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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.



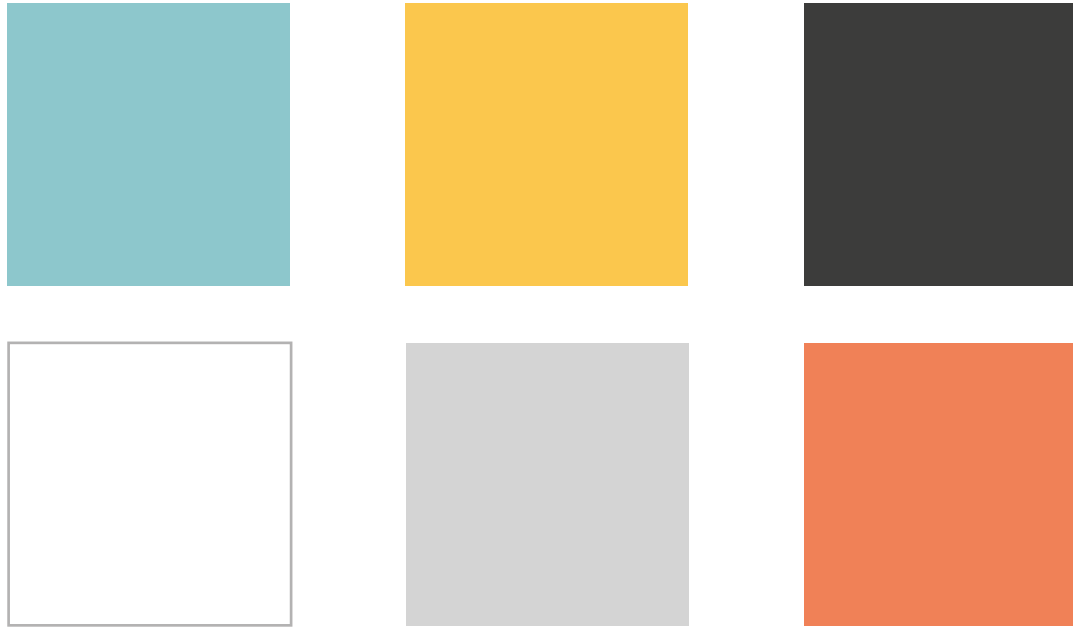
BRAND DEVELOPMENT



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.





Stands for The Baby Show and Bubble 2016.





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tuta

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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.

magnetic

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