

**HAUS OF HOUNDS GROOMING SALON  
CONNOR ANSELL  
HONOURS PROJECT - DD3992**

## WHO

Haus of Hounds is an existing, recently opened dog grooming salon based in Greater Manchester. Their goal is to make sure our best friends are looking fresh, healthy & happy after every visit and that they are always put first.

## BRIEF

Re-brand Haus of Hounds to become a loved and trusted brand for dogs and their owners.

## SOLUTION

Create a dog grooming brand that's from dogs, for dogs. Because who wouldn't trust and love a brand made from our best friends?



# MEET THE TEAM

Meet Hank - The Head of Haus (CEO)  
Meet Holly - Our Trusted Dog Groomer

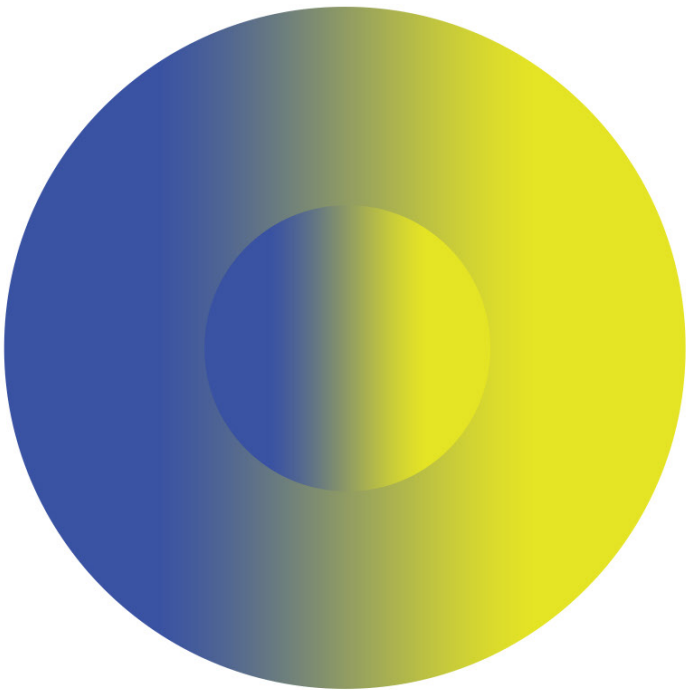




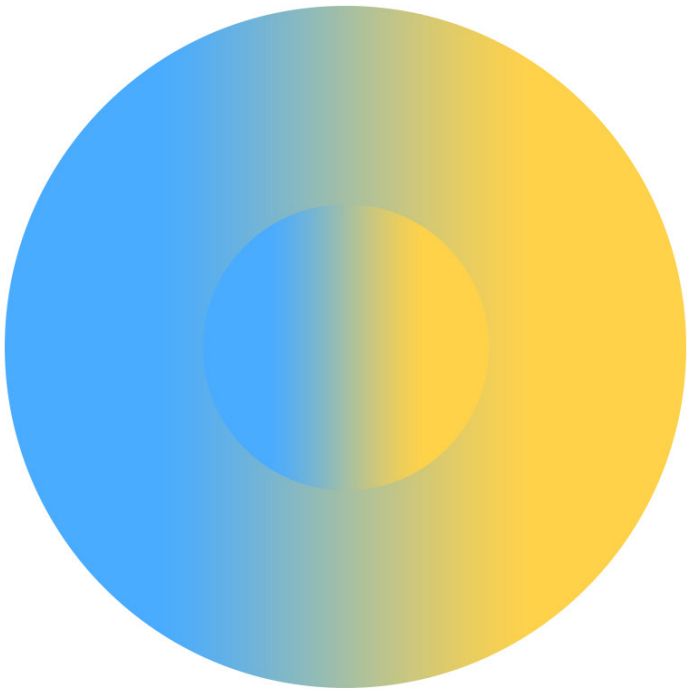
# COLOUR PALETTE

Inspired by dogs eye vision and what colours our best friends can see.

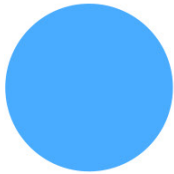
Updated to match a more colourful / vibrant mood that appeals to both hounds and hoomans.



