

Bridget's Bunnies Brand Identity Project



Table Of Contents

3 Designer Bio

4 Background

5 The Problem

6 Sketches

7-8 Mock-Ups

9 Colour

10 Fonts

11 Final Logo

12 Alt. Logos

13 Run Logo



Designer Bio

3



Cruz Cossette is an aspiring graphic designer from Woodstock Ontario, who loves turning ideas into cool pictures. He's really good at mixing creativity with technical stuff to make things look awesome. Cruz is always learning new tricks to stay on top of what's cool in design. He's on a fun adventure in graphic design, always trying new things and making cool pictures that tell stories.

Contact:

E-mail: cruzcossette@gmail.com

Phone: (226)224-8208

Background

4

Bridget's Bunnies is a volunteer run registered charity that is driven to ensure that no family endures pregnancy or infant loss alone, as well as to give their daughter's life additional purpose. They provide these families with comfort kits, there are a variety of different ones. These are made to provide those dealing with these losses compassion and direction in the days or weeks following. These kits are made up of items that were gifted in the days following Bridget's birth. Items include books, letters, hygiene products, plush bunny and so much more.



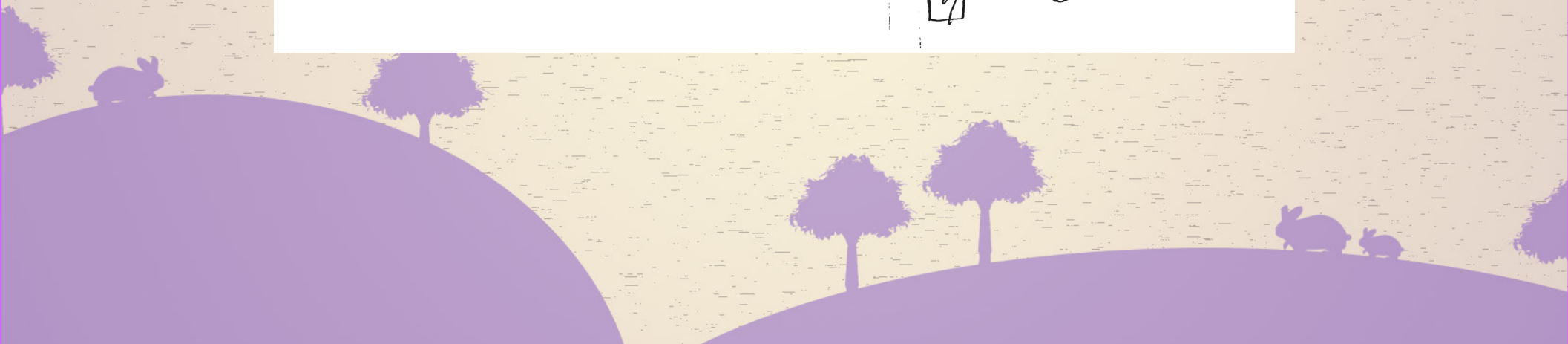
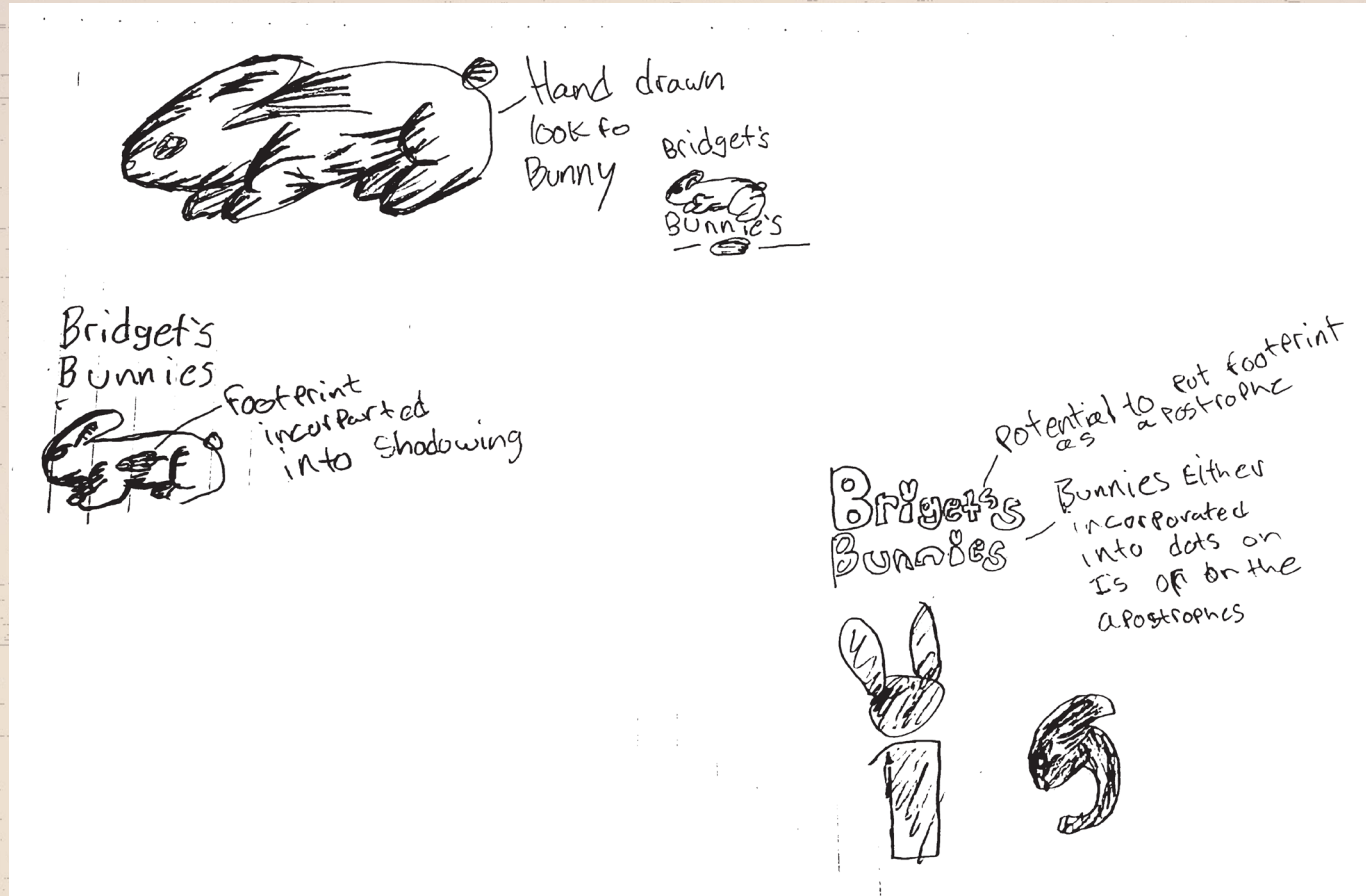
The Problem

