

# Brand Manual



**NATURAL**  
**PUPPINESS**

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# Natural Puppiness

## The Brand & Vision

Natural Puppiness' number one priority is to offer safe, high quality food for puppies. We rely solely on organic and natural ingredients, simply because we believe they are better: Our 100% organic ingredients give your puppy quality of life and longevity.

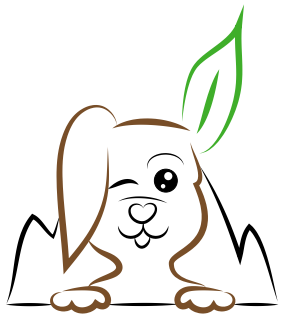
Our vision is to be your first choice brand when buying your puppy food. We wish to bring your puppy the nutrition it needs to grow up to be strong, healthy and full of energy.

We want you, and most of all your puppy, to be happy. Our products are perfect for those who enjoy taking their little friend outside with them. Maybe especially young people who just bought their first pup.

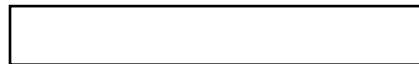
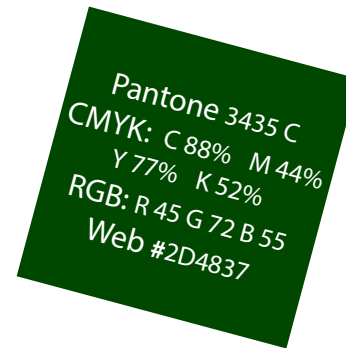
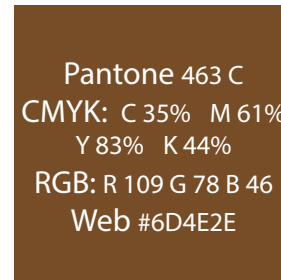
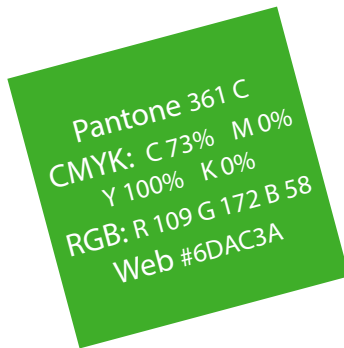


# Visual Identity colours

Natural Puppiness' earth colours reflect the love for nature and quality time outdoors. We use the colours green and brown, and also integrate black and white.



**NATURAL  
PUPPINESS**



# Visual Identity

## Typography

The logo and heading font is "Good Dog".

**Example of Good Dog, Regular 18 pt**

ABCDEFGHIJKLMNOpQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyZ

1234567890 !@#% ^\*( ) + [ ] ' : ?

I'm used in the logo and for headings.



The chosen body copy font is the sans serif font "Myriad Pro".

**Example of Myriad Pro, Regular 12 pt**

ABCDEFGHIJKLMNOpQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyZ

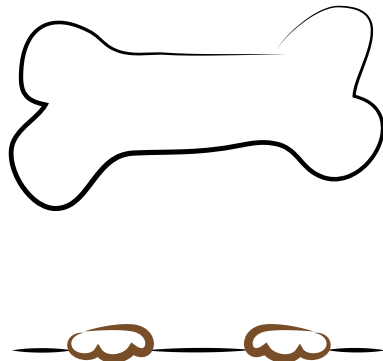
1234567890 !;@#% ^&\*() \_ + [ ] ' : ?

I'm used for longer texts, when Good Dog gets tiring for the eye.

# Visual Identity

## Illustrations

Natural Puppiness rely on a few symbols related to the brand. These consist of elements like a bone, the ear used in the logo, a paw, and lines in the same style as those in the mountains behind our cute little puppy icon.



# Products

## Logo

The Natural Puppiness logo identifies Natural Puppiness: Dog Food Product. It should be reproduced according to the guidelines provided.

### **The Natural Puppiness logo consists of two parts**

The icon part – a happy puppy in front of a mountain

The type part - "NATURAL PUPPINESS"

### **There are four approved versions of the logo**

Regular

Boxed

Reversed

Black and White



# Products Logo

Whenever possible, the “regular” version should be used against a white or other bright, low saturated background.

The “boxed” version is provided for use against any other background to ensure that the logo remains readable.

The “reversed” version of the logo may be used against black.

The “black and white” version is to be used in one colour print jobs.

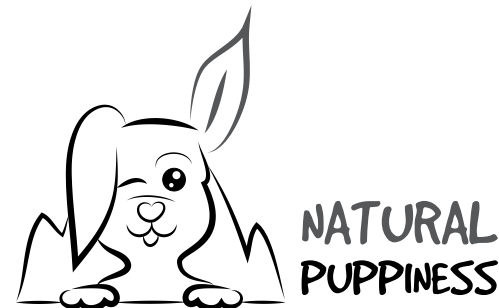
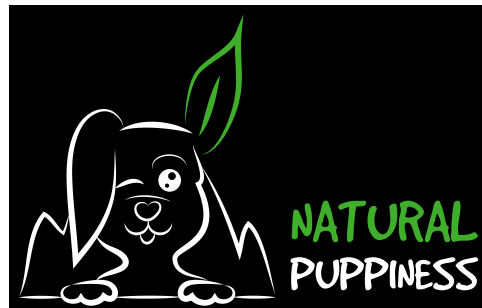
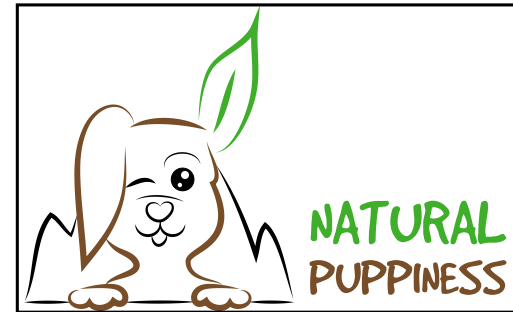
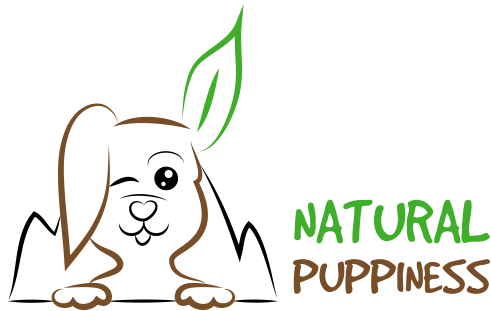




# Products

## Secondary Logo

In addition to this logo - which will serve as the main logo - there is another approved version of the logo. This version is for use on e.g., headers and other places where there is more horizontal than vertical space. There are four approved versions of this version as well, being the regular, boxed, reversed, and black and white.



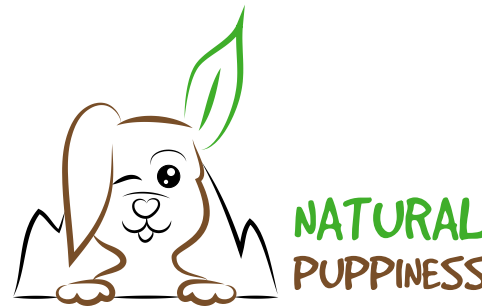
# Products

## Logo Do's

### Minimum Size



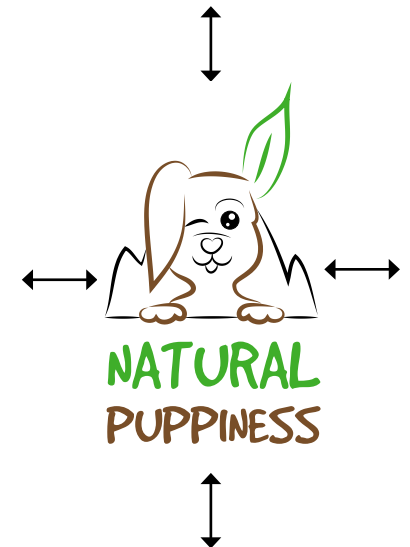
Minimum 35 mm



Minimum 40 mm

### Clear Space 10 mm

To give the logo the greatest possible visual impact, it is important to always allow for the minimum amount of clear space around the logo. Avoid positioning text, photos, or other elements within the clear space zone.



# Products

## Logo Don'ts

**Distorted**



**Too Small**



**Against High Saturated Colour Background (unless in Boxed Version)**



# Products Brochure

The brochure identifies Natural Puppiness. Its purpose is to inform customers about our products. It should provide customers with the necessary information about nutritional values, benefits, daily intake and why we choose to be organic.

It is important to remember that the brochure is meant to reflect the brand as being friendly and happy.

## The Natural Puppiness brochure

- Includes the Natural Puppiness logo

- Uses the symbols provided by the brand

- Uses the font Good Dog for shorter headings

- Uses the font Myriad Pro for body copy


- Maintains the colour palette using earth colours, and black and white

- Has backgrounds with a mix of white and green






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## Dry Puppy Food Nutrition Guide



Natural Puppiness wants you, and most of all your puppy, to be happy. Our natural ingredients will aid you in finding the right diet for your puppy, always making sure he or she is in the best possible shape.

Be sure to check out our other formulas by dropping in at our store in Natural City or visit our website.

[www.naturalpuppiness.co.uk](http://www.naturalpuppiness.co.uk)

Puppiness Rd 24  
Natural City, UK

mail@naturalpuppiness.com

+44 1234 567890

### NUTRITIONAL VALUES


**Fat 16%**  
Generous quantities of fat will make the coat shine and the muscles strong

**Protein 23%**  
Certified organic free-range chicken is the no.1 ingredient for great taste and outstanding digestibility

**Mixture 10%**  
Our dry puppy food has a low amount of moisture, but mixes well with our wet formulas

**Other 45%**  
Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids

**Fiber 4%**  
Natural fiber helps support digestion



### BENEFITS

This formula provides your puppy with the nutrition needed to grow up to be strong, healthy and full of energy. Don't ever worry if your puppy is in good enough shape to bring to the mountain – with our 100% complete and balanced nutrition it always will be!

Rich in Omega 3 Fatty Acids the formula will contribute to healthy skin and coat while the organic barley and brown rice help maintain a healthy intestinal tract.


### CONSUMPTION

24h	Body weight	Daily Intake (g)				
		2 months	3 months	4 months	5 months	6 months
<b>Tiny</b>	2 kg	50	60	60	60	65
<b>Small</b>	5-10 kg	95-155	110-180	115-195	115-190	110-185
<b>Medium</b>	17 kg	215	265	285	285	280
<b>Large</b>	25+ kg	270-580	350-670	375-685	375-625	370-530

### WHY ORGANIC?

Organic ingredients are produced in the UK without chemical pesticides, synthetic fertilizers, artificial preservatives, added growth hormones or antibiotics.

