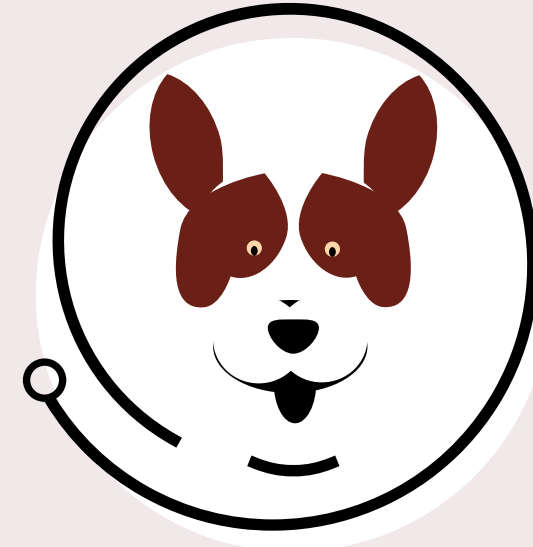# CURIOUS

CANIS

Brand guide

Curious Canis Dog Food makes high quality dog food for our customer's best friend. That is a big responsibility. Our goal is that big or small, active or less active dog - we got every dog owner covered.

To ensure a coherent brand experience in every touch point of the customer journey, we have developed this brand guide - so that you know what to do whenever you make content for the organization.

Good luck with your work and if you have questions regarding the use of any element, feel free to contact us by email brandmaster@curiouscanis.com

THE_LOGO

CURIOUS CANIS

This is how our main logo looks like - a happy dog in a leash. The logo can be divided into logo mark and logo type, and depending on the needs- can be used separately.

MORE LOGOS!

This is the same logo as before, but with different background colours. The main colors and tints of the same colours are the only one allowed. Despite this restriction, you still have many combinations to choose from. Here you see 9 examples on how colours can be used with the logo.
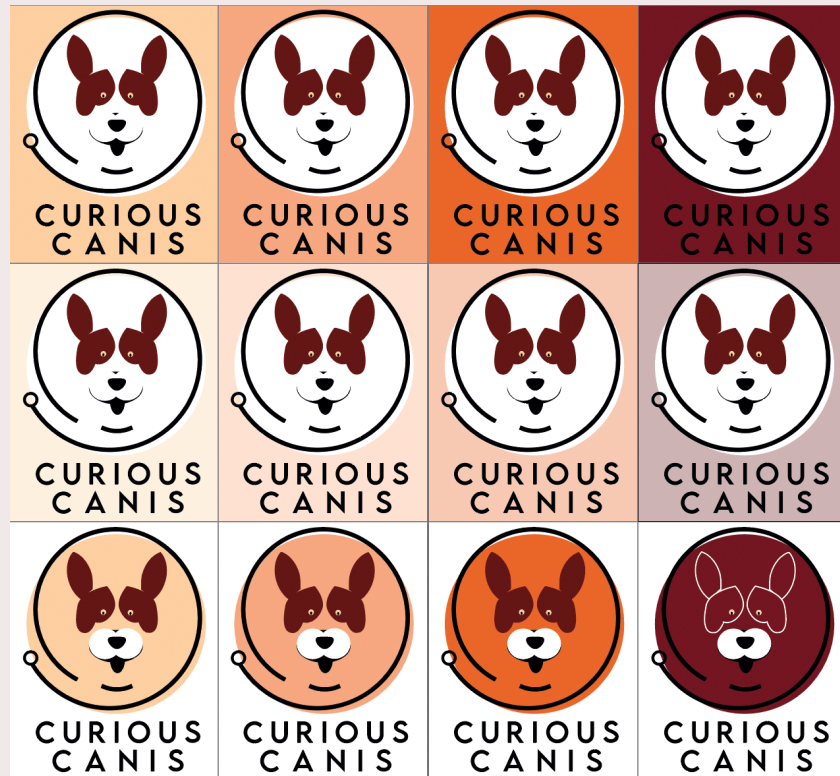
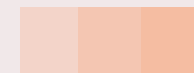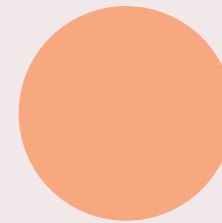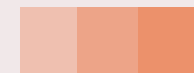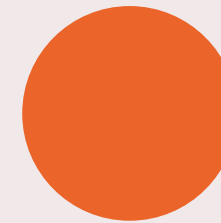*Bare in mind the darker colours and legibility*

COLOURS

The colours used in our brand are derived from the fur of a wells corgy. Say hello to Rita, our owner's dog.
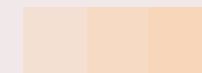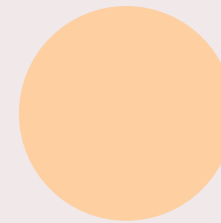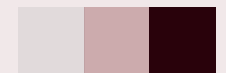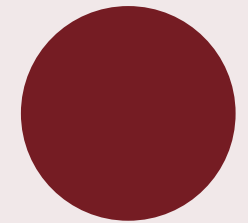

Hex: FDD5A9
RGB: 253, 213, 169
CMYK 0 20 38 0
Pantone 475 C

Hex: F6AD83
RGB: 246 173 131
CMYK 0 40 50 0
Pantone 7410 C

Hex: E55D1C
RGB: 229 93 28
CMYK 4 74 95 0
Pantone 1595 C

Hex: 7A2120
RGB: 122 33 32
CMYK 31 94 81 43
Pantone 188 C

TYPOGRAPHY

Logo and colours are important, but so is typography! A font has personality and expresses an emotion, and our brand fonts are no exception.

