

tnta)

CASE STUDY



**Tuta is a London-based online clothing brand specialising in trendy, good quality children's clothing. They provide a range of stylish products through a regular flow of chic collections.**

Our multi-disciplinary design and communication agency, Magnetic, was appointed by Tuta to design their brand from scratch, using our 'Zero to Hero' service.



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**BRAND DEVELOPMENT**

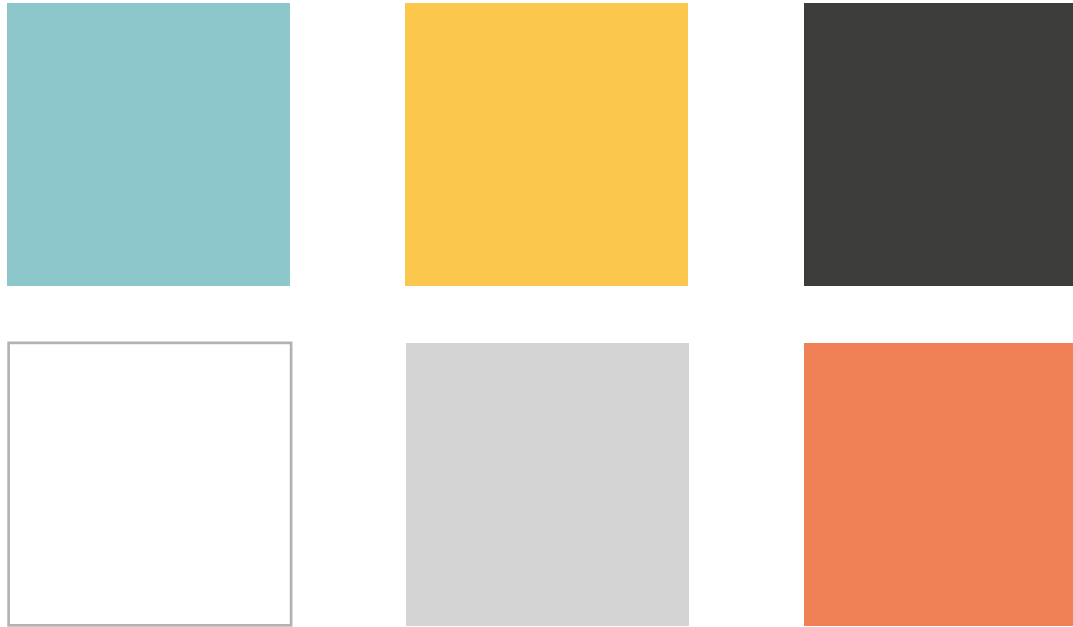
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tuta



First, Magnetic were tasked with developing a brand for Tuta that would be cool and trendy. Magnetic decided on a colour palette and typeface that would reflect the company's luxurious quality whilst remaining fun and amiable. Baby blue was decided as the primary colour, with black, white and pastel yellow as secondary colours, as these echoed the bright and friendly nature of the company.



Magnetic designed a logo in response to a brief. Tuta means 'Moon' in an ancient language and so it was important for the client that moon imagery was included in the logo. The logo was created using an image of a new moon with some stars, adopting the above colour scheme to create a consistent identity.

Magnetic's services also extended to designing and producing all printed material for Tuta. Magnetic created washing instruction labels, discount vouchers, catalogues, packaging and corporate stationery, all of which were consistent with the company's branding.



"TUTAKIDS IS A BRAND THAT IS COMMITTED TO CREATING A WARM AND COZY WINTER COLLECTION FOR ALL THE LITTLE ONES. WE WANT TO MAKE SURE YOUR CHILDREN ARE KEPT TOGETHER AND WARM THROUGH THE WINTER MONTHS. WE'VE DESIGNED A RANGE OF COORDINATING WINTER WEAR THAT IS BOTH STYLISH AND FUNCTIONAL. WE'VE ALSO INCLUDED A RANGE OF ACCESSORIES TO COMPLETE YOUR CHILD'S WINTER OUTFIT. WE WANT TO MAKE SURE YOUR CHILDREN ARE KEPT TOGETHER AND WARM THROUGH THE WINTER MONTHS. WE'VE DESIGNED A RANGE OF COORDINATING WINTER WEAR THAT IS BOTH STYLISH AND FUNCTIONAL. WE'VE ALSO INCLUDED A RANGE OF ACCESSORIES TO COMPLETE YOUR CHILD'S WINTER OUTFIT."

