



DESIGN REPORT



SKÖLL AND HATI
◆ PREMIUM DOG FOOD ◆

CA08

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03.03.2023



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INTRODUCTION

The name of the brand – Skoll and Hati is inspired by the Norse legend of the two wolves, sons of Fenris who run around the world chasing the sun and the moon. The concept is similar to the famous “Yin and Yang” that represents light and darkness intertwined in one. Since the company originates in Norway and the ancestor of the modern dog is the wolf, I felt that this legend fits well with the brand concept. The company specializes in producing raw, organic dog food that aims to improve the **health** and **happiness** in our dogs. This also connects well with the brand name, because raw dog food is **natural** and in a way brings the animal back to the wild and what dogs used to eat back before they started living in our homes. The two wolves from the legend are in constant moving state, running around the world which shows that they are healthy and in a good shape and this is what the brand promises to provide for our pets.

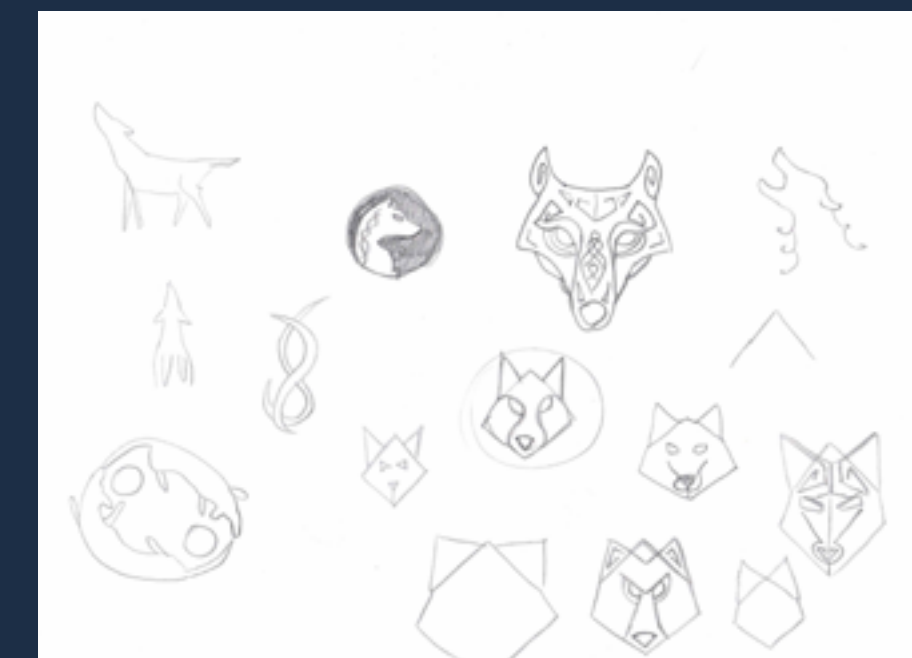
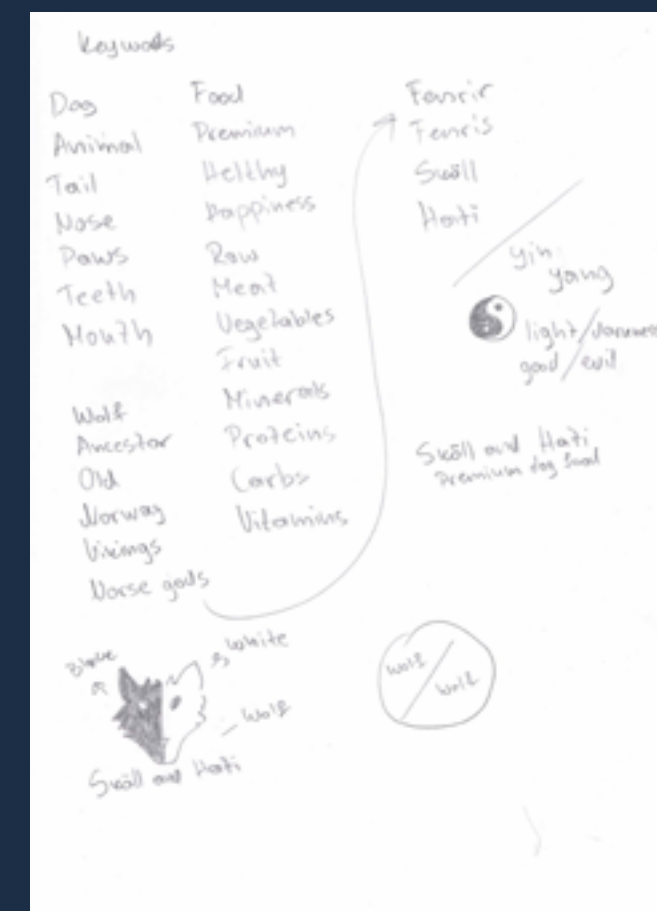
The ingredients in the product consist mainly from different kinds of meat, with lesser amounts of fruits, vegetables, spices and oils. The feel and style of the brand is **premium, high quality, balanced** and **serious**. Targeted customers are adults who love their pets and want them to live a happy, long life by providing them with the best food out there.

To start of the business they want to promote their new products by creating a:

- **New logo** fitting the name of the company.
- **Infographic** that can be used to guide customers and promote the product.
- **Brochure** that can contain the infographic as well as information about the brand and contact options customers can use.
- **Package** design that fits well with the brand image and gives the necessary information about the product.
- **Point of sale** which includes a display that can be used in stores as well as additional promotional elements that can be used to lead the customer to the display.
- **Brand manual** that explains and showcases the different elements of the brand. This manual will also provide guidance with future work on the brand.

