

**MYNAME!SDAN**

A PRESENTATION TO:  
**YAPPYNESS**

## PROJECT BRIEF

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Yappyness is a new, high quality pet/dog accessory business, aiming to make a noise in the pet market with a range of beds and other related products for owners of pampered pooches. Looking to sell through Amazon, they want a brand that is recognisable, fun, and quality looking, to get pet owners to part with their hard-earned cash, to treat their well-loved pets.

This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

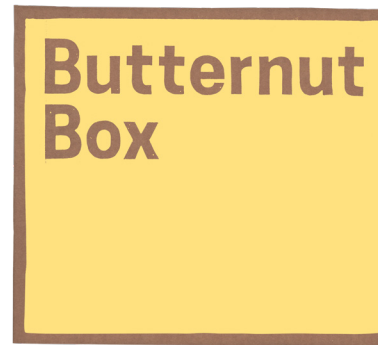
*Dan*

INSPIRATION

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HONDA



Canon



Etsy



Sainsbury's



TESLA





**LOGO CONCEPT ONE:**

# **PAW OF LOVE**

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For this concept, I have used a handwritten type font, to give the brand some personality, along with tying in a paw/love heart icon/motif. I have used strong, fun colours, and tried to keep to a single colour in a few options too, to show how the logos would look as stamps on products.

**Yappyness**  
top quality dog accessories

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**Yappynëss**  
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## LOGO CONCEPT TWO:

# DOG FACE

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For concept two I have created a little character, dubbed 'dog face' to represent the brand, and sit beside the logo. Again to add personality and fun, I have used a comic style font, and bright/loud colours so the brand stands out. For some of the concepts I have used a bold, solid background, which would work great on accessories, even mugs and keyrings (dog tags?!)











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**yappyness**  
accessories your dog will love



**LOGO CONCEPT THREE:**

**POSH POOCH**

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For concept three I moved away from the 'fun' typography, and used a more up-market look. I then created another character out of sections of the different letters to keep it in-keeping with the higher-end look and feel. Again, I have combined this with bright colours, but also tried some more subdued tones.

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accessories your dog will love

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# Yappyness

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