Calico Critters

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SUM 2025 / ELAINE ALDERETTE

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1 OVERVIEWS

About

Calico Critters, known internationally as **Sylvanian Families,** is a miniature toy line made by the Japanese company **Epoch** since 1985. The toys feature **animal families** that live in a countryside-themed world. Each family has its own home, furniture, and backstory. The toys are soft-textured and small in scale.

Current Logo

1. WOODEN PLAQUE MOTIF

2. ROUNDED SERIF TYPOGRAPHY

Current Mission

"**CALICO CRITTERS** OF CALICO VILLAGE ARE TIMELESS, CLASSIC TOYS THAT **DELIGHT CHILDREN** AND PROMOTE **WHOLESOME FAMILY VALUES.** THESE AWARD-WINNING MINIATURE ANIMALS AND THEIR LIFE-LIKE ENVIRONMENTS HAVE **INSPIRED THE IMAGINATION** AND CREATIVITY OF **COUNTLESS CHILDREN** ALL OVER THE WORLD."
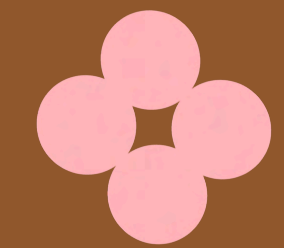
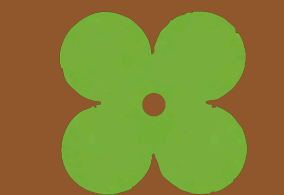# Current Visuals

