

페리오드

By Sean Oh

2022 - 2024

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About Petbaeyo

Petbaeyo is a subscription service for dog owners that delivers monthly boxes filled with snacks and toys, each crafted around a unique theme. Petbaeyo is based in Gwangju, South Korea.

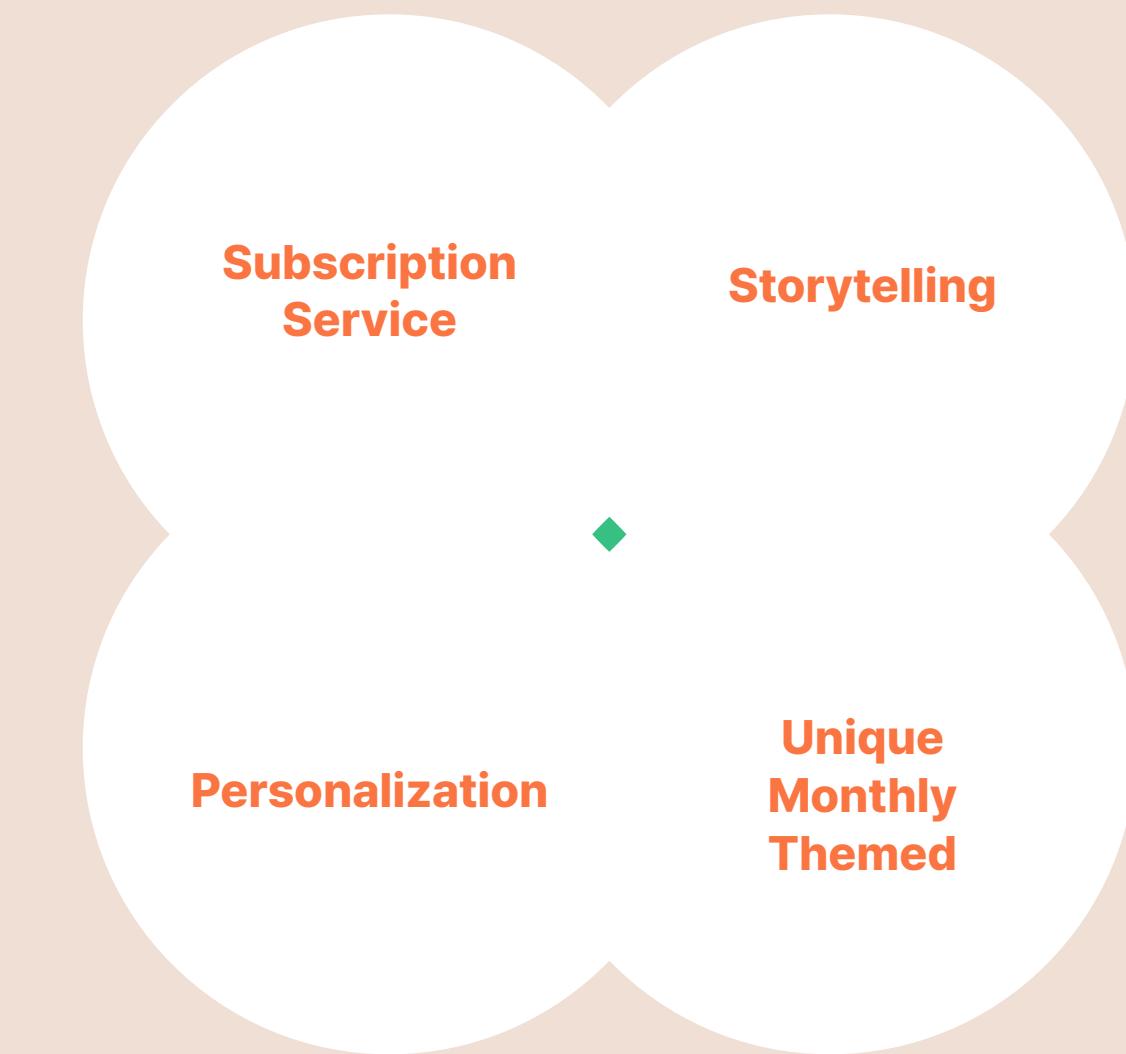
Each box is personalized based on your dog's breed, age, health conditions, and allergies. It is thoughtfully designed to cater to your dog's preferences, offering high-quality, all-natural handmade snacks and creatively designed toys.



Petbaeyo aims to bring joy to pets and their owners by making every delivery a fun, engaging experience, while building a strong connection through carefully curated, theme-based products.

Vision

"To build a brand that creates a relatable universe for dog owners through engaging stories, while solving common hassles like finding the right snacks and toys for their dogs."



My Role

As a key visual designer at Petbaeyo, I managed various aspects of brand identity, Illustratoion, graphic design, and visual strategy, playing roles from graphic designer to creative art director.

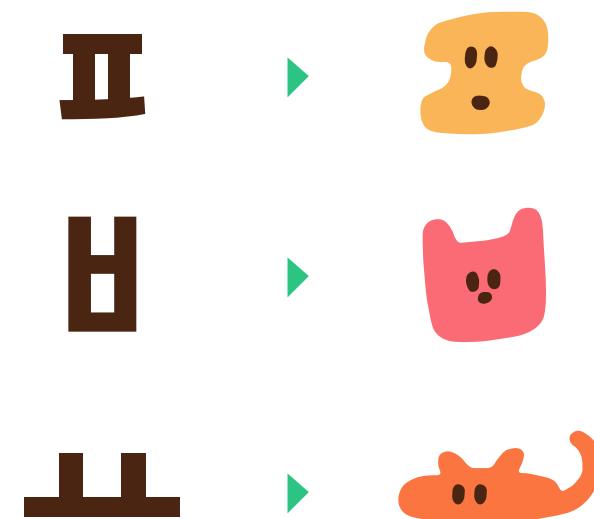
My work focused on creating a cohesive and engaging brand experience across all platforms, adapting to different themes while maintaining Petbaeyo's unique character.