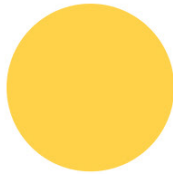
Hound vision



Haus of Hounds Colour Palette



4AACFF



FFD24A



F4F4F4



LOGO DESIGN



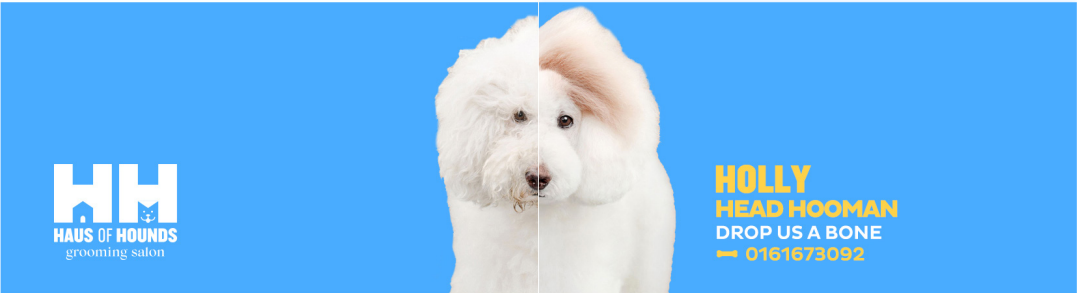
# BUSINESS CARDS

Using the front and back of the business cards to showcase various ‘before and afters’ of hounds haircuts.

Front



Back





# BUS BILLBOARD ADS

Targeted ads for the Hoomans. Using text and imagery to communicate the ad around parks & streets.

