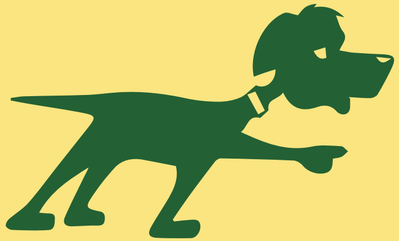
PAWS

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

Premium Dog Nutrition

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.

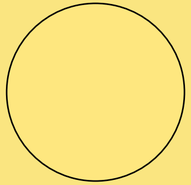
The A in the logo is changed with an icon of a paw , with a dog-head silhouette inside.

There is no special limitations for the use of colour in the logo and the background, but the dog-head silhouette should ALLWAYS 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

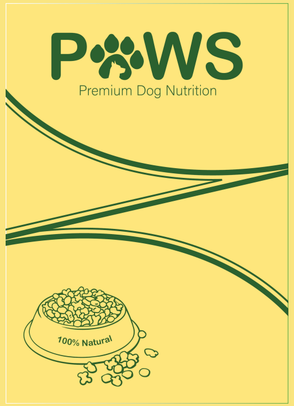
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq
123456789
!”#¤%&/()=?

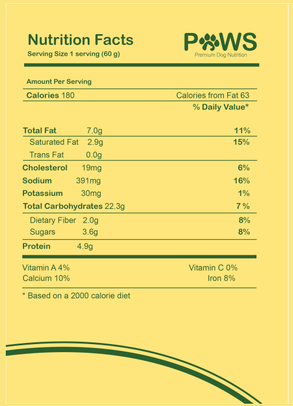
Acumin Variable Concept

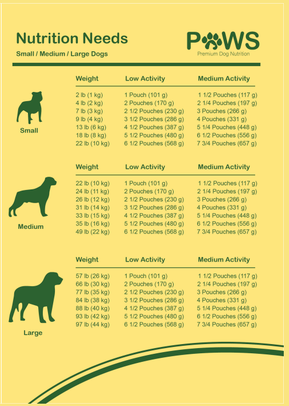
ABCDEFGHIJKLMNOPQ
abcdeghijklmnopq
123456789
!"#¤%&/()=?\

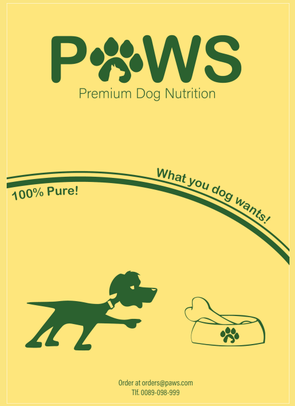
Brochure

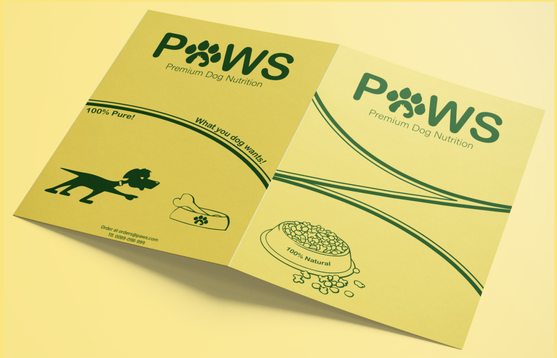
The brochure is 4 pages, and contains information about nutrition facts.
It is desgned in a A5 format.











Infographic

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

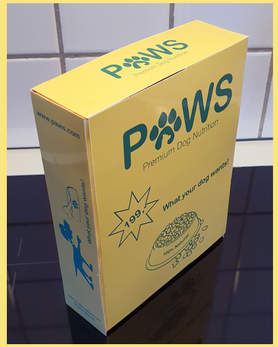
The dog icons below are illustrations of different weight-classes of dogs.

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 litle “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 was executed in Adobe Photoshop , Illustrator , and InDesign.