Current Visuals

2 STRATEGY

Painpoints
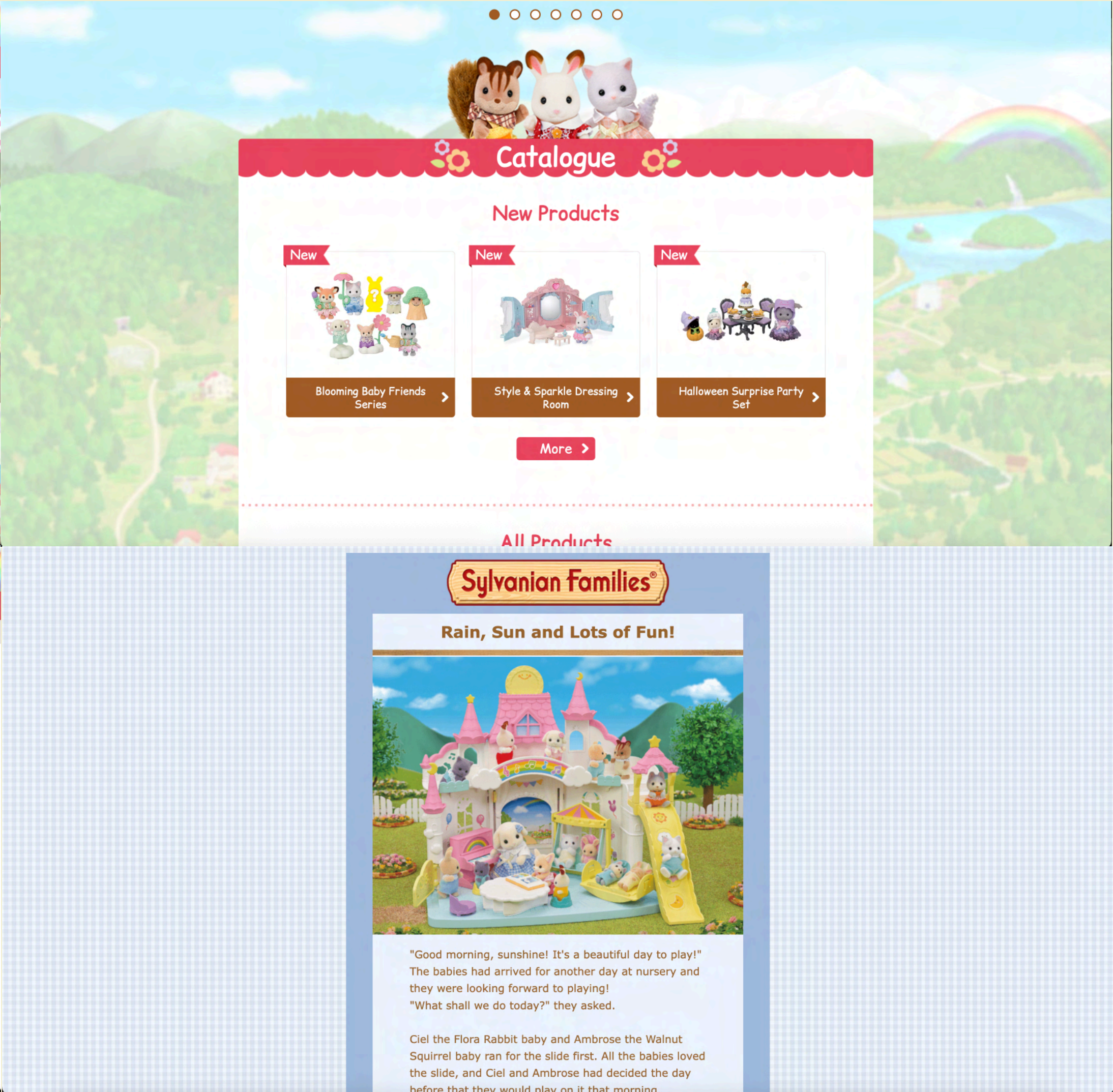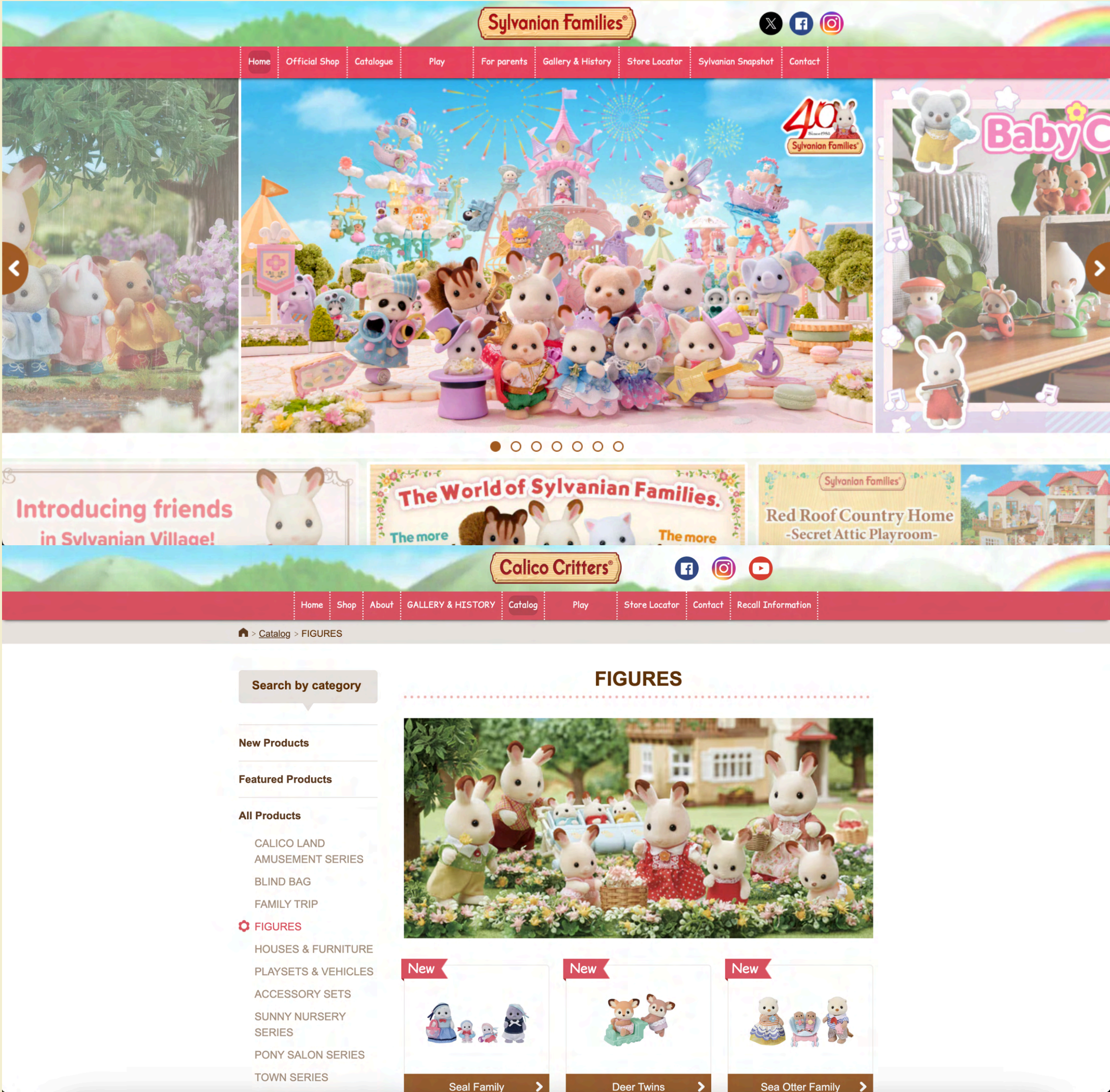
Outdated Visual Style
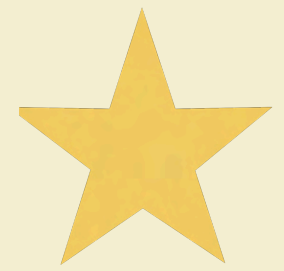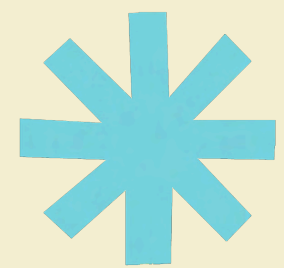
Visual Overload

