



Big Ass Dog Company Brief

Giant breeds have presence and star power. They get noticed immediately. They are often initially intimidating until people get to know the dog and then discover they are fun-loving and good-natured. BADCO wants to represent this in its logo and its brand identity. BADCO should have “swagger” with some sharp and tongue-in-cheek humor. It should be instantly recognizable from a distance and have an energy that people would be proud to represent.

The logo will appear on packaging (printed), on products (either printed and/or embroidered), and on human and canine clothing (either printed and/or embroidered).

All of the products will be “Big Ass _____”. This is part of the fun/whimsy of the brand and will make people want to buy products for themselves or for others as gifts.

The founders have two very large Mastiffs, Dino and Shelby. All of the marketing to consumers should feel like it is coming from Dino and Shelby as the mascots.

Every product should ship in a box that is labeled “Big Ass Box” and say something like “There is a Big Ass Surprise inside!”. We want to include an oversized thank-you card (a Big Ass Card!) that thanks each purchaser on behalf of Dino and Shelby.

Dino and Shelby



Dino



Shelby



Dino and Shelby

Products to Mock-up:



Big Ass Bowl

- Design to include:
 - The words "Big Ass Bowl"
 - Big Ass Dog Company Logo
 - 12 inches wide x 4 inches tall



Big Ass Leash

- Design to include:
 - The words "Big Ass Leash" repeated down the length
 - Big Ass Dog Company Logo
 - 1 inch wide x 66 inches long



Big Ass Harness Patch

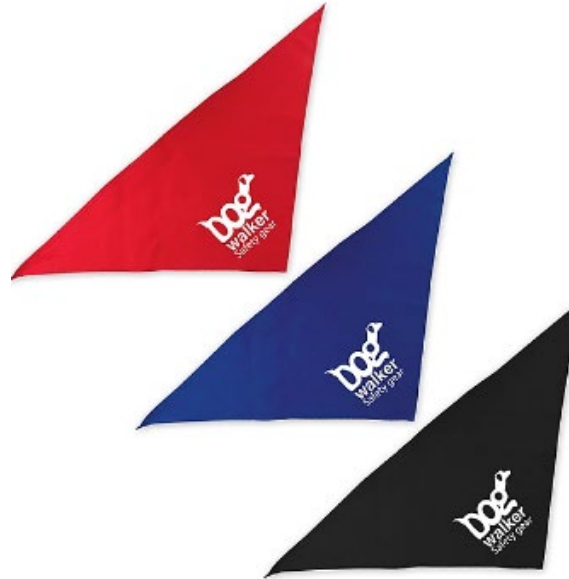
- Design to include:
 - Dog name
 - The words "Big Ass Harness"
 - Big Ass Dog Company website
 - Big Ass Dog Company Logo
 - 2 inches x 6.25 inches

Products to Mock-up:



Big Ass Blanket

- Design to include:
 - The words “Big Ass Blanket”
 - Big Ass Dog Company Logo
 - 76 inches x 80 inches



Big Ass Bandana

- Design to include:
 - The words “Big Ass Bandana”
 - Big Ass Dog Company Logo
 - 36 inches x 36 inches



Big Ass Card

- Design to include:
 - Thank you card design
 - Dino & Shelby
 - Big Ass Dog Company website
 - Big Ass Dog Company Logo
 - 8 inches x 10 inches