



Table of Contents

Initial Brand Research | 4

Logo Research, Process, & Design | 14

Campaign Research, Process, & Design | 26

Motion Design Process, & Design | 40



SOUTHERN UTAH DOG SPORTS

Background Information

Southern Utah Dog Sports provides a place for dog owners and dog sport enthusiasts to connect, learn, and create deeper bonds with their dogs (I prefer to call them four-legged family members). I recently discovered dog agility and felt a pull to it from the moment I started watching it. I aspire to create a bond with my own dog similar to what I have seen from these agility experts. I joined SUDS as a member and fell head over heels for the sport of agility.

Organization Research

Mission (Unofficial)

We provide classes and community for dog sport enthusiasts - from first time dog owners to professional dog trainers. We strive to create a place where everyone is welcome and can have fun with their dogs. The ultimate goal is to build confidence in your dog and a stronger bond between dog and owner.

Admittedly, this organization does not actually have a mission statement, but because I spent some time as a member, I was able to see what they

were all about firsthand.

They provide a range of classes, video test sessions for training, open practices, group events, parties, events, demonstrations, mini seminars, a private field that members are allowed to use for practice with equipment, and more.

Their board consists of members that collectively have extensive experience with dog sports and training.

They are the only group of this kind in the Southern Utah area.



Existing Imagery & Design



DOG TRAINING CLASSES START IN FEBRUARY

🐾 TRICK DOG 🐾 AGILITY 🐾 OBEDIENCE
 VISIT SUDOGSPORTS.COM FOR REGISTRATION & INFO



NADAC Agility Trial
 Diamond Z Arena, Cedar City, UT
 May 20 – 22, 2022
 Hosted by SOUTHERN UTAH DOG SPORTS
 Judges: Mike Omartain/Denise Gosik
 For Information visit our website at WWW.SUDOGSPORTS.COM
 Updates will be posted on the website as the trial dates approach

🐾 Indoors on Groomed Dirt 🐾 Lunch Available 🐾 Prizes & Ribbons

DOG TRAINING CLASSES

Spring Sessions Start in February
 Visit website for details on all classes offered.

AGILITY

PUPPY

INFORMATION & REGISTRATION
WWW.SUDOGSPORTS.COM

RALLY & OBEDIENCE

Visit our website for class descriptions and schedule – www.sudogsports.com

DOG TRAINING CLASSES

Training Sessions Start in March
 Check Website for Class Start Dates

🐾 Beginning Agility 🐾 Nose Work
 🐾 Obedience 🐾 Rally
 Information & Registration:
sudogsports.com





Empathy Map



WHO?

Dog lovers, dog sport enthusiasts, professional trainers, dog sport competitors

WHAT?

Provide a friendly and fun community for dog sports and bonding with your furry family member

SEE?

Dog agility trials, a confident and happy dog, fun and playful experiences

DO?

Watch dog agility videos, buy toys for their dogs, play with their dog, read dog training books

HEAR?

From other dog lovers, how much fun playing is, about confident dogs, excited dog

GAINS?

Confident dog, obedience, fun, community, connection

PAINS?

Feel too old to start, uneducated, not having room to participate at their own homes, no

MORE THAN 22,000 DOG SPORTS EVENTS ARE HELD EACH YEAR.

akc.org

Secondary Research



vcahospitals.com

Agility for Dogs | VCA Animal Hospital

An agility trial is a competitive canine sporting event where dogs of various breeds navigate obstacles and are judged on speed and accuracy. Agility training can be a fun activity with many benefits for you and your dog.



AKC www.akc.org

Get Started in Dog Sports and Events - American Kennel Club

It's one of the best ways to deeply bond with your dog. It's great exercise. And it just might be one of the most personally rewarding endeavors of your life. It's the world of canine sports and events, and it's open for all dogs to enjoy, including mix...



vetmed.tamu.edu

Benefits of Exercising with your Dog

As the semester rolls on and tests pile up many students begin changing their daily routine to one that is more study friendly and, unfortunately, usually

Southern Utah Dog Sports strives to provide a place for humans to not only connect with other like-minded humans and create a sense of community, but to give dog owners a place to bond with and build confidence in their dogs. Symbiotic relationships between dogs and humans are thought to date back at least 18,000 years. (Payne E, Bennett PC, McGreevy PD, 2015) Dog sports give dogs a great opportunity for exercise and fun. Exercise is good for your dogs joints, muscles, and heart. Studies have also shown that exercise results in improved bone health and improved organ and lung function. And the alternative, being a lack of exercise, often results in obesity in dogs. (Texas A&M VBMS, 2012)