Lack of Visual Cohesion

Low Name Recognition

Goals

Refresh Identity

Build Consistency
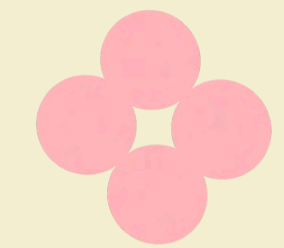
Strengthen Storytelling

Expand Representation

Goals

Refresh Identity

Update the brand identity with clean and friendly typography, color systems, and logo simplification.
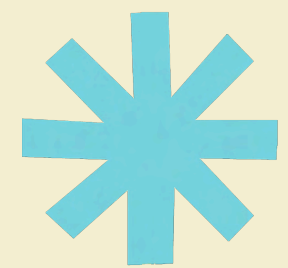
Build Consistency

Unify graphic systems with a modular brand kit.
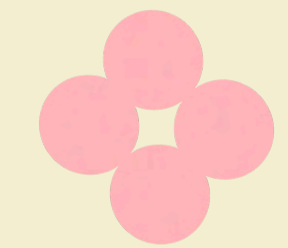
Strengthen Storytelling

Bring characters to life through design that emphasizes values of kindness, care, family, and imagination.
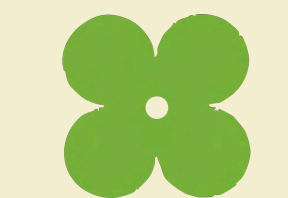
Expand Representation

Broaden character design to reflect diverse identities.

OUR MISSION

"We design toys that tell **quiet stories** and invite **gentle play**.
Thoughtfully crafted, they spark **imagination** in children and
rekindle wonder in adults—offering **warmth**, **calm**, and a **sense of
home** to all ages."

Positions

01 REFRESH IDENTITY	02 BUILD CONSISTENCY	03 STRENGTHEN STORYTELLING	03 EXPAND REPRESENTATION
↓	↓	↓	↓
Stronger Shelf Appeal	A Recognizable Brand System	Deeper Emotional Connection	Inclusive and Relevant

Our Clients

Emma

A young child who enjoys storytelling, role-playing, and collecting cute characters.

David

A father who values quality time with his kids and wants to pass down meaningful toys from his own childhood.

Sophie

A creative adult who collects miniature sets. She is into photography, dollhouses, or gentle aesthetics.

HOW WILL THE CONSUMER IDENTIFY AND CONNECT WITH THE BRAND?

Calico Critters creates a **miniature world of belonging.** The **toys** represent **quiet stories and gentle play**, offering an **escape** from life and a return to simple **joys**. Customers don't just own a figure; they identify with its **story and values**, which makes the brand memorable and emotionally **anchored.**

3 IDENTITY

Calico
Critters

Calico
Critters

Calico
Critters

Usage

When using the logo, be sure to give it enough room to breathe. A minimum **clear space equa**l to the width of the brand mark should be maintained **around all four sides.** This ensures the logo remains legible and visually distinct in all applications.

Our logo is designed to maintain clarity at different sizes, but there are **minimum size** requirements for legibility.

- Minimum Digital Size: 120 px wide

- Minimum Print Size: 1.25 in wide

Process

At first, I explored graphic logo marks using **simplified animal icons and fabric-inspired shapes.** While these designs were charming, they felt too **static** and didn't capture the warmth and playfulness of Calico Critters. To bring more life and personality, I moved toward a **handwritten logo**. The irregular strokes and organic letterforms create a sense of childlike wonder, handcrafted quality, and liveliness that aligns with the brand's focus on storytelling and miniature worlds.

Colors

C:28 R:144	
M:70 G:88	**Tree**
Y:97 B:45	**Brown**
K:19	

C:60 R:138	
M:14 G:174	**Grass**
Y:100 B:72	**Green**
K:1	

C:9 R:224	
M:19 G:198	**Star**
Y:72 B:107	**Yellow**
K:0	

C:4 R:243	
M:3 G:239	**Paper**
Y:21 B:208	**Beige**
K:0	

The color palette takes inspiration from **patterned fabrics**, using **warm and natural tones.** These colors, paired with woven textures, create a cozy and handmade feeling that reflects the **crafted, homely world** of Calico Critters while adding warmth and nostalgia for both children and adults.

