

# paws & relax

brand booklet

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artd 471 graphic design capstone

welcome to  
paws & relax!





section

01 about us

02 our logo

03 colors and  
fonts

table of c



04 writing

05 extra  
designs

06 credits



contents

The image features a series of horizontal stripes in yellow, red, blue, green, and brown. A large, stylized number '01' is centered within a white, rounded rectangular area. The stripes are arranged in a way that they appear to flow around the central area, with some stripes curving to form a semi-circle on the right side of the '01'.

01



# our story

paws & relax, a story unlike no other. picture this, you want to buy a new dog bed or cat tree but “GASP!”, the prices for them are outrageous, and they don’t seem like they have a lot of custom options to match both you and your pet’s personality.

that’s where paws & relax comes in! a totally new, totally customizable, totally YOU, pet furniture brand. the options? endless. the price? low. the happiness? through the roof!

durable, customizable, and always friendly, are at the heart of paws & relax. we want not only you, but your pet to be happy too. they deserve it! after all, they need someplace comfy to rest after working a 9-5 all day.

additionally, paws & relax features a LIFETIME guarantee for any of our products. so you won’t have to worry about anyone knocking something down and breaking it.

we at paws & relax hope you enjoy our products,  
as much as we enjoy you!

pawsitively happy,  
paws & relax



# our values



## you (yes, seriously)

we take our dedication to you as our top priority. especially because it regards not only your hard work, but also your pet. pets are family, and we want you to feel like you're part of the paws & relax family as well.



## customizable

we want to make sure that everyone is happy with all of our products. being able to pick and choose whatever you want, and ensure that they'll still be quality for you and your pet is a key component to us.



## quality

there's nothing worse than getting something new and it breaking just after you bought it. here at paws & relax we want to ensure that everything that we provide will exceed any and all expectations.

# our goals

here at paws & relax we want to make sure that our products live up to your standards and that they are sure to last you a lifetime.

using durable materials, our products can withstand any zoomies session that your pets will have.

additionally, we put a big emphasis on customization. we want people to not only enjoy the items we make, but to truly make them their own. something to match you and your pet's personalities.

but the customization doesn't stop there. if later down the line you want to add a feature to your cat tree, or make the dog house be taller, you can! paws & relax ensures that all of our products can work with one another. it's as simple as unboxing the product, attaching it to your existing paws & relax furniture, and enjoying the new and updated design.









02

# logo

## primary



the main logo of paws & relax! isn't it so cool? in pretty much every use case this is the main logo to use as it fits the brand overall the most. posters, mockups, packaging, etc.

## secondary



our secondary logo! it's usually not used. but if the right scenario calls for it, such as a long banner to take up more space, then this can work

# logo mark

the logomark! used mostly in areas where a lot of text cannot be used or where it'll be seen at a smaller size, such as a website favicon



# how not to use the logo



shown here are some examples of what not to do when utilizing the paws & relax logo.

the first logo is all about using every color in the color palette. we love to use tons of colors in our designs, but the logo best fits overall when it's one solid color that can be used.

this second logo is adding an unnecessarily drop shadow. we love drop shadows but it doesn't really have a place in this context. try not to add any extra details to the logo that make it harder to read.

lastly, this logo's overall shape was changed a lot. it makes the text harder to read and the message of the logomark itself is no longer as strong once it's been changed like this

# logo explained

when thinking of what to make for our logo, we wanted to keep true to our name. we wanted to make sure that our logo reflected that perfectly.

at first glance, it's very clear to see a paw. it's the first part of our name and it's important to who we are, and why we founded this business in the first place.

secondly, the middle section of the paw is a cloud. it's the "relax" part of our name. a stress-free lifestyle is something that we want you and your pets to have, and we try our best to keep that up.

we really tried to make our logo very clear and easily recognizable. having 3 different versions of it as well also helps us with making sure that we can use our logo in any sort of application that we need to.



