



Foxtrot

Pet Supply + Grooming



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BRAND POSITION

We are the modern pet parents, so we design and create products for fur babies and their owners. At Foxtrot Pet Supply, we guarantee your pet will be getting items of the upmost comfort, strength, and quality. We strive to make owning a pet a fun and lovable experience.



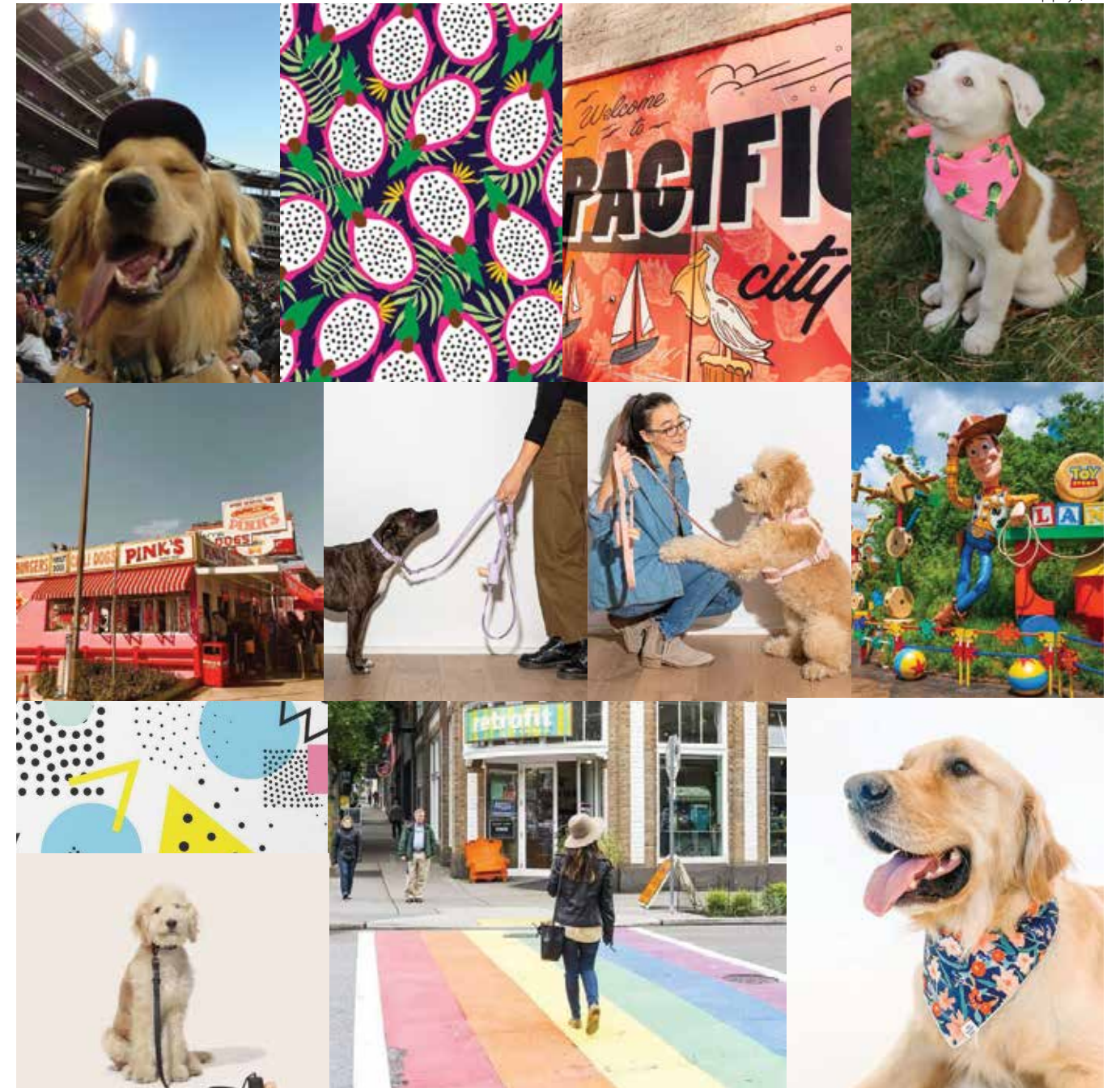


KEYWORDS

playful.
comfortable.
sturdy.