TAGLINE

Love, in miniature
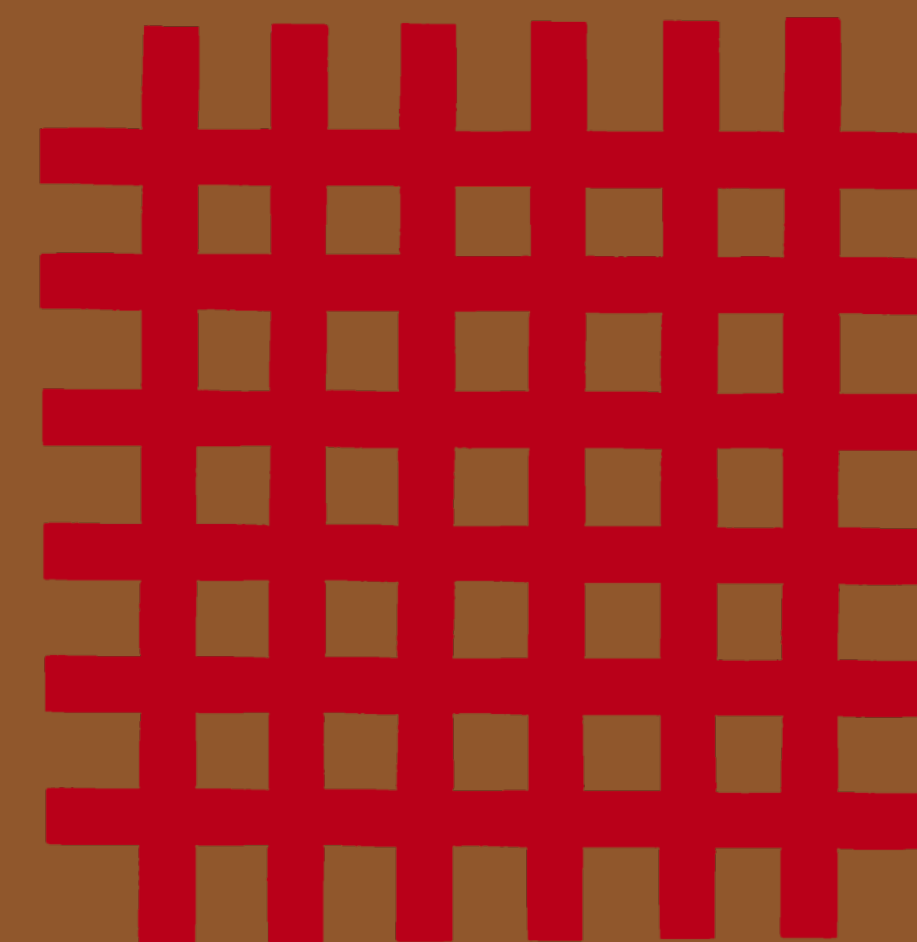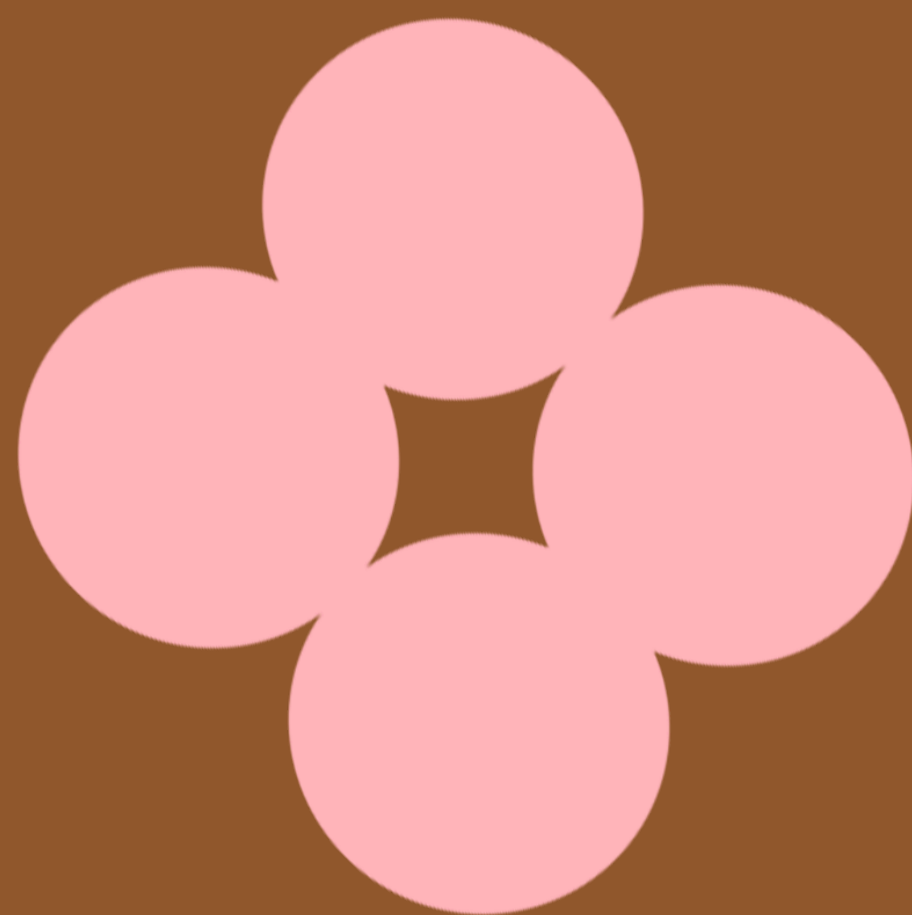
Elements

Elements build a visual language that is **approachable** for children while also appealing to adults through **nostalgic, fabric-like textures and simple, modern forms.** They act as supporting icons to strengthen the brand's identity and storytelling.

