

2026



BRAND GUIDELINES

Brand Name
LUMITOTS

Business
KIDS CLOTHING

Designed by
MADRAS CREATIVES

BRAND STORY

Born under the trusted legacy of Cambro, Lumitots was created with one simple belief — ***kids deserve fashion that grows with their personality.***

From playful early years to confident teenage moments, Lumitots designs clothing for kids aged 3 to 16 who are full of energy, imagination, curiosity, and individuality. Every collection is crafted to balance ***comfort, movement, style, and self-expression***, allowing children to feel confident in what they wear every day.

At Lumitots, fashion is not just about dressing kids — it's about celebrating their growing identity. Whether it's a casual day out, a school event, a family gathering, or everyday play, our designs are made to move with their world.

Lumitots is where comfort meets confidence, and where little personalities shine in their own unique way.





LOGO & USAGE



LOGO STORY

The Lumitots logo is designed to capture the joyful spirit of modern childhood through a playful yet stylish identity.

The name combines “Lumi,” inspired by light, brightness, and creativity, with “Tots,” representing young growing personalities. Together, Lumitots symbolizes bringing confidence, imagination, and happiness into every child’s journey. The crown symbol in the logo is introduced as the “**Curious Crown**” — a playful mark that represents every child as a **little king or queen of their own world**. It reflects confidence, joy, curiosity, and the freedom to explore, learn, and grow in their own unique way.

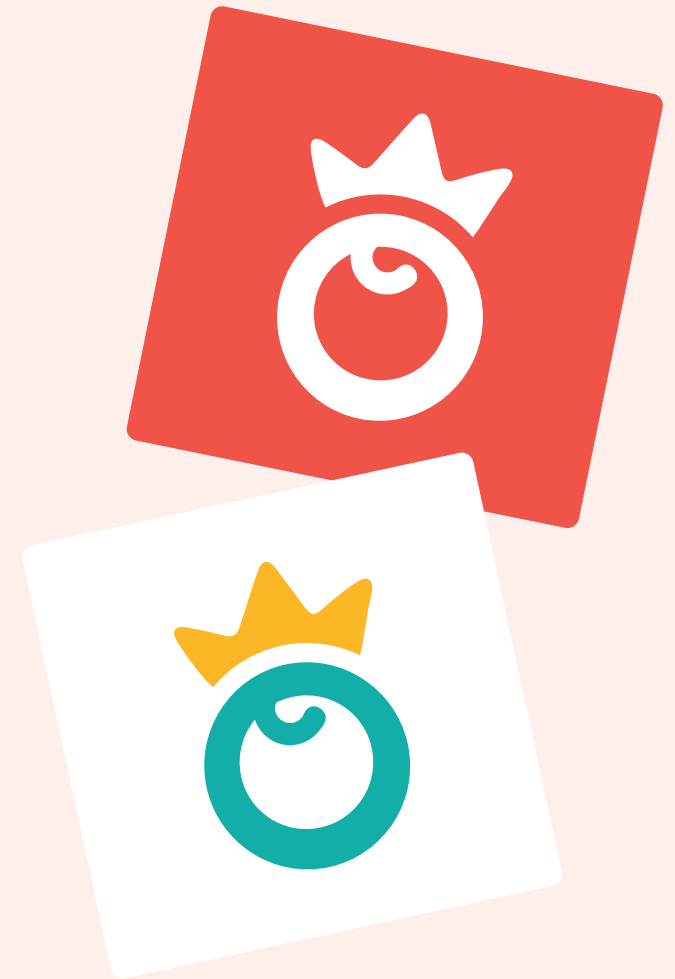
The rounded typography creates a soft and friendly feel that reflects comfort and warmth, while the bold structure keeps the brand modern and fashionable for kids aged 3 to 16. Backed by the trusted foundation of Cambro, Lumitots is more than a kidswear brand — it is a celebration of growing personalities, confidence, and imagination.

The Lumitots logo is displayed within a white rounded rectangle. It features the word "Lumitots" in a rounded, friendly font. "Lumi" is in red, "tots" is in teal, and a small yellow crown with a red star is positioned above the first 't'. A small "TM" trademark symbol is at the end.

