





CREATIVE BRIEF & INITIAL ANALYSIS

CREATIVE BRIEF

Kayla's K-9 Kuts & Kare

CLIENT

Kayla's K-9 Kuts and Kare is a new dog grooming company which opened last year in Orrville and Wooster Ohio. The store offers trained stylists to groom, clean, and style a variety of breeds, and also serves as a one-stop-shop; carrying dog toys, dog shampoo, leashes, and other pooch essentials. Being a small town business, the grooming salon has a very warm relational outlook on their clients and are very gentle with all animal customers.

PROJECT

The project is to simply recreate Kayla's K-9 Kuts and Kare's logo and branding into something simpler and more reflective of the youth and love of the business. The new branding should give off the tone of youthful professionalism as well as safety and love for pets of all shapes and sizes.

DUE DATE

The designated due date for this assignment is

BACKGROUND/PROJECT OVERVIEW

Kayla's K-9 Kuts and Kare recently opened two locations in Orrville and Wooster Ohio in 2019. The company's service is to groom, clean, cut, and style the fur of the towns' furry friends. They also have a small storefront with easy grab-and-go dog essentials, however grooming is their primary focus. The new company is eager to make a name for itself and build strong relationships and trust with their clients and hometowns.

TARGET AUDIENCE

The target audience for the groomer are overall dog owners, but specifically dog owners between 30-50, mostly female. This age range is specified by the fact that specialty dog grooming is a luxury expense, and majority of female dog owners want their dogs looking clean and cut. By 30-50, the clients are financially stable enough to spend extra money on their pets, and are willing to find smaller companies to rely on for excellent customer service and styling rather than larger stores like Petco and Petsmart.

KEY COMPETITORS

There are many competitors for Kayla's K-9 Kuts and Kare. Larger groomers who are cheaper include Petco and Pet Smart, however there are also many other smaller companies which offer the same small business atmosphere. These include Wags and Whiskers, Precious Pooch Dog Grooming, Orrville Pet Spa & Resort, and Grooming Booth.

MAIN IDEA

Kayla's K-9 Kuts and Kare has a lot of competition for the very specific service that it offers. Though the service is personable and professional, the branding does not offer reassurance that the company is youthful and serious. In order to stand out from its competitors, this groomer needs a logo that is modern and memorable, as well as stepping away from using alliteration as a brand crutch, which many of their competitors do.

DELIVERABLES

New logo	T-shirts
Grooming Aprons	Collars
Services Sheet	Treat Bags
Business Cards	

LOGO COMPARISON ANALYSIS

Kayla's K-9 Kuts & Kare & Barks and Recreation

KAYLA'S K-9 KUTS & KARE (LEFT)

Weaknesses:

Unreadable spacing, poor font choice, image and brand title overlap unpleasing, tension points on borders. Poor resolution on logo- unable to be used cleanly. Clip-art paws, does not stand out amongst competitors. Overall the logo is cramped, blurry, and unremarkable.

Strengths:

Color pairings, symbols associated with service.

BARKS & RECREATION (RIGHT)

Strengths:

Color palette, font choice compliments form, clean illustration, inviting and professional tones, good reflection of the city it originates, play on our current culture. Leaves impression based on its humor, clean design, and modern color scheme that reflects its location.





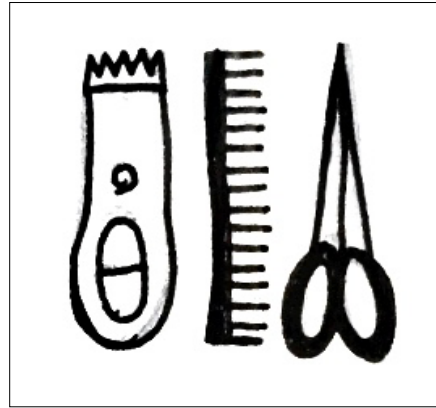
PRELIMINARY SKETCHING



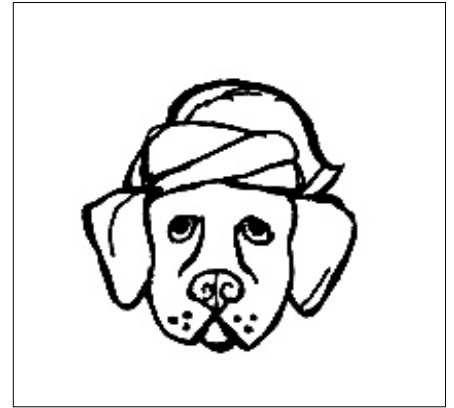
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Logotype