5

Bridget's Bunnies has come to us to design a new logo for them, as well as a revamped brand identity. They are looking for something less cutesy, in terms of colour and design, as they see it as a negative in relation to the subject matter of what they do. They would like to see Bridget's footprint continue to be included in their new logo. A new logo and brand guidelines will need to be made.



Sketches



Mock-Ups

7

Bridget's



Bunnies

Bridget's



Bunnies

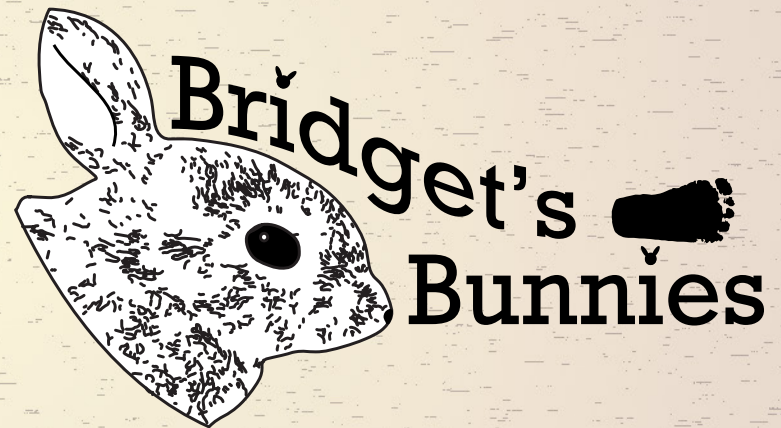
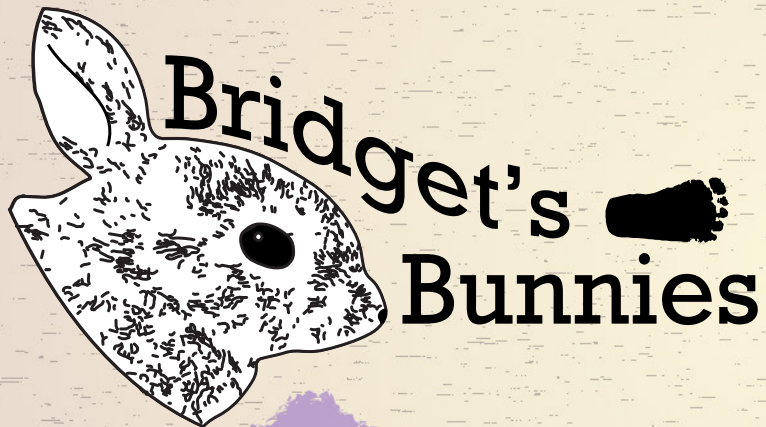
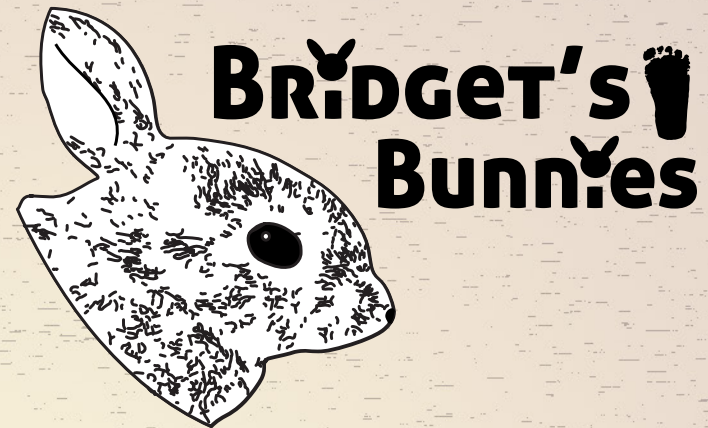
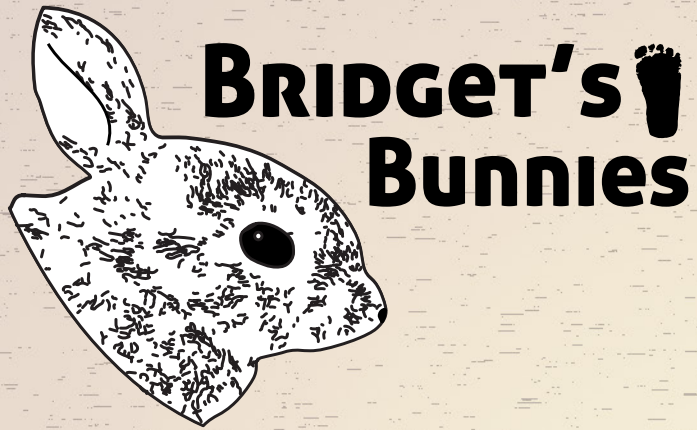
Bridget's
Bunnies

