

PROCESS BOOK



# CHOW HOUND

TREAT YOUR DOG

& HELP A GOOD CAUSE





Senior Creative Project Process Book | Spring 2020  
Designed and illustrated by Emily Gahan

## CREATIVE BRIEF

This project is a dog food truck company that sells treats for dogs to raise awareness and money for the “Beagle Bill” petition. This is a fictional company supporting a real life animal adoption project. The target audience is dog lovers who want to get their dog a special treat. It includes a brand identity, displayed through a logo, business cards, letterheads, uniforms, and a car wrap. Layout design is shown through awareness and donation brochures, and a truck menu. There is also food packaging designs such as treat boxes, to-go bags, cups, and bowls. An advertising campaign consists of three advertisements, including a poster ad, a magazine print ad, and an Instagram ad.

### Branding

logo, business cards, letterheads, uniforms, car wrap

### Layout

awareness/donation brochures, truck menu

### Packaging

bowls, cups, boxes, bags

### Advertisements

poster, instagram, magazine print





# CREATIVE BRIEF: TRUCK RESEARCH



BOLD

HAND DRAWN

DOODLES

FUN

FRIENDLY



# CREATIVE BRIEF: LOGO RESEARCH



MONOLINE LOGO



SIMPLE DOODLES





# CREATIVE BRIEF: PACKAGING RESEARCH



PACKAGING DESIGN

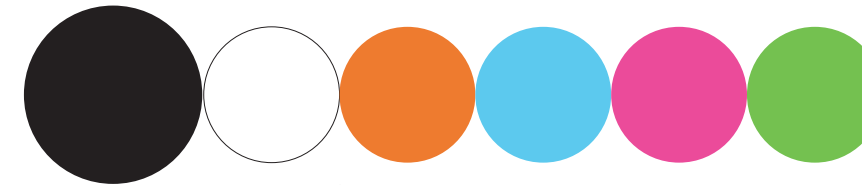
USER EXPERIENCE



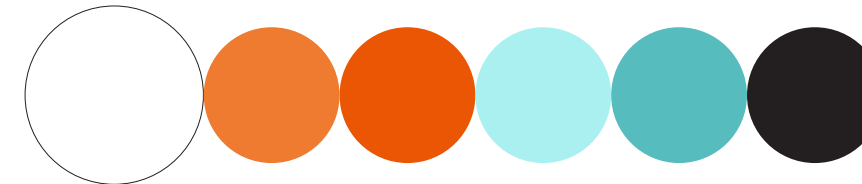
# CREATIVE BRIEF: COLOR & TYPEFACE RESEARCH



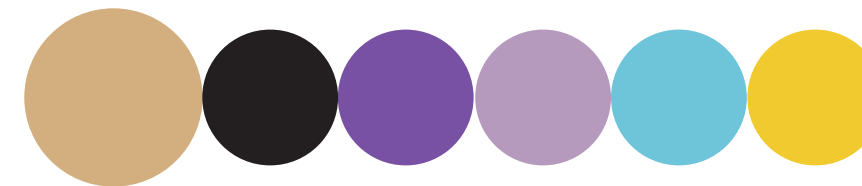
NEON EDGY



BRIGHT



COMPLEMENTARY



SOFT PASTEL

**CHOW HOUND**  
for better pawsibilities  
doggie food truck

**Chow Hound**  
FOR BETTER PAWSIBILITIES  
doggie food truck

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doggie food truck



# CREATIVE BRIEF: BRAND BRAINSTORM

## Names

Happier Hounds  
 Happy Howls  
 Good Dog  
 Goodie Dog  
 Miracle Mutts  
 Bonus Bones  
 Lucky Bones  
 Licks  
 Licked  
 Lucky's Licks  
 2<sup>nd</sup> Shot  
 2<sup>nd</sup> Chance Crunch  
 The Barking Lot  
**Bow Wow Chow**  
 Chow Chow  
 K-9 Cravings  
 Canine Cravings  
 Hungry Hounds  
 Muttie Buddies  
**Chow Hound**  
**DogEats**

A VERY ENTHUSIASTIC EATER

## Taglines

paws for a cause  
 adopt not shop  
 reach full pettential  
 throw a dog a bone  
 furever home  
 for a pawsitively better life  
 for a pawesome life  
 for better pawsibilities  
 hope for hounds  
 cured by love  
**spoil your dog to save others**  
 spoil to support  
 spoil n support  
 spoil to save souls  
 pamper your pooch to save others

