



NeweToy



BRAND

GUIDELINES



OUR BRAND

NEUETOY's vision is to spark childhood memories by visual, olfactory, and auditory senses through an image display, scent diffuser, and megaphone speaker.

“Nothing in the world belongs to me. But my love, mine, all mine.”

🎵 [My Love Mine All Mine] by Mistski



NEUETOY BRAND

NEUETOY is a household technology company that aims to revive childhood nostalgia and carefree optimism through everyday objects.

Our products relive childish behaviors and memories through a sense of playfulness, joy, and minimalism. These memories unlock unconscious freedom and curiosity. Feel the relief of removing your adult armor, and tap into the simpler days of your childhood!



本公司... 總代理... 上海... 2015年... 11月... 10日... 10:00:00

ME0909

NOTES
1. For details, see the...
2. Front beam...
3. Product to...
4. Box to be...
Date Code...
Made in China

額定電壓 (VAC)	額定電流 (A)	額定功率 (W)	額定速度 (RPM)	額定電流 (A)
3000	36	86(94)	3200	34

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第七章	第七章	9
第八章	第八章	10
第九章	第九章	11
第十章	第十章	12
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第十二章	第十二章	14
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第十七章	第十七章	19
第十八章	第十八章	20
第十九章	第十九章	21
第二十章	第二十章	22
第二十一章	第二十一章	23
第二十二章	第二十二章	24
第二十三章	第二十三章	25
第二十四章	第二十四章	26
第二十五章	第二十五章	27
第二十六章	第二十六章	28
第二十七章	第二十七章	29
第二十八章	第二十八章	30
第二十九章	第二十九章	31
第三十章	第三十章	32
第三十一章	第三十一章	33
第三十二章	第三十二章	34
第三十三章	第三十三章	35
第三十四章	第三十四章	36
第三十五章	第三十五章	37
第三十六章	第三十六章	38
第三十七章	第三十七章	39
第三十八章	第三十八章	40
第三十九章	第三十九章	41
第四十章	第四十章	42
第四十一章	第四十一章	43
第四十二章	第四十二章	44
第四十三章	第四十三章	45
第四十四章	第四十四章	46
第四十五章	第四十五章	47
第四十六章	第四十六章	48
第四十七章	第四十七章	49
第四十八章	第四十八章	50
第四十九章	第四十九章	51
第五十章	第五十章	52
第五十一章	第五十一章	53
第五十二章	第五十二章	54
第五十三章	第五十三章	55
第五十四章	第五十四章	56
第五十五章	第五十五章	57
第五十六章	第五十六章	58
第五十七章	第五十七章	59
第五十八章	第五十八章	60
第五十九章	第五十九章	61
第六十章	第六十章	62
第六十一章	第六十一章	63
第六十二章	第六十二章	64
第六十三章	第六十三章	65
第六十四章	第六十四章	66
第六十五章	第六十五章	67
第六十六章	第六十六章	68
第六十七章	第六十七章	69
第六十八章	第六十八章	70
第六十九章	第六十九章	71
第七十章	第七十章	72
第七十一章	第七十一章	73
第七十二章	第七十二章	74
第七十三章	第七十三章	75
第七十四章	第七十四章	76
第七十五章	第七十五章	77
第七十六章	第七十六章	78
第七十七章	第七十七章	79
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第八十章	第八十章	82
第八十一章	第八十一章	83
第八十二章	第八十二章	84
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第八十四章	第八十四章	86
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第八十六章	第八十六章	88
第八十七章	第八十七章	89
第八十八章	第八十八章	90
第八十九章	第八十九章	91
第九十章	第九十章	92
第九十一章	第九十一章	93
第九十二章	第九十二章	94
第九十三章	第九十三章	95
第九十四章	第九十四章	96
第九十五章	第九十五章	97
第九十六章	第九十六章	98
第九十七章	第九十七章	99
第九十八章	第九十八章	100
第九十九章	第九十九章	101
第一百章	第一百章	102

The background of the page is a vibrant yellow field filled with large, organic, abstract shapes in white and red. The shapes are fluid and overlapping, creating a sense of movement and depth. The red shape is a curved, teardrop-like form on the left side, partially overlapping a white shape. The white shapes are more varied, some resembling elongated ovals or teardrops, and they are scattered across the yellow background.

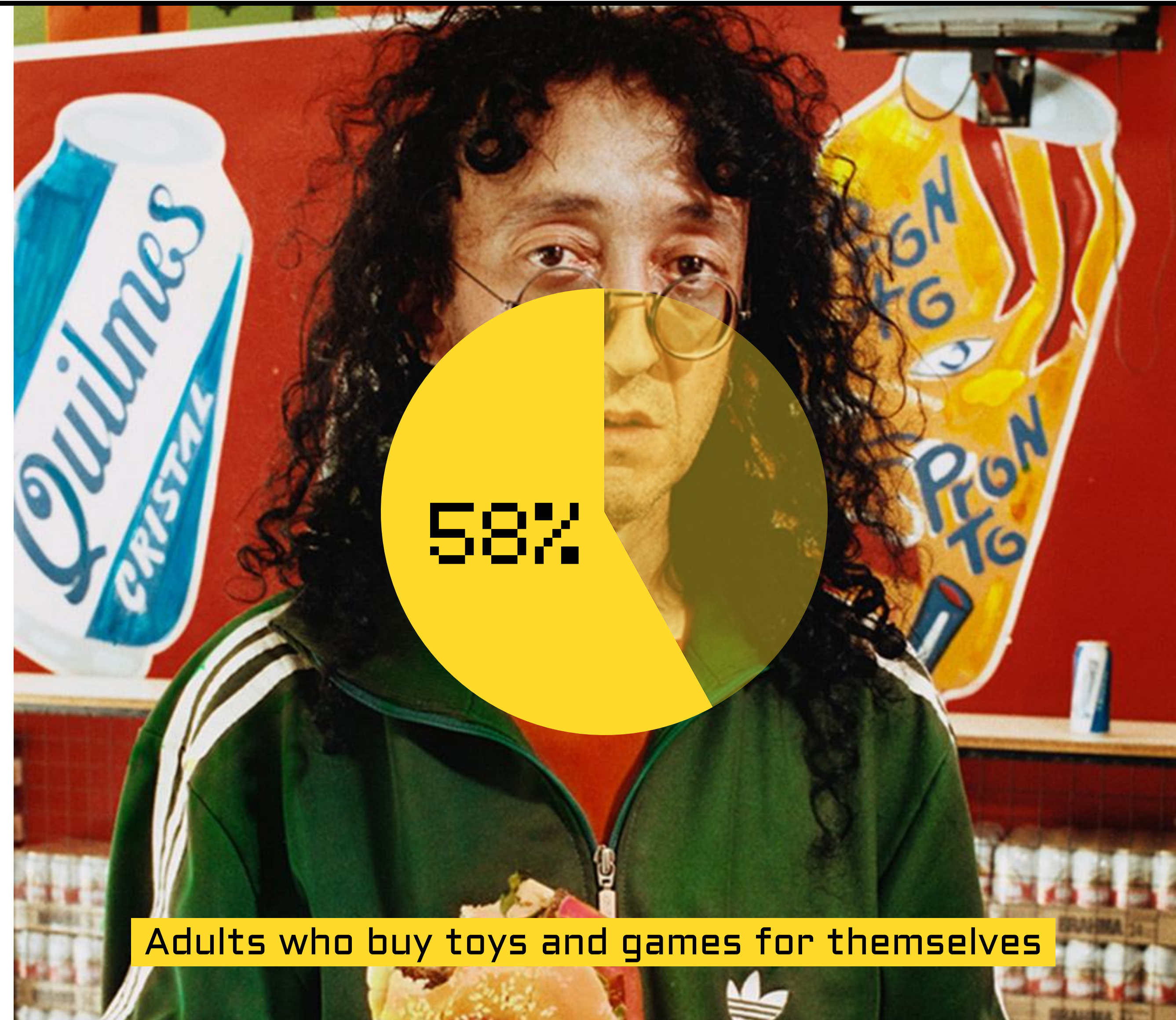
KIDULT™



NEWET TOY USERS

“Kidult” defined as consumers ages 12 and older who are the **biggest driver of growth** for the toy industry.

According to the Toy Association, over half of adults bought toys and games for themselves in 2021. In the first half of the year, toy sales growth among adults without children was higher than households with children. **Kidults made up around 25%** of toy sales last year and skyrocketed due to the pandemic.



Adults who buy toys and games for themselves



NEW TOY MARKET

Toys And Games Market size is projected to reach USD 231.43 Billion by 2028, growing at a **global CAGR of 7.45% from 2021-2028.**

Impact of toy companies is increasing because of numerous causes, including raised interest in green toys, renewal of conventional toys and video games, awareness of the mental benefits of building toys, and the expansion of mobile-based gaming due to increase in technology.



The background of the page is a large, abstract composition of organic, flowing shapes. It features a mix of green, white, and blue colors. The shapes are irregular and fluid, creating a sense of movement and depth. The green shapes are the most prominent, often forming the base or background for other colors. The white shapes are interspersed, creating a high-contrast, clean look. The blue shapes are used as accents, adding a vibrant touch to the overall palette. The overall effect is a modern, artistic, and nature-inspired design.

LOGO



NeueToy

NeueToy

NeueToy

NeueToy

The background of the page is a vibrant, abstract composition of organic, flowing shapes. It features a mix of bright blue, white, and a touch of green, creating a dynamic and modern visual style. The shapes are layered and overlapping, giving a sense of depth and movement.

TIPOGRAFIA



PIXELOID SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 .?%&

abcdefghijklmnopqrstuvwxyz

Pixeloid Sans is our primary font for logo, headers, as well as titles, on both online and offline platforms. Titles are usually presented in caps.



Aldrich Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 .,?%&

Aldrich is our secondary font for body text, on both online and offline platforms. It is usually in sentence case.