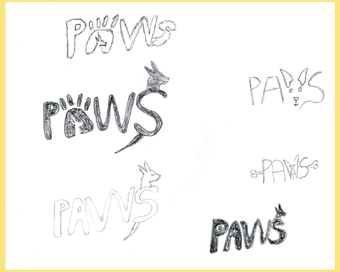
• Inspiration methods

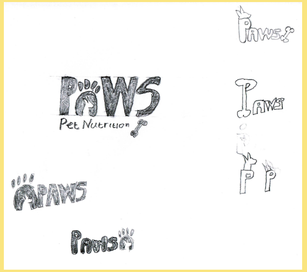
Most of the inspiration for this assignment came from searching the web , but I also visited several pet-stores to see how they used different display-shelves , and to take a look at different dog nutrition packaging and logos.

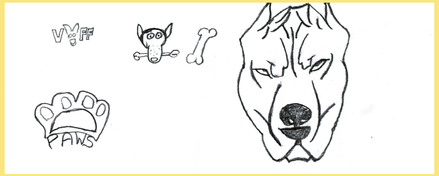
• Analysis

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.

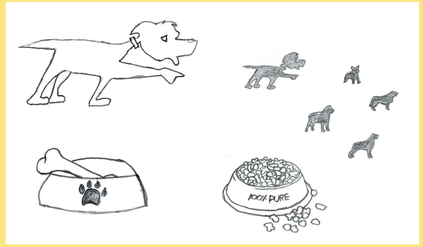
• **Sketches**

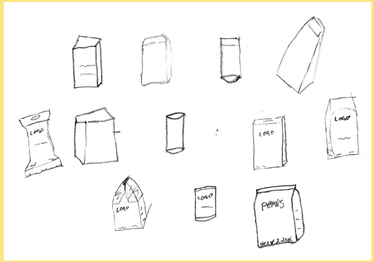


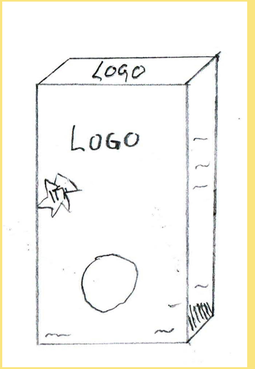




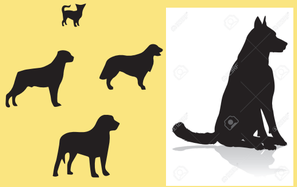
• **Sketches**



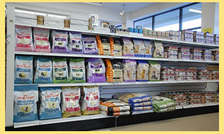




• Moodboards



• Moodboards



• **Alternative designs**

PAWS

PAWS

PAWS
Dog Nutrition

PAWS
Premium Dog Nutrition

PAWS
Dog Nutrition

PAWS
Dog Nutrition

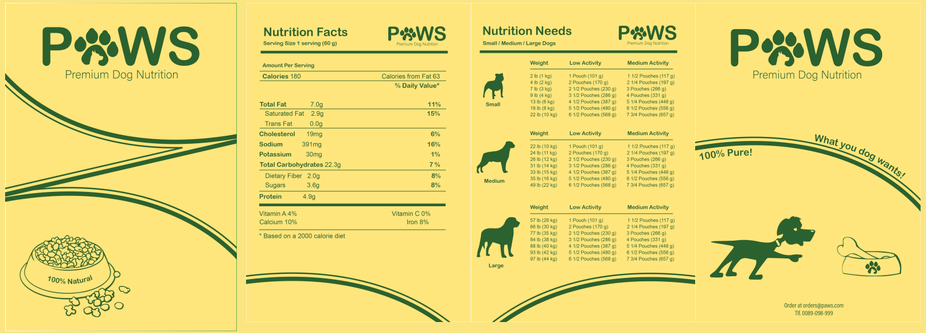
PAWS
Premium Dog Nutrition

• **Final resaults**

Logo

PAWS
Premium Dog Nutrition

Brochure

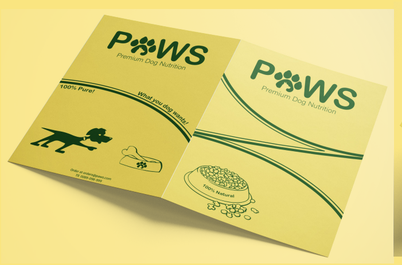


• **Final resaults**

Packaging design

Packaging mockup

Brochure 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 beacause 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.

• 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
- https://www.designwizard.com/blog/design-trends/colour-combination
- www.google.com