- Reduction of skin ailments and allergies
- Fewer digestive disorders
- Quality sources of exceptional nutritional value
- Better overall health and stronger immunity
- Quality of Life and Longevity



# Products

## Infographics

The infographics identify Natural Puppiness. The purpose of these is purely informatic, as well as being easy to understand.

It is important to remember that the infographics are meant to reflect the brand as being friendly and happy.

### The Natural Puppiness infographics


Use the fonts Good Dog and Myriad Pro

Only use the colours presented in the brand manual

Use the symbols provided by the brand

Provide the necessary information

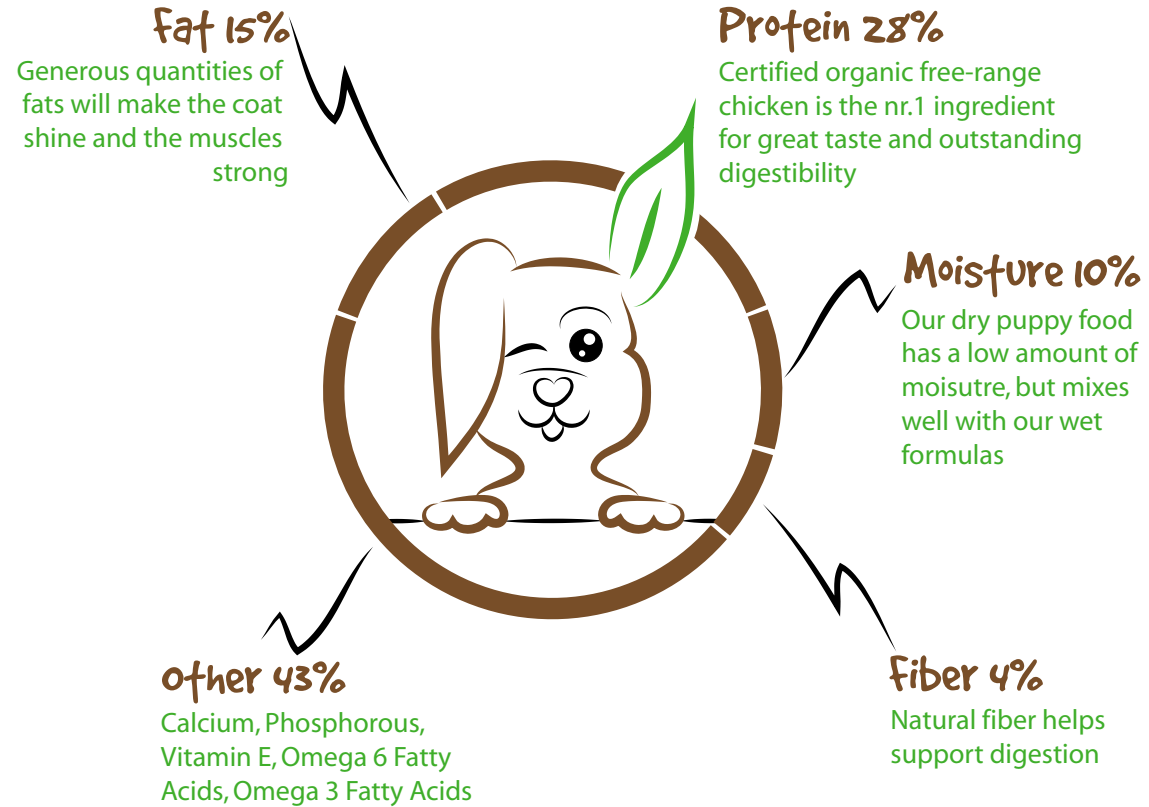


	Daily Intake (g)					
	Body weight	2 months	3 months	4 months	5 months	6 months
Toy	2 kg	50	60	60	60	65
Small	5-10 kg	95-155	110-180	115-195	115-190	110-185
Medium	17 kg	215	265	285	285	280
Large	25+ kg	270-580	350-670	375-685	375-625	370-530



## NATURAL PUPPINESS

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# Products Packaging

The packaging identifies Natural Puppiness. Its purposes are to hold the content (pellets), protect the pellets, be convenient for transportation and for customers to use, provide our customers with the necessary information, and have an appealing look.

It is important to remember that the packaging is meant to reflect the brand as being friendly and happy.

## **The Natural Puppiness packaging**

- Uses the fonts Good Dog and Myriad Pro

- Only uses the colours presented in the brand manual

- Uses the symbols provided by the brand

- Provides the necessary information

- Has a zip lock function to make it easy to store







Left side

Front

Right side

Back



# Products

## Point of Sale

The point of sale elements identify Natural Puppiness. Their purpose is to promote the product in-store. They need to help customers clearly see the product, integrate with the brand's look and feel, and persuade customers to buy.

It is important to remember that the point of sale elements are meant to reflect the brand as being friendly and happy.

### **The Natural Puppiness point of sale elements**

Use the fonts Good Dog and Myriad Pro

Only use the colours presented in the brand manual

Use the symbols provided by the brand

Provide the necessary information

Help bring attention to the product

Integrate with the brand's identity





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**Dry Puppy Food**  
**Chicken Flavour**

No corn, wheat or soy  
Organic barley & brown rice

A green rectangular panel containing a circular seal with "100% NATURAL" and three stars, and a cartoon dog head with a leaf on its ear. The text "Dry Puppy Food" and "Chicken Flavour" is in white and dark green respectively. Below that, the ingredients "No corn, wheat or soy" and "Organic barley & brown rice" are listed in white.

**ALL ORGANIC**  
**Dry Puppy Food**  
**Chicken Flavour**



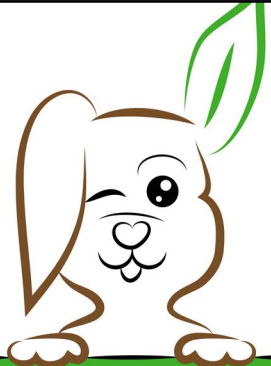
**NATURAL PUPPINESS**

A green rectangular panel containing the text "ALL ORGANIC Dry Puppy Food Chicken Flavour" in white. Below the text is a dog bone shape filled with brown kibble. To the right is a cartoon dog head with a leaf on its ear and a circular seal with "100% NATURAL" and three stars. The words "NATURAL PUPPINESS" are written in green and brown at the bottom right.



20 Natural Puppiness

Back 1



**PROTEIN 28%**  
Certified organic free-range chicken is the nr.1 ingredient for great taste and outstanding digestibility

**FAT 15 %**  
Generous quantities of fats will make the coat shine and the muscles strong

**MOISTURE 10%**  
Our dry puppy food has a low amount of moisture, but mixes well with our wet formulas

**FIBER 4%**  
Natural fiber helps support digestion

**OTHER 43%**  
Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids

Front




**NATURAL PUPPINESS**



**Chicken flavour**

No corn, wheat or soy  
Organic barley and brown rice

Back 2



**WHY ORGANIC?**

- Reduction of skin ailments and allergies
- Fewer digestive disorders
- Quality sources of exceptional nutritional value
- Better overall health and stronger immunity
- Quality of life and longevity
- Organic ingredients are produced in the UK without chemical pesticides, synthetic fertilizers, artificial preservatives, added growth hormones or antibiotics

# Presentation Brochure



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# Presentation Packaging



22 Natural Puppiness





# Presentation Point of Sale

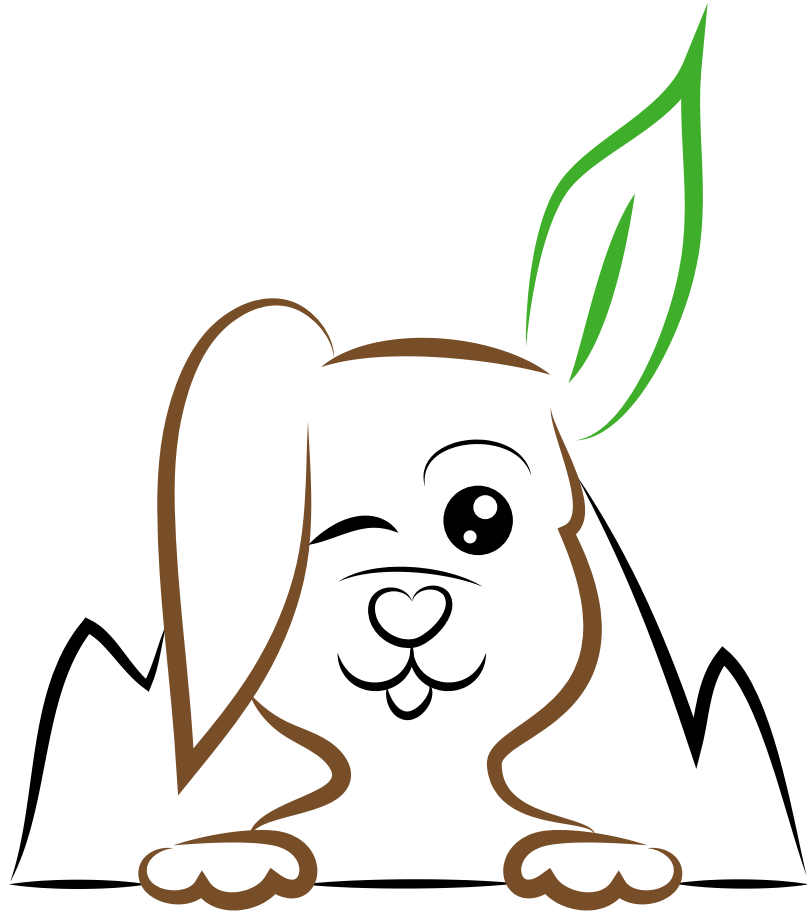


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NATURAL  
PUPPINESS

# MANDATORY ASSIGNMENT 07:

## Branding and Packaging

### INTRODUCTION

This four week project period has for me been about designing a brand identity for a fun, energetic and organic puppy food brand. A logo, brochure, infographics, packaging and point of sale elements have been created and designed to give the brand an identity.

#### *Interpretation of Task*

I understood this assignment as getting some freedom in deciding what kind of dog food product brand I wanted to work with, and then having to follow certain guidelines to create specific products for the brand.

#### *Concept and Target Group*

My food product brand is an all organic brand based in the UK, called Natural Puppiness. The brand targets young people with puppies, and especially people interested in the outdoors. The product I'm focusing on marketing here are dry pellets.

#### *Message/Achieved Action*

Name - Natural Puppiness.

Typography - Good Dog and Myriad Pro.

Colours - Brown and two shades of green, as well as black and white.

Elements - The elements are all related to dogs and the outdoors.