abcdefghijklmnopqrstuvwxyz



COLOR PALETTE



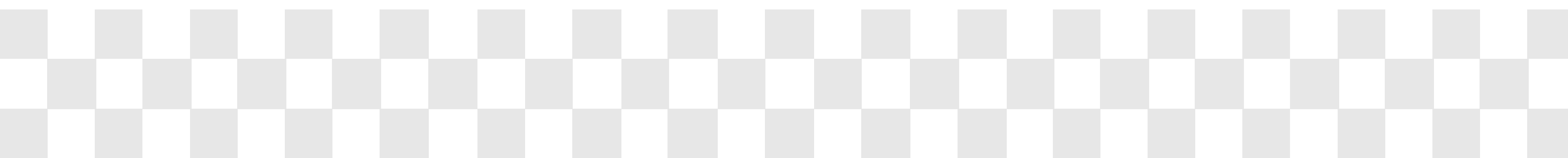
60%

20%

20%

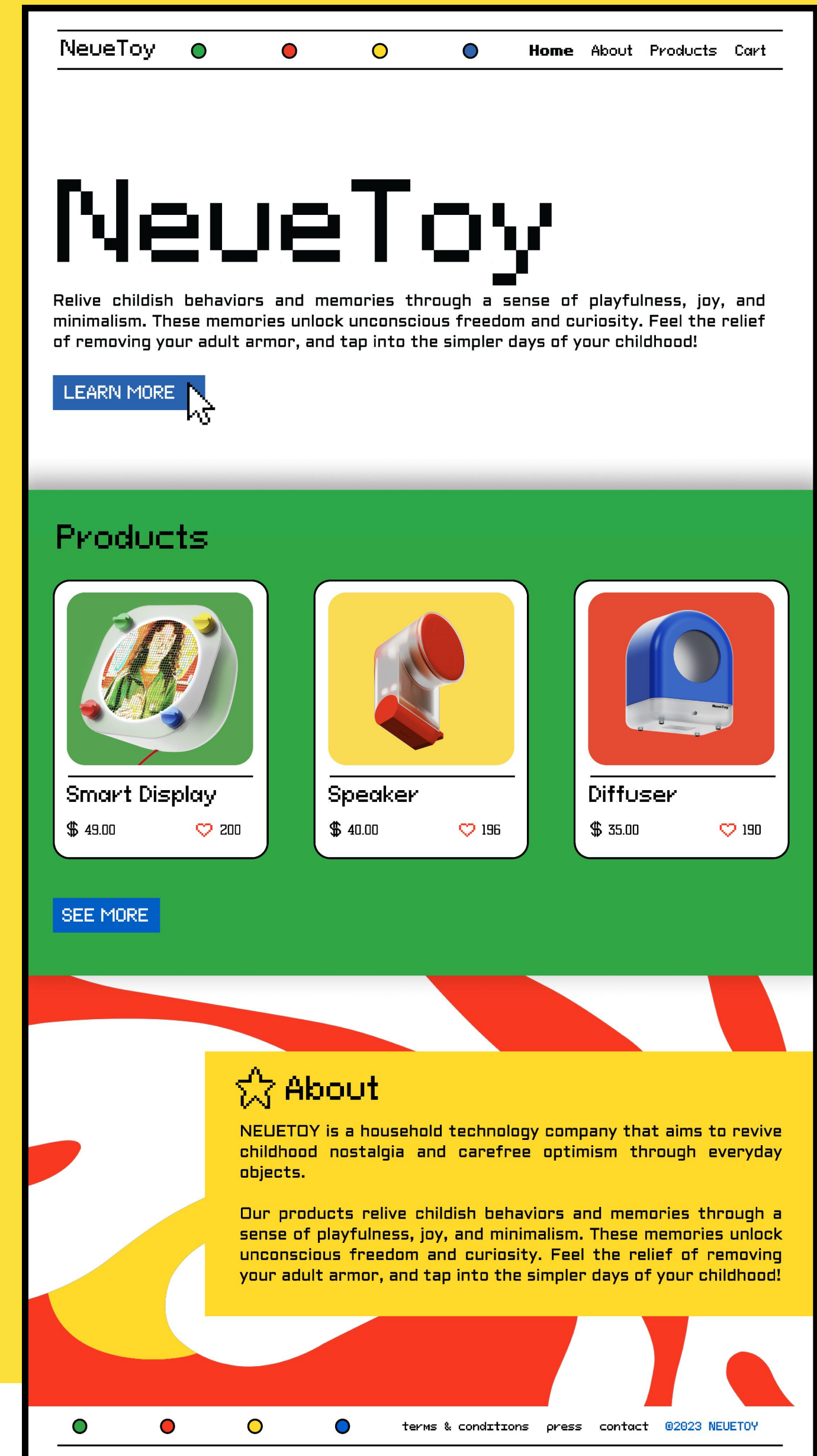
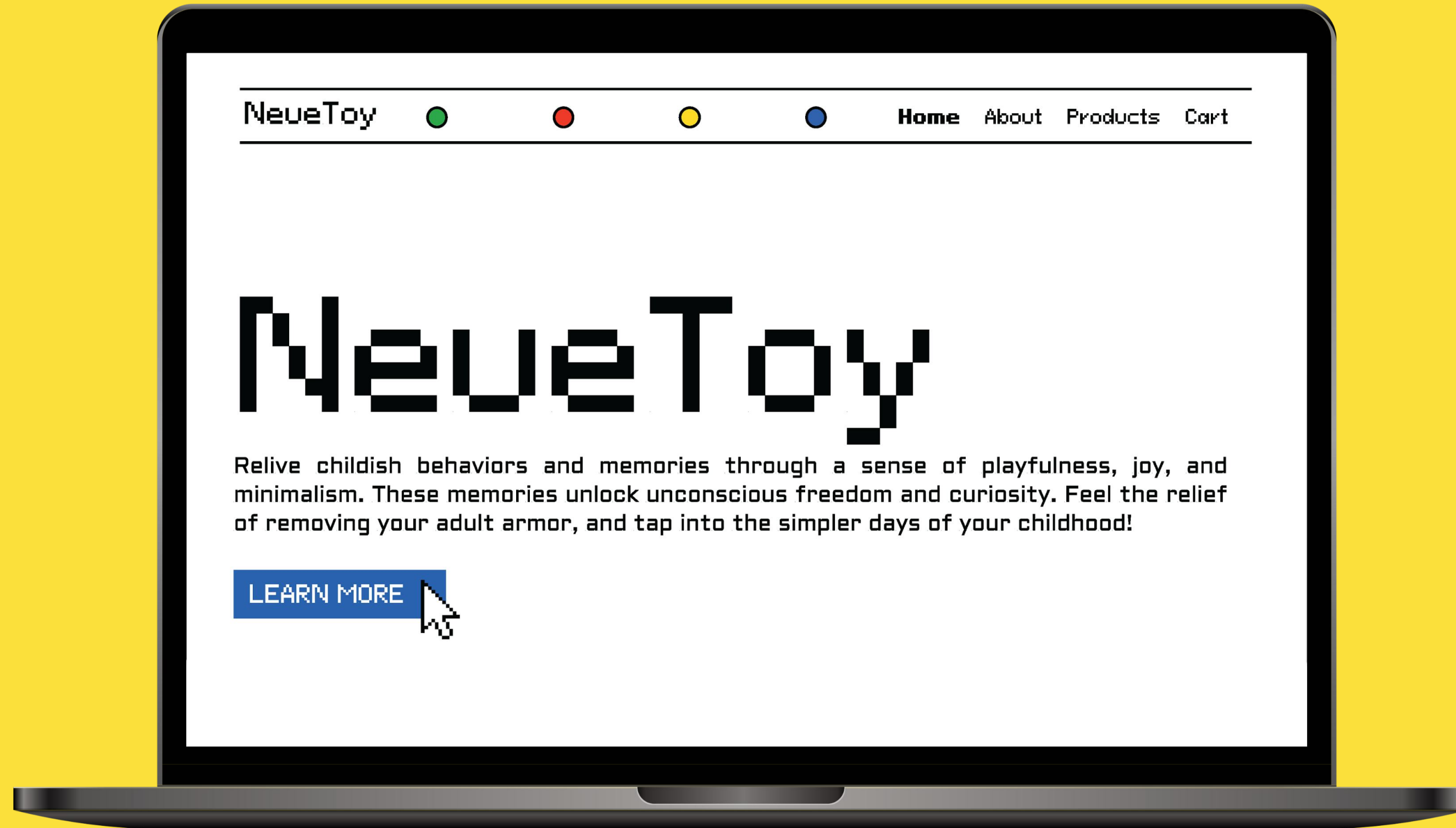
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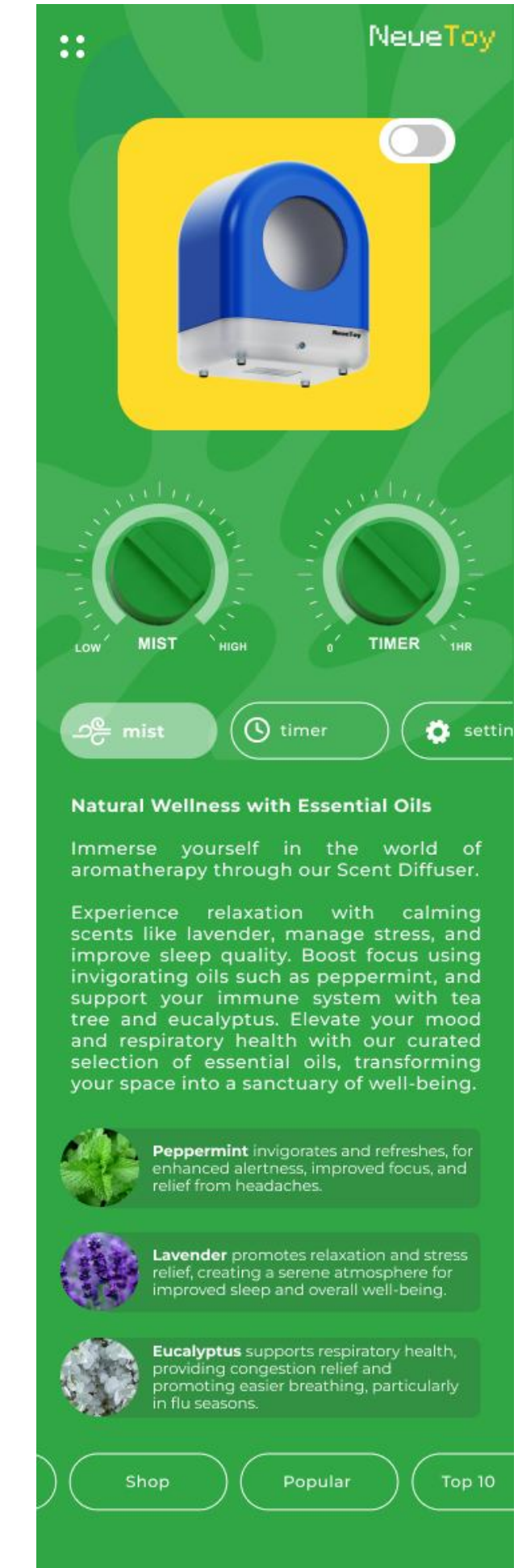
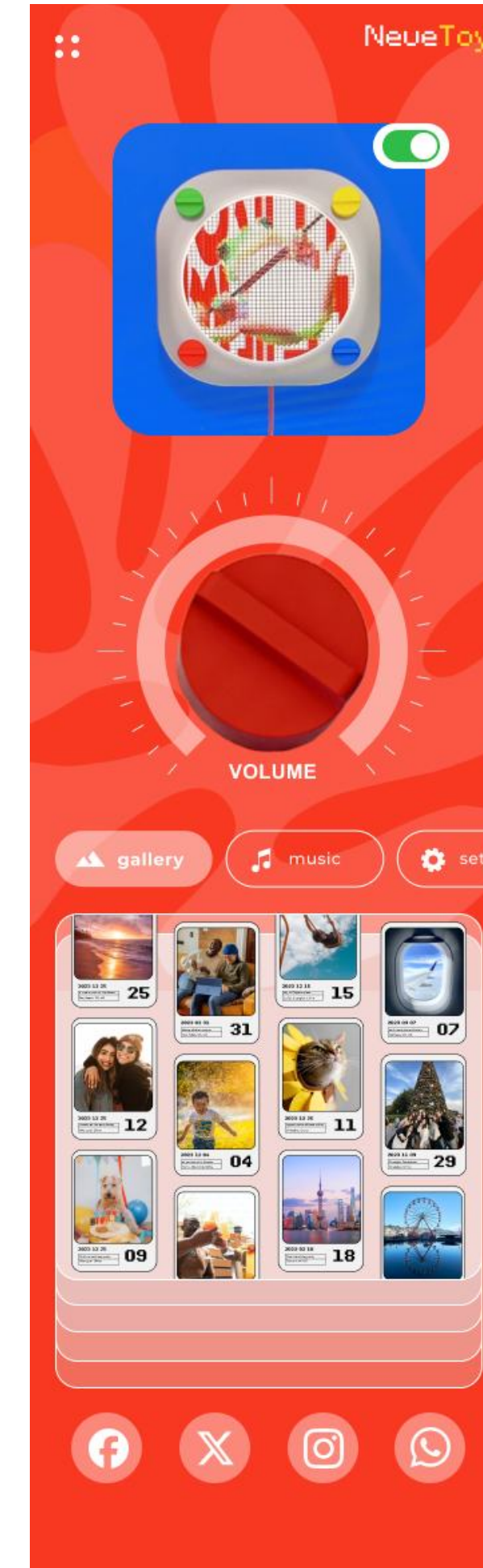
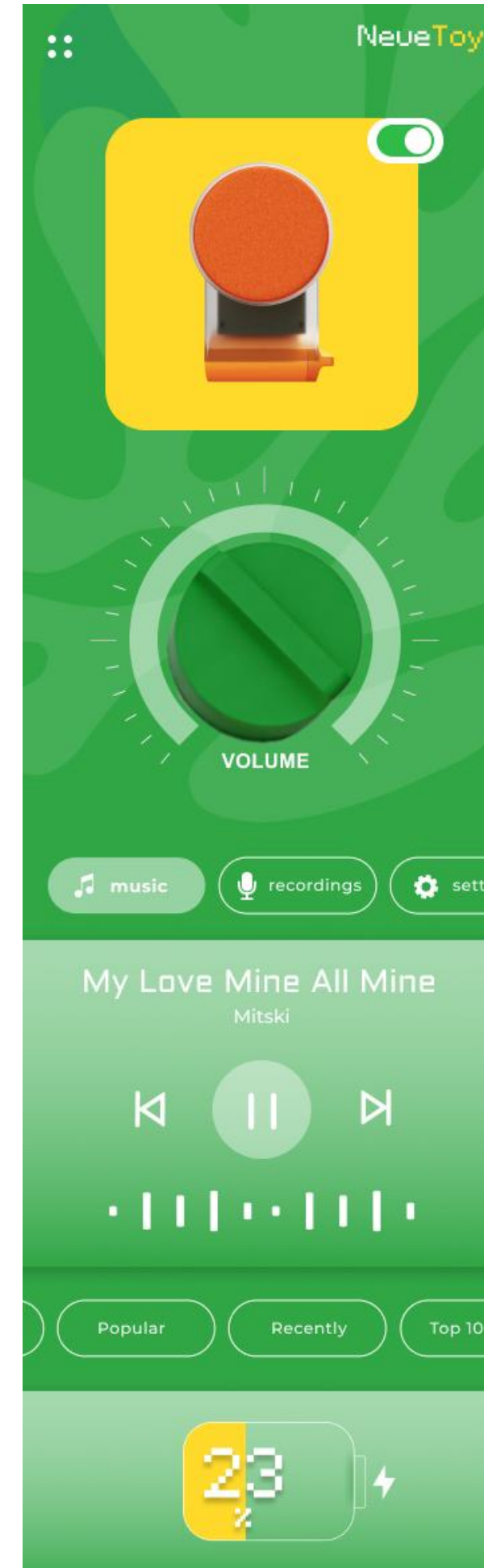
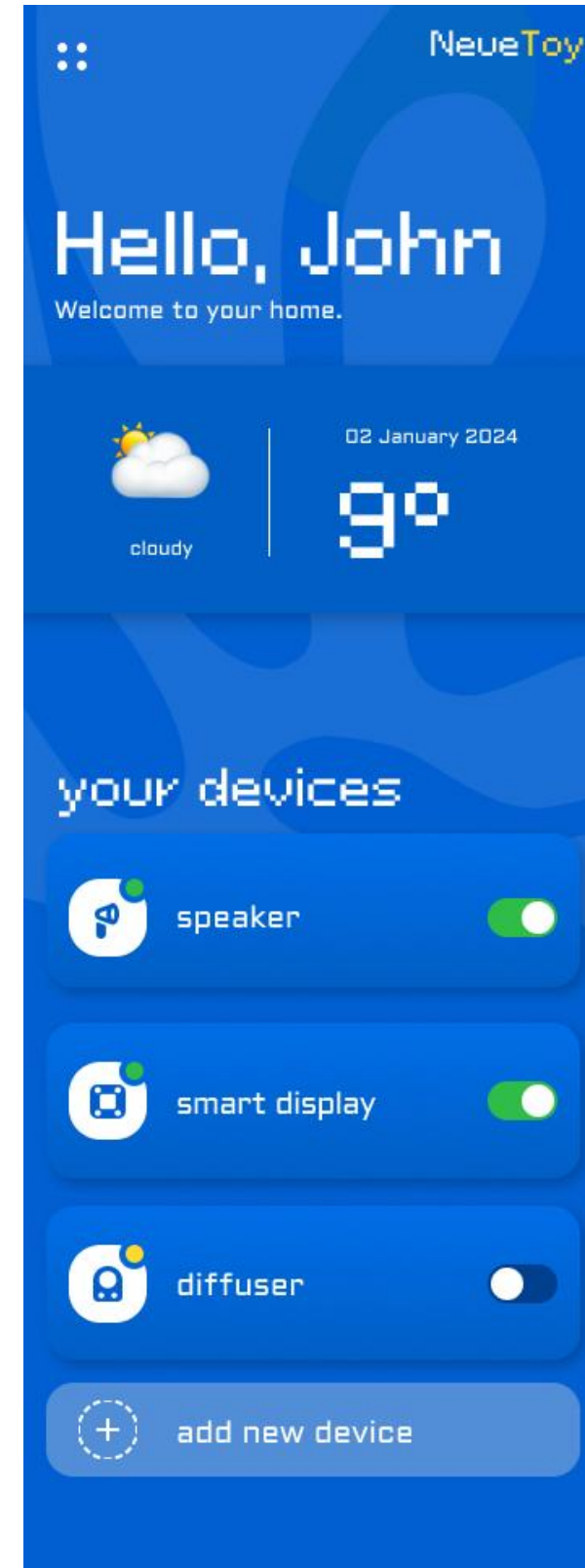
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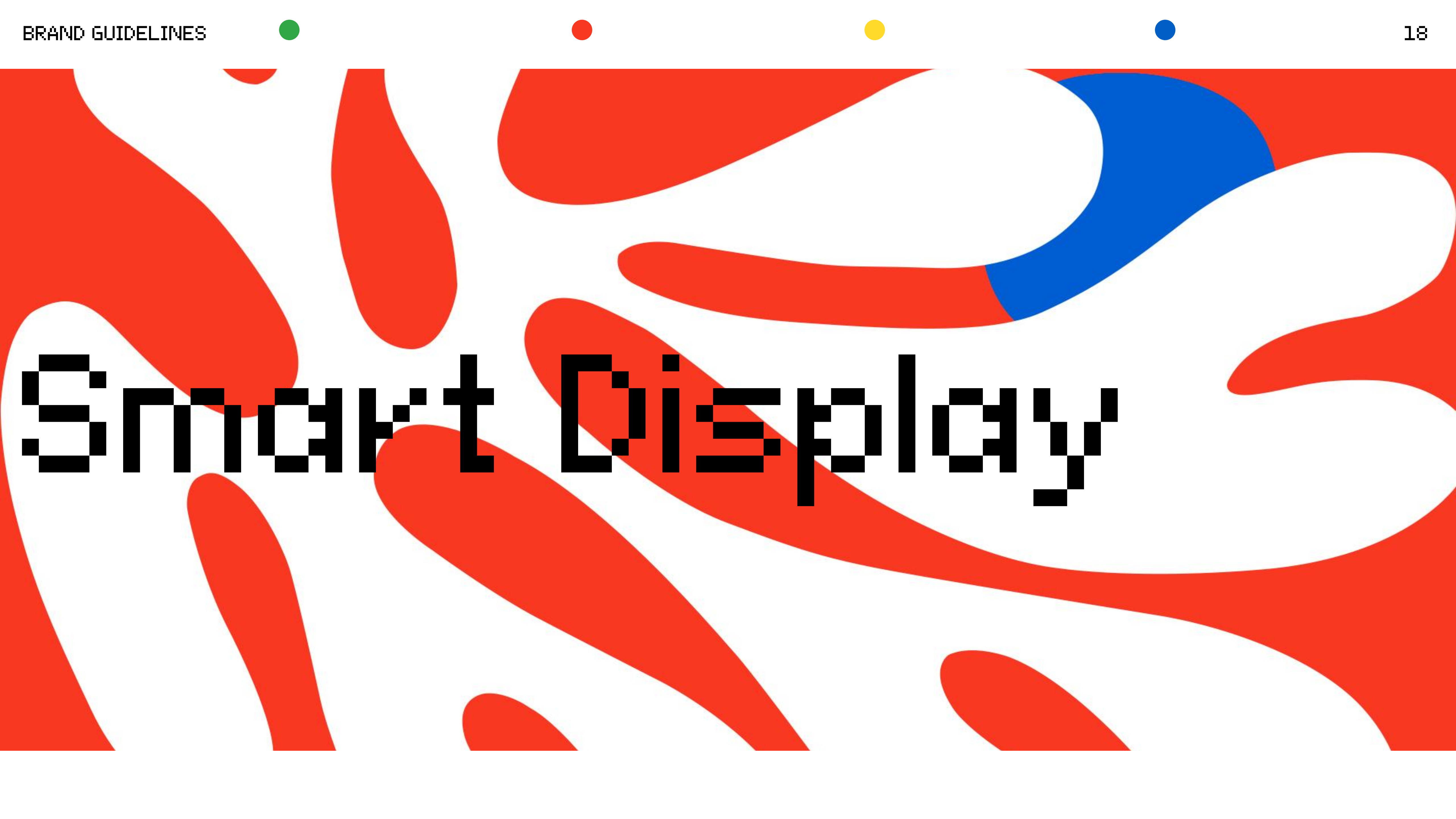