Typography

FOR TITLE

Calico Critters

Meet the Families

This custom font has a **playful, handwritten feel** that

reflects the warmth and charm of Calico Critters. Its

irregular, childlike forms make the brand feel more

personal and imaginative, supporting its values of gentle

play and handcrafted quality.

A B C D E F G H I J K
L M N O P Q R S T
U V W X Y Z a b c
d e f g h i j k l m n
o p q r s t u v w x
y z
! : ; " ' , . ?

A 🍱 CcDdEeFfGg
HhIiJjKkLlMm🍴
I'm Creme Cho●
OoPpQq🧺RrSs
U🥗VvWwXxYyz

Typography FOR BODY

Quicksans

Maple Cat Family

abcdef ABCDEF 0123456789
! ? . , : ; " ' ( ) [ ] { } @ # $ % &
* + = - _ ~ / \ | < > ^ ° © ® ™

Example:
Soft shapes, gentle curves, and thoughtful details bring
each Calico Critter to life. These tiny figures invite quiet play
and spark big feelings. Whether arranged in a cozy room or
gathered for a picnic, every scene tells a story of kindness,
care, and imagination.

Light
Regular
Medium
Semi Bold
Bold

Principles

Do this

- Use sentence case for all headers and body text

- Maintain generous line spacing for readability

- Use weight contrast (not just size) to show hierarchy

- Align consistently and use consistent margins

Don't do this

- Use ALL CAPS for long blocks of text

- Mix in unrelated typefaces

- Stretch or distort letterforms

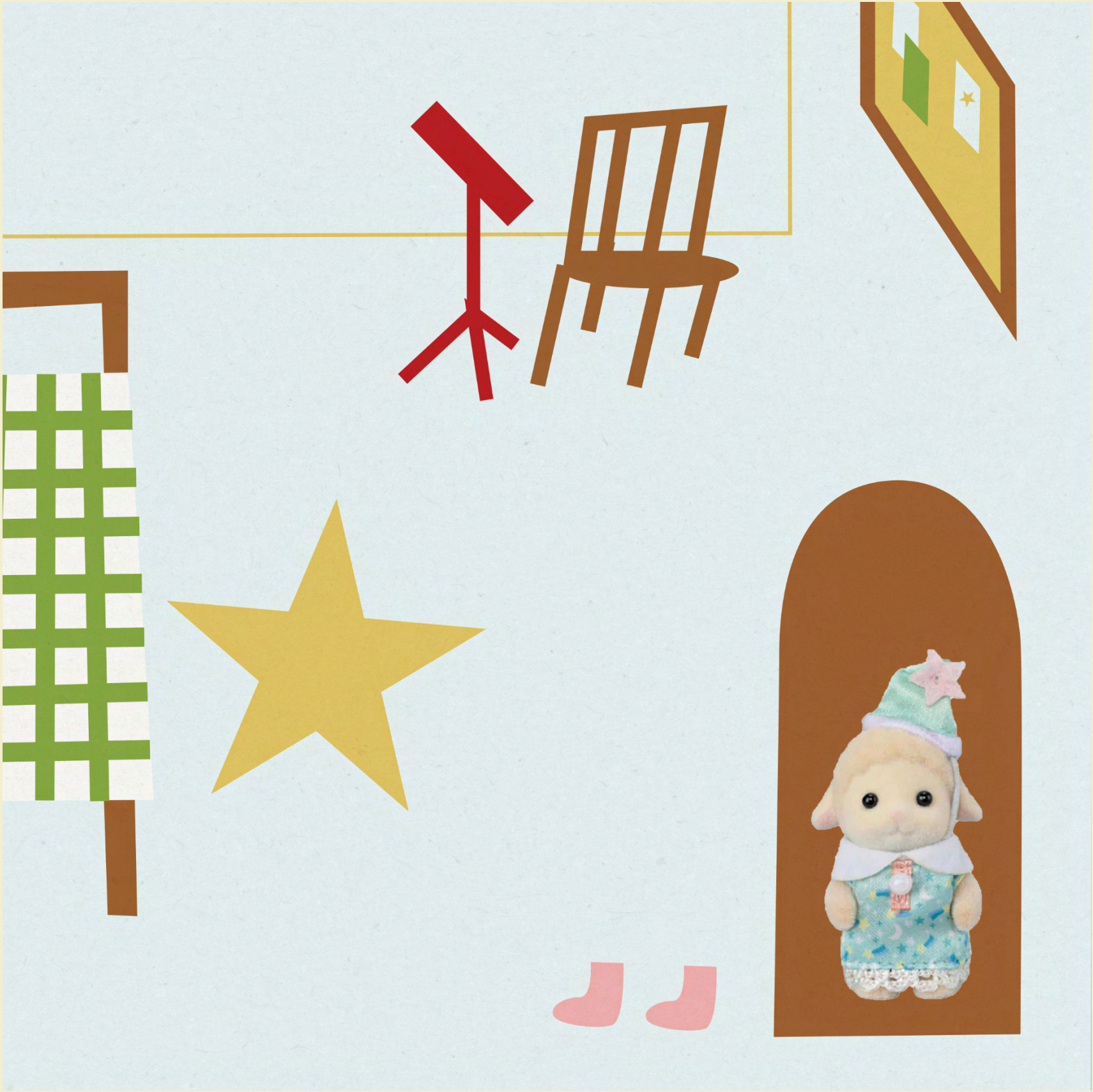- Use too many different weights on one layout

