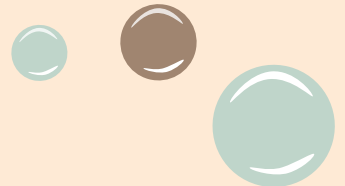


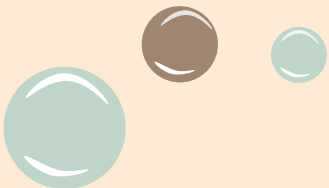
# La De Da

Branding Guide



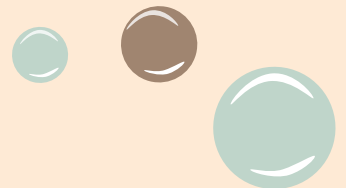
# Mission Statement

This book provides the design identity for La De Da. This business's playful and fun design is influenced by dog behavior and reflects the caring and nurturing experience the dogs will have at the spa and day care facility.



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# The Logo

The logo follows the illustrative theme but also has a modern and professional look.

# The Tagline

The tagline is silly and whimsical.  
It is a play on human salon taglines.





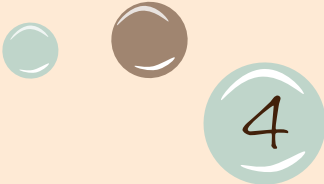
Where Dirty Dogs Get Clean.



# Logo Placement and Variations

The logo can be placed vertically or horizontally. Any of the appropriate palette colors may be used.



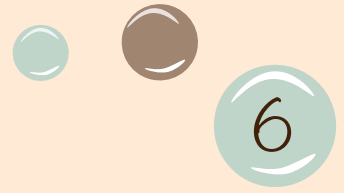
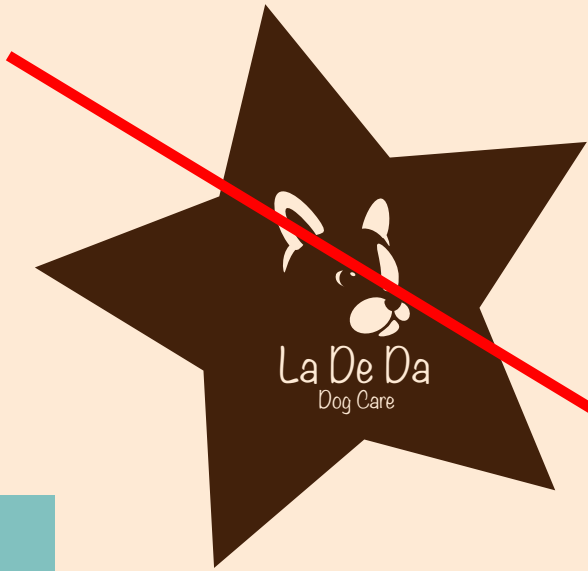


# Incorrect Usage

Keep Logo at appropriate size and avoid these types of variations.







# Color Palette, Motifs, and Photographic Style

The basis for La De Da's design.

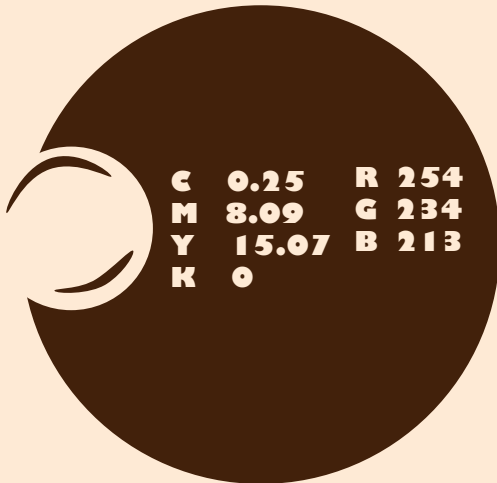




**C 47.79 R 66**  
**M 73.48 G 33**  
**Y 83.71 B 11**  
**K 68.16**



**C 49.14 R 129**  
**M 6.79 G 193**  
**Y 26.18 B 191**  
**K 0**



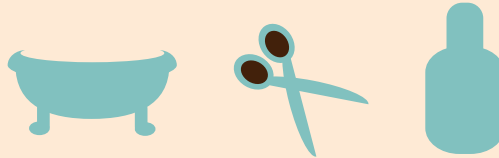
**C 0.25 R 254**  
**M 8.09 G 234**  
**Y 15.07 B 213**  
**K 0**