PLATFORMS







Snackt Display

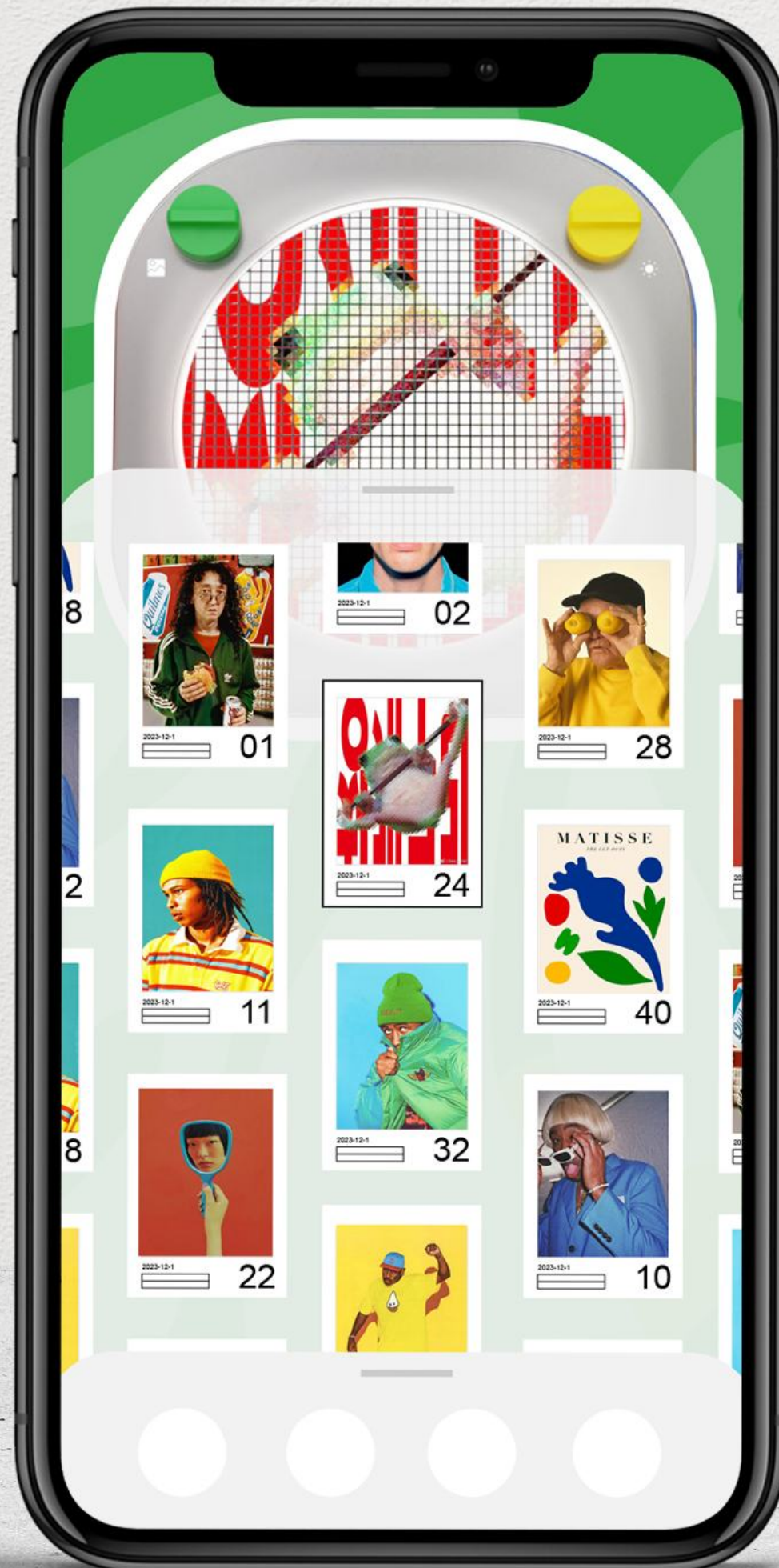
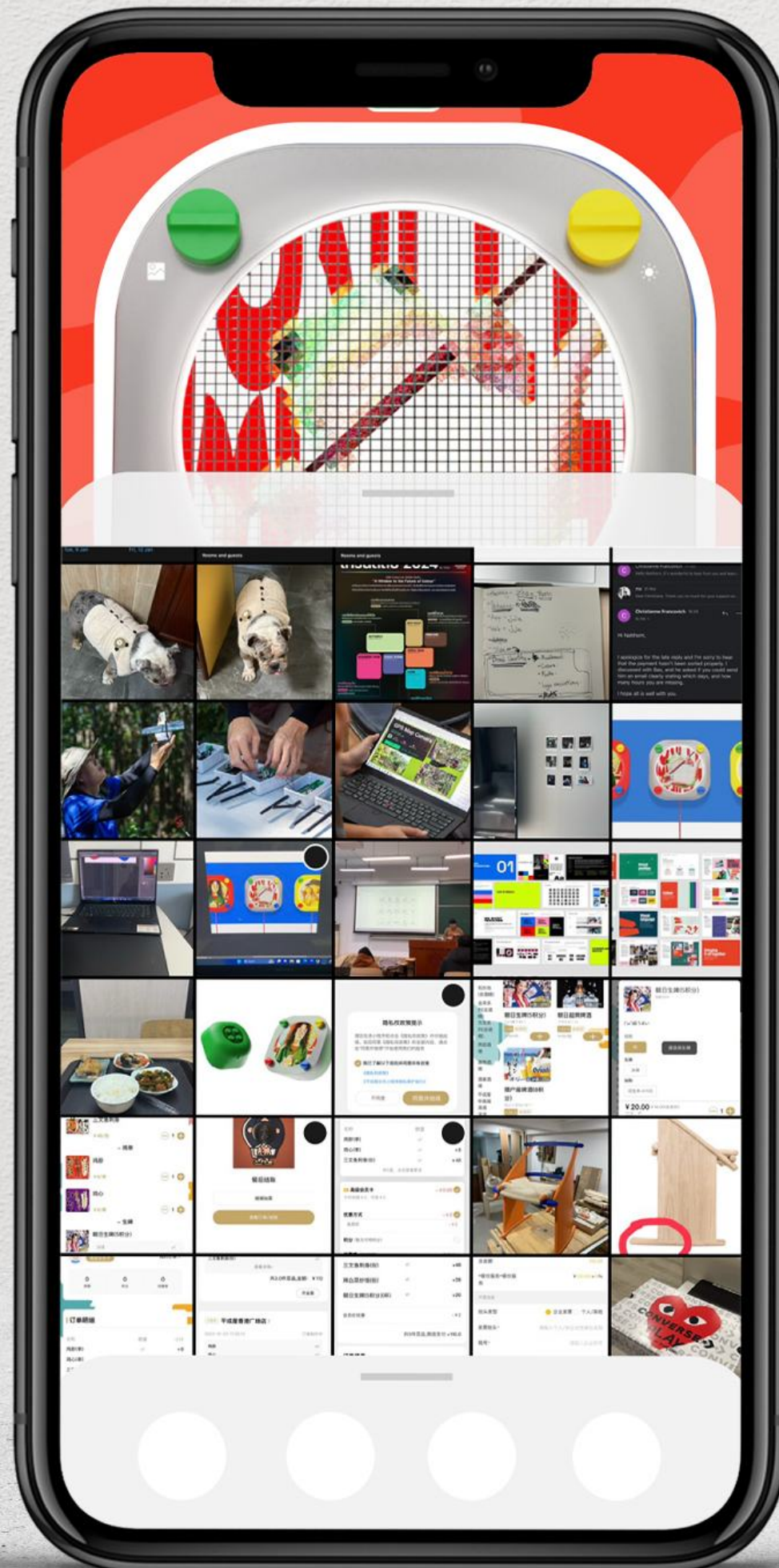








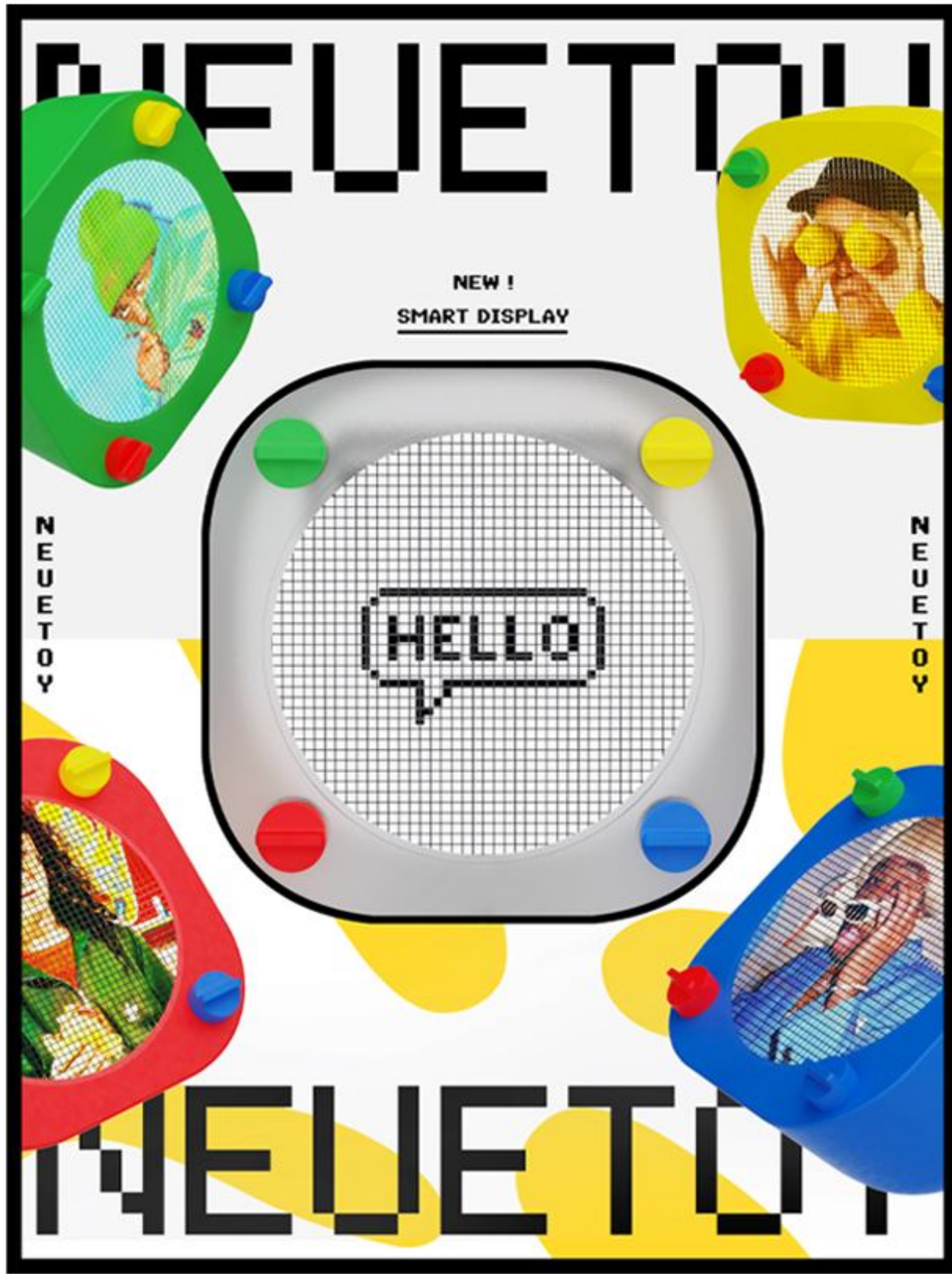
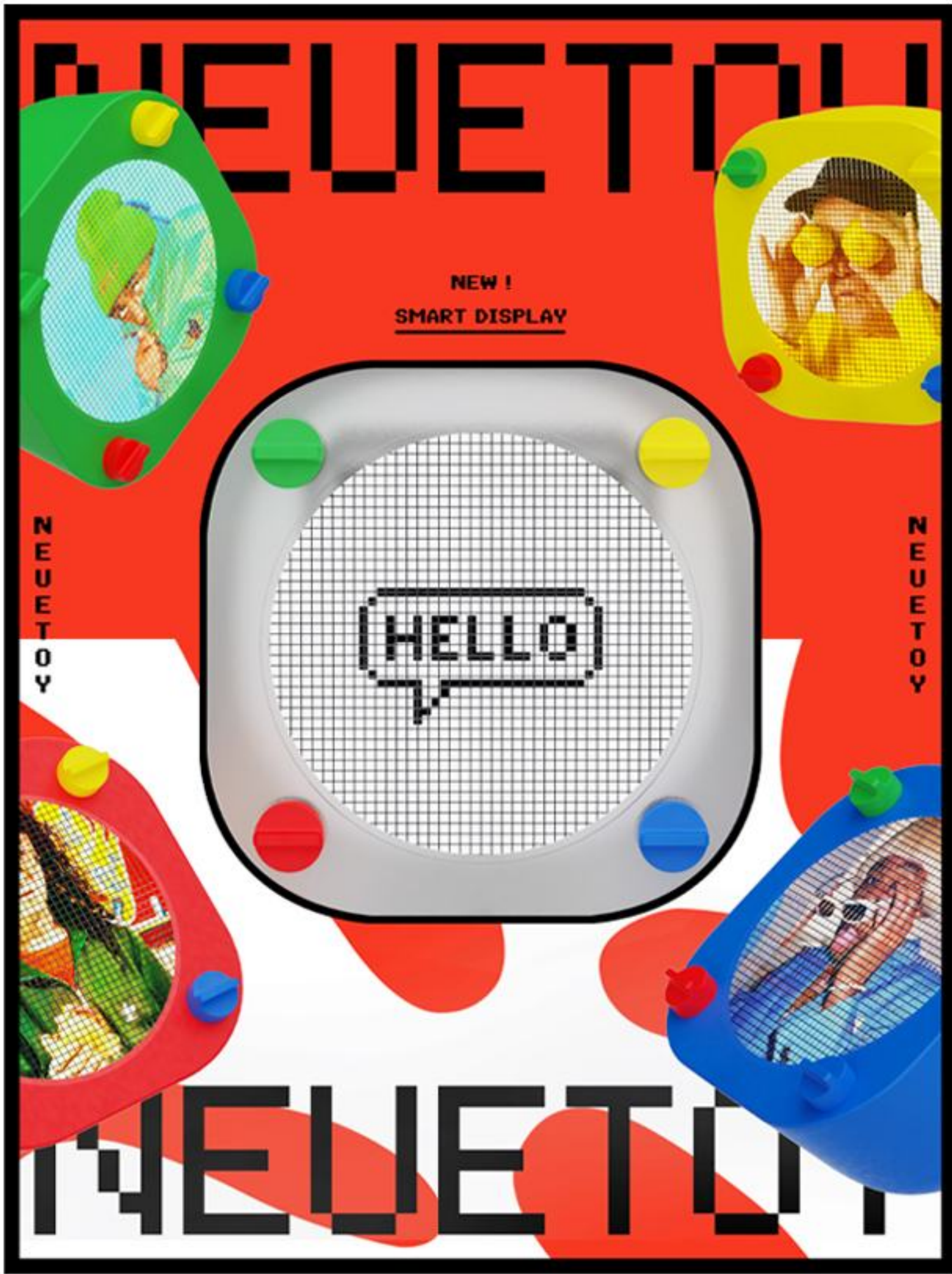


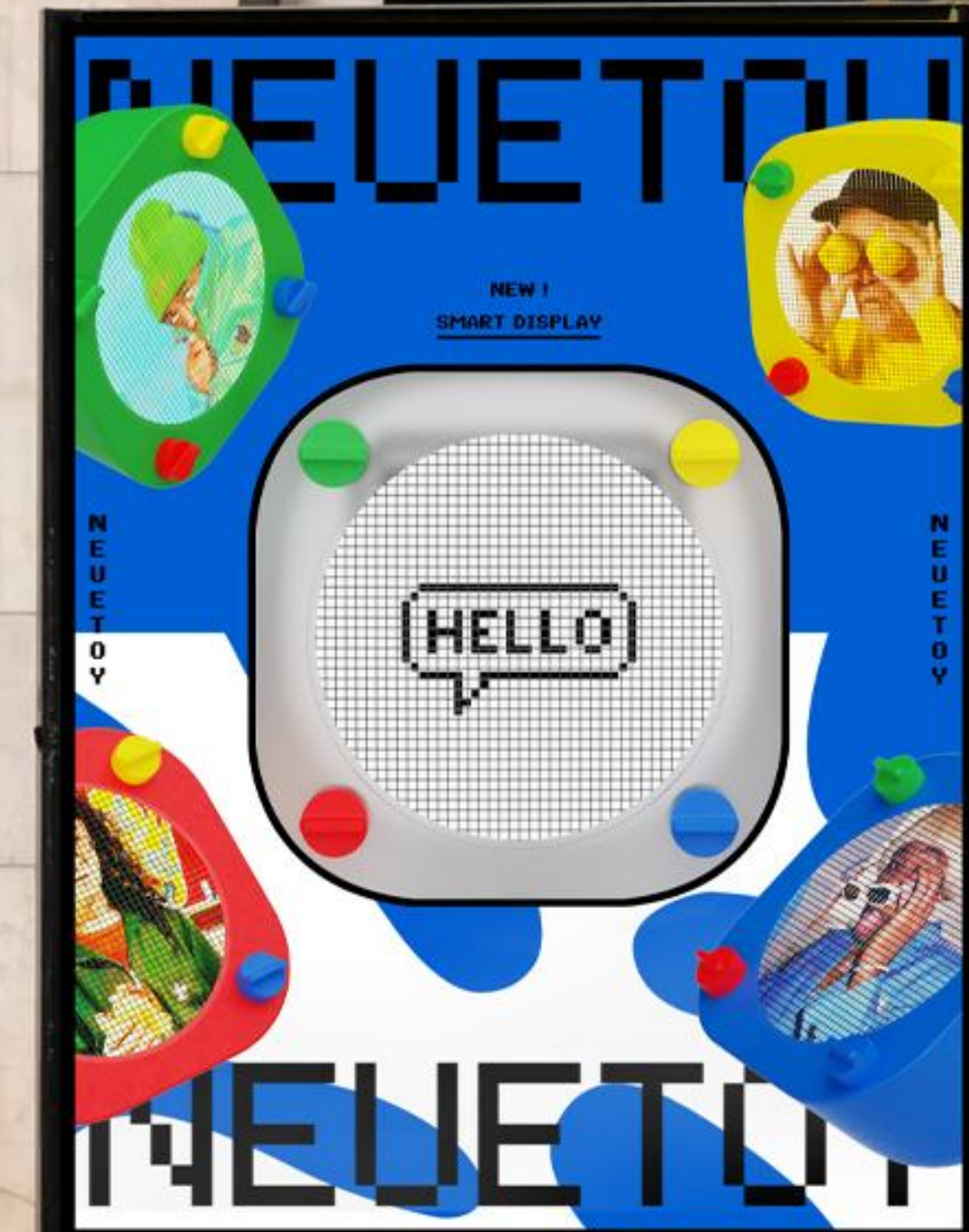
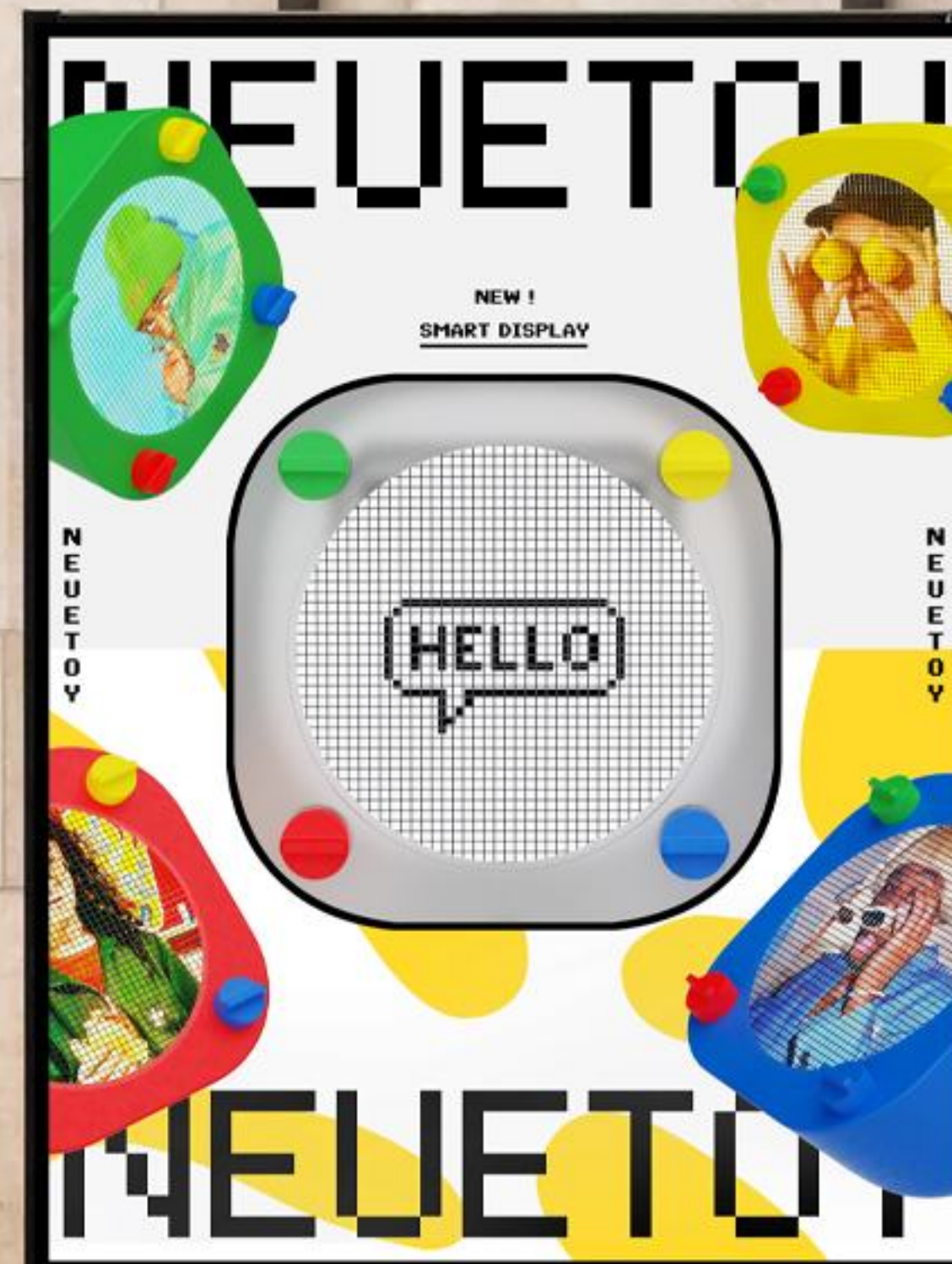
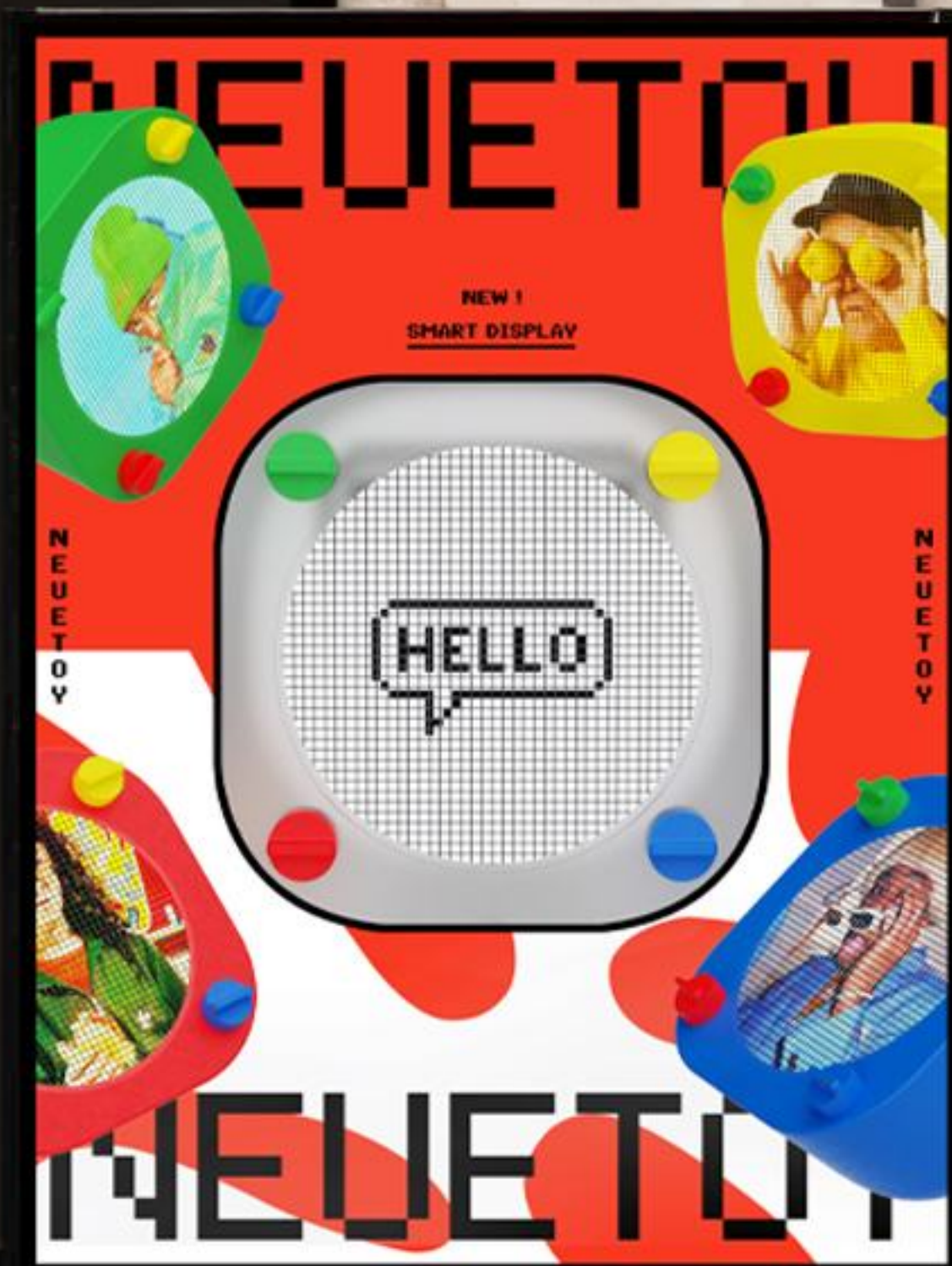