### RESEARCH AND WORK PROCESS

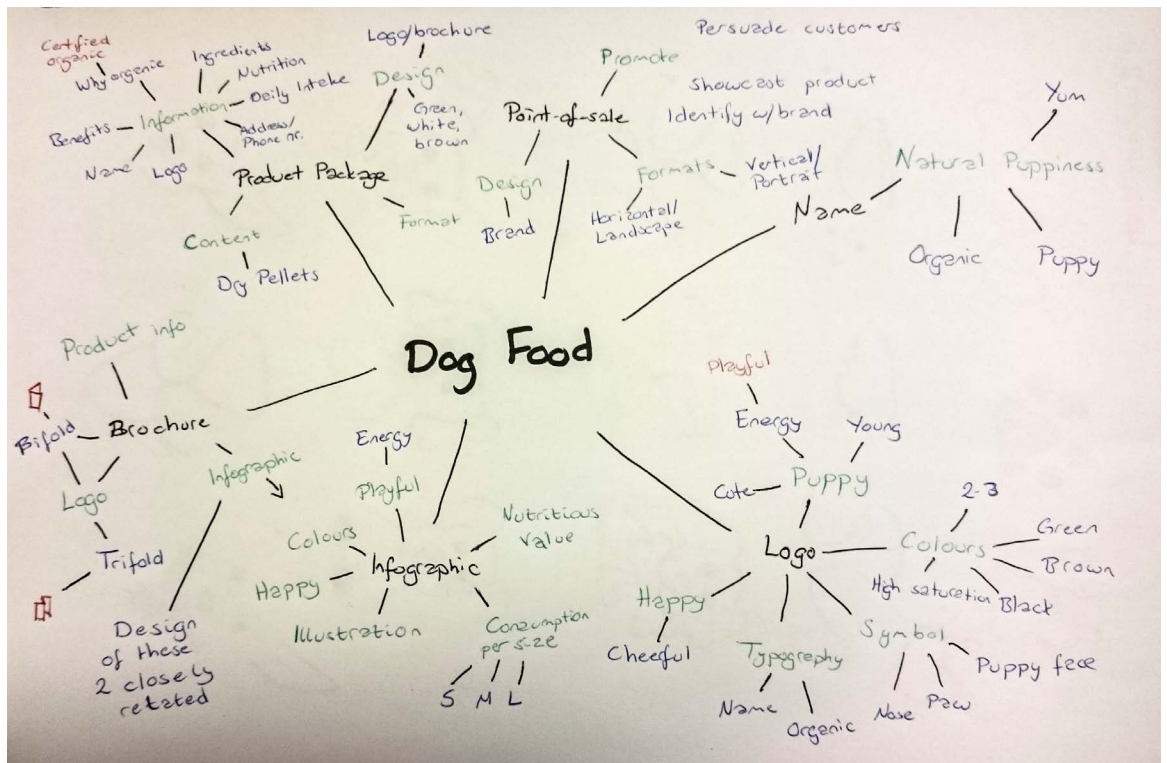
#### *Research and Analysis*

Name - I decided to call my product Natural Puppiness. *UrbanDictionary's* definition of the word "puppiness" is: "The feeling of unbearable joy brought on by the appearance of puppies. A fluffy, happy feeling of adorable joy from the undisputed masters of cuteness, puppies..." I also would like to think the word can translate to a puppy "in happiness." Since it's an organic brand, I thought "Natural" fit well.

Defining Target Group - My target group are young people (in their 20's) who just bought their first puppy, and who enjoy taking their puppy outside with them. They are interested in giving their dog the best food; food that gives them energy to play outside, and that will keep them healthy.



Mind Map - I have made a mind map that I have updated every week as we have been given new activities for the assignment.



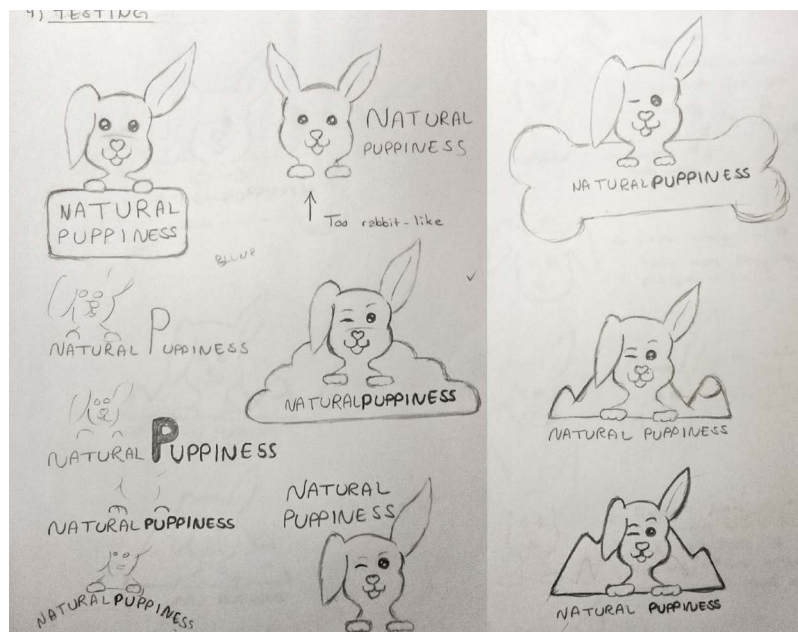
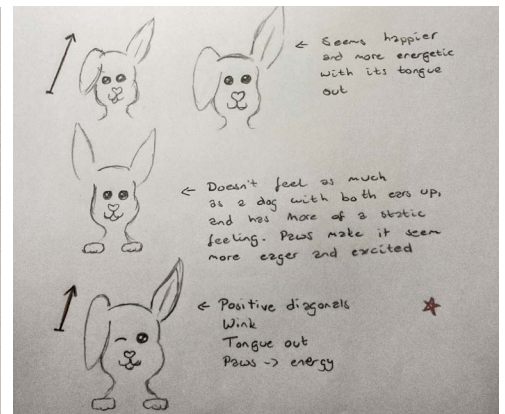
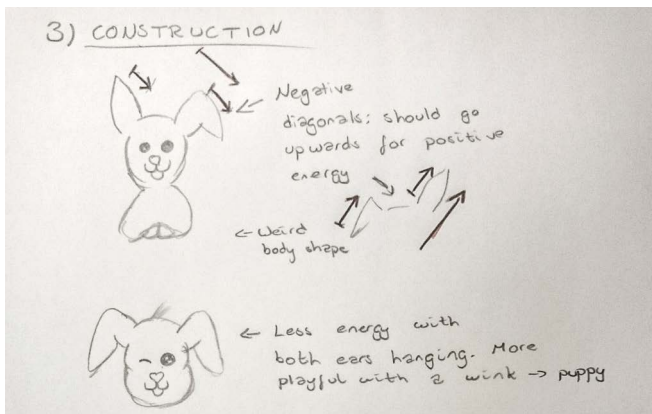
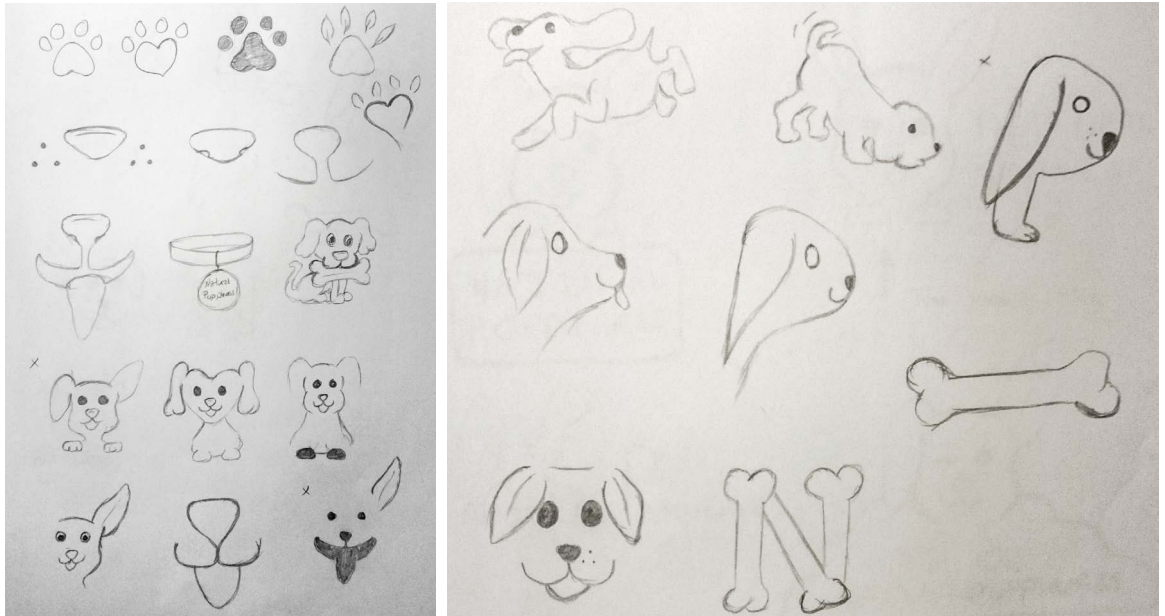
Moodboard - I have several moodboards, that I have made every time a new task has been made available. This is to get inspiration for each of the different products, as the layouts etc. have all been affected by what product it is (even though the design has been related to each other).



