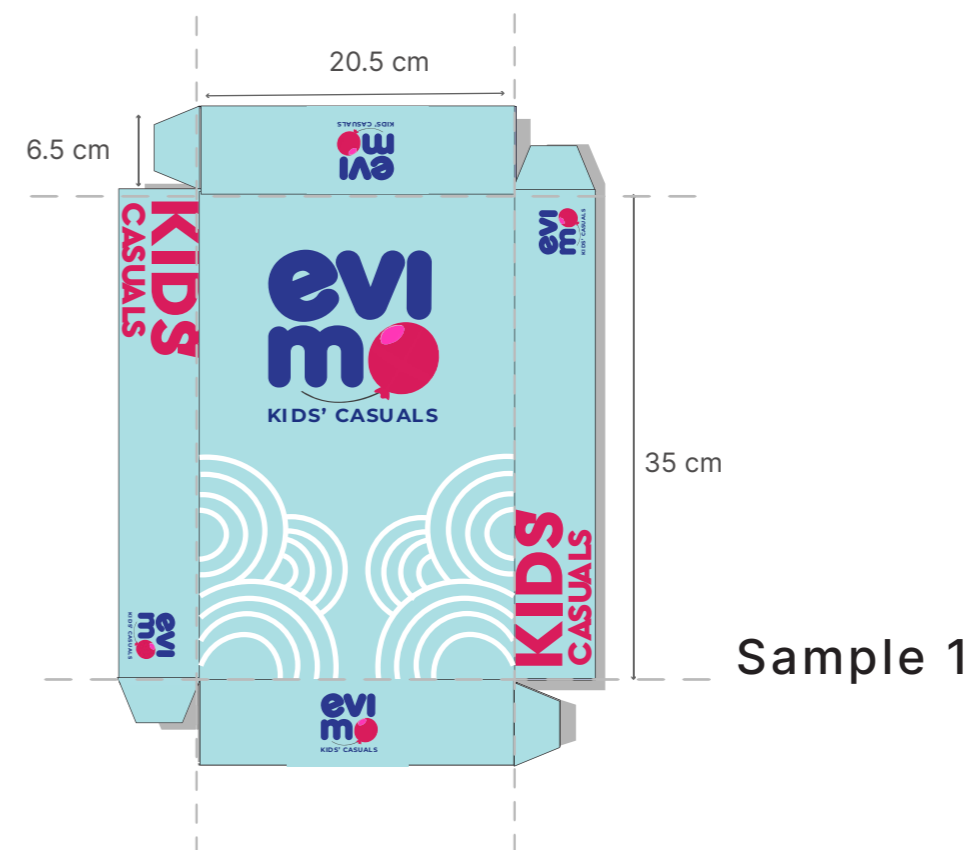


Sample 6



Theme 3

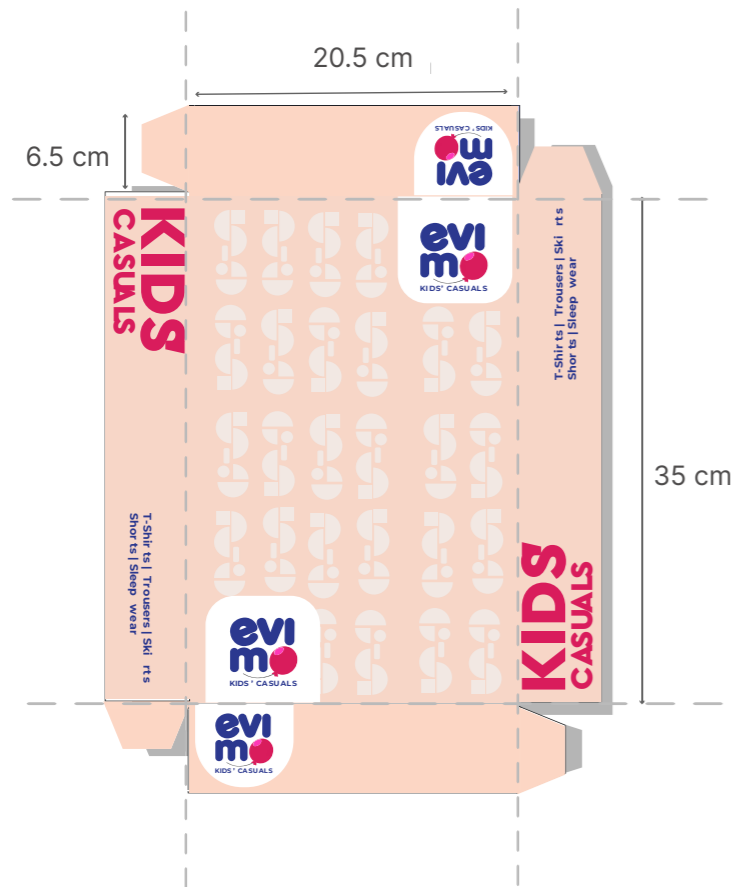
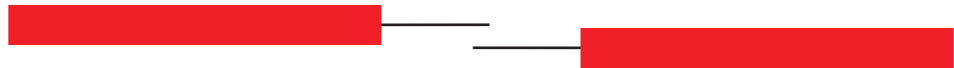
Minimalistic Approach With Soft Colours



Feedback



The visual of the packaging needs to be re-done with a modern and contemporary approach, it could be minimalistic with softer or other trending colours. The logo must be in focus.