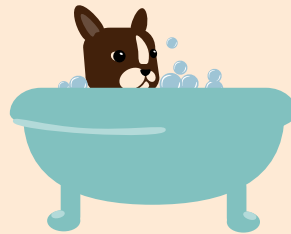
Bubbles

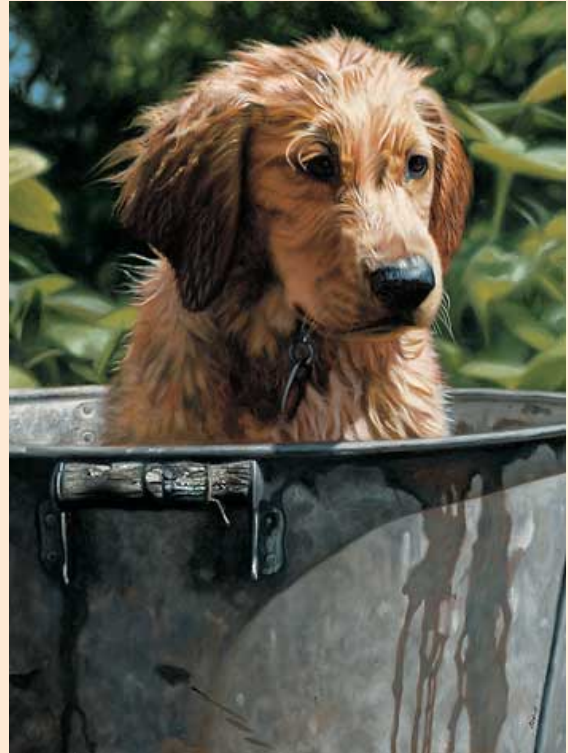


Icons



Dog Character

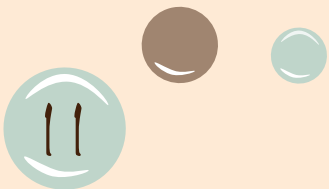




Colorful images of dogs acting in a spa and day care environment.

# Fonts

A mix of some playful  
and clean typography.



## Main font:

Noteworthy

“Where Dirty Dogs Get Clean”

## Fonts for web and print:

Gill Sans MT

“Where Dirty Dogs Get Clean”

Devanagari Sangam MN

“Where dirty dogs get clean”



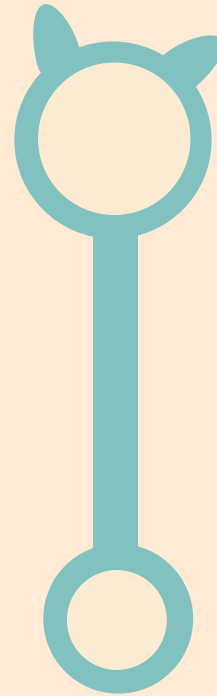
# Collateral

Dogs love chasing bubbles.  
The collateral urges the act  
of play and is also influenced  
by the branding motif.

The customer will receive a  
bottle after their visit.



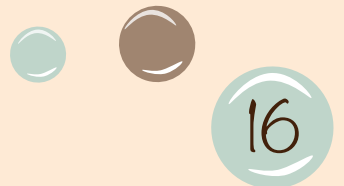
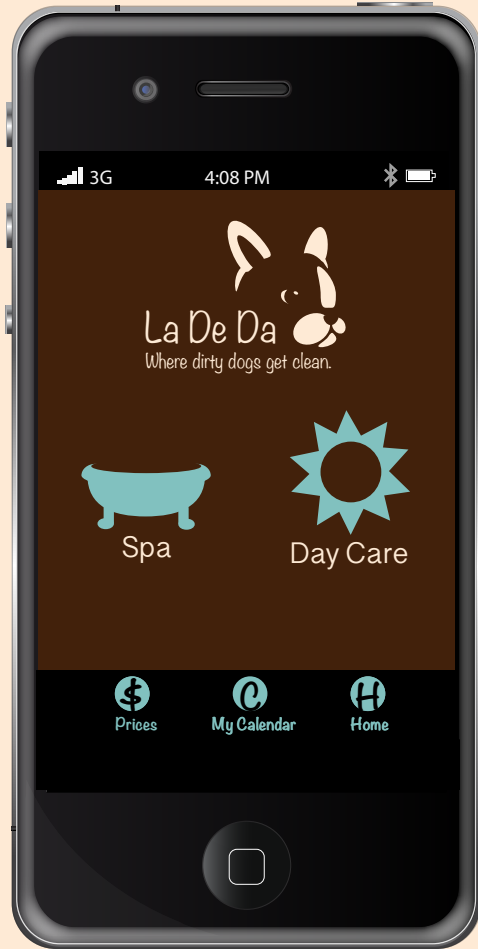