LOGO DESIGN

Moodboard



Sketching

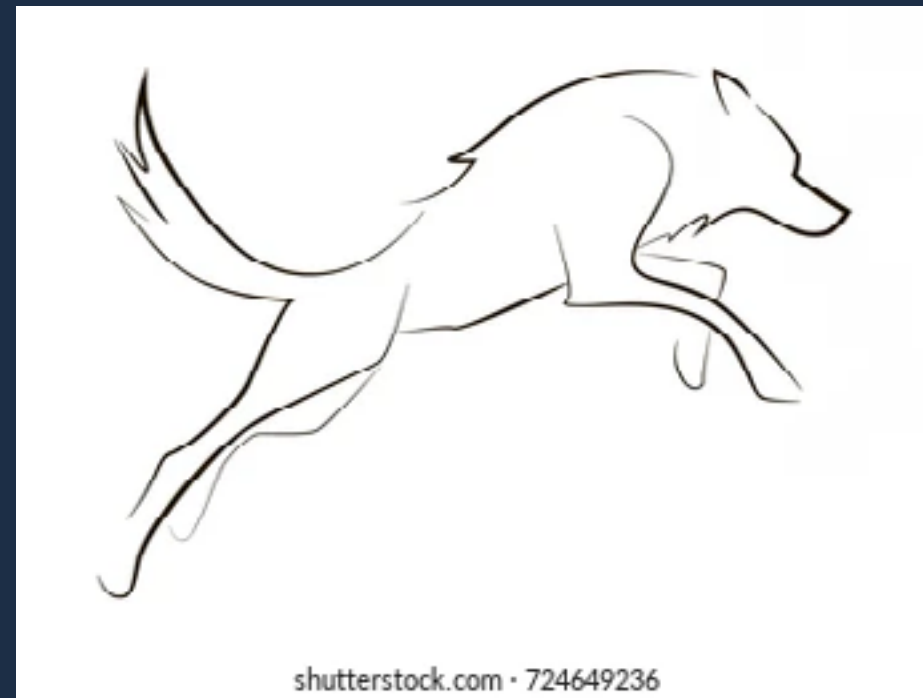
I started the logo design by writing down some keywords and sketching out my idea thumbnails on paper. Since the name of the brand is inspired by a Norse legend it only made sense to try and include the two wolves in the logo mark as well. After laying out my ideas I went with the one that seemed the most balanced and premium feeling. This concept also made it possible to portray the wolves in a running or jumping state as requested by the company.





Digital creation

As you may have noticed from my sketches my drawing skills definitely need improving, so to make my work easier I decided to look for an image that closely depicts my idea and try to work from that. The image I ended up using to trace my wolf illustration is this one:



I traced the lines using the pen tool in Adobe Illustrator, while trying not to directly copy the design. I then copied the result and reflected it to create the second wolf. I tried different options on how the wolfs should be positioned and ended up with the tails and back legs of the wolves touching and twisting around each other. I tested a few different color combinations as well. My original idea was to use the colors of the sun and the moon (yellow/orange and white/blue).

Here is my first attempt on the logo:



After getting some feedback on the school forum, I decided to retrace the image and make a more defined and recognizable wolf element. Similar to the original image some ridges on the tail, back and chest, added eyes and further defined the shape. I was also advised to leave an empty space between the two shapes, so they are more easy to understand.

Here is my second attempt:



I was happy with the result, so I proceeded with picking an appropriate fonts for the name. After testing out a few different options I ended up using Copperplate Gothic Light (Regular) as primary font and Goudy Old Style (Bold) as secondary font on the subtitle.

Final result on the logo:



SKÖLL AND HATI
◆ PREMIUM DOG FOOD ◆

INFOGRAPHIC DESIGN

After doing a research on other dog food brands that produce raw food as well as infographic examples I decided that I wanted to include:

- Short representation of the product
- List of the different ingredients with a chart pie showing how much of the product is meat, super foods, veg and berries and oils.
- A list of physical benefits for the dog with an illustration.
- A chart of how much food should be served for dogs of different size and weight.

I started by sketching out a quick layout on paper to decide on the position of the elements. I also wanted to use a high quality photograph of a dog. I chose to work with a husky breed, because they are very similar to wolves. I arranged the photo so that the dog is looking towards the information with the idea that this will lead the reader's eye to the infographic. The dog silhouettes I used in the infographic are turned the opposite way, so the viewer can be lead to looking back at the photo. This was planned by me and aims to keep the eye on the page and not away from it.

The color palette was borrowed from that image as well. I ended up using a dark blue tone (#1c2e46), light blue tone (#427c92) and pure white for the font. The font I used is Karol Sans - "Bold" for titles and "Book" for paragraphs.

The whole infographic design was created on a A4 size canvas that can directly be placed inside my brochure without having to change things. I also made sure to include the company logo.





BROCHURE DESIGN

After looking up some brochure examples I decided to use the very popular Tri-fold style in A4 size. The infographic fit perfect on the inside, taking up the whole inside part of the brochure, so I only needed to created the cover on the other side. I had to include contact information and short representation of the company.

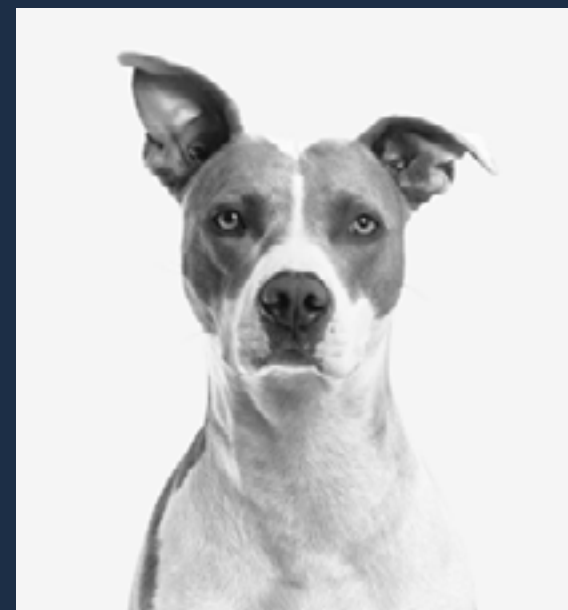
After sketching out some layout ideas I decided to have the contact info on the back of the brochure and the company representation on the side that is folded in. For the front cover I decided to use another husky photo, but this time the dog is looking and running towards the reader. The eye contact aims to promote trust with the viewer while radiating a happy and active energy from the dog.

After testing out some different options for the side that contains the company representation I decided to add another dog photo to fill out the space and attract attention. As I did with the front cover, this photo also has a dog in black and white that is turned and holds eye contact with the reader. This again is strategically chosen to gain trust and show honesty from the company.

On the back I placed a slight pattern on the background on the top and bottom in order to frame the contact info and make it stand out. I placed a large version of the logo of the company on the front and a smaller logo on the back. On the bottom of the back page I have placed some social media icons that show the viewer that the company can be found on these sites.



Front cover



Right by them

At Sköll and Hati, we care deeply that our pets have always been right by us. That's why we champion pet health and well-being, challenging the status quo so that pet-centered, species-appropriate nutrition becomes the natural choice for every pet owner.

We provide pet meals and a growing range of pet wellness products and services directly to you at home, ensuring that your pet receives optimum fresh food in the volume, frequency and a time that best meets their needs.

For more information and orders visit our website at www.skollandhati.com

Or get in touch
 +47 87 938 30
skollandhati@mail.com
[@skollandhati](https://www.instagram.com/skollandhati)

Life well loved
 Not just a life well lived

Inside cover

Great reasons to choose our raw food

Filled with goodness

Every single Sköll and Hati meal is filled with nutritious, nourishing and purposeful ingredients. We carefully select and lovingly blend them together to help your pet thrive. Explore our ingredients below or discover our nutritional philosophy.

