

# CANINE COUNTRY ACADEMY

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Visual Concepts



# PUPADEMIA



SCHOLASTIC

CREDENTIALLED

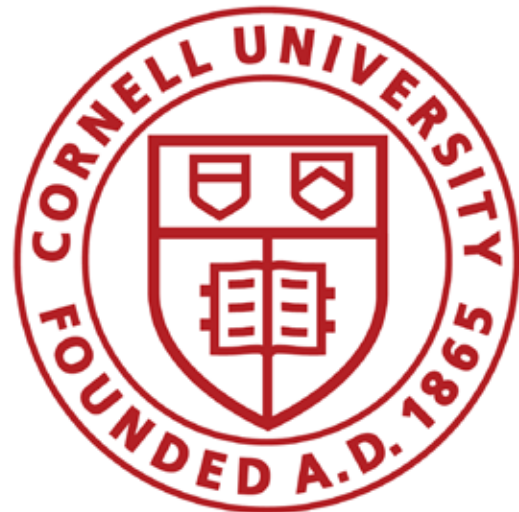
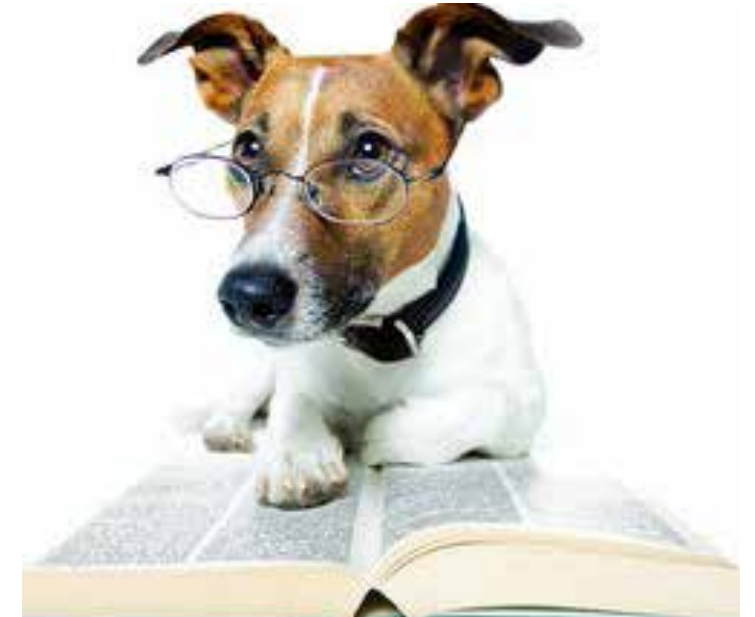
PRESTIGIOUS

AUTHORITATIVE

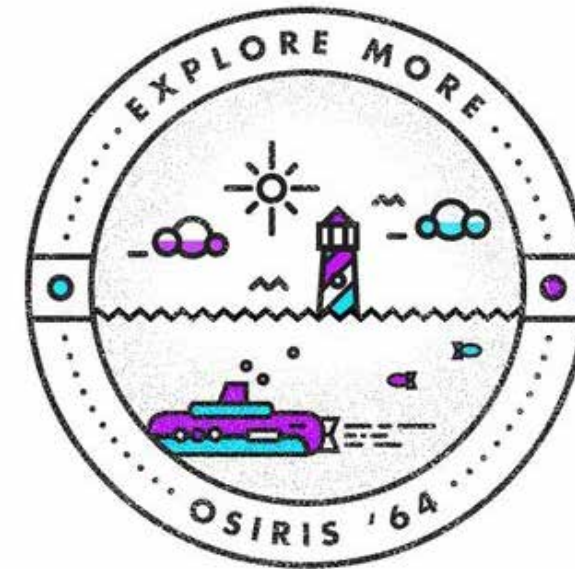
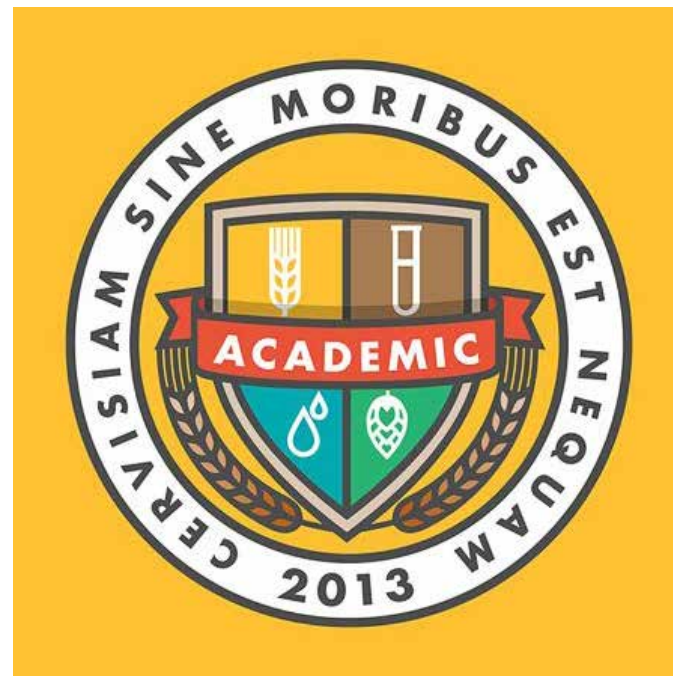
LOYAL

