

Project Tallyta Triolo | Dogs SPAW

Typographic styling

These two fonts are clean and easy to read.
I was looking for a typography with rounded contours and that didn't look so infant, I believe the Dosis font has this characteristic.
And Gotham typography communicates more seriousness and is not as common as Arial and Helvetica typographies.

DOSIS

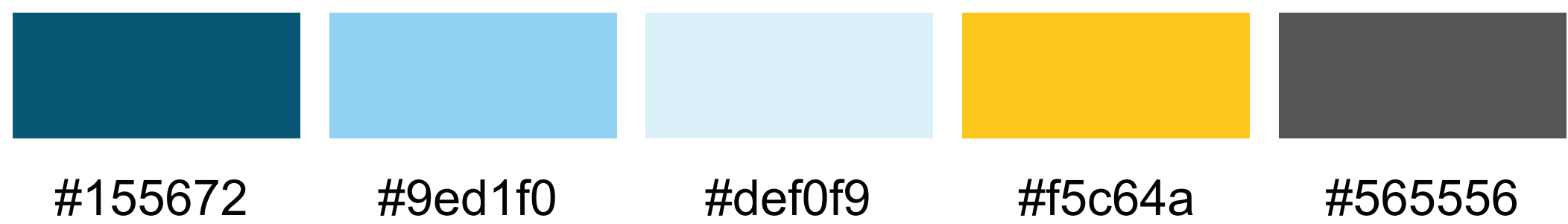
Aa A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM

Aa A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Colours

These are the colors I imagined for the project.
As the service offered is bath and has to do with water, I think blue has this characteristic of cleanliness and care. It is a color that conveys calm, seriousness and tranquility.
Yellow was chosen for bringing a more fun, welcoming and stimulating feeling.
And gray brings more seriousness to the content.



Logo Design

The idea of the name is a spa for dogs.
And as the word "Paw" refers to a dog's paw, my idea was to unite SPA + W and draw in the letter W the outline of a dog's face.

DOGS SPA 

• grooming service •

DOGS
SPA 

grooming service