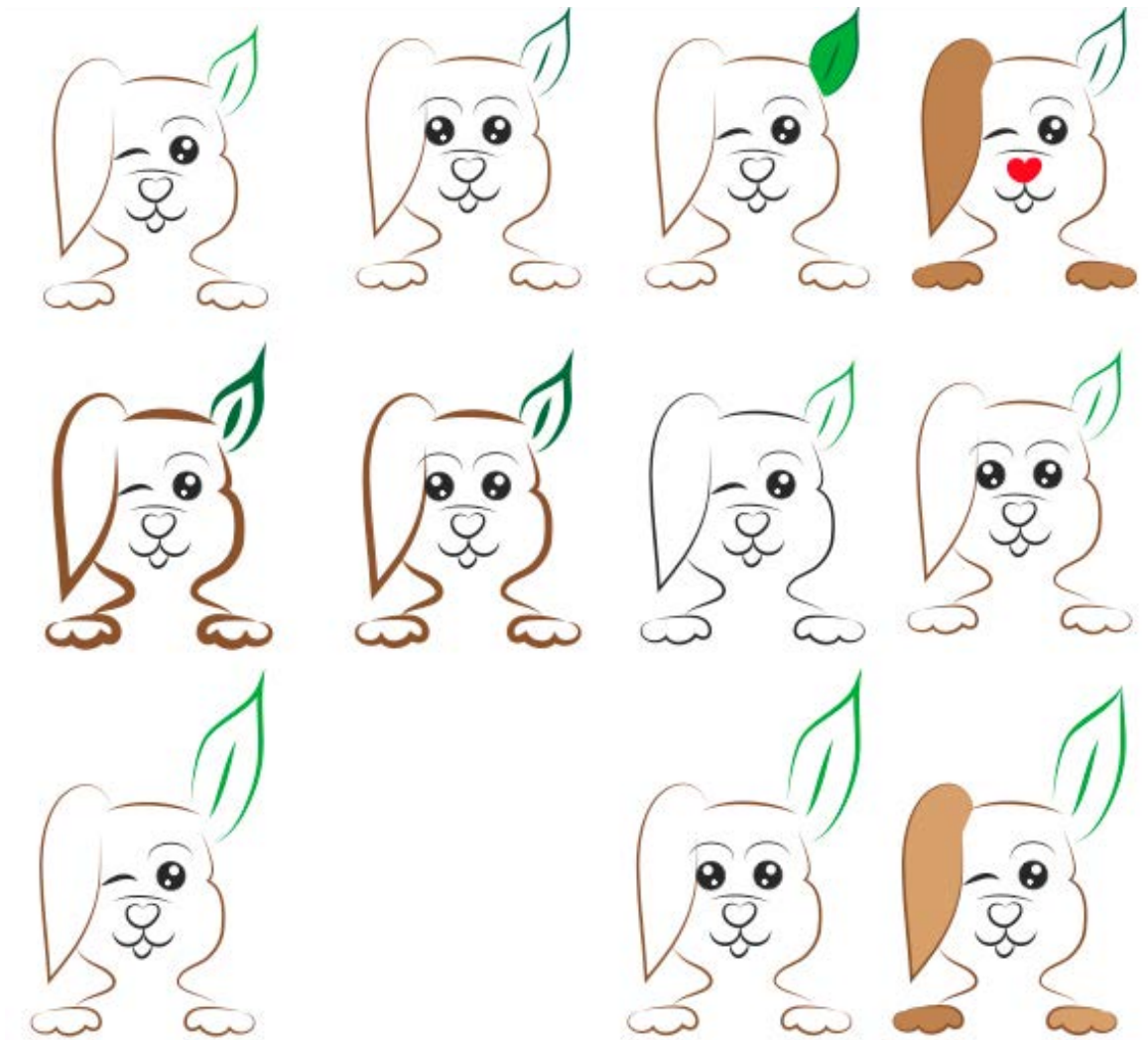


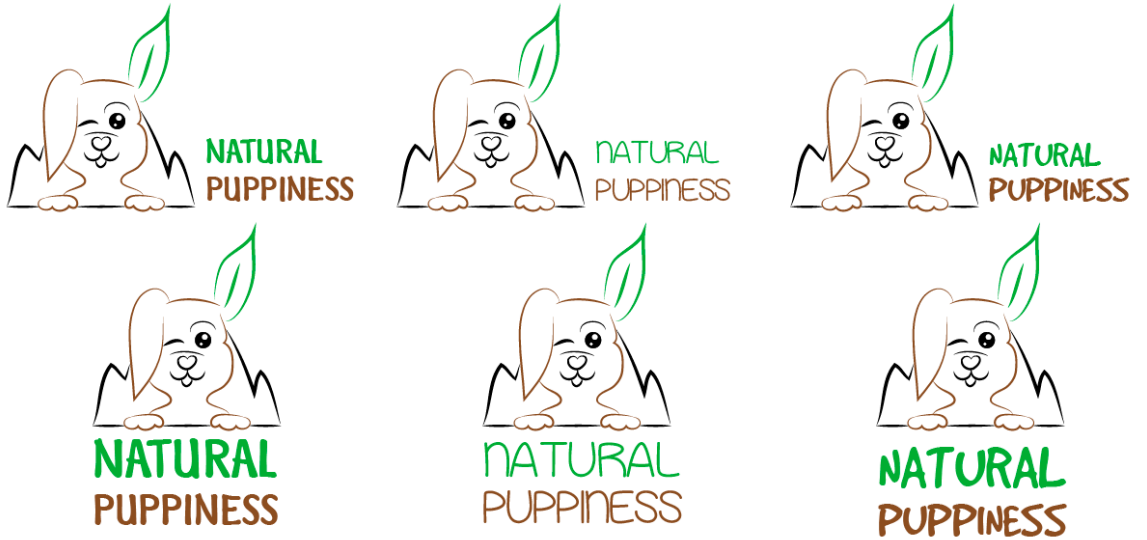
**Product Design Processes**

Logo - As always I began with analogous sketches. We had to follow a step-by-step guide in this process which I have put in a *PDF file here*. But after choosing the one thumbnail I liked the most, I went on to constructing and testing this until I had a design I was rather happy with.



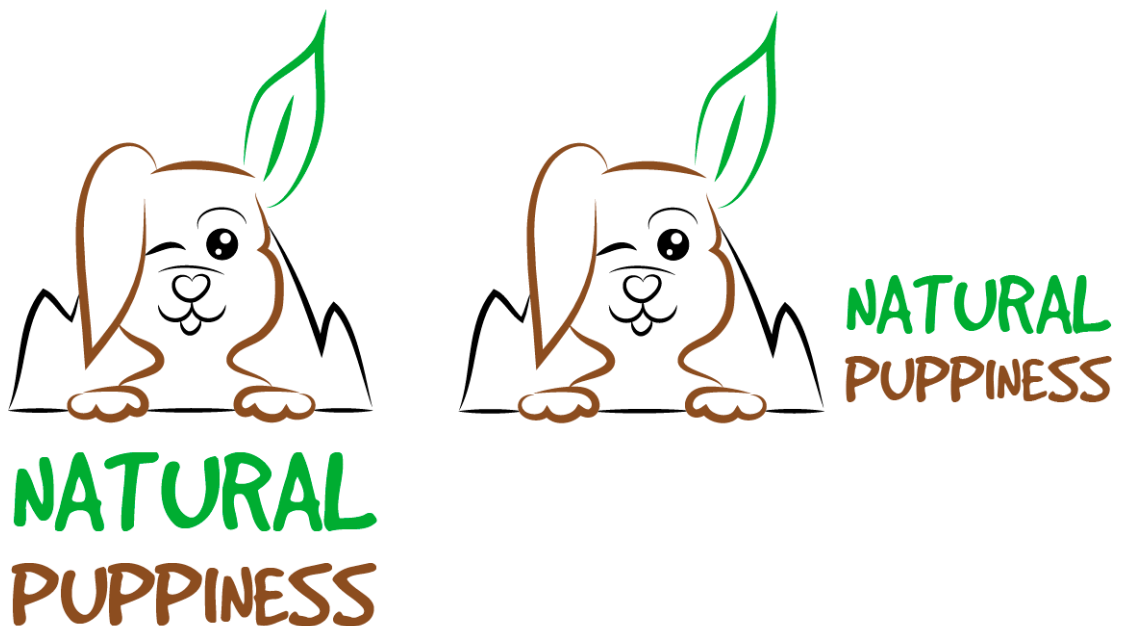
Moving this idea over to Illustrator I refined it – tried out different widths of the strokes, colours, fonts and text placements. Then, with some feedback from Moodle I ended up with a result that I think really suits my brand.





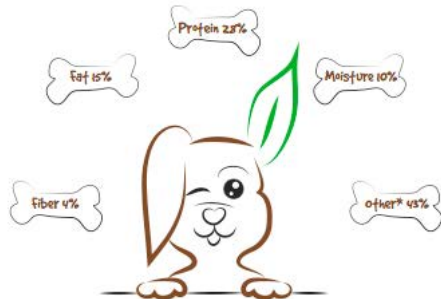
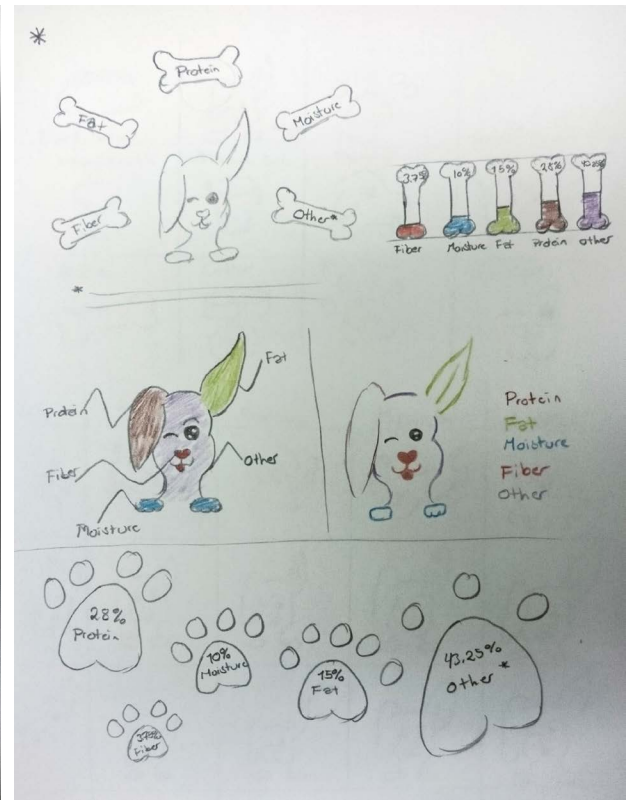
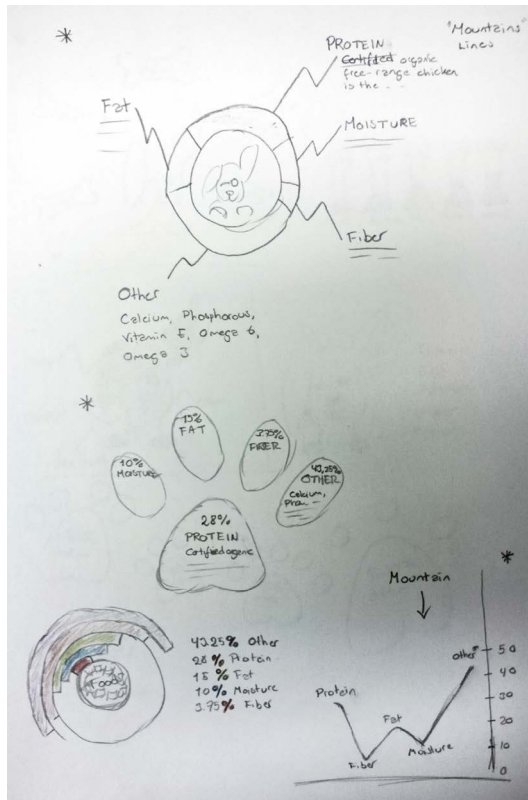
I kept the logo simple, and with quite thin, organic lines. I also tried giving the puppy a playful look by having it wink, and one of the ears is meant to also represent a leaf to underline the point of it being organic food.

There are two versions of the logo; the primary identity with the text placed on the bottom, and the secondary identity with the text to the right. This is meant to be used in headers for example, or when there is more horizontal than vertical space.