DEVOTED

**INSPIRATION**



# INSPIRATION



**LOGO OPTIONS**



**CANINE COUNTRY**  
— **ACADEMY FOR DOGS** —

★ TRAINING FOR HUMANS ★



**LOGO OPTIONS**



**LOGO OPTIONS**

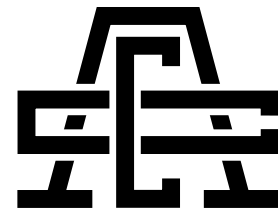
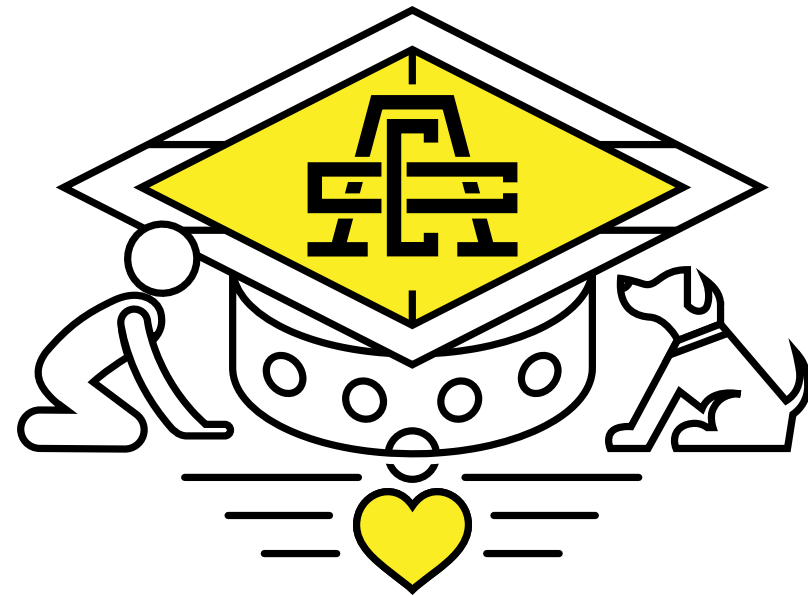


