Perky Bros #ILoveTheseGuys

January Moon grabbed my attention because of its use of color. Once I read more about it, I was really impressed both by the brand design and the actual brand, a teething-friendly jewelry line for mothers. The jewelry is really amazing, and of course, safe for babies to chew on!

The design by Perky Bros. is childish yet sophisticated through its use of primary colors and playful shapes. I really like the simplicity of it and the typeface and shapes evoke playful emotions and represent the brand. They also created a few illustrations of mothers/babies, which felt like they belonged right in a children’s book.

The post Perky Bros #ILoveTheseGuys appeared first on Shillington Design Blog.

https://www.shillingtoneducation.com/blog/perky-bros/