MOODBOARD

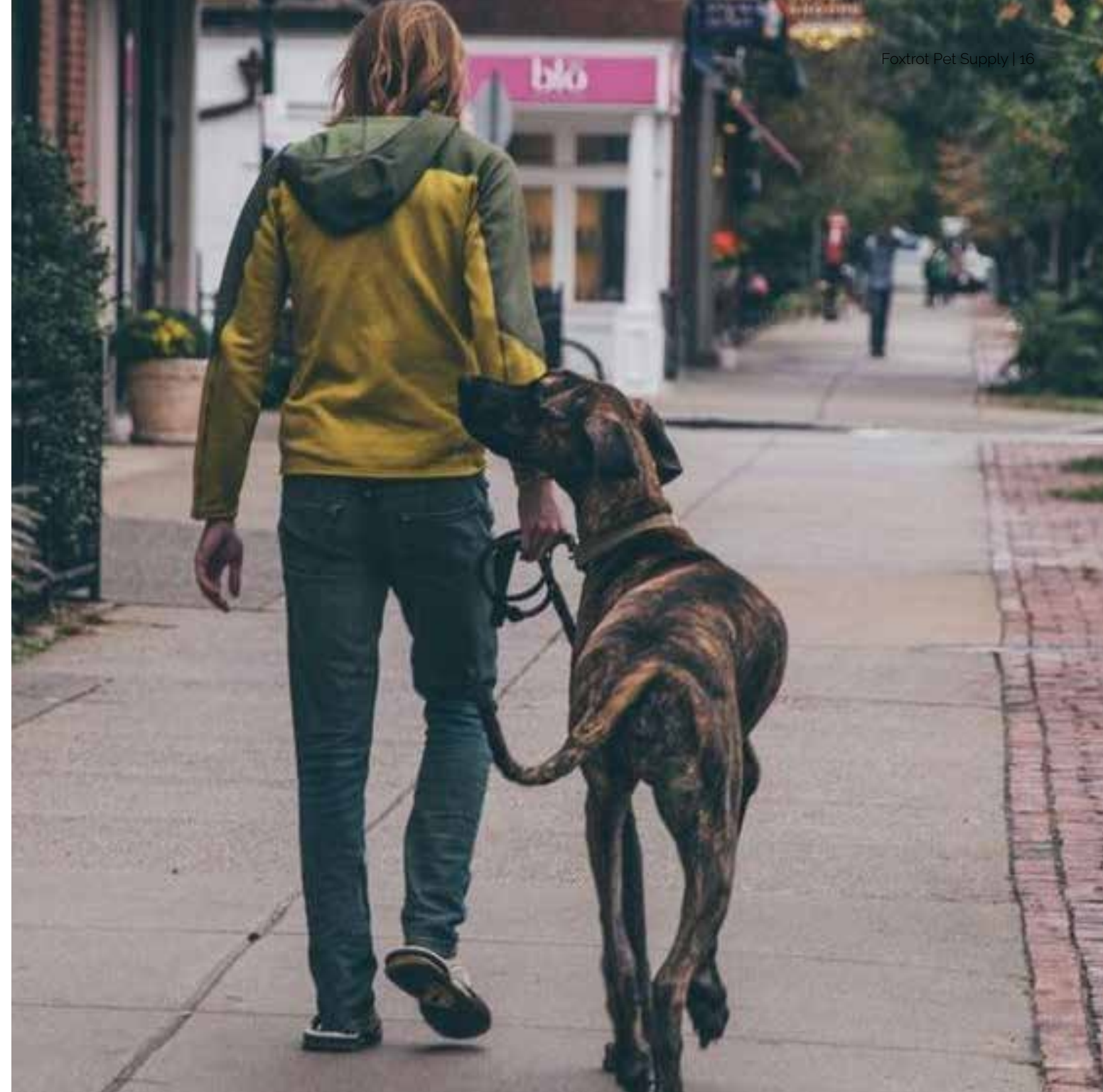
Our moodboard and company photography is a visual representation of our core values as a brand. We want every single pet owner to have fun when it comes to having an animal companion. We like bright colors, bold patterns, and rays of sunshine.