**CanineCountry**  
ACADEMY FOR DOGS

**CCA**



# LOGO OPTIONS

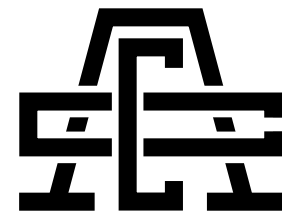
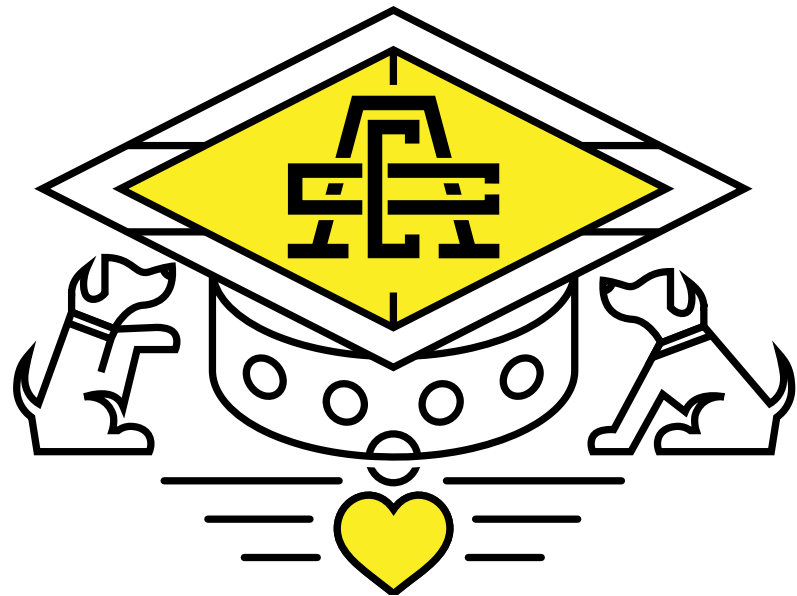


**CANINE  
COUNTRY**  
ACADEMY FOR DOGS





**LOGO OPTIONS**



**CANINE  
COUNTRY**  
