

Canine Country Academy

Visual Concepts

5.25.16



Requirements

Provide creative visual concepts for client, including

- Logos
- Color palettes recommendations
- Typeface ideas or includes in logo
- Any other ideas, including extension and icon opportunities

DEMOGRAPHICS:

Scope: **Logo Concepts**

Budget: **\$500**

Deadline: **June 9 or earlier**

Notes on Scope

You must include at least 3 logo concepts, but are encouraged to provide more if possible. For instance, you may flesh out in lesser detail other variations of some of your logo options, but be sure to provide at least 3 or more distinct concepts.

You must also provide images or sources of inspiration as clips for each concept or design path. This can include screen shots, photos, etc to form a mood board or collage. The important thing here is that the concepts you design must support a “story,” and we know HOW and WHY each logo concept supports the brand.

Finally, to fulfill the scope please provide a presentation of your ideas to Audible Thwap (in person or web conference). The typical narrative for this is to provide some over-arching named description of your design paths, some supporting images and inspiration, and each concept. If some of your concepts lend themselves to extension using icons, please feel free to include supporting sketches or design variants.



Contractor Signature

Print Name

Date



Audible Thwap Signature

Print Name

Date



Canine Country Academy

QUICK FACTS:

Number of Locations: **1**

Location 1: **Athens, GA**

Location 2: **Lawrenceville, GA**

Established: **2010**

Owner: **Cathy Bruce**

URL: caninecountryacademy.com

SYNOPSIS:

Canine Country Academy is the perfect choice for owners looking to educate not only their dogs - but themselves - in order to build a loving, lasting relationship with their canine companion.

CCA also provides a lasting educational toolset for their clients, who find the overall experience as a customer a true joy.

Long-Term Goal:

Education! For CCA to provide the standard, embraced method of enabling loving, lasting relationships with dogs and their owners – and for the public to understand that.

POWER WORDS:

Education

- **Joyous** - Emphasizing the pure joy, love, and excitement that owning a dog brings.
- **Behavioral** - Training for the dog and their owner is rooted in the study of their behavior.
- **Consultative** - Developing a close teacher to customer bond for lasting relationships, and empowering them for the long-term.
- **Trusting** - In the pursuit and focus of developing a truly trusting relationship between the dog and owner.

TARGET AUDIENCE

- Those focused on a loving, lasting relationship with their dog
- Target demo = stages of life = ability/means for primary relationship

Therefore, the target audiences are

1. Retirees
2. Young Single and/or "childless" adults or couples.

OUR POSITION: While other schools claim to offer relationship-based training, CCA emphasizes that the owner must be truly educated from a behavior-based, developmental standpoint in order to strengthen the relationship bond between person and pup.

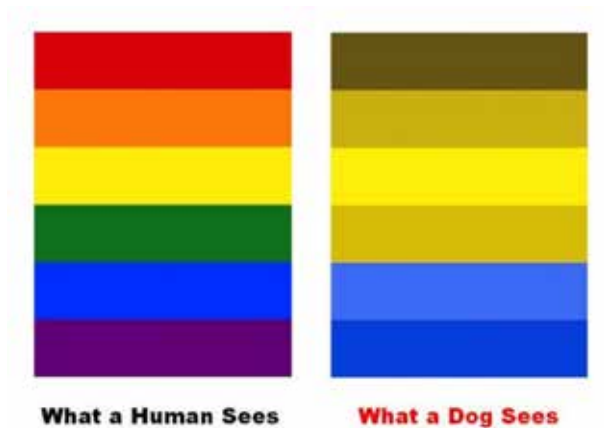
Name and Brand Re-Enforcement:

- **Canine Country**
 - o It's the "dog country" – ie the country for dogs
 - o Slight emphasis rather than separation (aurally & visually)
 - o Helps compartmentalize brand name & purpose into "bites"
- **Academy for Dogs***
 - o Primary Descriptor
 - o Stress it's where dogs go to learn and "graduate"
 - o Implies long-term
- **Training for Humans**
 - o Tagline with clear relationship to logo, name, etc.
 - o Reinforces what makes you the best
 - o Should be included in all logos, possibly with playful footnote (?)
 - o Playful, approachable – joyful!

Notes on Engagement:

Although this is a “re-brand,” it is a completely new visual concept. We have re-developed their brand strategy to support and articulate what they do BEST in a competitive market.

- Color Palette thoughts
 - o Energy, Excitement – JOY!
 - o Still Educational
 - o One accent color that really pops!
 - o The idea of an orange sherbert-y color has been thrown around
- Canine Color Psychology?
 - o Dogs can see best between blue and yellow – what does this mean?
 - o Considering uniforms (t-shirts) and interiors environment, some yellow or blue may be good supporting or accent colors, as staff can where these and the dogs can discern.
 - o Other critical thinking exercises around this are welcome.



Notes on Competition

You can check out the competition at these URLs. However – please note: do not design your ideas in direct opposition to all of these, but rather make sure that your concepts do not resemble her competition – especially in terms of form and palette.

- *Petsmart* - <http://www.petsmart.com>
- *Positively* - <https://positively.com>
- *Lawrenceville Kennel Club* - <http://www.lawrencevillekennelclub.org>
- *Pawtropolis* - <http://www.pawtropolis.com>
- *US Canine* - <http://uscanine.com>
- *Sit Happens* - <http://www.sithappens.us>
- *12 Paws* - <https://www.facebook.com/12pawsfoundation/>
- *Good Dog Training* - <http://gooddogcoaching.com>
- *Happy Healthy Pup* - <http://happyhealthypup.com>

Emulator: (from the client’s perspective, she is doing it well)

Clothier: Suzanne Clothier - <http://suzanneclothier.com>