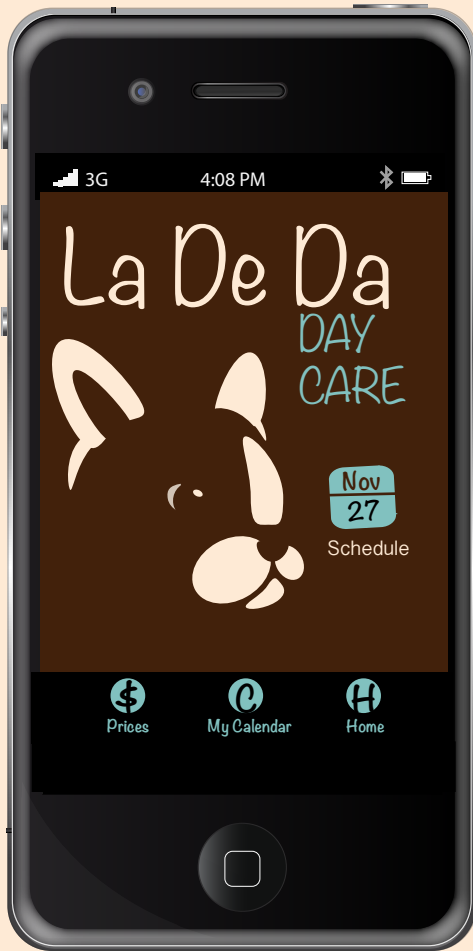


# Mobile Application and Website

The illustrated icons are the essential part of the website and mobile application.









HOME



DAY CARE



SPA



CONTACT



HOURS

## Where Dirty Dogs Get Clean.

La De Da is best grooming, day care, and boarding facility for your fuzzy friends. We provide services to the Western New York area. Our goal is to provide the best experience for you and your beloved pet. With a warm and friendly staff and environment, La De Da is a home away from home for your dog.





La De Da  
Dog Spa

HOME

DAY CARE

SPA

CONTACT

HOURS

## Hours

Tuesday - Friday: 7:00 AM - 7:00 PM

Saturday - Sunday: 7:00 AM - 4:00 PM

Monday: CLOSED



La De Da  
Dog Spa

HOME

DAY CARE

SPA

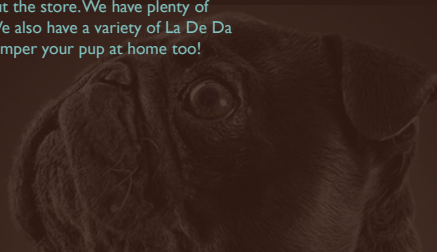
CONTACT

HOURS

## The Spa

Our lovely spa has all new tubs and plenty of shampoo to fit your dog's needs. Your dog will be rejuvenated after our baths and manicures!

