

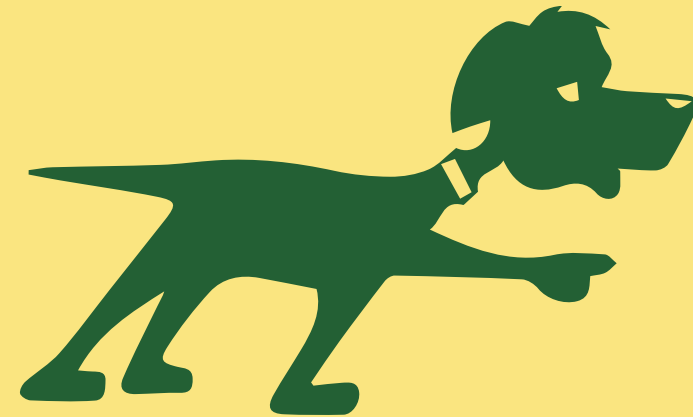


Premium Dog Nutrition

**Brand Manual**

# Content

1. Logo
2. Colours
3. Typography
4. Brochure
5. Infographic
6. Packaging
7. Point of sale



## Logo

RGB



CMYK



Black



White



The logo is presented in in 3 ways. RGB , CMYK , and Black & white.

The brand name “Paws” of course refers to animals, and in this case dogs. The viewer of the logo will immediately get references to dog-products , and in this case dog nutrition.

The A in the logo is changed with an icon of a paw , with a dog-head silhouette inside.

There is no special limitations for the use of colour in the logo and the background, but the dog-head silhouette should ALWAYS be the same colour as the background it is placed on.

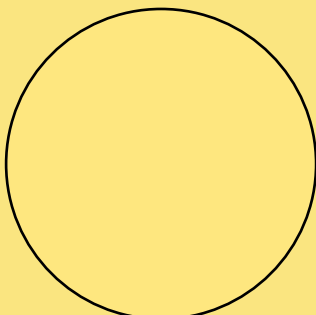


# Colours

It is only used two colours in this design.



R=44 G=97 B=48  
C=83 M=37 Y=95 K=32  
#2c6130



R=255 G=231 B=127  
C=0 M=0 Y=0 K=0  
#ffe77e

# Typography

For the logo the font used is **Arial Rounded MT Bold** and Acumin Variable Concept. These fonts is also used for the brochure and packaging design.



## Arial Rounded MT Bold

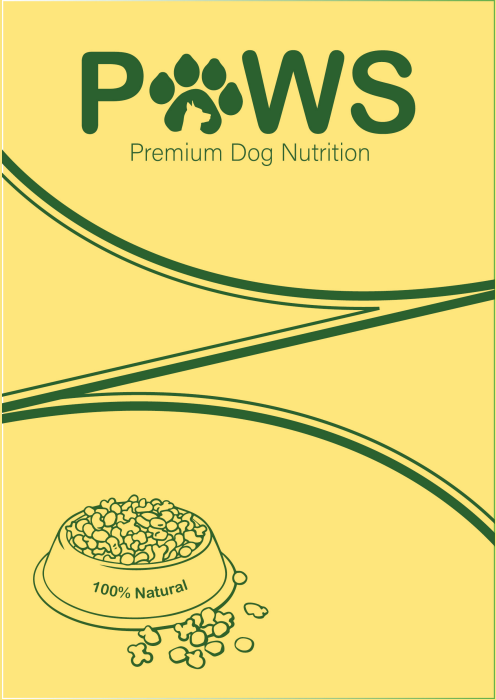
ABCDEFGHIJKLMNOPQ  
abcdefghijklmnpq  
123456789  
!"#%&'()\*=?\


