

Pet Love

Logo Development
and Brand Creation



FONT MODIFICATIONS


GOLDEN RATIO


HORIZONTAL PRESENTATION


ALTERNATIVE PRESENTATION


PET SERVICES



 Pet Lovl
 PET SERVICES
 Lobster Regular
 Archer Bold


 Pet Lovl
 PET SERVICES

“PET LOVE is a purely online retailer that sells pet products, medications and food. They cater to multiple pet types including birds, cats, dogs and fish. The number one selling category is the dog category with cats being number two. They needed a memorable catchy logo, that can work well on their web site and also on digital advertising, as social media advertising is very important for their business.

“After brainstorming, when I had developed the main idea for the logo, my first task was to choose the font which will play well as a dog’s body after modifications. I’ve chosen the open source font style - Lobster regular, which works great in this case.

The next step was creating a dog’s head icon. I decided to use the golden ratio circles as guides for creating a shape with good proportions. Later I made the final font modifications to connect the curves of characters with golden ratio circles, so the whole logo became much more connected and balanced.

BLACK & WHITE


SINGLE COLOR


FULL COLOR




Hex #282828	Hex #444444
R: 40 C: 72	R: 68 C: 64
G: 40 M: 63	G: 68 M: 55
B: 40 Y: 58	B: 68 Y: 52
K: 73	K: 54
Hex #888888	
R: 136 C: 47	
G: 127 M: 36	
B: 127 Y: 38	K: 17
Hex #203766	Hex #D65251
R: 32 C: 100	R: 214 C: 11
G: 55 M: 65	G: 82 M: 79
B: 102 Y: 32	B: 81 Y: 62
K: 16	K: 2





brand creation