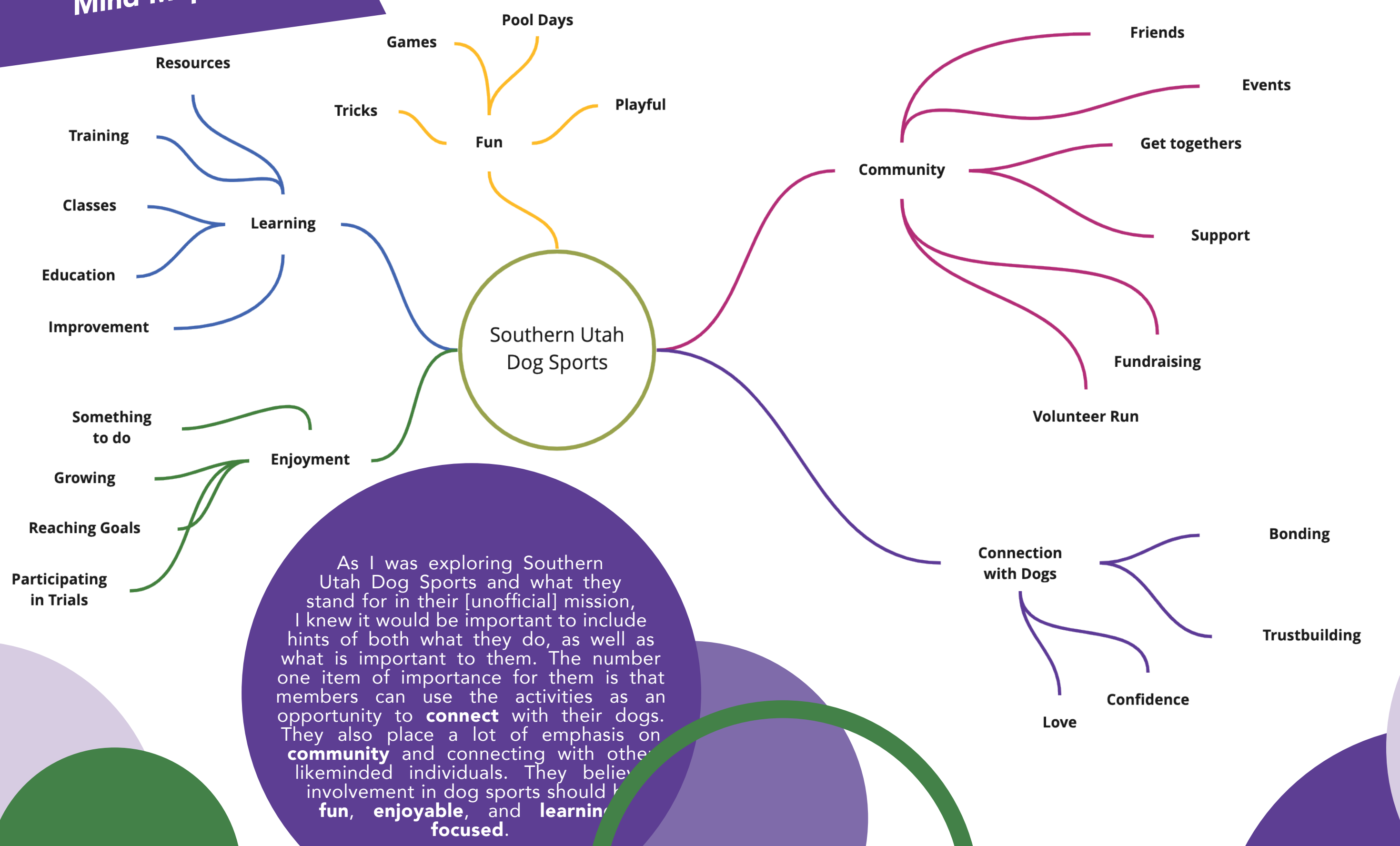
www.ncbi.nlm.nih.gov

PMC

Current perspectives on attachment and bonding in the dog-human dyad

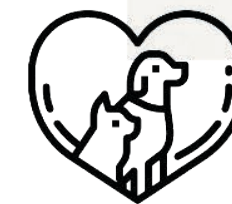
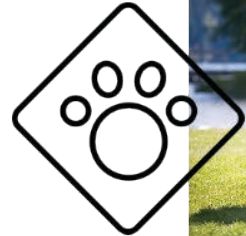
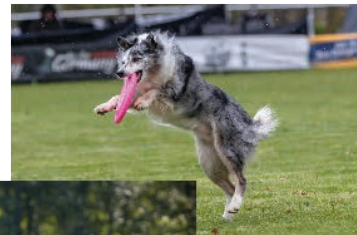
This article reviews recent research concerning dog-human relationships and how attributes that arise from them can be measured. It highlights the influence of human characteristics on dog behavior, and consequently, the dog-human bond. ...

Mind Map



As I was exploring Southern Utah Dog Sports and what they stand for in their [unofficial] mission, I knew it would be important to include hints of both what they do, as well as what is important to them. The number one item of importance for them is that members can use the activities as an opportunity to **connect** with their dogs. They also place a lot of emphasis on **community** and connecting with other likeminded individuals. They believe involvement in dog sports should be **fun, enjoyable, and learning focused.**

Mood Board



Hand Sketches



Digital Sketches

Of the sketches I created, I chose three of the sketches I felt best captured the words from the mind map I created; fun, community, and connection to dogs. I created some additional iterations derived from those logos and then picked a few of those to create digital sketches.



Type Focused

I wanted to create some variety in digital sketches that still fit the criteria, so I opted to include a word-based logo, with some appropriate symbols.



Shield

A shield represented sports to me, but I wanted to still include an element showing connection to dogs.



Heart

A felt that a heart really represented love and connection to your dog - especially with the paw print. It also has an element of fun with the angle of the banner.



Revised Digital Sketches

I continued to iterate on the initial digital designs. One change I made was bringing back the mountains as a nod to the original logo design. I also opted to experiment with some fonts that felt playful and similar to those on the mood board. I settled on simpler fonts because the logo design itself has quite a bit of detail to it.



Color Experimentation



I experimented with colors based on the mood board and the feel I wanted to achieve with this brand. The important things were to keep it playful, without being too masculine or feminine because the organization does have a diverse group of members. I also wanted to ensure that there was contrast across the palette. I settled on the bottom palette from the left page, and expanded it across different saturation and brightness ranges. I also developed a black and gray scheme to coordinate.





