

## Identity Design

# Business Name

## Client

Business Name

Street Address

Keene, NH 03431

## Design

First Name Last Name

Keene State College

ART360 | Fall 2024

Add image here



# Current Identity

Write 1-2 sentences about what your business does, and 1-2 sentences about who their target audience is. Reference the info you have already drafted to combine these two things.

Add logo here

Add application image here  
(signage, merch, etc)



# Goals + Opportunities

Paste your goals and opportunities here



# Competition

Add logo here

Add logo here

Add logo here



# What is Fire Dog Bread?

Passionate

Definition: Short  
definition of word  
here

Unique

Definition: Short  
definition of word  
here

Hidden

Definition: Short  
definition of word  
here



## **In other words...**

Draft a 1-2 sentence statement about your business referencing your three brand attributes

Ex. Pairing bread with integrity,  
Fire Dog Bread is a hole in the wall  
bakery serving Keene a fresh take on  
European goods.



# Who are we trying to reach?

Name of user

Professional Job Title

Here is where you bring in your user profile info. Keep it under 5-6 sentences.



Add image



# The Visual

**Combine your two moodboards to one  
cohesive board here**



# Logo Direction 1

Add full logo here

Submark here

Submark here



# Application

Application 1

Application 2



# Logo Direction 2

Add full logo here

Submark here

Submark here



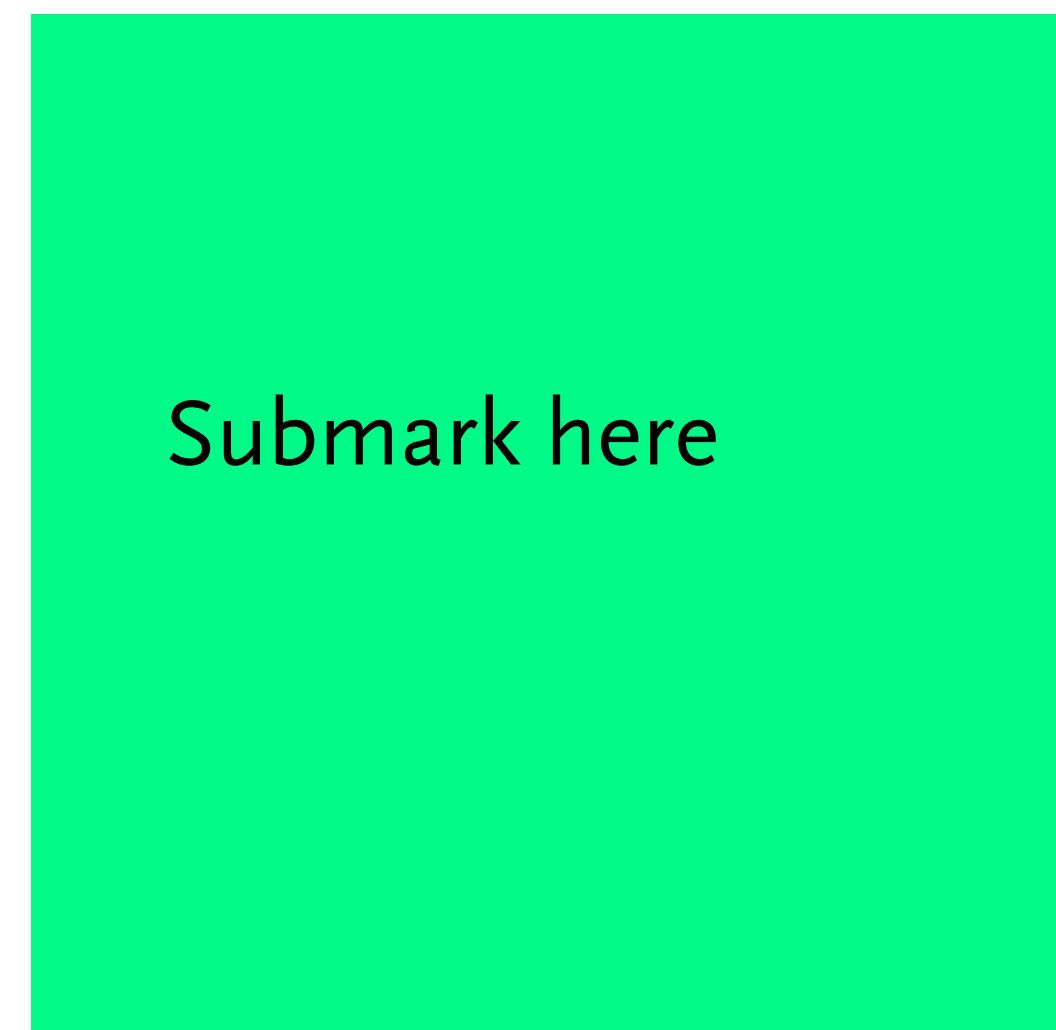
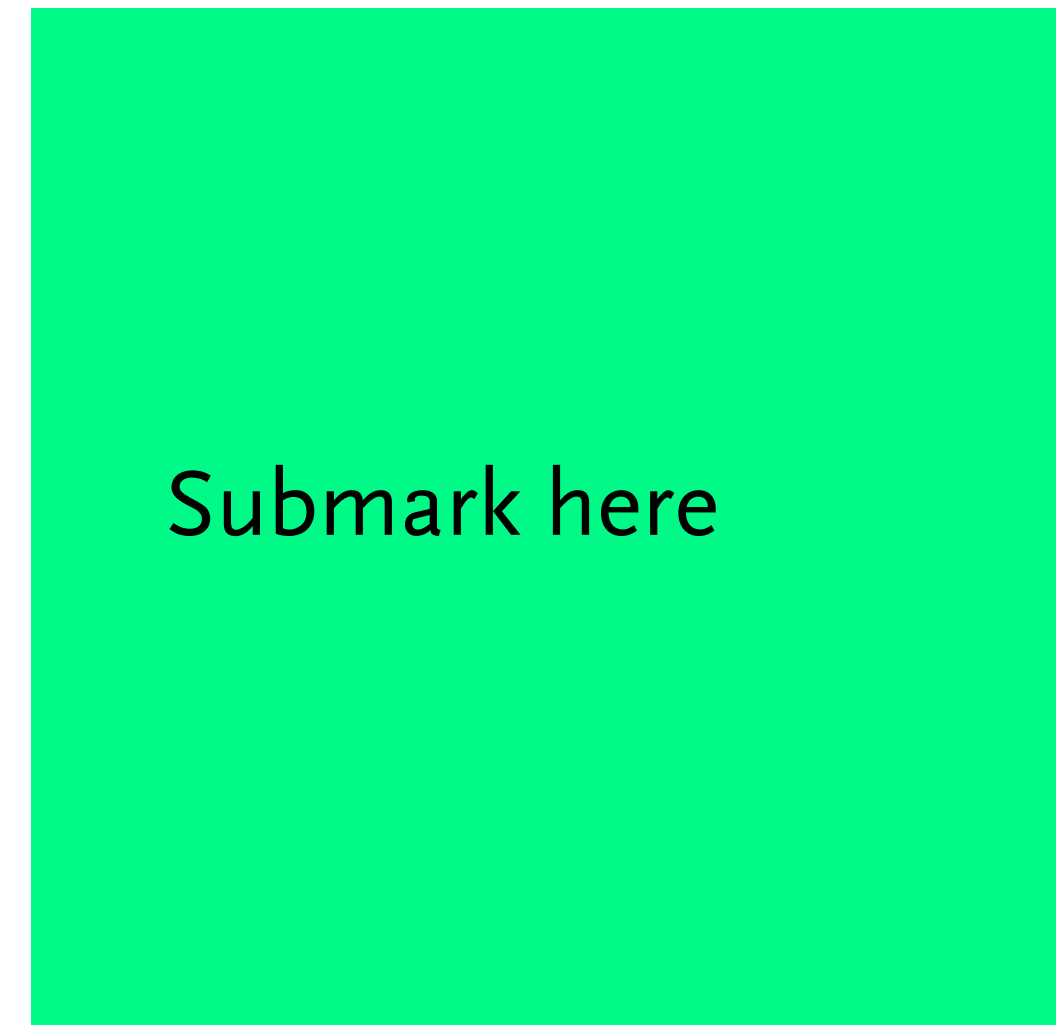
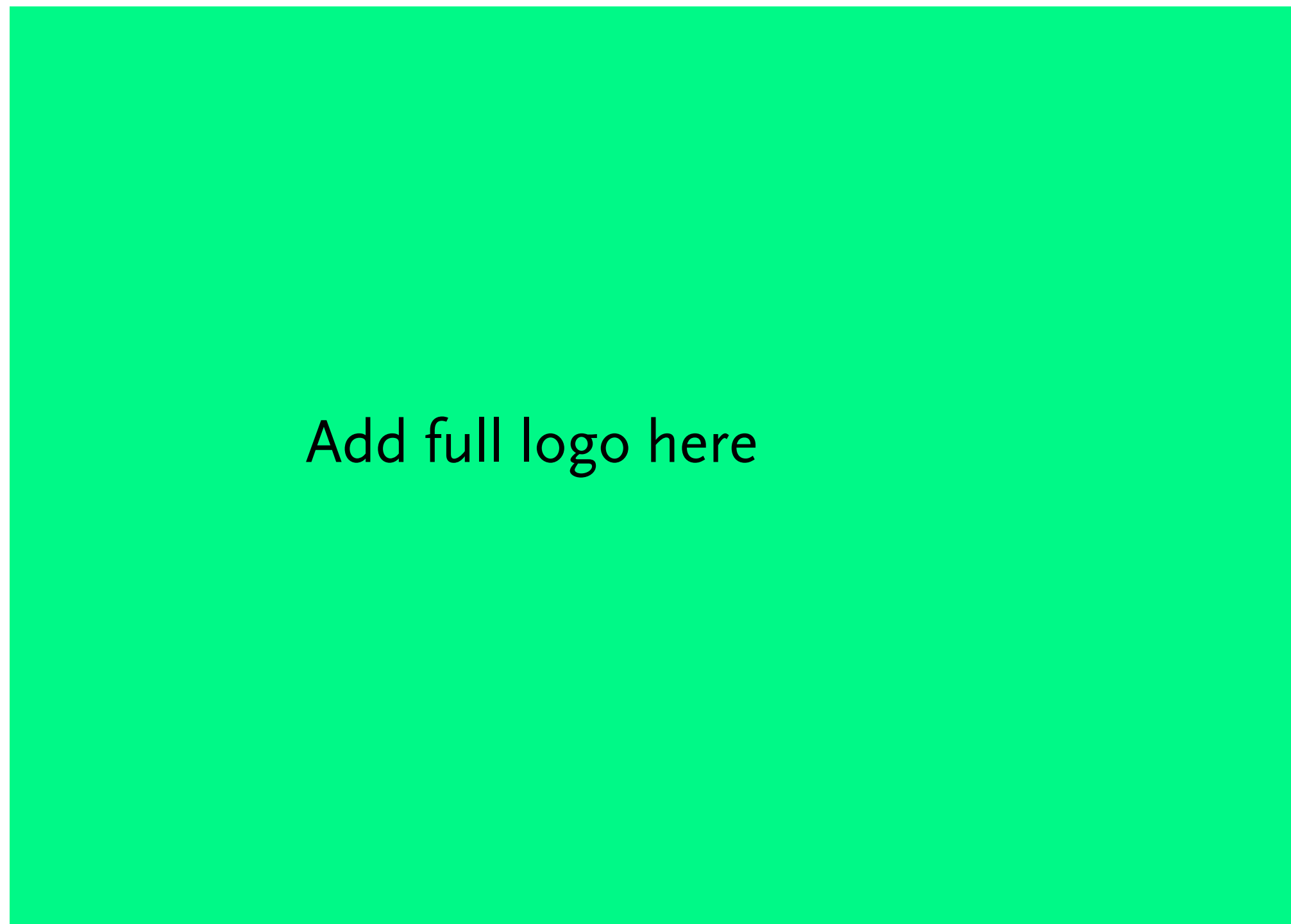
# Application

Application 1

Application 2



# Logo Direction 3





# Application

Application 1

Application 2



# All together

Logo 1

Logo 2

Logo 3



**Thank you!**