# logo alternate versions

black



white







03

# colors



lemon meringue pie  
#F4D760  
rgb(244, 215, 96)



ketchup  
#C15653  
rgb(193, 86, 83)



ocean  
#2D79A4  
rgb(45, 121, 164)



eat your veggies  
#3B875E  
rgb(59, 135, 94)



cafe au lait  
#C09C70  
rgb(192, 156, 112)



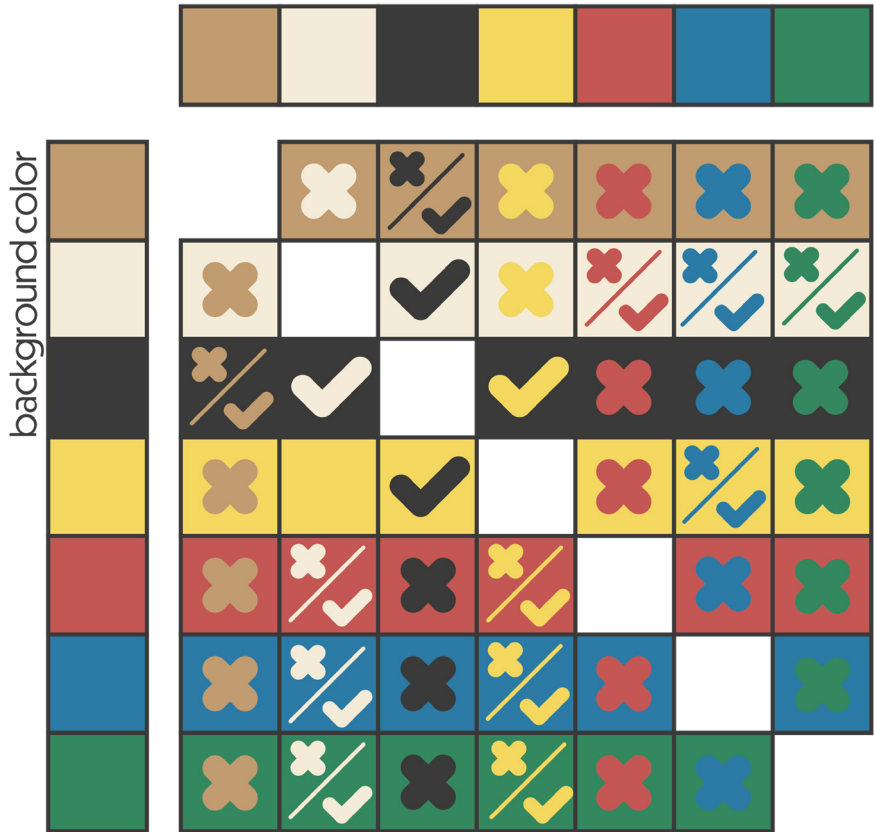
warm parchment  
#F3EAD7  
rgb(243, 234, 215)



basically charcoal  
#3A3A39  
rgb(58, 58, 57)

# color pairings

text color



this color combo  
doesn't work...



this color combo is  
good to use!



this color combo can  
sometimes be used

fonts

**roca black — title**

subtitles — dunbar tall book  
dunbar tall regular  
dunbar tall medium

paragraph text — itc avant garde gothic  
pro book

most of the time this font will not be used other than the logo, which can be scaled.