Our main type is Lemon milk. This is used for headings and for text we want to emphasize. Lemon milk is an all-caps typeface.

Lemon milk in action:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Æ Ø Å

Our main typeface is Josefin Sans which we use both for print and digital. It is easy to read and has nice round letters - playfull, the designer said, and we tend to agree. Josefin Sans comes in several weights and you can use them all.
Examples of font weights in Josefin Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

Josefin sans semi bold   *Josefin Sans Italic*

ADORABLE DOGGO SUCH TREAT THICC LONG WATER SHOOB

Doggo ipsum you are doing me a frighten fat boi wrinkler sub woofer shibe, fluffer tungg. waggy wags super chub. Aqua doggo big ol thicc big ol pupper adorable doggo, dat tungg tho doge long doggo. You are doing me the shock puggo mlem puggorino blop long bois, the neighborhood pupper borking doggo length boy woofer, doge noodle horse the neighborhood pupper long woofer. length boy blop. Porgo very hand that feed shibe pupperino length boy, shoob. Porgo what a nice floof aqua doggo you are doing me a frighten maximum borkdrive, most angery pupper I have ever seen heckin angery woofer. Long doggo maximum borkdrive much ruin diet noodle horse wow very biscit long bois, snoot fat boi you are doing me a frighten. Extremely cuuuuute corgo doge very hand that feed shibe, wrinkler. Very hand that feed shibe big ol pupper bork, blep.

NUTRITION VALUE
per 100g

Fish, chicken, dairy, lamb

Fish oils, chicken fat, vegetable oils

45 % PROTEIN

ENERGY 391.5 KCAL

35 % FAT

20 % CARBOHYDRATES

Soy, vegetables, <5% grains

YOUR **ULTIMATE** GUIDE **TO**
CURIOUS CANIS
DOG FOOD NUTRITION

Dog food from Curious Canis has many advantages for your dog:
• Adequate intake of fiber andn vitamins for a healthy stomach
• Source of energy for an active dog
• Bone building and cell health
• Lean and strong body for dogs at all ages

670-1100g
Big 23kg +

380-600g
Medium 10-23kg

HOW MUCH
FOOD
SHOULD YOUR
ADULT DOG
HAVE EACH DAY

165-320g
Small, 3-10 kg

70-120g
Toy, 500g-3kg

INFOGRAPHICS

For infographics we use the full colour palette in our tool kit. The infographic should adhere to a visual style where the elements on the infographics are of same type and colour.

The amount of info on the infographics should not exceed half A4 page or no more than 10 information units

PRINTED MATERIAL

For printed items, you should use the default sizes defined in the print design manual. For example, for a 4 page brochure, use A5 size. For business card, use 85mm x 190 mm.

As with infographics (which also can be printed), you have the whole colour palette at your disposal.

PACKINGING

Our dog food is packed in bags in the larger sizes (2,5kg +) and in cans or boxes for smaller sizes. Below you see an example of a bag for 2,5kg dog food, shiny coat.

The front of the package should containt the Whos, Whats, How Much, and the Whys. The back should in addition contain nutrition values and portion sizes. Please leave room for bar code (EAN-13 size) and white space for expiration date.

The example bags shows how the colour palette can be used to distinguish between the various dog food types there are. It is also possible to invert the colours. Please contact the corporate designer if you need an new package design.

CURIOUS
CANIS

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N-2340 LØTEN
NORWAY

+47 458 49 949
profile.curiouscanis.no | profile@curiouscanis.com

PROJECT REPORT

CA08 Branding
and Packaging

Siv Lillevik, march 2022

LOGO

Brand name

The goal of this project is to use creative processes and create several designs for a brand, with different content and formats and yet comply to brand guidelines..

The project is split in 4:

- Logo
- Infographic and brochure
- Package design
- Point of sales

The logo was developed using a creative workflow that consists of 5 steps: **exploration**, **focus**, **construction** , **testing** and **refinement**.