Mighty meats

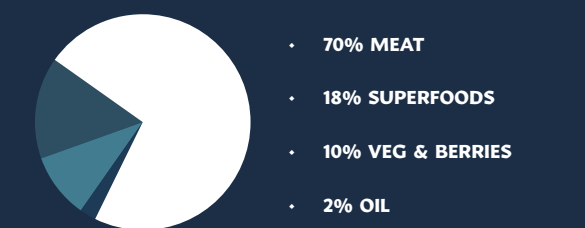
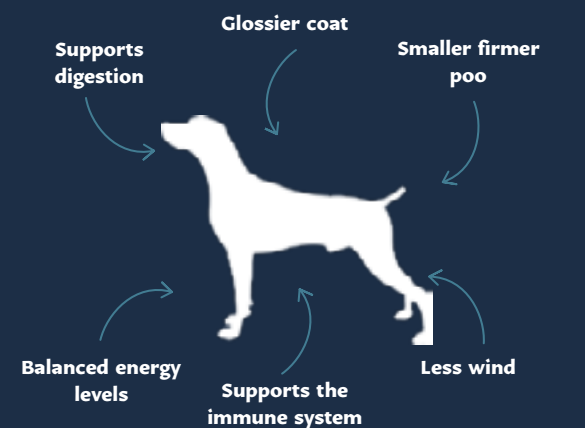
- Beef
- Chicken
- Duck
- Heart
- Kidney
- Lamb
- Liver
- Raw bone
- Salmon
- Spleen
- Trachea
- Tripe

Sensational superfoods

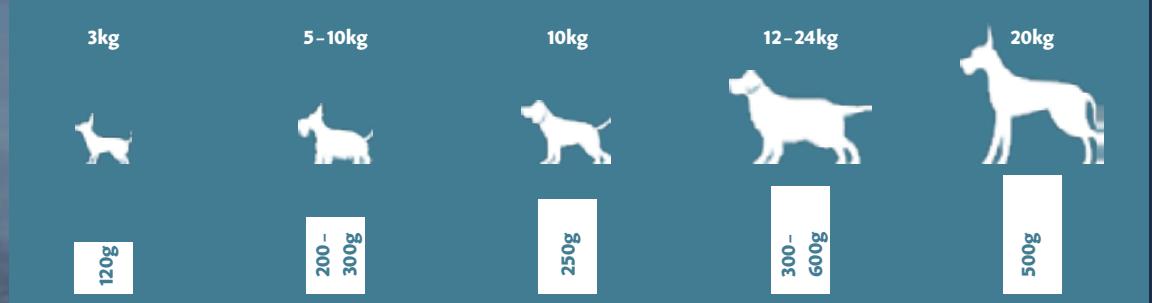
- Black pepper