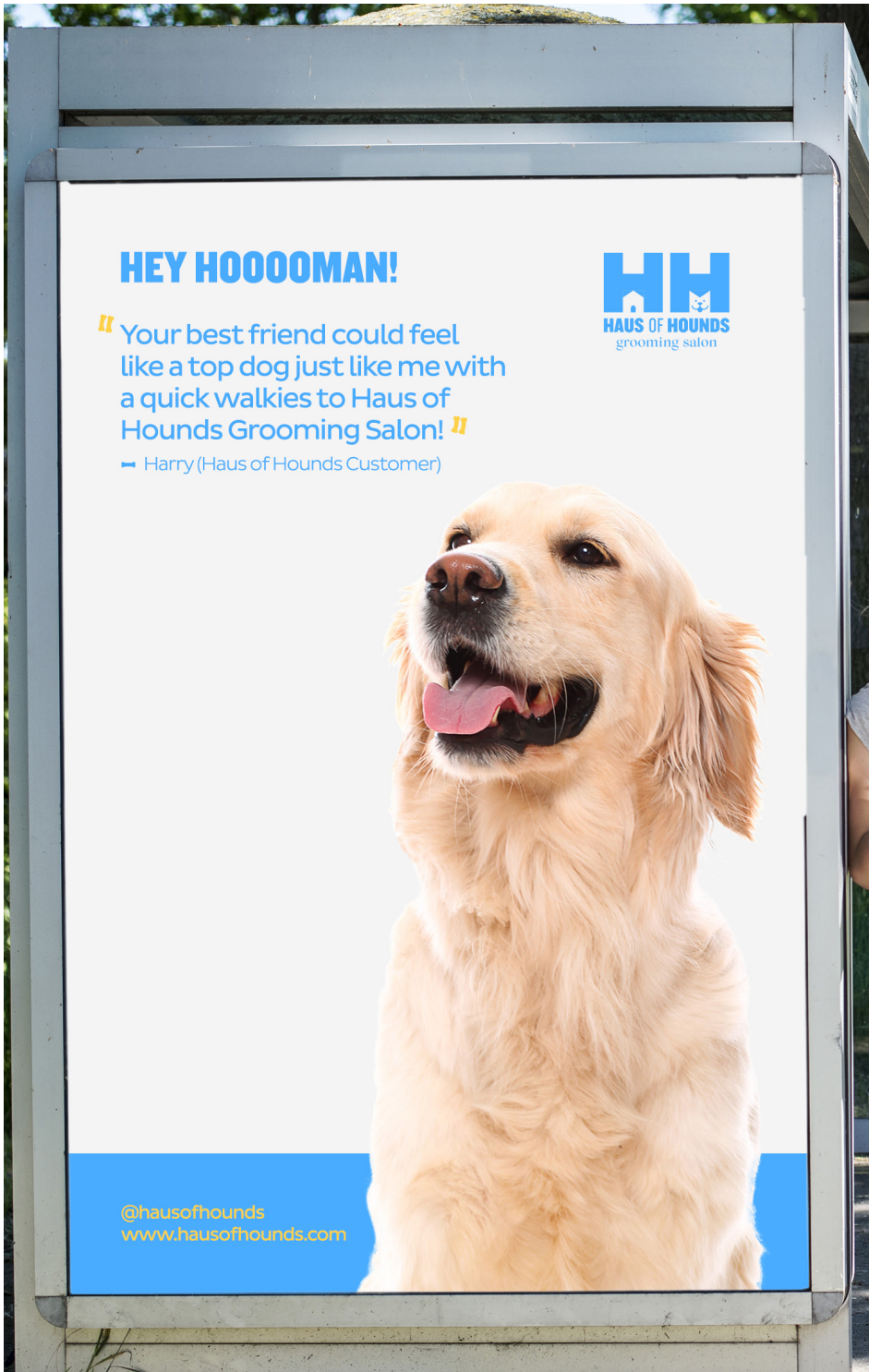
Opening Day



Spa Day



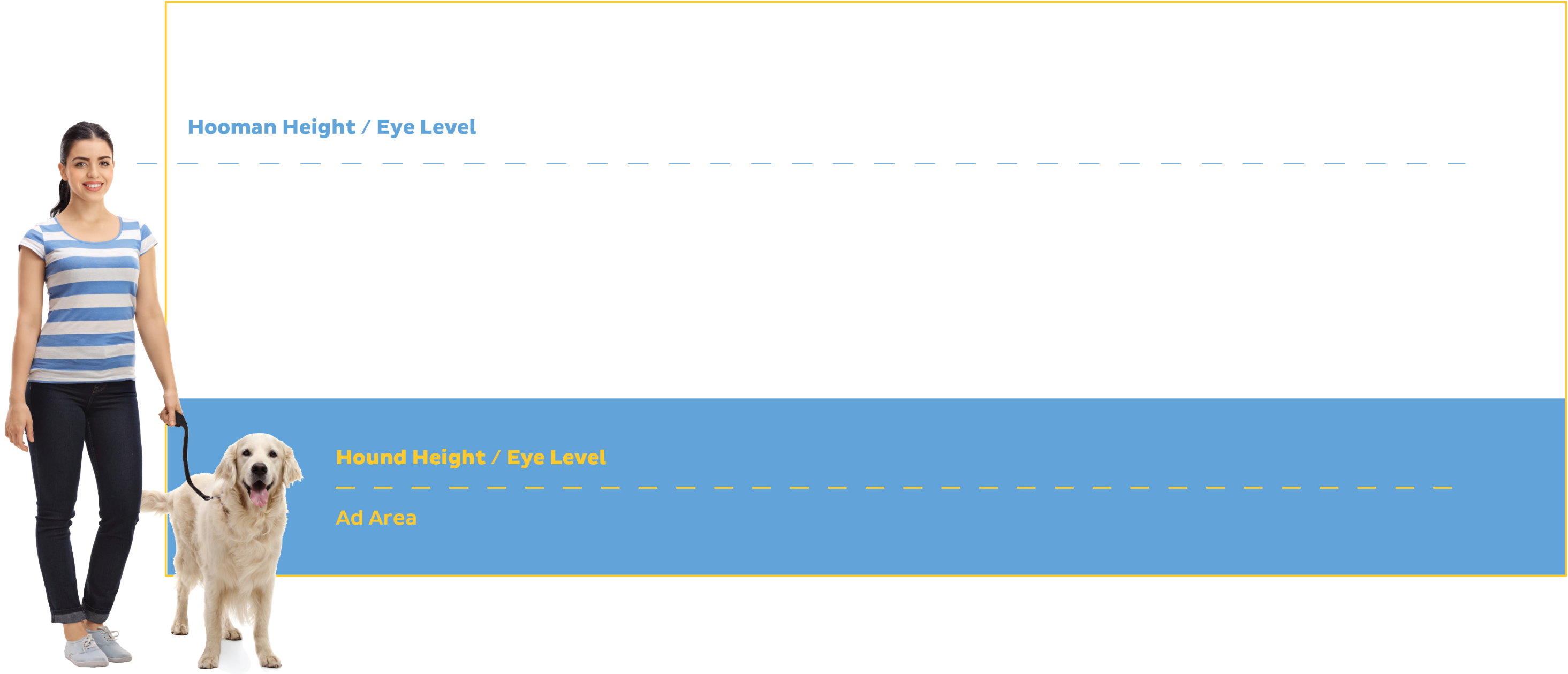
Top Dog Feeling





# ADS FOR HOUNDS - CAMPAIGN GUIDELINES

Guidelines used throughout the Ads for Hounds campaign. Blue area is at Hound height / eye level for them to easily see the ad.





