

Brand Description

Recognizable

In modern society, many brands stand out. From their friendly, welcoming iconography, to the use of typefaces, the brand is meant to stand out in the marketplace full of shopping stores.

Formal

Not only the stores must give a casual, comfortable tone, but also mean to be presentable in comparison to other discount stores.

Casual

To keep their target audience from moving away from their brand, we need to keep a casual tone to their design, giving a sense of comfortability for their customers.