**Bridget's
Bunnies**

Bridget's
Bunnies

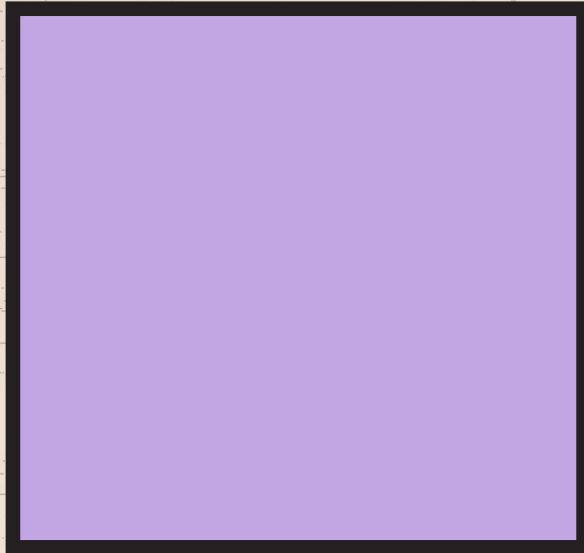


Mock-Ups



Colour

9



Pantone 264

Hex:c1a7e2

R:193

C:16%

G:167

M:24%

B:226

Y:0%

K:10%.



Fonts

10

Rockwell

Titles/Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adelle Sans

Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

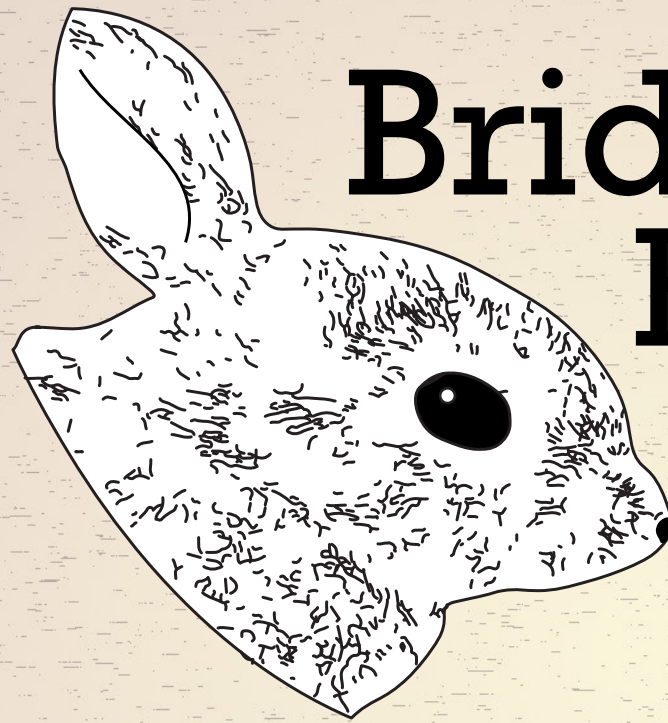
abcdefghijklmnopqrstuvwxyz

0123456789



Final Logo

11



Bridget's Bunnies



Alt. Logos

12



Dark Backgrounds



Light Backgrounds



Run Logo

13



Bridget's
RUN 