Brand Identity Development

Project Brand Identity Creation

Role Brand Designer

I developed Petbaeyo's visual identity, with the primary logo featuring a delivery character lifting Petbaeyo's signature green box. This design highlights the brand's core service in a playful and approachable way, making the delivery aspect instantly recognizable.



Original characters based on the Korean letters of the brand name.



Concepts



Primary Logo



Secondary Logo

The Petbaeyo logo uses a mascot to clearly communicate the brand's message, improve customer engagement, and stay readable while fitting with the brand elements.

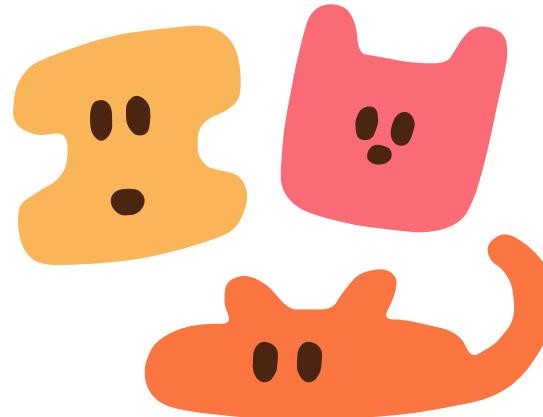
Logo Variation

With new themes each month, we needed both a symbol logo and a wordmark that could adapt to different designs.

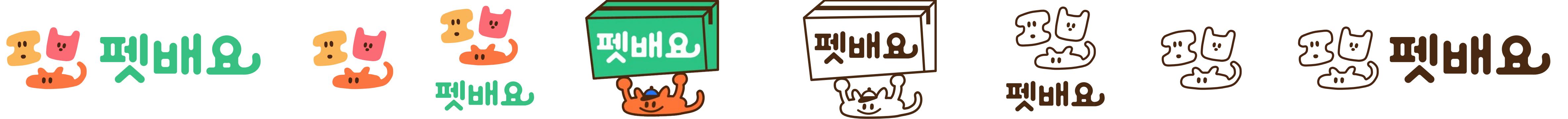
The main goal is to ensure these logos align with Petbaeyo's brand identity and are instantly recognizable to customers.



