

# Toy Traders

Business Re-Branding



# Client Information

## Toy Traders

**Location:**

19880 Langley Bypass, Langley, BC V3A 4Y1

**Products:**

Toys, Figures, Collectibles

**Services:**

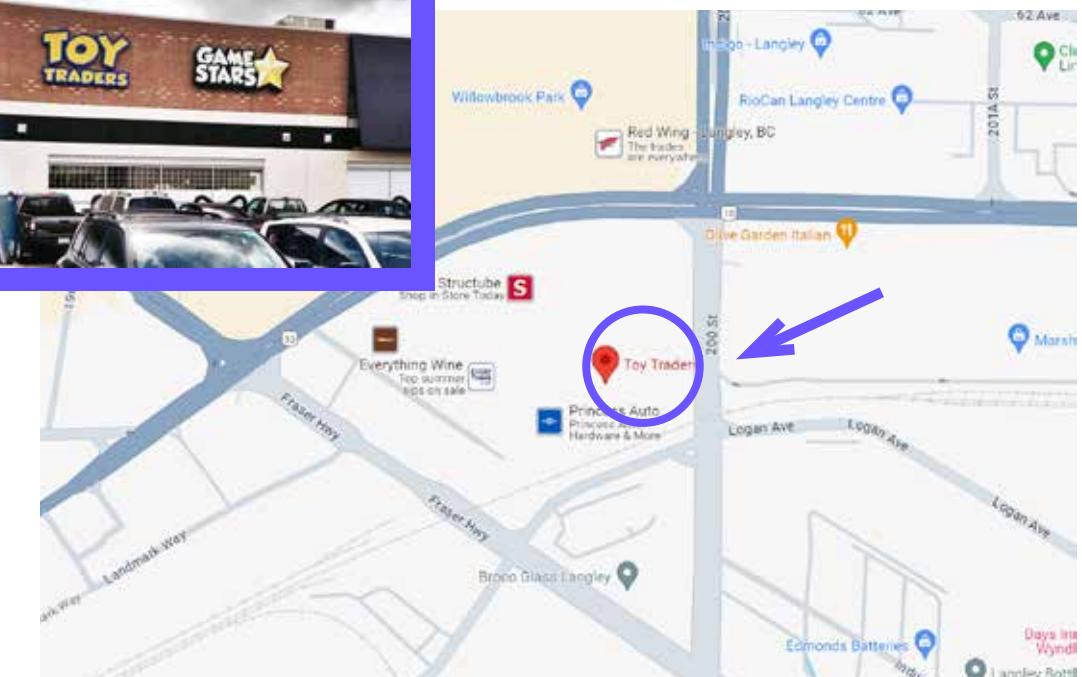
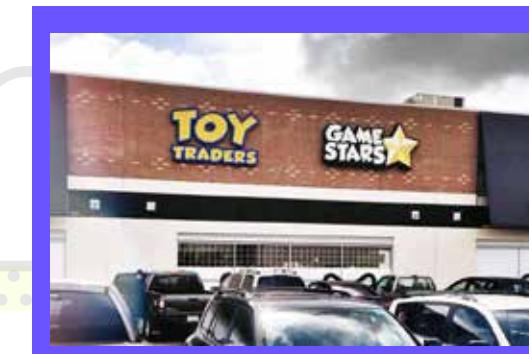
Appraisal, Buy & Sell Collectibles

**History:**

Since 1995 Toy Traders has been wowing kids and adults of all ages. You'll absolutely love exploring every inch of our 17,000 sq ft retail store.

Offering a large selections of toys, gifts and collectibles that can cater to a variety of people. They have something for everyone to enjoy.

