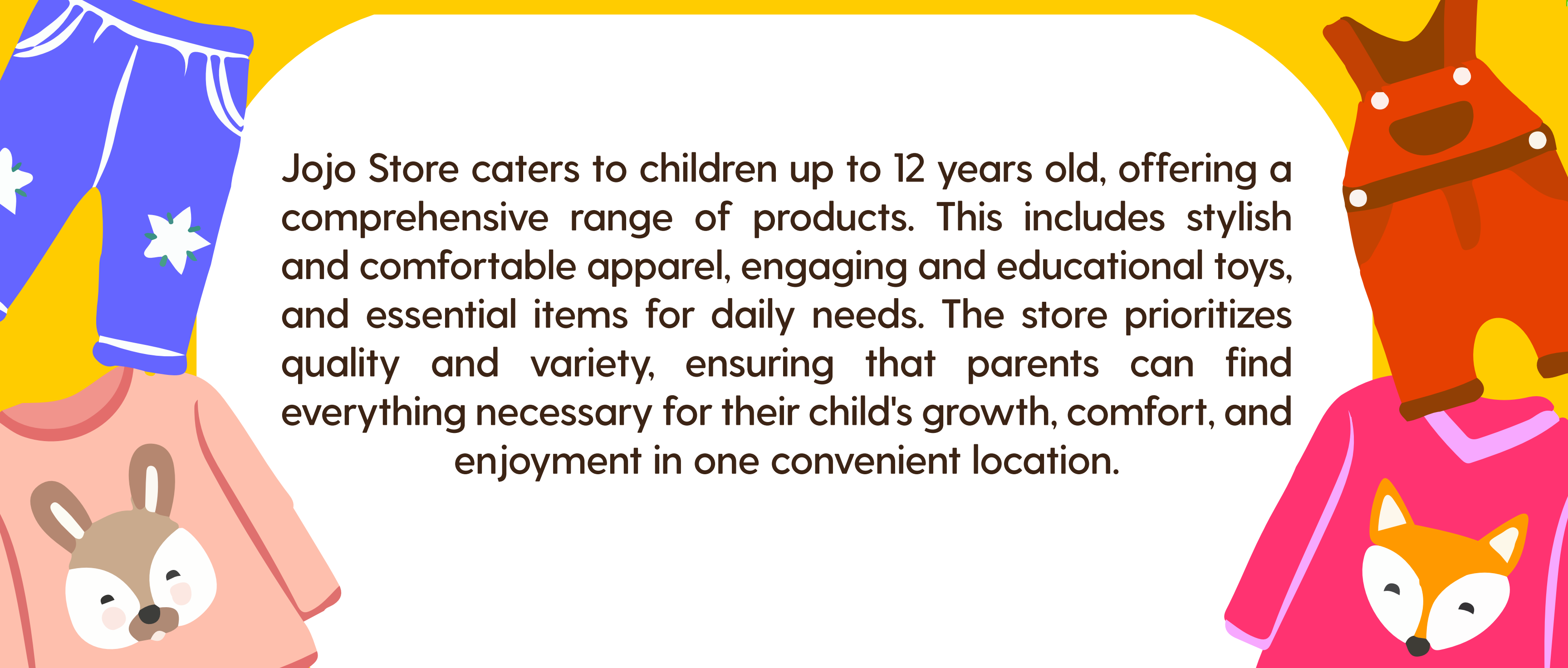


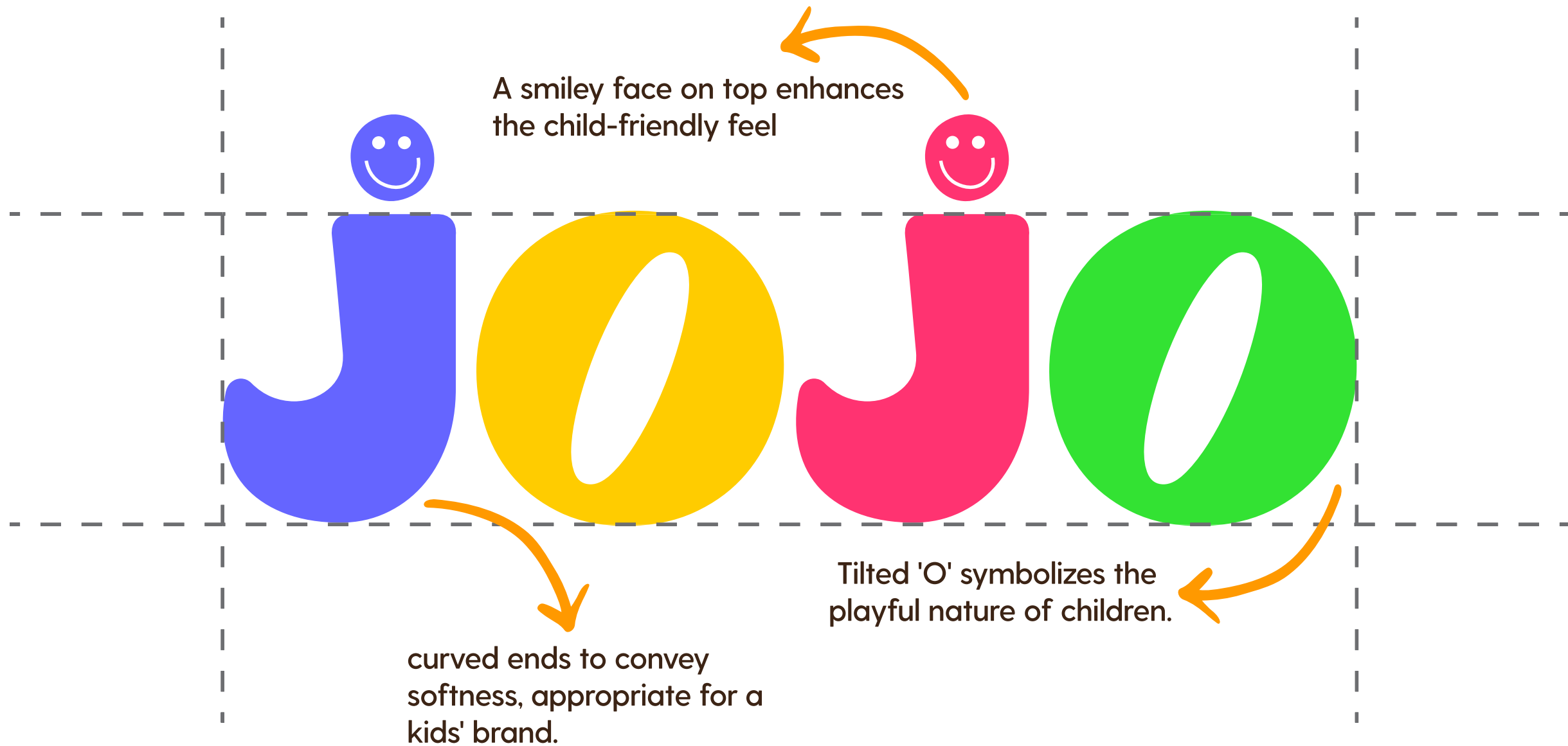


JOJO STORE





Jojo Store caters to children up to 12 years old, offering a comprehensive range of products. This includes stylish and comfortable apparel, engaging and educational toys, and essential items for daily needs. The store prioritizes quality and variety, ensuring that parents can find everything necessary for their child's growth, comfort, and enjoyment in one convenient location.



A smiley face on top enhances the child-friendly feel

curved ends to convey softness, appropriate for a kids' brand.

Tilted 'O' symbolizes the playful nature of children.

#6565ff

#ffcc00

#ff3371

#33e233

#ff9900

#ffffff

Logo Typeface

Retro Star Regular

JOJO

Secondary Typeface

Century Gothic

Aa

Regular

Aa

Bold

Dino-Tiering

"Dino-Tiering" refers to the method of organizing or categorizing products, services based on different age groups using dinosaur themes.

This approach helps in creating an intuitive and engaging way to direct children and parents to age-appropriate sections or offerings within a store or brand.



0-3 years

- Blue is calming and can help soothe infants and toddlers, making them feel secure.
- Conveys reliability, which is reassuring to parents.
- Bright blue is visually appealing and easily recognized by young children.



4-7 years

- Reflects the active and curious nature of children in this age group.
- High visibility of yellow captures children's attention.
- Stimulates mental activity and imaginative play.



8-11 years

- Reflects growing empathy and emotional understanding.
- Encourages creative expression and imaginative activities.
- Appeals to their sense of fun and emerging individual style.



12-15 years

- Symbolizes the significant growth and maturity during adolescence.
- Appeals to their desire for more mature and sophisticated themes.









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