

## Sweet Cheek BoutiEEK!

- Etsy, Amazon Handmade, FB
- Logo for cards/business cards, web page, sewn tags
- Sewing mostly baby stuff: burp cloth, bandanas, bags, mini hats.
- I will be making a point that I am Japanese and try to do things with a Japanese style overall.
- The store will be called "Sweet Cheek BoutiEEK" with the phrase "Cute creations for you and your little one. EEK!"
- Simple design that looks Japanese without it being in your face. Soft colors since its baby stuff.
- Happy and cute...and funny even is a good thing to remember.

### Words that describe the brand:

cheeks

baby

sweet

boutieek (boutique)

happy

cute

funny

soft colors

japanese

bib

japanese pinwheel - turn one's luck around, childhood, happy, playful, life givers, diversity, colorful

origami

baby blanket bundle

1.



2.



3.



4.



5.



6.



7.



8.



1-6. Baby Face: Pretty straight forward with cute baby faces

7. Baby Blanket Bundle: With cute face. The blanket storks usually carry to "deliver" babies in.

8. Bib: Baby bibs with a cute face.

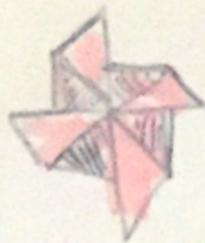
Baby #4 with Pinwheel #12

Baby #1

Pinwheel #12

Pinwheel #12 with #1 features (middle is nose)

9.



10.



11.



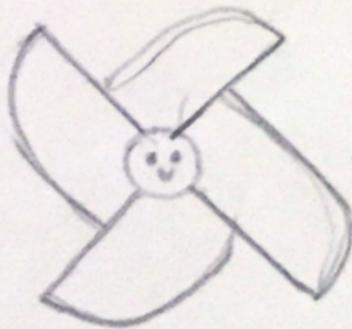
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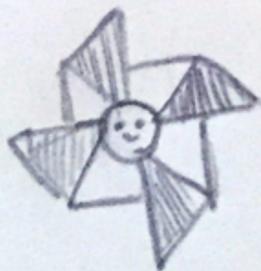
13.



14.



15.



16.



17.



These are various pinwheel concepts.

Pinwheels have many symbolic meanings that work across different cultures.

They're found worldwide and usually have a positive association. It represents turning one's luck around, happiness, playful, diversity, colorful, and childhood.

The Japanese culture uses pinwheels often in patterns and designs. Also a common item to fold when doing origami.

9. Origami Pinwheel

10. Piece of Japanese rock candy with pinwheel design.

11. Outline of Pinwheel with cute face.

12. Cute pinwheel with face.

13. Stylized pinwheel.

14. Another Stylized pinwheel.

15. Origami pinwheel with cute face.

16. Another colorful cute variation of pinwheel.

17. Japanese uchiwa (fan).

Keep in mind: pastels, fun/light colors, pink = girl, blue = boy

1.



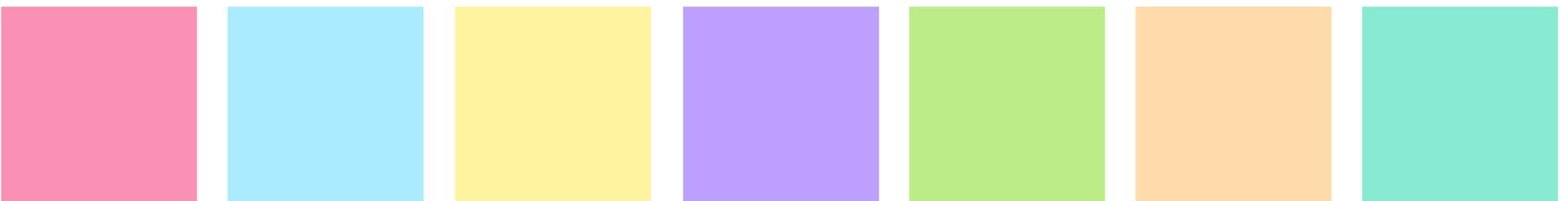
2.



3.



4.