# ADS FOR HOUNDS - ALL SHAPES & SIZES

Street ad to communicate that Haus of Hounds caters for any dog shape / size.



**HELLO HOOMAN!  
PLEASE IGNORE THIS AD.  
IT'S FOR YOUR HOUND.**

“ We’re just telling them that we cater for all shapes and sizes! So no matter how big their woof, they will always be welcome in our Haus! ”

— Henry (Hound in the Haus)



**WOOF!**

**WOOF!**

**WOOF!**

**WOOF!**

**WOOF!**

**WOOF!**

**WOOF!**





# ADS FOR HOUNDS - WE KNOW WHAT DOGS LOVE

Street ad to communicate that Haus of Hounds knows what dogs love with simply showing what they love.



## HEY HOOMAN!

“ This is Hank woofing from Haus of Hounds Grooming Salon. We know what your hound loves. Please ignore this ad while we tell them what else they’ll love... A good pampering! ”

— Hank (Head of Haus)

WOOF, WOOF WOOF WOOF! WOOF WOOF!



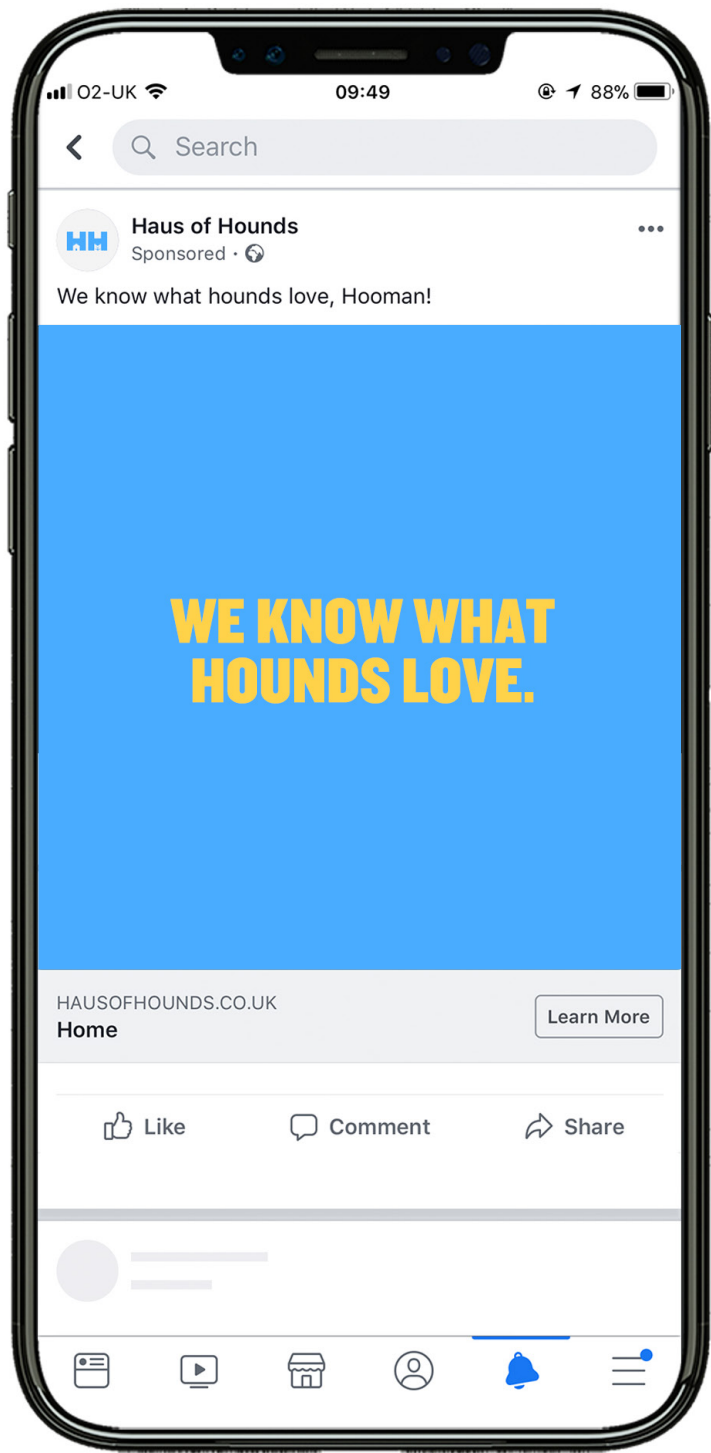
WOOF WOOF, WOOF WOOF WOOF! WOOF WOOF!



