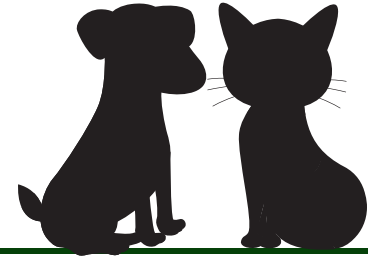


PET GLAM BRAND IDENTITY



DESIGN: TAN-TA-DAN DESIGN

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A woman with long brown hair and a black and white dog are sitting on a wooden deck. The woman is wearing a grey long-sleeved shirt and blue jeans. The dog is looking towards the camera with its mouth open. In the background, there is a body of water and a wooden railing.

**“UNTIL ONE HAS
LOVED AN ANIMAL
A PART OF ONE’S
SOUL REMAINS
UNAWAKED”**

SCOPE & OBJECTIVE

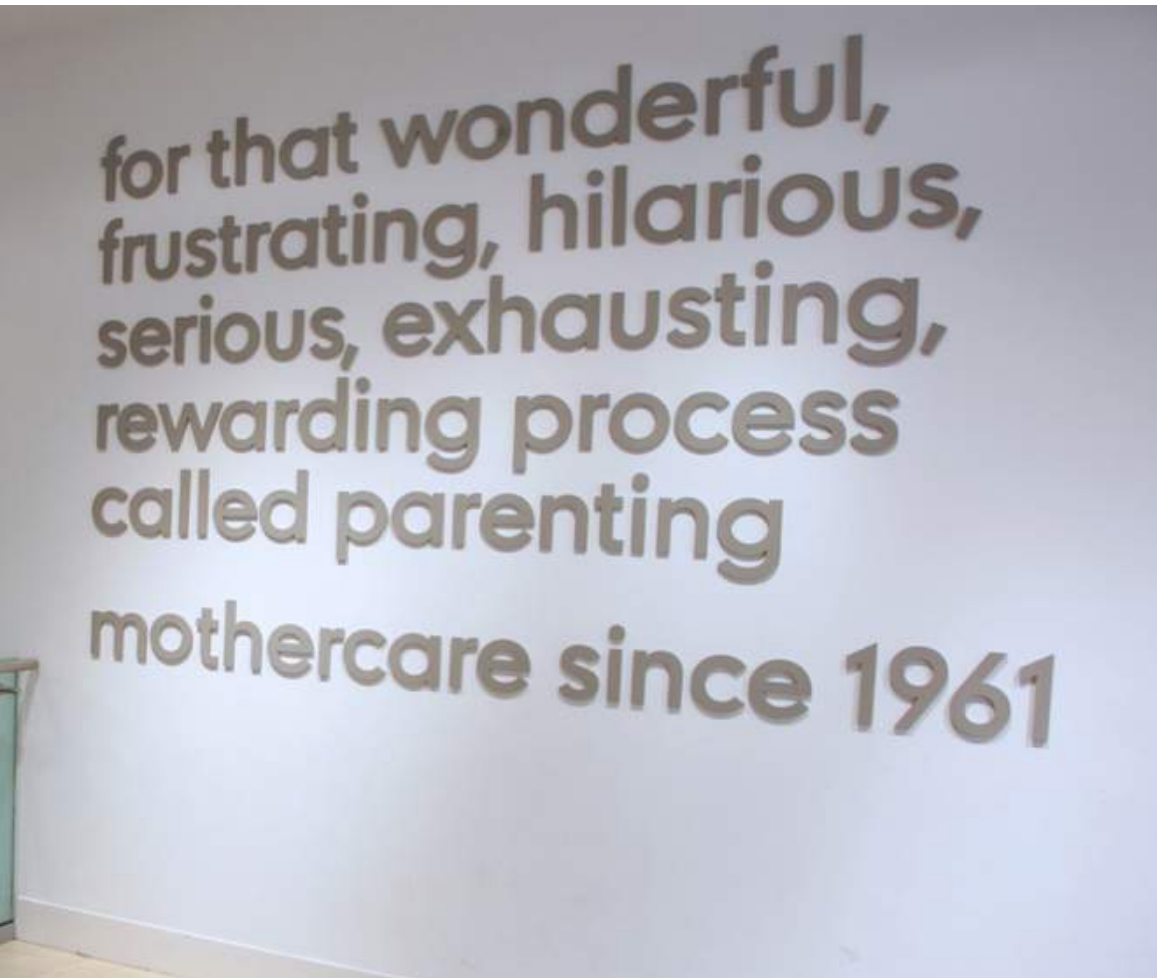
PET GLAM , the name itself brings the personality of a glamorous pet to be given complete luxury. Pet Glam is designed with the idea of pets luxury in mind, its neutral color scheme of warm creams and browns which allows it to be unique, elegant and easily incorporates into any space.



