

A close-up photograph of a person's face, showing their nose, mouth, and chin. They are wearing a brown, textured knit sweater. The background is dark and out of focus.

MILKTOOTH™

MILKTOOTH™ BRAND GUIDE

BRANDING CONCEPT

2025.8

MILKTOOTH — Brand guidelines.

A kid's clothing label for cool parents.

Think chunky knits, soft linens, graphic tees and tiny humans in oversized beanies. Playful, gender-neutral and modern — with just enough edge to stand out at the Sunday market.

This brand should feel soft and sweet, but still bold and design-forward. It's slow fashion with a playful streak. Think neutral tones, tactile textures, and a hint of scandi minimalism, without losing the fun.

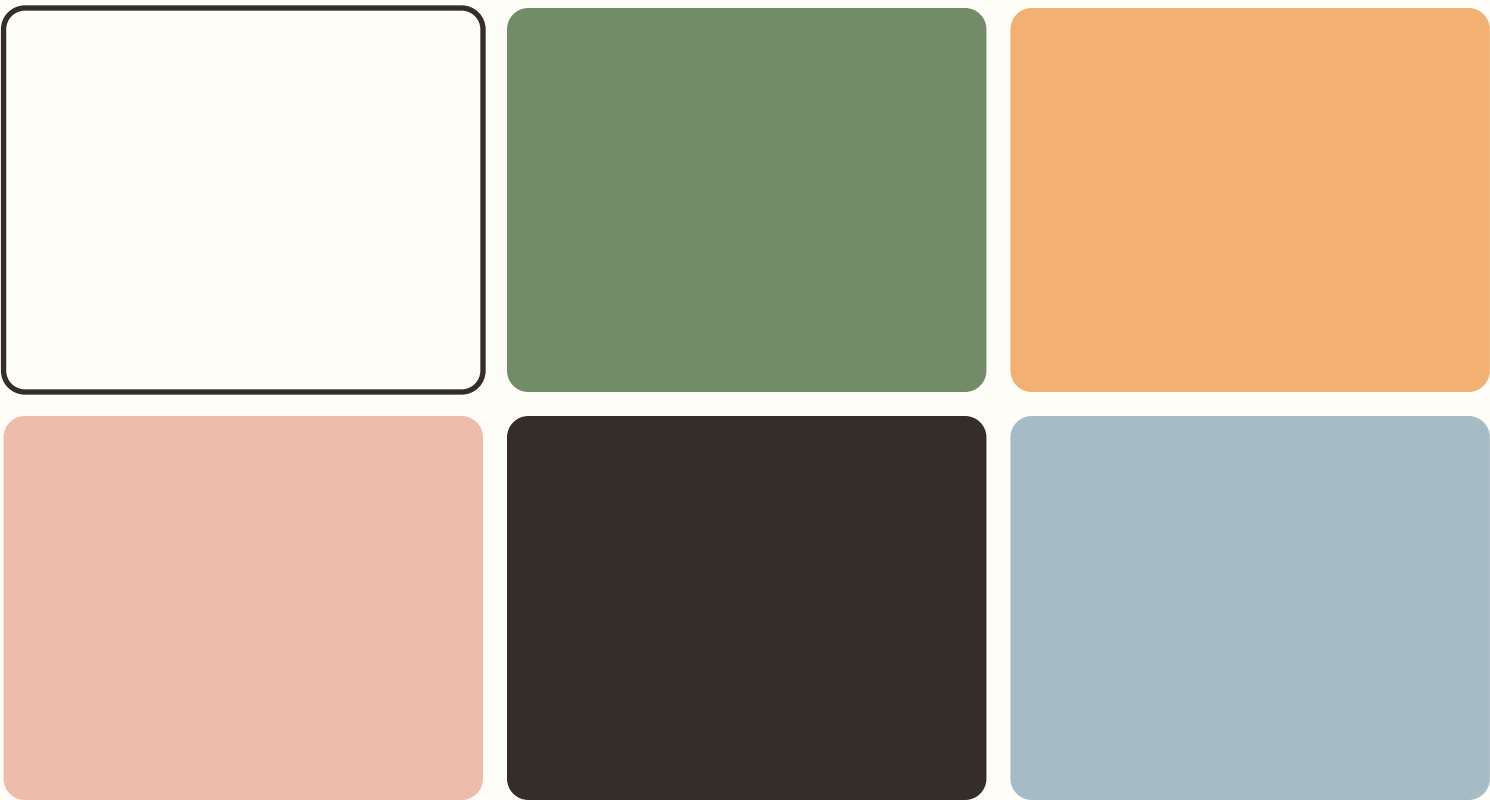


Brand Identity Kit

Wordmark



Color Palette



Logomark



Typography

**ABCDEFGHIJKNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ABCDEFGHIJKNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Wordmark