## Acumin Variable Concept

ABCDEFGHIJKLMNOPQ  
abcdeghijklmnpq  
123456789  
!"#%&'()\*=?\

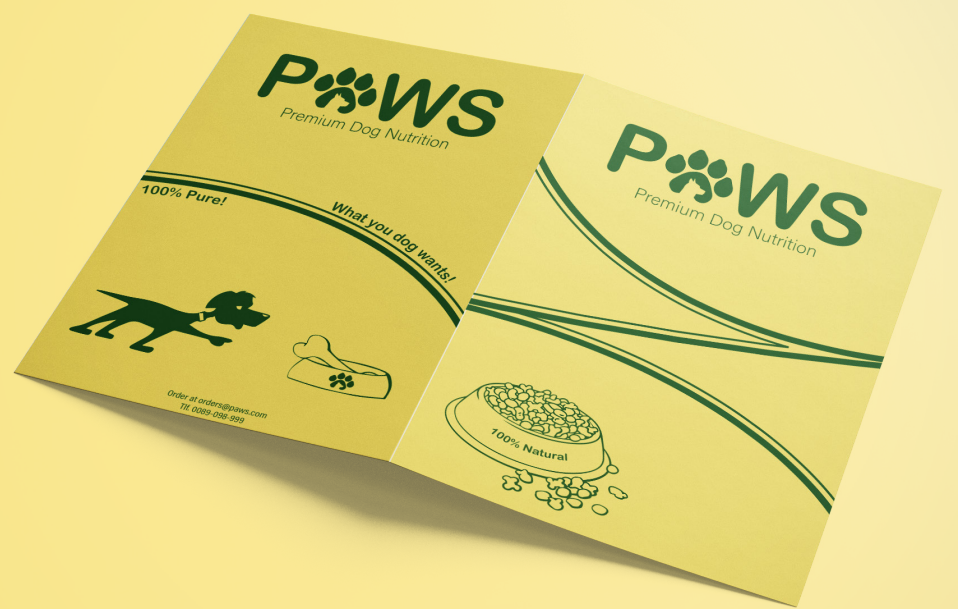
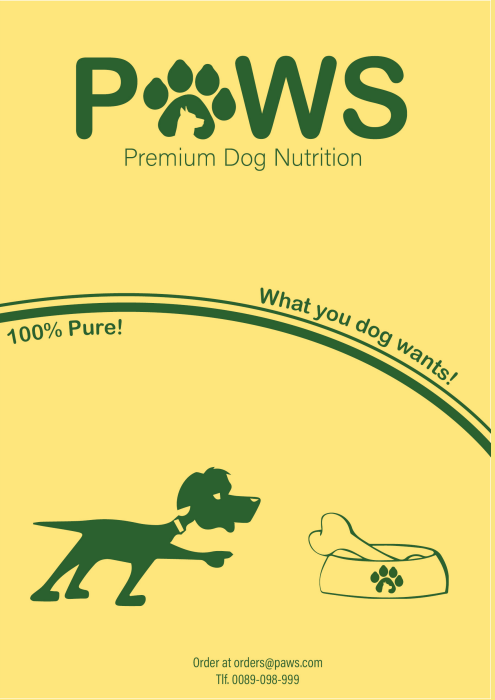
# Brochure

The brochure is 4 pages, and contains information about nutrition facts.  
It is designed in a A5 format.



Nutrition Facts		 Premium Dog Nutrition	
Serving Size 1 serving (60 g)			
Amount Per Serving			
Calories 180		Calories from Fat 63	
		% Daily Value*	
Total Fat	7.0g	11%	
Saturated Fat	2.9g	15%	
Trans Fat	0.0g		
Cholesterol	19mg	6%	
Sodium	391mg	16%	
Potassium	30mg	1%	
Total Carbohydrates	22.3g	7%	
Dietary Fiber	2.0g	8%	
Sugars	3.6g	8%	
Protein	4.9g		
Vitamin A 4%		Vitamin C 0%	
Calcium 10%		Iron 8%	
* Based on a 2000 calorie diet			

Nutrition Needs		Paws	
Small / Medium / Large Dogs		Premium Dog Nutrition	
Small	Weight	Low Activity	Medium Activity
	2 lb (1 kg)	1 Pouch (101 g)	1 1/2 Pouches (117 g)
	4 lb (2 kg)	2 Pouches (170 g)	2 1/4 Pouches (197 g)
	7 lb (3 kg)	2 1/2 Pouches (230 g)	3 Pouches (266 g)
	9 lb (4 kg)	3 1/2 Pouches (286 g)	4 Pouches (331 g)
	13 lb (6 kg)	4 1/2 Pouches (387 g)	5 1/4 Pouches (448 g)
Medium	Weight	Low Activity	Medium Activity
	22 lb (10 kg)	1 Pouch (101 g)	1 1/2 Pouches (117 g)
	24 lb (11 kg)	2 Pouches (170 g)	2 1/4 Pouches (197 g)
	26 lb (12 kg)	2 1/2 Pouches (230 g)	3 Pouches (266 g)
	31 lb (14 kg)	3 1/2 Pouches (286 g)	4 Pouches (331 g)
	33 lb (15 kg)	4 1/2 Pouches (387 g)	5 1/4 Pouches (448 g)
Large	Weight	Low Activity	Medium Activity
	57 lb (26 kg)	1 Pouch (101 g)	1 1/2 Pouches (117 g)
	66 lb (30 kg)	2 Pouches (170 g)	2 1/4 Pouches (197 g)
	77 lb (35 kg)	2 1/2 Pouches (230 g)	3 Pouches (266 g)
	84 lb (38 kg)	3 1/2 Pouches (286 g)	4 Pouches (331 g)
	88 lb (40 kg)	4 1/2 Pouches (387 g)	5 1/4 Pouches (448 g)



