

# **Media 1106 Design- Logo/ Branding Assignment**

Brett & Tony

## **Part 1:**

### **Company:**

Happy Paws Pet Boutique.

Luxurious pet products for small dogs and cats.

Locations in Yaletown and Coal Harbour.

### **Target Audience:**

Women aged 24-40 with 6 figure income.

Hobbies may include walking with their dog/ cat in a purse through Yaletown or Coal Harbour.

Products are designed for aesthetic over function.

### **Brand Colours:**

Purple and gold with white accents. We used a small amount of black in the logo to demonstrate a silhouette.

Purple represents luxurious products.

Gold works well to complement purple and portrays wealth in most societies.

### **Design Concept:**

We chose box shapes to be used in a rectangular logo canvas. Modular is in right now for homes. Having modular features in a modern style logo looks very luxurious.

### **Fonts:**

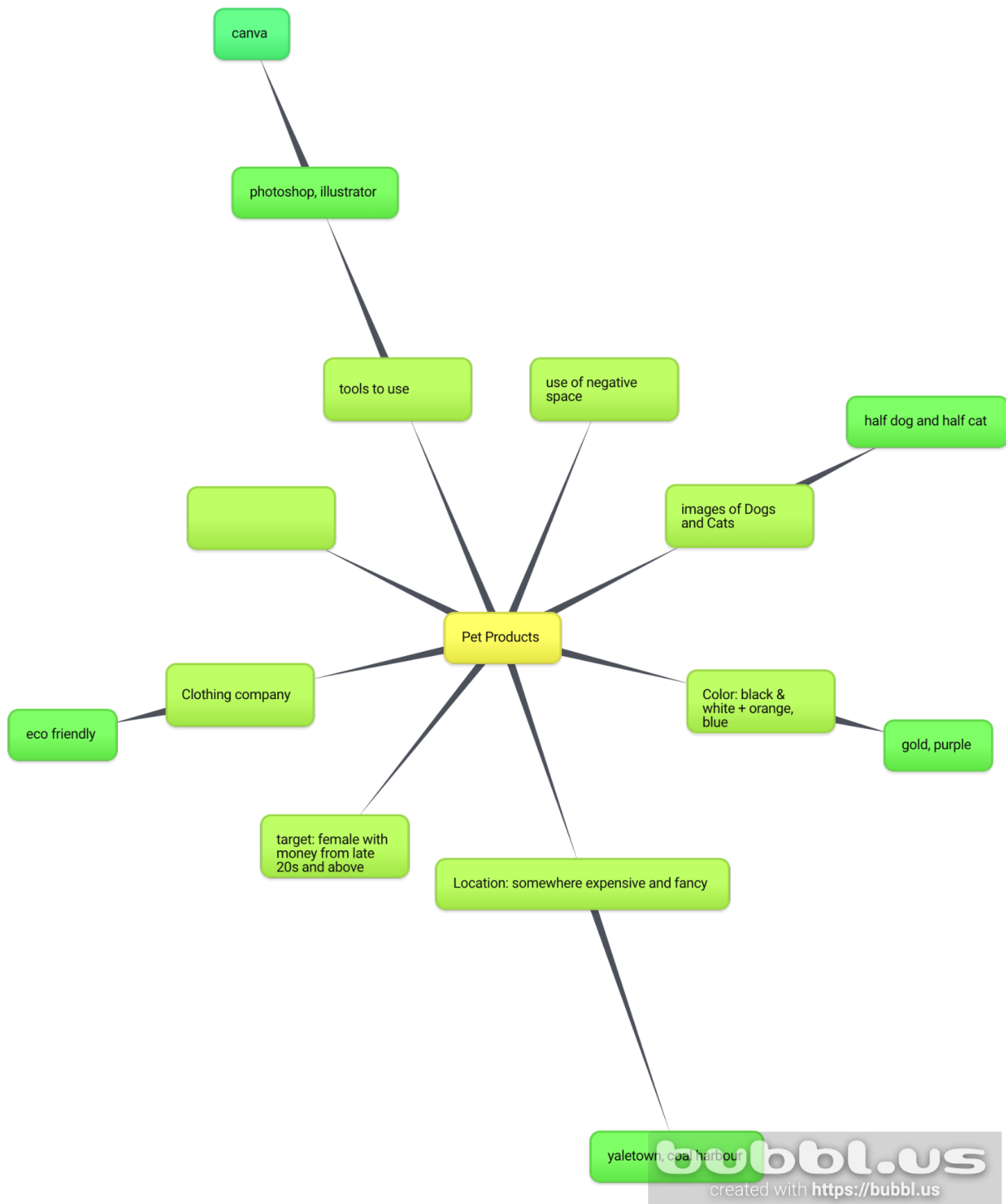
Typeface Cormorant Garamond bold (sarif)/ Glacial indifference (san sarif)

We wanted to give a luxurious tone to our company name so we used serif font.

### **Brand Logo Message:**

We chose the logo due to its elegant feel. The silhouette of a cat/dog displays who the products are designed for; both cats and dogs. We used a fancy underline to show that our brand is eloquent. We want our audience to know that we sell luxurious pet products.

## Mind Map Exercise



<http://go.bubbl.us/d172ac/0ab4?/Circle-Layout>

## Part 2: The Custom Logo