- Ginger
- Kelp
- Spirulina
- Turmeric

Seasonal veg & berries

- Blueberries
- Broccoli
- Cabbage
- Carrots



How much raw food to feed a dog?





Brochure mockups



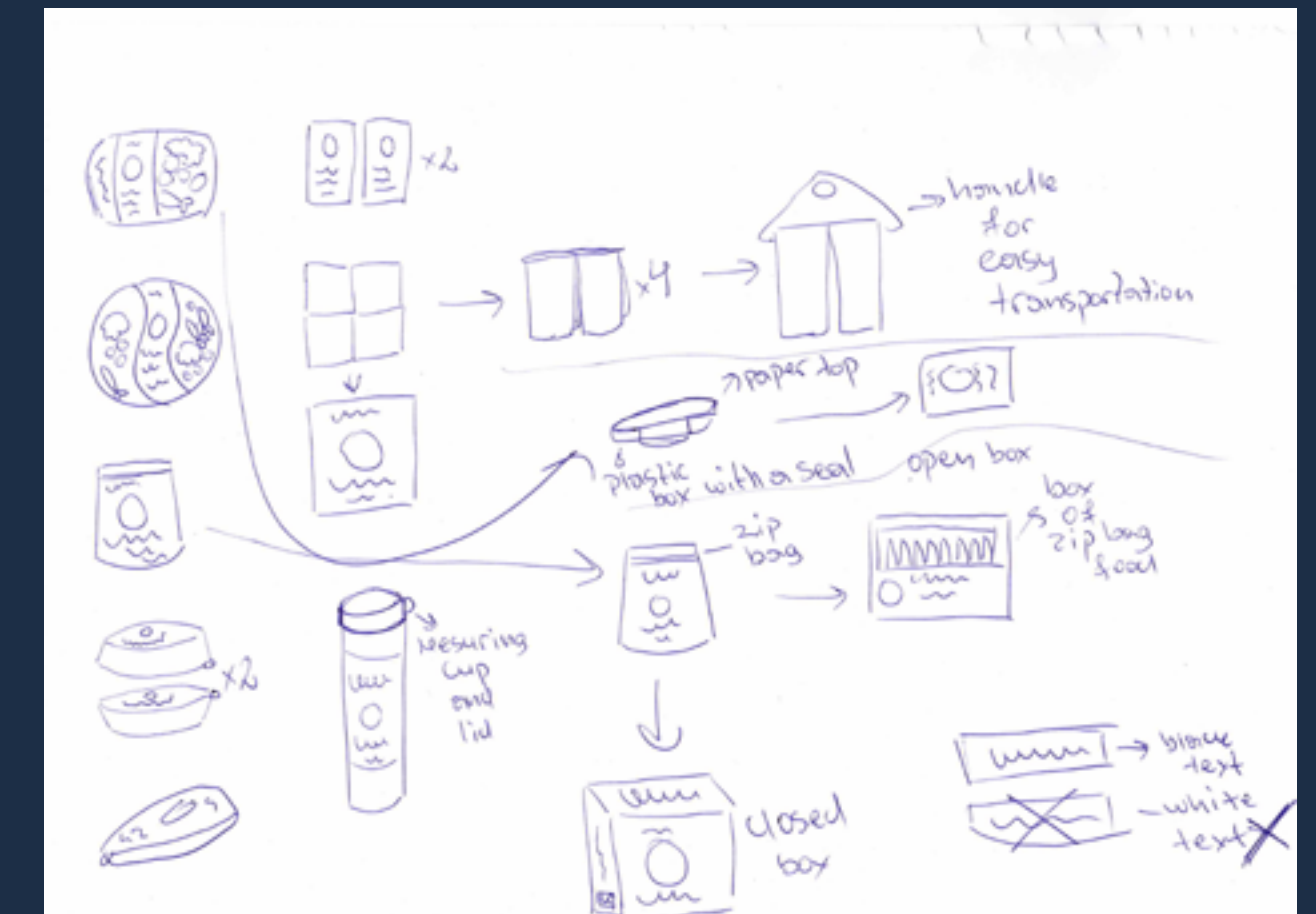
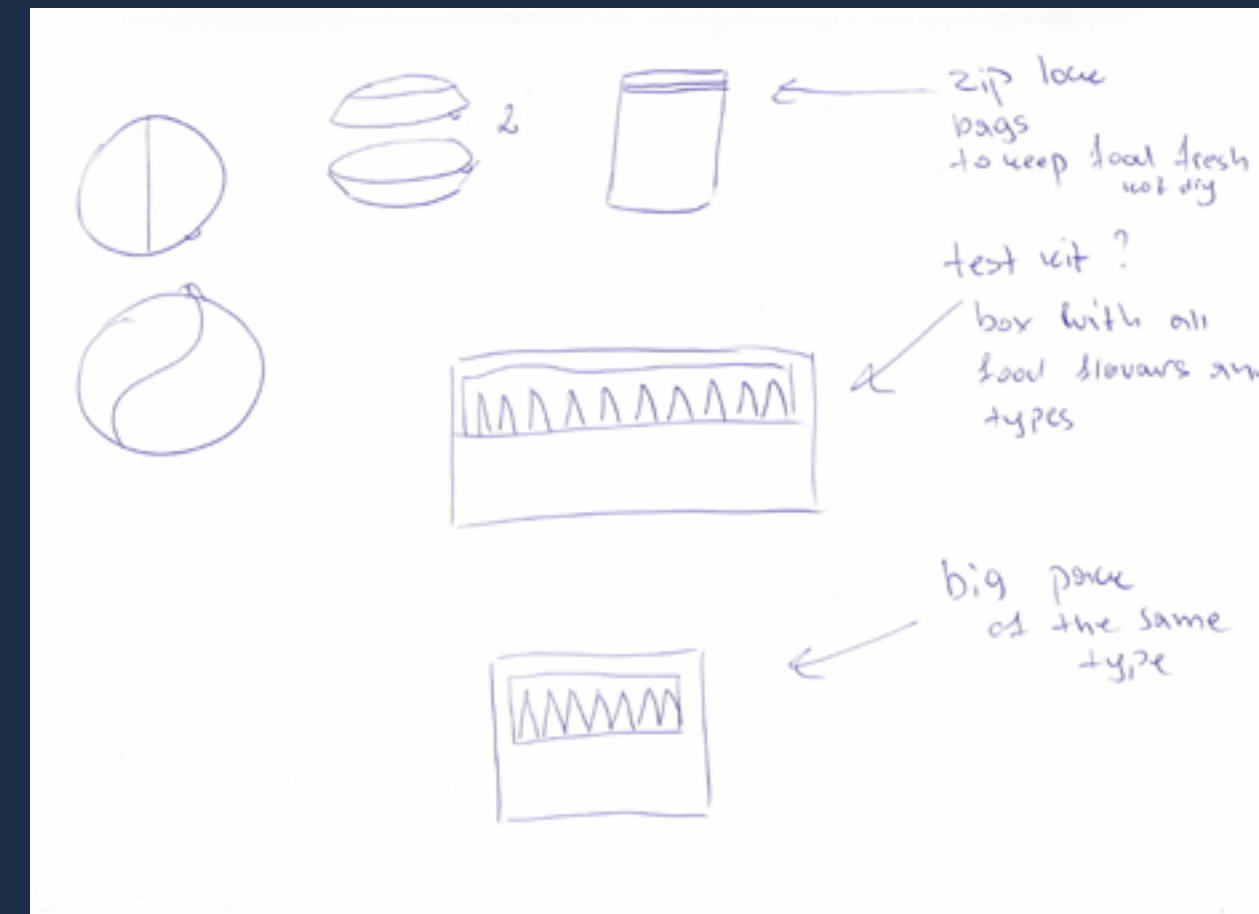
PACKAGING DESIGN