Accessibility

Typography should be as inclusive as it is expressive.

- Use at least **18px** for web body copy

- Maintain high contrast between text and background

- Avoid using Light weight on small or low-contrast backgrounds

- Use clear visual hierarchy to support users with cognitive differences

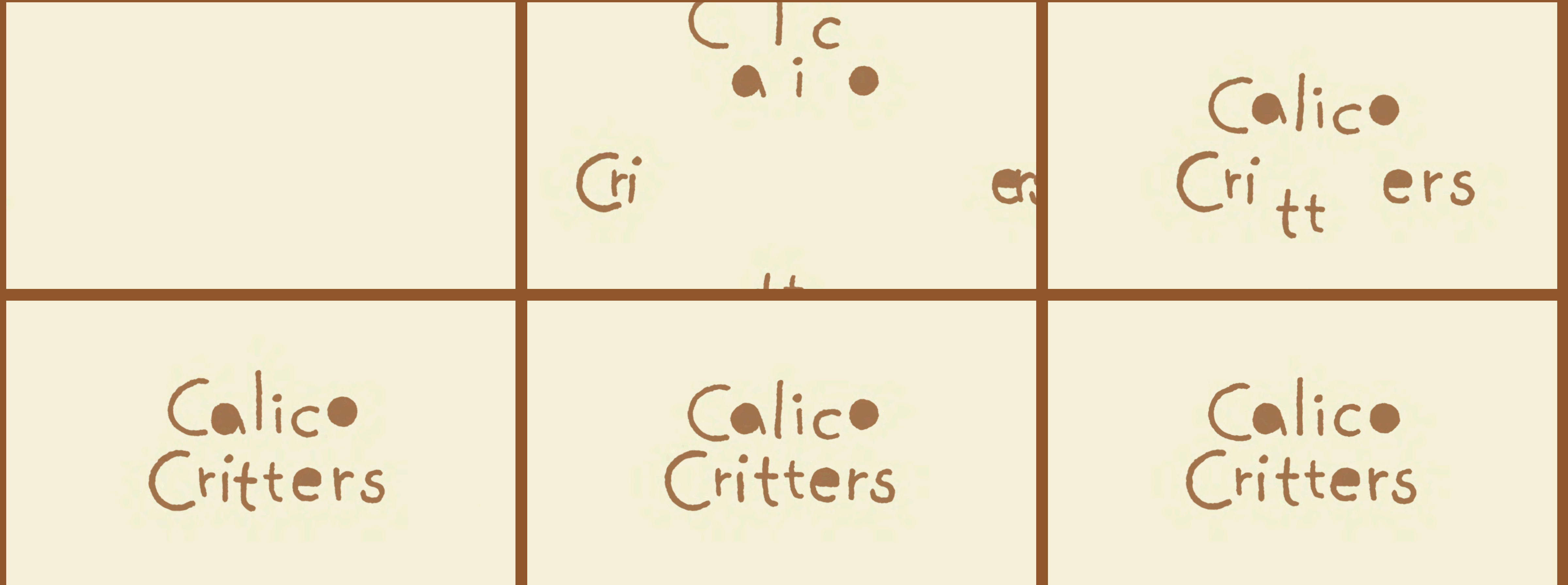# Photography

Photography

The photography combines **3D Calico Critters with 2D illustrated backgrounds** to contrast

reality and imagination, making the characters feel more **vivid** and **central** while inviting