Design Rationale

While this wordmark incorporates rounded edges and a thick, friendly sans serif typeface, the bold “M” and “H” on either end introduce a modern edge that stands out against other kid’s apparel brands. The outer stem of the “H” curves into a tooth.

The two “O”s melted into each other create a fluid-like impression and invoke a child slurring their words after losing a tooth.

Guidelines & Construction

The ascenders and descenders of the “M” and “H” should be uniform. The minimum clear space on all sides is equal the horizontal width of the “T”.

If the wordmark is in color, the “O-O” should be a separate contrasting color. Otherwise, the logo should be either white (#FFFDF8) or dark brown (#231A15). Avoid using pure white or black unless printing in true monochrome.

Clearspace



Examples of two-color variants



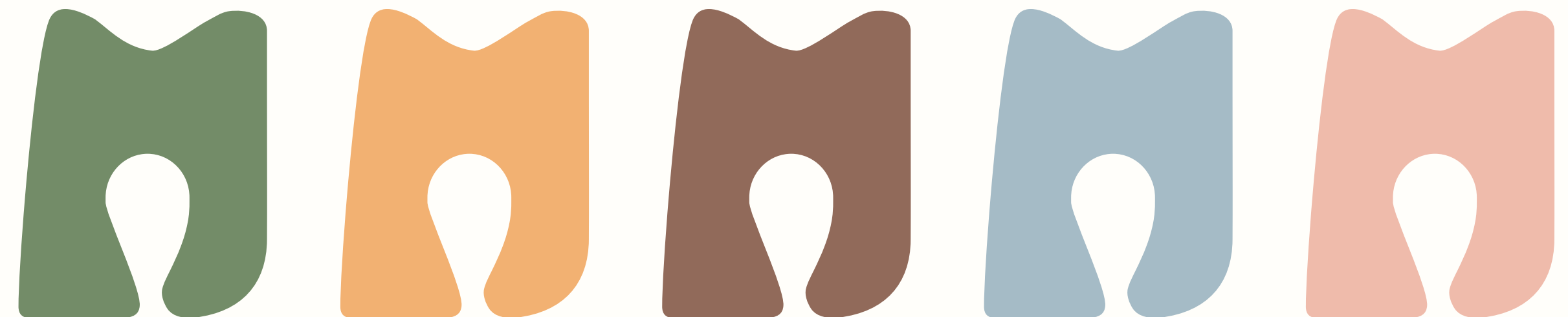
Logomark

Design Rationale

The “M” and “H” combine to create a single recognizable shape. The flattened tops and curved make the shape of of a tooth, and a droplet is created in the negative space between the left and right stem.

Guidelines & Construction

The logomark should be kept in one color and should contrast clearly against the background. It should not be cropped or rotated in any way. The logomark should always be filled.



Typography

The combination of **Puffin Display Soft** and **Montserrat** create a casual, down-to-Earth, yet confident personality for our brand.

Puffin Display Soft Black should be used for headers, titles, and slogans.

Puffin Display Soft Italic may be used for subtitles.

Montserrat Medium should be used for all other text.

For the cool parents.

Puffin Display Soft Black.

Get comfy.

Puffin Display Soft Italic

Discover the season's sales.

Montserrat Medium



Color Palette

Though MILKTOOTH is natural and has minimalistic elements, it should not be boring and should not be misconstrued as a “sad beige baby” brand.

The softness of the colors calls to mind comfort and natural living, while still being bright enough to inspire playfulness.

Usage

The logo can be rendered in any of the brand colors except Charcoal, but must be easily legible against the background. Charcoal should be used for body text.

Main Colors

Milky White

#FFFEFA

Soft Grass

#F2B172

Accent Colors

Warm Yellow

#F2B172

Dusty Blue

#A5BBC6

Blush Pink

#EFBBAB

Woody Brown

#B58A72

Charcoal

#F2B172