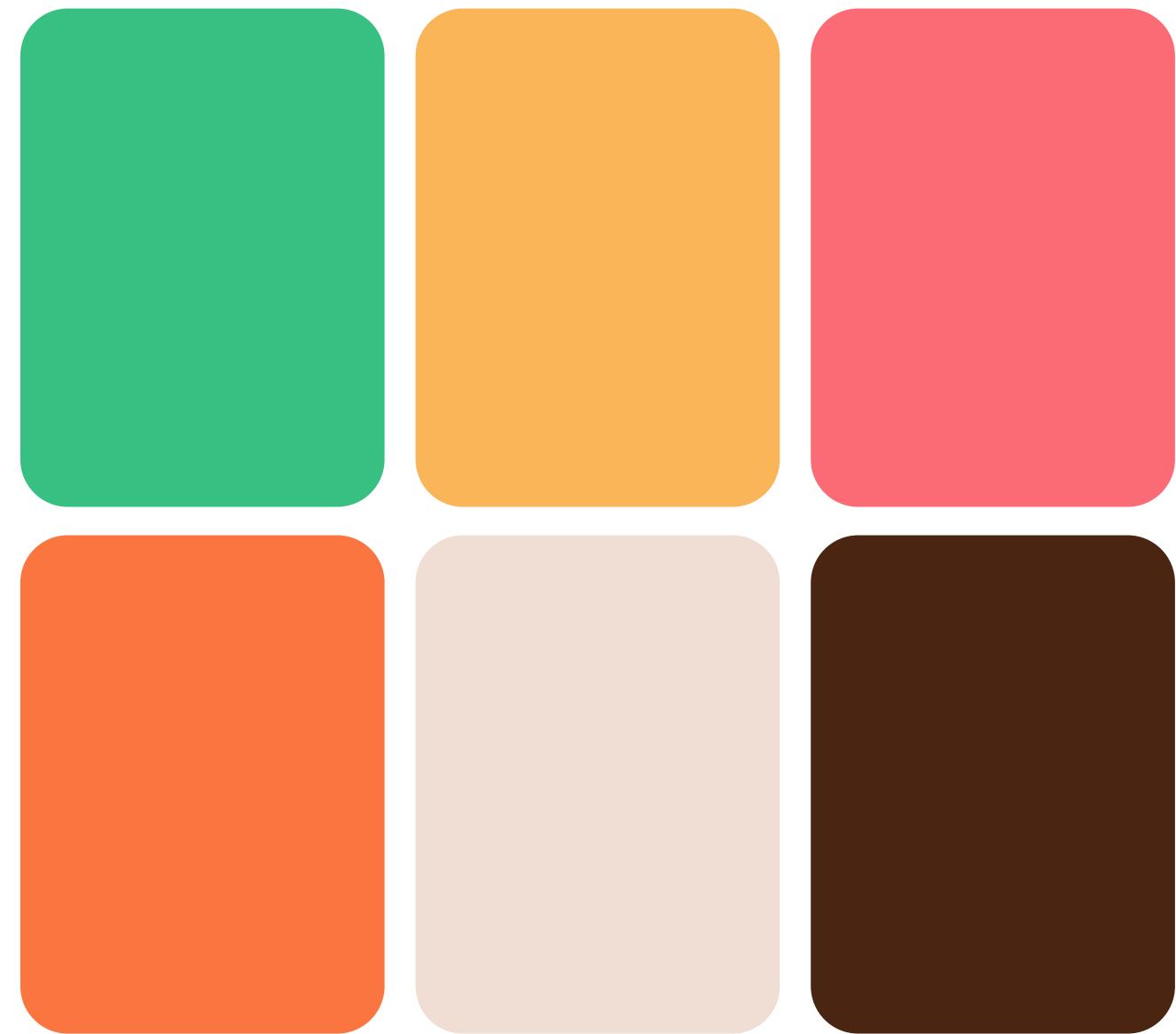
Wordmark



Symbol mark



Color Palettes



Typography

Jalan Regular

타이포그래피: 'Typography', 1972. @○○○ ₩0 <응♥>

여기어때 잘난체

Pretendar Bold

타이포그래피: 'Typography', 1972. @○○○ ₩0 <응♥>

프리텐다드 볼드체

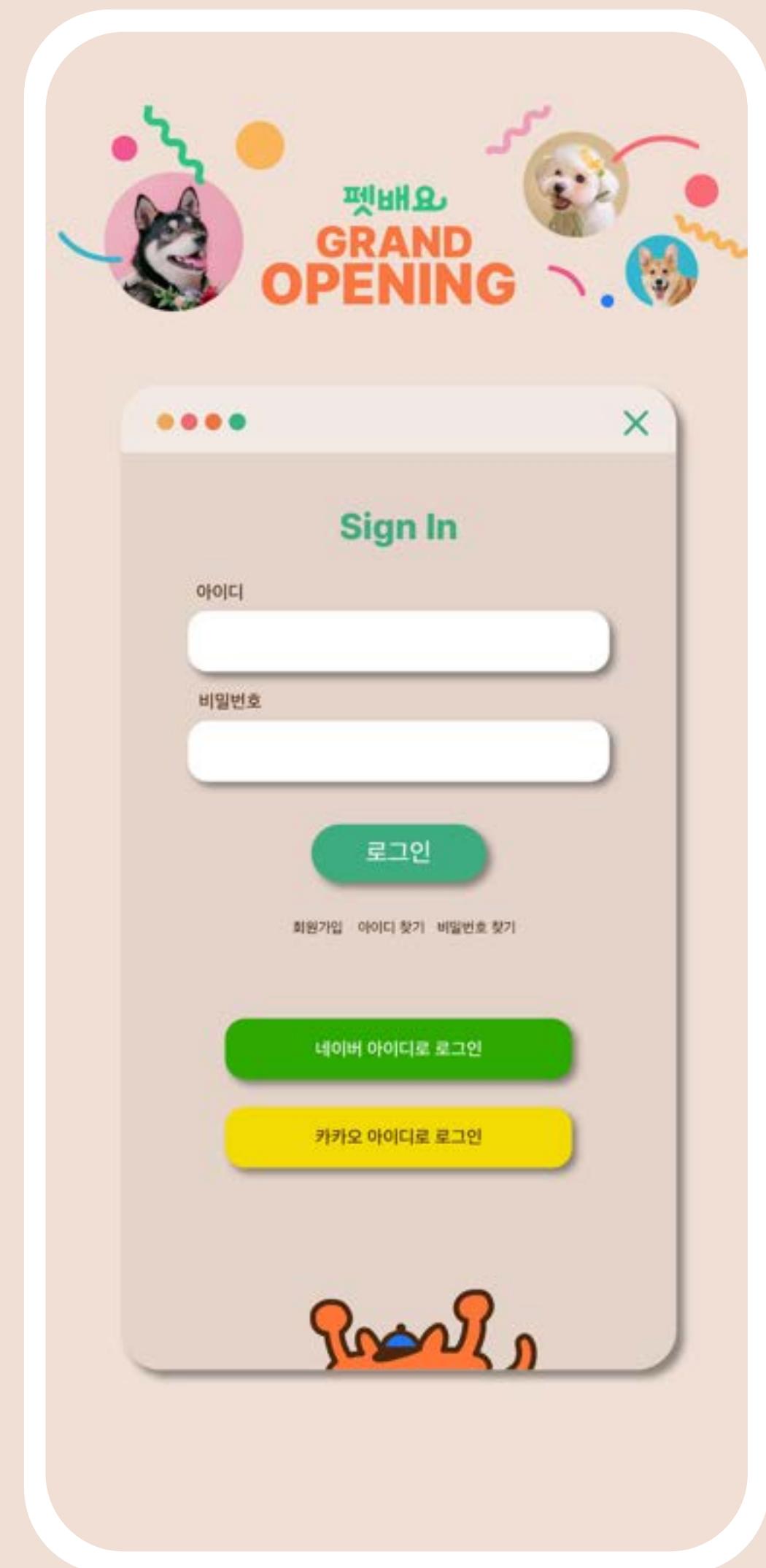
Pretendar Regular

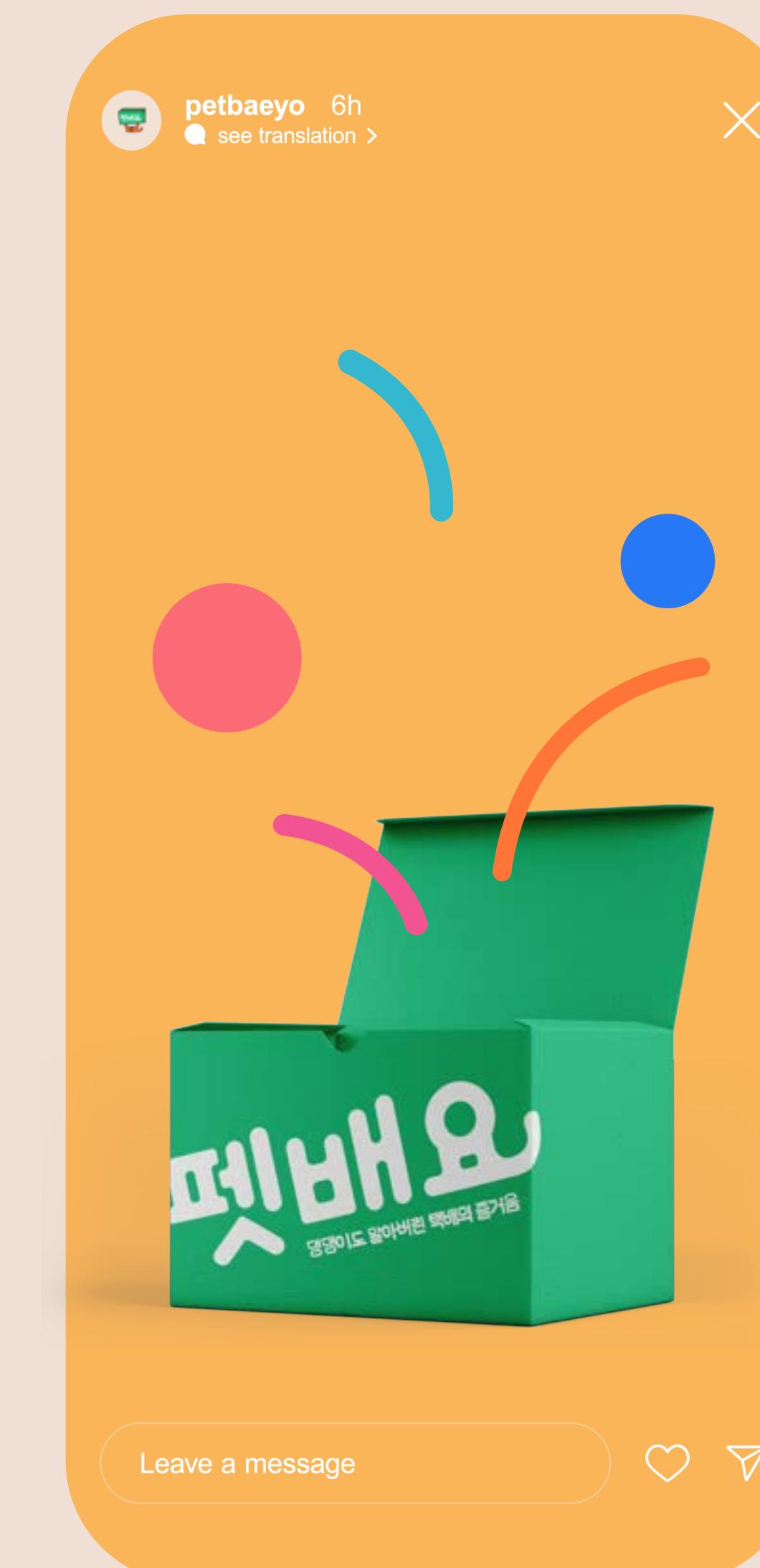
타이포그래피: 'Typography', 1972. @○○○ ₩0 <응♥>

프리텐다드 일반체

The signature green and vibrant orange capture Petbaeyo's playful spirit, while the yellow and deep coral used in the characters evoke warmth and friendliness. Ivory and dark brown replace traditional white and black, offering a softer, more cohesive color palette.

The font Jalan, with its mix of rounded and straight vowels and curved consonants, perfectly matches Petbaeyo's friendly and playful brand identity. The bold typeface reflects the thick dark brown lines featured in Petbaeyo's main logo. Pretendar is great for standard use, and it pairs well with Jalan for a cohesive look. The Regular weight can also be used to create a clear hierarchy.