DEMOGRAPHICS

Our demographics and core customers are what make Foxtrot who we are today. We love to see our customers, both two and four legged, receive the highest quality products that are built to last and bring lots of smiles.



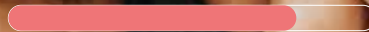


Camille Roberts

bellevue, washington

“My art and my dog are the center of my world!”

TECHNOLOGY LEVEL



creative

caring

social

ABOUT

Age	26
Occupation	Freelance Artist
Education	BFA Studio Art
Avg Income	\$32,000
Marital Status	Single
Schedule	Flexible
Archetype	The Creator

BIOGRAPHY

Camille recently moved to Bellevue, Washington to be in a more artistic and saturated job market. While she is on the job hunt, she has been freelancing and has claimed a large amount of clients and commissions. She is renting a condo and has a Saint Bernard named Lola. She is really into design and fashion. Camille and Lola love to hike, camp, and explore the town of Bellevue. Since she is currently self-employed, Camille has been on a pretty tight budget .

FRUSTRATIONS

- Wasting money
- Not having enough self care
- Waiting in traffic
- Constantly working

MOTIVATORS

- To be financially comfortable
- To own a home
- To land her dream job
- To spend more time with Lola

OTHER BRANDS USED



Annie Fischer

oceanside, california



TECHNOLOGY LEVEL



- active
- smart
- shy

"I really want to be in a good place in life while still doing the things I enjoy, and bring my dog with me."

ABOUT

Age	30
Occupation	Barista
Education	AA Communications
Avg Income	\$29,000
Marital Status	Living with Partner
Schedule	Structured
Archetype	The Explorer

BIOGRAPHY

After graduating from college, Annie moved to Oceanside, California to be closer to family and then to eventually move into an apartment with her partner. She currently works at a local coffee shop as the head barista. Annie and her partner recently just adopted a Pitbull Mix named Astro, who has quickly become a big part of the family. She has been trying to find a job in communications for awhile, but has grown to love her job at the coffee shop. She loves to be outdoors as much as possible.

FRUSTRATIONS

- Not getting a good deal
- Not enough time for herself
- Traffic/Commute
- Meeting new people

MOTIVATORS

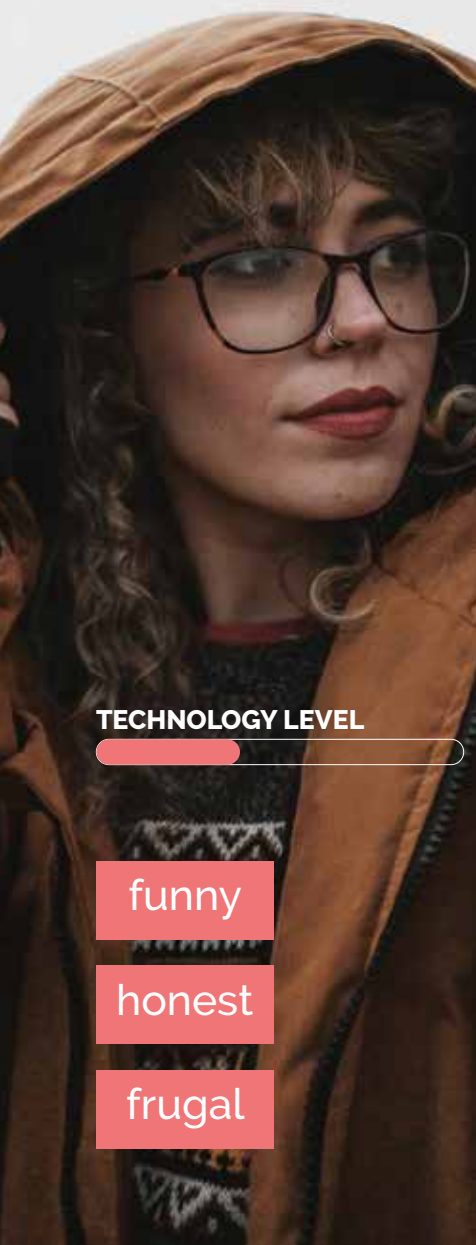
- To be financially stable
- To own a home
- To find a corporate job
- To spend more time outdoors

