

## *Trail Sniffers*

### **Caitlin Doherty**

This identity was designed to make bright colourful outdoor dog products that would be used outdoors when it is cold or raining. It would also appeal to dog owners who take their dogs for walks in this environment. The bright and bold colourful aesthetic was needed because it is to reflect the energy of a playful dog who likes to run around outdoors. Patens were also needed to go on each different type of product which also fit the theme of outdoors, so each one was distinctive just by the pattern.

The final design was mainly influenced by the lines of embroidery stitching to make the lines and different textures of the outdoors. I experimented with this aesthetic with reference to Maricor Maricar, a design studio who used the texture of embroidery to make their designs. With my design the theme of outdoors influenced the use of the trail in the logo, and the colours used was contrasting the warm against cool colours because of the bright aesthetic. The flow of lines used, makes direction and was influenced by a playful dog running following a trail, and the embroidery effect reflected this energy.

The requirements of the design brief was to design a successful logo for a brand that sells dog products and accessories. My design has met this brief because I have made a brand that sells accessories like pyjamas and raincoats, as well as collars leads and bowls. These designs were accompanied by an app which can be used to track which products you have and for which dogs, and where those dogs are. The applications of my design are quite as they have a pattern of a different type of insect or bug that would be found outdoors on a walk for each item.

My design connects to the work of Anuja Kanani through my use of bright colours that have contrasting tones of warm against cool. Looking at this practitioner's works also helped me to connect to their use of thin lines that stand out against a bright coloured background.

The communication of this brand identity developed my aesthetic by experimenting with the use of hatching lines to look like embroidery stitching. The use of making a logo physically by using embroidery also helped me to see how the lines can be manipulated. In making my final logo design I also had to consider the colours used as having each texture on the logo a different tone made it hard to differentiate between them. The colour tones that I was using wouldn't work well together, so the gradient background was used because it made it easier to see the line textures. The communication of the branding and product design has resulted in a vibrant and effective dog identity, one that will be easily identifiable in parks and on walks.###

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