1. **Sweet Cheek BoutEEK!**

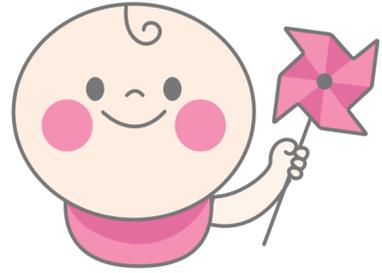
2. **Sweet Cheek BoutEEK!**

3. Sweet Cheek BoutEEK!

4. **SWEET CHEEK BOUTEEK!**

5. **Sweet Cheek BoutEEK!**

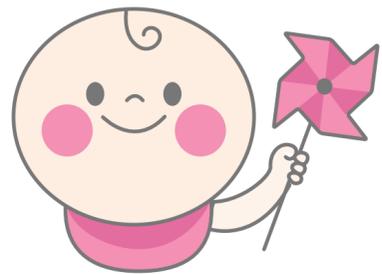
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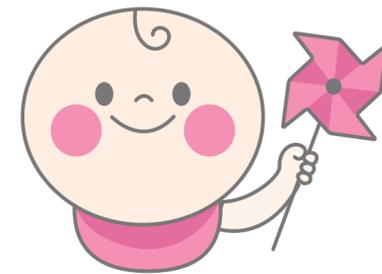
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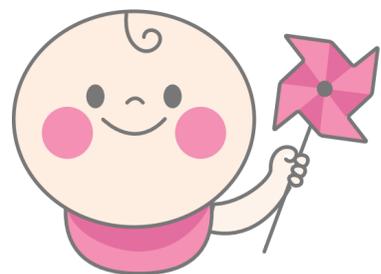
2. **Sweet Cheek BoutEEK!**



3. **Sweet Cheek BoutEEK!**



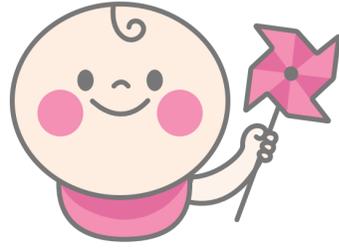
4. **SWEET CHEEK BOUTEEK!**



5. **SWEET CHEEK BOUTEEK!**

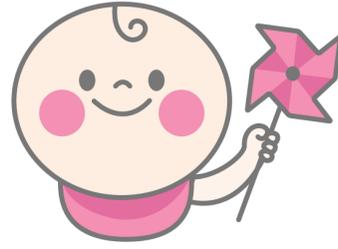
v2

1.



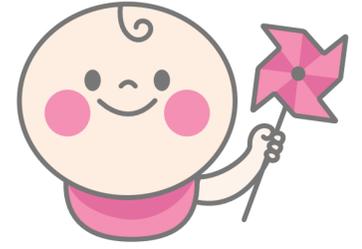
Sweet Cheek BoutEEK!

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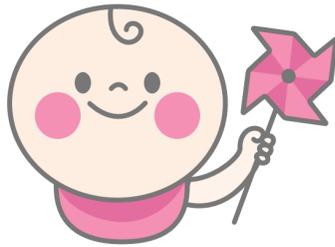
Sweet Cheek BoutEEK!

3.



Sweet Cheek  
BoutEEK!

4.



Sweet Cheek  
BoutEEK!

5.



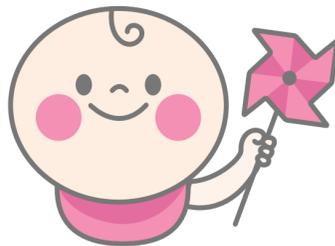
Sweet Cheek BoutEEK!

6.



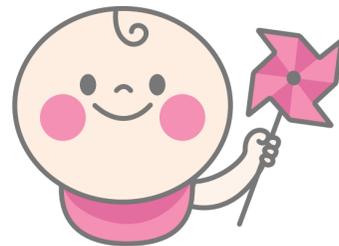
Sweet Cheek  
BoutEEK!

7.



SWEET CHEEK BOUTEEK!

8.



SWEET CHEEK  
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9.



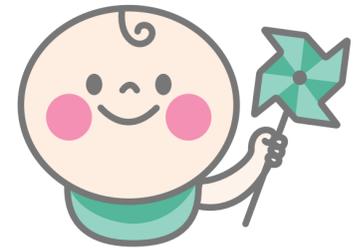
SWEET CHEEK  
BOUTEEK!

v3

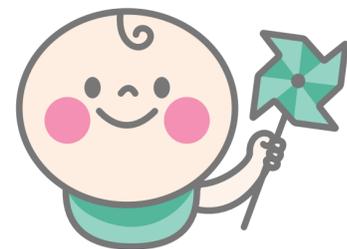
Notes:

- Pink is too girly
- More gender neutral
- Include gray

- One arm: looks weird?
- Does other arm look severed off?
- must have pinwheel + baby



Sweet Cheek  
**BoutEEK!**



Sweet Cheek  
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FINAL

Main Logo



Secondary Logo