- 01 [Image of a person in a green jacket]
- 02 [Image of a person's face]
- 08 [Image of a person's face]
- 11 [Image of a person in a yellow hat]
- 22 [Image of a person in a blue hood]
- 24 [Image of a person in a red and white striped shirt]
- 28 [Image of a person in a yellow shirt]
- 32 [Image of a person in a green hood]
- 40 [Image of a blue horse logo with the text 'MATISSE']
- 10 [Image of a person in a blue suit]

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NEI IETOUY

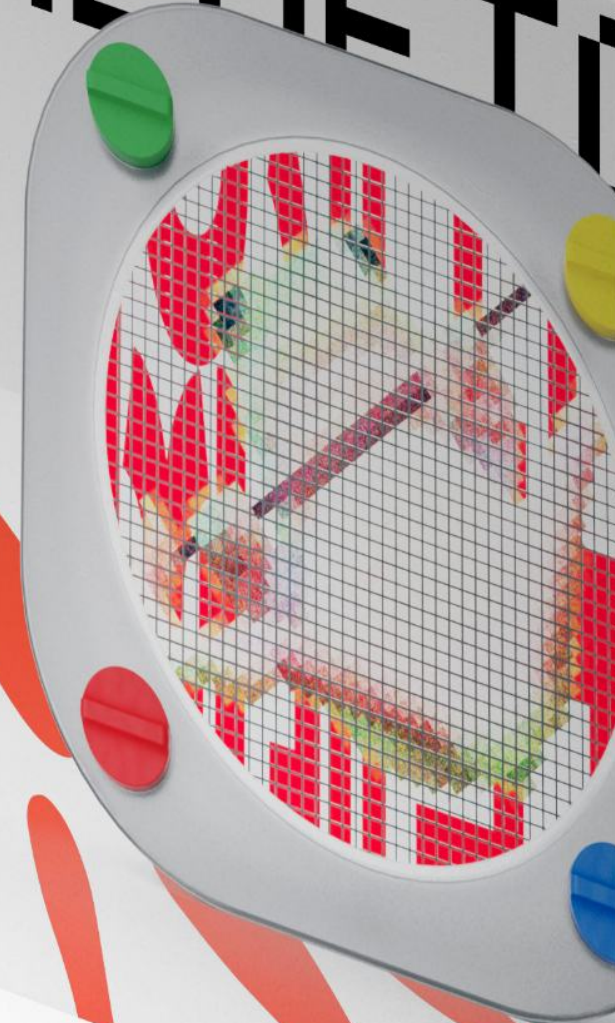
NEI IETOUY

NEI IETOUY

AT VERO EOS ET
ACCUSAMUS ET IUSTO
ODIO DIGNISSIMOS
DUCIMUS QUI
BLANDITIIS
PRAESENTIUM DELENITI
VOLUPTATUM CORRUPTI
ATQUE DOLORES ET
QUAS MOLESTIAS
EXCEPTURI SINT
OCCAECATI
CUPIDITATE

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NEI IETOUY

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VOLUPTATUM CORRUPTI
ATQUE DOLORES ET
QUAS MOLESTIAS
EXCEPTURI SINT
OCCAECATI
CUPIDITATE



Designer
Neuetoy Studio

Materials
Polypropylene

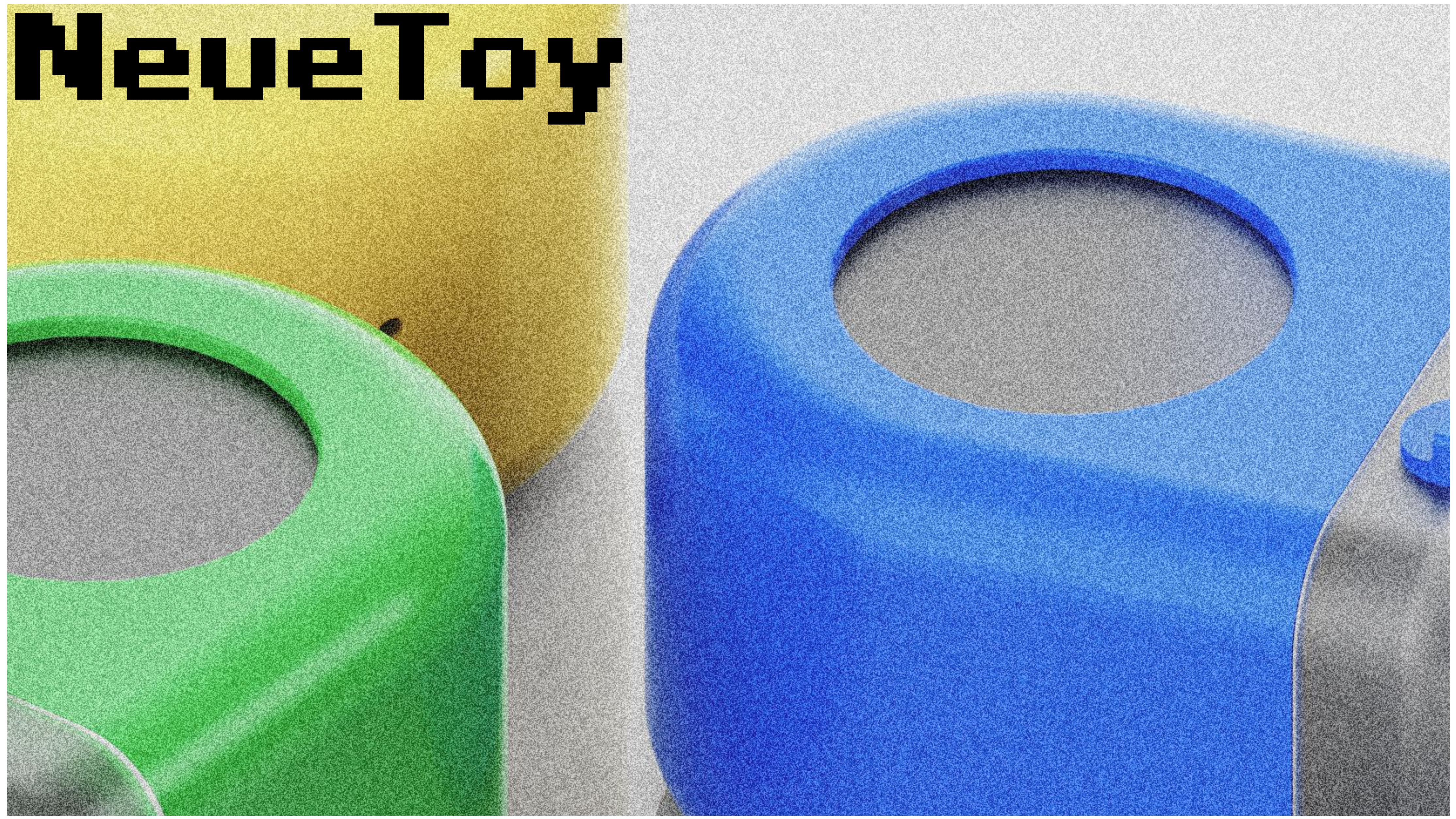
Dimensions (Width x Height x Depth)
15.2 W x 15 H x 12 D cm

Weight
320 G

Functions
Intelligent device, share pictures,
connect with Bluetooth, Wifi,
personal assistance



NeueToy



Diffuser







Ultrasonic aromatherapy diffusers produces silent vibrations that diffuse scent into a space. It promotes better sleep, focus, mood, reduces anxiety, and triggers scent memories from childhood.