## Nutrition Facts

Serving Size 1 serving (60 g)  
Amount Per Serving

Calories 180

Total Fat 7.0g  
Saturated Fat 2.9g  
Cholesterol 19mg  
Sodium 391mg  
Potassium 30mg  
Total Carbohydrates 22.3g  
Dietary Fiber 2.0g  
Sugars 3.6g  
Protein 4.9g

Vitamin A 4%  
Calcium 10%

\* Based on a 2000 calorie diet

Vitamin C 0%  
Iron 8%

Paws  
Premium Dog Nutrition

Calories from Fat 63  
% Daily Value\*

11%  
15%  
6%  
16%  
1%  
7%  
8%

## Nutrition Needs

Small / Medium / Large Dogs

Paws  
Premium Dog Nutrition

Small

### Weight

2 lb (1 kg)  
4 lb (2 kg)  
7 lb (3 kg)  
9 lb (4 kg)  
13 lb (6 kg)  
18 lb (8 kg)  
22 lb (10 kg)

### Low Activity

1 Pouch (101 g)  
2 Pouches (170 g)  
2 1/2 Pouches (230 g)  
3 1/2 Pouches (286 g)  
4 1/2 Pouches (387 g)  
5 1/2 Pouches (488 g)  
6 1/2 Pouches (589 g)

### Medium Activity

1 1/2 Pouches (117 g)  
2 1/4 Pouches (197 g)  
3 Pouches (266 g)  
4 Pouches (331 g)  
5 1/4 Pouches (448 g)  
6 1/2 Pouches (589 g)  
7 3/4 Pouches (657 g)

Medium

### Weight

22 lb (10 kg)  
24 lb (11 kg)  
26 lb (12 kg)  
31 lb (14 kg)  
33 lb (15 kg)  
38 lb (17 kg)  
49 lb (22 kg)

### Low Activity

1 Pouch (101 g)  
2 Pouches (170 g)  
2 1/2 Pouches (230 g)  
3 1/2 Pouches (286 g)  
4 1/2 Pouches (387 g)  
5 1/2 Pouches (488 g)  
6 1/2 Pouches (589 g)

### Medium Activity

1 1/2 Pouches (117 g)  
2 1/4 Pouches (197 g)  
3 Pouches (266 g)  
4 Pouches (331 g)  
5 1/4 Pouches (448 g)  
6 1/2 Pouches (589 g)  
7 3/4 Pouches (657 g)

Large

### Weight

57 lb (26 kg)  
66 lb (30 kg)  
77 lb (35 kg)  
84 lb (38 kg)  
88 lb (40 kg)  
93 lb (42 kg)  
99 lb (44 kg)

### Low Activity

1 Pouch (101 g)  
2 Pouches (170 g)  
2 1/2 Pouches (230 g)  
3 1/2 Pouches (286 g)  
4 1/2 Pouches (387 g)  
5 1/2 Pouches (488 g)  
6 1/2 Pouches (589 g)

### Medium Activity

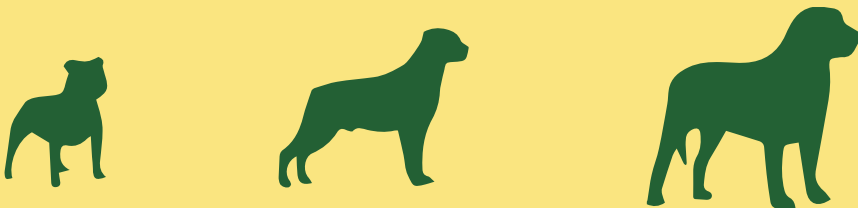
1 1/2 Pouches (117 g)  
2 1/4 Pouches (197 g)  
3 Pouches (266 g)  
4 Pouches (331 g)  
5 1/4 Pouches (448 g)  
6 1/2 Pouches (589 g)  
7 3/4 Pouches (657 g)

# Infographic

The paw icon is the identity of the logo, and can not be changed in any way.



