

Whiskies

by Emily Puckridge

My brief required me to come up with a new brand of cat food and design the packaging for their new kitten range. I love cats and have noticed that the packaging of cat food does not represent the cute and fun loving nature of the animal. The main focus for this task was to design a fresh new brand through a modern and simple approach, and produce packaging and other applications which will display the fun, cute and lively themes associated with cats.

To begin with I had to produce a brand name and logo. I researched into the meaning behind colours in packaging, the rules to successfully create good packaging and the different types to ensure I would be able to come up with package designs that would be able to stand out and inspire customers to buy my product over others. Through analysing existing cat food brands I was able to come up with ideas which acted as the base of my branding. Through combining the names of two current cat food brands, Friskies and Whiskas, I was able to come up with the name 'Whiskies' for my brand. The analysis of existing packaging allowed me to draw inspiration and form ideas around fonts and graphics which I was able to incorporate into my logo and designs.

I wanted my brand to be innovative, simple and to be able to stand out from the crowd. I decided to use a cat as the main element in the design as it appropriately connects the fun loving nature of cats to cat food. Developing, refining and deciding on a final logo was difficult as there are a variety of ways in which cats can be drawn. I decided on a simple cute cat with an orange pattern. The simpler design meant that it was not too overpowering when applied to packaging and also meant the a modern aesthetic was able to be captured to represent the simple yet fun feelings of the brand. The choice of the colour orange matched this concept as it portrayed a playfulness and vibrant feel to the design.

The logo and colour scheme was inspired by my cat Tyger and the typography was inspired from existing cat food brands which portrayed a simplistic yet fun loving appeal. The cat in the logo acted as an engaging pictogram which was able to be applied across all packaging and advertising applications. It appealed to all age groups and made the intention of the brand clearer. I was able to refine my designs to enhance their visual appeal as well as their relevance to the concepts of my brief.

I was able to apply my logo across all of my applications which kept consistency within my designs and brand. I came up with colour schemes and graphics of cats which tied in with my concepts and portrayed the modern, engaging and loveable package. Overall I am pleased with the outcome and quality of my final practical works. I think my applications look professional and legitimate due to the consistency and unity created.

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