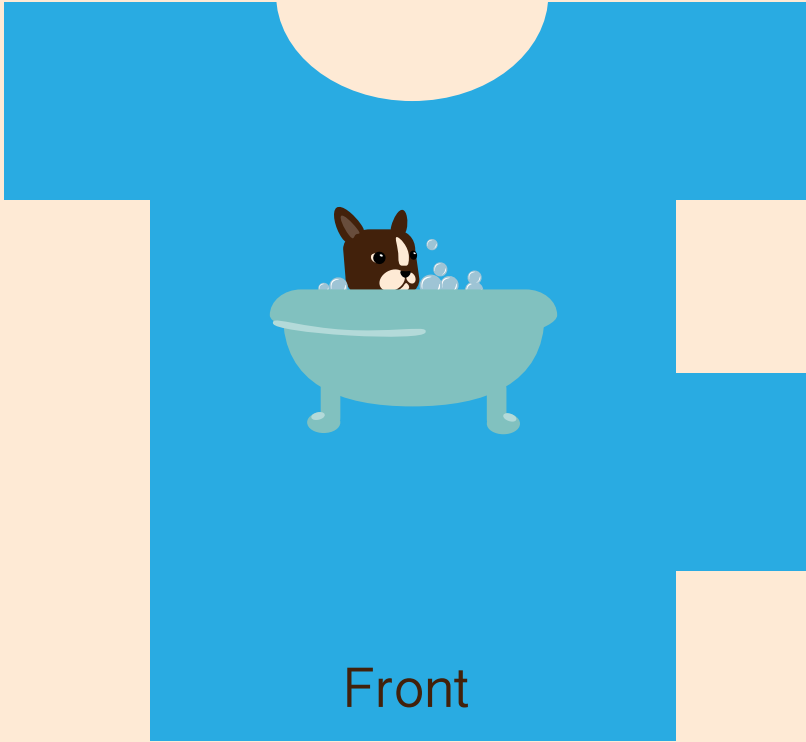
While visiting, check out the store. We have plenty of accessories and toys. We also have a variety of La De Da products so you can pamper your pup at home too!



# Uniform and Vehicle

La De Da's colorful uniform and vehicle incorporate the La De Da motifs.





Front



Back

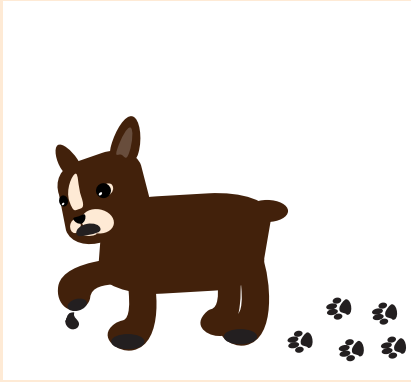






# Commercial

An animation featuring the  
La De Da dog character.  
Uses humor to entice the  
viewer.



La De Da!



Where dirty dogs get clean

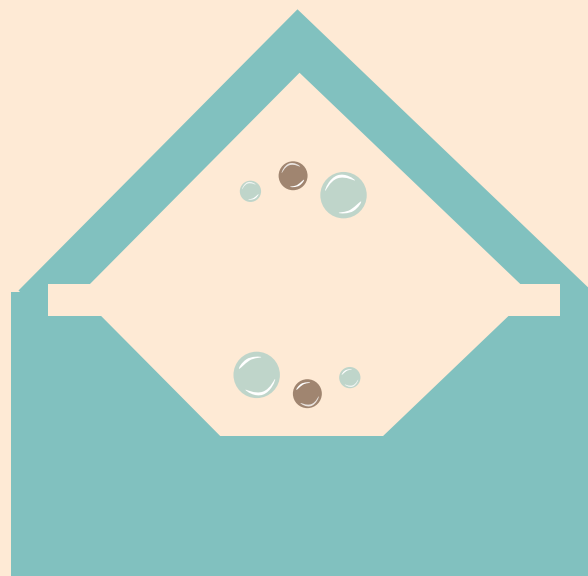
# Business Papers

Professional stationery and  
business card for La De Da.

**La De Da Dog Care**  
2799 Southwestern Blvd  
Orchard Park, NY 14127

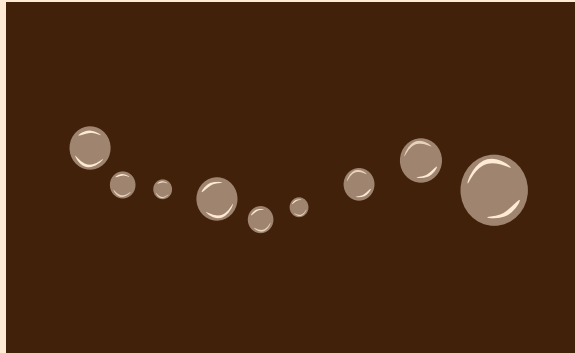


**La De Da Dog Care**  
2799 Southwestern Blvd  
Orchard Park, NY 14127





Side A



Side B

# Exterior and Interior Design

These design models are the plan for the look of the exterior building and interior counter space.