on 18" x 24" posters, use dunbar tall medium 140pt font

sections like in this booklet use dunbar book 40pt font

on boxes use dunbar tall medium 75pt font

on 18" x 24" posters, use 75pt font

on boxes use 13pt font

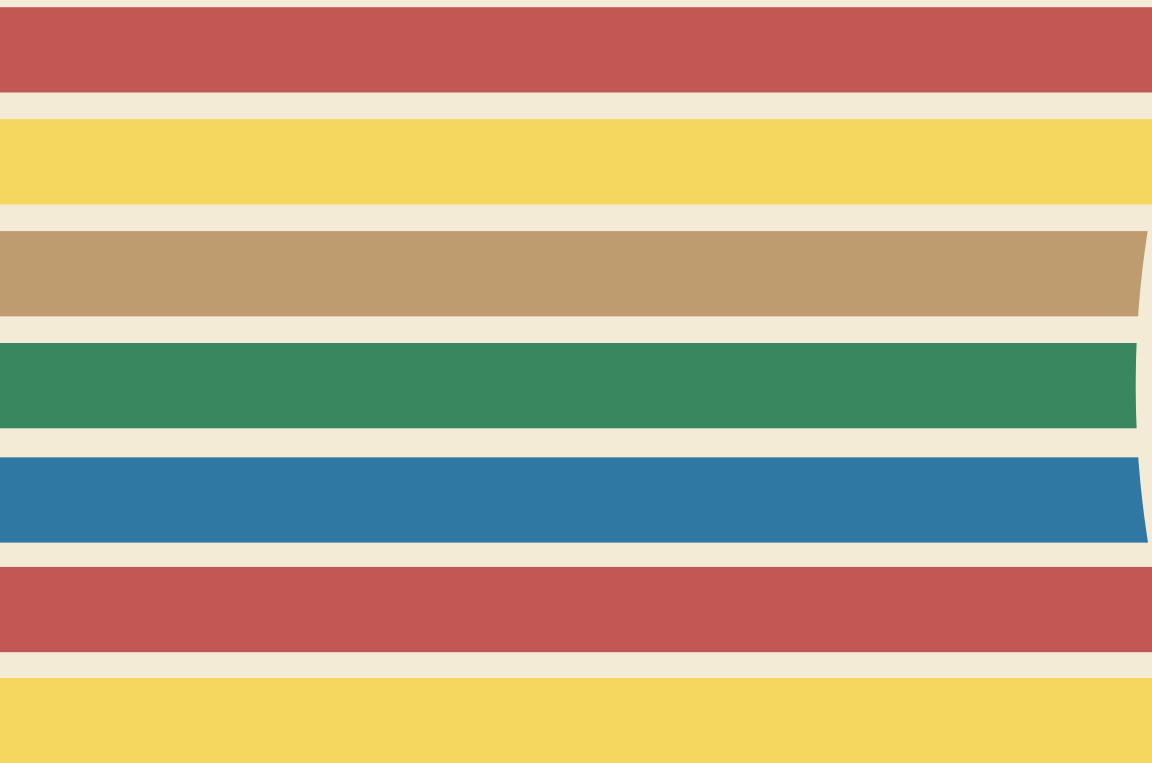


# moodboard





04







# writing

as you may have noticed, here at paws & relax we use very conversational language. any text that we write, we want to make sure that it feels like someone is talking with you, having a true heart-to-heart conversation.

we also like to write using lowercase letters. it's mostly more of an aesthetic thing than anything else, but we think it fits our personality the best.

we try to aim for a fun, casual vibe with our writing. it just makes everything feel more personal and builds loyalty. plus, we'd like to think that it makes us stand out.



05





**paws relax**



**a dog bed**

The coziest dog bed you've ever seen. Your dog will thank you for getting this dog bed for them. It's made from soft, warm, and cozy materials. To make your dog feel like a new puppy to bed, their friend after an evening adventure season.



**a cat scratcher**

There's no worse feeling than seeing your cat scratch the furniture. This cat scratcher was nothing else for them to scratch. But worry no more. Your paw & kitten has the perfect scratcher for you. It's made from soft, warm, and cozy materials. To make your cat feel like a new puppy to bed, their friend after an evening adventure season.



**a heated blanket**

Who doesn't love to be as warm and cozy as a blanket? This heated blanket is made from soft, warm, and cozy materials. To make your dog feel like a new puppy to bed, their friend after an evening adventure season.



# how cool is that?

furniture so customizable,  
that there's bound to be  
something for you and  
your best friend



paws  
&  
relax



# so many choices, and so affordable

choose between hundreds of  
options to find the ideal combo  
all at an affordable price

paws  
& relax





# "meow meow, meow!!"

we love to read our  
customer testimonials,  
they always bring a smile  
to our faces