(Sourced from Website)



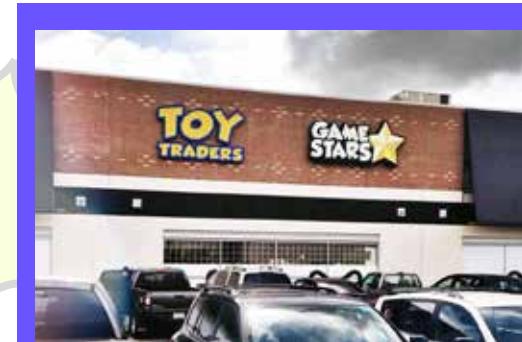
# Client Information

## Current Branding

- Logo reminiscent of other intellectual property (will cause issues)



- Exterior lacks clarity (Entrance is not easily noticeable)



- Online newsletter lacks cohesive design



- Interior is MASSIVE!

# Brand Re-Design

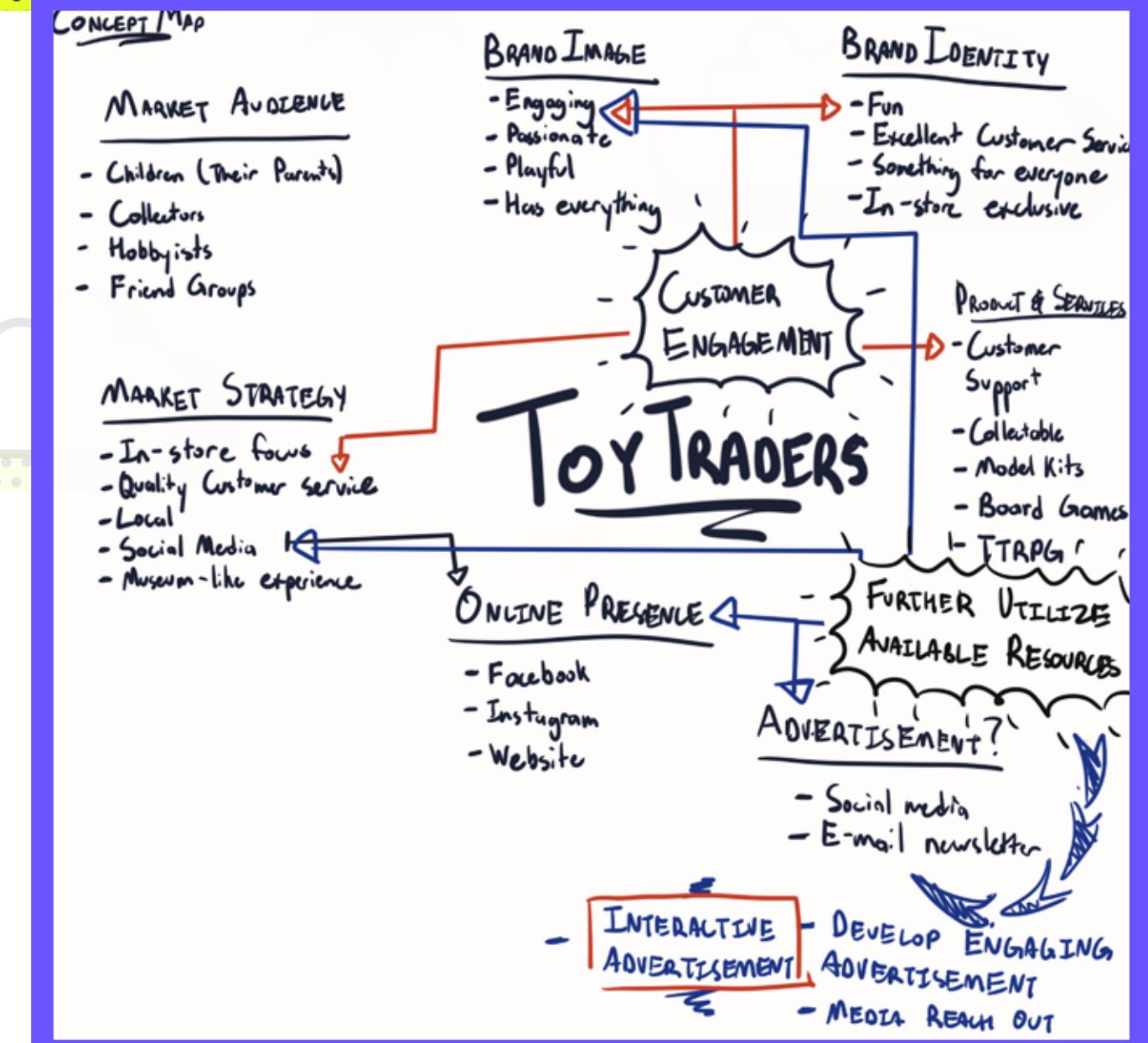
## Re-Design Key Points

- **Create a compelling Brand Story**  
Client lacks a story that gives their business a unique identity
- **Logo Re-Design:**  
Create an original design that better reflects the brand
- **Incorporate Brand Identity in Visual Design**

# Brand Re-Design

## Concept Map

- Focus on Engagement
- Interactive Advertisement



# Brand Re-Design

## Mood Board

- Primary Colours
- Chaotic
- Visually Captivating



