



Company / Organization Information:

This company is “Clothes with Bows.” They sell to children ages zero to around eight years old. They sell clothes with bows on them. They target both boys and girls. Bows go on both the boy’s and girl’s clothes. Many of the clothes incorporate animals and flowers. The main point of this business is to put joy into children’s clothing. We are targeting children so that they will ask their parents to buy our clothes.

Concept Brief:

In the business, children’s clothes have bows on it for both boys and girls. The pink and blue are supposed to represent both genders. The ‘w’ is replaced with a bow to show the concept of bows on the clothes. The bubble letters show the childlike playfulness in the business. The bubble letters also allow a childlike simplicity in the logo.