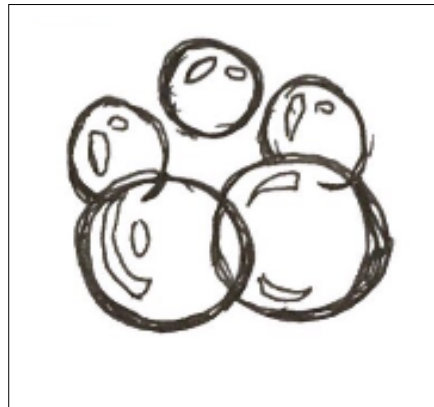
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Pictogram



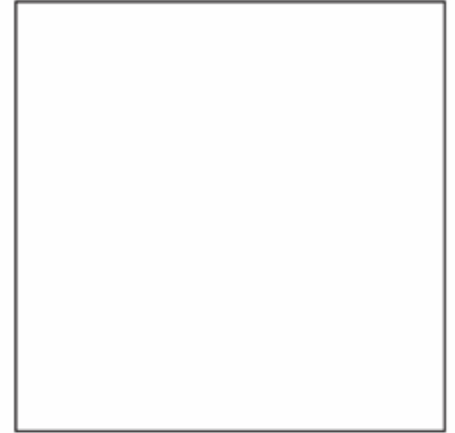
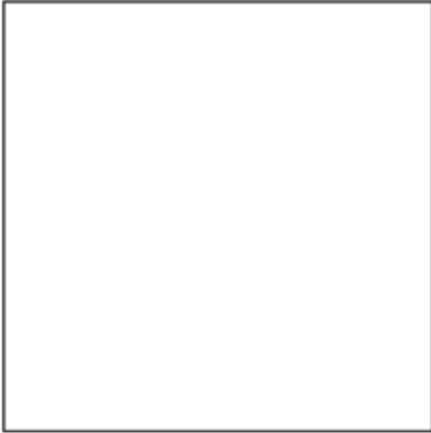
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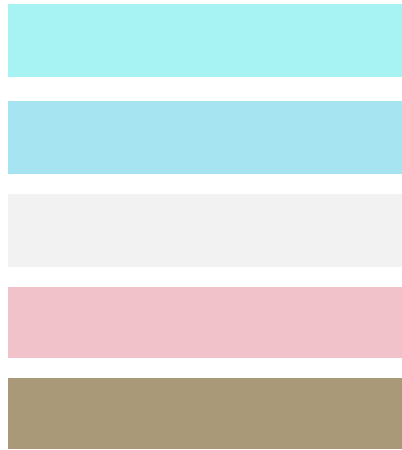
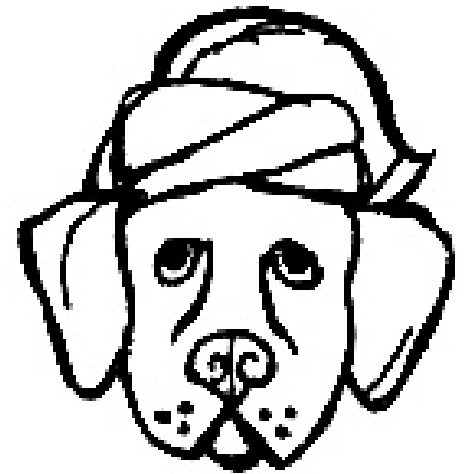