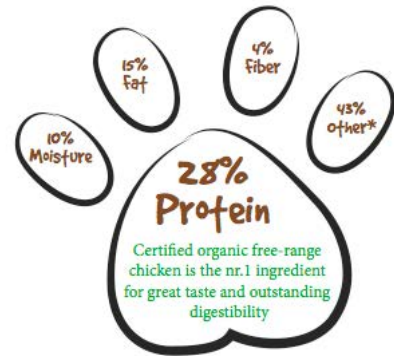




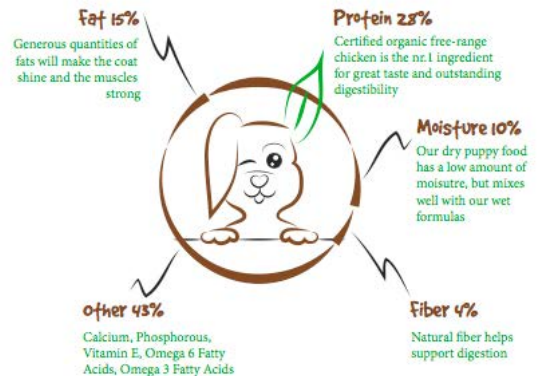
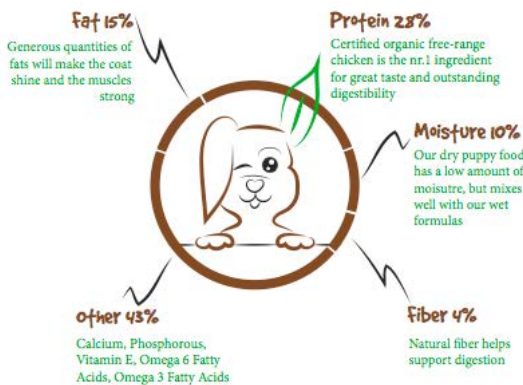
Infographics - I first focused on the nutritional values for the infographics, and did some analogous sketches, before bringing my favourites with me to Illustrator. I then chose the idea I liked the best and refined this; now for instance deciding to use Myriad Pro for body copy.

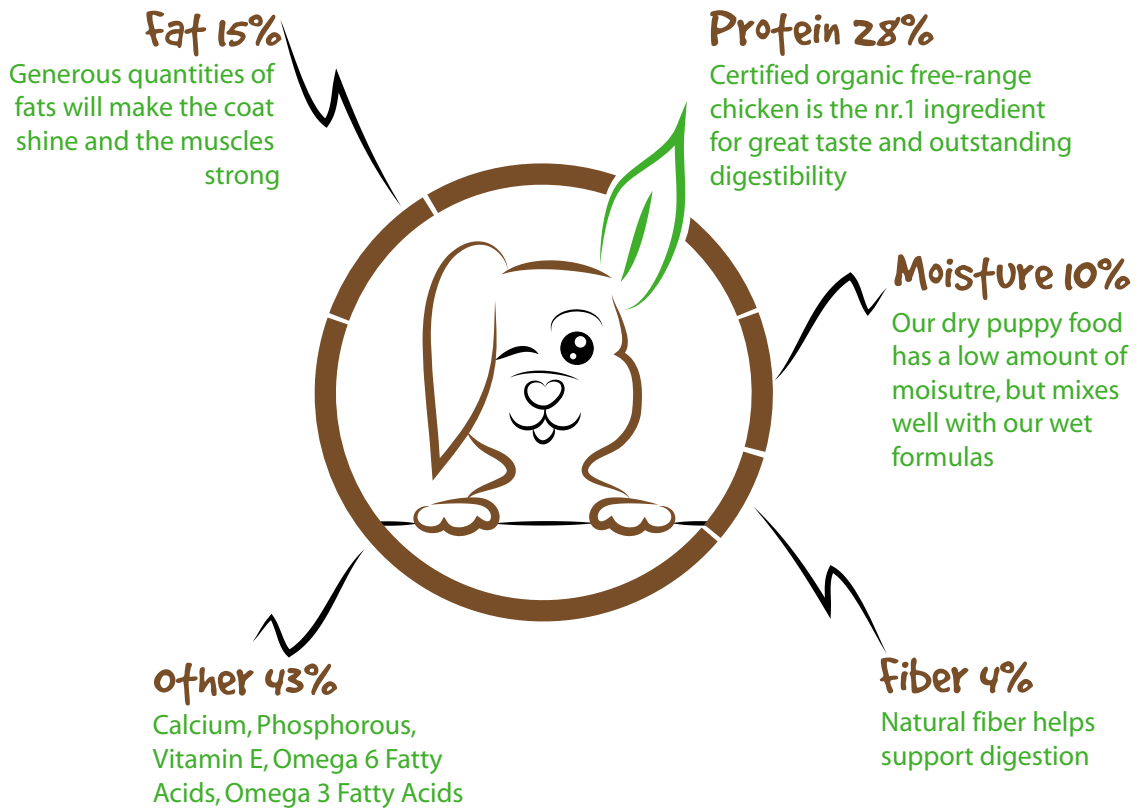


Certified organic free-range chicken is the nr.1 ingredient for great taste and outstanding digestibility  
 \*Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids



\*Calcium, Phosphorous, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids





As with the nutritional values, I did analogous sketches when starting my daily intake infographic.

	TOY	SMALL	MEDIUM	LARGE
Different dogs				
Increasing ear size w/ more lines				
Increasing dog size				
Bowl				





	Body weight	Daily Intake (g)				
		2 months	3 months	4 months	5 months	6 months
<b>Toy</b>	2 kg	50	60	60	60	65
<b>Small</b>	5-10 kg	95-155	110-180	115-195	115-190	110-185
<b>Medium</b>	17 kg	215	265	285	285	280
<b>Large</b>	25+ kg	270-580	350-670	375-685	375-625	370-530



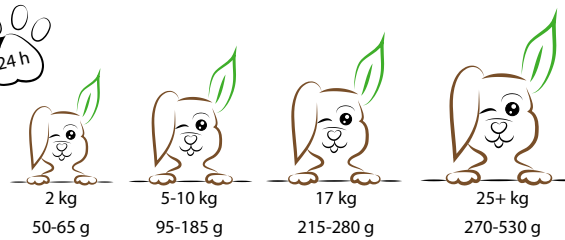
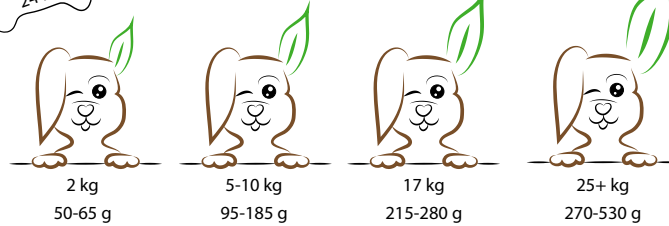
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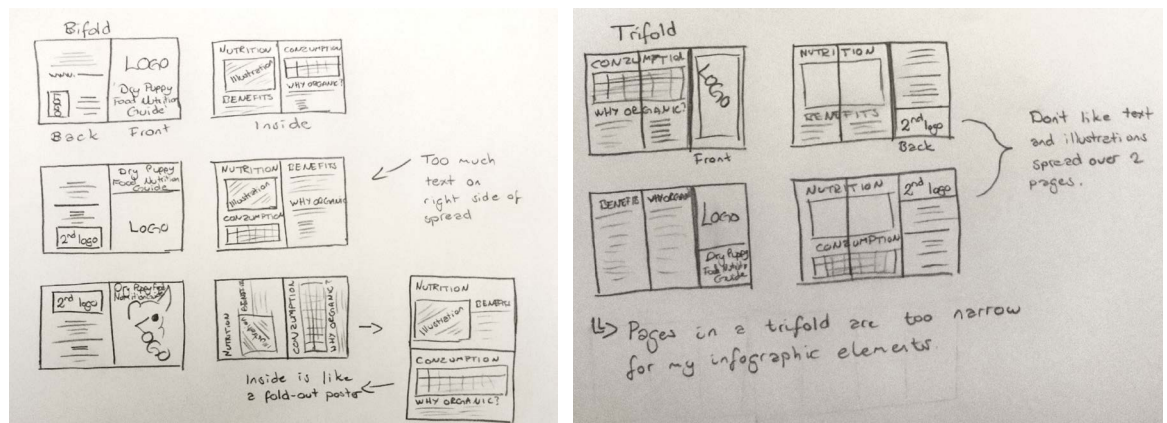
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I decided to go with the graph with a “24 hour” paw just to expand the brand a little and use some new elements. I also like how the inside of the paw shapes an arrow.

Brochure - Finally having my infographics done I looked at the brochure and its layout and design. Being recommended to do a bifold brochure, I tried that and also a trifold. However, with the trifold I found that the infographics didn't work too well, and decided to go with a bifold.



I brought the bifold ideas with me to InDesign, found which layout I liked the best, and kept working on this. I then had a look at the design and tried out a few ideas.



**NATURAL PUPPINESS**

**Dry Puppy Food Nutrition Guide**

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Be sure to check out our other formulas by dropping in at our store in Natural City or visit our website.

[www.naturalpuppiness.co.uk](http://www.naturalpuppiness.co.uk)

Puppiness Rd 24  
Natural City, UK

[mail@naturalpuppiness.com](mailto:mail@naturalpuppiness.com)

+44 1234 567890

**NATURAL PUPPINESS**

**NUTRITIONAL VALUES**

**Fat 16%**  
Generous quantities of fat will make the coat shine and the muscles energy.

**Protein 23%**  
Certified organic free range chicken is the ingredient for great taste and outstanding digestibility.

**Milkyfibre 10%**  
Our Dry puppy food has a combination of milkyfibre, but-milks and milk powder to help support digestion.

**Other 45%**  
Calcium, Phosphorus, Vitamin E, Omega 6 Fatty Acids, Omega 3 Fatty Acids.

**Fiber 4%**  
Natural fibre helps support digestion.

**BENEFITS**

This formula provides your puppy with the nutrition needed to grow up to be strong, healthy and full of energy. Don't ever worry if your puppy is in good enough shape to bring to the mountain – with our 100% complete and balanced nutrition it always will be!

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- Reduction of skin ailments and allergies
- Fewer digestive disorders
- Quality sources of exceptional nutritional value
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2A



**NATURAL PUPPINESS**

Natural Puppiness wants you, and most of all your puppy, to be happy. Our natural ingredients will aid you in finding the right diet for your puppy, always making sure he or she is in the best possible shape.

Be sure to check out our other formulas by dropping in at our store in Natural City or visit our website.