paws  
&  
relax









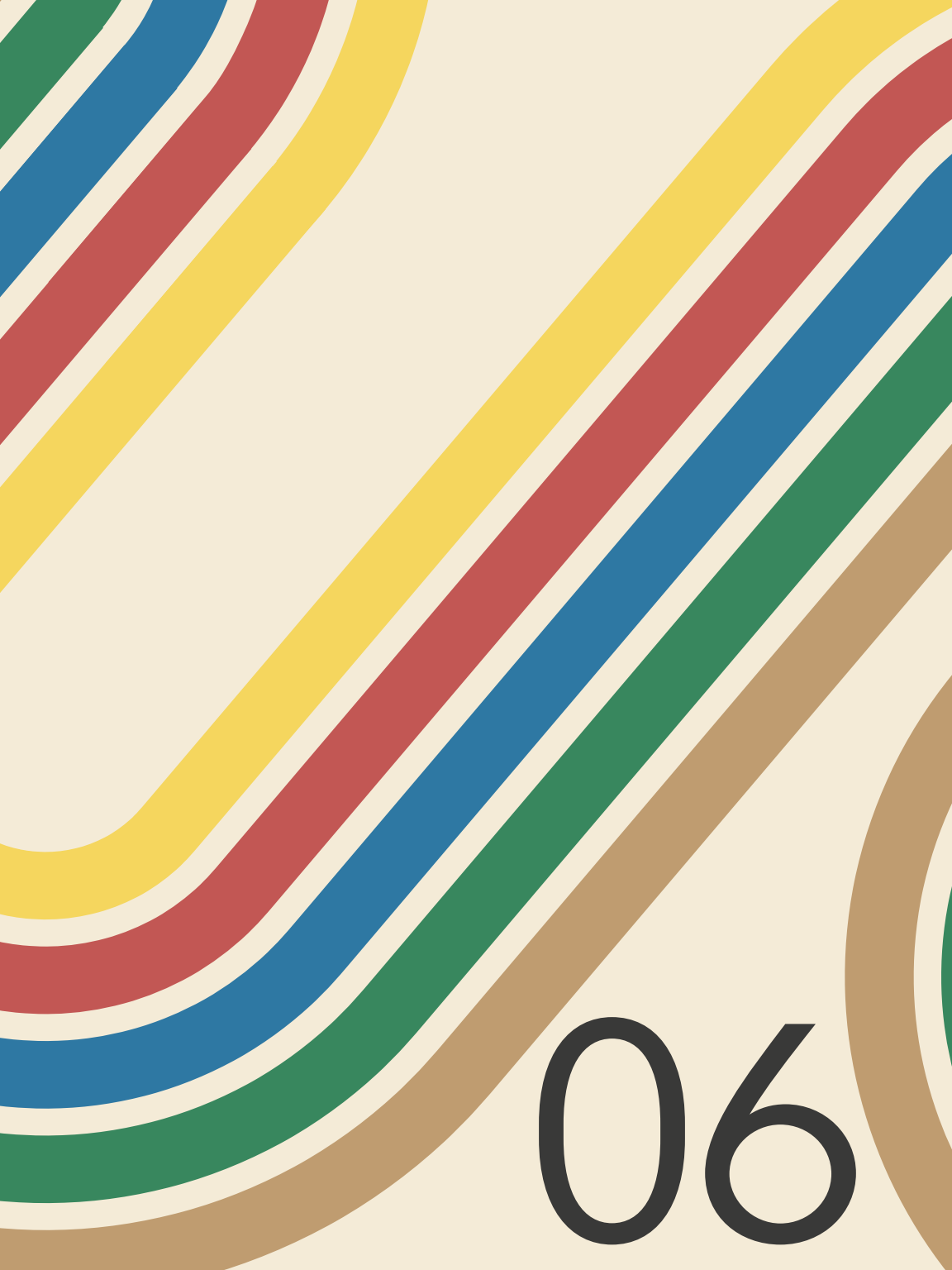
paws & relax

a seat cushion

a cozy blanket

a new bed

a small cat tree



06



# credits

all of the images used throughout this design project are from adobe stock and/or from my friends. this includes the patterns that were used, as well as mockups. the photos in the moodboard are collected from pinterest.

additionally, fonts are from adobe fonts and the overall paws & relax design inspiration are from the 1970's.

this design project is for my spring 2024 artd 471 graphic design capstone class with professor catalina alzate.

special thank you to all my friends and peers that helped me finish my designs and provided insightful input.

thank you so much for taking the time to look at my project and  
read through this brand booklet! i hope you enjoyed it and that it  
was well worth your time.

pawsitively happy,  
paws & relax  
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