펫배요

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반려동물 수제간식 및
장난감 정기구독 서비스

펫배요

펫배요

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댕댕이도 알아버린
택배의 즐거움



펫배요

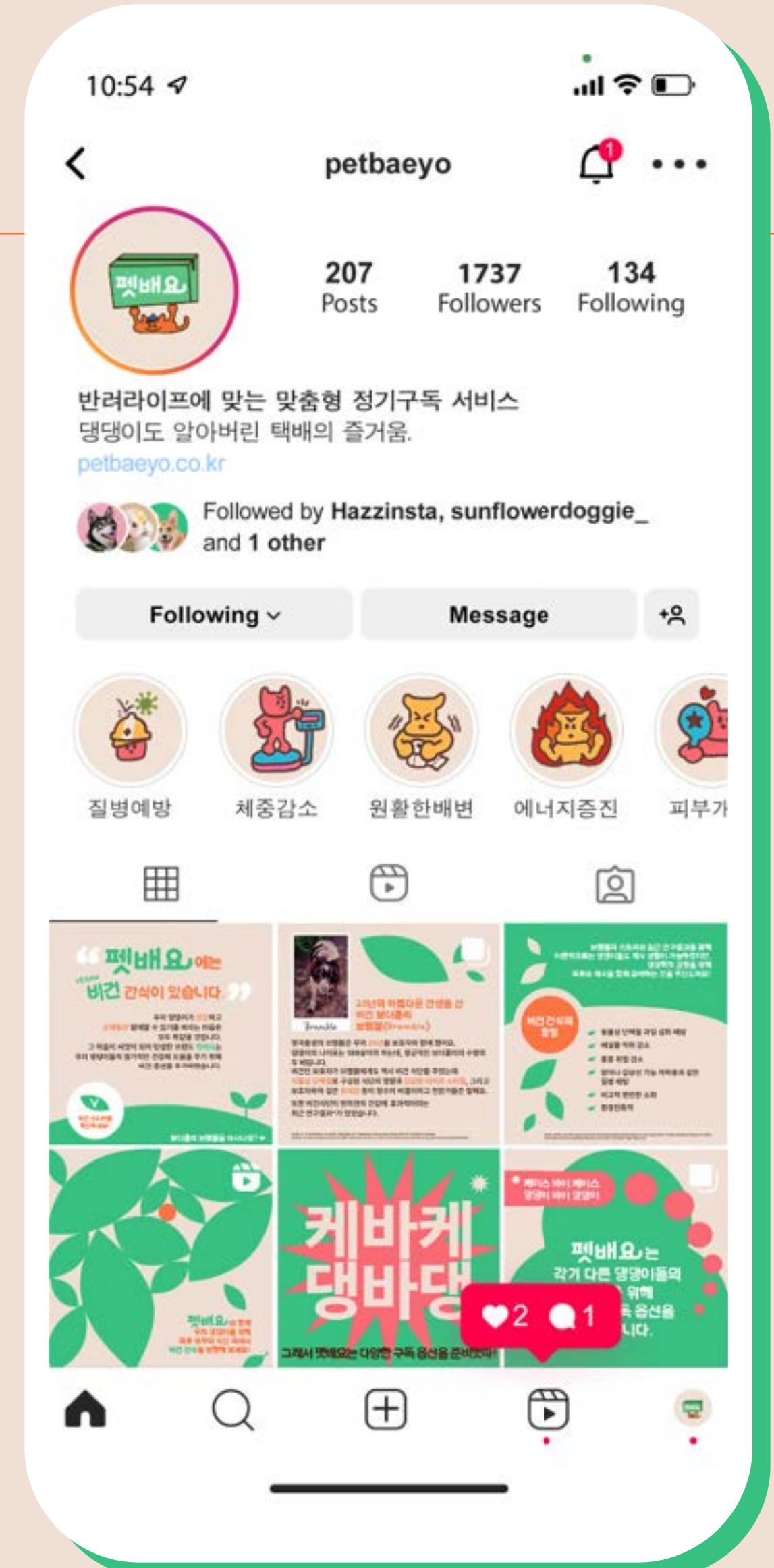


Graphic Designs for Digital Contents

Project Monthly Themed Visuals

Role Graphic Designer & Visual Strategist

Each month, I designed themed content for social media, product detail pages, banners, and posters. My focus was on ensuring that each month's visuals were fresh and aligned with the specific theme while consistently reflecting Petbaeyo's playful brand identity.



펫배요



#이달의테마 #colordayorange

Theme: Color day, Orange

Designed social media images, website banners, and a monthly poster to showcase the theme, along with featured dog toys and handmade treats.