Designer
Neueto Studio

Materials
Polypropylene

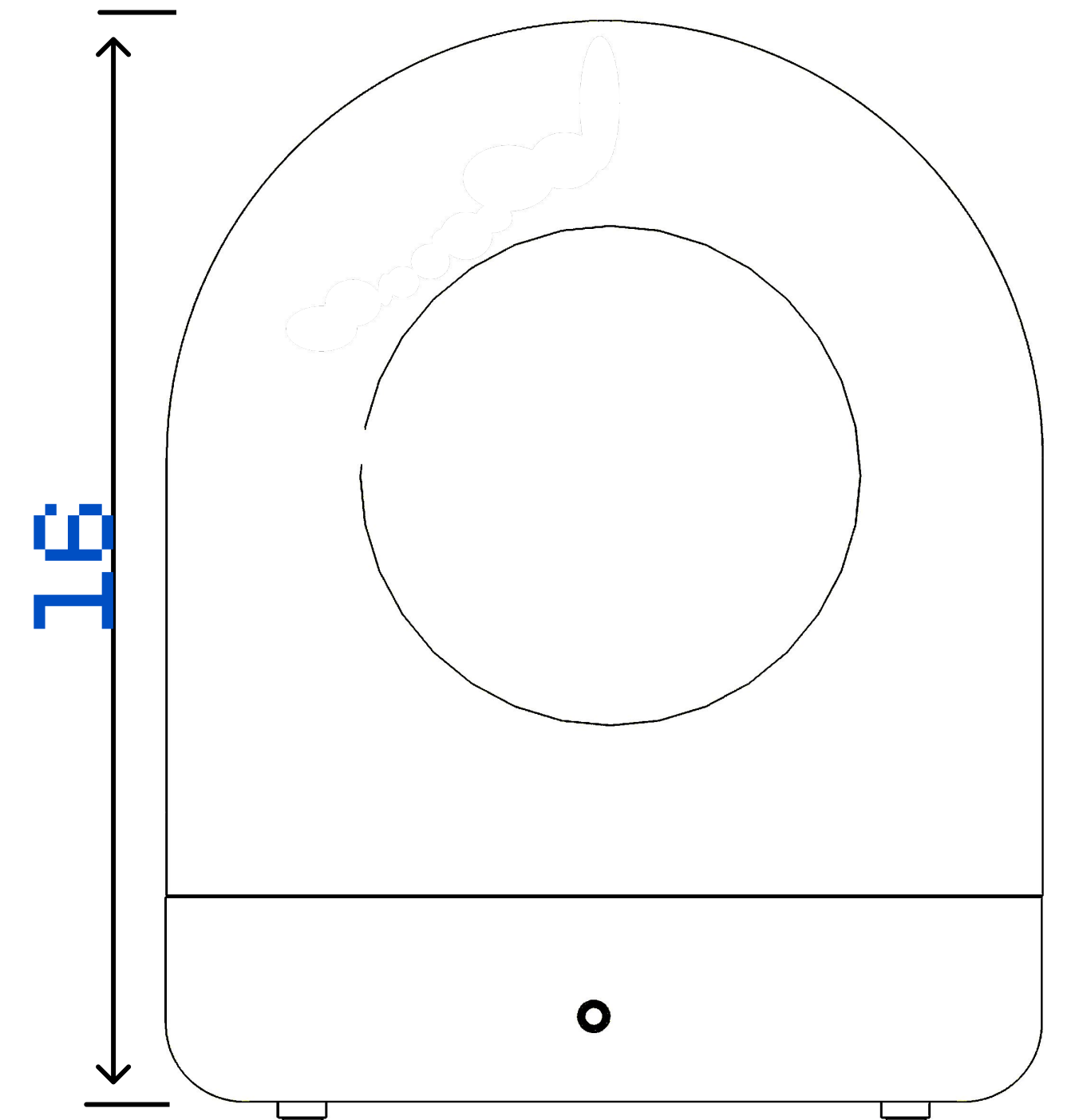
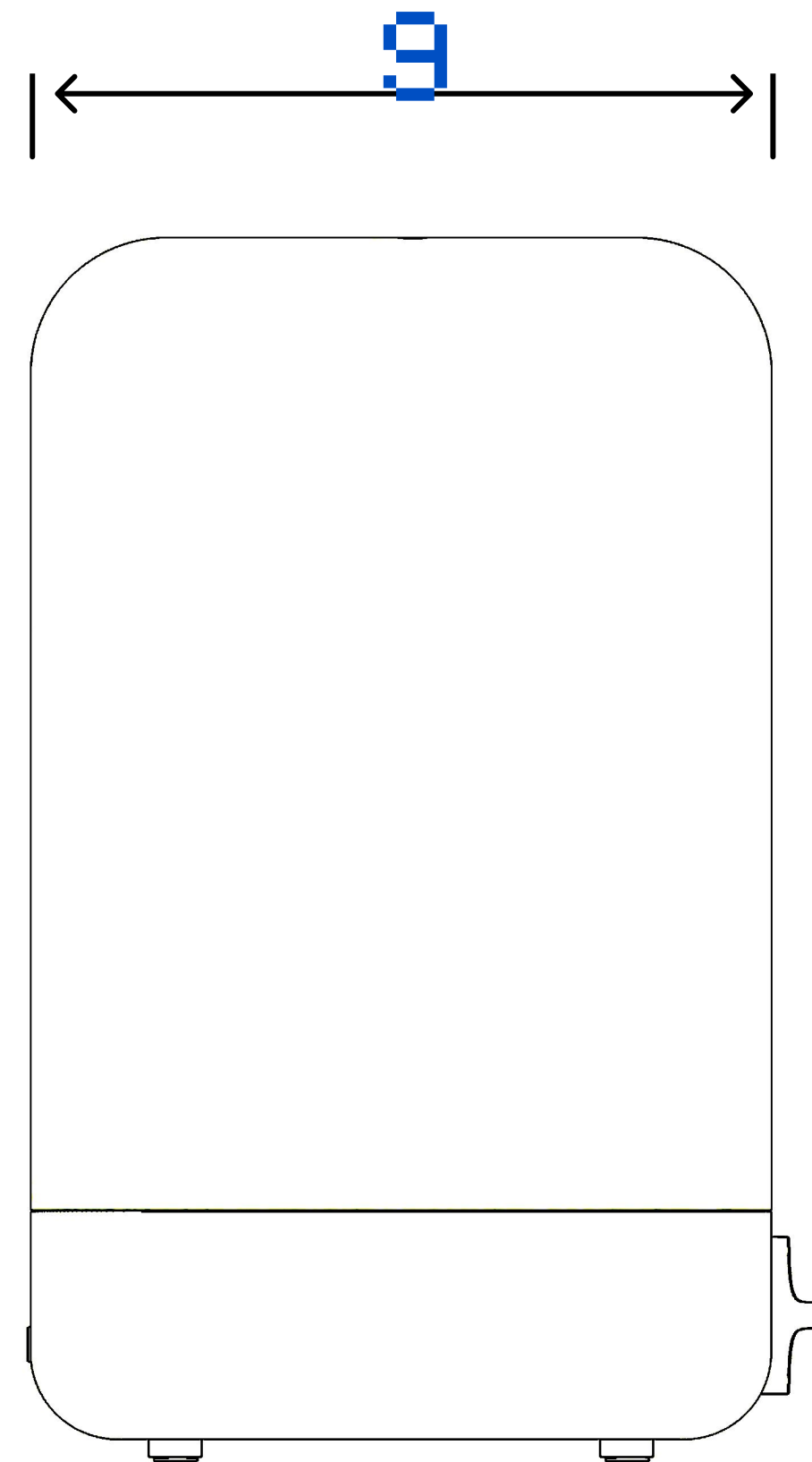
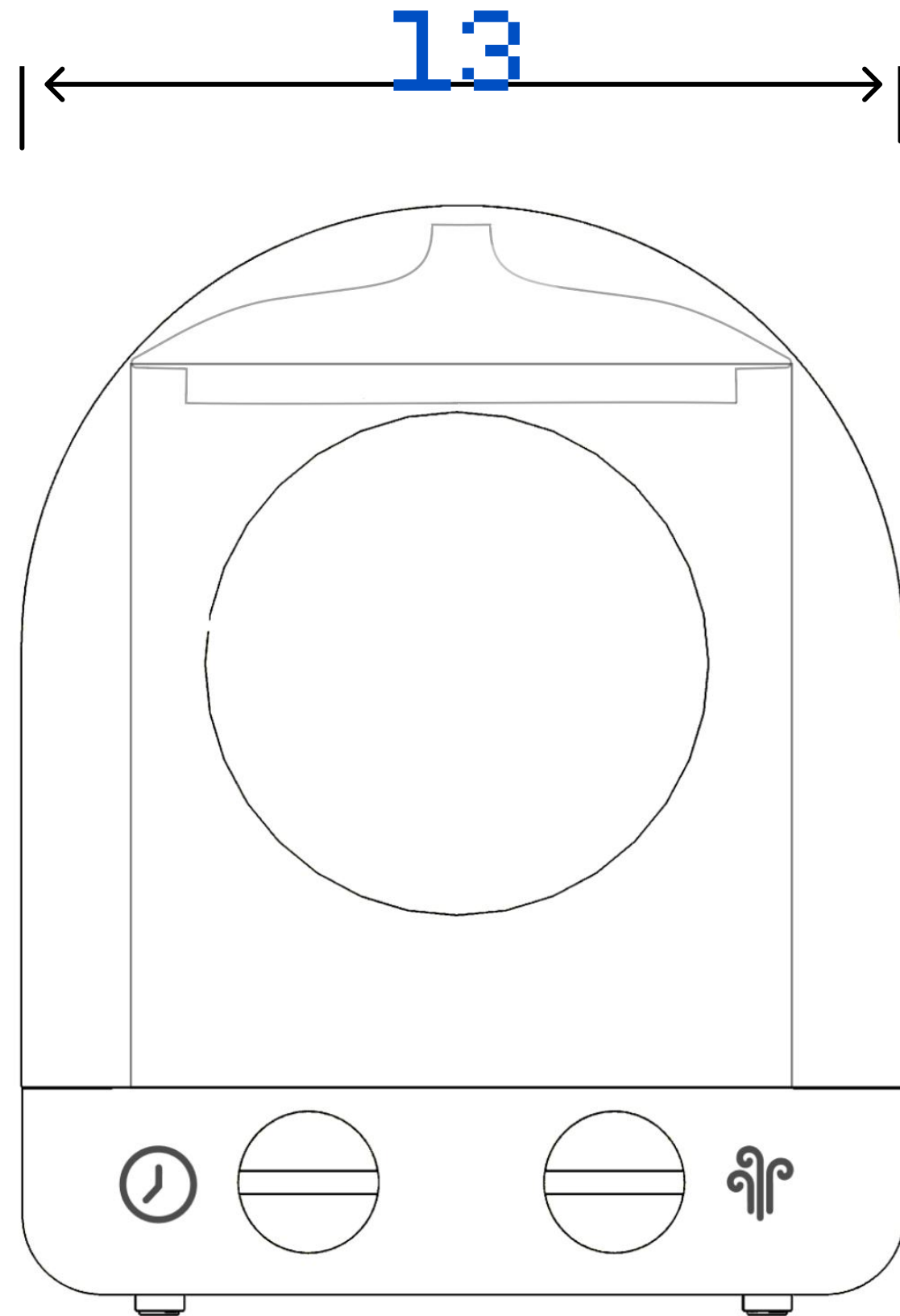
Dimensions
13 W x 16 H x 9 D cm

Wattage (DC socket)
12 watts

Capacity
250 ml

Weight
150g

Time dial: off, 30m, 1hr, 45m, 2hr
Mist dial: 5 modes, 6h runtime on low

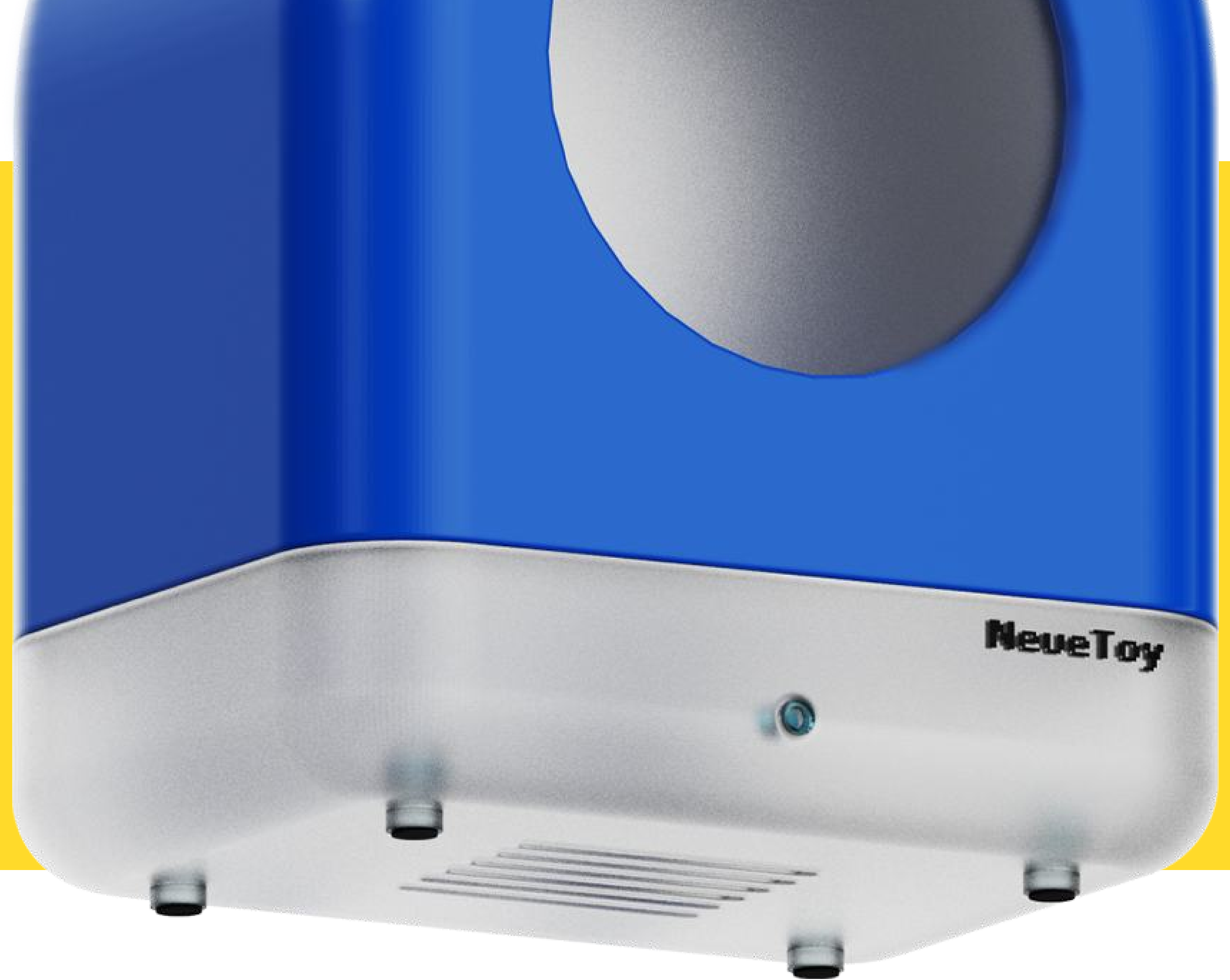


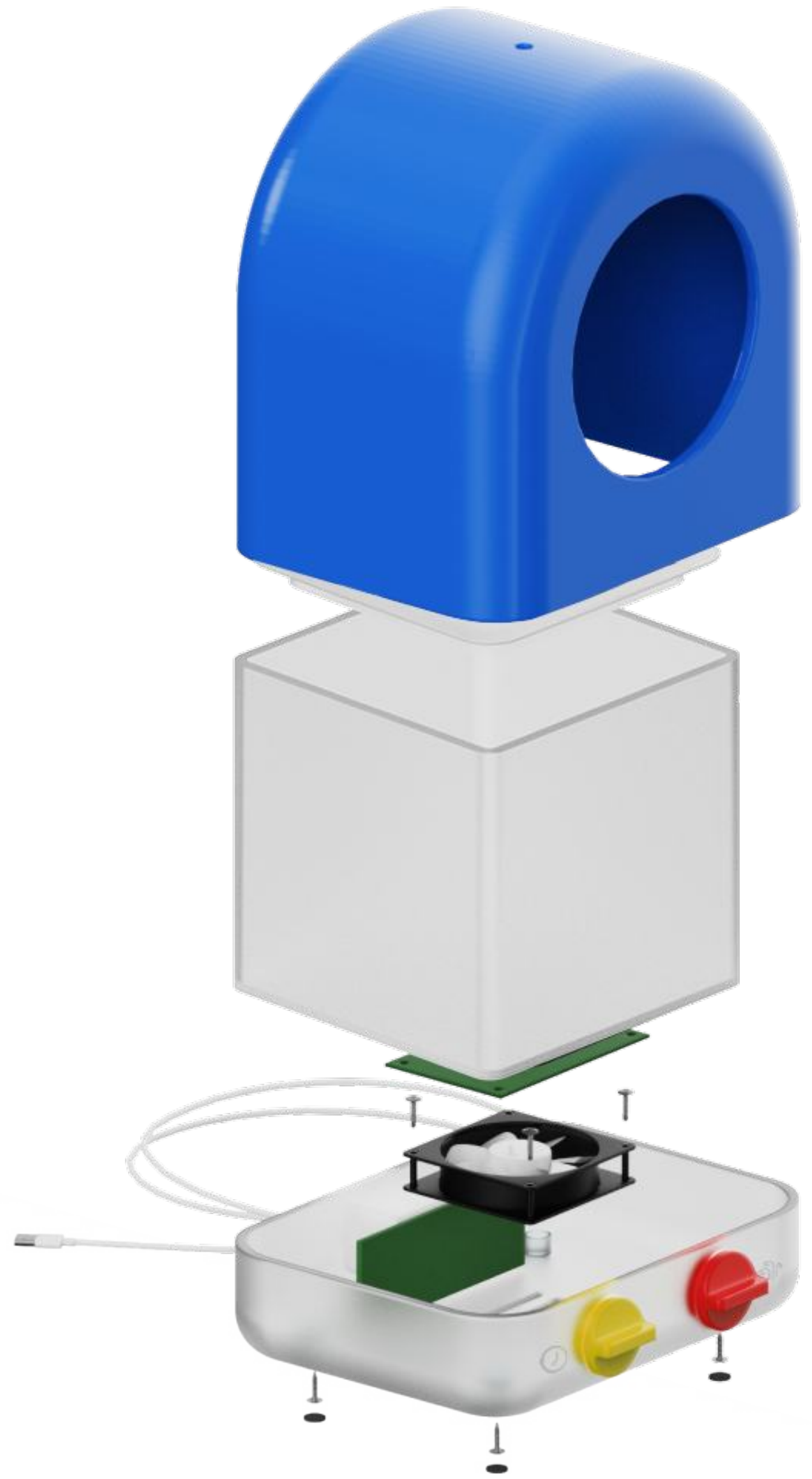
cm



Screen Printing
Frosted Plastic

High Gloss Plastic





High gloss case with window

Reservoir top

Frosted plastic reservoir

Ultrasonic plate

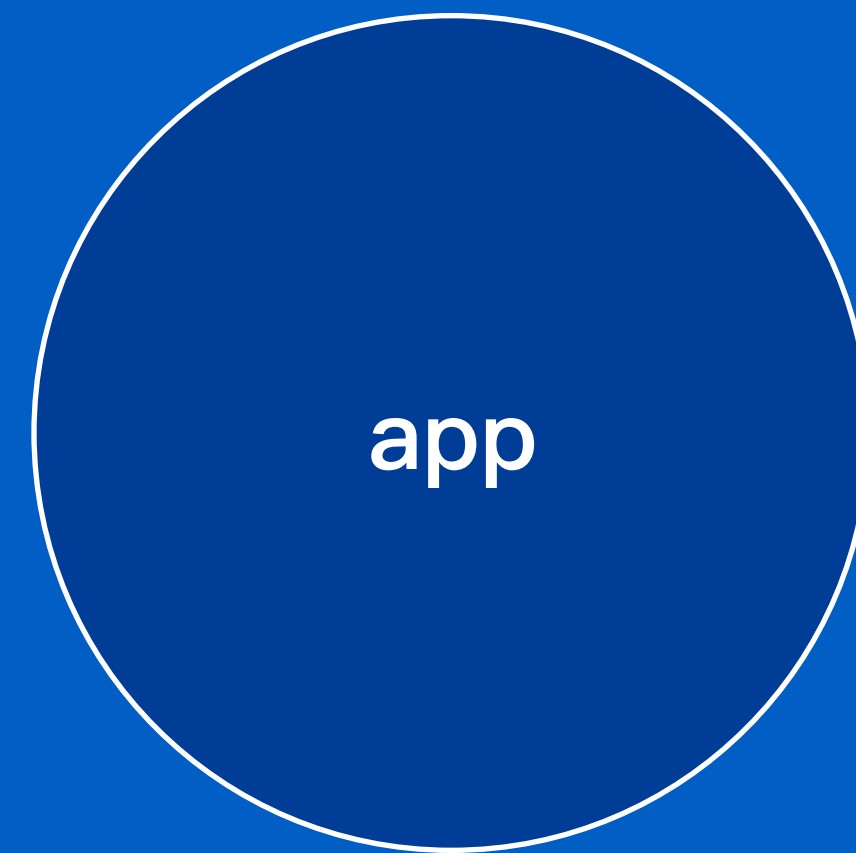
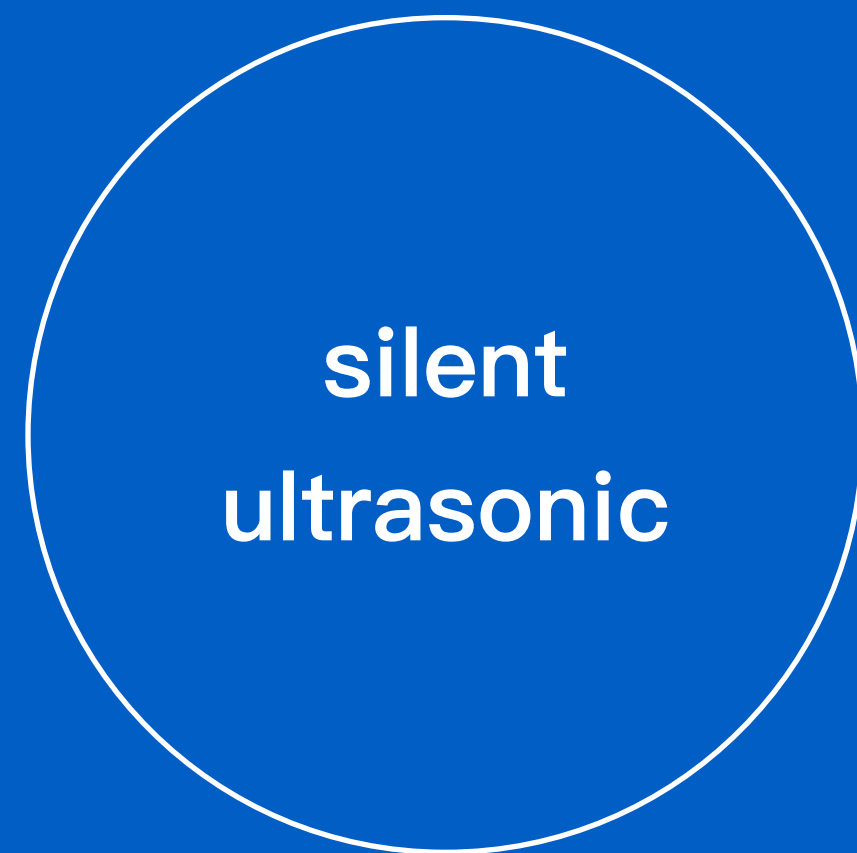
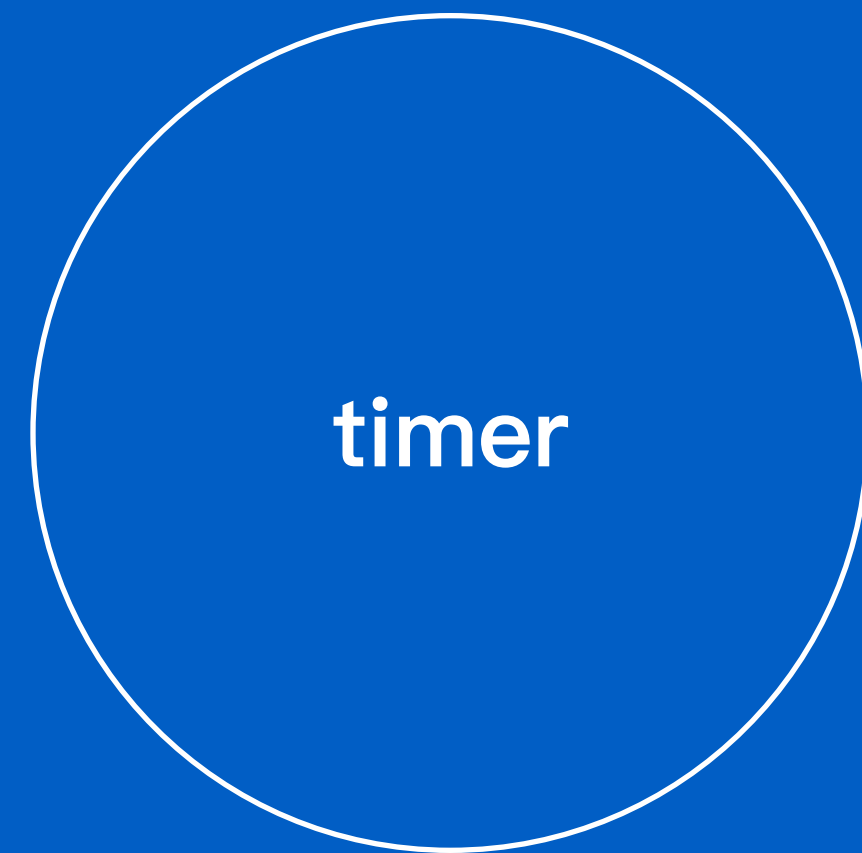
Circuit board