Sample 3



Sample 5

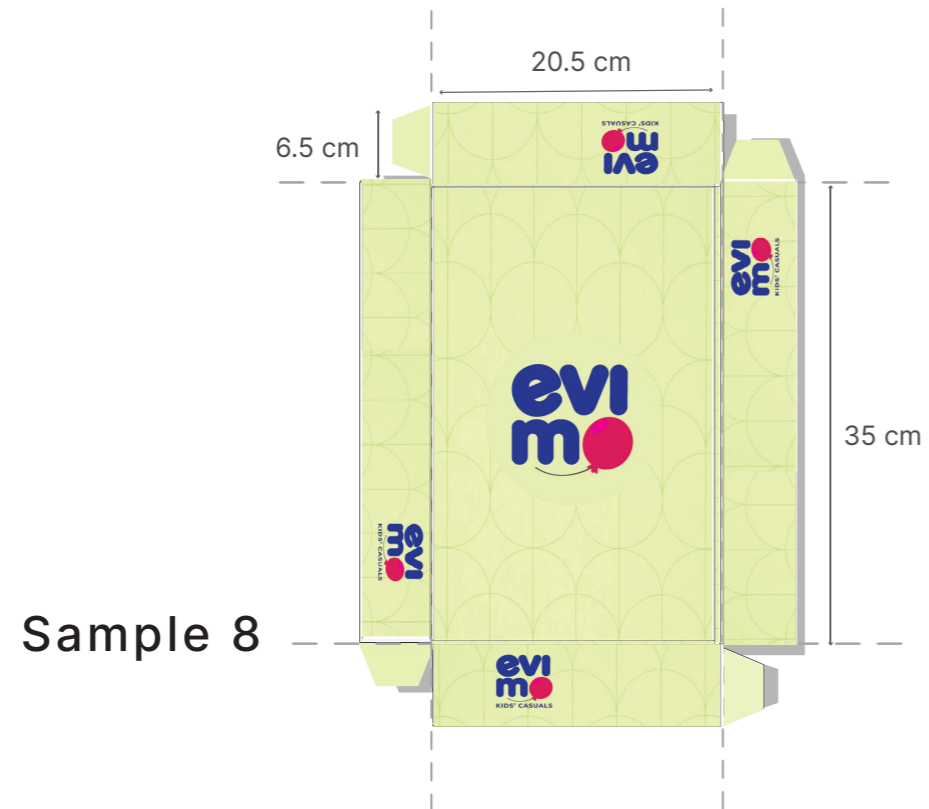
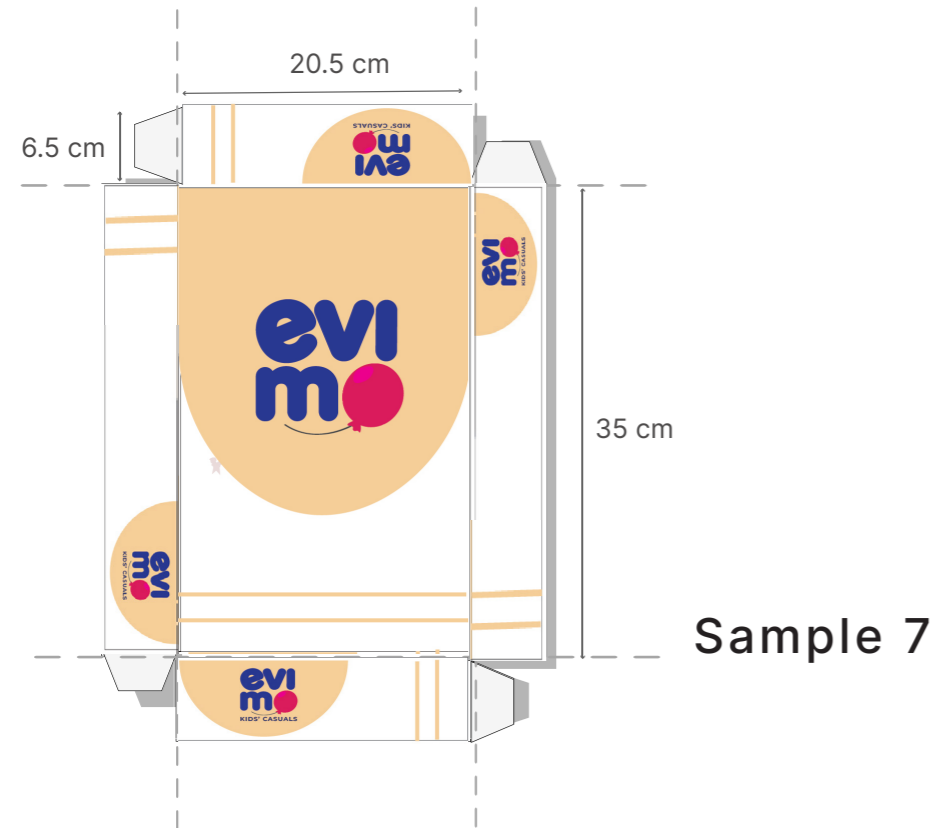


Sample 4



Sample 6

Final 3D Mock-ups



Packaging Mock-up

Client :Evimo

Size : 32.5 × 20.5 × 6.5 cm

Material : Paperboard



Packaging Mock-up

Client :Evimo

Size : 32.5 × 20.5 × 6.5 cm

Material : Paperboard



Packaging Mock-up
Client :Evimo
Size : 32.5 × 20.5 × 6.5 cm
Material : Paperboard

Packaging Mock-up
Client :Evimo
Size : 32.5 × 20.5 × 6.5 cm
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Packaging Mock-up
Client :Evimo
Size : 32.5 × 20.5 × 6.5 cm
Material : Paperboard