[www.naturalpuppiness.co.uk](http://www.naturalpuppiness.co.uk)

Puppiness Rd 24  
Natural City, UK  
mail@naturalpuppiness.com  
+44 1234 567890

**Dry Puppy Food Nutrition Guide**



**NATURAL PUPPINESS**

2B

**NUTRITIONAL VALUES**

**Fat 15%**  
Generous quantities of fat will make the coat shine and the muscles strong.

**Protein 22%**  
Certified organic free-range chicken is the #1 ingredient for great taste and outstanding digestibility.

**Moisture 10%**  
Our dry puppy food has a low amount of moisture, but mixes well with our wet formulas.

**Other 45%**  
Calcium, Phosphorus, Vitamin L, Omega 3 Fatty Acids, Omega 3 Fatty Acids

**Fiber 4%**  
Natural fiber helps support digestion.

**CONSUMPTION**

Dog weight	Daily Intake (g)				
	2 months	4 months	6 months	8 months	10 months
<b>Toy</b> 2 kg	50	60	60	60	65
<b>Small</b> 5-10 kg	95-155	110-180	115-195	115-190	110-185
<b>Medium</b> 17 kg	215	265	285	285	280
<b>Large</b> 25+ kg	270-580	350-670	375-685	375-625	370-530

**WHY ORGANIC?**

Organic ingredients are produced in the UK without chemical pesticides, synthetic fertilizers, artificial preservatives, added growth hormones or antibiotics.

- Reduction of skin ailments and allergies
- Fewer digestive disorders
- Quality sources of exceptional nutritional value
- Better overall health and stronger immunity
- Quality of Life and Longevity

**BENEFITS**

This formula provides your puppy with the nutrition needed to grow up to be strong, healthy and full of energy. Don't ever worry if your puppy is in good enough shape to bring to the mountain - with our 100% complete and balanced nutrition it always will be!

Rich in Omega 3 Fatty Acids the formula will contribute to healthy skin and coat, while the organic barley and brown rice help maintain a healthy intestinal tract.

3A



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I asked for feedback on Moodle and got a few tips that I tried out and was really happy with. Having some of the background in green now, I made a few changes to my daily intake graph to make it better visible on the green.



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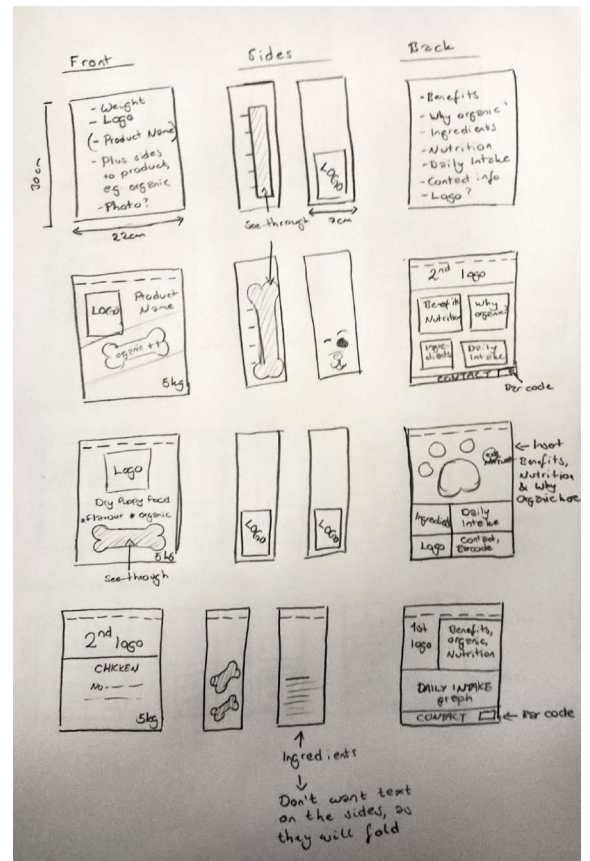
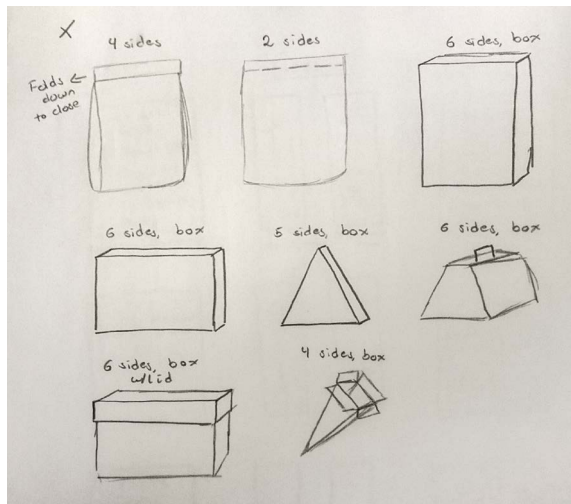
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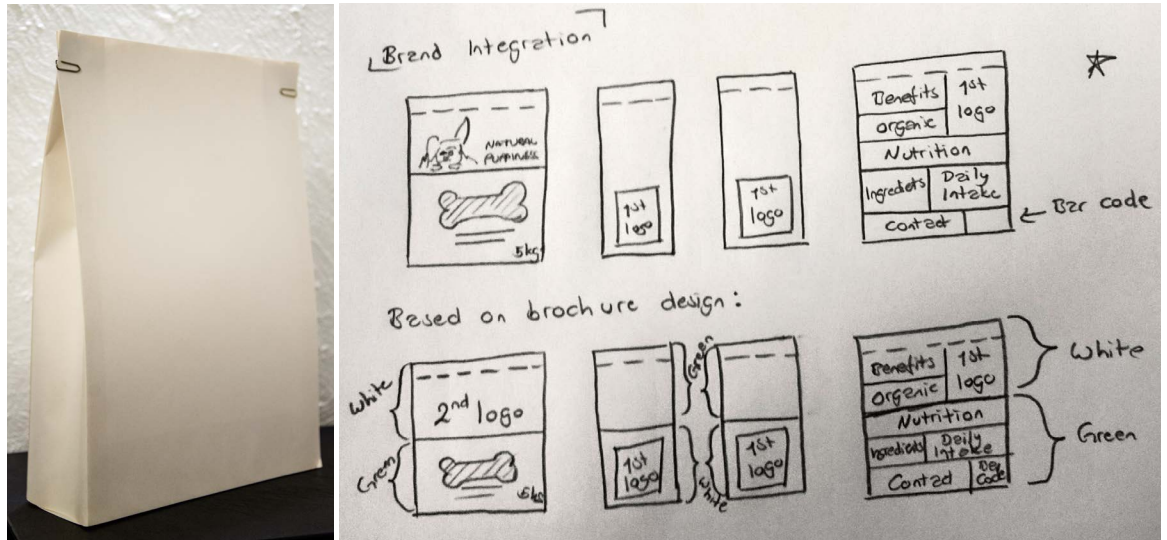




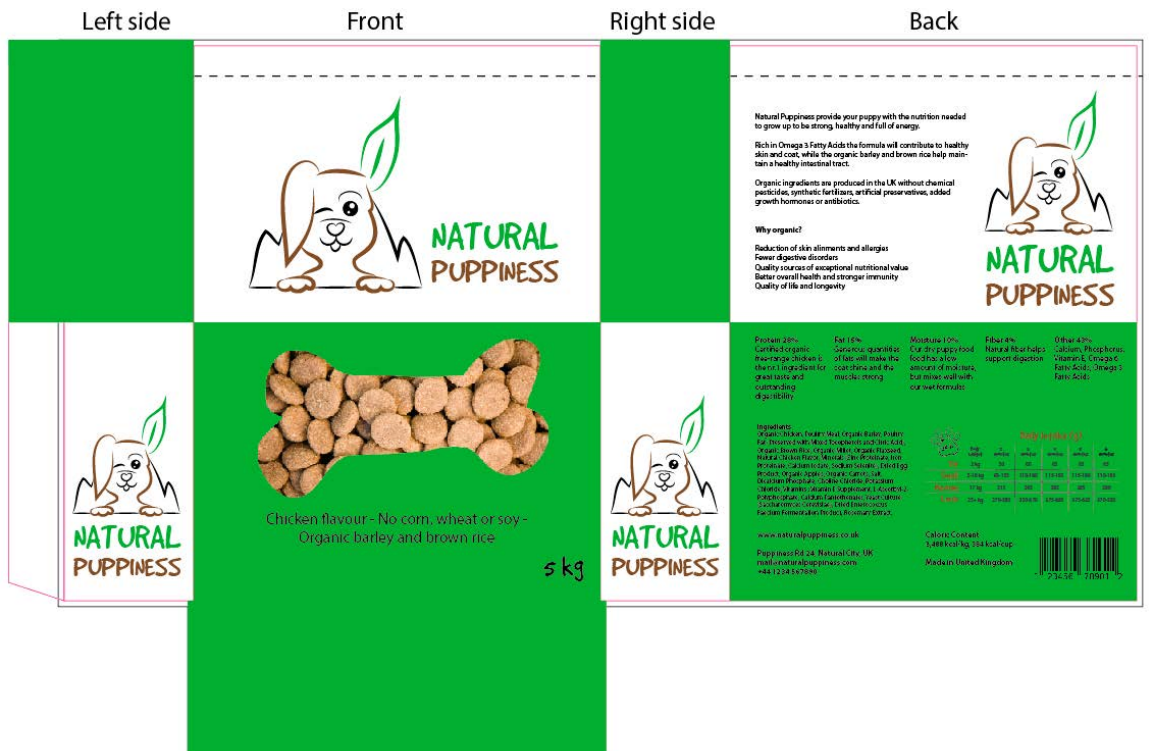
Packaging - Since I decided my product is dry pellets (solid form), I don't need to make the packaging out of waterproof material. I would however like it to be easy to open and close with a zip lock, since it's meant to last for a little while. It needs to be strong material as I'm thinking it should be about 5 kg. My first approach was to draw thumbnails for different packaging formats, and then the layout when I had chosen the type of packaging I wanted.