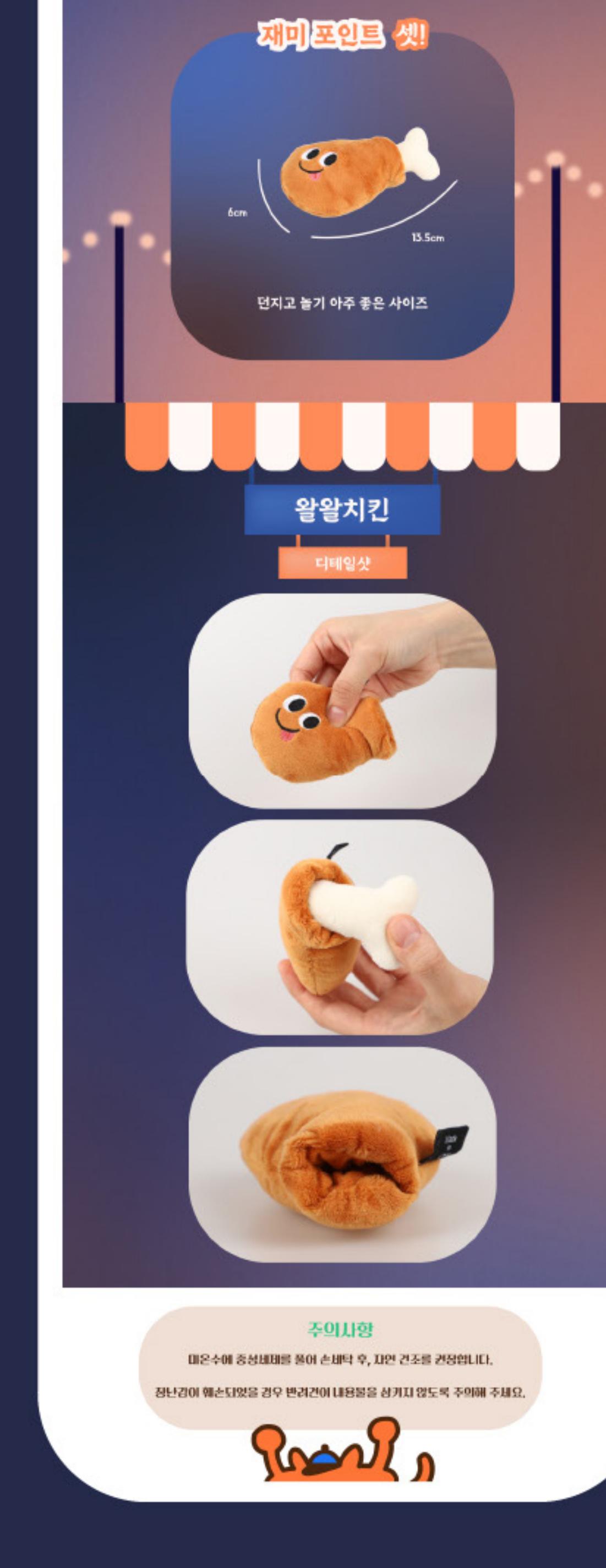
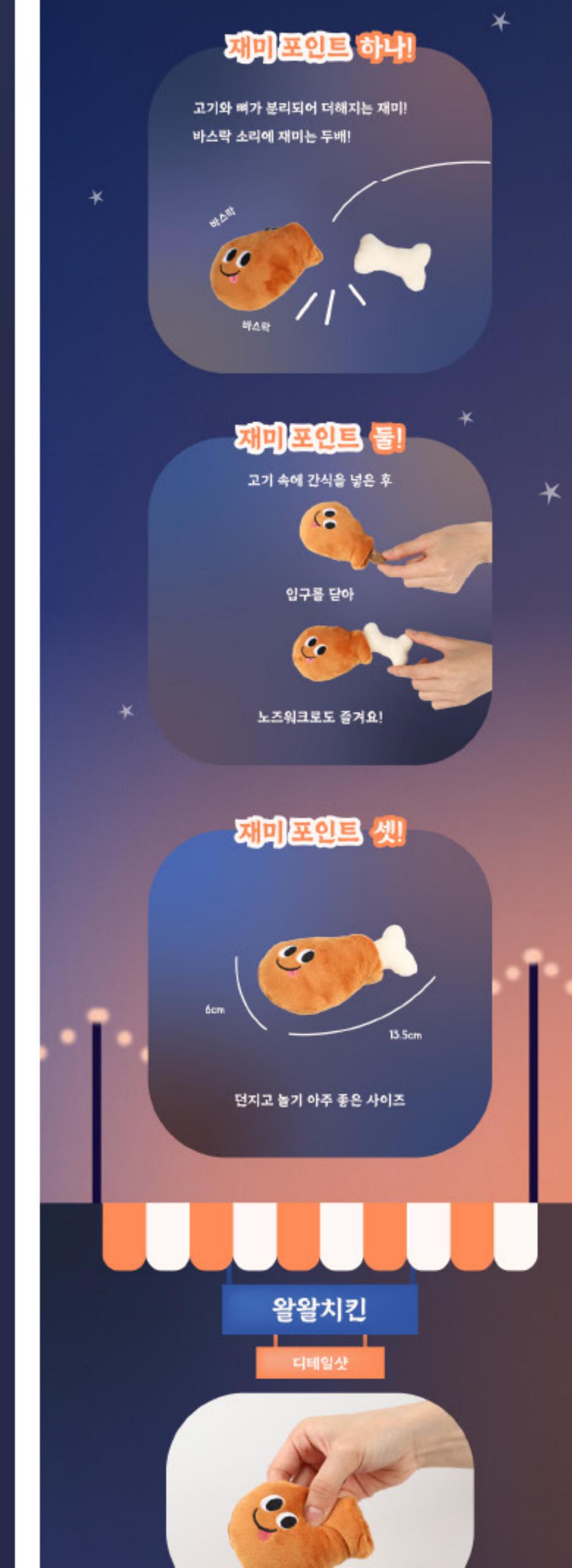
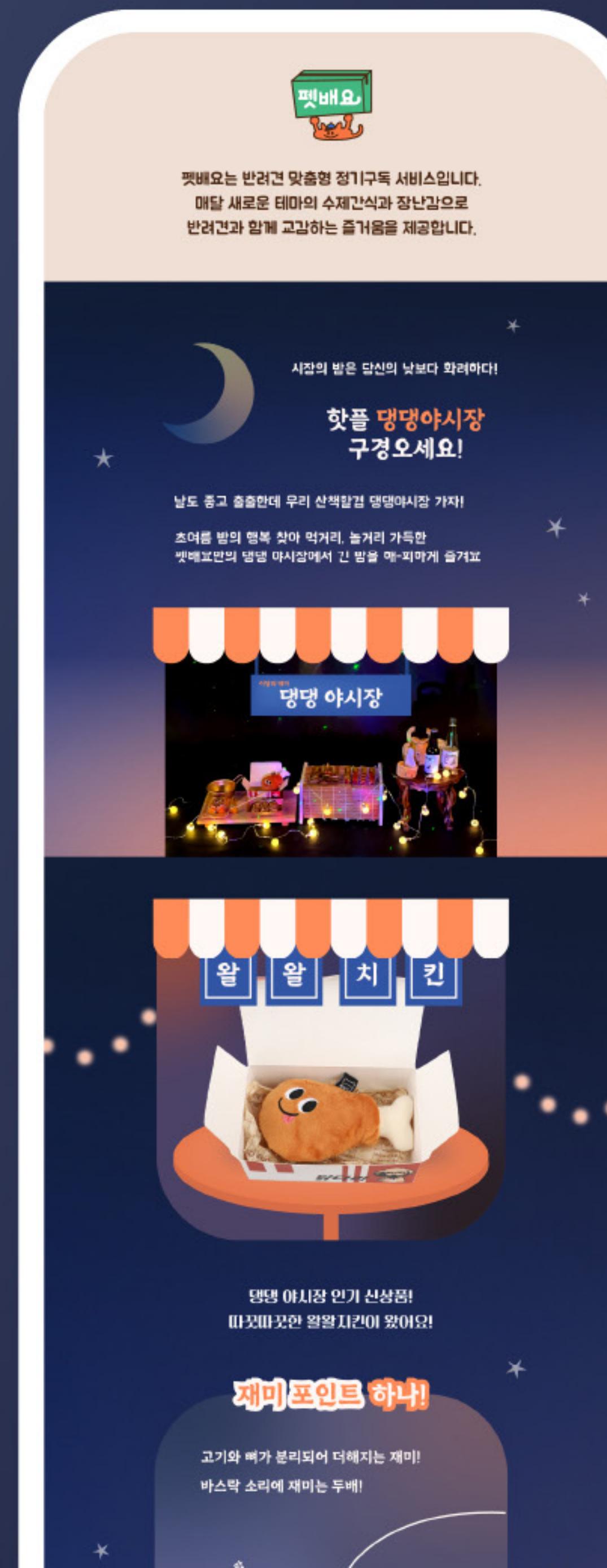


Who Is More Orange? Photo Contest

Organized theme-based events like photo contests to boost social media presence and enhance Petbaeyo's friendly and playful brand image. The event received enthusiastic participation, engaging the community and fostering a positive connection with the brand.



Theme: Pups' Night Market









연꽃 그린 스틱

그린
스틱

green

의 컬러데#
리즈

치킨 그린
쿠키

단호박

선인장

도우크

'파' 쿠파루
비

콘 그린
스틱

초록이들 모두 다 모#

새싹과 꽃이 피는 이 달을 맞아
맛있고 재밌는 초록이들이
한자리에 모였어요!



펫배뇨 홈페#자
매달 새로운 테마의 즐거
구독하세요

www.petbaeyo.co.kr



#이달의테마 #colorday, green

두구두구두구두구.....

대망의 대상은?

펫배뇨의 컬러데이 두번째 시리즈로 돌아온
사진 콘테스트
2024. 03. 09 - 03. 15
모초록 많쁜 참여 부탁해!

어떻게 참가하나요?

- 주변에서 볼 수 있는 그린컬러를 찾아보기.
- 반려견과 그린컬러가 함께 있는 사진 또는 영상 찍기.
(창의적으로 그린컬러를 사용해보세요!)
- 인스타그램에 @petbaeyo를 언급해 업로드하기.
- 주요 해시태그에 #펫배뇨컬러데이그린 넣기.
- 참여 완료!