The dog icons below are illustrations of different weight-classes of dogs.



# Packaging



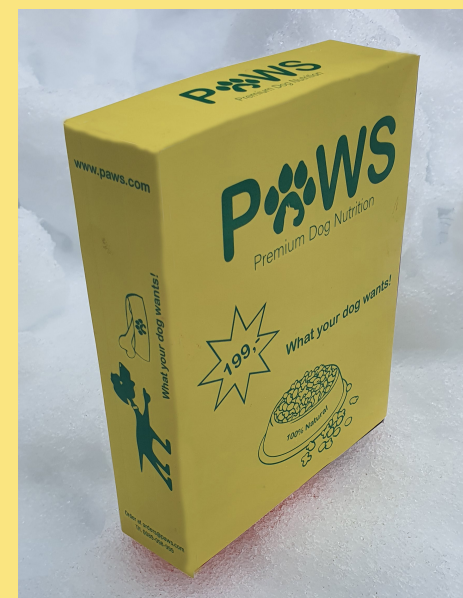
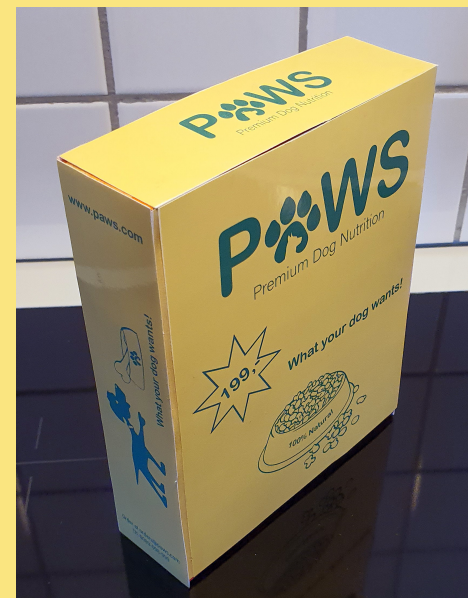
This is the design for the packaging with the exact measurements, made in Adobe illustrator.



# Packaging



Photoshop mockup.



Real mockup made by a cardboard-box, and printed on glossy paper.

# Point of sale

The point of sale consists of the Logo shown on the TV at the wall, a brochure-holder with brochures below the TV , a roll-up banner with info and price , and a store-shelf with the product, placed in front of the store.





# Point of sale

Display mockups.



PAWS

Premium Dog Nutrition

END of Brand Manual

# Report MA 08 - Branding and Packaging

## • Interpretation of the task

For this 4 week assignment we were supposed to design a logo , a brochure , and some mockups for a dog-nutrition company.

**Week 1:** Develop a name for a dog food product. Design a logo for this product.

Week 2: Create an illustrated infographic and a brochure for your product.

Week 3: Design a package for your product, make a life size mock up and photograph it.

Week 4: Design a point-of-sale, photograph all elements together, make a professional presentation and write the report.

## • Concept and target

The concept for this assignment was to design a logo with a infographic element , and use the logo-style throughout the whole project , such as design of brochure , mockups , and packaging materials.

The target audience was basically dog owners.

## • Message / achieved action

The logo was designed the first week, I think the replacement of the A with a paw worked out pretty well.

The same goes for the dog-head silhouette inside the paw.

The second week an illustrated infographic and a brochure was created. The style was a little “cartoon-ish” , but I think it worked out pretty well. The style from the brochure followed along for the packaging design the third week , and the point of sale in the fourth and last week. Please see the final product further down in this report.

## Research and work process

### • Creative methods

I started with some sketching for the logo , and made a moodboard.

The final designs were executed in Adobe Photoshop , Illustrator , and InDesign.

### • Inspiration methods

Most of the inspiration for this assignment came from searching the web , but I also visited several pet-stores to see how they used different display-shelves , and to take a look at different dog nutrition packaging and logos.