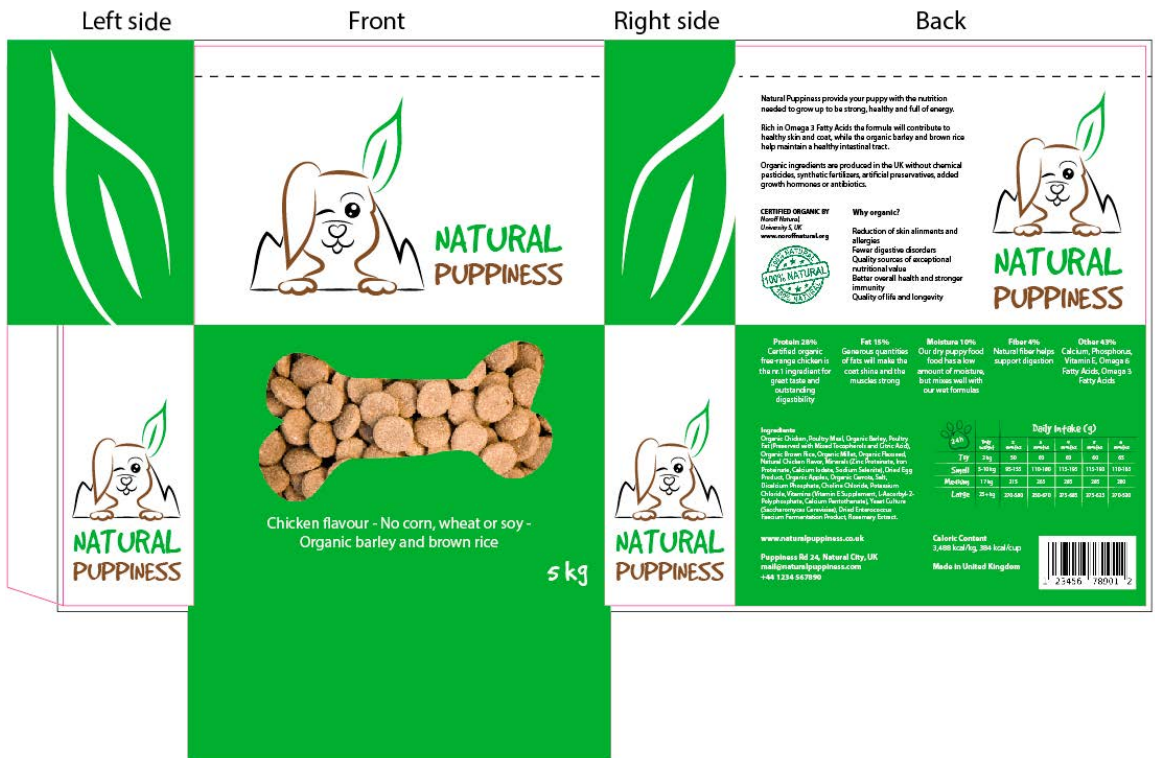
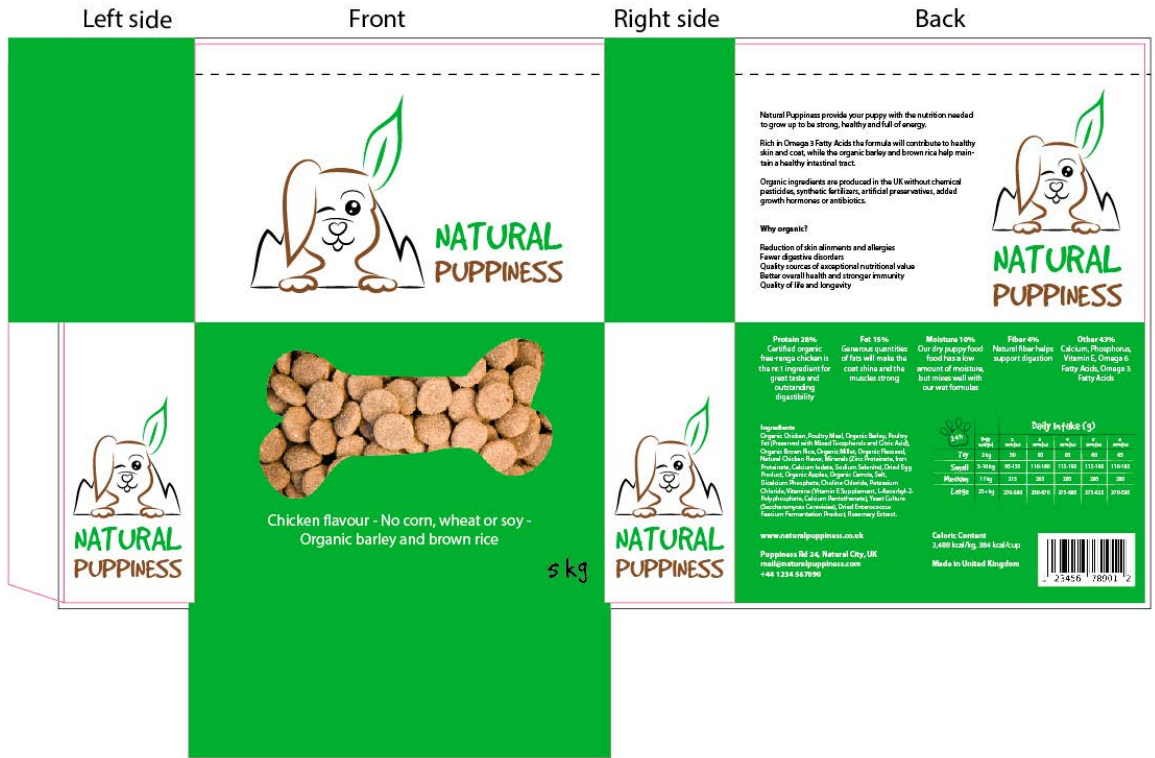


Making sure the layout fit with the other elements I had already designed, I was inspired by the way I segmented the different areas in my brochure with blocks of colour. I think this made the design more interesting as there was now more going on, while also helping separating content.



Knowing I would like to integrate some of the illustrations (bone, ear, paw), I brought my favourite idea into Illustrator. The point of having the bone on the front of the packaging is that it is see-through, so one can see the content.



