





Didicar (Walk 'n Ride)

The brief

Didicar

As part of our work with Bigjigs Toys, we created a box design for Didicar's Walk 'n Ride range. We added much needed colour and imagery - in this instance you *can* judge a book by it's cover!

didicar
walk `n ride



Logo concept

We combined the Didicar logo and Walk 'n Ride logo in order to reinforce recognition between brand and sub brand.

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Colour palette



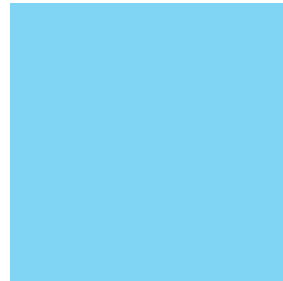
Pink
C=0 M=72 Y=0 K=0



Green
C=53 M=0 Y=99 K=0



Purple
C=50 M=50 Y=0 K=0



Blue
C=44 M=0 Y=1 K=0



Colour palette

The palette stems from the 4 colour options available in the Walk 'n Ride range.



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Layout



Layout

The layout is vibrant with colour and works for all 4 colour options.

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The finished article



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Inside the box



