

Toonsland

TOONSLAND

Refreshing the Brand
Identity and Store Design of a
Kidswear Retailer



Refreshing a Kidswear Group's Brand Identity and Store Design

Toonsland is a renowned retailer of children's apparel. With a growing retail network in Mainland China and Hong Kong including over 270 multi-brand retailing outlets and points of sale, the kidswear giant sought Base Creative's expertise to refresh its brand identity as well as designing a new store environment.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Strategy Book

Design and Touchpoints

- Brand Identity
- Brand Grid Refreshment
- Rendering
- Writing & Translation
- Retail Environment

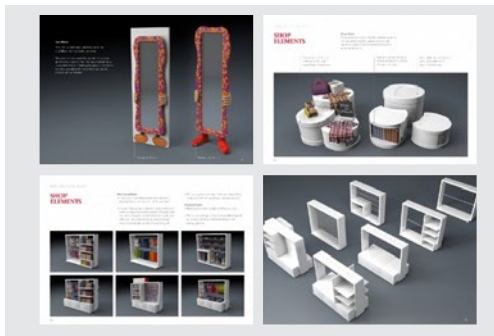
Digital & Social Media

Toonsland Brand Refreshment

Brand Identity and Retail Environment Design for Children's Wear



ToonsLand
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The defined brand attributes of "Fun, Family and Fresh" are reflected in the spacious stores with playful design elements, which are both welcoming and practical. They are complemented by a new logo and a brand book.

Scope of Work

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