

MYNAME!SDAN

A PRESENTATION TO:
BARKWELL

PROJECT BRIEF

Barkwell is a start-up business, launching a smart care App, for canine owners to ensure their pooches live happier, healthier lives. It enables users to manage/control allergies, choose the right food/supplements and offer advice to help their loved pets maintain a healthy weight. I was asked to create a premium looking logo to represent their company, which will be targeting the upper-end of the market.

This presentation shows my research, concept creation, and thinking when it comes to how the logo and brand execution could look.

Thank you very much for the opportunity,
I hope you like what you see!

Dan



**Barkwell Mood Board/
Inspo**



LOGO CONCEPT ONE:

WAGGING B

For the first set of concepts, I have used a serif font with a very stylised letter 'b'. This lends itself to looking like a wagging tail.

I have also tried ideas using a 'barking' graphic, along with a clean, typographic only option - as the font is lovely on it's own.

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HAPPIER HEALTHIER DOGS

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LOGO CONCEPT TWO:

HIDDEN DOG

For the second set of ideas, I have used another, cleaner serif font, but used uppercase lettering for the whole name, giving a luxury/premium feel. I have then tried to hide the silhouette of a dog within the shape of the letter 'b'. As before, I have also included a typographic only option.

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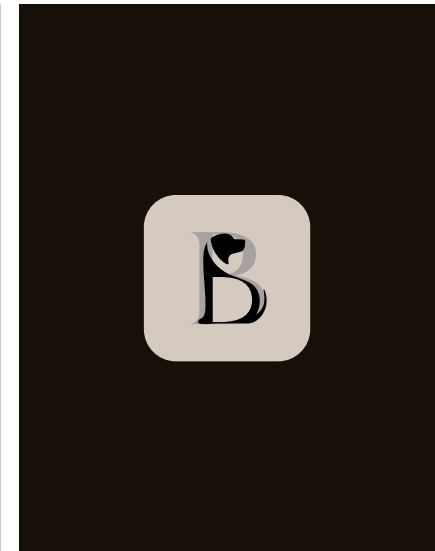




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LOGO CONCEPT THREE:

SOLID WOOFER

For the final concepts, I have used a more solid feeling, sans-serif font, adding a boldness, but still feeling premium. I have created an illustration of a dog to match the feel of the font too, and used it in various ways along with the text.



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