



## Introduction to SLS Design Philosophy

The visual language of the SLS brand logo is deeply aligned with its core positioning of "creating a scientific focus development system", delivering comprehensive value through lines, colors, and symbolic systems:

The logo's core graphic centers on a star outlined in simple lines, paired with a rounded, rhythmic sans-serif English font. The sans-serif design aligns with the brand's R&D DNA of "science and simplicity" while embodying its multi-faceted expectations for children's growth: The star symbolizes "hope", reflecting SLS's original mission of providing scientific parenting support to parents; it stands as a mark of "courage", embodying the brand's vision to help children overcome focus challenges.

In extending the overall visual system, building block graphics of various shapes are subtly integrated as auxiliary symbols. These elements not only fit children's familiar growth scenarios to convey a "sense of companionship" but also implicitly mirror the brand's R&D logic of "scientifically building a focus system"—much like using building blocks to gradually lay the foundation for healthy growth. Complementing the star graphic and rounded font, they help the brand's scientific product philosophy reach users in a more warm-hearted manner.