ACADEMY FOR DOGS



# RE-LEASH-TIONSHIP



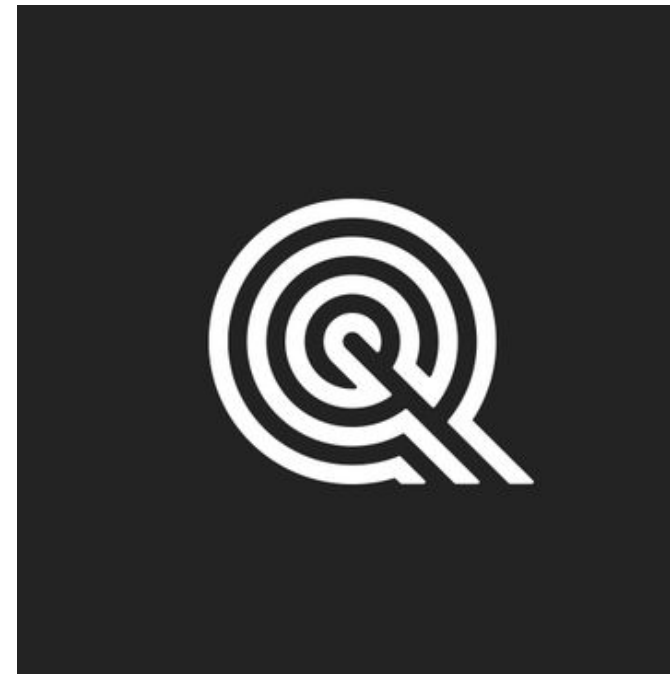
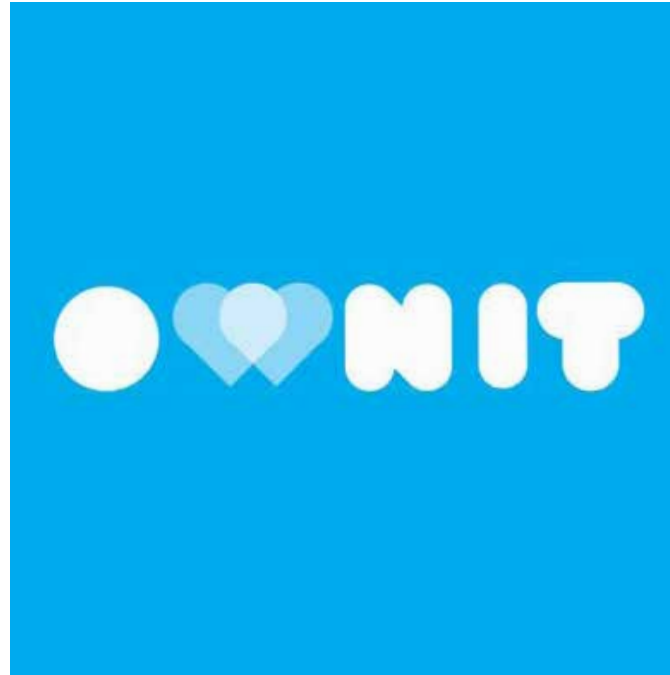
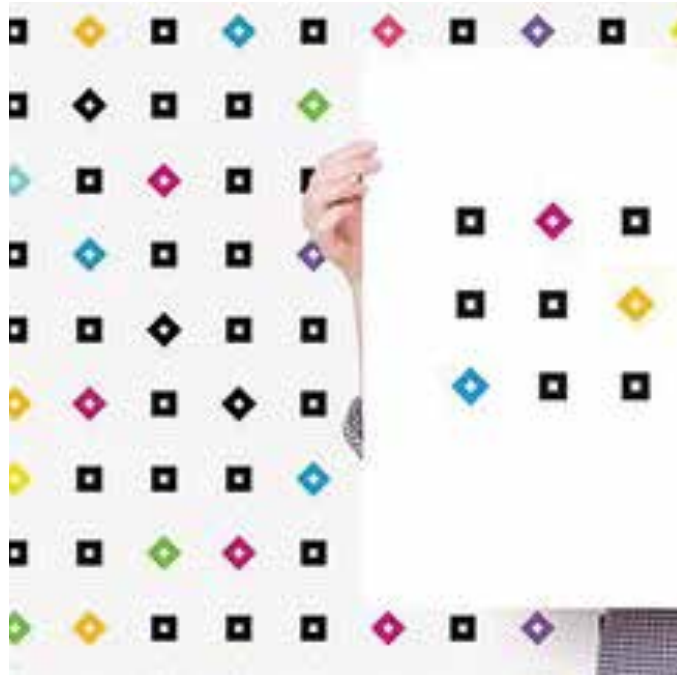
CONNECTED  
COMMUNICATIVE  
ENERGETIC  
ATTENTIVE  
TRUSTING  
JOURNEY



