

# Grace & James

## *Boutique Fashions for the Everyday Child*

**Who we are:** We are an online children's boutique carrying high-quality, classic children's clothes. We offer in-stock collections on our site as well as pre-order items. We hope to be your one stop shop for coordinating sibling sets, boys and girls playsuits, and newborn sizes.

What we need in a LOGO:

- lettering to be easy to read
- Monogram and Whole name spelled out (see Beaufort Bonnet Company example)
- Some type of little design (The wreath and bow -picture #1- below shows my initial thoughts on the “decorative” part of the logo and picture #2 shows the bow/floral design that I have used throughout my daughters nursery and that I like.)
- Open to seeing the differences in using the word “and” and “&”



Logos that I love:



**THE BEAUFORT BONNET COMPANY**

[The Beaufort Bonnet Company](#)

I am wondering if the simplicity of this is really the way to go. It shows the monogram and whole company name. On their site, the same fonts are used on the tabs to access the different categories. This is one of the BIGGEST/HOTTEST baby stores right now so I do not want people to think that I am copying them but I do love the logo and design.



I love the second font here and think it would translate well to a horizontal label but wonder if it is too hard to read.



*Brother & Sissy*

• A CHILDREN'S BOUTIQUE •