Color Exploration

After settling on a color palette, I opted to experiment with color options for the final logo designs I selected. I stuck with the base colors for the starting point of logo colors. I also experimented with outlining certain parts of the logo to enhance contrast and drive focus to different parts of the logo. In experimenting, I opted to narrow down to a single logo and coordinating simplified wordmark

Color palette: Magenta, Yellow, Purple, Green, Blue

Logo variations (Row 1):
1. Black outline, black mountain icon, black text.
2. Yellow mountain icon, yellow text.
3. Purple mountain icon, purple text.
4. Green mountain icon, green text.
5. Blue mountain icon, blue text.
6. Purple mountain icon, purple text.

Wordmark variations (Row 2):
1. Black outline, black text.
2. Green text, green mountain icon.
3. Purple text, purple mountain icon.
4. Green text, green mountain icon.
5. Purple text, purple mountain icon.

Final selected designs (Row 3):
1. Green outline logo and green wordmark.
2. Purple outline logo and purple wordmark.
3. Green background with white outline logo and white wordmark.
4. Purple background with white outline logo and white wordmark.

Final Logo Design

For the final logo, I settled on the badge version with a few revisions. I felt like the shield logo had the best contrast when the banners were knocked out and the mountains in the background were solid. It also showcased more dimension and depth in this design.

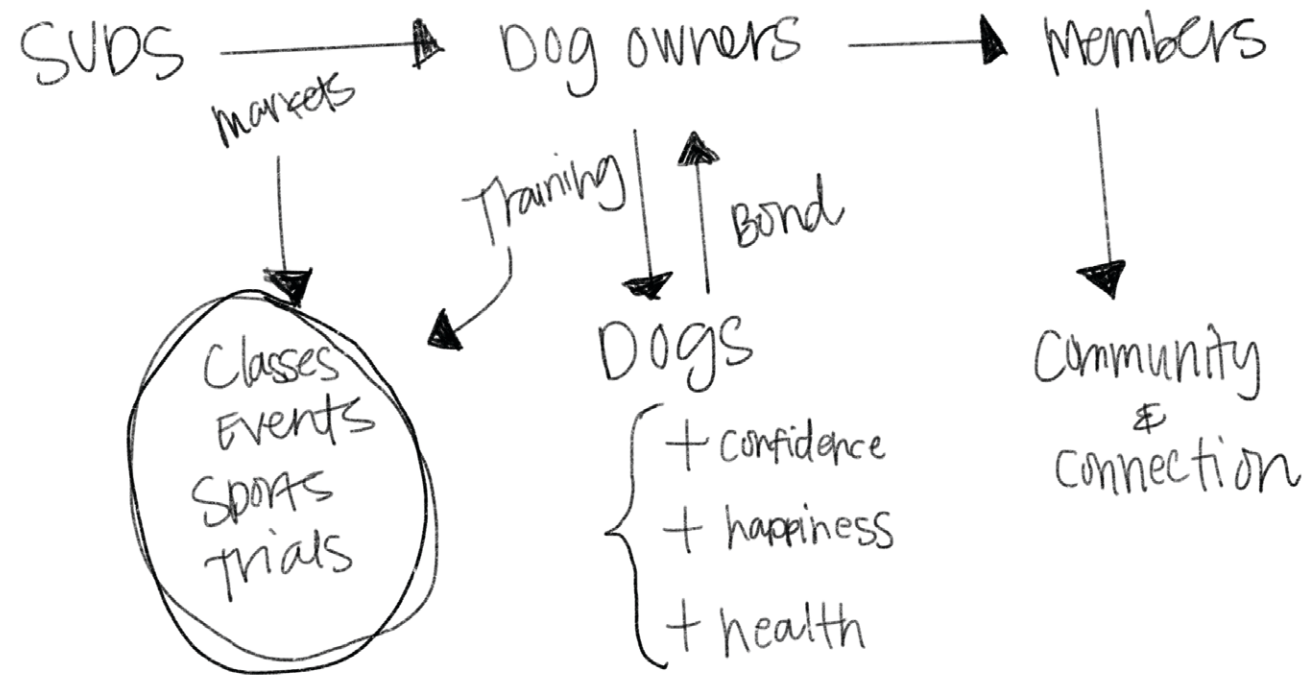
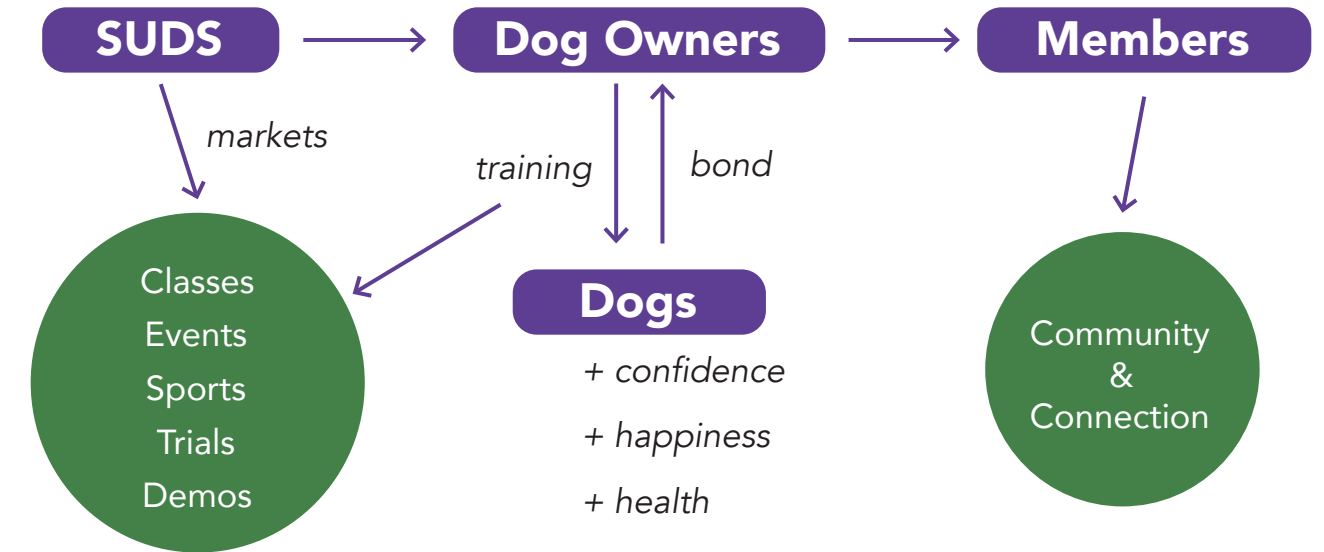
Another change I made was to shear and slant the text instead of just rotate it because it brought a sportier sense of movement to the design. I also chose to add a deep shadow to the wordmark because when placed against the shield, it felt like it lacked contrast. I wanted the dog sports portion of the name to be bolder, but still unique. In the interest of keeping the text design the same in both logos, I also changed the wordmark to a shear and slant instead of a rotational tilt.