BENCHMARKS



MOTHERCARE



An understanding of Mothercare's heritage with a contemporary twist. Value for money was identified at the very core of their proposition and this is reflected in a bold, simplified – but nonetheless sophisticated – design language that increases the customers perception of quality, design and innovation across the brand.

HAMLEYS

The magic of Hamleys concept captured in a logo for this iconic London retailer, with a little added sparkle.



HOPSCOTCH

Hopscotch is an online retail platform that is a curated store featuring a variety of international and local branded merchandise for kids, mom and home.



Layer Right

Under ₹899



ROUTE 1

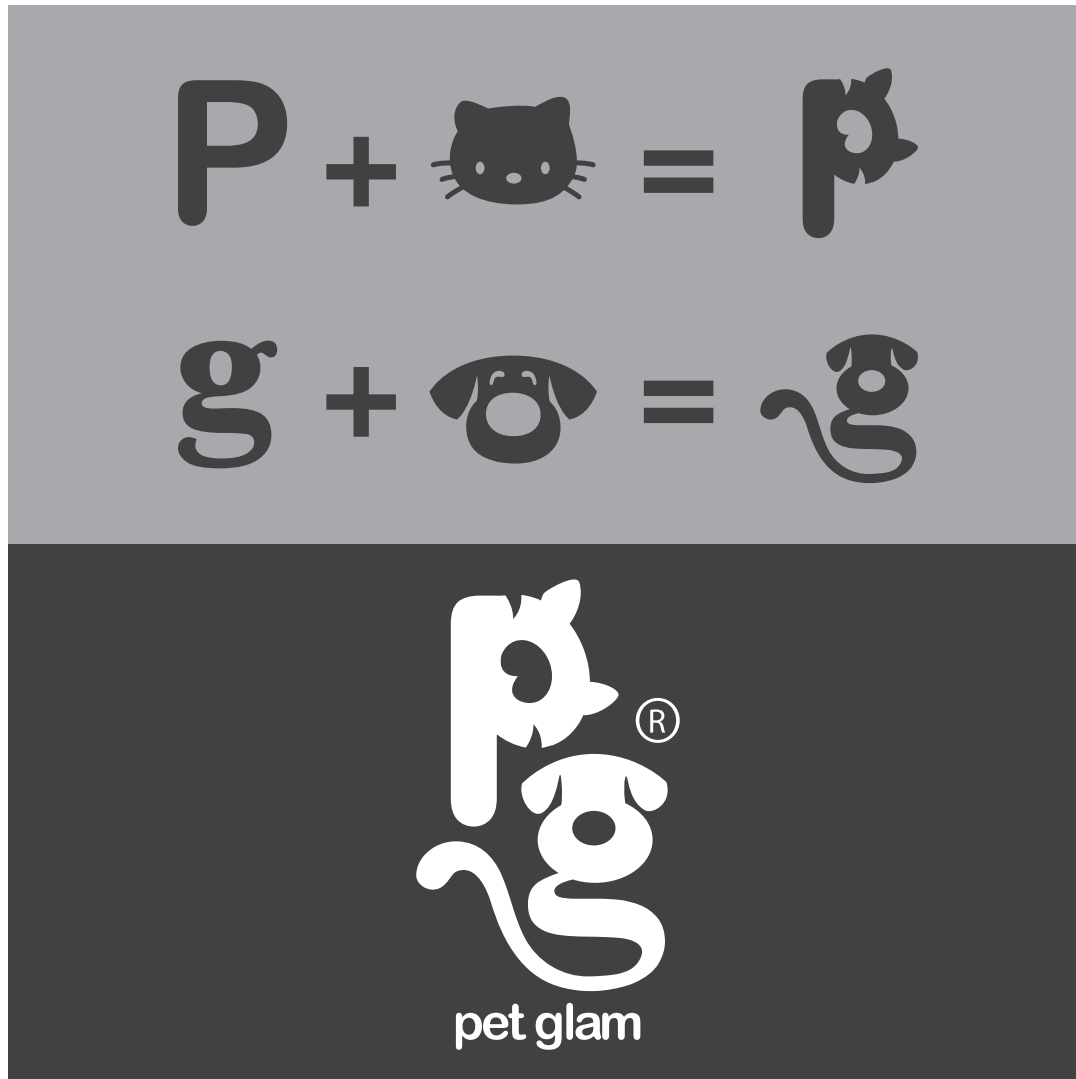
A monogram is a motif made by overlapping or combining two or more letters or other graphemes to form one symbol.

