



Vincent Burkhead Studio

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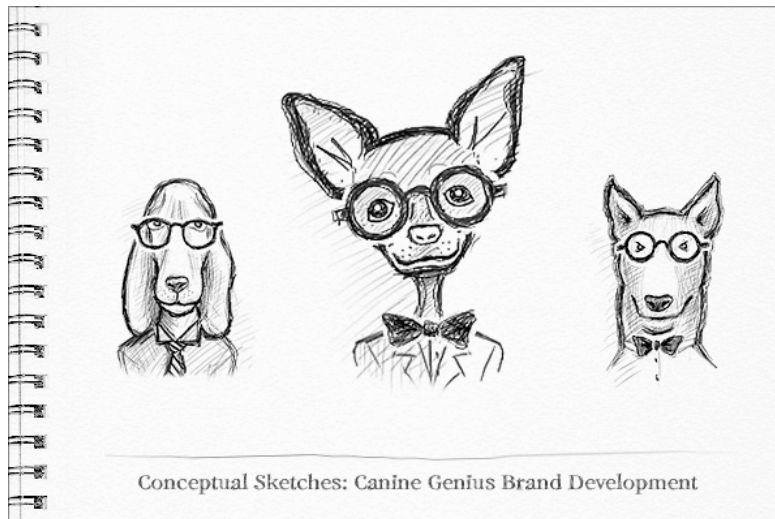
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Project: **Brand Development** Client: **Canine Genius**



VBS was asked to create the Canine Genius brand from scratch – including logotype, website, advertising, collateral, packaging design, stationery system, photography, illustration, Trade show graphics, etc. The primary goal was to create a strong brand that supports the tagline for the company: 'Smart Toys for your Dog'. The Canine Genius logotype is the result of many illustrations of different breeds of canines before the chihuahua breed was chosen. The Harry Potter style eyeglasses were critical in capturing the geeky, but lovable, personality desired. The result is a powerful and unique brand that is distinct in the market. Canine Genius now has an international presence in the competitive dog toy market and has remained more profitable each year.





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Brand extension into Print: Canine Genius



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Project: **Website Interface Design** Client: **Canine Genius**