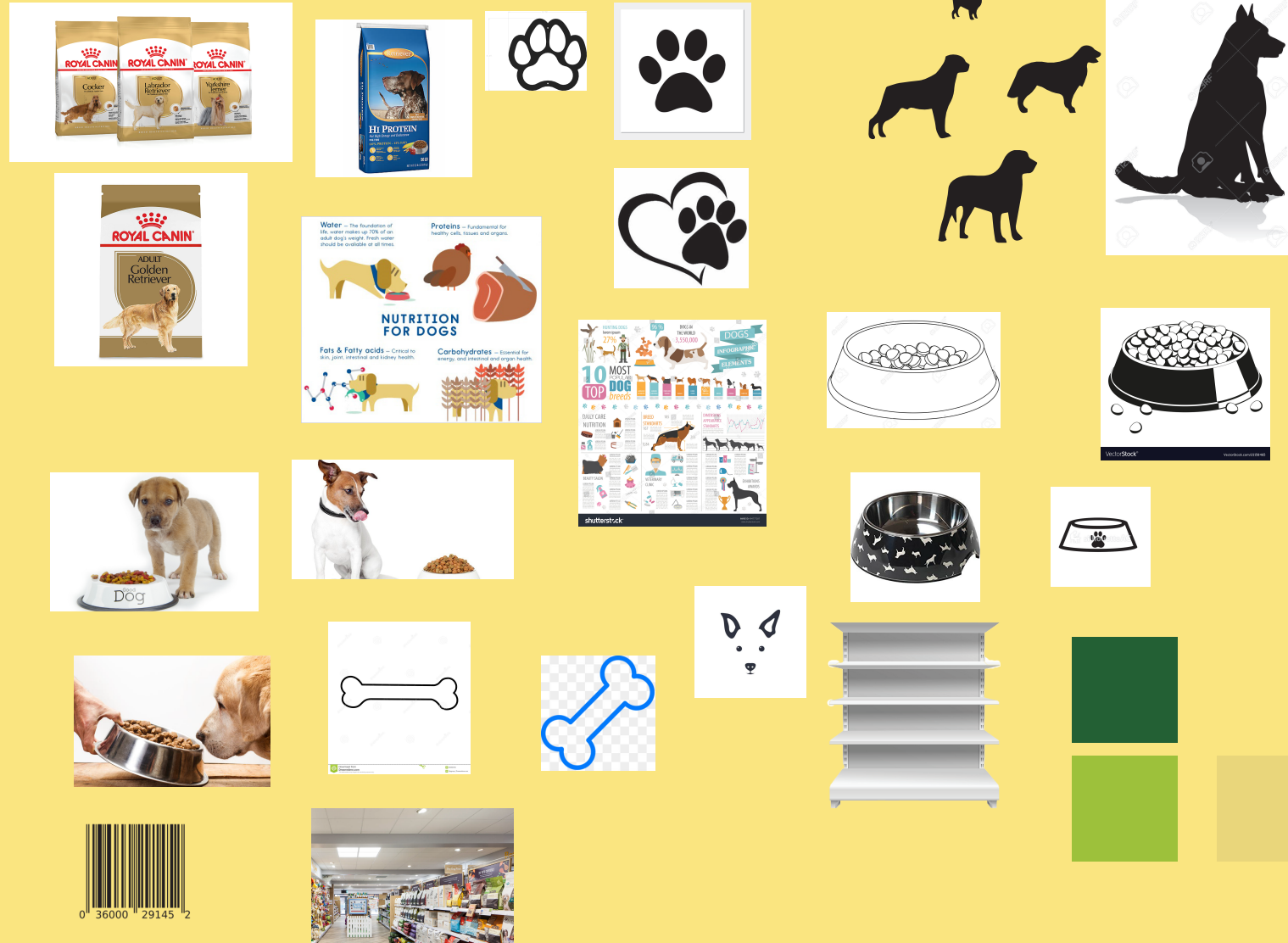
### • Analysis

The analysis for this assignment is pretty much the same as the inspiration methods. The internet was used for research , and I visited several pet-stores to see how they presented their products , and how they were displaying it in their stores. I found logos that had some of the elements that I used in my logo , but none that was used like the one I designed.