With the banner knocked out, it keeps the logo all one simple color but doesn't lose the dimension and allows it to be used in any of the primary brand colors with ease.



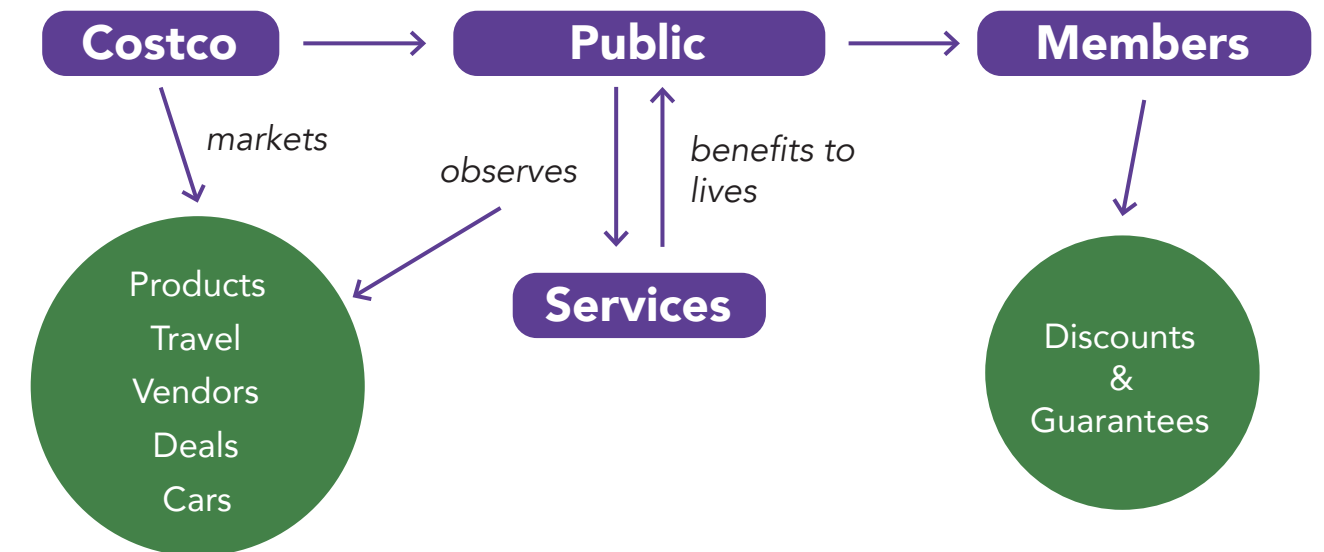
Analogous Research

Understanding how Southern Utah Dog Sports (SUDS) operates as a non-profit co-op organization helps bring light to how this relates to other organizations and industries. I started this research by defining how SUDS connects to members and helps connect members to their dogs. Essentially, SUDS promotes their classes and events to the local community and the general public is able to sign up for classes. During those classes, dog owners often learn how much fun, community, and connection it brings and the opportunity to become a member is learned. Membership brings with it additional benefits and discounted classes for dog owners and the income that sustains the club overall.