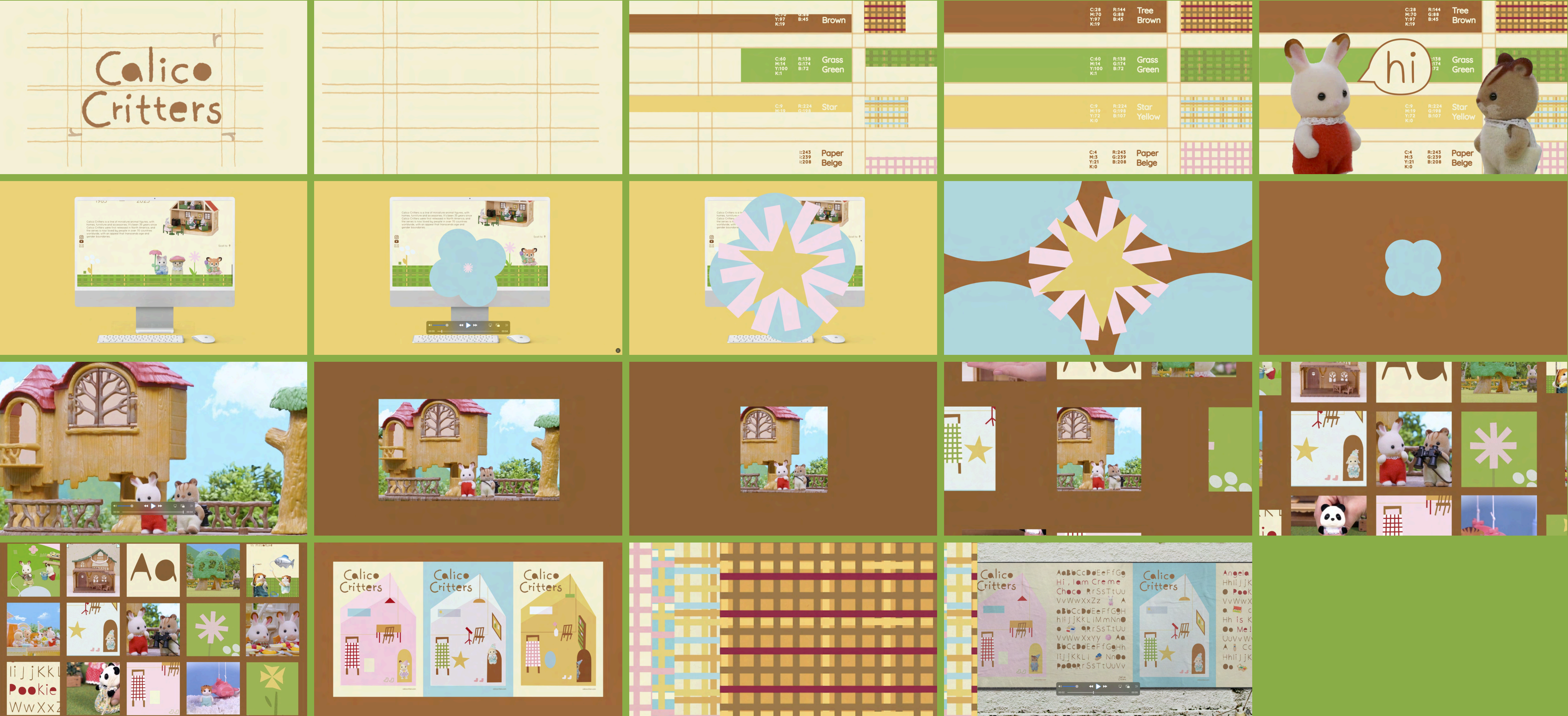viewers into playful, **retro storybook-like worlds** that reinforce the brand's focus on storytelling.

4. APPLICATIONS

Logo Animation

Transitions

Animation Language

Animation Language

The video uses a **clear motion grammar**.

- **Expansion & contraction:** Elements often grow, stretch, or shrink, communicating breath, tension, and release.

- **Directional shifts:** Motion alternates between inward focus and outward expansion. This establishes rhythm, balancing intimacy and openness.

- **Layered rhythm:** Different visual elements move at varied tempos (some fast, others slow), producing a layered, polyphonic motion language.
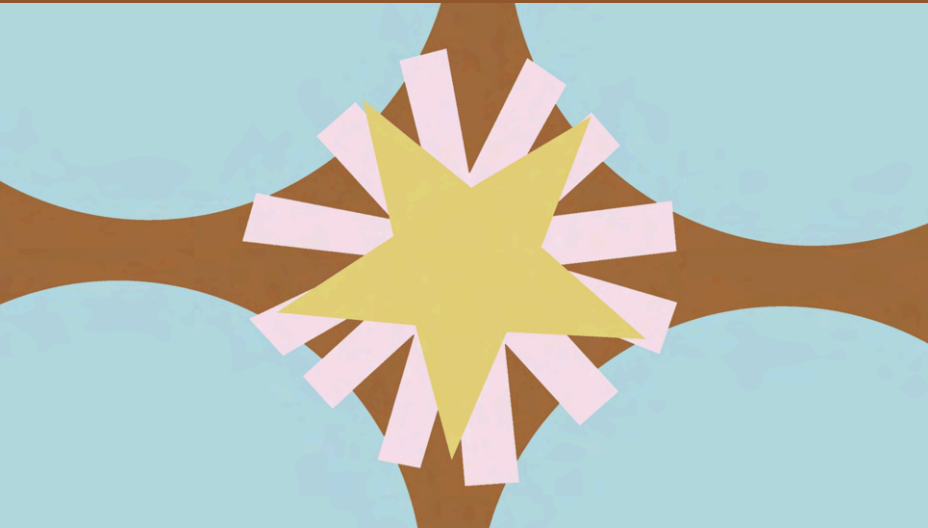
The motion language reads as **organic and deliberate** with fluid transitions punctuated by peaks of intensity.

