**Logo Brief :**

Provide pet products to customers purchasing online

Our brand  **Petadors** shows happiness, contentment and an enjoyment of the outdoors and nature  whilst representing  the values we stand for:  Happiness, nurturing, loyalty and trust.  We chose the name **Petadors**  because of the meaning of “adors” being adorable pets, to love someone very much, especially in a way that shows a lot of admiration or respect, or to like something very much i.e. pet

To us is  has a nice sound as well as reading well whilst reaching across a variety of products.

* Our brand is to attract pet loving middle to high end clientele, who are interested in health, activity & wellbeing .
* There are no age or sexual boundaries.
* We will be starting with 3 product lines , being nutritional products which  will be added to
* The brand name & logo will be an umbrella  over any line which is added to the range

Logo Requirements :

* A clearly sign written word , which can be in 1 or 2 Colours
* We prefer something that is clean cut , unbusy and could be a combination of 2 colours .
* A simple logo that represents the word well will be considered.
* The logo needs to fit with a variety of domestic animals - so options away from cats & dogs can be considered - though we will be starting with dogs
* Humour in the logo will be a consideration.
* A tag line possibly

Suggested colour combinations :

We would like to have the ability to change the colour of font to suit the packaging & product being presented .

Ideas of prefered fonts being:  ( but happy to go with whatever fits best)

Open sans / Questa sans /Komica Text

The logo needs to fit well across any product line under the brand

* Examples of a few Logos we like ( including 2 out of catagory)

 

     

     