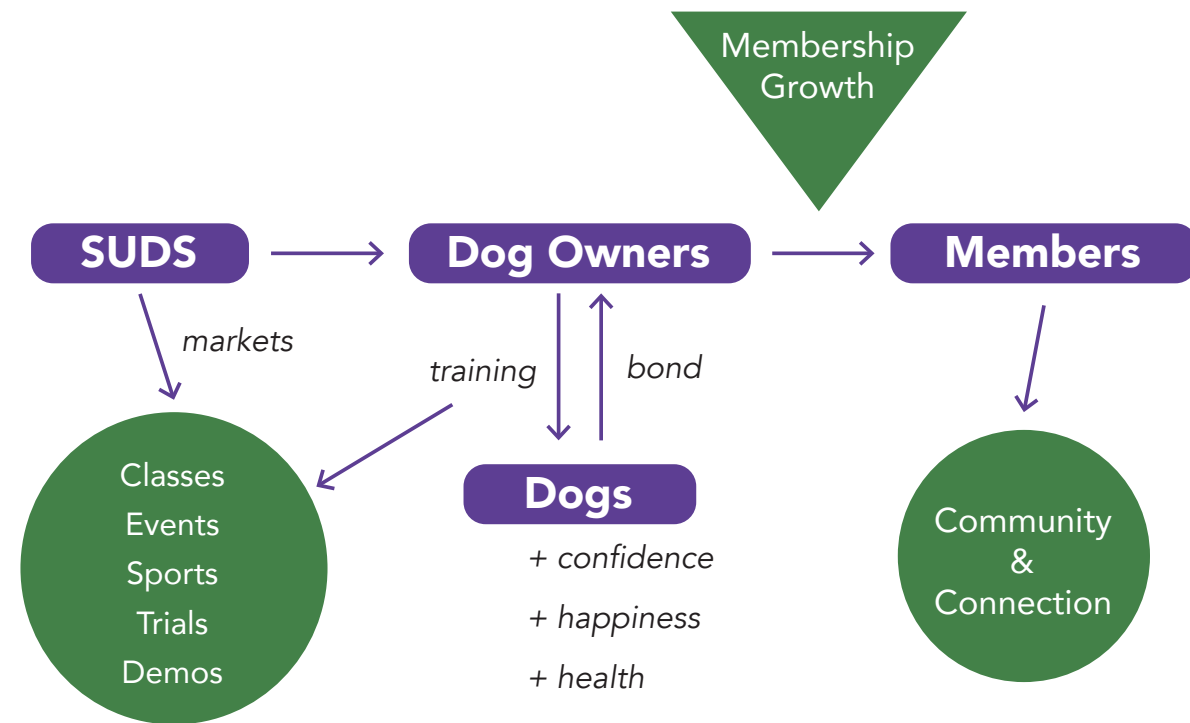
I wanted to explore other companies to see how this type of membership structure related to the way that SUDS operates with the intention that visualizing the parallels would help me navigate concepts of how to create an effective campaign.

The first company that came to mind that operates on a similar structure is Costco. Their primary driver of growth is in memberships because you have to have a membership to shop at their warehouses, but in exchange you get incredible benefits for being a member.



Campaign Theme

In observing both SUDS and Costco, the most beneficial way for them to grow is through increasing memberships. Because of that, I focused my campaign on membership growth and conversion. Memberships are a win-win point of growth because they bring the most impact to both the members and the organization.



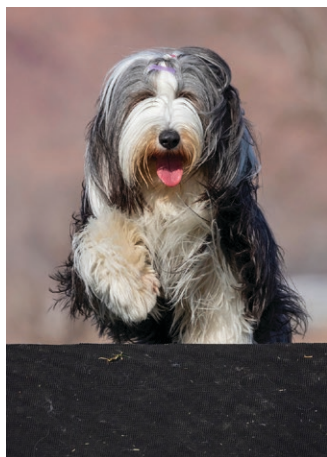
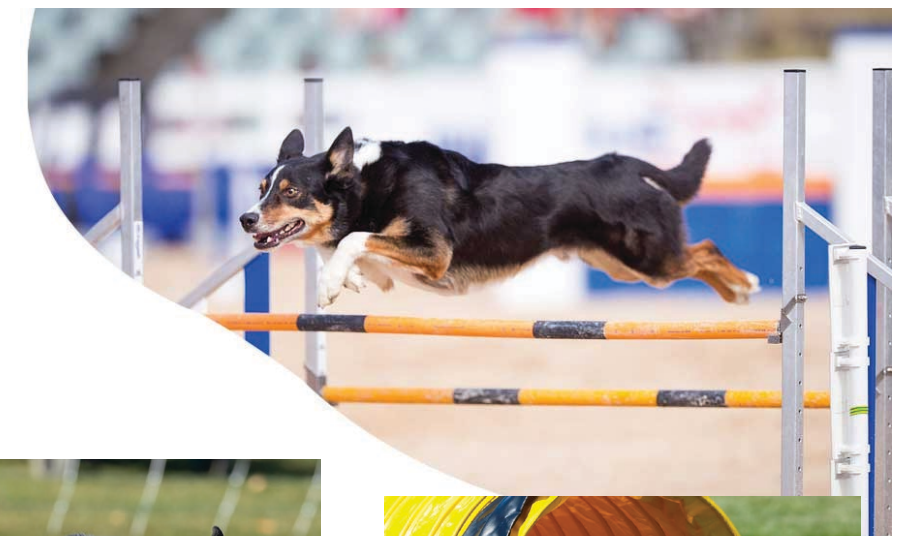
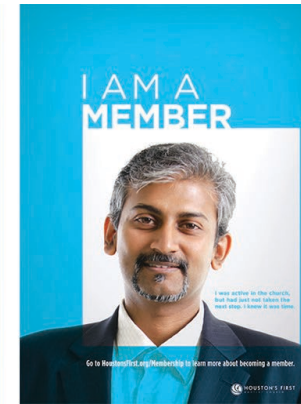
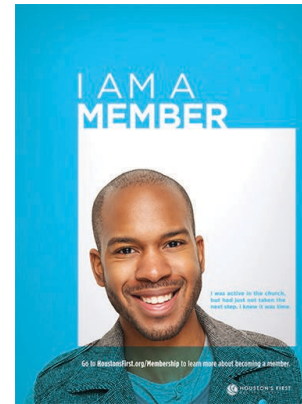
I started brainstorming some possible taglines for the campaign and settled on one that felt catchy and fitting. It embodies the fun, bonding with dogs, and playfulness that the community offers its members.



