Benjamin Houlton artist rational

My design fits the client’s needs because the client asked to have a dog in the design and I put a dog in the design that I created. The client also asked to have the name of the business incorporated into the design. Some of the ways that my logo represents the organization is by having a dog and a house. The message that my logo conveys to the customer is that the dog house is a happy place for dogs to go.

Some of the ways that I re worked my design after the client meeting was by making the logo black and white so that it could fit the client’s needs. I also cleaned up many of the lines, so that the logo would be easier to read, and would look clearer. I also made sure that the different colors blended well and made the picture have a little more depth.