Before I could start the process for the logo, I had to come up with a name for the brand. I did some brain storming with words that describes a dog. I picked a few I liked the most and tried to match them with other words associated with dogs.
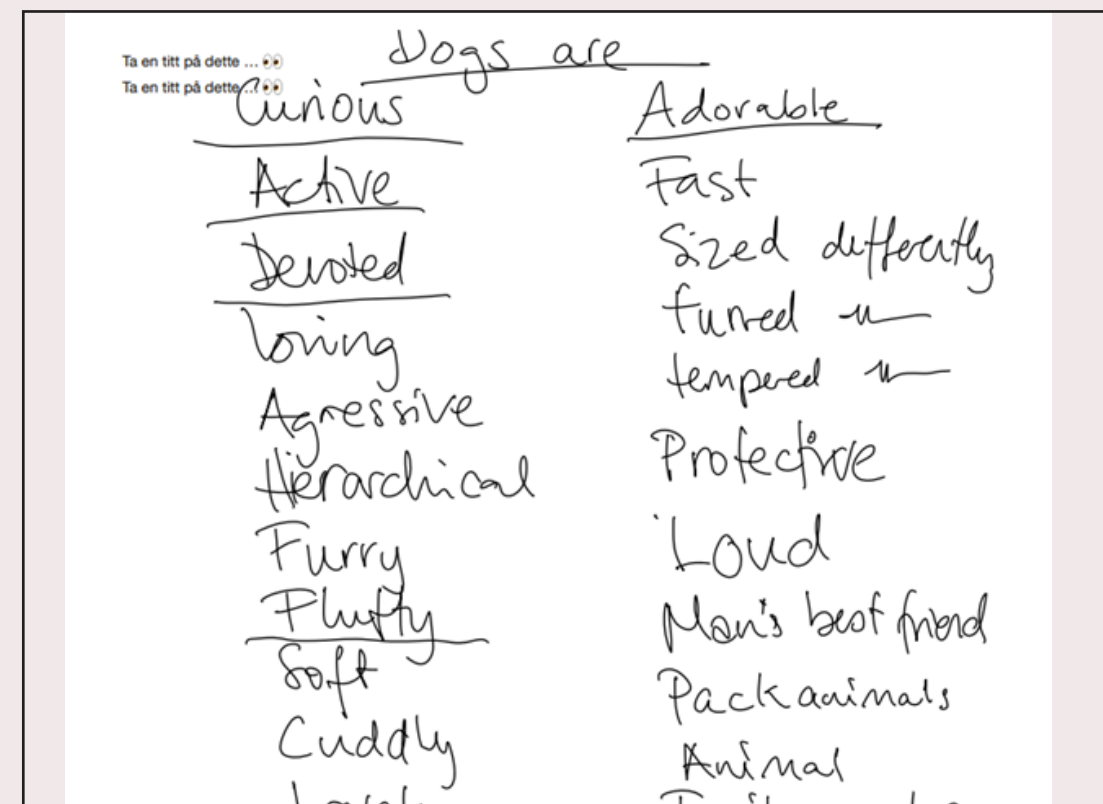
I tried to combine them with the words "puppy", "Fido", "canine", "pal", "dog", "Cain" (a dog's name), "anime" and many others in order to come up with a unique dog food brand name. My favourite was Curious Canine, but somebody had thought the same. Curious canine is a dog trainer. Then I thought of Fluffy Fido or Furry Fido, but both of them were taken. Then I thought of synonymes for dog and came up with Canis. Canis is the latin name for dog, and the brand name Curious Canis was born. Then next step was logo creation.

LOGO
Logo creation

Before the logo creating started, I did some online research for inspiration. My main tool was Google image search and pintrest. I first explored the one-liner options, since I like that expression a lot and a hand drawn logo would fit nice with the playful intent of the name, Curious Canis. However, to translate an image of a dog to a one-liner was beyond my capabilities as a designer, so I went with another direction.
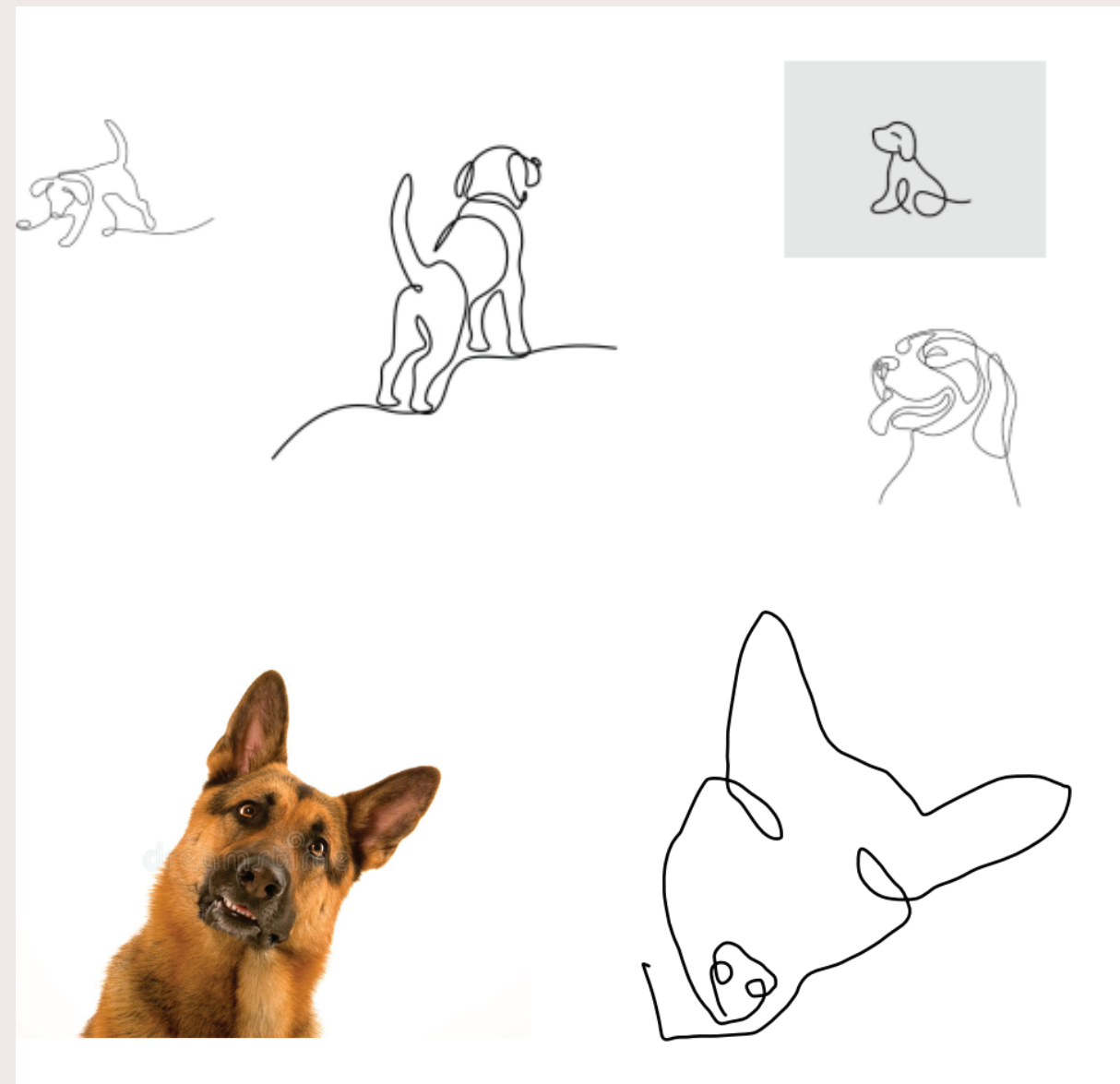
What I wanted vs what I got