The most impactful thing for this organization is growing its membership. Using the final theme, I am going to explore using some of their imagery with playful graphics while keeping it simple and focused on the concepts discovered in the mindmap.



Campaign Design Mood Board



Inspiration

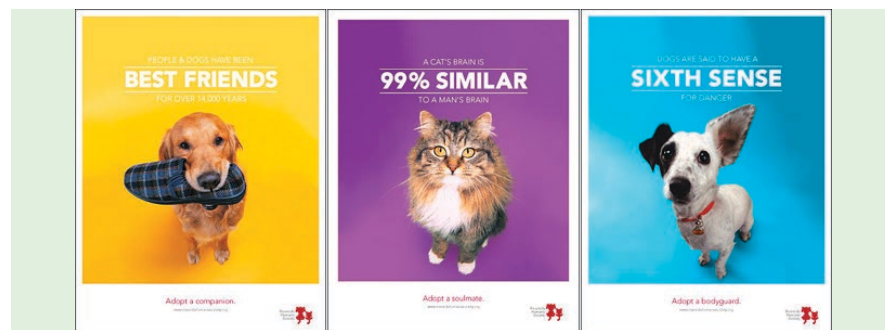
Before diving into hand and digital sketches I wanted to come up with some clearer layout inspiration to work from. Knowing the design requirements were to design a series, I looked for poster series' that incorporated a fun, playful vibe.

I love the incorporation of illustrative shapes to enhance the photos in these posters.



This series presented some other options to use the illustrated agility sets I had in the original logo mood board.

I like that this series incorporates solid backgrounds with some visual interest in the mountains to complement the logo design with photos.



This series would be a fun way to highlight dogs that are members. I like the use of solid backgrounds to drive focus to the subject.

Sketches

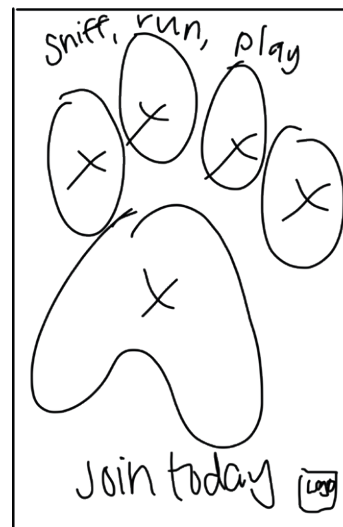


Design Sketches

For the first sketch, I wanted to experiment with something simple and word-based. I also included the secondary logo and a little spin on the logo shape.



For my second sketch, I opted to incorporate some of the organizations member photos in the paw print element of their logo design.



The last sketch I wanted to experiment with a photo from the member dogs and shapes. I liked the idea of pulling in a solid color for the background.



Design Iterations

I decided to iterate on the photo focused style with additional photo options, and different shapes that spin off of their main logo a bit more. I also wanted to show some iterations with different colors from their palette.



