

Jean-René Lagacé

Graphic Designer

Kids & Company is a GTA based corporate daycare, who offer fulltime, part-time and emergency child-care services to their corporate clients' employees with a dozen locations across Ontario.

With this redesign the challenge was to design a mark that would speak to corporate clients responsible for hiring their services, as well as the end-users, the employees and their children.

The rooster was chosen for its mark given its association with reliability and punctuality, the rooster is the one who wakes the farmer, etc. Additionally as a barnyard animal, the rooster has good recall factor for children.



**Kids
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50 Minthorn Blvd, Suite 100 Thornhill, Ontario L3T 7X8 (1) 905-771-1153 ext 1000

www.kidsandcompany.ca



Jon Wurster
343 Pancake Ave
New Bridge, NJ 2521
U.S.A.

Kids & Company Ltd. 50 Minthorn Blvd, Suite 100 Thornhill, Ontario L3T 7X8 www.kidsandcompany.ca



Victoria Sopik *President* Kids & Company Ltd.
W | 514-534-2832 C | 514-435-6783 vicky@kidsandcompany.com
www.kidsandcompany.com



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& Company**

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Tom Scharpling
3423 Muffler Rd.
Newbridge, NJ 23421
U.S.A