I started the design process by sketching out some ideas as thumbnails.

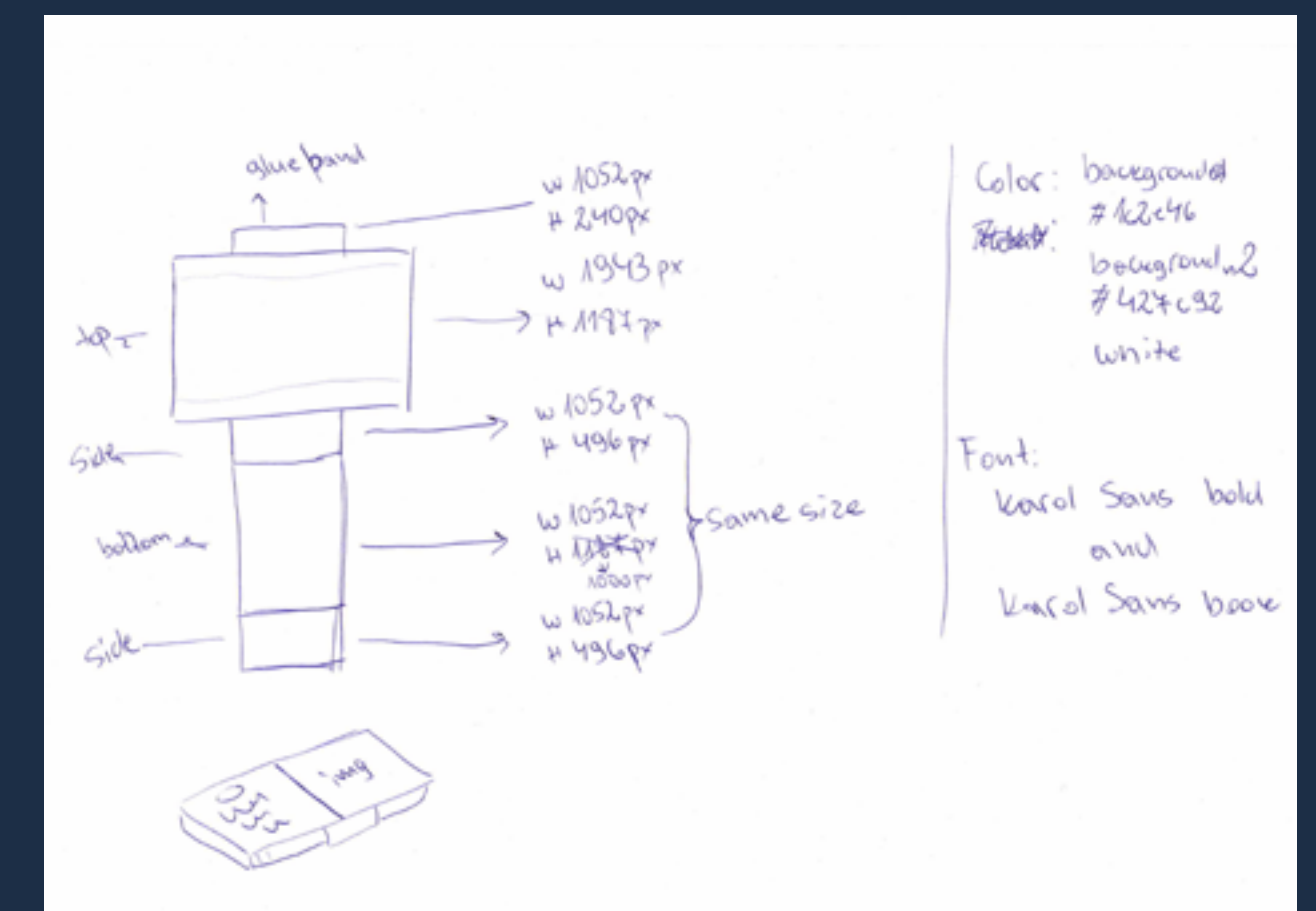
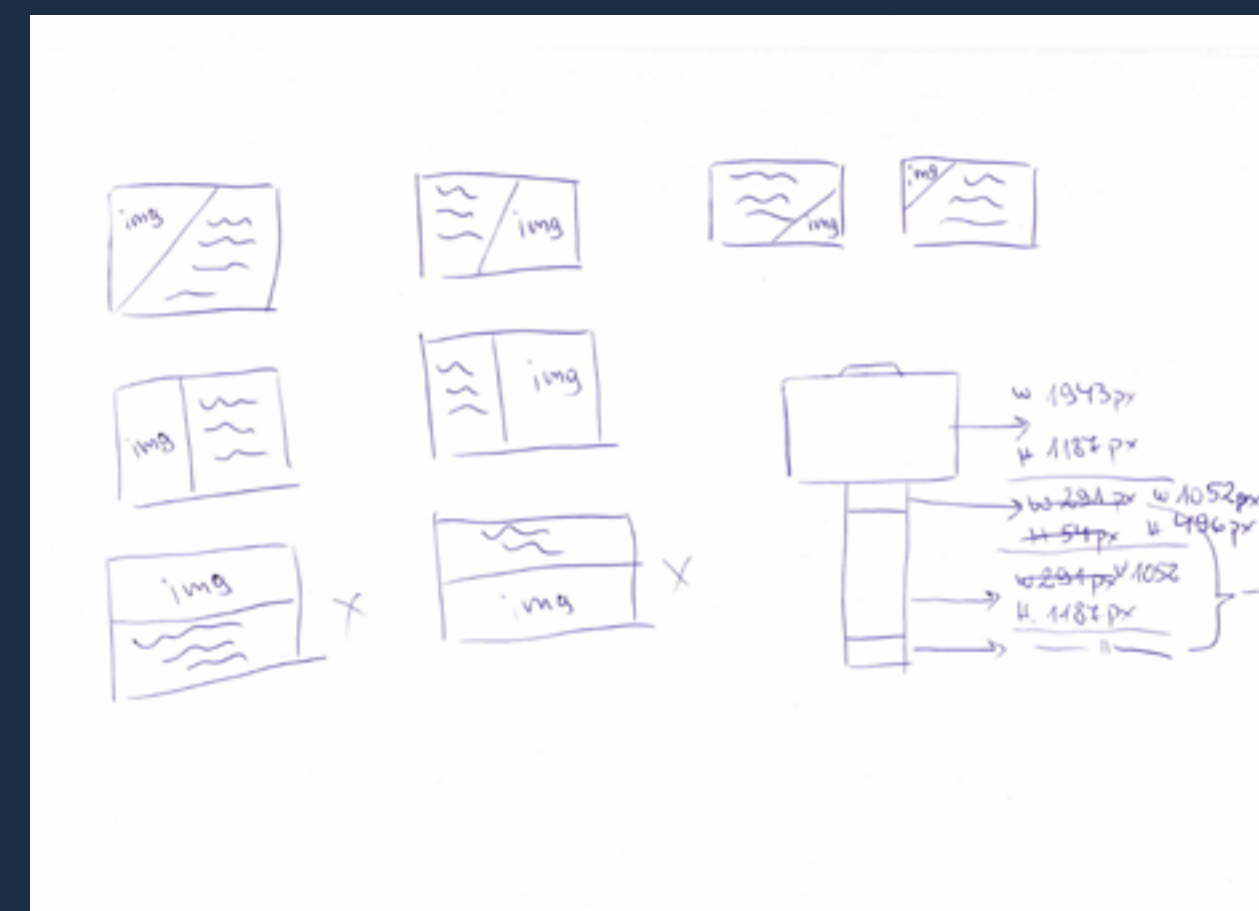
After doing a bit more research on different packaging designs I came with the conclusion that I won't be able to use a classic dog kibble packaging, since the company is producing raw food and the packaging should be able to be kept and easily stored in a cold environment in the store and in the customer's home. The amount of food per package is also less, since the fresh food should be used up as fast as possible. During my research I came across a lot of brands that are deep freezing the product in order to be able to store it for a longer period, but our company promises the best quality food and that means it should be as fresh as possible and not frozen. Knowing this I thought about how human fresh, minced meat is stored and I wanted to recreate that. I found a mockup that fit my idea very well and decided to start designing with the package sizes it had.

After figuring out the package shape and size I started to lay down a rough plan on the layout on paper.

Thumbnails:



Chosen package layout:





After sketching out the layout I moved to Adobe Illustrator to recreate the style and design. I started by making the different panels of the package and laying them together, flat in one piece.

I then started designing each panel, trying to stay as close as possible to my brochure design as I could. As I did in my brochure, I strategically chose the photo. I used photo of a dog that is facing the information available in order to lead the reader's eye to it instead of away from it. The product information and ingredient list I borrowed from another brand, but slightly changed some small details.

For the top:

On top I placed a large version of the logo followed by the name and purpose of the product. Under the titles I added a paragraph that explains why pets will love this product. After the paragraph I added two points that sum up the explanation, so it can be read easily and instantly. On the left bottom I placed the amount of food contained in the package and on the right I added two trust shields, showing the customer that the food is approved as organic and the package can be recycled safely.

For the sides:

On the first side panel I used a simplified version of some of the information from the infographic. This includes the amount of meat, super foods, veg and fruit and oils contained in the food and the benefits that the food gives to the dog. On the other panel I placed the contact information as it is in the brochure and a custom generated bar code. I added the same pattern I used on the back of the brochure in the background of the side panels to unify the design with the brand style and make the packaging more interesting.