# Brand Re-Design

## Brand Story

We want to bring back that childhood magic to the community. Through our massive collection of toys, games and excellent employees, we personally will help everyone find their spark of joy. In this day and age, we all could smile a little more and enjoy those little moments. That's why we give it our all in helping everyone no matter how small of a change it might be. One little spark is all we need to set that imagination ablaze.

**So why not take a peek inside that toy box once again?**

## Brand Perception

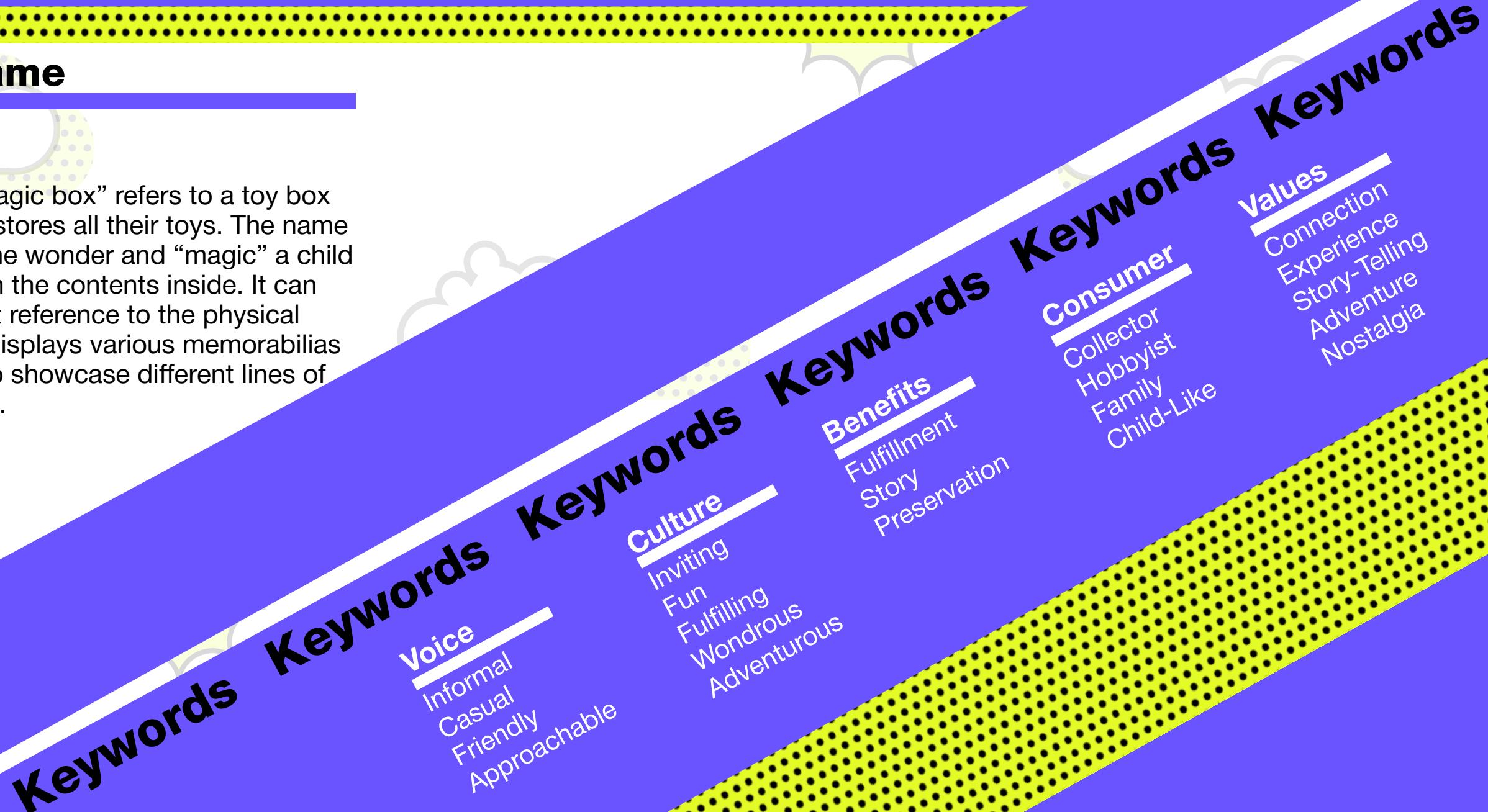
Compared to the old brand, the message remains relatively the same with a more casual tone of voice. On top of the change in tone, adding more "fun" elements to add a better sense of connection and to truly hook the customers and clients. The brand is perceived as exciting and casual. With more emphasis on exciting to "reawaken" the child-like wonder in people, and play on people's sense of fulfillment