# INSPIRATION



# INSPIRATION



**LOGO OPTIONS**



**LOGO OPTIONS**



**CANINE  
COUNTRY  
ACADEMY**



# IDENTI-FUR-CATION

“CUTTING EDGE”

TRUSTWORTHY

PRESTIGIOUS

TIERED

CLEAN

CONTEMPORARY



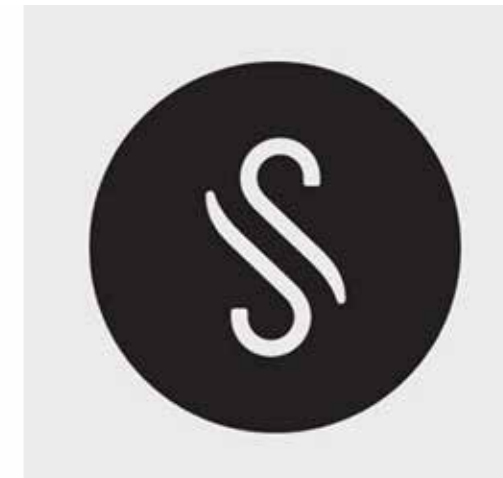
# INSPIRATION



*The*  
**WELL  
GRO**  
co.

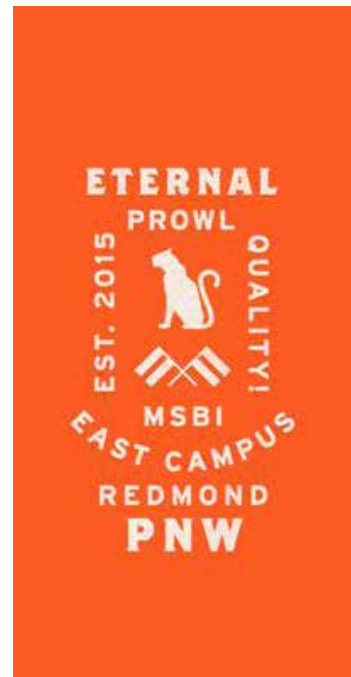


*Only*  
**Orca**  
• TYPOGRAPHY & ILLUSTRATION •





# INSPIRATION



**LOGO OPTIONS**



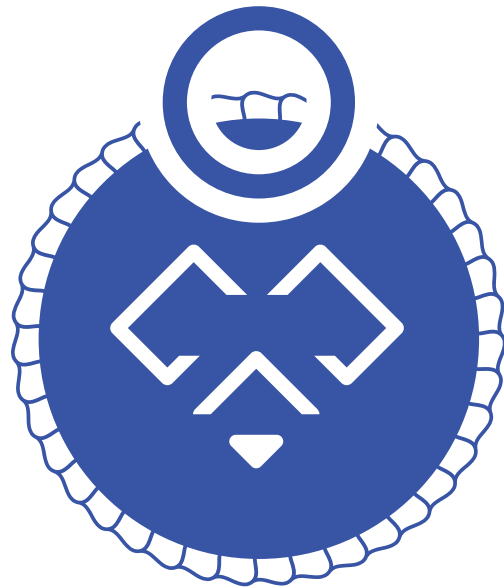
**LOGO OPTIONS**



— *Canine Country* —  
**ACADEMY**  
— | FOR DOGS | —  
○ TRAINING FOR HUMANS ○



LOGO OPTIONS



**CANINE COUNTRY**  
ACADEMY FOR DOGS



BEG



INT.



ADV.



GRADUATE



**LOGO OPTIONS**



**CANINE COUNTRY**  
ACADEMY FOR DOGS



BEG



INT.



ADV.



GRADUATE



# LOGO OPTIONS



**CANINE COUNTRY**  
ACADEMY FOR DOGS



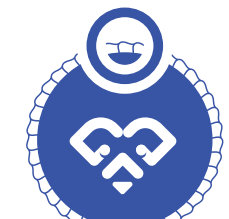
BEG



INT.



ADV.



GRADUATE



**IN USE!**



## COLOR PSYCHOLOGY

### WHITE

*Cleanliness, Innocence, Peace, Purity, Refined, Sterile, Simplicity, Surrender and Truthfulness*

White is the universal color of peace and purity. It can often be found in logos as reversed text or negative space

### BLACK

*Authority, bold, classic, conservative, distinctive and traditional*

Black is technically, the absence of all color. It's a powerful and conjures authority, boldness, elegance and tradition. Black can be found in many logos for its boldness, simplicity and sophistication.

### GOLD

*Joy, wisdom, stature, elegance and value*

Since we've been taught to associate gold with value, it is exactly what is triggered when we see it in marketing materials. Gold implies wealth and status in every culture, and is the most precious tradable commodity on earth.

### BLUE

*Authority, Calm, Confidence, Dignity, Established, Loyalty, Power, Success, Secure and Trustworthy*

Blue is calming and can stir up images of authority, success and security. It is probably the most popular color in logo design and can be seen extensively in government, medical and fortune 500 company logos.

### GREEN

*Crisp, Environmental, Fresh, Harmony, Health, Healing, Inexperience, Money, Nature, Renewal and Tranquility*

Green represents life and renewal. It is a restful and soothing color. You can often find it used in companies that want to portray themselves as eco-friendly.

### RED

*Action, Adventure, Aggressive, Blood, Danger, Drive, Energy, Excitement, Love, Passion, Strength and Vigor*

Red is an intense color. It can summon conflicting emotions from blood and warfare to love and passion. It is often used in logo design to grip the viewer's attention and has been known to raise one's blood pressure or make people hungry.

### YELLOW

*Cheerful, Curiosity, Happiness, Joy, Playful, Positivity, and Warmth*

Yellow is bright and highly visible which is why it can often be found on caution and other road signs. Yellow is often used in logo design to get attention, create happiness and warmth.

### ORANGE

*Creativity, Enthusiasm, Passion, High-Spirited and Youthful*

Orange is less intense than red but still packs a lot of punch. You can commonly find it used in logos to create a playfulness or stimulate emotions and even appetites.

### PURPLE

*Ceremony, Expensive, Fantasy, Justice, Mystery, Nobility, Regal, Royalty, Sophistication and Spirituality*

Purple implies royalty, mystery, spirituality and sophistication. Because purple is the combination of red and blue, it has both warm and cool properties. The color purple can be found in many education related and luxury product logos.



# THANK YOU

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