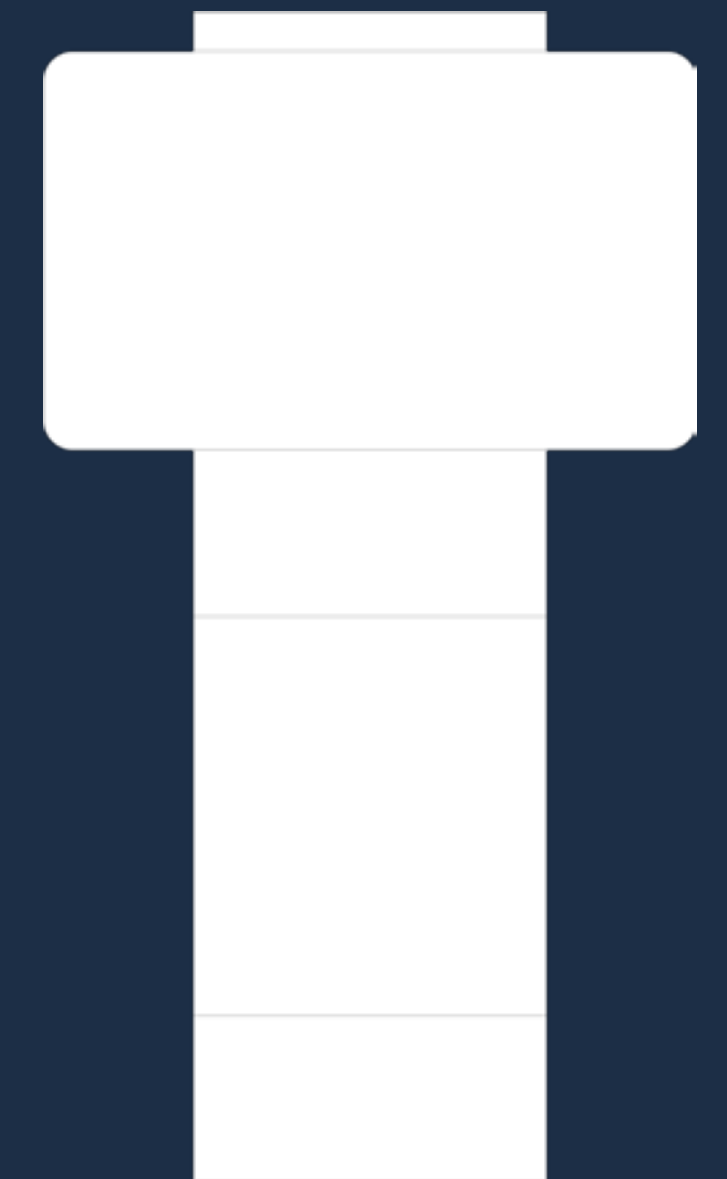
For the bottom:

On the bottom I again added the logo on top, an enticing and calling title and text that pursues the customer to take action and step up their feeding game. Under that I included a feeding guide for dogs with different weight. Last as every package out there I added a complete Ingredient list as well as safe handling instructions.

In addition:

Since my package layout is not that big I decided to create two other versions with different food ingredients and for different dogs. The color for each package is borrowed from it's photograph in order to make them individual, but still fit with the design.

Blank layout canvas





Final designs as PDF files:

GLUE PART

Tripe & Turkey

For active & working dogs

Made with 40% Norwegian beef green tripe and 40% Norwegian turkey with bone together with our usual fruit and vegetable mix, this recipe is a firm favourite with all our dogs. Most dogs seem to love green tripe, so this product can be an excellent way to get an otherwise fussy dog to eat.

- Complete balanced meal for dogs
- Natural human grade ingredients

500g

GLUE PART

Chicken & Lamb

For active & working dogs

This recipe has two different protein sources using Norwegian chicken and Norwegian lamb offal, perfect for dogs that like a bit of variety in their diet, but who perhaps find lamb otherwise too rich.

- Complete balanced meal for dogs
- Natural human grade ingredients

500g

GLUE PART

Duck & Chicken

Large breed puppy

To add variety to your puppy's diet, try our Duck & Chicken recipe made using 100% Norwegian meats and bone as well as offal, this is a tasty meal for your puppy.

- Complete balanced meal for dogs
- Natural human grade ingredients

500g

- 70% MEAT
- 18% SUPERFOODS
- 10% VEG & BERRIES
- 2% OIL

- Supports digestion
- Glossier coat
- Smaller firmer poo
- Balanced energy levels
- Supports the immune system
- Less wind

A complete & balanced safe raw diet.

Step-up your feeding game. All pets should have access to fresh foods. Nourish your pet with complete & balanced nutrition using only real food ingredients.

FEEDING GUIDE	
DOG WEIGHT	MEAL PORTION
3kg	120g
5-10kg	200-300g
10kg	250g
12-24kg	300-600g
20kg	500g

INGREDIENTS: Norwegian Beef Green Tripe (40%), Norwegian Turkey with Bone (40%), Trachea, Organic Carrots, Organic Broccoli, Organic Cabbage, Organic Blueberries, Turmeric, Organic Ginger, Dried Organic Kelp, Black Pepper, Olive oil, Salmon Oil

SAFE HANDLING INSTRUCTIONS: Keep product refrigerated until ready to use. After portioning place package into refrigerator. Product maintains optimal freshness for up to 3 days under refrigeration. Wash hands, working surfaces, utensils and any other items that touch or contact raw animal foods, with hot, soapy water. Keep the product out of reach of infants and young children. **Not suitable for human consumption.**

0 576362 345658

@skollandhati

skollandhati@mail.com

+47 87 938 30

Or get in touch

www.skollandhati.com

For more information and orders visit our website at

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- 10% VEG & BERRIES
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FEEDING GUIDE	
DOG WEIGHT	MEAL PORTION
3kg	120g
5-10kg	200-300g
10kg	250g
12-24kg	300-600g
20kg	500g

INGREDIENTS: Norwegian Chicken with Bone (50%), Norwegian Lamb Liver (5%), Norwegian Lamb Heart (25%), Organic Carrots, Organic Apple, Organic Spinach, Organic Blueberries, Turmeric, Organic Butternut Squash, Dried Organic Kelp, Black Pepper, Olive oil, Salmon Oil

SAFE HANDLING INSTRUCTIONS: Keep product refrigerated until ready to use. After portioning place package into refrigerator. Product maintains optimal freshness for up to 3 days under refrigeration. Wash hands, working surfaces, utensils and any other items that touch or contact raw animal foods, with hot, soapy water. Keep the product out of reach of infants and young children. **Not suitable for human consumption.**

0 576363 745600

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12-24kg	300-600g
20kg	500g

INGREDIENTS: Norwegian Duck with Bone (35%), Norwegian Beef Heart (10%), Norwegian Chicken with Bone (35%), Norwegian Beef Liver (5%), Organic Apple, Organic Spinach, Organic Blueberries, Organic Butternut Squash, Dried Organic Kelp, Olive oil, Salmon Oil

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0 576663 745533

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+47 87 938 30

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For more information and orders visit our website at



Mockups:

I am not able to print the plastic part of the packaging, so I only have the paper cover in all three styles.
(Please, ignore my sons toys in the background)