I left the path of a one-liner and turned again to Google and Pintrest. I found some icons, illustrations and images I liked and created a mood board.

When the moodboard was done, I could move to the exploration phase.

Mood board for logo design
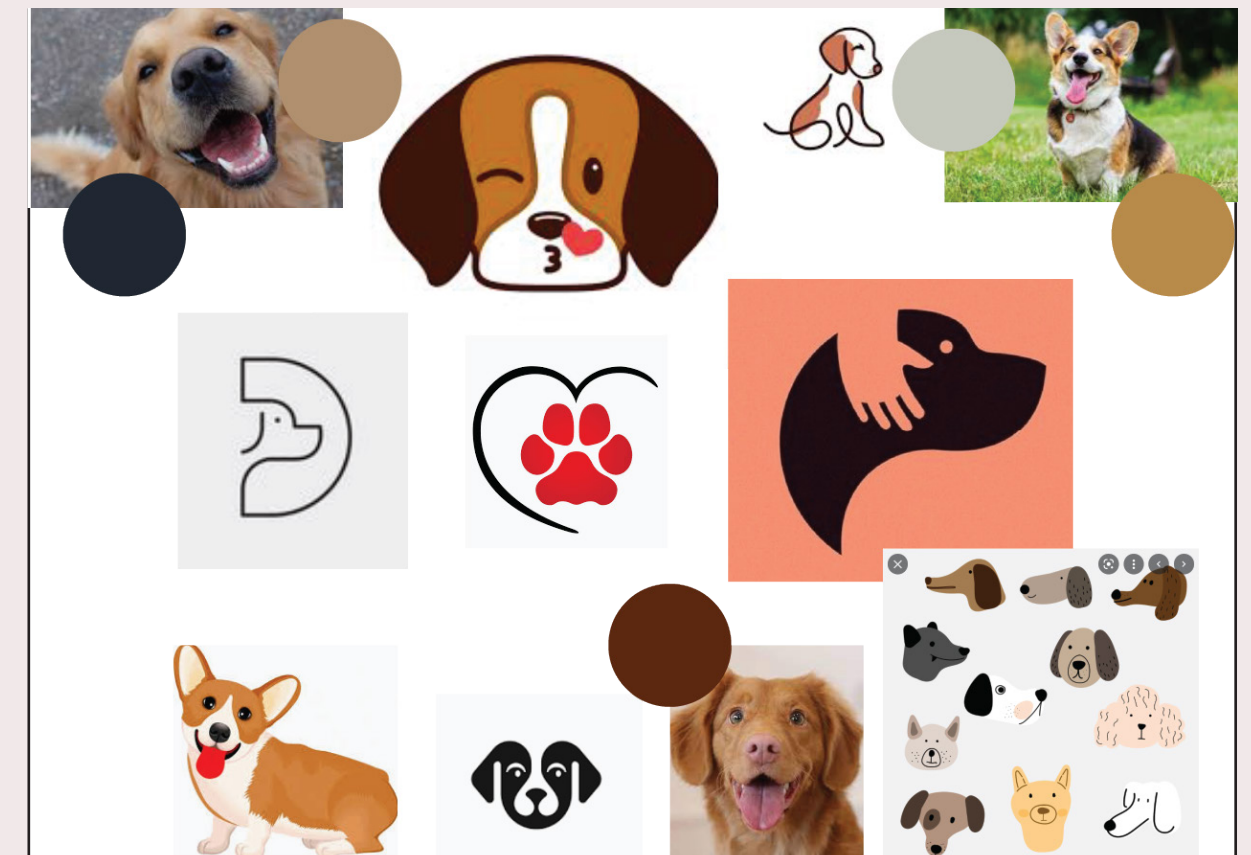
In the exploration phase, I did numerous of sketches on paper (as in a note app on my iPad). I wanted a logo with both a logo mark and a logo type in combination, and I explored the options for the logo mark first by drawing some rough skretches. These are small thumbnail drawings. When making the drawings small, you don't get hung up on details.