Fan

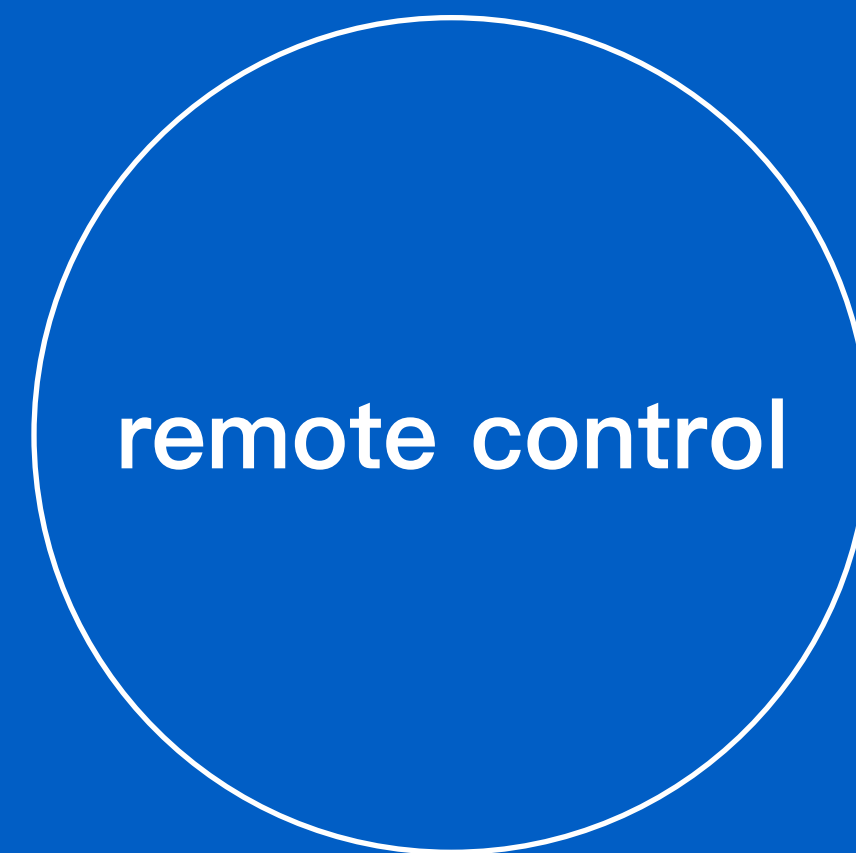
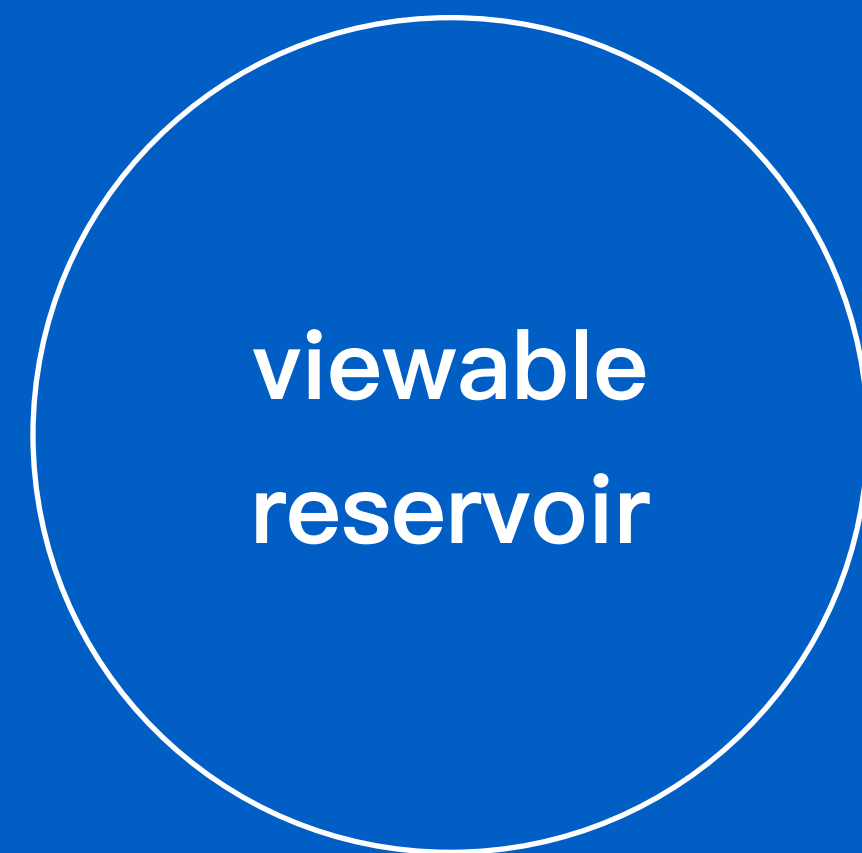
Time/mist/power indicators
with secondary circuit board

Air vent holes

Rubber feet



Diffuser





Natural Wellness with Essential Oils

Immerse yourself in the world of aromatherapy through our Scent Diffuser.

Experience relaxation with calming scents like lavender, manage stress, and improve sleep quality. Boost focus using invigorating oils such as peppermint, and support your immune system with tea tree and eucalyptus. Elevate your mood and respiratory health with our curated selection of essential oils, transforming your space into a sanctuary of well-being.

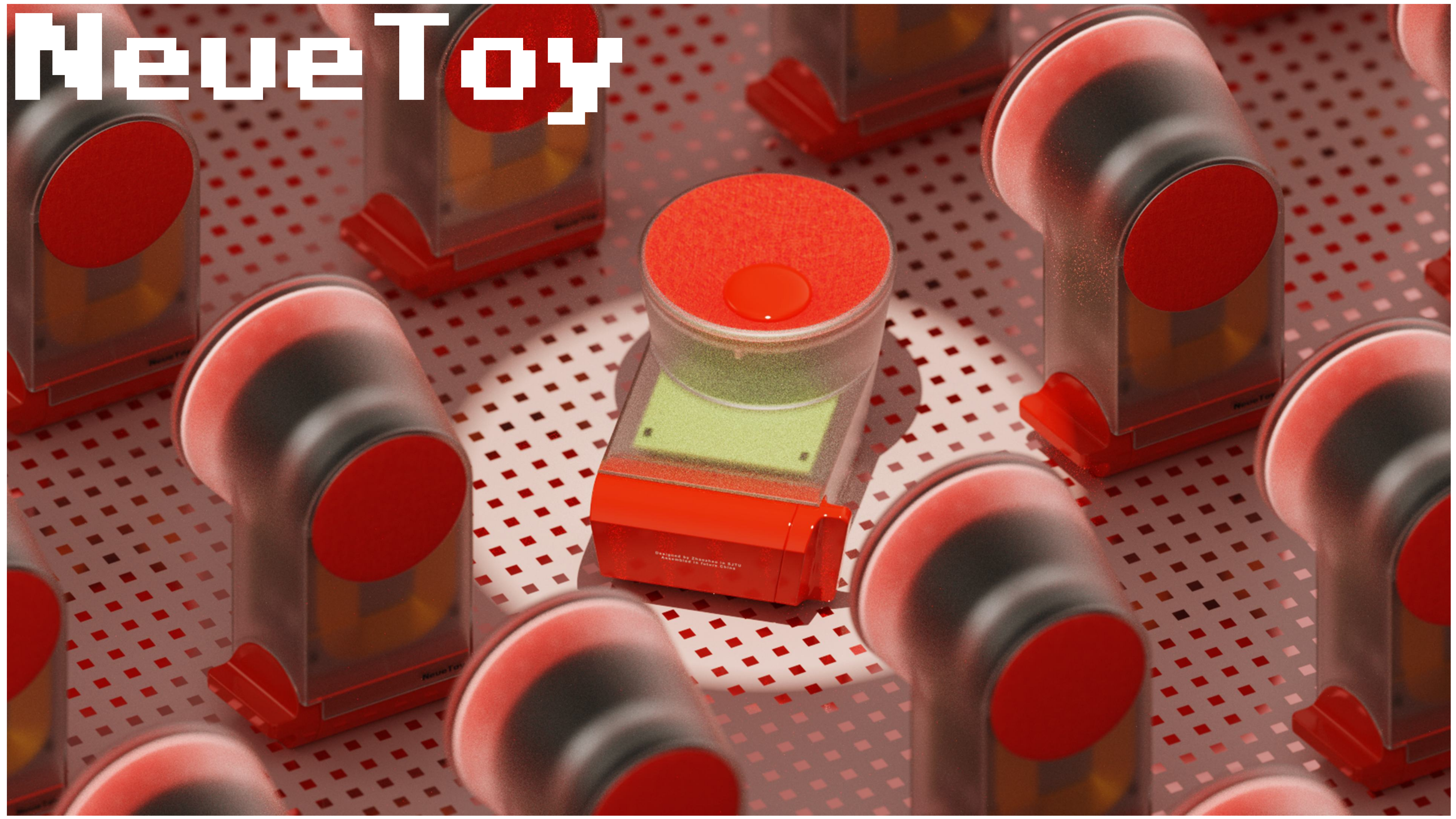
- Peppermint** invigorates and refreshes, for enhanced alertness, improved focus, and relief from headaches.
- Lavender** promotes relaxation and stress relief, creating a serene atmosphere for improved sleep and overall well-being.
- Eucalyptus** supports respiratory health, providing congestion relief and promoting easier breathing, particularly in flu seasons.

