They asked for a logo. I started with the name.

GiggleBoss turns a Funfinity logo brief into a new name, playful characters and a visual identity across packaging and merchandise.



The client called it Funfinity.

They asked for a logo. I wanted to give them a name people could remember after hearing it once, and something more interesting to put that name on.

I wanted to make some swag a child might actually want to keep.

Giggle brought the play. Boss brought the attitude.

The two parts of the name gave me a way to make the brand fun and a little bold. The wordmark and monogram give that attitude more than one size.

ORIGINAL GIGGLEBOSS WORDMARK AND MONOGRAM STUDIES







Make the carton feel like a tiny shop.

The striped awning and the window turn the packaging into part of the encounter. The toy becomes something you discover through the front.

ORIGINAL STRIPED-AWNING CARTON MOCKUP



Let the drawings do their own work.

A simple expression and a loose outline let each character have a different mood while staying in the same world.

CHARACTER ARTWORK ON PINK



CHARACTER ARTWORK ON BLUE



The mark gets smaller when the object does.

A woven tag can take the name in a tight space. The pencil needs just the monogram. The surfaces are small enough to put that hierarchy to the test.

ORIGINAL WOVEN-TAG DETAIL



ORIGINAL PENCIL MOCKUP



A word becomes a pattern.

From a distance, the wrapping is a repeat. Up close, you can read it as the name. The same piece of art changes as you get nearer to it.

ORIGINAL REPEATING GIGGLEBOSS WRAPPING


giggle
giggle
giggle

I started with the name so the objects could have an attitude.

The toy carton, the characters and the swag are different ways to meet the same brand.

NAMING, VISUAL IDENTITY AND ORIGINAL MERCHANDISE CONCEPTS.

Connect the unconnected.



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Let's get connected!

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