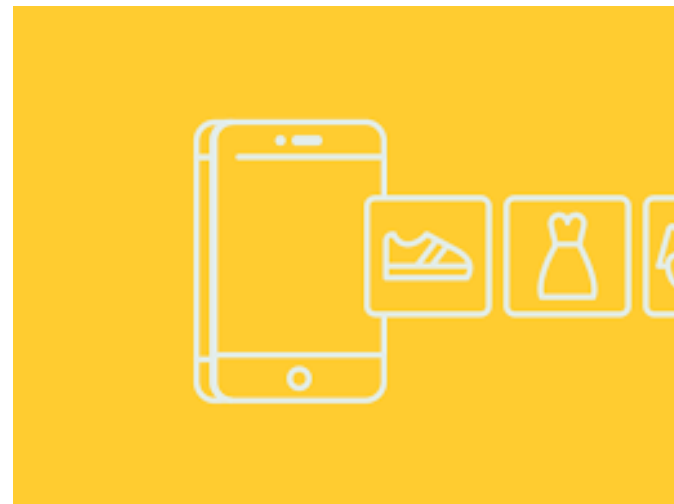
Campaign Final Designs



Motion Design Mood Board

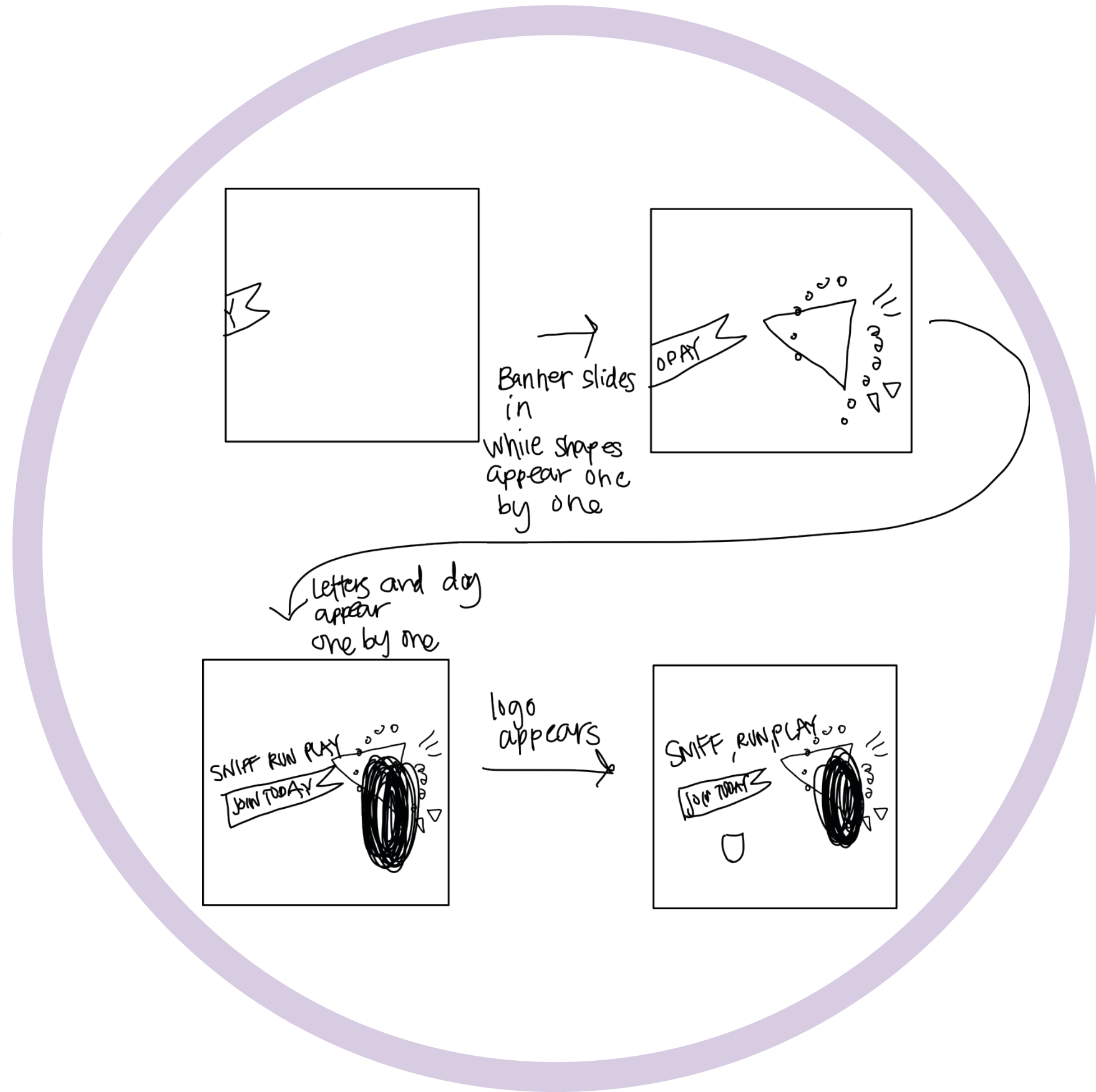


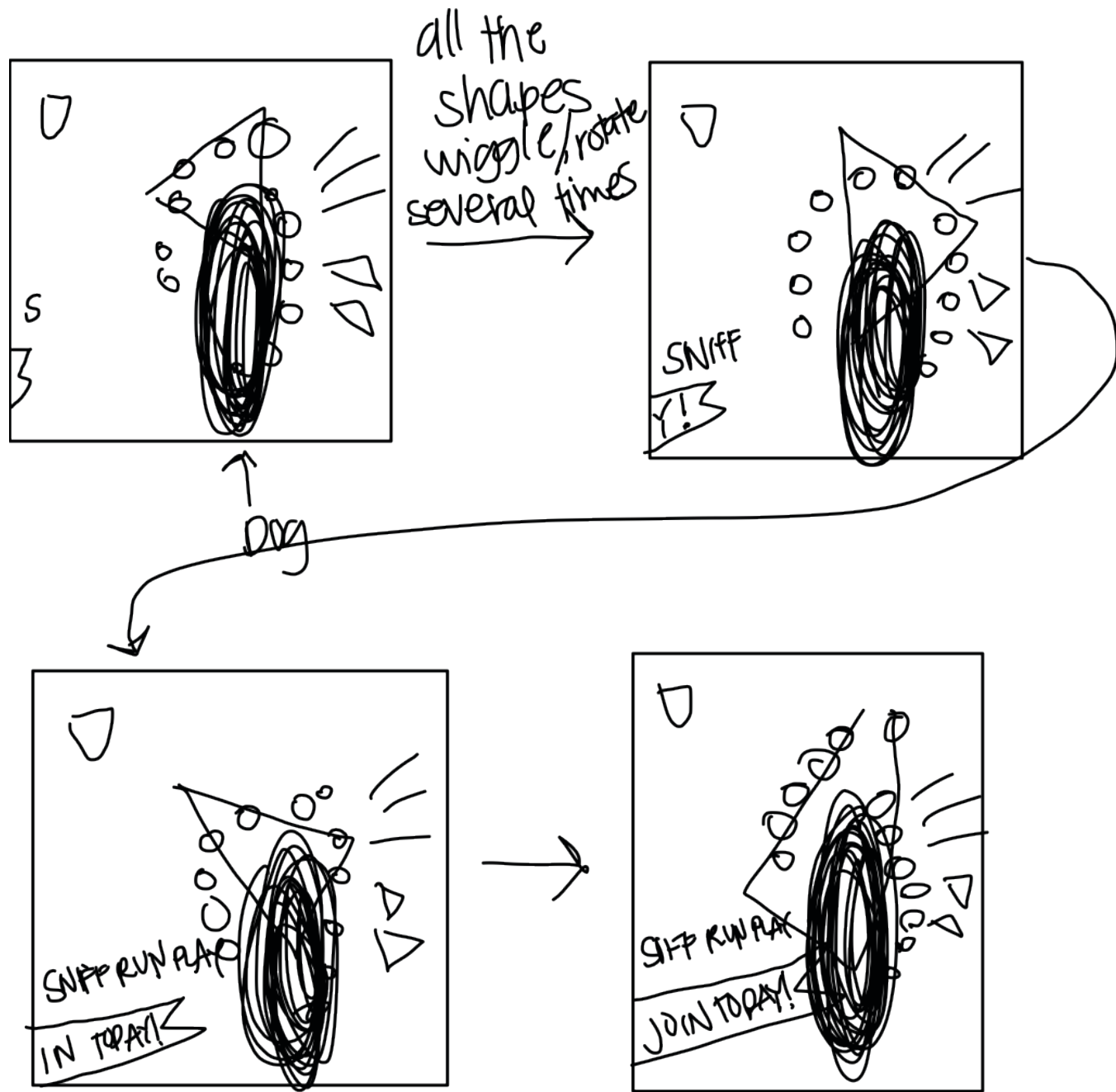
SOUTHERN UTAH
DOG SPORTS



Theme and Sketches

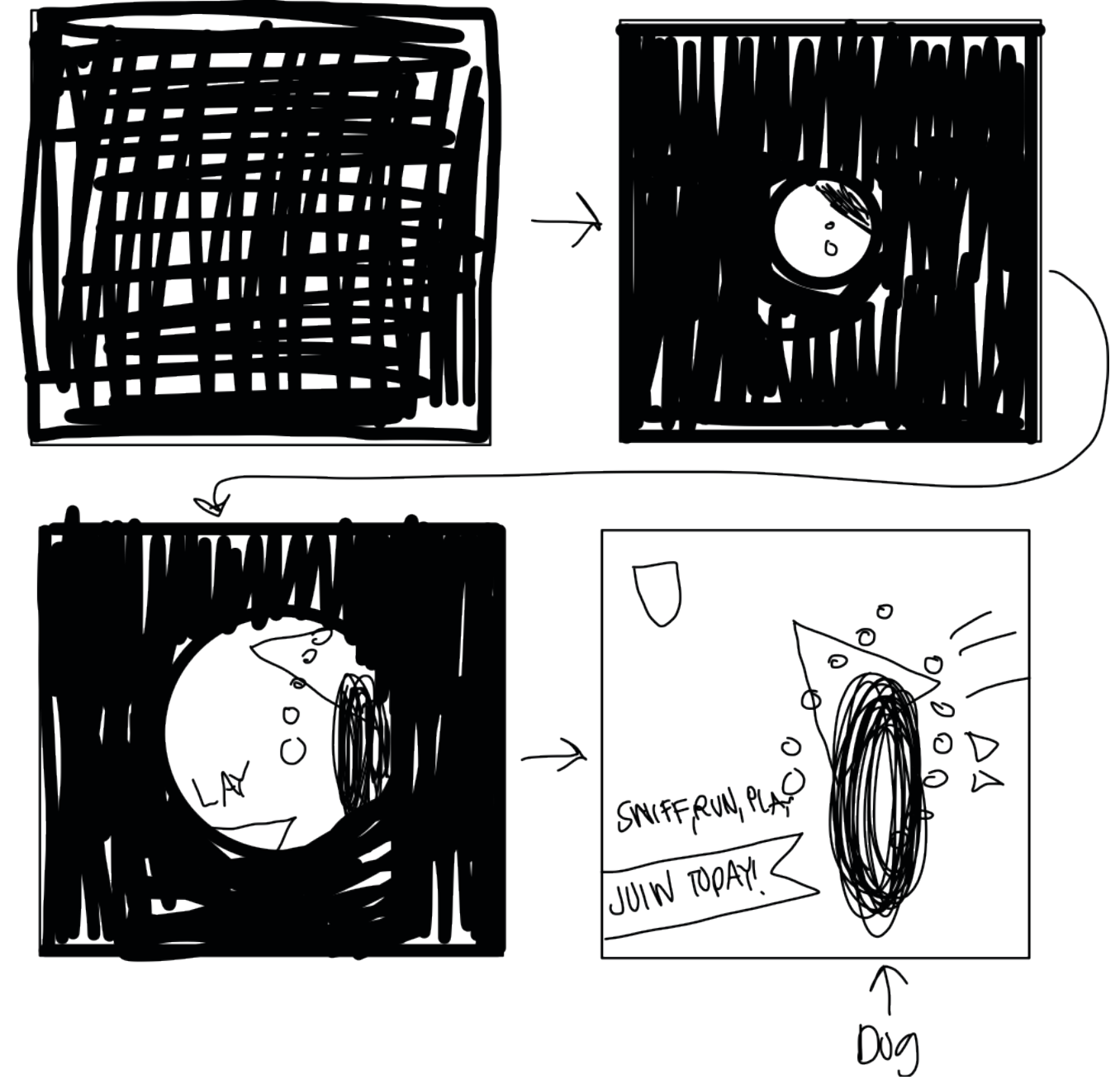
In the interest of keeping the motion graphic cohesive with the campaign graphics, I opted to use something similar to one of the campaign graphic designs that I did not finalize for the concept of the motion graphic. It serves the purpose of the initial campaign with promoting membership to the organization and draws attention in an eye-catching visual way.





Start at solid ^{dark} purple

opens up to expose design



Initial Motion Graphic Frames



Final Motion Graphic

The final graphic brings motion to the shapes and creative entry to the call to action. An animated visual of the final GIF can be found online by clicking on the graphic to the right. This graphic is intended for use on social media platforms to catch attention and drive the primary goal of the campaign.





References

Payne, E., Bennett, P. C., & McGreevy, P. D. (2015). Current perspectives on attachment and bonding in the dog-human dyad. *Psychology research and behavior management*, 8, 71–79. <https://doi.org/10.2147/PRBM.S74972>

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