Shop Popular Top 10

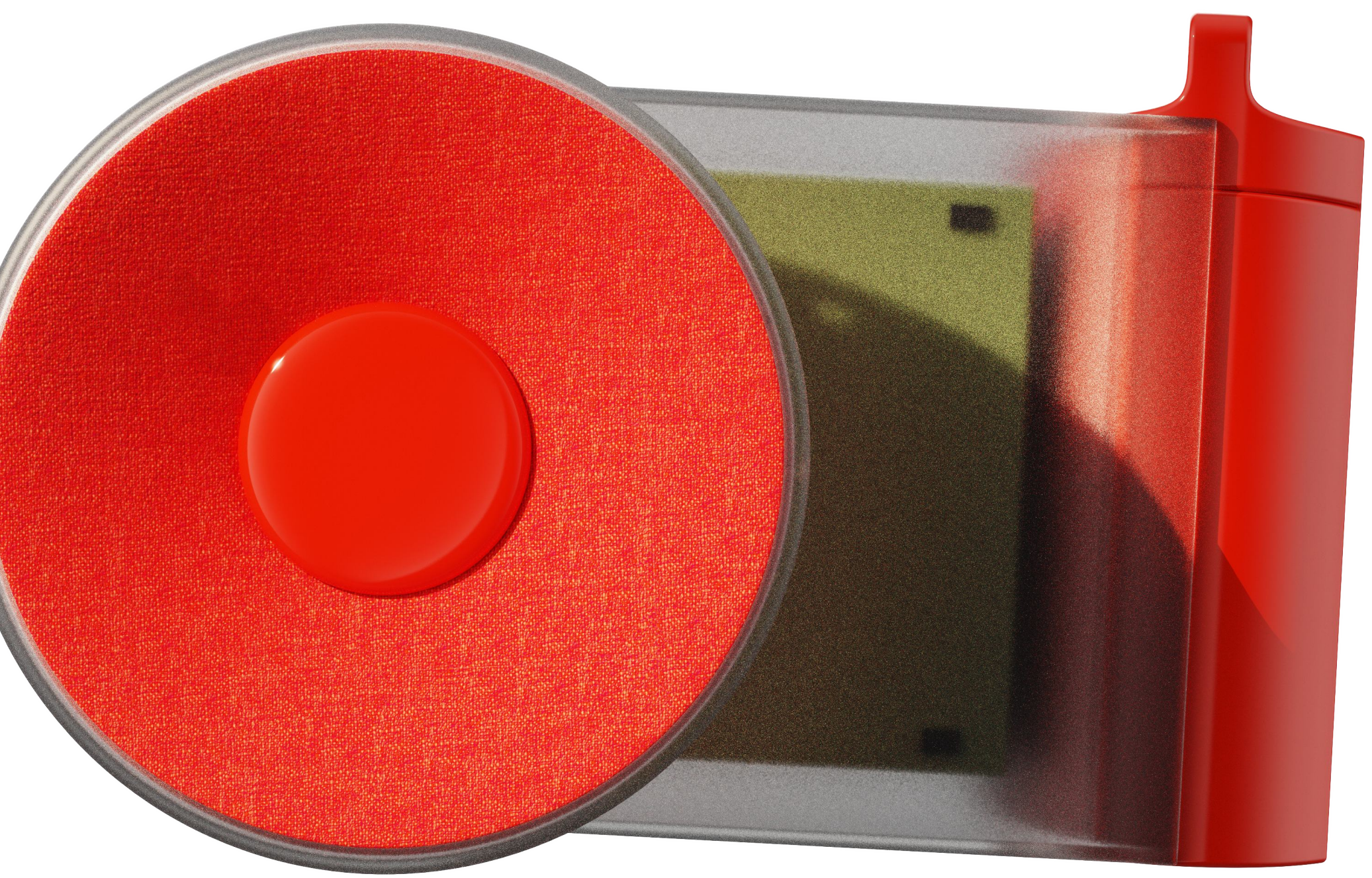


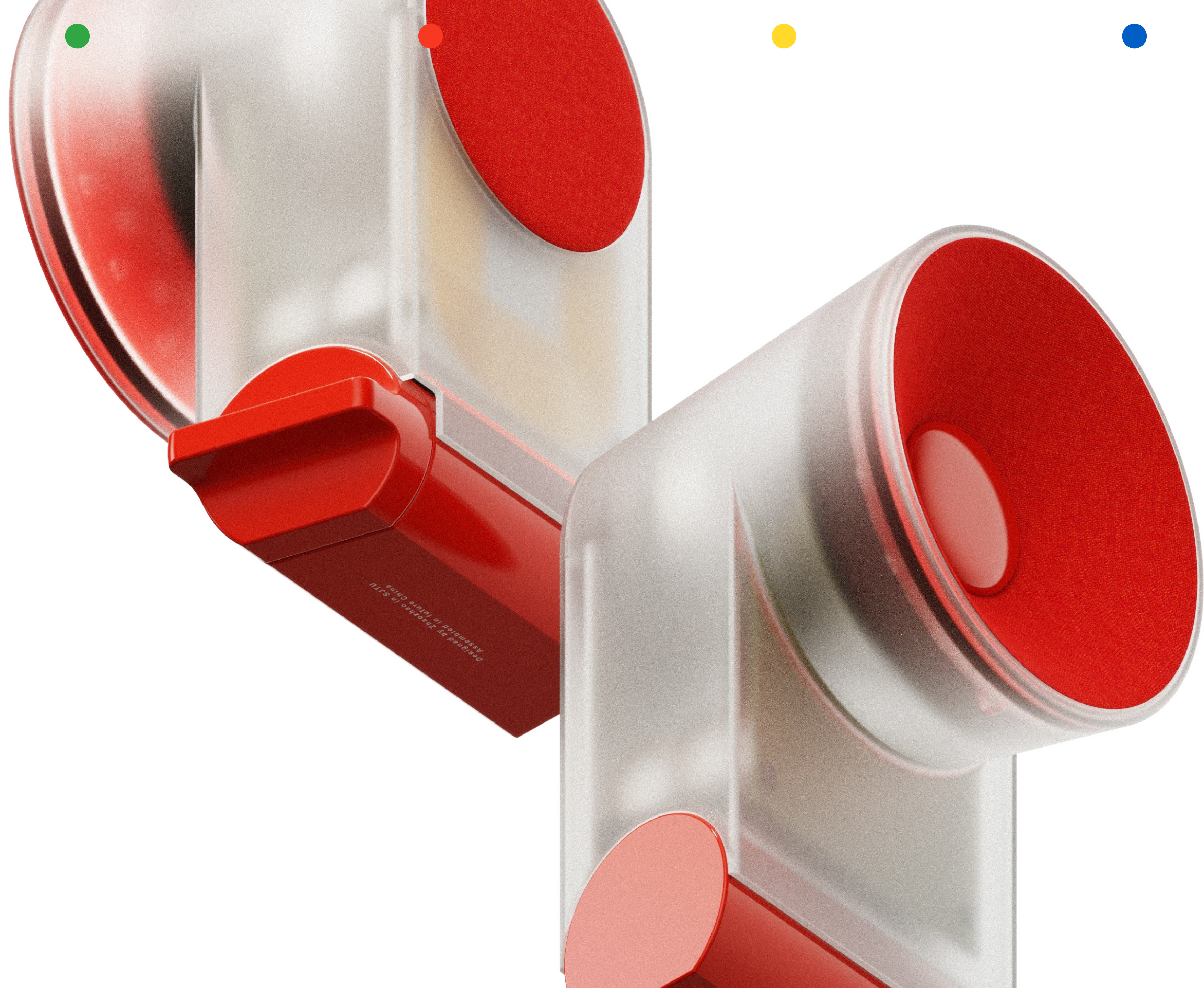


NeueToy

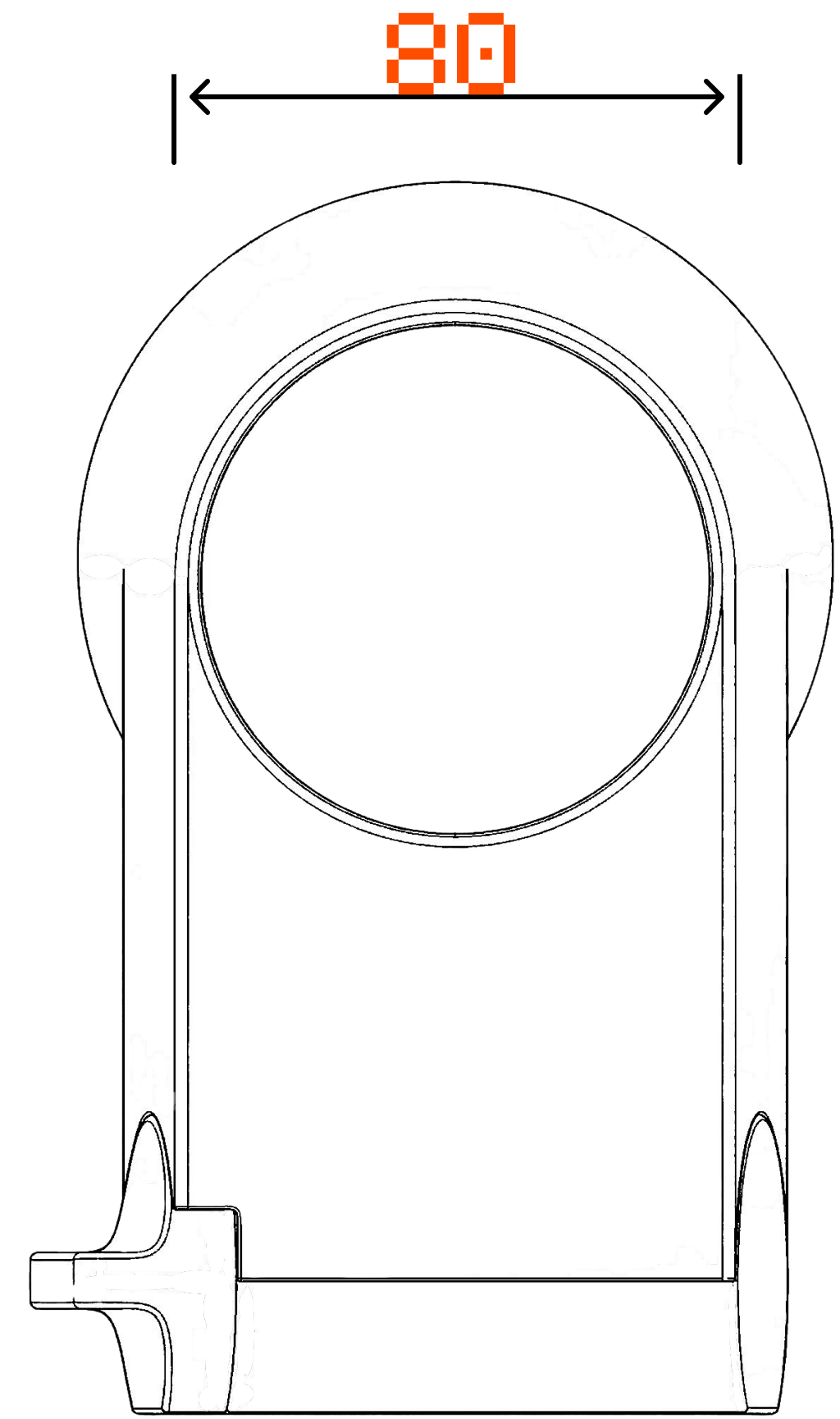
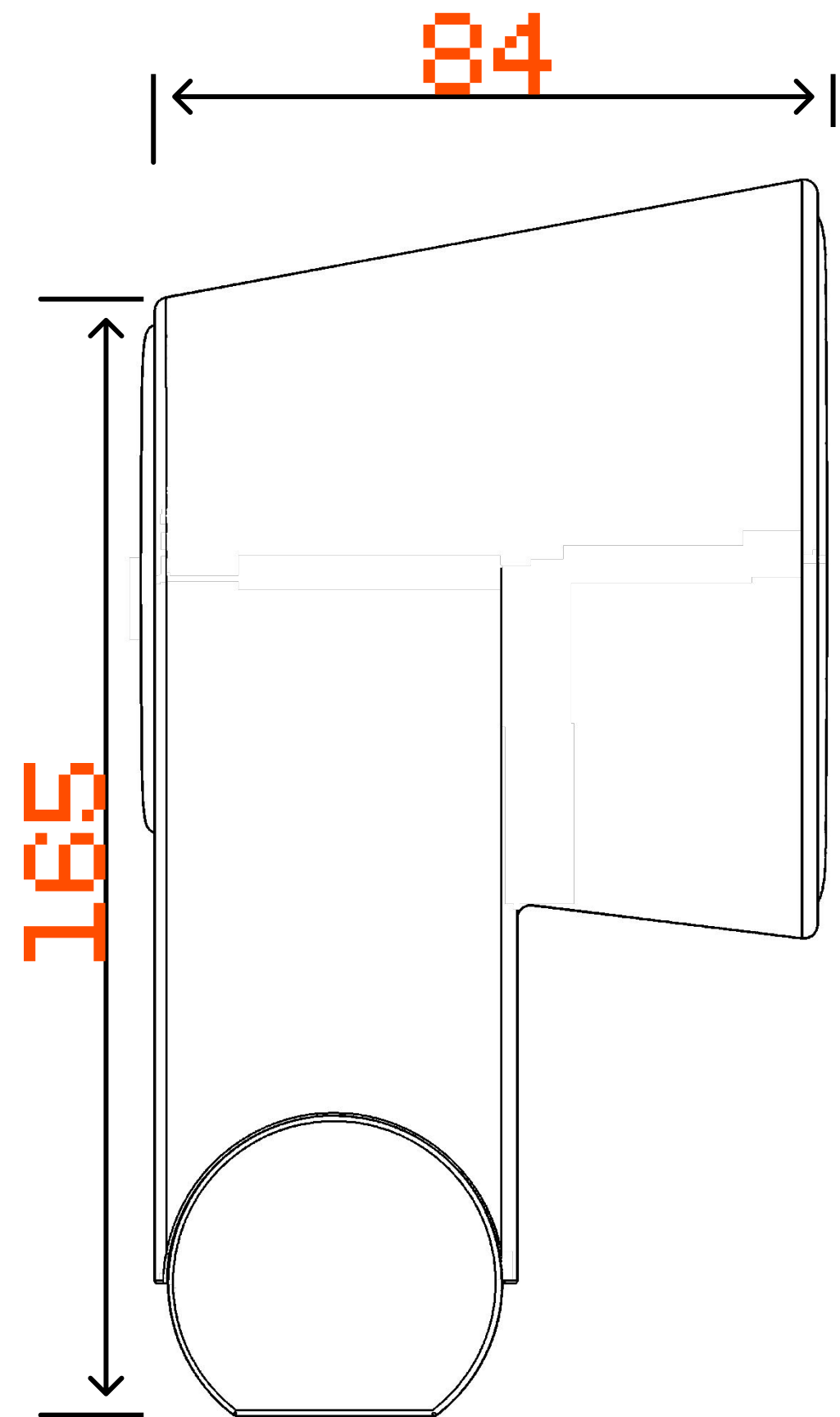


Amplifier

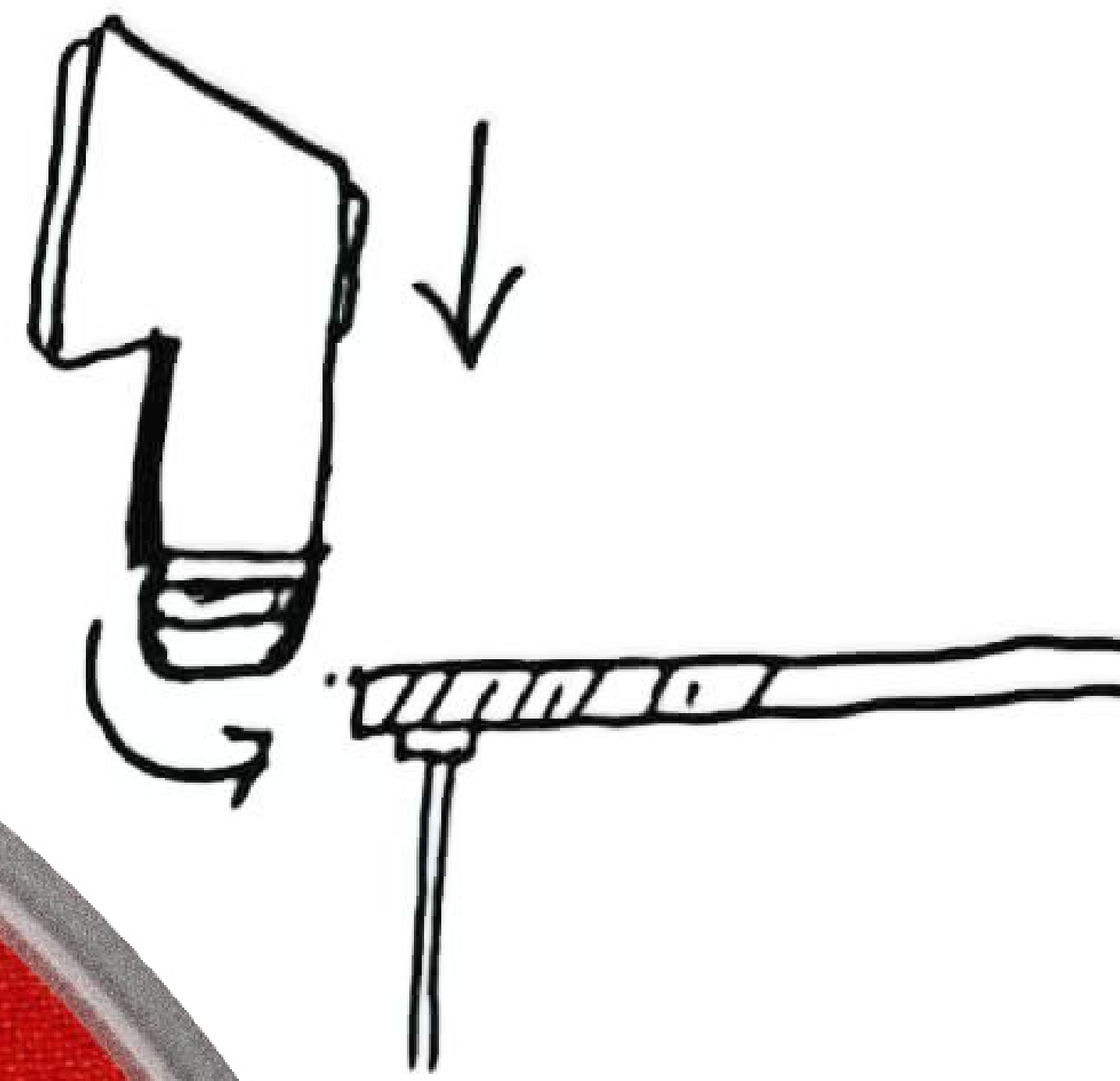
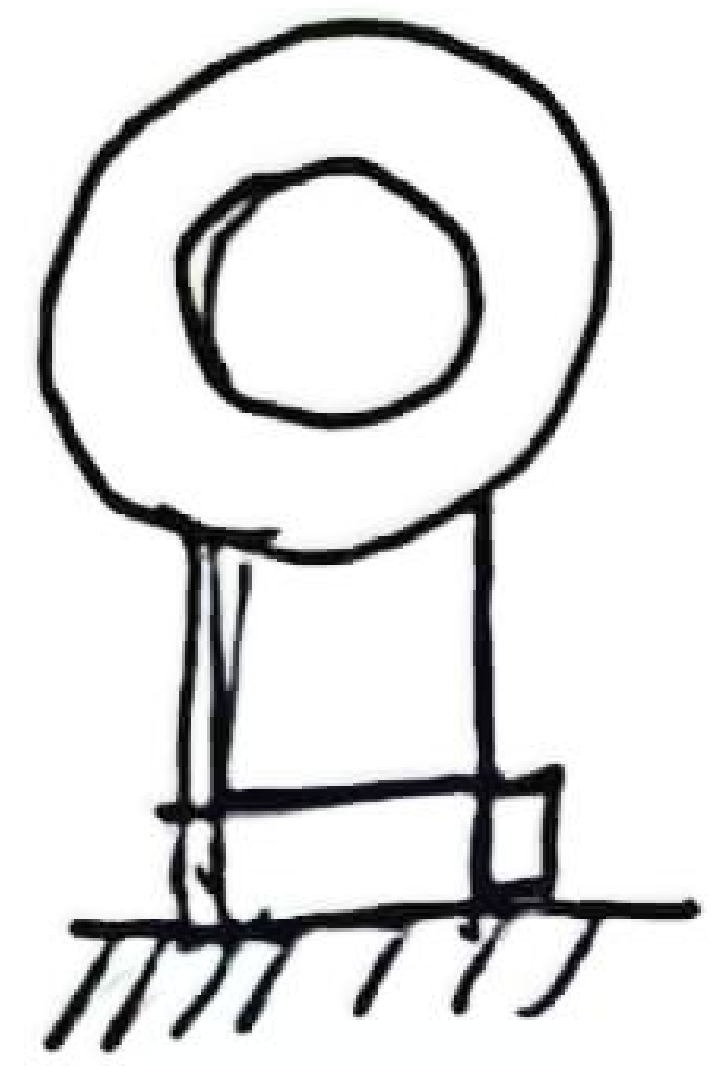