MONOGRAM

The Lumitots monogram is designed as a playful and meaningful symbol that represents confidence, imagination, individuality, and the joyful spirit of childhood. Inspired by the brand's signature character-inspired "O," the monogram transforms into a child's head crowned with creativity and confidence. The rounded circular form symbolizes innocence, happiness, curiosity, and the bright personality of growing kids, while the smooth inner swirl adds a sense of movement, creativity, energy, and continuous growth. The crown element placed above the head represents the belief that every child is unique, special, and capable of shining in their own way.

Its playful structure allows the symbol to work seamlessly across multiple branding applications including clothing labels, embroidery, tags, packaging, social media icons, website favicons, and retail branding. Overall, the Lumitots monogram acts as a timeless visual identity that celebrates growing personalities, self-expression, creativity, and confidence in every child.



LOGO MISUSE



Lumitots™



Lumi™
tots



Lumitots™



Lumi™
tots



Lumitots™

COLOR PALETTE

#F0544A
PANTONE P 52-7 C

Lumi Coral

#05AEA8
PANTONE P 124-8 C

Play Teal

#FDB824
PANTONE P 10-8 C

Mustard Yellow

#FFE711
PANTONE P 4-8 C

Sunny Yellow

#FEEEE8
PANTONE P 75-9 C

Cloud Cream

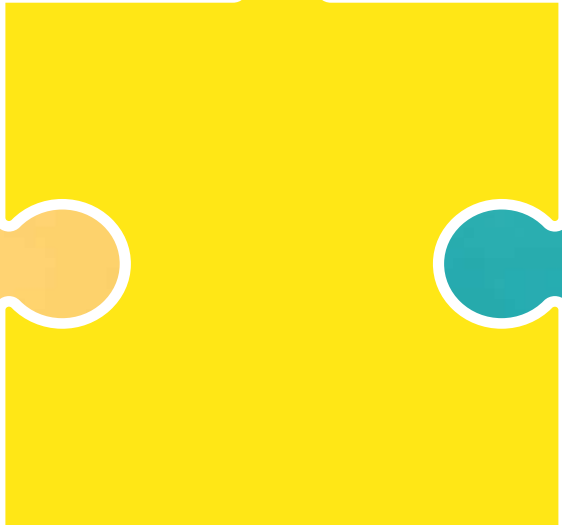
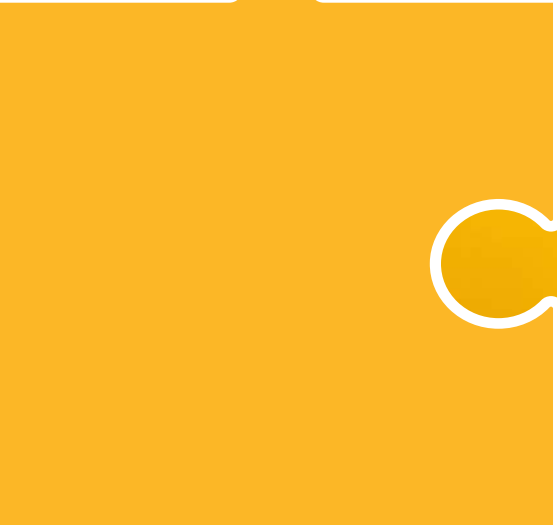
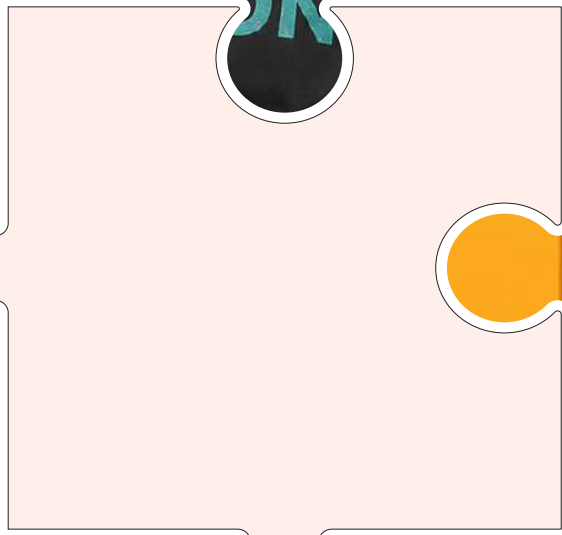
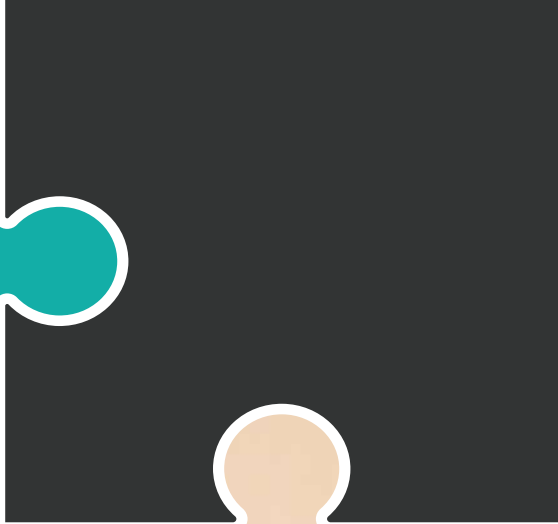
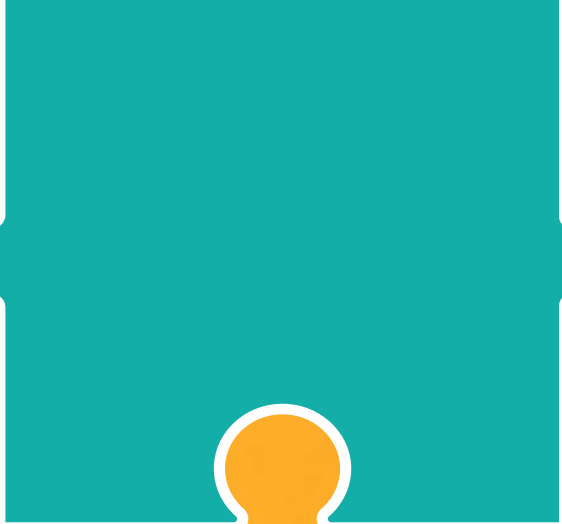
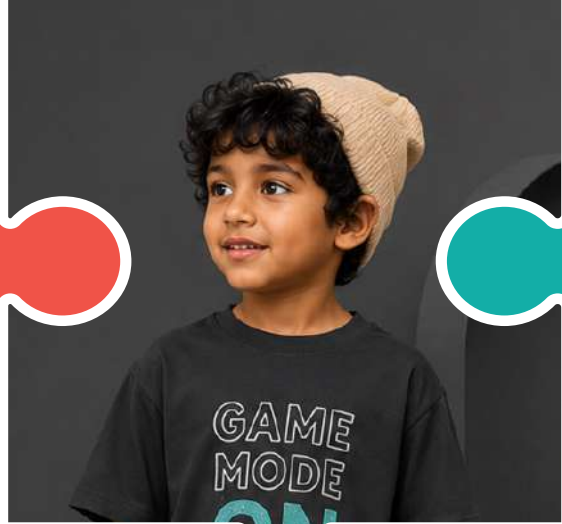
#343535
PANTONE P 179-15 C