Motion Storyboard

15s   30s

40s   50s

60s   69s

Motion Storyboard

The video runs about 69 seconds.

- **Opening (0–10s)**: The video begins with calm, minimal imagery. Visuals feel still and introductory, setting a mood.

- **Rising Phase (10–30s)**: Movement starts to build—shapes, elements, or figures appear and interact, hinting at narrative tension or growth.

- **Climax (30–50s)**: The visuals reach their most dynamic and complex stage. Multiple elements overlap, expand, or collide, suggesting a peak of energy or emotional intensity.

- **Resolution (50–69s)**: The motion slows down and visual density decreases. The piece transitions toward closure, with forms dispersing or fading, leaving a lingering impression.

It follows a **classical arc**: calm entry → build-up → climax → release.

Identity Posters

Identity Posters

These posters show each Calico Critter inside a

simple **dollhouse setting**. The clean, minimal

rooms make the **animals** stand out, showing their

personality and charm. Each color and layout

feels a little different, highlighting that every

Critter has its own story.

Identity Posters

These posters use a **custom font** mixed with toys and colors to feel like an **alphabet game**. The idea is for viewers to look at the letters the **way children search through a toy chest**—playfully discovering names and characters. It makes Calico Critters feel **fun, personal, and full of imagination.**

Calico Critters

AaBbCcDdEeFfGg
Hi, I am Creme
Choco RrSsTtUu
VvWwXxZz A
aBbCcDdEeFfGgH
hIiJjKKLIMmNn
o qRrSsTtUu
VvWwXxYy Aa
BbCcDdEeFfGgHh
IiJjKKLI Nnoo
PpQqRrSsTtUuVv

calicocritters.com

Calico Critters

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Angela DdEeFfGg
HhIiJjKKLIMmNn
o Pookie SsTtUu
VvWwXxZz A
a cDdEeFfGg
Hh is KKLIMmNn
Oo Me! qRrSsTt
UuVvWwXxZ z
A CcDdEeFfGg
HhIiJjKKLIMmNn
Oo qRrSsTtU

calicocritters.com

Calico Critters

calicocritters.com

Content Posters

Husky Dog
Little Baby

In Store
Nov,3th

Calico
Critters

Lets Play in
The Forest

calicocritters.com

A Day of Play

Latte Cat Brother & Baby
Chocolate Rabbit Brother & Baby

In Store
Aug,9th

Calico
Critters

Meet the Families

Chocolate Rabbit
Walnut Squirrel
Persian Cat

Calico Critters are a collection of adorable animal
families who live in a heartwarming stories, they
inspire imaginative play for all ages.

Calico
Critters

Maple Cat Family
Fishing set

On Sale!
Nov,16th

Calico
Critters

Love,
in miniature

whoosh

calicocritters.com

Identity Posters

These posters are designed to shift the focus of the brand toward **storytelling, inviting viewers into the playful world** of Calico Critters. By placing the animal families in **simple, illustrated environment**s—like forests, treehouses, and everyday scenes—the designs highlight not just the toys, but the **heartwarming stories** they live in. The **mix of bold shapes, soft colors, and narrative text** encourages viewers to imagine themselves inside this miniature world, making Calico Critters feel less like products and **more like characters with lives**, adventures, and emotions to share.

Meet the Families

Chocolate Rabbit
Walnut Squirrel
Persian Cat

of Play

Identity Posters

The posters are placed in a **natural outdoor setting** to echo Calico Critters' themes of play, community, and gentle living. The greenery and sunlight reinforce the brand's nostalgic, whimsical tone while making the designs **feel warm, authentic, and connected to nature**

Website

Website

Shop   Calico Critters   Story

About

History

New

Locations

Events

love,

rekindles wonder in adults. Our miniature scenes are carefully crafted. They offer warmth, calm, and a sense of belonging, much like being at home. Whether played with or collected, they bring joy to people of all ages.

1985 — 2025

Calico Critters is a line of miniature animal figures, with homes, furniture and accessories. It's been 35 years since Calico Critters were first released in North America, and the series is now loved by people in over 70 countries worldwide, with an appeal that transcends age and gender boundaries.

Scoll to ↑

Website

The website is imagined as an **interactive treehouse**, where each entrance leads to different sections of the site. Calico Critters characters **respond and interact**, creating a playful, **storybook-like navigation experience.** This design brings the brand's miniature world to life, turning browsing into an **act of discovery and play.**

Website

The shop is designed with a **warm, playful layout** that highlights the **miniature details** of each set. **Simple navigation** and story-driven product pages make shopping feel like stepping into the Calico Critters' world.

Environment

THANK
YOU

ANNIE XIAO

TYPE 5