EVOLVED INTO  
 "TREAT YOUR DOG  
 & HELP A GOOD CAUSE"

## Personality

fun  
 childish  
 playful  
 colorful  
 affordable  
 welcoming atmosphere

# CREATIVE BRIEF: FINAL BRIEF

## Type Pairs

**PRIMARY**

**WEDGES**

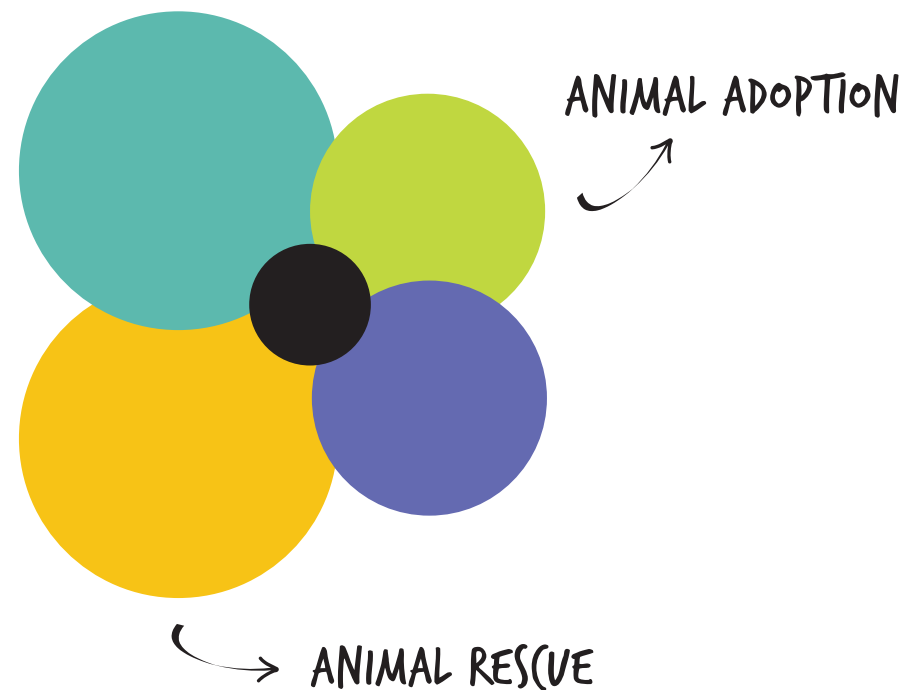
SECONDARY

TRASH HAND

Copy

Avenir Next

## Color Scheme



## CMYK Logo



## CMYK on Blue Logo



## Grayscale Logo





# LOGO PROCESS: BEGINNING EXPLORATION



EATEN LETTERS

CHOW HOUND



# LOGO PROCESS: COLOR & TYPE EXPLORATION



TIME TO REFINE



# LOGO PROCESS: REFINEMENT



I'VE GOT IT!