OTHER BRANDS USED

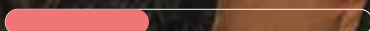


Emma Lewis

portland, oregon



TECHNOLOGY LEVEL



- funny
- honest
- frugal

“My life is always really chaotic but spending time with my dog is what keeps me sane.”

ABOUT

Age	23
Occupation	Retail/Grad Student
Education	BA Theatre/MFA Film
Avg Income	\$25,000
Marital Status	Dating
Schedule	Extremely Busy
Archetype	The Planner

BIOGRAPHY

Emma just began her first year of her MFA program for film. She has just moved into her very first apartment. She adopted a Yorkie named Cashew. Emma also works part time as a retail associate at a used book store in Downtown Portland, in addition to her MFA schedule and workload. She loves to thrift and sew a good portion of her own clothes, and make bandanas for Cashew. She hopes to be a screenwriter for television shows and movies, especially comedies.

FRUSTRATIONS

- Not having enough money
- Having to work constantly
- Traffic/Commute
- Not getting enough sleep

MOTIVATORS

- To graduate college
- To get married
- To land her dream job
- To spend more time outdoors

OTHER BRANDS USED





COLOR THEORY

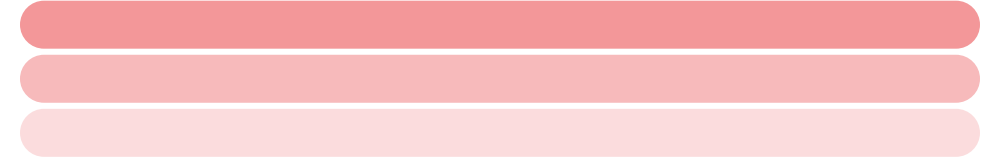
Our brand colors are the heart and soul of Foxtrot Pet Supply. We strive to make every single customers and pet live a fun and colorful life, just like the colors that represent us.



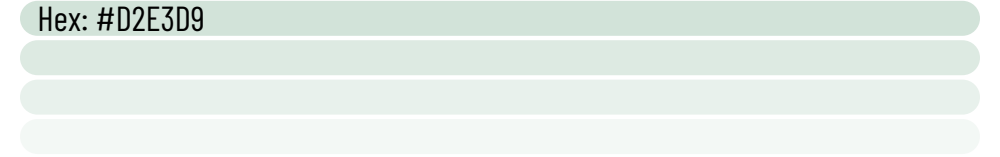
Hex: #3193A8



Hex: #EF7577



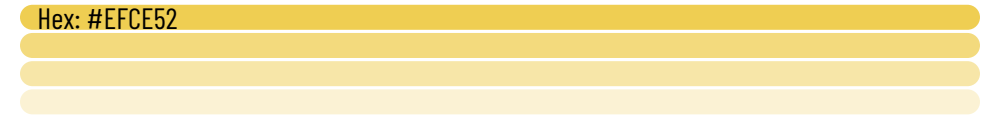
Hex: #D2E3D9



Hex: #3B164A



Hex: #EFCE52



Hex: #F59A22



BRAND PATTERNS



Our brand patterns keep things lively. We have carefully crafted each and every pattern to give every product, marketing, and packaging a unique touch that is special to the Foxtrot family.

LOGO + TAGLINE

Our logo and tagline are what give a face to the name. We incorporated movement into our logo to represent the unique energy a pet can bring to your life. We contrasted it with a sans serif, showing we are staying modern. Our tagline truly expresses what we are all about, because when there is a happy dog, there is a happy human.