# Brand Re-Design

## Brand New Name

### magic box

The new name “magic box” refers to a toy box a typical child has that stores all their toys. The name was chosen to reflect the wonder and “magic” a child would have playing with the contents inside. It can also be used as a direct reference to the physical store itself with how it displays various memorabilia and dioramas around to showcase different lines of toy products and series.



# Logo Re-Design

## Logo Drafts (Re-naming)

- **Keywords**

Engagement  
Eye Catching  
Fun  
Exciting



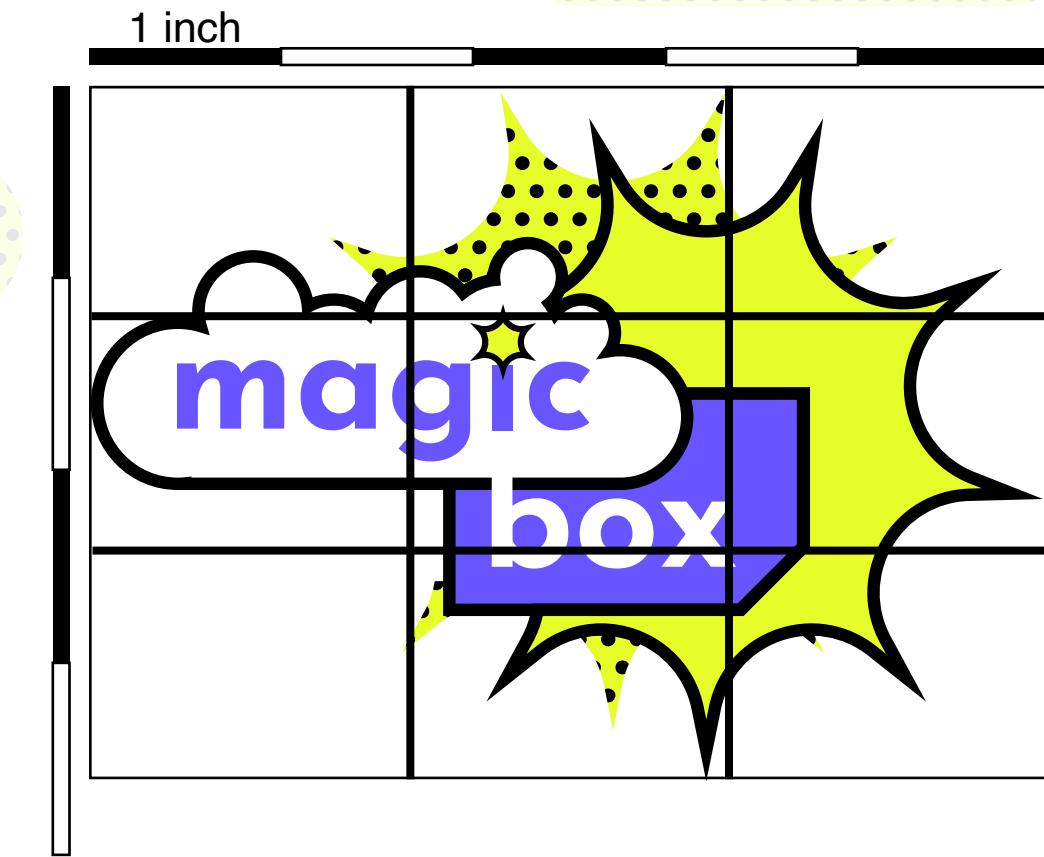
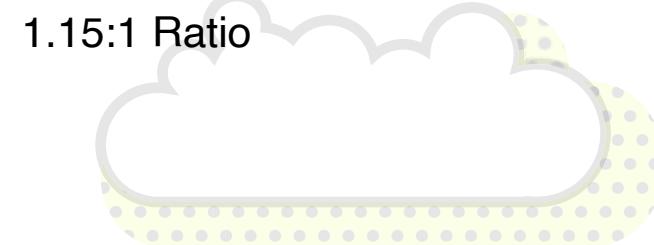
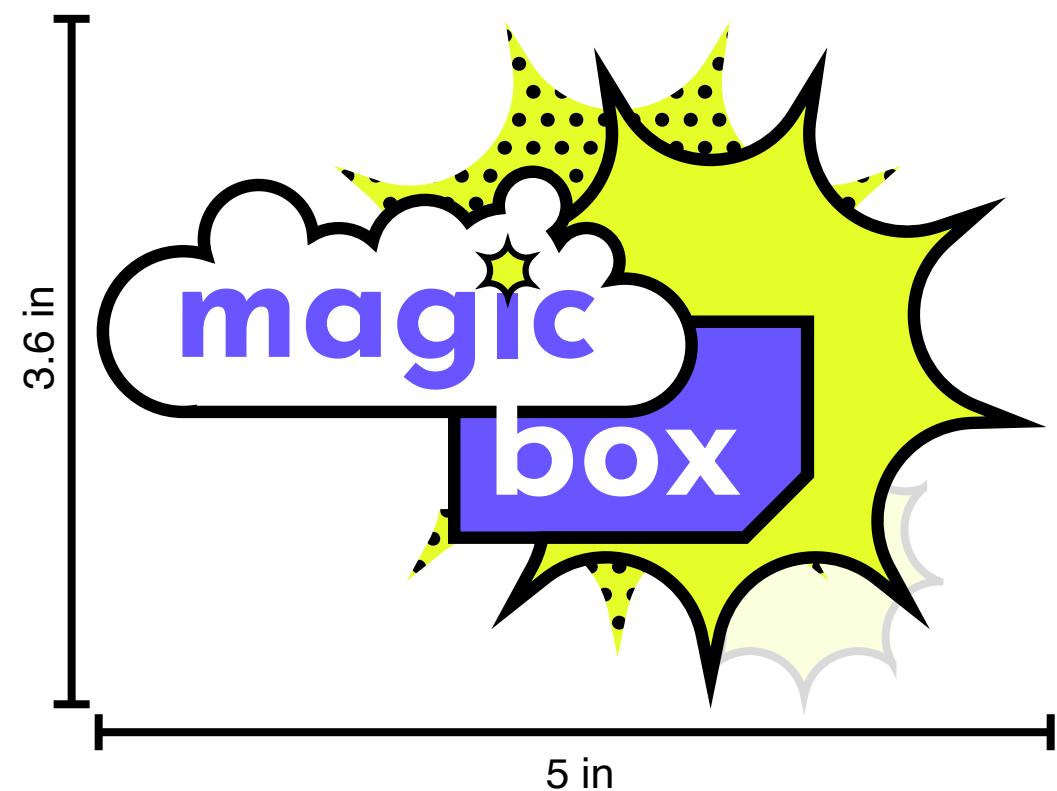
Toy Traders Rename