펫배뇨 계정 팔로우와 콘테스트 게시글 좋아요는 필수!

#이벤트 기간 2024.03.09 - 03.13
참여대상 반려견을 키우고 있는 모든 반려인
당첨자 발표 2024. 03. 14

선정기준 point!

- 펫배뇨에 대한 진심이 묻어난자!
- 창의적으로 그린컬러를 사용한자!
- 반려견과 함께 이벤트에 즐겁게 참여한자!

#이벤트 후승 상품

대상 1명 '프리미엄 박스' + 정기구독 첫 결제 무료쿠폰
최후수상 2명 '컬러데이-그린' 테마 간식 2종 (기본 용량) + 스마트스토어 할인쿠폰 5,000원
후수상 3명 '컬러데이-그린' 테마 간식 2종 (라이트 용량) + 스마트스토어 할인쿠폰 5,000원
코믹상 5명 '펫배뇨' 스마트스토어 할인쿠폰 5,000원

당첨자 발표는 3월 14일에 펫배뇨 인스타그램에서 확인하실 수 있습니다.
 펫배뇨는 콘테스트에 참가한 사진을 이용 용도에 따라 사용할 수 있습니다.
 콘테스트와 상품에 관한 문의사항은 DM이나 카카오 채널(펫배뇨)을 통해 연락 주시기 바랍니다.

