



**Little
Roos**

Branding Guidelines



BRANDING AND IDENTITY

As a brand, Little Roos is here to have fun - and all materials should reflect that with their vibrant, attention grabbing aesthetics. Little Roos is about fun, colourful, illustrated animals and layouts; a look and feel that is as vibrant and intellectually stimulating as the toys that come in the box, and more than that, an overall tone that is playful, clever, and humorous - plus not afraid to sneak in an adult joke or two for the parents!

Logo Usage

The Little Roos logo is to be used on all products, all guidelines and warranties and all instructions, and featured on all social media pages and websites, as well as the Amazon seller page.

It should be clear to see, and should always be in the correct brand colours. It should not be printed in black and white. The kangaroo should always be present, and no other Little Roos animals should be substituted.

The Little Roos logo should always have sufficient negative space surrounding it, (a minimum height equal to the letter R.) If the logo is placed on a dark background the kangaroo nose may be altered to HEX #55AAA3, and the colour #07352E is preferable to black. Care should always be taken to ensure any backgrounds the logo is placed upon are of sufficient contrast to keep design elements & colours clear.



SC GUM KIDS

For Product Titles and Illustrative Elements

The font SC Gum Kids is to be used for materials such as product titles, illustrative elements, and of course the logo design. The logo text must not be altered in any way. However when it comes to things like product titles and illustrations, we have a bit more leeway. The font can be used in any one of the three main logo colours, or in white when reversed on to dark. Care must always be taken to ensure text is placed on a sufficiently contrasting background. Additional colours may not be used for titles.

Montserrat

For Body Copy and Boring Stuff

A simple sans serif should be used for all body copy and for all the boring stuff. For our purposes here I am using Montserrat. The large typefaces shown here include Montserrat 30pt Bold, Montserrat 18pt Bold, and Montserrat 12pt Medium. However if for some reason Montserrat is unavailable for certain applications, Helvetica Neue is an acceptable option. Both are highly adaptive fonts which are readable even at very small sizes, which makes them a nice contrast to the font SC Gum Kids. Acceptable colours include the three logo colours, black, and white, if reversed over a dark background.

Acceptable Type Colours

	CMYK (74, 9, 42, 0) RGB (85, 170, 163) HEX #55AAA3		CMYK(41, 0, 28, 0) RGB(161, 209, 196) HEX #A1D1C4		CMYK(2,57, 68, 0) RGB(225, 142, 102) HEX #E18E66
	CMYK (75, 68, 67, 90) RGB (0, 0, 0) HEX #000000		CMYK(0, 0, 0, 0) RGB(255, 255, 255) HEX #FFFFFF		

CRACKER OF A STACKER

Helps kids learn
Shapes, Colours
and Counting!



Montser

Lorem Ipsum

A simple sans serif sh
I am using Montserra
Bold, and Montserra

Little Roos Colours

A children's toy company, Little Roos is colourful, vibrant brand with a variety of primary and supporting colours to choose from. While the logo design and animal illustrations all follow a complementary colour scheme, for many of the supporting colours Little Roos uses shades that both complement that main branding, and don't clash with the largely primary coloured toys themselves.

Essential Branding Colours

	CMYK (74, 9, 42, 0) RGB (85, 170, 163) HEX #55AAA3		CMYK (41, 0, 28, 0) RGB (161, 209, 196) HEX #A1D1C4		CMYK (2,57, 68, 0) RGB (225, 142, 102) HEX #E18E66
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Supporting Colours

	CMYK (46, 20, 100, 1) RGB (152, 169, 58) HEX #98A93A		CMYK(88, 53, 70, 61) RGB (7, 53, 46) HEX #07352E		CMYK (86, 33, 59, 13) RGB (15, 121, 111) HEX #0F796F
	CMYK (9, 69, 3, 0) RGB (220, 112, 167) HEX #DC70A7		CMYK (75, 68, 67, 90) RGB (0, 0, 0) HEX #000000		CMYK(0, 0, 0, 0) RGB(255, 255, 255) HEX #FFFFFF



Illustration

The Little Roos brand should consistently have lots of fun, attention grabbing illustrations for our materials, and we should always be working to further expand our library of illustrations and cartoons; be they playful icons, colourful backgrounds, or any other illustrated assets we may wind up creating in the future!

Little Roos Animals

Of course one of the more important aspects of this library of assets are the Little Roos Animals! These little guys bring a fun, playful quality to any design, and should be used throughout all branded materials, packaging, webpages, and promotional items, using a wide variety of randomized Little Roos Animal selections.

Animal Usage

As a rule, animals should be the same size as each other, and not comparative to nature. They are all different shapes and sizes so this will be done more by eye than any hard and fast rule. They should feature heavily in any Little Roos product, manual, documents or web page, as an essential part of the Little Roos brand identity. Above all though, have fun with them!





Packaging Design

Little Roos packaging should always be vibrant, colourful and fun - however it is also important to make sure all elements are aesthetically balanced within the overall piece when designing Little Roos packaging materials.

In the example shown, the eye is immediately drawn to the colourful toy on the box, followed by the product name. The colouring and placement of the illustrated elements complements these. The end result is packaging which is vibrant and detailed, but still clean - product packaging should never become too busy or overly cluttered. Little Roos Animals should always be present, and the Little Roos logo should be placed on a clean background where it will really stand out.

Naming Conventions

The use of rhyming product names and mini stories give the products a playful, almost Seuss-ian vibe - and the latter can also be a good opportunity to insert some joke or reference to make the parents laugh! Above all, Little Roos is about fun - for kids and adults!

**THANKS FOR
READING!**