Designed by Zheezho in 5/17/10
Assembled in Future China



cm





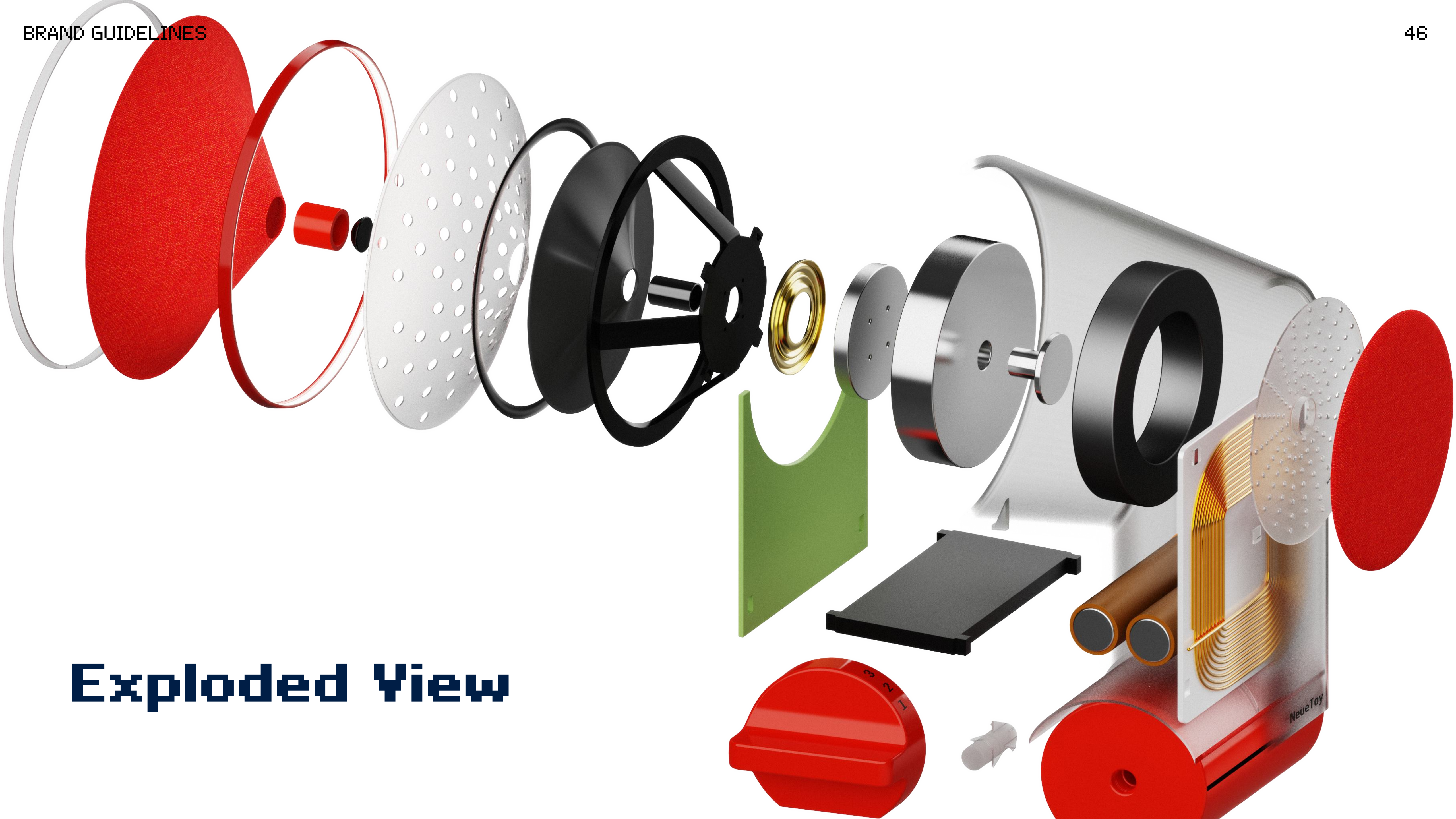
Red Fabric
Frosted Plastic

CMF

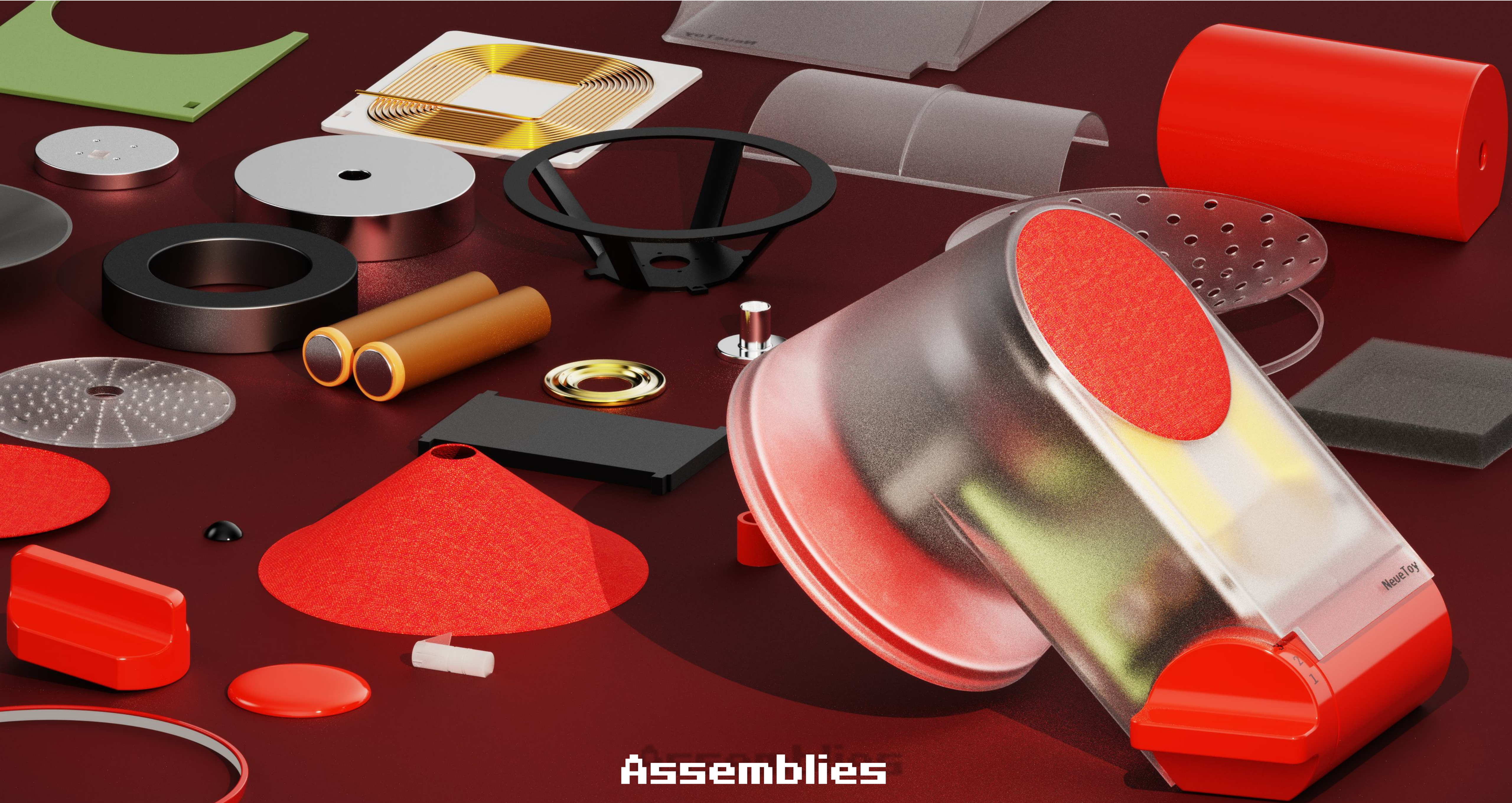


High Gloss Plastic
Screen Printing

CMF



Exploded View



Assemblies

放大人声

调节音量

人声还原

+

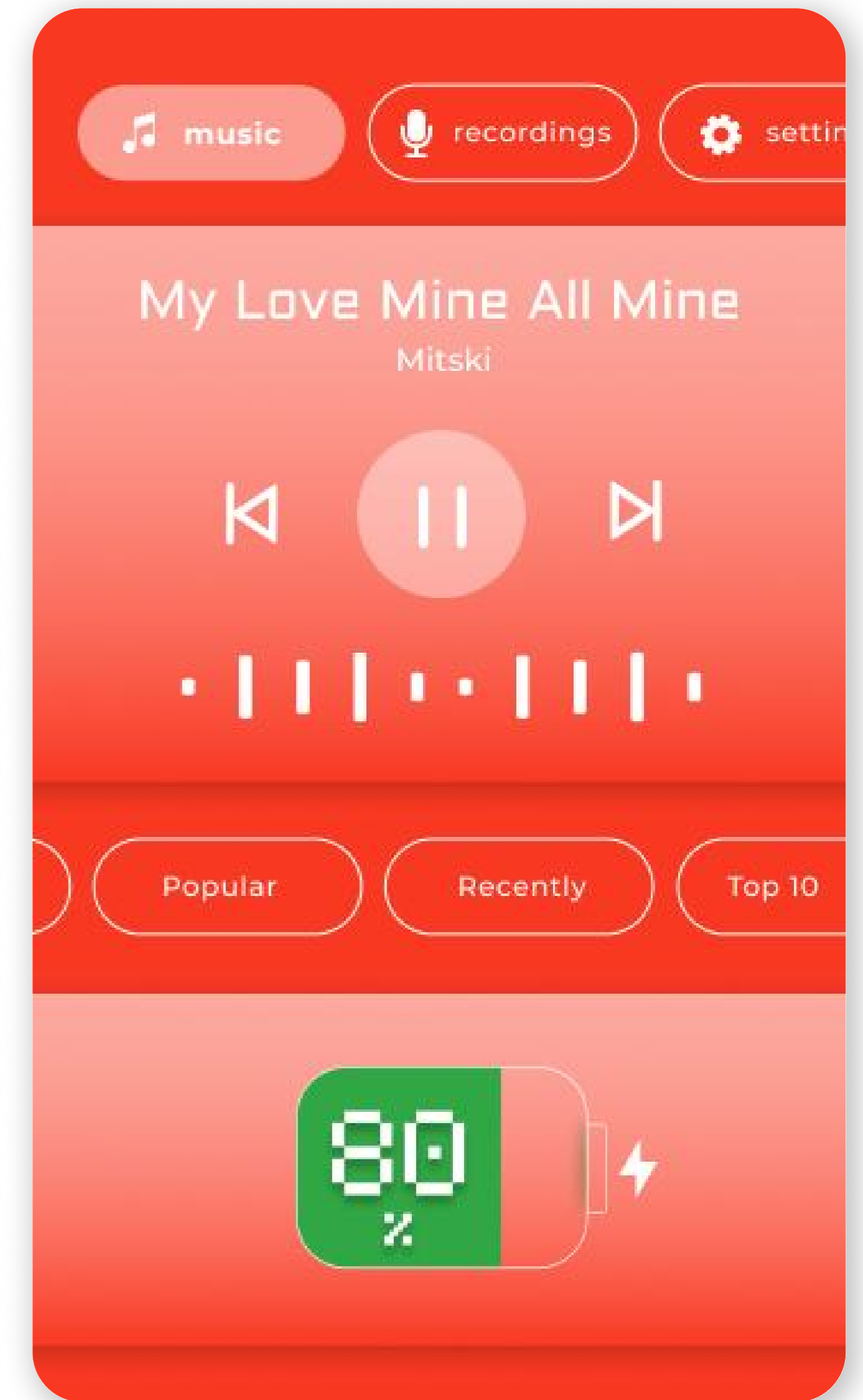
扩音器

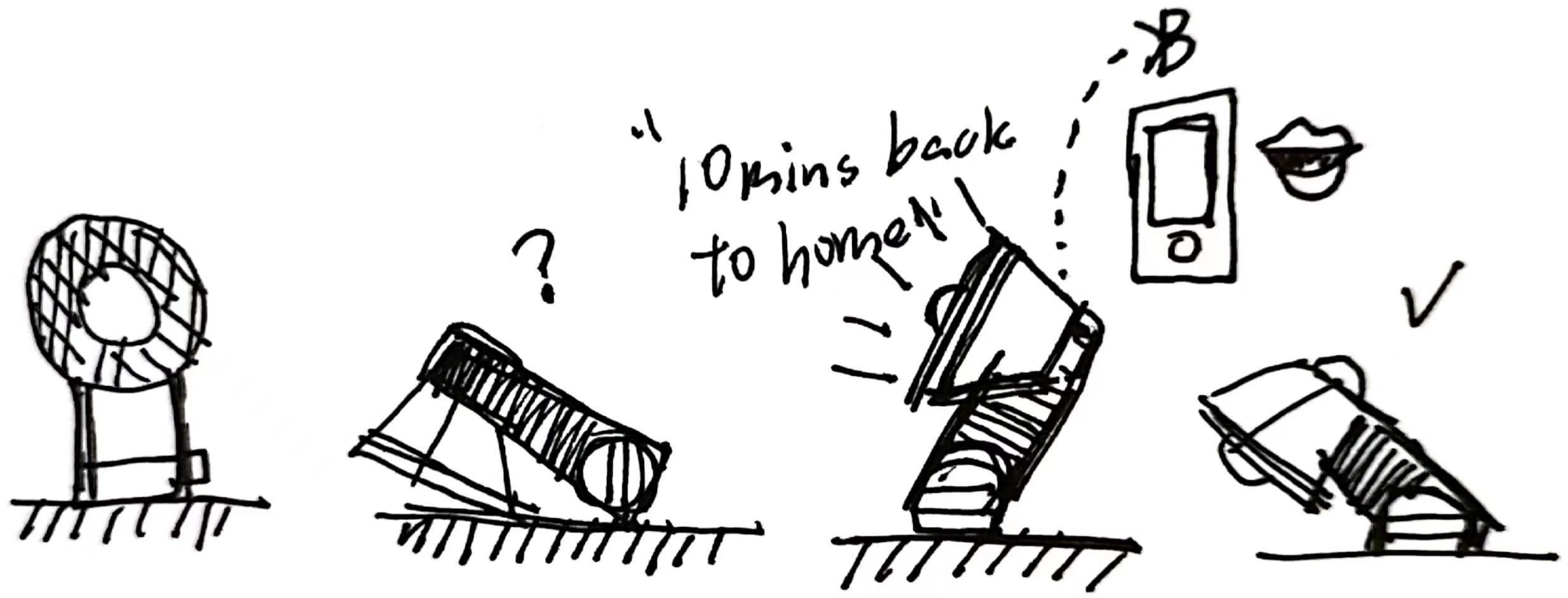
音量指示

电量指示

远程控制

有限+无线充电





● REC



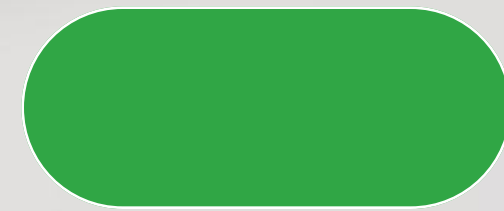
Designer
Zhao

Materials
Polypropylene / Fabric

Dimensions (Width x Height x Depth)
96 W x 18 H x 84 D cm



PANTONE
2387C



PANTONE
16-6340TCX
Classic Green



PANTONE
Bright Red C



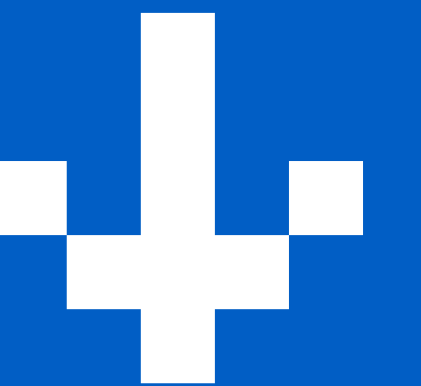
Remember
to love
yourself.

Cause my
love is
mine, all
mine

NeueToy

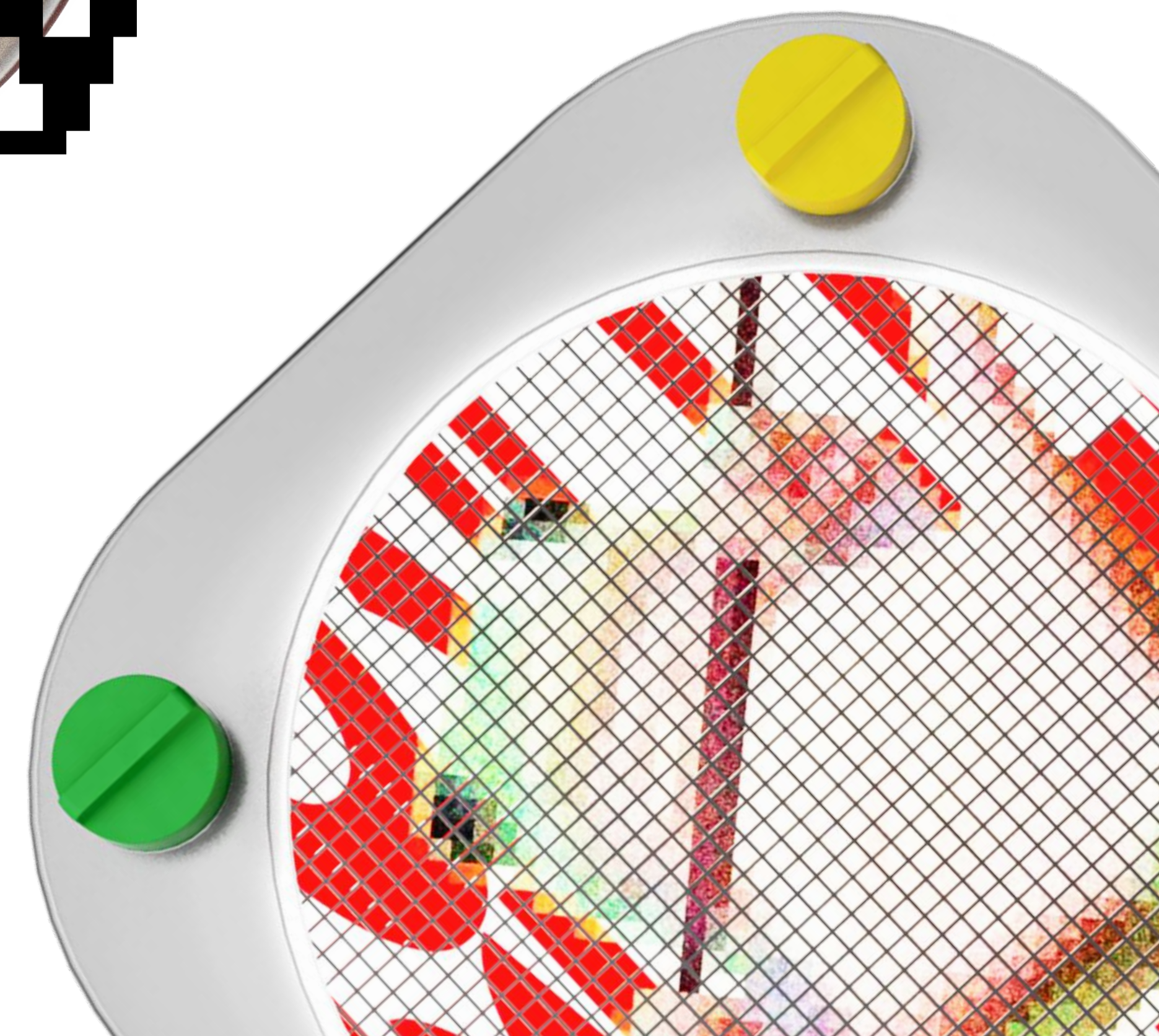


♪ [My Love Mine All Mine] by Mistski





NeueToy Family



Thank You!

