Little hands. Big discoveries.

Little Thor

Toys and activities for curious children. A warm, playful identity built around discovery, making and hands-on learning.

THE APPROVED COLOUR DIRECTION

Sage LITTLE. Terracotta thor. Forest dot. Preserve the square, interlocking composition.

This guide formalises the selected concept as clean vector artwork, with practical website and small-icon assets.



The square mark is the master.



Custom lettering, not a typeset wordmark.

The architectural top word suggests building and fitting pieces together. The rounded lower word adds warmth. The forest dot completes the mark.

Use the supplied SVG or vector PDF. Every letter is an outlined path, so the artwork does not require a font installation.

Do not stretch the mark into a horizontal wordmark. Use a centred website header or give the square logo its own clear area.

Production note: the vector is traced from the approved concept and standardised to solid brand colours. It removes the generated texture; minor contour smoothing is intentional.

Let the lettering breathe.



Keep other content outside the clear-space boundary.

Clear space

Use at least one dot diameter around the visible logo on every side. The transparent exports already include a small safety margin; allow extra space in layouts.

Minimum size - starting guidance

Digital: at least 120 px wide for the full mark. Print: at least 30 mm wide. Check a real-size proof on the intended screen or material; increase size if LITTLE becomes unclear.

For browser tabs

Use the dedicated t favicon. Do not shrink the full logo into 16 or 32 pixels.

Earthy colour. Clear roles.

Sage

#86A67D

LITTLE / soft accents

RGB 134, 166, 125

Terracotta

#C66B4E

thor / warm accents

RGB 198, 107, 78

Forest

#174C3C

Dot / text / buttons

RGB 23, 76, 60

Cream

#FFF8EE

Primary background

RGB 255, 248, 238

Use forest for readable body text and navigation on cream. Sage and terracotta are accent colours; avoid them for small text on cream. Use cream lettering on forest for primary buttons.

Digital master: sRGB. These HEX values are the production palette, standardised from the generated concept. For print, request a printer-managed CMYK conversion and approve a physical colour proof.

Two font families. One warm voice.

Outfit

HEADINGS / WEIGHT 700

Little hands.
Big discoveries.

Use for hero headlines, section titles and product collection headings. Suggested desktop H1: 48-64 px; mobile H1: 32-40 px. Line height: 1.05-1.15.

Nunito Sans

BODY + NAVIGATION / 400, 600, 700

Play, explore and learn together.

Shop toys By age Our story

Body: 16-18 px, weight 400, line height 1.5-1.65. Navigation and buttons: 14-16 px, weight 700. Use weight 600 for short labels.

These are practical visual matches to the generated mockups, not recovered source fonts. The logo itself is custom artwork and must not be retyped using either family.

Sources: fonts.google.com/specimen/Outfit

fonts.google.com/specimen/Nunito+Sans

Both families are bundled with their SIL Open Font License files.

Keep the logo centred.

Shop toys By age LITTLE thor. Activities Our story

Desktop: centre the square mark between navigation groups. Start with a 120-140 px logo and a 150-180 px header. On mobile, retain a 120 px logo with menu and bag controls; place full navigation in the menu.



The small-size signature

A cream t taken from the logo on a forest field. The simple silhouette stays recognisable when the full name would disappear. Favicon SVG, multi-size ICO, 16/32/48 px PNG, Apple touch icon and app icons are included.



16 px 32 px

A simple, consistent toolkit.



Forest single colour



Black single colour



White on forest

DO: preserve proportions, use the approved colours, keep clear space, and use one-colour artwork when colour reproduction is limited.

AVOID: rearranging letters, changing the dot colour, adding shadows or gradients, putting the full-colour logo on busy photos, or shrinking it below readable size.

Files included

logos/ - outlined SVG, vector PDF and transparent PNG favicon/ - browser and app icons plus install snippet fonts/ - variable TTF + WOFF2 and licences website.css - font setup and colour variables