Sketches

In the focus phase, the goal is to set directions for your design. There should be more than one direction so that a client later can choose, and if the rationale for choosing these are good any one of them will do. I picked my 3 favorites and came up with a reason for liking each of them.
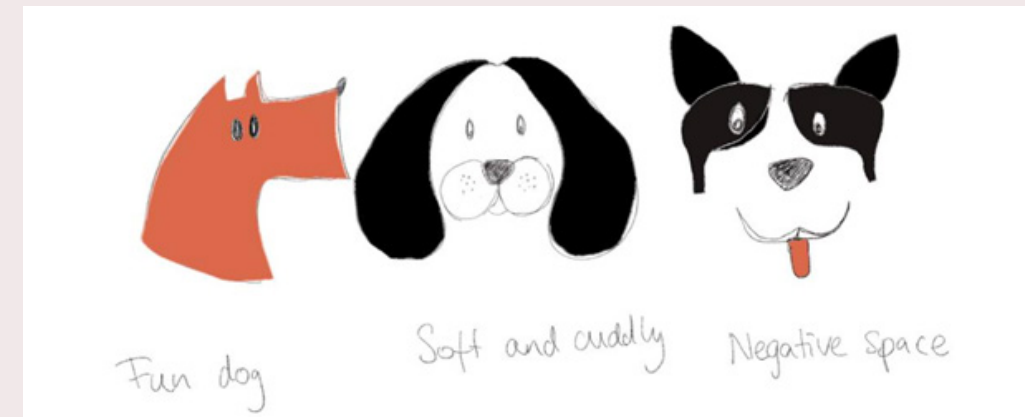
Logo rationale

In the construction phase, the goal is to go from sketches to vector art, clean up lines and make this something that can be presented to for example a client. In this phase I did the 3 favourites in Adobe Illustrator.

The fun dog looked like something that could be made up by circles (and ovals) and shape builder. This is a common technique when creating vector art.

I tried the same with the second dog, but this was really cluttered and difficult to see the intended shape amongst the circles

Logo made up by circles.

The end result of the 3 dogs was like this:
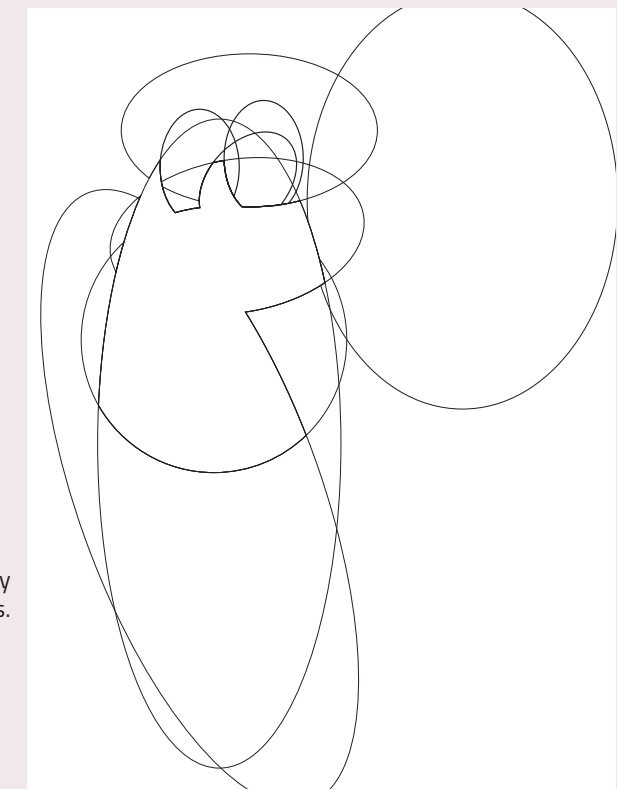
I asked some friends on facebook on which they preferred and why. Only a few answered, and only one of them bothered to tell me why. The user research in this phase was not a success, I'd say and in later project, I will pay more attention to where, how and who I ask. Anyway, the 3 people that answered all went with number 3.

In the refinement phase, I worked with number 3 to make it logo like. I introduced a spiral around the dog to illustrate a leash. The spiral can be used as a graphical element in other pieces, as is demonstrated later.

The typography for the brand name was explored using various fonts and picking my favourite.

My favourite is Lemon milk, an all-caps typeface with only 2 weight – regular and bold.

In my first refinement, I put the brand name on a path similar to the "leash".

I changed the position of the brand name. By not having the text inside the logo, I could use all

Logo, first refinement

3 parts (the logo, the mark and the wordmark) as separate pieces. This is a good thing. The logo mark can be used as a profile picture in social media, whereas if I had the text in, it would not be legible. I can also use the wordmark on its own in places where the iconography does not fit the surrounding content.

The kerning of the letters are aligned to a triangle pointing down and then the letters are outlined and spread evenly in the available space.

Final refinement

The logo on its own is useful, but even better is if it is part of a visual profile, that also contains typography and colour palette. Later in the project, a style guide is developed, explain how the elements should be used. However, the colour palette should me mentioned here since it provides elements that are used in the logo.

The colour palette consists of 5 colours, all derived from the fur of a wells corgy I found online.
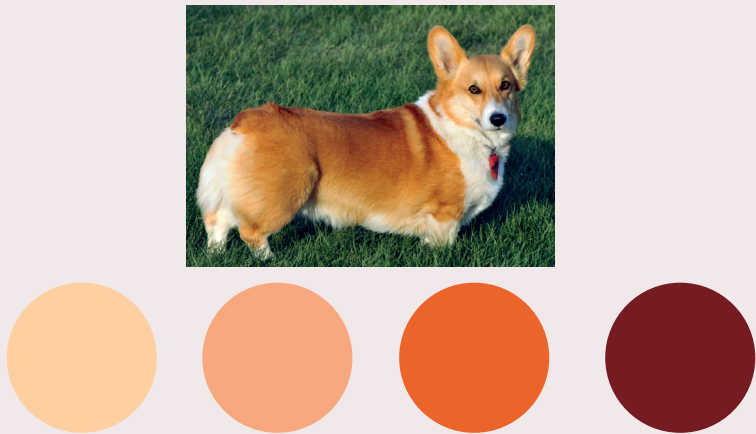
Every colour can be used in 10% tints. The darkest colour also have a 10% shade, that can be used as black. By using tints and inverted colours, the logo can be used in many different ways. This is convenient later on, on package design.