대상



@yujinjueng

최후수상



@iam_jungyeol



@strong_dalgom

후수상



@daily_j.mill



@mer_ry1019



@poodle_owol



@jjunaing

코믹상



@dog3_..._cat4



@kkukku_008



@love_love_zzang



@byeori_chon



@idoridori

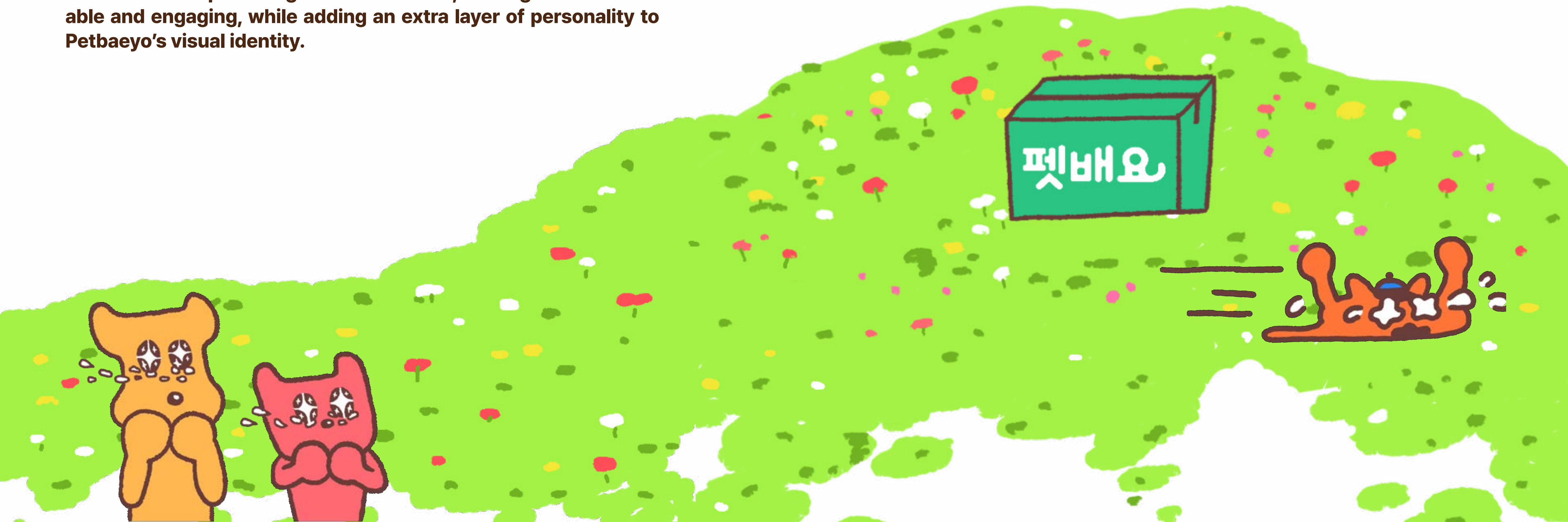
펫배뇨의 컬러데이 두번째 시리즈로 돌아온
사진 콘테스트
당첨자 발표

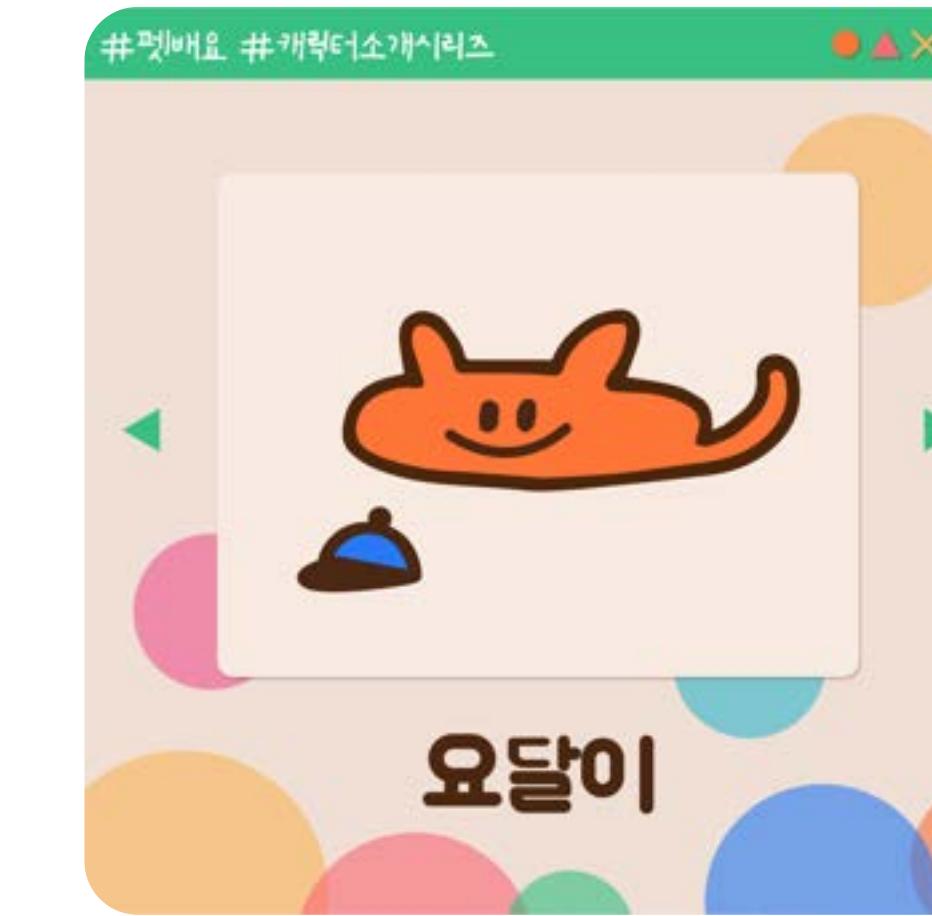
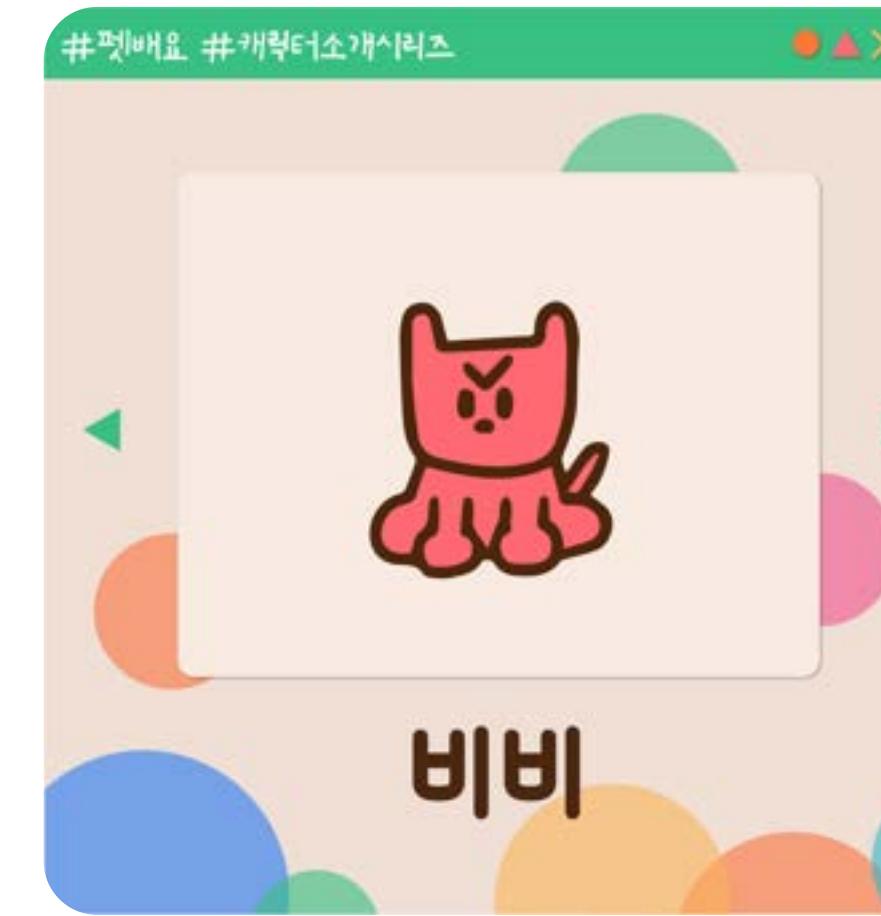
Storytelling Through Comics

Project Petbaeyo-Toon

Role Illustrator & Storyteller

I incorporated brand characters into original comics, combining storytelling with marketing to strengthen customer connections. The comics helped bring the brand to life, making it more relatable and engaging, while adding an extra layer of personality to Petbaeyo's visual identity.



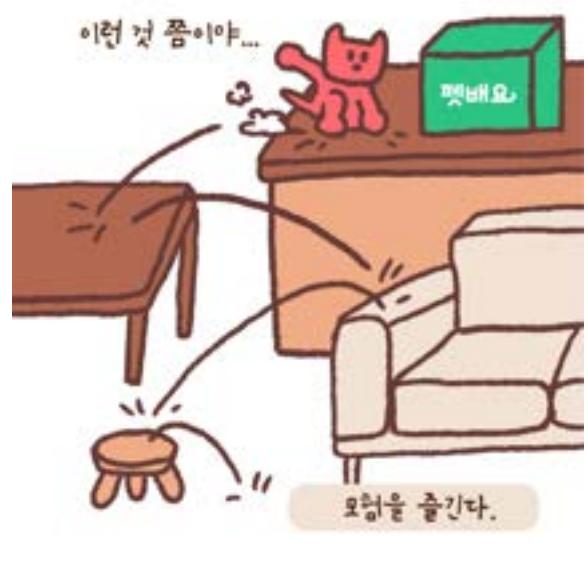


By giving each character relatable dog traits and personalities, we create stories that resonate with customers, providing both enjoyment and connection, while making Petbaeyo feel more approachable.



petbaeyo

팔로우
▶
펫배요
• 맞춤형 반려견 정기구독 서비스
• 맹맹이도 알아버린 택배의 힘
• 카카오톡 플러스 친구: 펫배요
#펫배요 #수제간식 #정기배송



Marketability of the characters

Petbaeyo comics made the characters more familiar to customers, paving the way for developing products featuring the mascots.





Christmas Sticker Pack

Thank you.



By Sean Oh