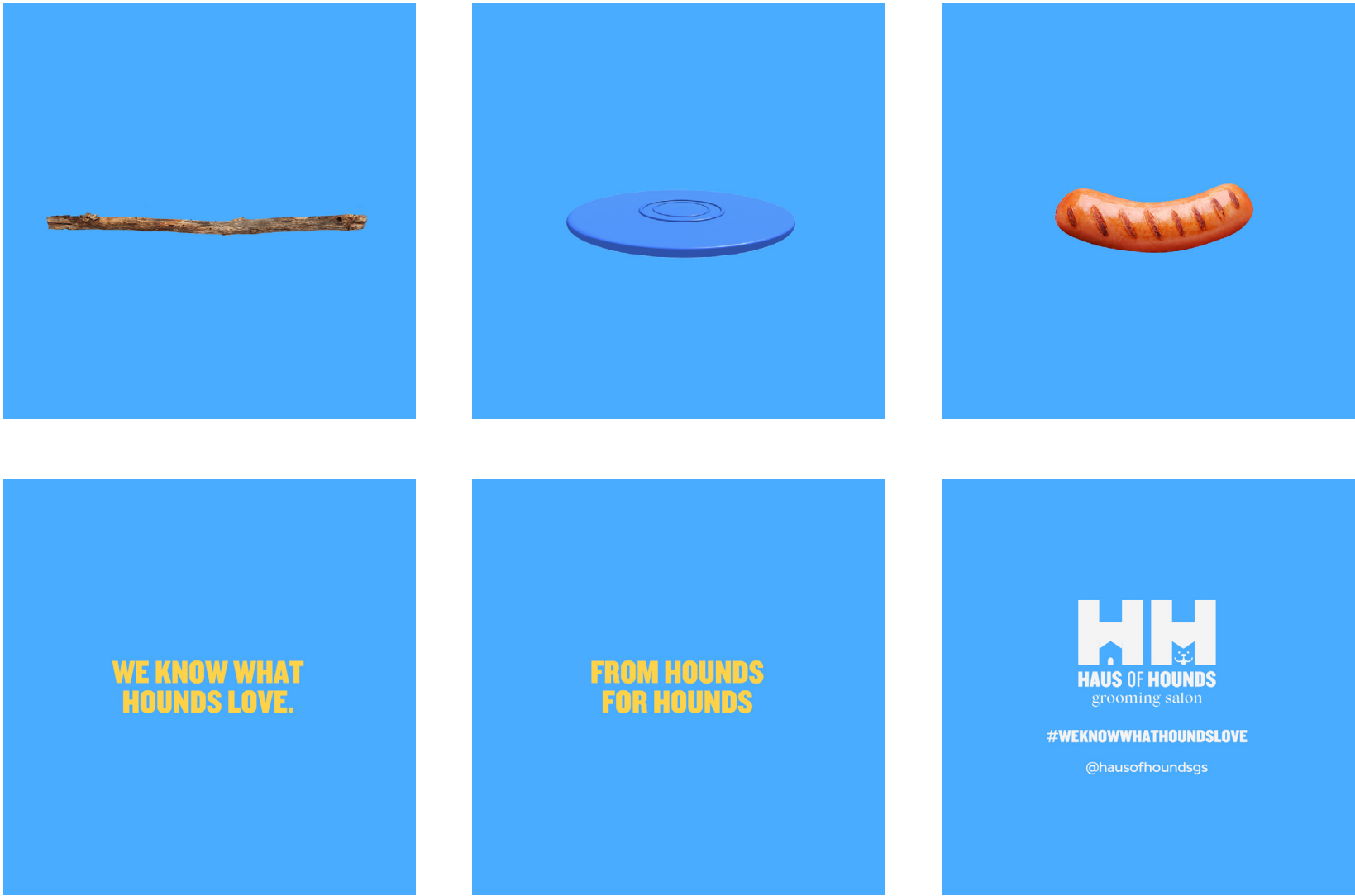


# SOCIAL MEDIA AD

Video ad used across facebook and instagram as a campaign to show we know what dogs love.  
#WeKnowHoundsLove