**SHIRTS DRESS**  
 155-170 CM

**BOYS JEANS SET**  
 120-140 CM

**BOYS DENIM SET**  
 120-140 CM

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 120-140 CM

**BOYS DENIM SET**  
 120-140 CM

**Extra**  
 TURTLE NECK  
 FRIENDLY KNIT  
 120-140 CM

**SHIRTS DRESS**  
 120-140 CM

**SHIRTS DRESS**  
 120-140 CM

**SHIRTS DRESS**  
 120-140 CM

**SHIRTS DRESS**  
 120-140 CM

**WWW.TUTAKIDS.CO.UK**  
 120-140 CM



Stands for The Baby Show and Bubble 2016 exhibition .







tuta-ly

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TRENDY COMBINATIONS FOR BABIES

TRENDY COMBINATIONS FOR GIRLS

WEBSITE DESIGN & DEVELOPMENT

tuta

SUMMER SALE IS HERE!

DISCOUNT UP TO 35%

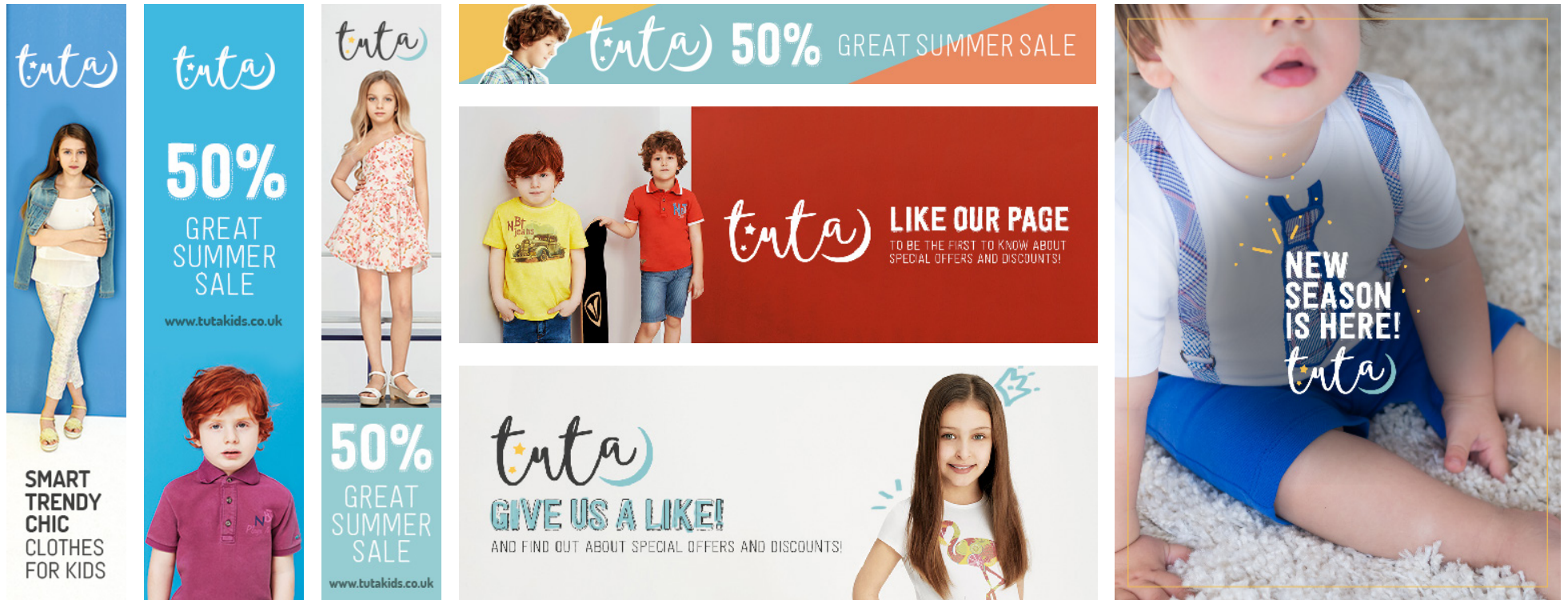
SHOP NOW!





Magnetic also designed the e-commerce website for Tuta to sell their clothing products. The website was eye-catching and user-friendly.

To this day, Magnetic continue to provide design and communication consultancy to Tuta, whilst also regularly designing visuals for online advertisements and social media posts.



Apart from the e-commerce website and social network profiles, Magnetic also developed various online advertisement campaigns for Google Adwords and Facebook.

magnetic

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