

LOGO DEVELOPMENT RESEARCH & INSPIRATION:



Client: **PAPILLONIA DOG TRAINING ACADEMY**

Logo – The proposed designs include the company's name, however the tagline "Where Obedience is Fun" is not listed on every application. It is best to use the "tagline" to capture attention on specific marketing materials. The tagline should be listed prominently on the website, t-shirts, etc, but it might not specifically be placed with the logo.

Fonts: There is currently no set font in use. Here is a short list of the fonts used and the reason why.

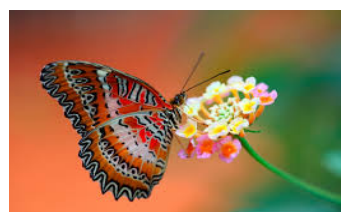
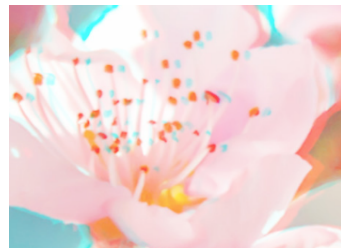
Sans Serif fonts (like this one) – are used to evoke an "approachable" feel to the brand. They are friendly, lean towards a feminine audience, but also very modern and clean.

Serif Font – (like this one) can be used to communicate to a gender neutral audience and are typically more authoritative.

Cursive Fonts – (like this one) can be playful, whimsical and romantic. This font application would be nice to imitate the romantic beauty of a the butterfly and also the playful spirit of the Papillon puppy, meanwhile also fulfilling the brand's mission to that Papillon Dog Training Academy is where obedience is fun.

Colors – PDTA does not have colors in use. Colors should convey the message of a bright, cheerful, happy environment to suit PDT overall mission to be a place "where obedience is fun"

Inspiration images – the logo drafts were inspired by the colors of these images. They should evoke the feeling of fun and playful nature of the brand.



OPTION 1



OPTION 2



OPTION 3



OPTION 4

Papillonia 
DOG TRAINING ACADEMY

OPTION 5

Papillonia 
DOG TRAINING ACADEMY

OPTION 6

Papillonia 
DOG TRAINING ACADEMY

OPTION 7



OPTION 7A



OPTION 7B



OPTION 7C



The company's "tagline – "Where Obedience is Fun" could be added for use on promotional items like t-shirts, magnets, etc. This is an example of what the design could look like with a tagline