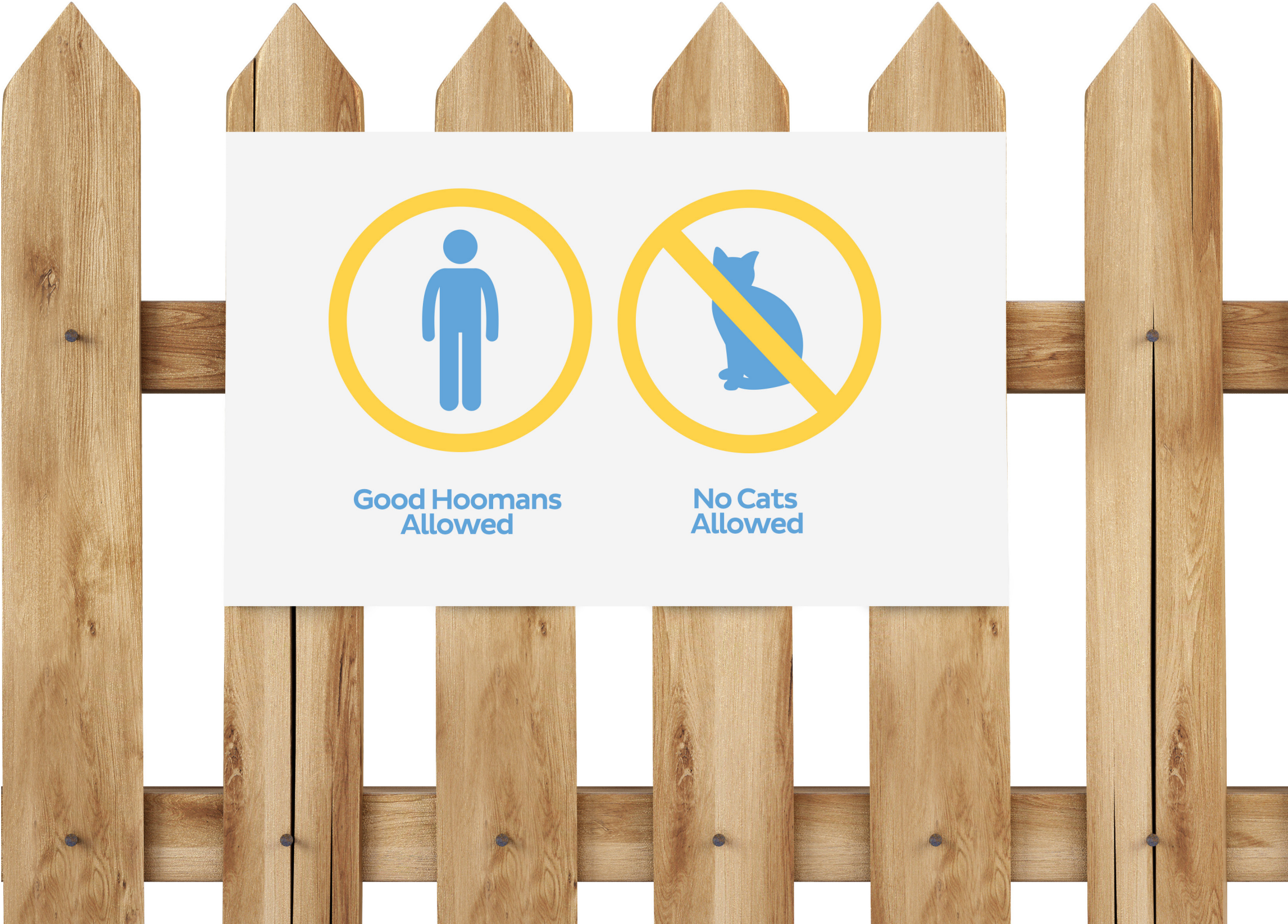


Video Storyboard



# SALON FENCE ENTRANCE

Fence before salon front doors.





## SALON ENTRANCE

Mockup of separate salon entrances.  
One for hoomans & one for hounds.





# UNIFORM





## WAITING ROOM

### THINGS YOU CAN DO WHILE YOU WAIT, HOOMAN!

- Go walkies.
- Have a treat.
- Play fetch.
- Sit, stay.





# SOCIAL MEDIA ASSETS

Reviews used to post on social media after salon visits.