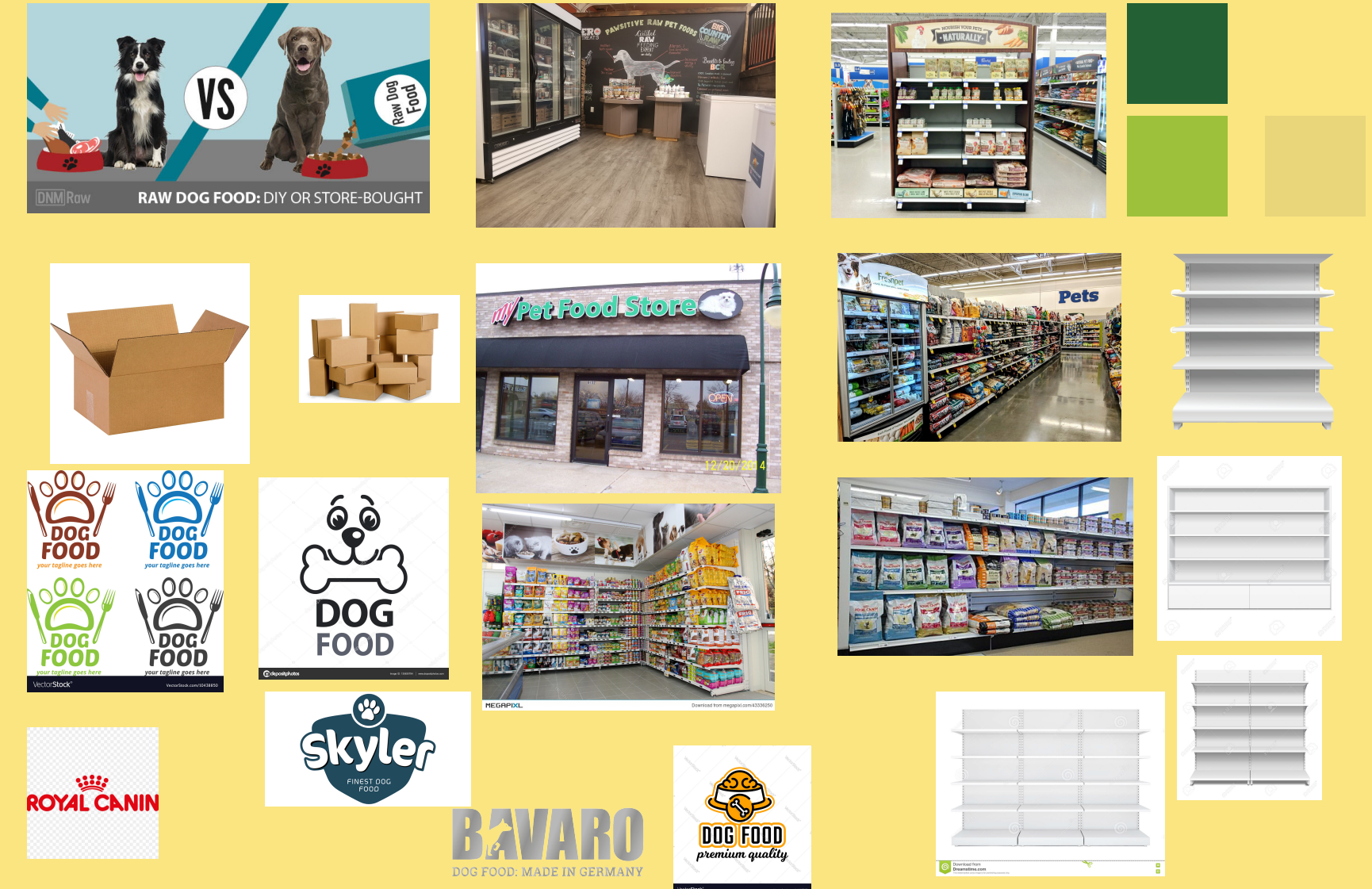




- **Moodboards**



- **Moodboards**





• Alternative designs

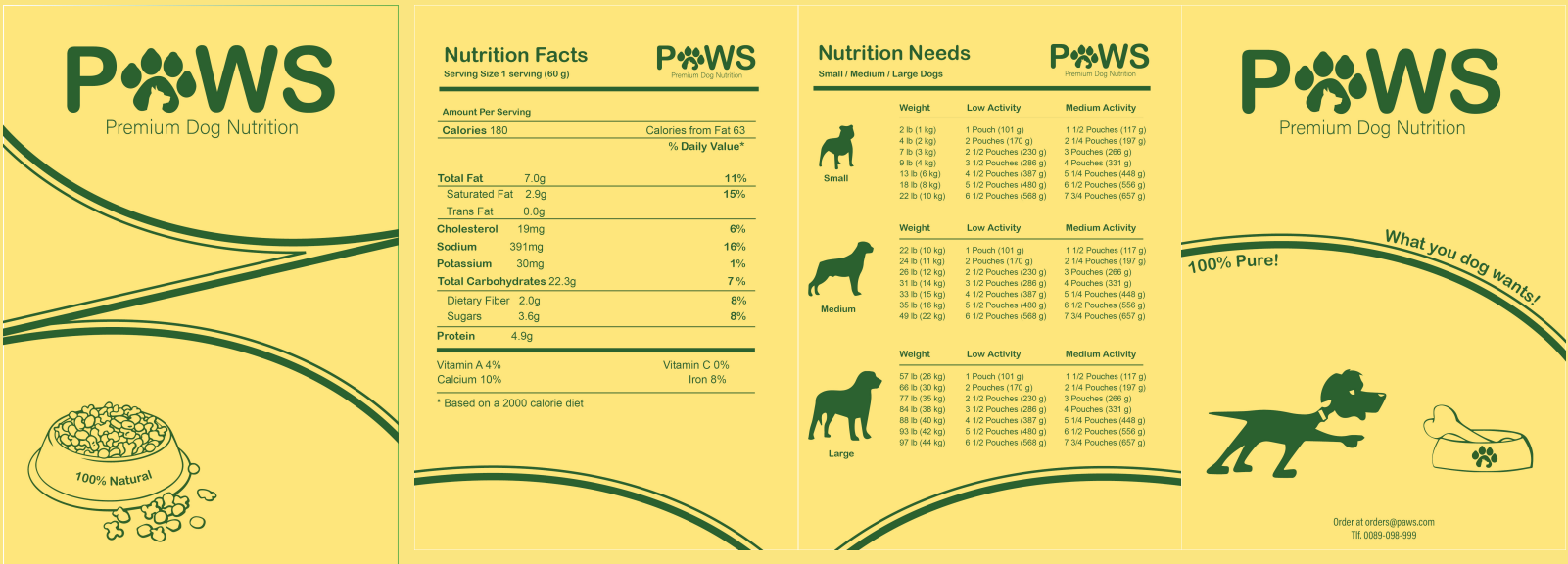


• Final results

Logo



Brochure



## • Final results

### Packaging design



### Packaging mockup



## Design

### • Style/genre

The style is a little bit “cartoon-ish” , but it follows throughout the whole project.

It has only been used two colours (except the bar-code on the packaging) , but I think this worked out just fine.

It is a combination mark.

### • Typography

The font in the logo is **Arial Rounded MT Bold** . I chose this font because of its rounded edges , which I think matched the paw-icon. The same font is used throughout all the products. For the underline text used in the logo **Acumin Variable Concept** is used. I think this “light” font matches the much bolder Arial Rounded nicely. For the brochure and the packaging Arial is used for the nutrition facts and needs because I find this font easy to read.

### • Colours

There is only two colours used throughout all of the products. The first logo had a lighter green colour , but after doing a lot of research on colours and colour-matches for 2019 this combination of yellow and dark olive-green came up several times.

### Brochure mockup



## • **Composition, Layout, Grid**

For the layout of the brochure and the packaging the logo is placed in center at the top and is the biggest element to see. There is infographic elements on all sides in both the brochure and the packaging , to make the customer clearly understand what kind of product it is.

A one column grid is used in all the design.

## • **Sources and references**

- Logo Design: Techniques by Nigel French
- Drawing Vector Graphics by Von Glitschka
- Package Design with Illustrator by William Everhart
- Learning Graphic Design: Things Every Designer Should Know by John McWade
- Developing Brand Identity Collateral by Steve Harris
- Inside Apple's secret packaging room - networkworld.com
- <https://www.royalcanin.com/us>
- Apple's iPod Packaging - mashable.com
- [www.pedigree.com](http://www.pedigree.com)
- <https://www.designwizard.com/blog/design-trends/colour-combination>
- [www.google.com](http://www.google.com)