- ↳ Toy Box
- Magic Box
- Toys and Trinkets



# Logo Re-Design

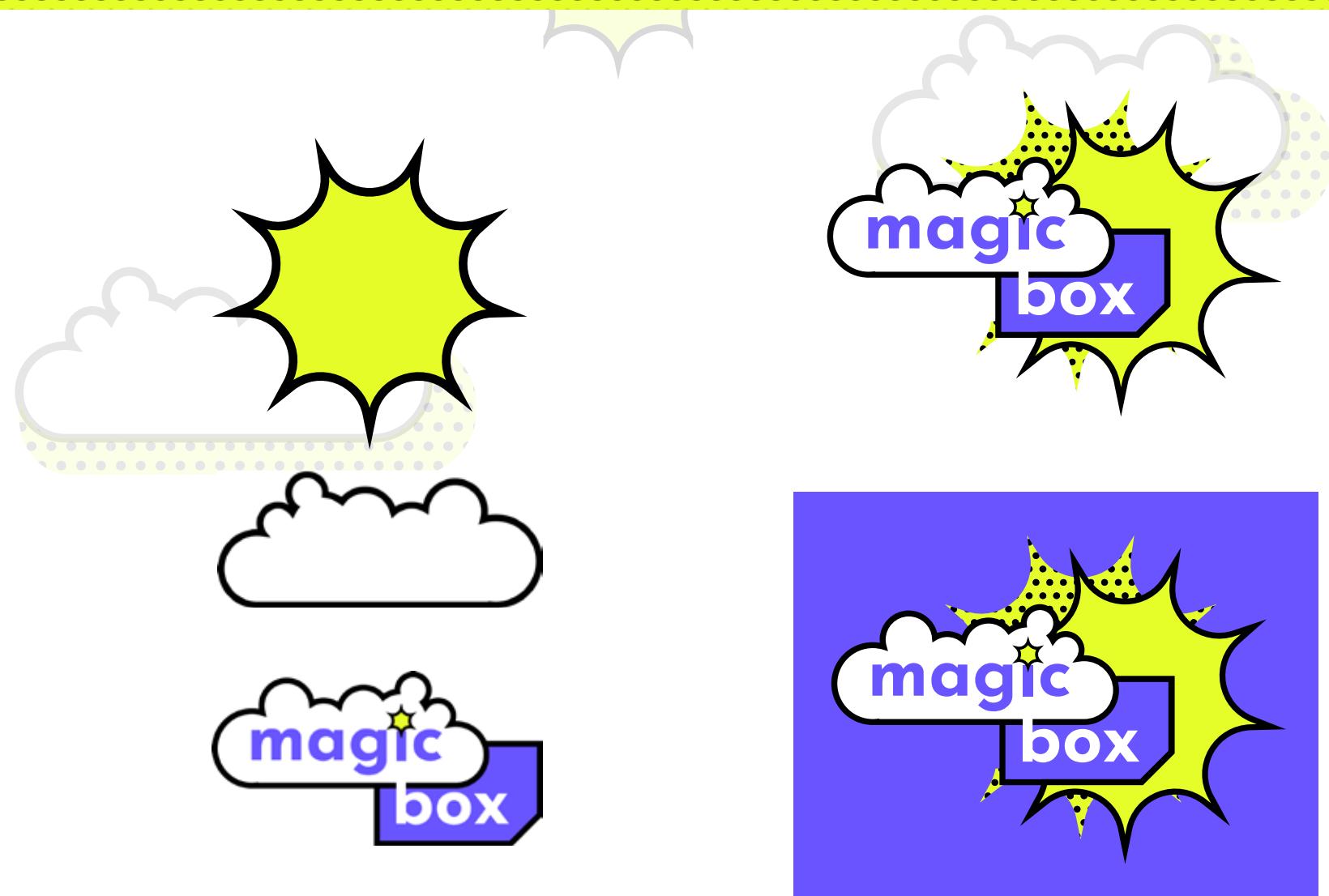
## Logo Final Design



# Logo Re-Design

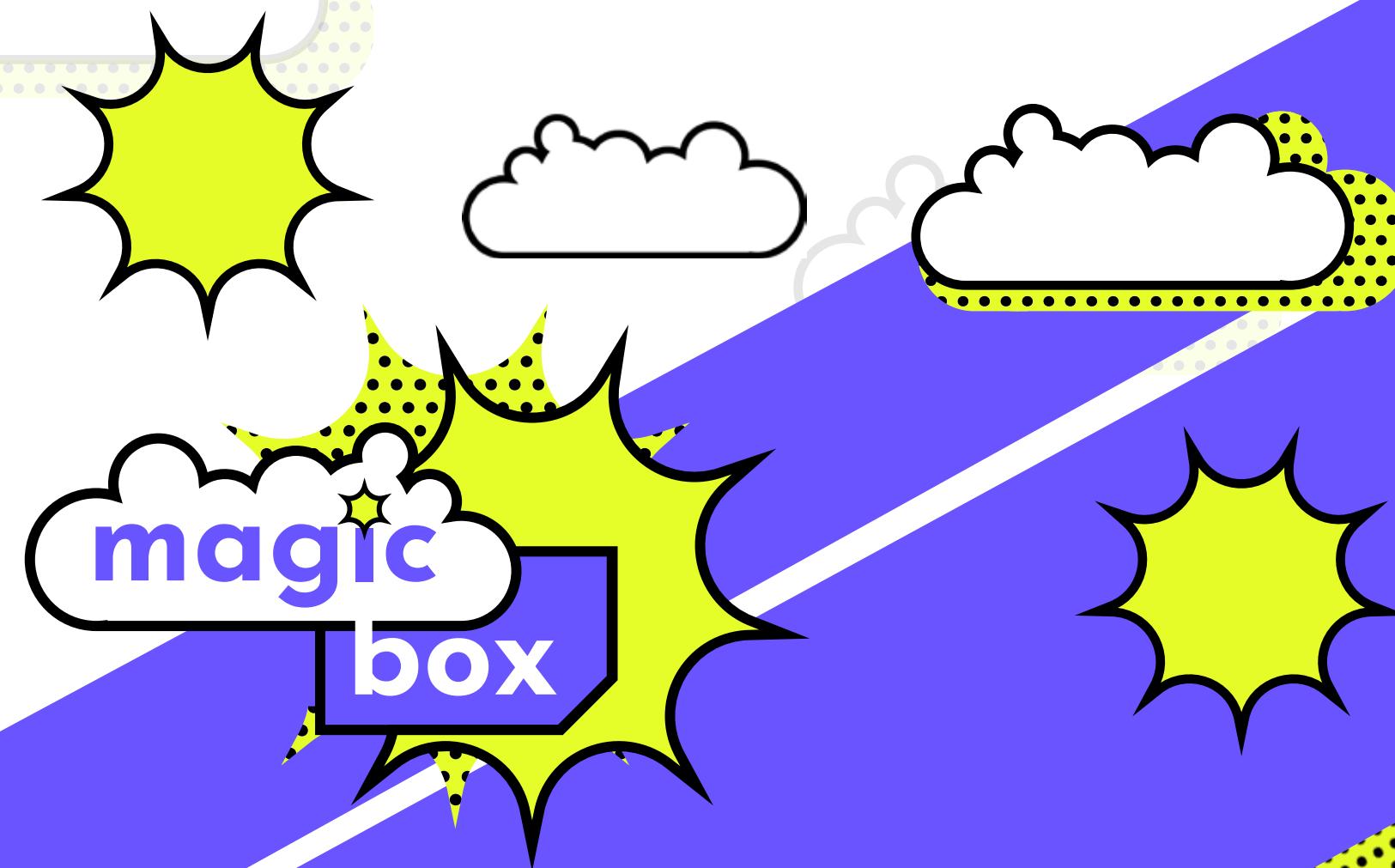
## Logo Rationale

The logo is mainly pictorial. It has 3 main elements; the cloud, the sun, and the wordmark. The cloud represents imagination, like how clouds bubbles are often used in comics and other media to portray a character's thoughts. The sun represents passion or drive, while scaled down, as used in the 'i' in magic, it represents a spark. The blue geometric box represents the toy box. The sun is backed with a screentone fill to emulate that comic book aesthetic. A thick black stroke is used on most elements to blend all elements in a way to not clash with each other.



# Logo Re-Design

## Graphic Elements



# Fonts and Colours

## Font

### Helvetica Neue

Helevtica Neue is the primary font used. It is used to ground the attention of readers, as the graphics can be quite distracting. Since the brand relies