# FINAL LOGO: STYLE SHEET

## Full Primary Logo



## Alternate on Blue Background



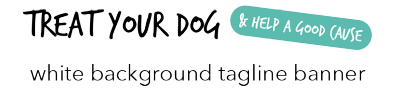
## Black & White Logo



## Banner



## Tagline



## Thumbnail Size

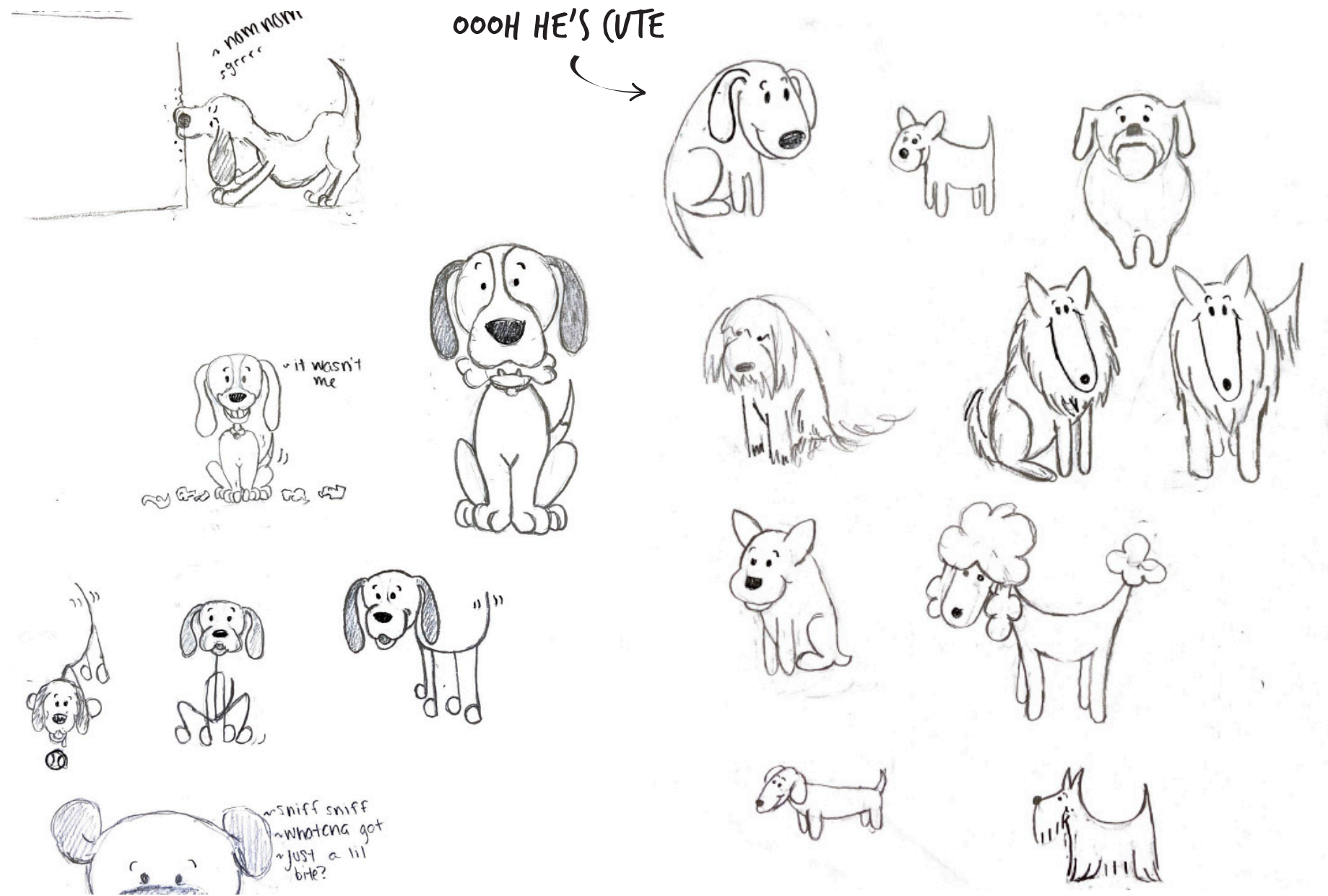


## Secondary Marks





# ILLUSTRATIVE ELEMENT PROCESS: DOODLING AROUND



# ILLUSTRATIVE ELEMENT PROCESS: FINAL PATTERN





# BRANDING PROCESS: BUSINESS MATERIALS



Too STRAIGHT



GETTING SOMEWHERE!



WAY TOO (LUTTERED)

# BRANDING FINAL: BUSINESS MATERIALS





# BRANDING PROCESS: UNIFORMS

Apron designs



BLUE (CREATES BOXY FEEL)

