

Design Brief

Cool Stuff for Startups

Background

Cool Stuff for Kids is an e-commerce site that will be launching in March 2016.

We want to inspire parents to create fun, beautiful and stylish surroundings for their children. We are here to help parents fill their home with pleasing furniture, décor and entertainment.

Our target audience are parents who think carefully about their interior spaces and are happy to spend a little extra to keep their homes looking great, even when they have children about the house.

Some examples of the types of the stylish kids environment we admire are:

- <http://bit.ly/1olcqxC>
- <http://bit.ly/1oBEB0g>
- <http://bit.ly/1oBF1E4>
- <http://bit.ly/1oBF4zD>
- <http://bit.ly/1oBF56F>

Note that we are not a toy store. We might sell some toys, but our main focus is decorations and furniture.

Website Design

The website will be based on the Supply Shopify template:
<https://themes.shopify.com/themes/supply/styles/soft-green>

The website is responsive so the logo must work well on desktop as well as mobile screen layouts.

Logo Design

The logo should be minimalistic, stylish and elegant. It should appeal to people who care about design.

The primary use of the logo will be for digital medium (website, email footers etc.). However, the logo will also be used in print - for example, shipping labels when sending products to customers.