

rice  
kids



# WE ARE MORE THAN 'JUST' A PRODUCT LINE...

We are a universe based on **storytelling!**

A colorful world that **speaks to parents** and **invites them to rediscover** the magic of childhood.

We're here to remind grown-ups to pause, feel the joy, and **let kids be kids** — wild, curious, creative, and completely themselves.

We speak to parents, but we **whisper to their inner child.**

## OUR MISSION?

To **create a world that celebrates** play, embraces chaos, and sparks everyday joy. Because **being a kid isn't a phase - it's a superpower**, and life is full of magic - **all you have to do is see it!**

# BRAND ASSETS



# LOGOS TO USE IN DIFFERENT MATERIAL

AVAILABLE IN THE B2B VISUAL TOOL KIT SITE

**rice**  
KIDS

**rice**  
KIDS

**rice**  
KIDS

Logo vertical

**rice** KIDS

**rice** KIDS

**rice** KIDS

Logo horizontal

BE A **rice**  
CHILD

BE A **rice**  
CHILD

Be a rice child – for storytelling

**rice**  
KIDS

## BANNER EXAMPLES



If you need a specific size and have difficulties creating it yourself, please let us know — we're happy to help and create it for you 🤖

# EXAMPLES OF SHORT TEXTS TO USE PER CATEGORY ON YOUR WEBSITE

## RICE KIDS:

**Welcome to the world of rice kids – where fun meet's function!**

From colorful tableware to playful storage and room décor, rice kids collection is made to spark imagination and support little hands in everyday adventures. Designed with love, made for play!

## TABLEWARE

**Playful kids tableware from rice – made for everyday fun**

rice creates colorful and durable kids tableware designed to turn mealtime into a joyful, imaginative experience.

## STORAGE

**Childrens storage from rice**

rice storage solutions make organizing fun! From handmade raffia storage houses to playful baskets, every piece adds color, charm, and practicality to your kid's space.

## KIDS ROOM

**Playful kids' room décor from rice – made for fun, color, and creativity**

A kids' room should be a world of its own – filled with imagination, playful storage, and colorful details. **rice kids** brings fun and function together with handmade baskets, colorful décor, and space to grow, dream, and just be. Because even mess belongs when everything has a place!

BE A **rice**  
CHILD