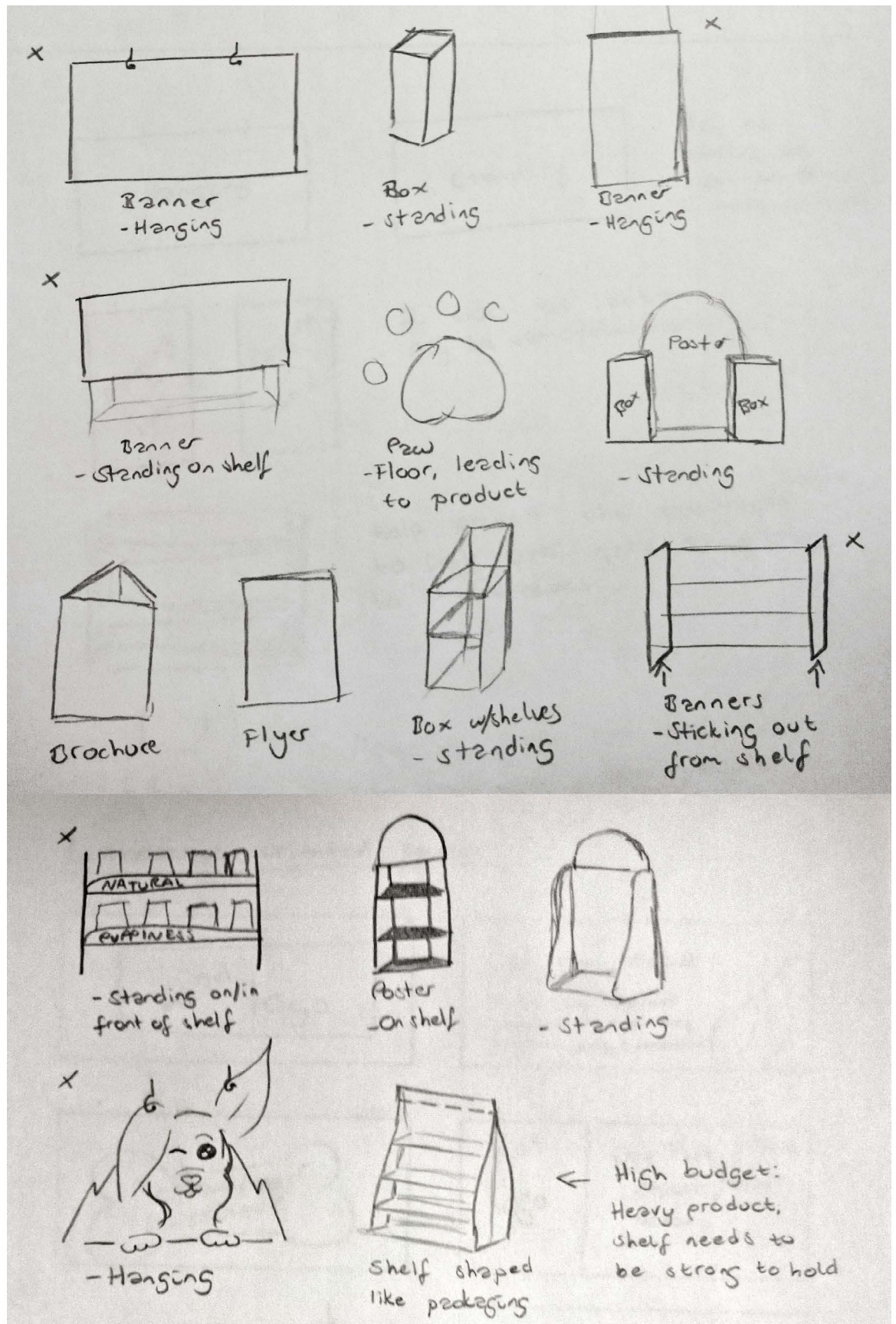


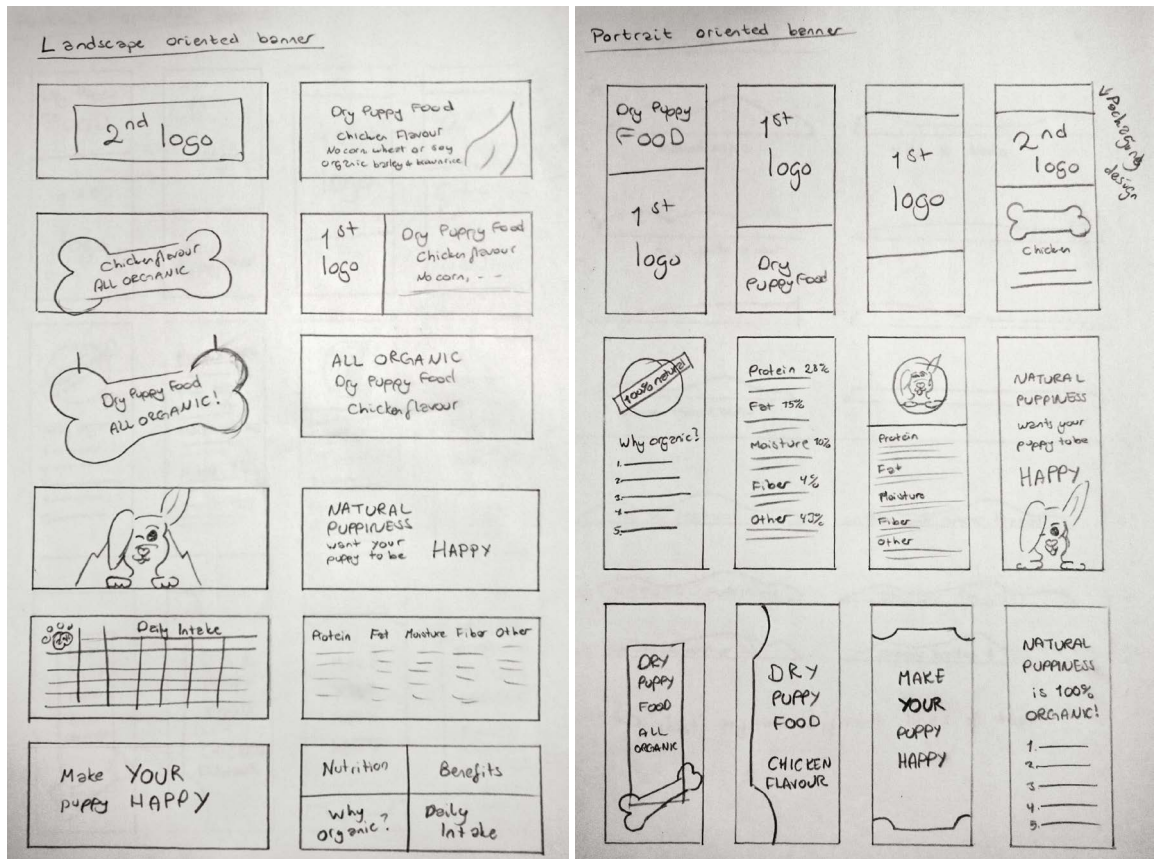






Point of Sale - As with the other products, my thought process began with sketching thumbnails. I thought of the different formats I could use, and chose a couple that I feel would fit the brand.





With my design from other products in mind, I chose text, layout and elements to work with my point of sale elements. I decided to go with a horizontal and a vertical banner. The horizontal is to be placed on top of shelves or hanging from the roof, with one unique design on both sides. As for the vertical, there are two different layouts: they both have the same front, but unique designs on the other side, with more information. These are meant to hang on the side of a shelf, or in a slightly larger size from the roof.





# Dry Puppy Food

## Chicken Flavour

No corn, wheat or soy  
Organic barley & brown rice

### ALL ORGANIC Dry Puppy Food Chicken Flavour




## NATURAL PUPPINESS

### DESIGN CHOICES

#### Style/Genre

My style is quite minimalistic, and I would say it's modern and happy. It's simple in terms of not using too many elements, colours or typefaces, and having a brand identity I feel is consistent over all products.

#### Typography

I use two fonts: Good Dog and Myriad Pro. *Good Dog* is the font I use in the logo and in headings. This is a font by Fonthead Design, and is a happy font that well represents Natural Puppiness. *Myriad Pro*, which I use for body copy, was released in 1992 and designed by Robert Slimbach and Carol Twombly. This is a sans serif font with a humanistic treatment of letter proportions and design details.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !'#\$%&/'()=?'@\*'^-.,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$!'#\$%&/'()=?'@\*'^-.,

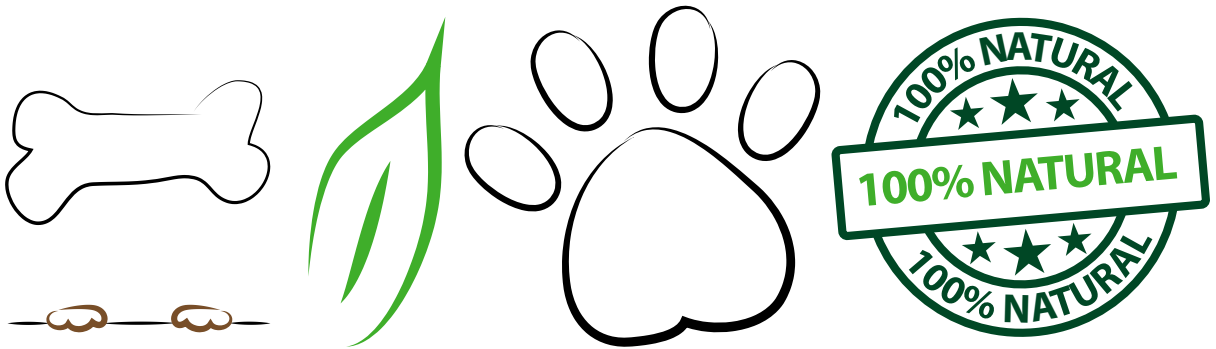
## Colours

I have used three colours in addition to black and white. The two main colours are the green and the brown found in my logo, and the third a darker hue of the green. These colours being nature colours I think they represent Natural Puppiness as a brand with love for nature and quality time outdoors, as well as seeming happy.

<p>Pantone 361 C CMYK: C 73% M 0% Y 100% K 0% RGB: R 109 G 172 B 58 Web #6DAC3A</p>	<p>Pantone 463 C CMYK: C 35% M 61% Y 83% K 44% RGB: R 109 G 78 B 46 Web #6D4E2E</p>	<p>Pantone 3435 C CMYK: C 88% M 44% Y 77% K 52% RGB: R 45 G 72 B 55 Web #2D4837</p>
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## Elements

My main elements are the bone, the ear, and the paw. These all have something to do with dogs, which obviously is important. When I use lines I also use the same kind of lines as those that form the mountain in the background of the logo. The elements all have the same kind of look and feel; being a little rough, and not having closed paths. I also made a “100% Natural” symbol, to help underline that the brand is organic.



## SELF EVALUATION

My development and work process have been consistent and rather thorough throughout the whole project period. It has been fun and challenging assignment to work with, and extra exciting to be getting parts of the assignment handed out over several weeks.

I'm happy with the products I have designed. The brand is consistent in terms of its design, colours and layouts. I also believe I have created a design that does indeed make the brand seem friendly, healthy and organic. Based on the design I would personally consider the brand had I had a puppy myself.

## SOURCES AND REFERENCES



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<https://monikarhdesign.wordpress.com/category/mandatory-assignment-07-branding-packaging/>

Moodboard

<https://uk.pinterest.com/moonierh/dog-food/>

*Urban Dictionary – Puppiness*

<http://www.urbandictionary.com/define.php?term=puppiness>

*Good Dog*

<http://www.dafont.com/good-dog.font>

*Myriad Pro*

[https://en.wikipedia.org/wiki/Myriad\\_\(typeface\)](https://en.wikipedia.org/wiki/Myriad_(typeface))

*Pet MD - Puppy Nutrition: What is the Best Puppy Food & More*

[http://www.petmd.com/dog/puppycenter/nutrition/evr\\_dg\\_the\\_importance\\_of\\_proper\\_nutrition\\_for\\_puppies](http://www.petmd.com/dog/puppycenter/nutrition/evr_dg_the_importance_of_proper_nutrition_for_puppies)

*My Sweet Puppy – Top 20 Best Puppy Food*

<http://mysweetpuppy.net/top-20-best-puppy-foods/>

***A lot of my information has been borrowed from Castor Pollux Organix and adjusted to fit my product better.***

<http://www.castorpolluxpet.com>

<https://www.chewy.com/castor-pollux-organix-puppy-recipe/dp/34968>

[https://www.amazon.com/Organix-Chicken-Brown-Recipe-25-Pound/dp/B001BCOZ3E/ref=sr\\_1\\_2?s=pet-supplies&ie=UTF8&qid=1479379858&sr=1-2&keywords=Castor+Pollux](https://www.amazon.com/Organix-Chicken-Brown-Recipe-25-Pound/dp/B001BCOZ3E/ref=sr_1_2?s=pet-supplies&ie=UTF8&qid=1479379858&sr=1-2&keywords=Castor+Pollux)

[https://www.amazon.com/Castor-Pollux-Organix-Grain-Free-Potatoes/dp/B00CGICZFC/ref=sr\\_1\\_1?s=pet-supplies&ie=UTF8&qid=1479380217&sr=1-1&keywords=Castor+Pollux&refinements=p\\_n\\_feature\\_eleven\\_browse-bin%3A6514407011](https://www.amazon.com/Castor-Pollux-Organix-Grain-Free-Potatoes/dp/B00CGICZFC/ref=sr_1_1?s=pet-supplies&ie=UTF8&qid=1479380217&sr=1-1&keywords=Castor+Pollux&refinements=p_n_feature_eleven_browse-bin%3A6514407011)

## ***Photos and Images***

*Bar Code*

[http://www.wpclipart.com/signs\\_symbol/business/barcodes/barcode\\_UPC-A\\_T.png](http://www.wpclipart.com/signs_symbol/business/barcodes/barcode_UPC-A_T.png)

*Pellets – Front of Packaging*

<http://www.thehonestkitchen.com/blog/the-importance-of-pigments-in-dog-food/>

*Pellets – On Presentation of Packaging*

[http://www.grupobynsa.com/sites/default/files/styles/shadowbox/public/productosDetalle/bynsa1-1-61\\_croquetas.jpg?itok=\\_83I8GCh](http://www.grupobynsa.com/sites/default/files/styles/shadowbox/public/productosDetalle/bynsa1-1-61_croquetas.jpg?itok=_83I8GCh)

*100% Natural Icon Inspiration*

<http://ecoworm.co.uk>

*Point of Sale Presentation*

<https://fortunedotcom.files.wordpress.com/2014/11/freshpet-chiller-in-store.jpg>

*Point of Sale Presentation*

<http://www.shopcousa.com/wp-content/uploads/HEB-Curved-Gondola-End-Cap.jpg>



## **Noroff Lessons**

*Sketching Techniques, Week 3, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week03/>

*Brand Identity, Week 4, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA109/week04/>

*Typography, Week 5, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week05/>

*Colour Theory, Week 6, Noroff*

<http://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week06/>

*Creative Workflow, Week 26, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week26/>

*Visual Language, Week 27, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week27/>

*Packaging Design, Week 28, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week28/>

*Point to Sale, Week 29, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA110/week29/>

## **Lynda.com Tutorials**

*Drawing Vector Graphics, by Von Glitschka*

<http://www.lynda.com/Illustrator-tutorials/Drawing-Vector-Graphics/109450-2.html>

*Package Design with Illustrator, by William Everhart*

<http://www.lynda.com/Illustrator-tutorials/Package-Design-Illustrator/148421-2.html>

*Developing Brand Identity Collateral, by Steve Harris*

<http://www.lynda.com/InDesign-tutorials/Developing-Brand-Identity-Collateral/114175-2.html>

*Before & After: Things Every Designer Should Know, by John McWade*

<http://www.lynda.com/Design-Page-Layout-tutorials/Before-After-Things-Every-Designer-Should-Know/110285-2.html>

*Brand Building Basics, by Lorrie Thomas Ross*

<http://www.lynda.com/Business-Skills-tutorials/Building-Your-Brand/101957-2.html>

*Designing a Logo, by Nigel French*

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