Symbol



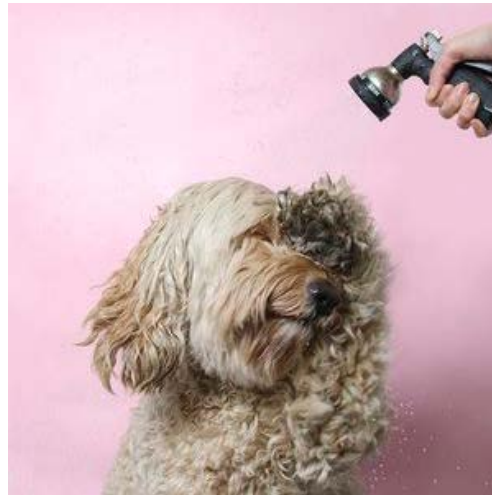
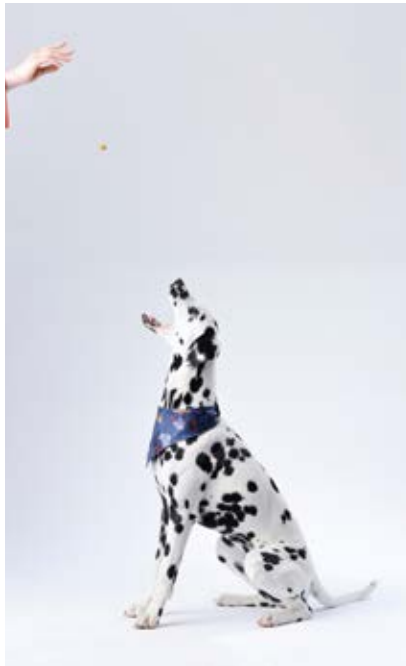
Combination



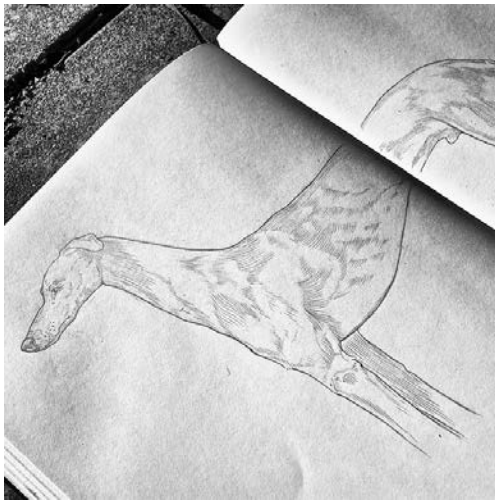




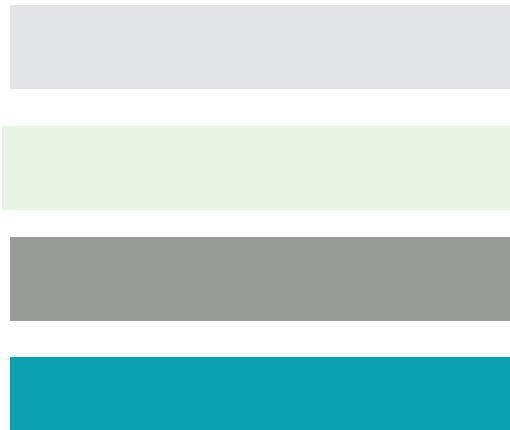
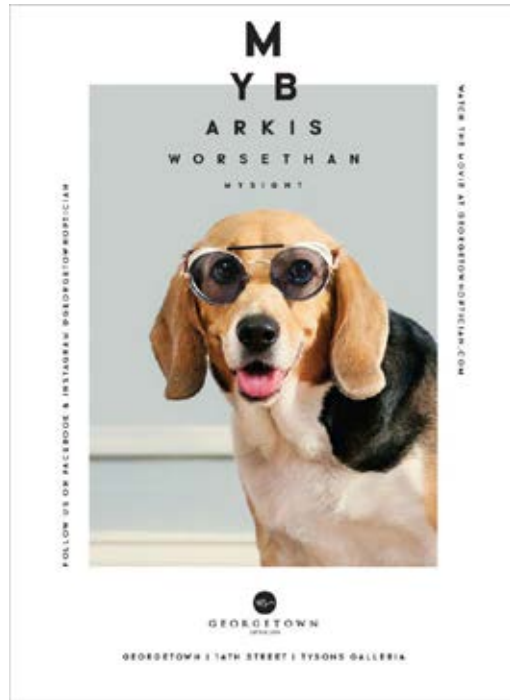
RESEARCH & MOOD BOARDS