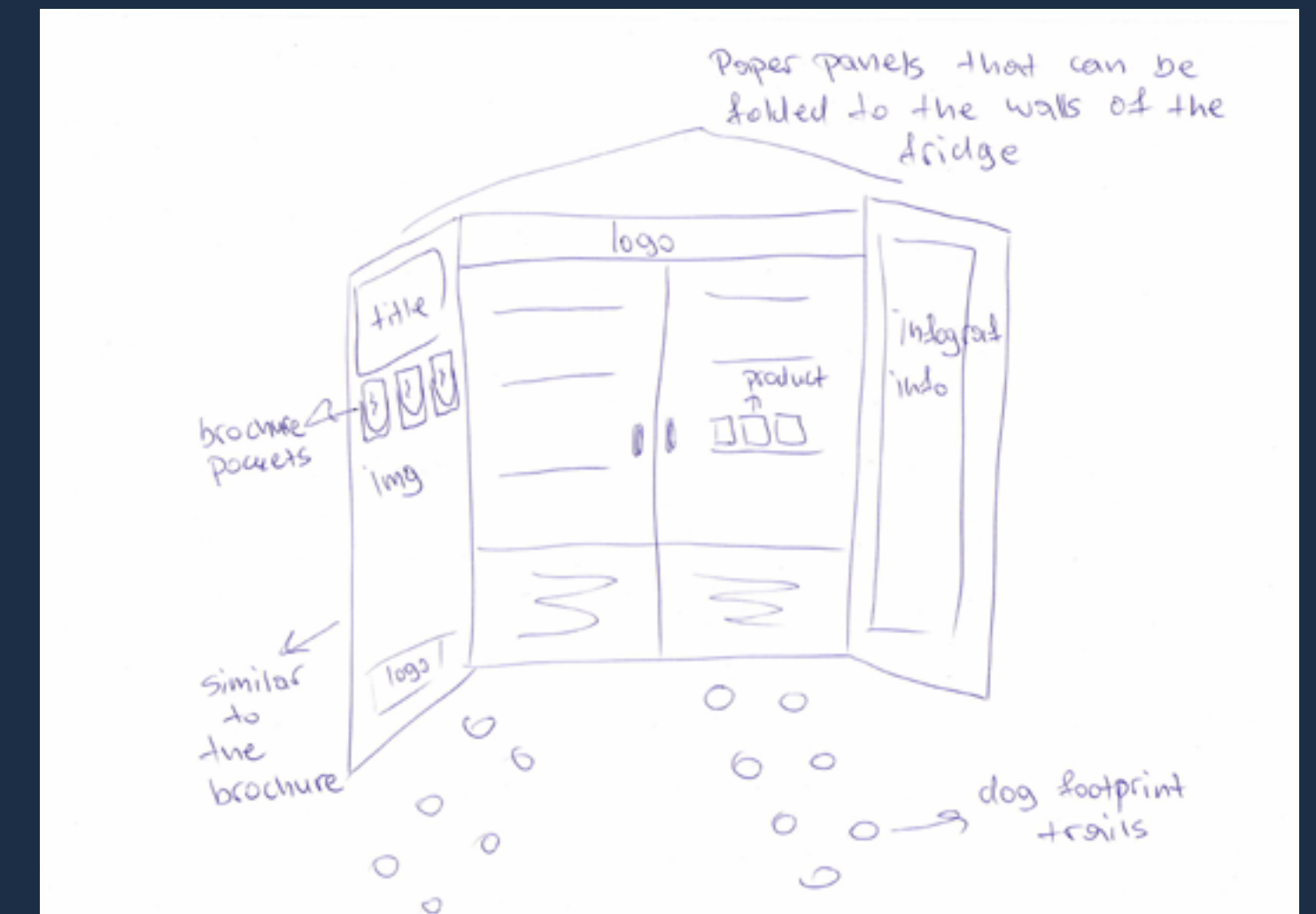
POINT OF SALE

Since the company produces fresh, raw food that has to be kept cold I can't create a regular display made of paper or plastic. I decided to customize a fridge that will take the role as display in the store while keeping the food refrigerated. I had a lot of trouble finding a mockup for the type of fridge I wanted, but I ended up using one that closely resembles my idea.

To start of the design process I made a quick sketch of my ideas for the display.

- A large logo on the top that is easy to see from a distance.
- Two hard paper panels on each side of the fridge that will contain some information about the product. These panels can also be folded back to fit the walls of the fridge if space is an issue.
- Dog footprint stickers on the floor that form a trail that can lead potential customers to the display from other parts of the store.
- I wanted to add brochure pockets on one of the side panels, where people can obtain the brochure, but the final result ended up being too busy, so I had to scrap that idea.

As an additional way to attract customers in the store I created a small wobblers shield that can be placed on store shelves.





Final display design:

The top of the fridge includes the logo, motto of the company and a familiar face from the brochure.

The left panel consists of the same husky photo I used on the front cover on the brochure. On top we have the same title as in the infographic, on the bottom we have a slightly bigger version of the logo.

The right panel presents additional information about the product as I did in the packaging design. I also added the website on the bottom.

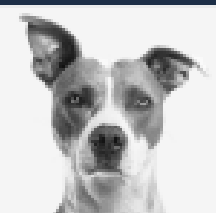
The fridge itself has good space in it and it's able to contain a large number of packages of the different types of food. It also has glass sliding doors that allow the customer to see the product displayed and easily access it.

On the floor in front of the fridge we have the footprint trails that lead to it. The color of the footprints can be custom chosen to best fit the colors of the floor in the store they are used in and make them stand out.

Great reasons
to choose
our raw food



Life well loved
Not just a life well lived



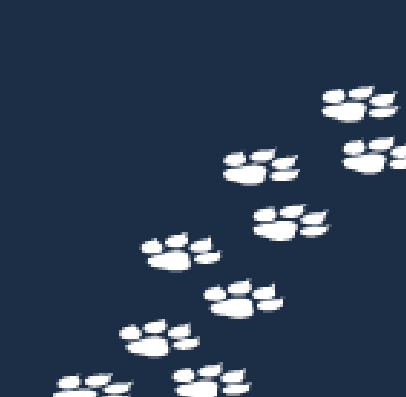
A balanced
meal for a
better life

70% MEAT
18% SUPERFOODS
10% VEG & BERRIES
2% OIL

Benefits for
your dog

Supports digestion
Glossier coat
Smaller firmer poo
Less wind
Supports the immune
system
Balanced energy levels

www.skollandhati.com





Page 2


LOGO

Our logo is inspired by the Norse legend of the two wolves that chase the sun and the moon around the world called Sköll and Hati.



Page 5

PRODUCT



Sköll and Hati produces organic, raw dog food aiming to improve the happiness and health of all dogs. Our current selection comes in three variations each having a different set of ingredients.

Page 1



BRAND MANUAL

Page 3

INFOGRAPHIC


Our infographic was designed to provide our customers with the most important information on what our product is and how it benefits their pet.