Monogram is usually a variation of the first and last name, giving it a twist of quirky combination of the initials.



ROUTE 1: IDENTITY DEVELOPMENT

Pet Glam (PG) is made by combining the initials of the company, used as recognizable symbol.



ROUTE 1: IDENTITY



ROUTE 1: LINEAR & STACKED VERSION

LINEAR



STACKED



ROUTE 1: VISUAL LANGUAGE (BRAND TAG)



ROUTE 1: COLOR PALLETTE



C	25
M	40
Y	80
K	0



C	95
M	65
Y	40
K	25

ROUTE 1:



ROUTE 2



A fun playful brand identity for a large range of pet products.

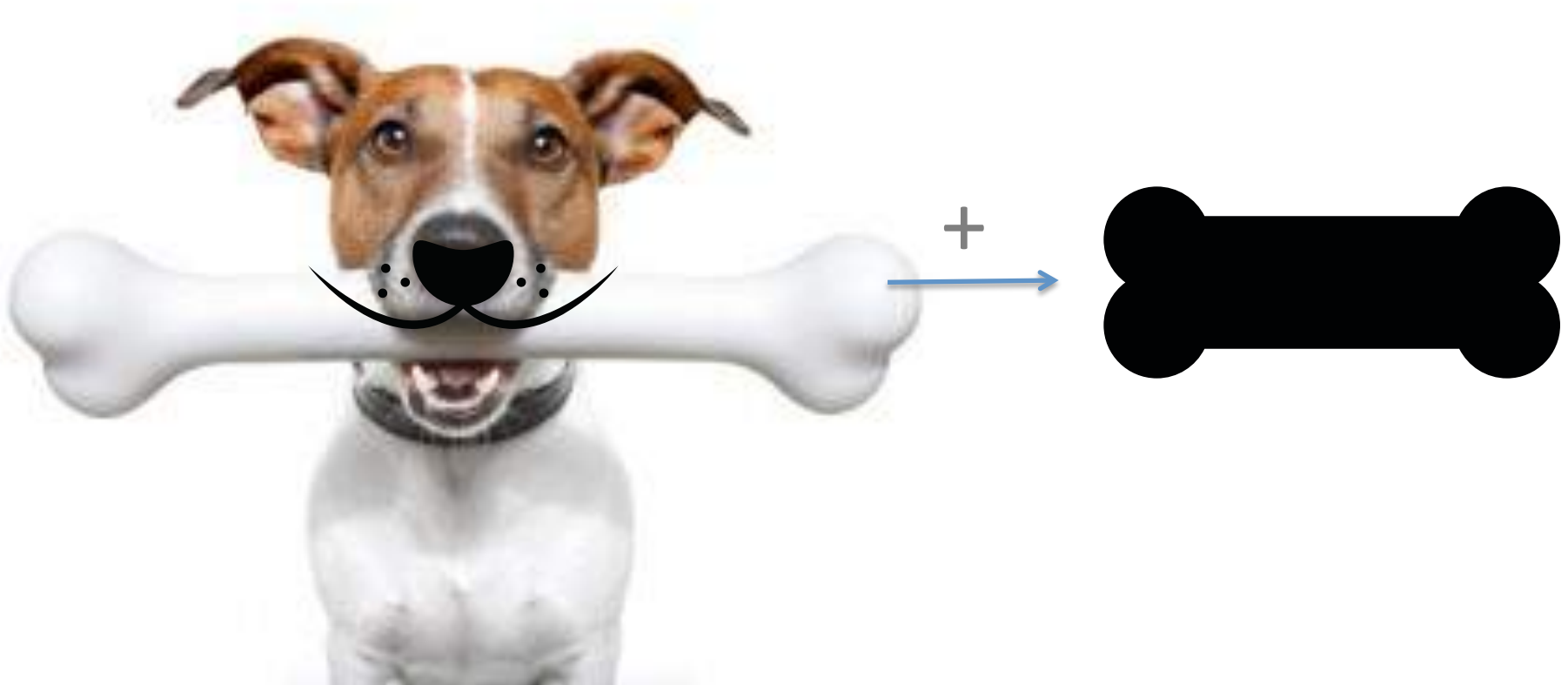
GLAM refers to elegance from within.