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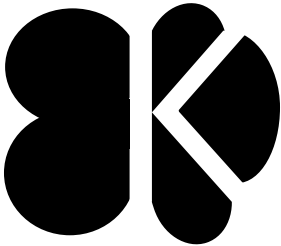
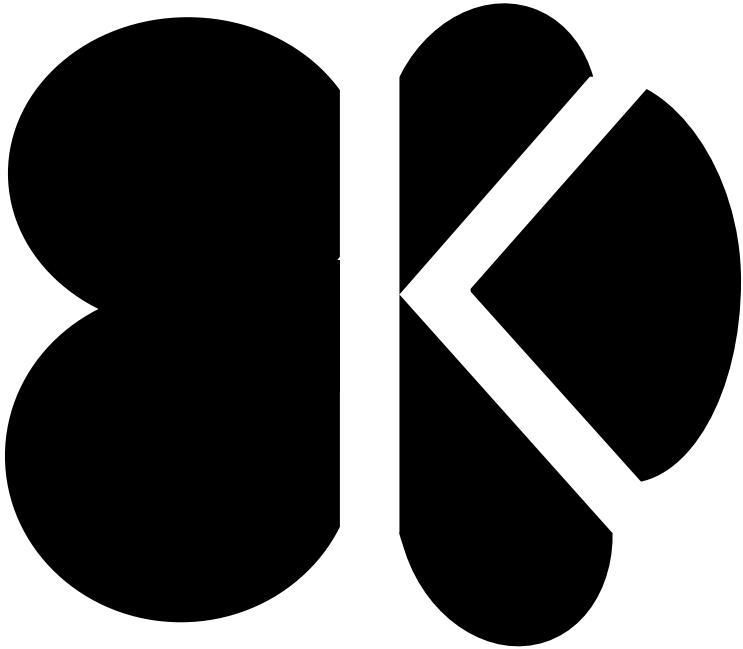


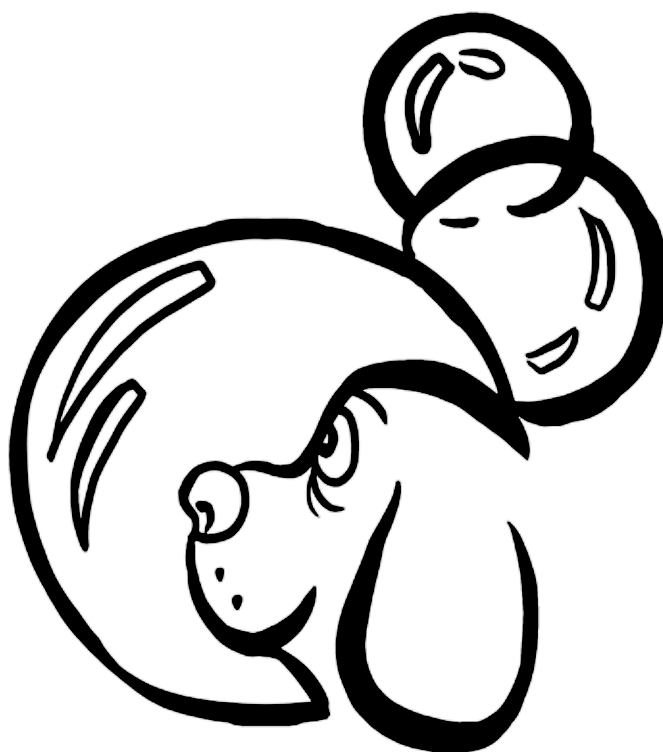


LOGO DRAFT REFINEMENTS

kayla's
kuts

kayla's
kuts









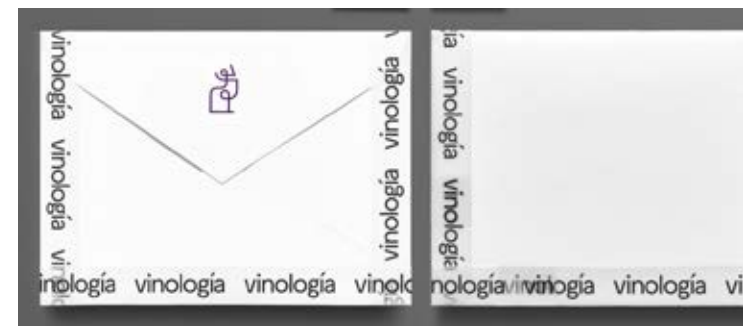
FINAL LOGO VARIANTS







LETTERHEAD DEVELOPMENT







KAYLA'S KUTS BRAND EXPANSION







KAYLA'S KUTS FINAL BRANDING



KAYLA'S KUTS

- ORRVILLE, OH -







