

## Curious Cuddles

Corporate branding involves incorporating the company image and logo into all facets of communication for recognizability. Curious Cuddles is a plush toy company that specializes in custom and unconventional designs for individual as well as corporate and trade show clients. The attributes are reflected in the colors used as well as the type of text and shape of the logo. The secondary design elements of the thread, needle and buttons reinforce the textile aspect of the craft. Shown here are a few key spreads from the annual report.