Foxtrot
Pet Supply + Grooming

logo lockup

happy dog. happy human.

tagline

LOGO CLEARSPACE



Everybody loves some breathing room, even logos. The logo clearspace represents the spacing that should stay consistent across all applications. We did all the work for you, so no need to change it.

TYPOGRAPHY

These are the fonts that represent our brand the best. Rakoon, is our logo typeface, and should only be used for that. Barlow Condensed is our typeface used for the bottom part of our wordmark and for all of our copy text. Baskerville is used for our tagline and photo captions.

Rakoon
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !\$%&#?

Barlow Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !\$%&#?

Baskerville
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !\$%&#?



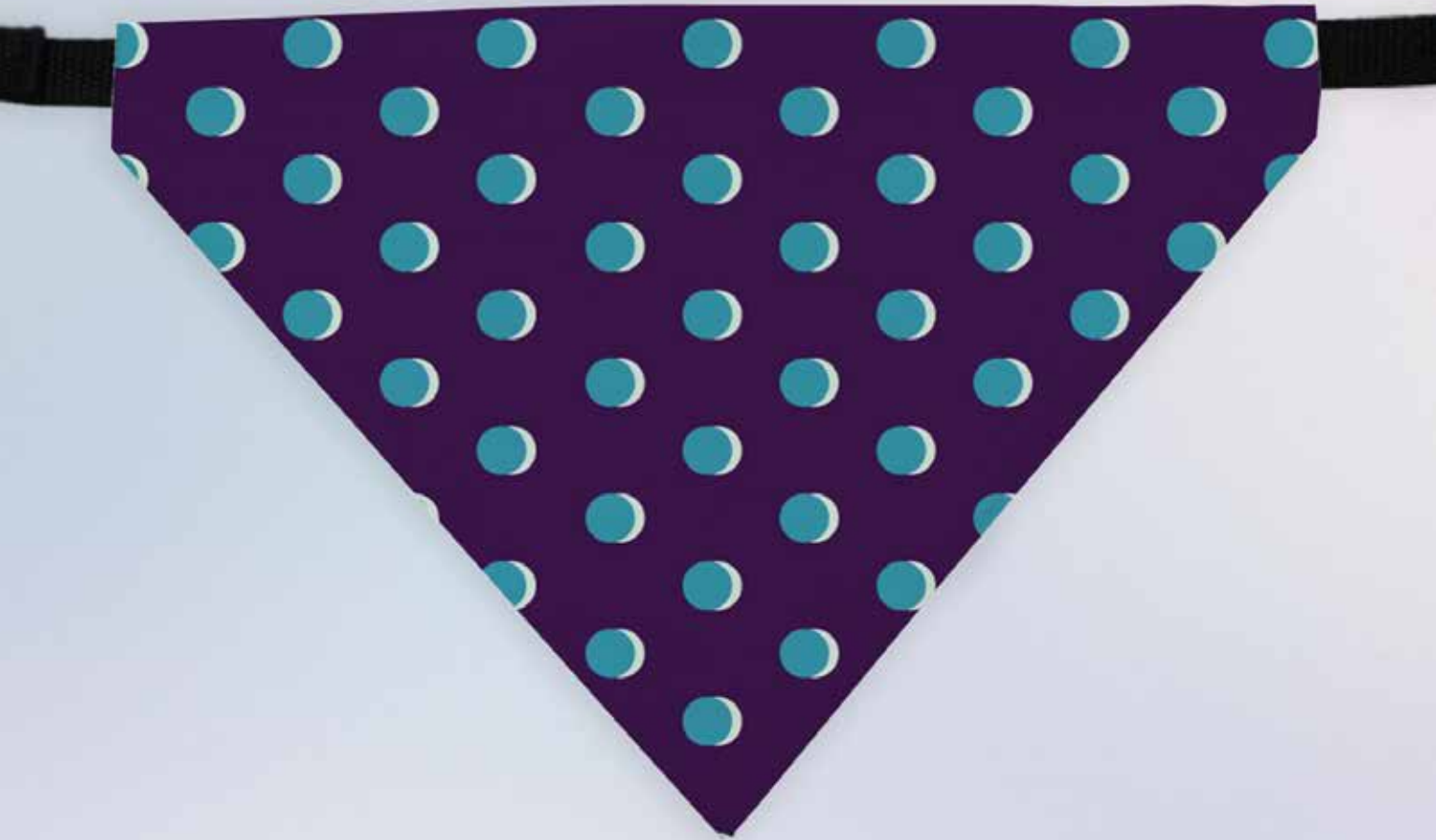
DOG COLLAR



DOG COLLAR



PET BANDANA



DOG LEASH



PET BOWL



PET BLANKET



PACKAGING



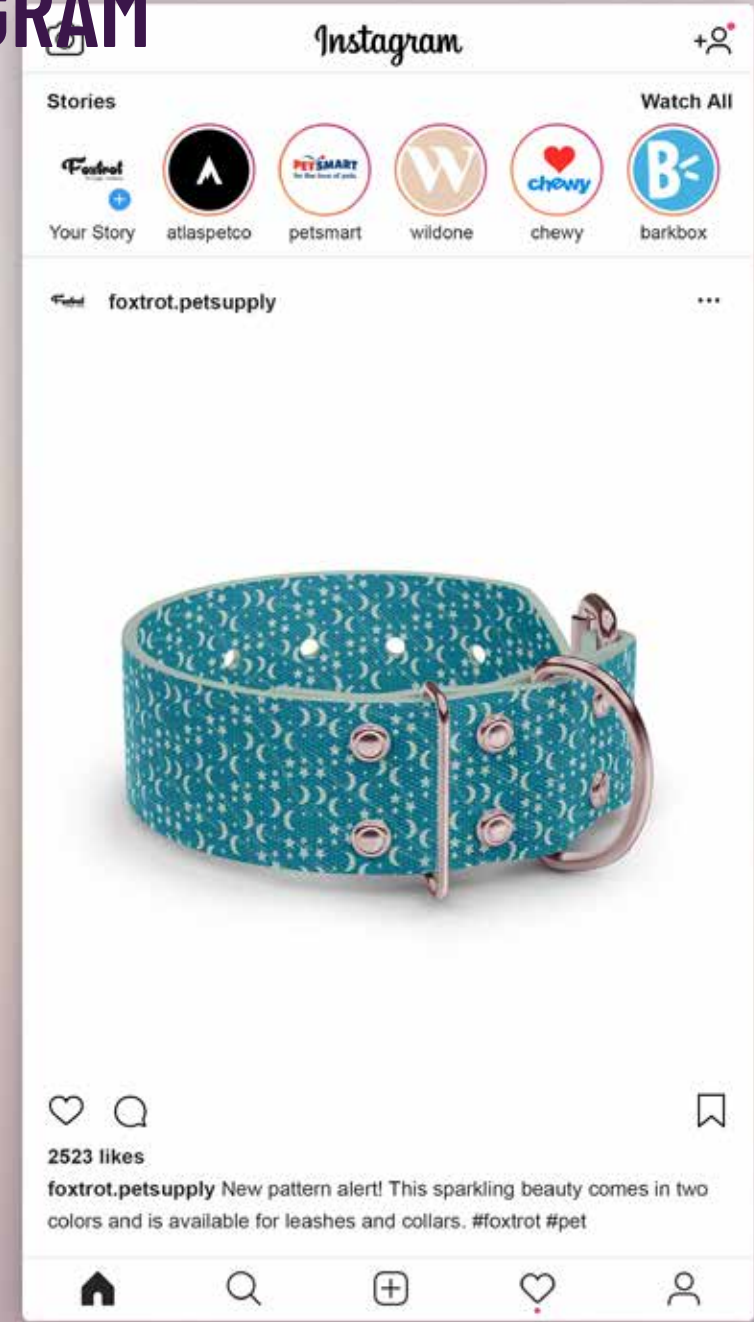
STOREFRONT



SIGNAGE



INSTAGRAM



STATIONERY



MAGAZINE AD





Foxnot
Pet Supply + Grooming