

# PATSY

## dogs hotel

### PROBLEM:

The Problem Busy People who own pets often face an obstacle when they want to travel, the obstacle is finding a place where their pet can stay and a human they can trust. apart from the fact that a pet is a full member of the family it is also extremely vulnerable and unprotected and because of this the owner always tries to find someone who loves dogs and is experienced with pets overall, but this is a huge Problem, because its very hard to find someone who is qualified and up for the job at hand, in some cases its even impossible to find someone. A lot of people around me face this problem, because having pets at home is a growing trend around the world, and because of this i made a decision and created the visual identity for this business

Problem

### PRODUCT

Hotel, whitch provides care for dogs

### BRAND STORY

The main character of the brand is Patcy. When she was a puppy, her 18-year-old owner had to leave the city for a while. He asked his neighbor to look after the dog for some time. Initially, the neighbor agreed to keep Patcy, but soon he got irritated by the constant attention puppy needed. He decided to leave Patcy in the middle of the street claiming that the puppy disappeared by itself. After that, Patcy had hard days to survive, going through hunger and homelessness. Years passed by. On an ordinary summer day, Patcy was lying near the random door enjoying the summer sun. Suddenly the door opened. Behind the glasses of the young man, you could see the confusion. He was looking at the dog carefully and suddenly shouted: Patcy? Dogs eyes were filled with sudden happiness and joy. After that, they decided to open a place where any busy dog owner could leave its pet without any worries. No one should go through the same suffering again.

### MISSION

Brand mission is to provide the community of dog lovers with the place where every busy person can leave their pet without worrying about its safety.

### VISSION

It advocates for friendly relationships between people and pets articulating that dogs deserve to be treated humanely, WE'RE HERE FOR EVERY DOG.

### BRANDBOOK CONTENT

Brand content is divided into 6 sections: Brand, Logotype, Pattern, Color pallete, Typography and Stationary. Each paragraph is explaind and illustrated in the printed version of the project.

### LOGOTYPE

The main character of the brand is represented by a logo. The logo contains symbol and wordmark as well. This symbol can be used without wordmark only in minimum sizes, or in situations when wordmark is unreadable to the viewer's eye. Wordmark can be used separately as an information bar, but not as a logo.

Formal analyse  
the logo

The logo is made with various elements, I will describe them one by one.

Form: The brandmark is made of organic forms such as circles and golden ratio curve. Organic form is a form whitch can be found in nature. Also dog itself is a part of nature.

Wordmark: working on "futura bold" text as a wordmark. I have corrected optical spaces, kerning tracking, leading and style of the "C" character.

Color: the brand is using Pumpkin color (shade of orange) as a major/primary color. Orange is an inviting, optimistic and extroverted color. It radiates warmth, sunshine, balance, fun, and security. It's combined with the physical energy and stimulation of red with the cheerfulness of yellow. Orange is widely considered as intuitively attractive color. It is used with the idea of inner joy dogs have.

Composition: to bring a trusting feeling, composition is classically center balanced to the eye. The optical correction of negative space is included.

Shape: a combination of organic curves and square shape emphasize Patcy's character: active and excited, yet strong and serious

### PROPORTIONS AND USE OF THE LOGO

The composition is center balanced to the eye but according to optics and rules of composition symbol and wordmark should have more space (+ X/8) on the right side of the square. "X" is taken as a benchmark to all sizes. This proportions can never be changed or modified.

If a brand uses the logo in small size it is possible that logo appears without wordmark. In this case, this proportions must be protected. The protective field remains the same standards as on page 8.

To ensure prominence and legibility, the logo is surrounded by an area of clear space (based on 'X'). this clear space area is illustrated here by the square, which remains free of other elements, such as type and imagery.

Minimum sizes of the logo shown in real sizes(18.9mm and 16mm) for print. For screen- 34 px. For browser favicon use logo without wordmark in sizes 16px/ 16px. Protecting proportions are required.

For printed material, the logotype should only be reproduced in black and white when appearing on black and white print backgrounds. If necessary use only this black and white version of the logo. Black 100% for print and for digital R:35 G:31 B:32

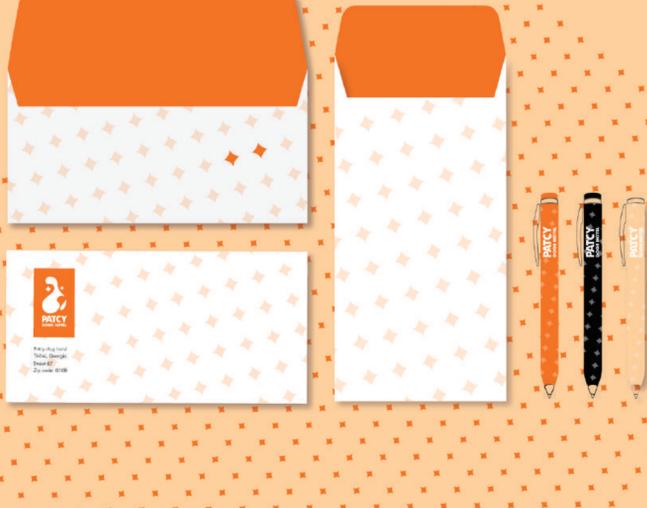
PATTERN is one of the essentials of the brand. It is made of the part of the logo(eye of the dog). It creates warm and welcoming atmosphere for the brand.

Color  
use

A brand has 3 primary colors. The major color is Pumpkin orange. This color can be used 90% of the whole design. This color is used in all the main supplies of the identity and is one of the main elements in the feel of the brand. In print design, it is recommended to use Pumpkin orange in 100%. In digital ( apps, websites, etc.) you can use transparency with 87%, 54% or 24%. Brands colors are also black and light beige. The percentage of uses also 90% of the whole design. In print, it is recommended to use colors in 100% opacity. In digital, you can use 87%, 54% or 24% transparency.

Stationary

In this section, I have made branded products such as envelope, pens, pencils, folder, blank, hoodies, scarves for dogs, bags and etc. For all these products there are annotations and sizes explained in a simple way for other designers. You can see a little part of stationary bellow, the full stationary is included in the visual identity book.



**Michelangelo**

Age: 4  
Breed: Border Collie  
Sex: Male  
Neutered: Yes  
Weight: 30 kg

Owner:  
Phone:  
Email:

- pet insurance  yes  no
- problems with fleas or fids  yes  no
- house trained  yes  no
- likes on a special diet  yes  no
- allergic  yes  no
- anxiety problems  yes  no
- vaccinated  yes  no

dates of most recent vaccinations: .....

