

Your last updated

GYMBOREE ®

GYMBOREE



More ambitious change

**PAST
PRESERVATION**

CLEAN

MODERN

More ambitious change

**RIGHT
INFORMATION**

**NEW
LOOK**

**EASIEST
USE**

GYMBOREE® 

Other option

GYMBOREE® **classes**

Both options are a big reinforcement to
brand name

LOGO

Both logos shows same criteria as mentioned, but first option has more Play & Music recognition and the second one more Retail recognition.

This change shouldn't need vertical logo.

Change your mind for a moment
and look to a
front-door proposal

FRONT-DOOR

If you need a perfect balance between

- 1 VISUAL IMPACT VS COST
- 2 EXPOSURE VS PRIVACY

The idea

THE CONCEPT

gets born from **PLAY**

If you need to choose something able to touch, an object who represents play in childhood, without a doubt you should choose a BALL.

But if you also want that ball in touch with very first EARLY YEARS, finally we could get our PLAYBALL.

There is not any other ball easier to catch, any other ball a baby could achieve before, and any other ball who represents better GYMBOREE.

PLAY



BALL



BABY



GYMBOREE

conceptual values related to a
primary shape

PURITY

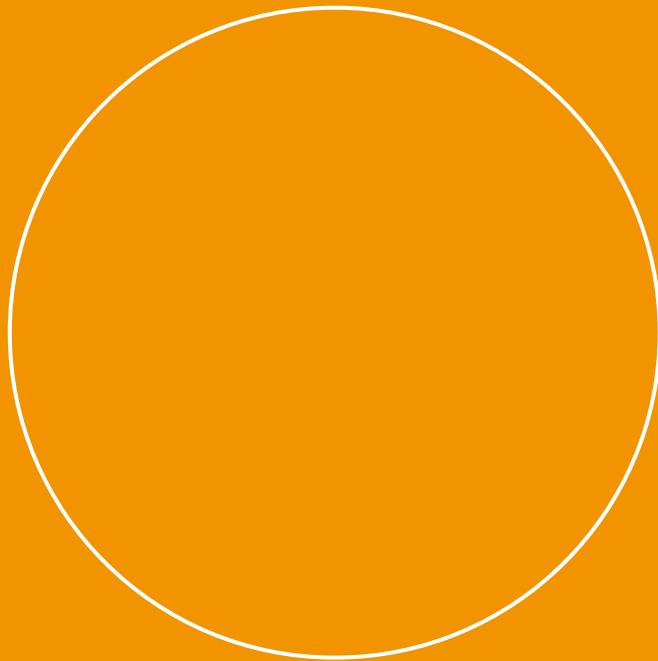
STRENGTH

**SCIENTIFIC
RIGOR**

conceptual values related to a
primary shape

PERFECTION

itself **circle** attributes



SIMPLICITY

IMAGINATION

PLAY

CLEANLINESS

FUN

KIDS

Are those values
GYMBOREE brand values?

Just, USE IT

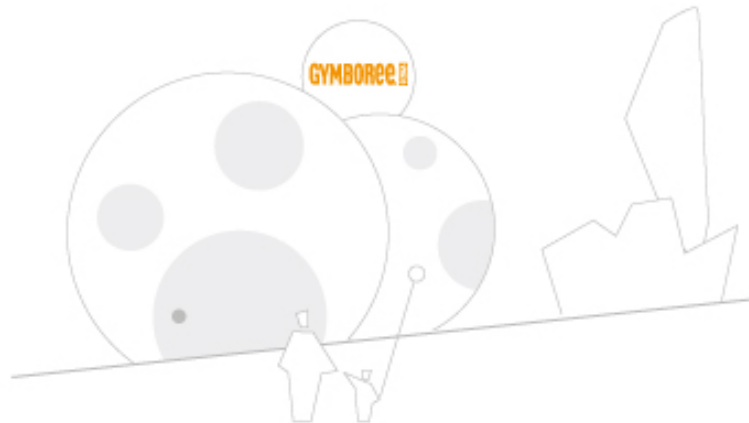
there is an easy way...



HOW IS IT A GYMBOREE PLAYBALL?

Round, hollow and with holes in circle shape.

If we get in touch the concept into an ideal building, exempt and very difficult to construct (but very easy to be Gympo's home) we get something like this...



GYMBOREE.

classes



GYMBOREE. 

FRONTDOOR

1 VISUAL IMPACT VS COST

Very attractive image,
exclusive and avant-garde in low cost.

2 EXPOSURE VS PRIVACY

It shows and suggest the product to walking
people at the same time that costumers feel
«home» privacy.

100% PERFECT BALANCE

Many thanks for your time.

Gymboree SPAIN

Esther & Marta

2008