

Downtown Revitalization for Lake Pepin Pet Clinic

Graphic Design Student Proposal

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Introduction to Lake City

Lake City is a small town set on lake pepin the widest part of the mississippi river in minesota. The town has a sizable marina and multiple docks. It is also said that water skiing was invented here and as such we have a festival called water skii days.

Lake Pepin Pet Clinic is a vetrinary clinic that ractices small animal medicin (cats and dogs). It is staffed by a small but dedicated and careing team.

Lake Pepin Pet Clinic

Design proposal by Ben Schaal



(before)

Existing Conditions:

As of current the building itself is in acceptable condition. The primary problem is that the designer who was responsible for the previous branding did not provide all necessary files and because of that the owner requested new branding.

New Design Objectives:

- Create a new logo and update branding
- Provide ample assistance when needed

Design Proposal:

The new branding shortens the title of the business to be more concise. The theming of the new icon leans into the idea of the lake, depicting a wave with the silhouettes of a cat and a dog.

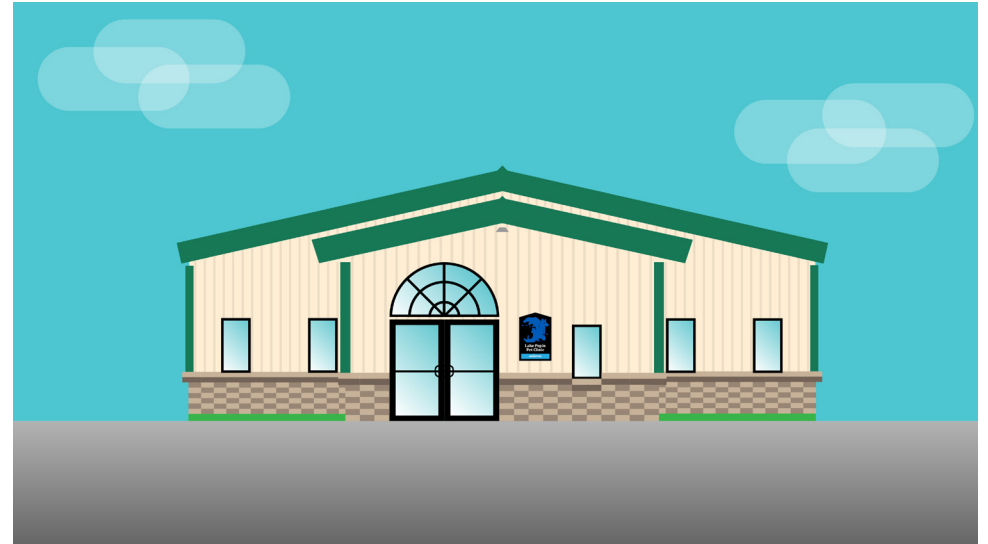


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Double sided sign in front yard



Store front



Store front sign