WOULD GET DIRTY QUICKLY

Manager T-shirt



LOGO LOOKS WEIRD ON YELLOW

NEEDS MORE DIFFERENTIATION

# BRANDING FINAL: UNIFORMS

Worker



Manager









# BRANDING FINAL: TRUCK

<h3>CHEW &amp; CRUNCH</h3> <p><b>(HEWIES)</b> 6 pack...\$8.20   10 pack...\$13.70 Salmon &amp; Sweet Potatoes Jerky Beef &amp; Lamb Bully Stick Peanut Butter &amp; Oats Jerky Maple Bacon Bully Stick</p> <p><b>(CRUNCHIES)</b> SM...\$6.25   REG...\$9.40 Maple Bacon Beef &amp; Lamb Peanut Butter &amp; Oats Salmon &amp; Sweet Potatoes</p> <p><small>THIRSTY PUPPET? ASK A SERVER FOR A CUP OF WATER, IT'S FREE!</small></p>	<h3>SIP &amp; SLURP</h3> <p><b>PUPPUCCINO</b> SM...\$1.50   REG...\$3.10 Salmon &amp; Sweet Potatoes Beef &amp; Lamb Maple Bacon Peanut Butter &amp; Oats</p>	<h3>LICK &amp; LUNCH</h3> <p><b>FROZEN DOGURT</b> SM...\$2.20   REG...\$3.85 Peanut Butter &amp; Oats Salmon &amp; Sweet Potatoes Maple Bacon Beef &amp; Lamb</p> <p><b>PUPCAKES</b> 1 cake...\$3.25   2 cakes...\$5.50 Salmon &amp; Sweet Potatoes Beef &amp; Lamb Peanut Butter &amp; Oats Maple Bacon</p> <p><small>LET THE SERVER KNOW IF YOUR PUPPY HAS ANY ALLERGIES BEFORE ORDERING!</small></p>
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# BRANDING FINAL: TRUCK





# PACKAGING PROCESS: (ANINE CRUNCHIES)



TOO MUCH COLOR

PATTERN TOO LARGE

COPY IS TIGHT IN BUBBLE

HIERARCHY IS OFF



# PACKAGING FINAL: (ANINE CRUNCHIES)





# PACKAGING FINAL: FROZEN DOGURT



# PACKAGING FINAL: PUPCAKES





# ADVERTISING CAMPAIGN PROCESS

THERE ARE LESS EMBARRASSING WAYS TO MAKE EM' FEEL SUPER  
TREAT YOUR DOG & HELP A GOOD CAUSE

For every dollar you spend, a dollar goes towards the Beagle Freedom Project!

Beagle Freedom Project is a non-profit animal rescue and advocacy organization and the world's leading organization for rescuing and rehoming animals used in experimental research. BFP strives to make the world a better, safer and healthier place for both animals and people alike.  
For more information visit [www.bfp.org](http://www.bfp.org)

**CHOW HOUND**  
Chow Hound Truck's LLC PO Box 110 Boston, MA 02101  
Call (866) 985-3364 or visit [www.chowhoundtruck.com](http://www.chowhoundtruck.com)

SIMPLIFY HEADLINES

WHITE CREATES CLINICAL FEEL

THERE ARE MORE SANE WAYS TO MAKE EM' FEEL LIKE ROYALTY  
TREAT YOUR DOG & HELP A GOOD CAUSE

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THERE ARE EASIER WAYS TO MAKE EM' FEEL LIKE SPECIAL  
TREAT YOUR DOG & HELP A GOOD CAUSE

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(CHANGE PLACEMENT OF TAGLINE

# ADVERTISING CAMPAIGN FINAL

THE BETTER WAY TO MAKE HER FEEL SPECIAL!

All-natural, tasty treats from the Chow Hound truck is the perfect way to pamper your little VIP! You'll feel good, too, because we'll give a dollar to the Beagle Freedom Project for every dollar you spend.

**CHOW HOUND**  
visit [www.chowhoundtruck.com](http://www.chowhoundtruck.com)

TREAT YOUR DOG & HELP A GOOD CAUSE

THE BETTER WAY TO MAKE HIM FEEL SUPER!

Just stop at the Chow Hound truck for an all-natural, tasty treat. You'll feel good, too, because we'll give a dollar to the Beagle Freedom Project for every dollar you spend.

**CHOW HOUND**  
visit [www.chowhoundtruck.com](http://www.chowhoundtruck.com)

TREAT YOUR DOG & HELP A GOOD CAUSE

Instagram

Stories

Your Story

pouros

smith\_oran

rex.wintheiser

hill\_eliza

Chow.Hound.Truck

THE BETTER WAY TO MAKE HER FEEL ROYAL!

TREAT YOUR DOG & HELP A GOOD CAUSE

2,875 Likes

Chow.Hound.Truck A stop at the Chow Hound truck for our all-natural, tasty treats will leave your little princess

COPY DISCONNECTS FROM BRANDS MAIN PURPOSE





# CHOW HOUND

PROCESS BOOK | EMILY GAHAN