It is the quality of being graceful and stylish in appearance or manner.



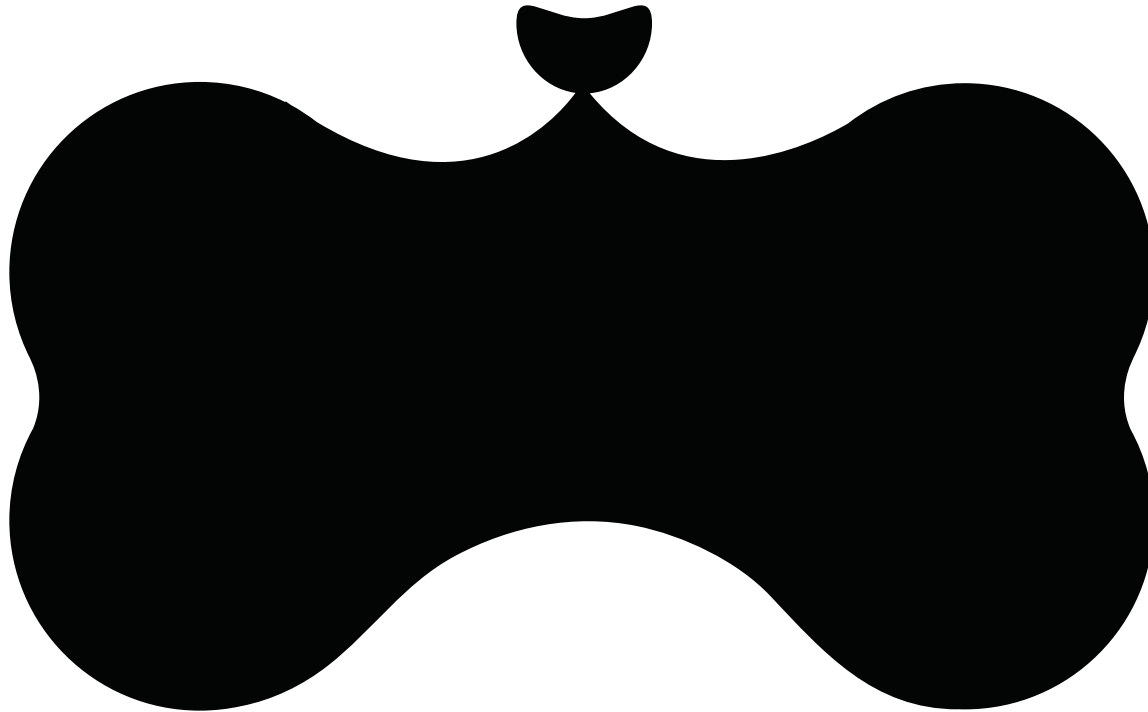
ROUTE 2: IDENTITY DEVELOPMENT

An interesting animal feature with an interesting bone form, so much to give it a GLAM look.



ROUTE 2: IDENTITY DEVELOPMENT (ENCLOSURE)

An interesting animal feature with an interesting bone form, so much to give it a GLAM look.



ROUTE 2: IDENTITY

An interesting typeface to give it a more GLAM look.



ROUTE 2: VISUAL LANGUAGE



ROUTE 2: COLOR PALLETTE



C	40
M	55
Y	85
K	25

C	55
M	65
Y	80
K	70

ROUTE 2:



ROUTE 1: IDENTITY



ROUTE 2: IDENTITY



THANK YOU

TAN-TA-DAN DESIGN