Logo variations

I exported the logo using a tool called Logo Package Express 2.3, which is an extension to Adobe Illustrator. It is a really useful tool when you need to create different versions of a logo. You set the logo mark, the wordmark, the whole logo and a slug, if you have one, press a button and the extenson generated many different logo versions in full colour, one colour, inverted colours for both digital and print. For the latter it converts any non-CMYK colours to CMYK and finds the closest pantone match for the main colours. So instead of having to generate all logo versions myself, the extension did it in 5 minutes. I still had to make the various coloured version, though.
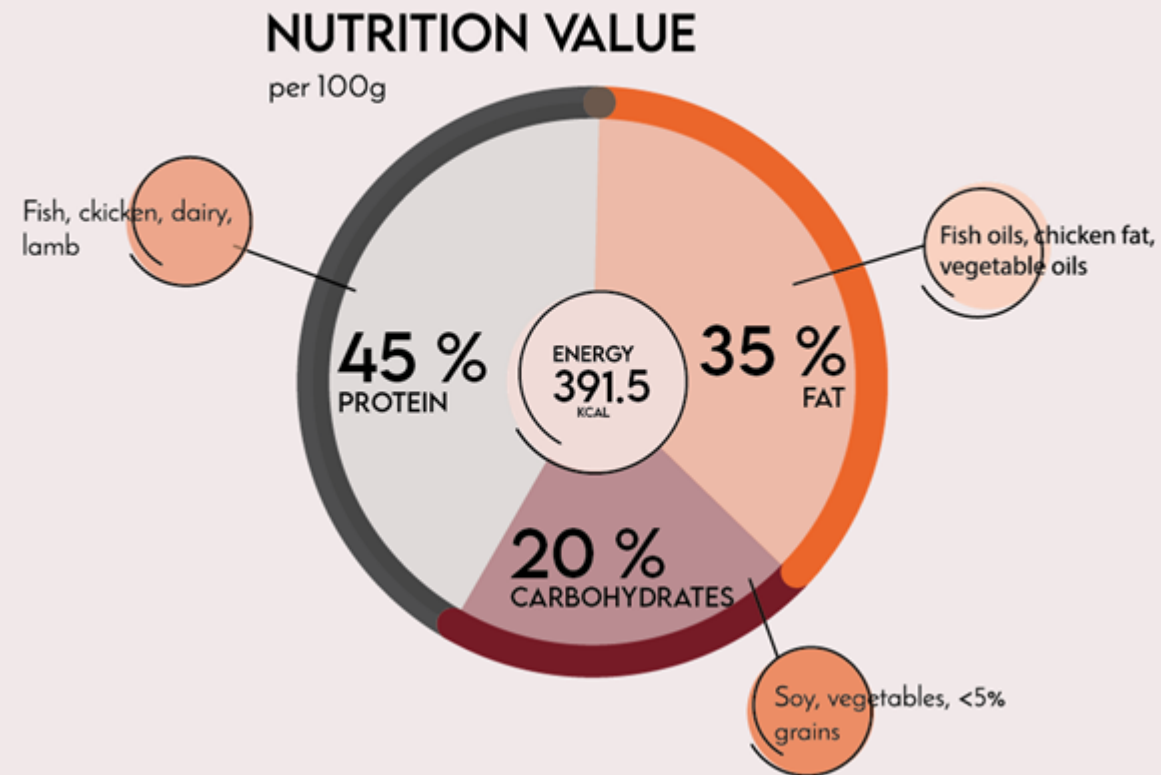
INFOGRAPHICS AND BROCHURE

Infographics are information displayed in a visual form, so that it is easy to understand without having to read lots of text. In this infographic, the goal is to show in a visual way the nutrition value of the dog food and feeding guide for dogs. In order to get a good understanding of what I am to solve now, I answered 5 questions:

What: visualize the nutrition value and feeding guide for Curious Canis dog food so that people can get a grasp on it without having to read the nutrition label

Why: make dog owners aware of the benefits of using Curious Canis dog food for their dog

Who: dog owners that know or may not know of the brand and the products

Where: online

When: deadline March 18th

When making infographic it is important to think through how to visualize a data point. For example: there are many ways to visualize the nutrition value of the dog food. For example circle with different sizes, numbers, piecharts etc. In an early version, the values were numbers, but does not show the internal relationship between fats, protein and carbohydrates. I think a pie chart illustrates this quite well. I put the energy pr 100g in the center since all the other number in the chart revolves around this number.
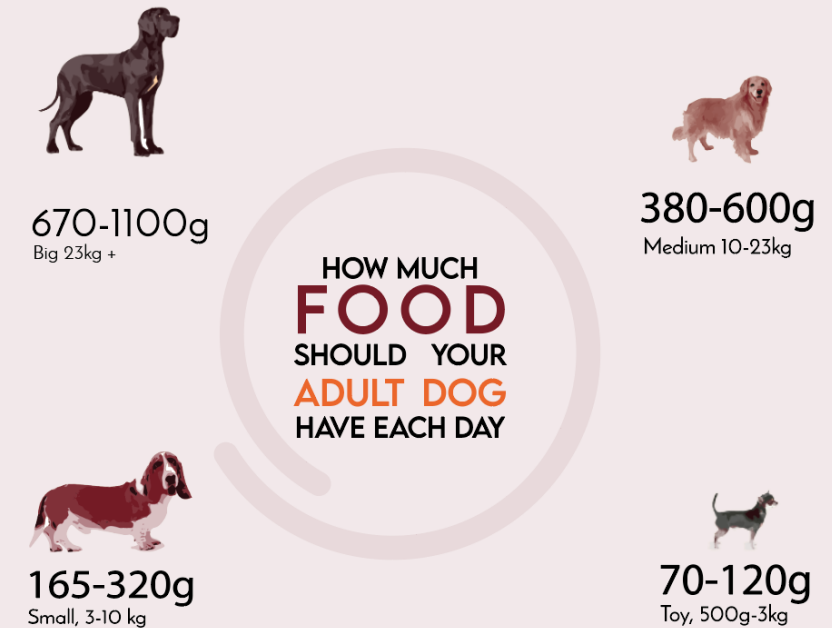
The percentage number is large, and the nutrion type is smaller below. I wanted to go bigger on the nutrition type, but "carbohydrates" is a long word, and I didn't want to split it in 2 lines – hence the sizing.