Dark Graphite

Primary Color

Secondary Color

Accent Color



TYPE

PRIMARY TYPEFACE

VAG Rounded Next

VAG Rounded Next is a soft, rounded typeface that brings a friendly and playful personality to the Lumitots brand. Its smooth curves and bold structure create a cheerful feel while maintaining a clean and modern appearance. This makes the typography well-suited for kidswear branding, packaging, and tags.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Aa

SECONDARY TYPEFACE

Plus Jakarta Sans

Plus Jakarta Sans is used to bring better visibility and a premium, modern feel across the brand. Its minimal and contemporary style makes it ideal for clothing tags, stationery, packaging details, and brand communication, helping maintain a stylish and professional visual consistency.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Aa

SPECIAL TYPEFACE

Agtir Bubble

Agtir Bubble is used as the accent typeface for Lumitots to add a playful, expressive, and youthful personality to the brand. Its bold rounded style brings energy and fun, making it ideal for highlights, campaign creatives, kids-focused graphics, and playful brand communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Aa

MOCKUPS

Phase - 1

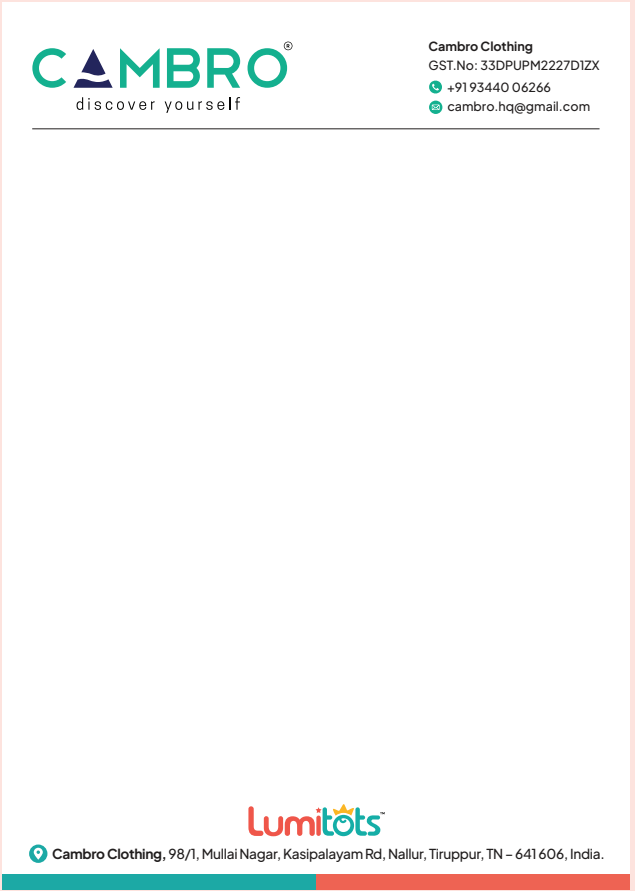
Business Card (Personal)



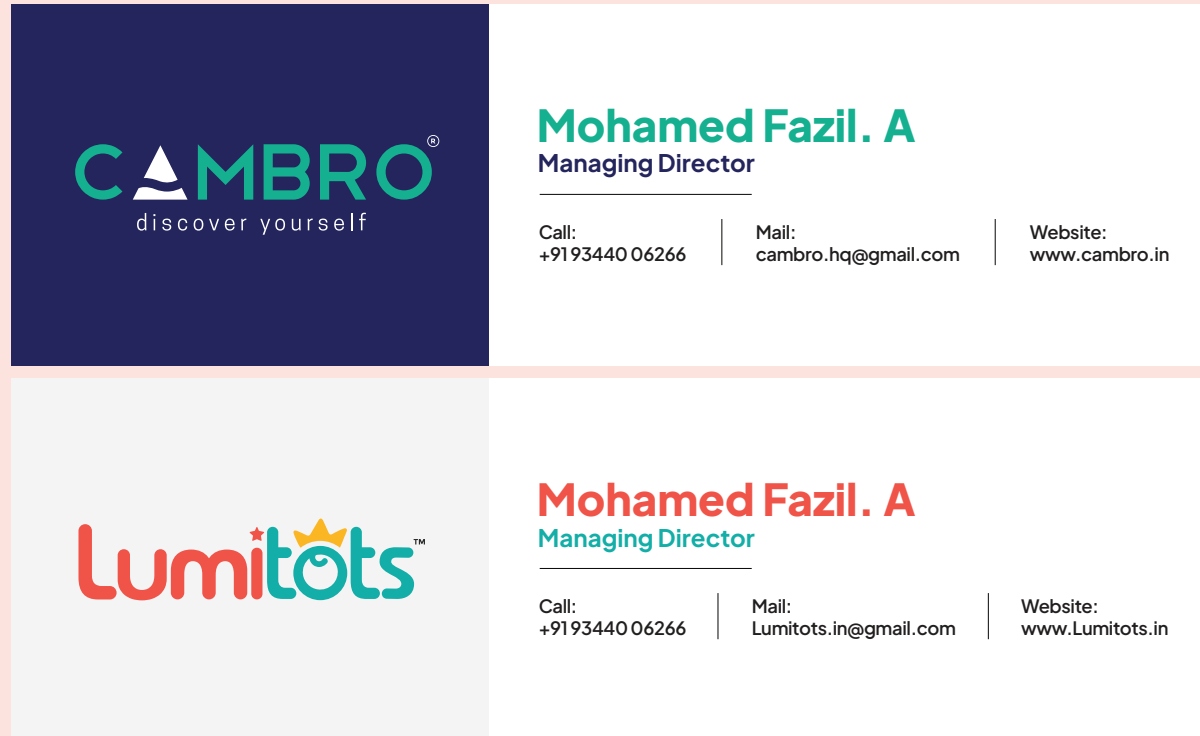
Business Card (Official)



Letterhead



Email Signature



Envelope



ID Card



MOCKUPS

Phase - 2





MOCKUPS

Phase - 3







**THANK
YOU**