heavily on very attention heavy graphics, the contrast of having a grounded font make for a more balanced visual overall, therefore Helvetica Neue is chosen as the primary and only official font.

60pt - Bold

24pt - Heavy

16pt - Regular  
Body Copy

## Header

### Subhead

We want to bring back that childhood magic to the community. Through our massive collection of toys, games and excellent employees, we personally will help everyone find their spark of joy. In this day and age, we all could smile a little more and enjoy those little moments. That's why we give it our all in helping everyone no matter how small of a change it might be. One little spark is all we need to set that imagination ablaze.

# Fonts and Colours

RGB : 192,52,41  
CMYK : 18,93,97,7  
HEX : #C03429

10%

RGB : 229,253,41  
CMYK : 15,0,98,0  
HEX : #E5FD29

30%

RGB : 104,85,255  
CMYK : 71,69,0,0  
HEX : #6855FF

60%

## Colours

Variation of the primary colours are used to be with emphasis of blue.

# Fonts and Colours

## Colour Rationale

“Magic Blue” is a combination of the blue and purple colour psychology, having attributes of **“Dependability, Serenity and Trust”** from blue, and **“Imagination, Sophistication, and Wisdom”** from purple. The combination reflects the brand’s emphasis in being customer first, as well as imagination. Magic Blue is the primary colour of the brand.

“Yellow Smile” is mostly attributed to **“Optimism, Warmth, and Happiness.”** When combined with the black screentone, it has a slight darkening effect on the yellow, not only that black and yellow offer a strong contrast that can grab the attention of most people. Thus it is used as such to attract customers towards the client’s store. Yellow Smile is the secondary colour of the brand.

“Blazing Red” is mostly attributed to **“Adventurous, Passion, and Excitement.”** It is sparingly used in the brand and is only used when highlighting key messages. Blazing Red is the accent colour of the brand.

**Magic Blue**

**Yellow Smile**

**Blazing Red**