Page 6

DISPLAY

Since our food is fresh and has to be kept cold customers can find our products in our special cooling shelf in every pet store. If they have trouble finding it, we have implemented trails of dog footprints that lead to the product.



Page 4

BROCHURE

The brochure is designed to present the customer with the necessary information about the product and what the company aims to achieve. It contains our infographic as well as contact information in addition to what we promise to provide for their pets.



Page 7

ADDITIONAL INFORMATION

COLORS	LOGO:
Dark blue - #1c2e46	
Light blue - #427c92	
Pure white - #ffffff	
	Primary font: COPPERPLATE GOTHIC LIGHT (Regular)
	Secondary font: Goudy Old Style (Bold)
	Brochure, packaging, Point of sale: Karol Sans (Bold and Book)

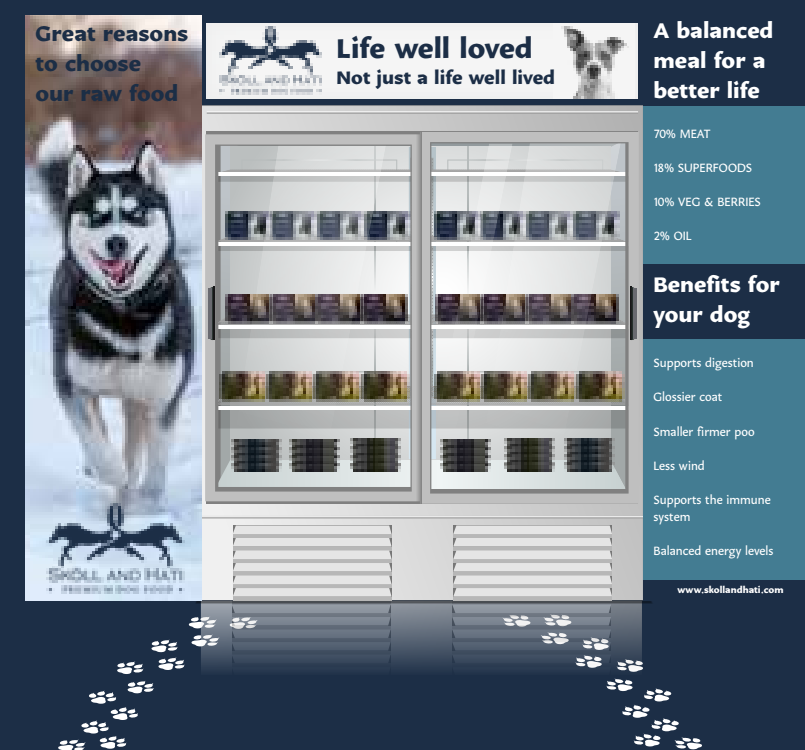
CONCLUSION

Overall I am quite happy with the results from this project. I feel like the brand has a strong identity and is able to stand out from the competition. I believe that all of the different elements go well with each other and answer to the requests of the company. Personally, I would definitely buy the product if I saw it in the store as I want only the best for my pet and I believe that this product will provide that.

I had a lot of fun building this brand and look forward to working more with product design in the future.

Additional info:

I have uploaded the **final logo, infographic, brochure layout, packaging layouts and the brand manual in PDF formats** in the report. I tried to do the same with the display design, but it changed the quality of the photos drastically, so I will include it here in case it's needed.



SOURCES

• Logo:

Illustration - <https://www.shutterstock.com/image-vector/running-black-line-wolf-on-white-724649236>

• Infographic:

Photo - https://www.freepik.com/free-photo/vertical-shallow-focus-side-view-siberian-husky-dog_30182632.htm#&position=35&from_view=undefined

Dog silhouettes - https://www.freepik.com/premium-vector/weimaraner-dog-animal-silhouettes_6169657.htm#&position=17&from_view=undefined

https://www.freepik.com/premium-vector/dog-breeds-side-view-silhouette-set_9918202.htm#&position=13&from_view=undefined

• Brochure:

Photo front - https://www.freepik.com/premium-photo/cute-siberian-husky-is-running-snow_36949786.htm#&position=5&from_view=undefined

Photo inside - <https://www.pexels.com/photo/closeup-photo-of-short-coated-white-and-gray-dog-825947/>

Social icons - https://www.freepik.com/premium-vector/social-media-logo-pack_33005398.htm#&position=32&from_view=undefined

Mockup - https://www.freepik.com/premium-psd/trifold-brochure-mockup_28720903.htm#&position=9&from_view=undefined

Pattern vector - https://www.freepik.com/premium-vector/black-monochrome-viking-seamless-pattern_24186990.htm#&position=31&from_view=undefined

• Packaging:

Photo design 1 - https://www.freepik.com/free-photo/vertical-selective-closeup-shot-german-shepherd-dog-sitting-snowy-surface_8048629.htm#&position=12&from_view=undefined

Photo design 2 - https://www.freepik.com/free-photo/unique-white-german-boxer_16206022.htm#&position=31&from_view=undefined

Photo design 3 - https://www.freepik.com/free-photo/cute-belgian-shepherd-sitting-grass_13210822.htm#&position=27&from_view=undefined

Mockups - https://www.freepik.com/premium-psd/food-container-mockup_17082370.htm#&position=35&from_view=undefined

https://www.freepik.com/premium-psd/food-container-mockup_17082300.htm#&position=37&from_view=undefined



https://www.freepik.com/premium-psd/small-size-food-container-mockup_14479827.htm#&position=21&from_view=undefined https://www.freepik.com/premium-psd/small-size-food-container-mockup_14530491.htm#&position=39&from_view=undefined
https://www.freepik.com/premium-psd/small-size-food-container-mockup_14479872.htm#&position=19&from_view=undefined
Stamps - https://www.freepik.com/free-vector/vector-black-white-retro-stamps-badges-isolated_10704966.htm#&position=5&from_view=undefined
https://www.freepik.com/premium-vector/two-flat-design-circle-stamp-label-idea-quality_24818425.htm#&position=1&from_view=undefined

• **Point of sale:**

Fridge mockup - https://www.freepik.com/premium-vector/fridge-with-transparent-glass-isolated-vector-illustration_18582364.htm#&position=23&from_view=undefined

Dog footprints - https://www.freepik.com/premium-vector/paw-print-cat-dog-puppy-pet-trace_6896215.htm#&position=19&from_view=undefined

Wobbler mockup - https://www.freepik.com/premium-vector/blank-white-square-papper-plastic-advertising-price-wobbler-front-view-isolated-background_10000342.htm#&position=9&from_view=undefined

• **Brand manual**

Photo - https://www.freepik.com/free-photo/vertical-shot-cumberland-sheepdog-rocky-mountain-sunlight_18301674.htm#&position=9&from_view=undefined