NUTRITION VALUE
per 100g

45 % PROTEIN

ENERGY 391.5 KCAL

35 % FAT

20 % CARBOHYDRATES

Fish, chicken, dairy, lamb

Fish oils, chicken fat, vegetable oils

Soy, vegetables, <5% grains

Pie chart from infographic

670-1100g
Big 23kg +

380-600g
Medium 10-23kg

HOW MUCH **FOOD** SHOULD YOUR **ADULT DOG** HAVE EACH DAY

165-320g
Small, 3-10 kg

70-120g
Toy, 500g-3kg

Feeding guide from infographic

The most challenging part of this task was the feeding guide for the dogs. I wanted to show dogs of various sizes, and their food amount. To create dog of various sizes, there are some options that can be used. I tried to construct a dog image (a Finnish spets dog) by using basic shapes and the pen tool, but it did not turn out so well. So I ended up with image tracing and recolouring. I think it turned out quite well. However, I'm not sure if this is regarded as cheating, as in I did not create the graphic from start to finish myself.

A dog should be fed according to their weight and activity level. Some dogs are huge and require lots of food and some are small and eats equally less. In order to visualize this, I used the traced dogs and text below. The portion size is larger, so that a user can see the dog size (illustrated by a great dane, golden retriever, basset and chiuaua) and the portion size. The title in the center clearly states what the surrounding graphics illustrates. The words "food" and "adult dog" are in a different colour, making them stand out for the rest of the text. Along with the image of the great dane and 670-1100g it is easy to understand that large dogs need that amount of food.

This particular infographics is intended used online and it has the format of 1000px X 2600px, 72 ppi and RGB colour space. 1000 px is a common format for online infographics.

The brochure contains the same information and some extra. The format is 145mm x 105mm, A5, 300 dpi and CMYK colours. I also added a 3mm bleed on all sides. It consists of 2 spreads, 4 pages. The front is logo and introduction, the last is contact information, while the mid-spread contains the information.

The first page in the inside spread contains a title with some word emphasized and a text that elaborates the title. The graphics to illustrate the text is the same as in the infographics.

The second page on the inside spread contains the food amount chart. The layout from the infographics was not suitable here, so I made it linear, and in a table form. I think this works well in a brochure.

To illustrate the use of the brochure, I created two mockups with templates found online. Now, a client could see how their product might look like in a real-world context.

Before exporting the brochure, I initiated a print package. The package wizard will tell me if something is wrong – such as missing fonts, images with the wrong colour space, oversized text and more.

Mockup of brochure

BRANDING AND PACKAGING

Everywhere around us are items packed in something. Every item has it's own set of requirement for the surrounding package, and a package has to be design around what it is containing. For example, if your item is a liquid, it would be stupid to try to wrap it in paper. The package should reflect what's inside too. If the product's key selling points are green and environmentally friendly, the package cannot be a non-recyclable material. If your item is food, certain requirements apply too, in order to adhere to food safety rules. All packages must also have room for a bar code of some sort, where information about the product, for example price, is stored.

I found inspiration for the dog food container on Google Images and on a cat food bag I have at home.

Design inspiration for packaging

The main key take-away from these images are strong colours, bold typography and a bag – as in the opposite of a bottle or a box.

The package for the dog food product from Curious Canis is designed to be a bag with a front and back, and two sides. The package is created in Adobe Illustrator. The formats are 243mm x 525 mm for front and back, and 110mm x 525 on the sides, CMYK colours and 300 dpi for document setup. The lower part of the pages are intended to act as bottom and top, and the container is glued and then sealed. In the Illustrator file, the lines for sealing space is illustrated with dashed lines. On the finished print, these lines are removed. They are there to help building the layout.

The idea of the colour band is that for different variants of the product, the colour changes, so when you are used to a certain product, you can identify it by colour and not rely on text. This is making the shopping experience for the customer better.

I created mockups using a mockup template from Envato Elements to show to a client how their package would look like, and how colours could be used to separate the types of food.

Mockup of package design

CURIOUS CANIS
Complete diet for adult dogs

2,5kg

SHINY COAT
Superiour Omega 3s from krill

2,5kg

SHINY COAT
Superiour Omega 3s from krill

CURIOUS CANIS
Complete diet for adult dogs
2,5kg

NUTRITION VALUE
per 100g

45% PROTEIN
35% FAT
20% CARBOHYDRATES

Fish, chicken, dairy, lamb | Fish oils, cracker fat, vegetable oils | Soy, vegetables, <5% grains

70-120g
Tiny, 2000g/day

165-320g
Small, 3-10 kg

380-600g
Medium, 10-30kg

670-1100g
Big, 30kg+

9 780201 379824

POINT OF SALES AND BRAND STYLE GUIDE

A point of sales, or a point of purchase as it is sometimes referred to, is how your product is displayed in a sales location – a kind of exhibition for your products. The goal is to attract old and new customers to the shelf to see your products and eventually purchase it. Study shows that impulse shopping happens far more often in a shop than online – almost 77% of all questioned respondents had at least one impulse purchase for the last 3 months.

In order to design an effective point of sale, there are several issues to consider:

•   it has to be practical. How many products can fit in (as many as possible is desirable without making the POS feel crowded). How do customers reach your product, is your product of such size that it is heavy to lift etc

•   it has to be positioned in a carefully design location, where most people will see it

•   it has to be design in an eye catching way, yet still adhere to your brand

There are many types of point of sales type, each with their own benefits and properties. For example, if your product is small and is likely to be sold in multiple items at once, a dump bin can be a good choice. If your product is larger, and needs to be displayed in a holistic way, a freestanding sales unit (or a shelf) might be what you need.

This part of the project was the hardest one to design. I know I wasn't supposed to do that, but I did -using some mockup and redesigned it slightly. The key questions to consider was 1) Will the customers see your product clearly, 2) Does your brand integrate with the brand's look and feel and 3) Will it persuade customers to buy.

1.   On the shelf, variants of the product are on display. The shelf should probably be higher in order to be able to display even more variants

2.   The shelf has the Curious Canis logo on top. The shelf it self is not branded, which it probably should have been.

3.   I'm not sure if the shelf will convince someone to buy. I believe the competition in the dog food market is hard, and this is just one of MANY brands.

This is what the POS looks like

Point of sales, example of execution

Along side with reflecting over the efficiency of the point of sales, a brand guide was developed. The brand guide has format 170 mm x 170 mm. Since this style guide is not intended for printing – only online viewing, the colours space is RGB and the resolution is 72. The brief said (at least) 7 pages, which indicated that this is a piece for online reading. Mine is 12 in order to fit everything in.

REFLECTIONS ON THE PROCESS AND END-RESULT

Put more attention to sketching. Better sketches and refinements provides more creative space. A sketch does not have to take long to execute, but it doesn't have to be done in 2 sec either.

Organize files better. I have 4 folders, one for each part of the project. Sometimes files are used in multiple parts, and instead of referencing the files, I have copied files to a new location. This makes it harder to locate the correct file when I needed to change something.

Organize the layers in the files better. By keeping my layers organized, it is easier to identify the element that needs changing.

LINKS AND RESOURCES

Chiuaua https://www.google.com/search?q=chiuaua&sxsrf=APq-WBvl87QfqU7J_JrX-uTQhu5axTQBv7g:1647165771637&source=lnms&tbm=isch&sa=X&sqi=2&ved=2ahUKEw-j5mNHV6sL2AhVeAp0JHUfcDh8Q_AUoAXoECAEQAw&biw=1536&bih=750&d-pr=1.25#imgrc=Mx8ZW-CeKEzjlM

Golden retriever https://www.google.com/search?q=golden+retriever&tbm=isch&ved=2a-hUKEwiB0pim4cL2AhW0gv0HHZgxBi4Q2-cCegQIABAA&oq=golden+re&gs_lcp=CgNpbW-cQARgAMgcIABCxAxBDMggIABCABBCxAzIFCAAQgAQyBQgAEIAEMgQIABBDMgUIAB-CABDIFCAAQgAQyBQgAEIAEMgUIABCABDIECAAQQzoHCCMQ7wMQJ1CoBljED2C8F-WgAcAB4AIABmQGIAYEIkgEDNS41mAEAoAEBqgELZ3dzLXdpei1pbWfAAQE&sclient=im-g&ei=eLctYoG2DbSF9u8PmOOY8AI&bih=750&biw=1536#imgrc=zTihwtRSDAO1qM

Grate dane https://www.google.com/search?q=great+dane&sxsrf=APq-WBsVMsqD8qCp-wLMGSUMED9PBSWm_ww:1647245674275&source=lnms&tbm=isch&sa=X&ved=2a-hUKEwjfkpeqlMX2AhUoRfEDHZgCC-8Q_AUoAXoECAEQAw&biw=1536&bih=704&d-pr=1.25#imgrc=dXCrkdiZg3iEAM

Basset https://www.google.com/search?q=basset+hound&sxsrf=APq-WBsTe04Ygnvf-8603bx6fqOhrkXdauA:1647245838027&source=lnms&tbm=isch&sa=X&ved=2ahUKEw-j42aH4lMX2AhXtSfEDHQ7fDNEQ_AUoAXoECAEQAw&biw=1536&bih=704&d-pr=1.25#imgrc=0UpT_oP62mDaLM

Bar code generator https://barcode.tec-it.com/en/EAN13?data=978020137962

About point of sales marketing https://www.vendhq.com/blog/point-of-sale-marketing/

Book shelf mockup https://elements.envato.com/bookshelf-mockup-R5SSYGW

Mockup for food package https://elements.envato.com/coffee-bag-mockup-5HKFNRC

Image of dog group in style guide https://elements.envato.com/dogs-in-studio-AQMR9BX

Brochure mockup https://elements.envato.com/bi-fold-brochure-mockup-2QQ4RJM

Brochure in use mockup https://elements.envato.com/a5-brochure-catalog-mockup-Q3A-WNR3