

The background features a teal-to-white gradient. In the upper half, there are three light teal circles with white centers. A large, light teal wavy shape is positioned behind the main text. The bottom half of the image is a solid teal gradient.

# ZOOVRAC & BRANDY'S

A project case study

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# PROJECT OVERVIEW

## The client

Zoovrac & Brandy's is a newly rebranded pet grooming shop that has recently bought another store. They needed a fresh new update on their visuals, including flyers, a logo, and a website. They push to be welcoming, while also being professional. They enjoy a sleek, minimalistic look.

I was responsible for providing new brand elements, following their instructions. The three key elements were submitted by the end of December 2025, lasting approximately 2 months.

# THE TASK

## Or “Design Problem”

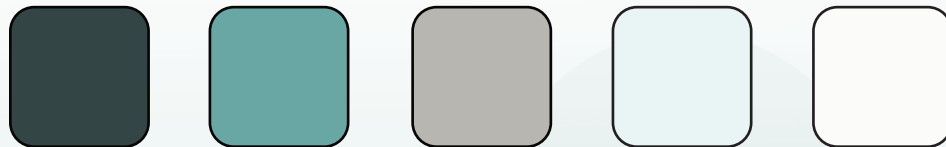
Their website and logo are outdated. The logo was “too much” and was not visible in a small size because it was mostly fine lines. The website wasn’t mobile responsive and was made with Wix, which was broken and inconsistent. They also wanted to promote their shop, which is why I had to make flyers with a discount.

I also had to practically start from scratch since I had to come up with new colors and visuals. They wanted more clients so I had to make sure I made my visuals clear and engaging. The colors took a few attempts and they provided them in the end.

# SOLUTION

## Flyers

This is where it all started. I started testing out different color palettes. At first, I tried warm, inviting colors for their brand, because they wanted to seem approachable. The dog picture is one of their clients, while the cat was taken online. I used Photoshop to cut them out smoothly and put them on the flyer design. Unfortunately, the clients did not enjoy my colors, so they sent me theirs. It was definitely confusing, but I kept going.



## Brandy's & Zoovrac

Behavioral Grooming Salon

### Our Services

- Bath & Brushing
- Nail Trimming
- Clipping / Scissor cut
- Hygiene of ears & eyes
- Cat grooming (bath, brushing, clipping)
- Behavioral grooming session (for dogs)
- Dog Walks/Training
- Pet Sitting



We provide gentle and professional care for your pets



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☎ (514) 528-5570

✉ info@zoovrac.com

📍 828 Rachel Est,  
Montréal, Québec,  
Canada H2J 2H6



# SOLUTION

## Flyers

I ended up using their colors and made a French/English version. They ended up printing these and people brought them back to get a discount. I got paid and they were overall satisfied with these flyers.



*Des soins doux et  
pros pour vos  
animaux*



## Brandy's & Zoovrac

Salon de toilettage comportemental

### Nos Services

- Bain & brossage
- Coupe de griffes
- Tonte / coupe aux ciseaux
- Hygiène des oreilles & des yeux
- Toilettage pour chat (bain, brossage, tonte)
- Session de toilettage comportemental (pour chiens)
- Promenades / éducation canine
- Gardiennage d'animaux

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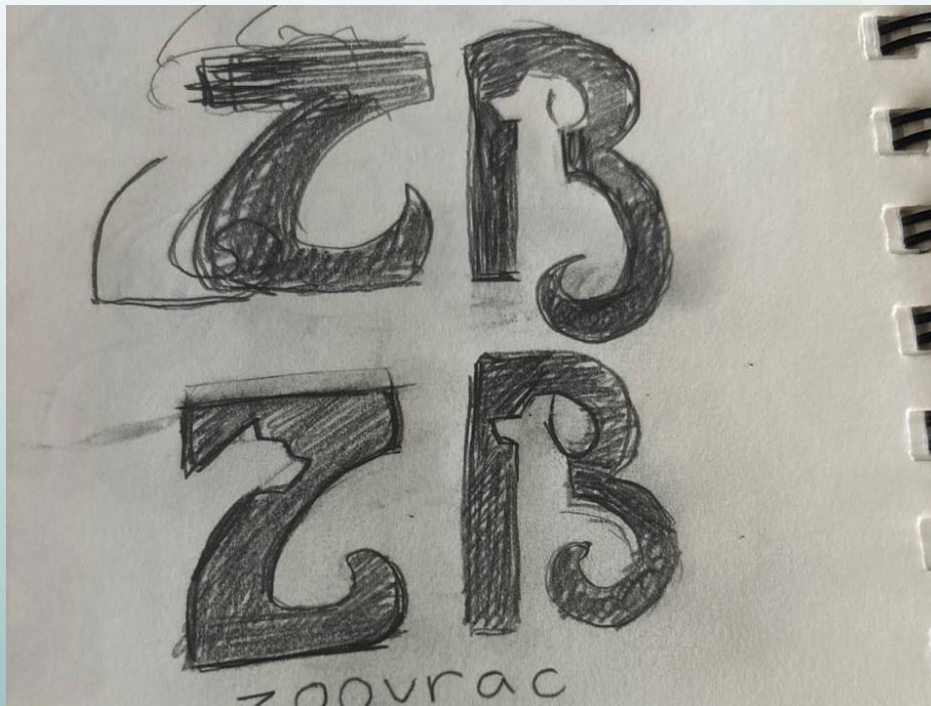


Apportez ce dépliant et  
obtenez 10 % de rabais!

# SOLUTION

## Logo

I was not exactly tasked to fix the logo, but I offered to do it. They agreed. Since I needed a logo for the website that is the second thing I've done. Their old logo isn't legible in smaller resolutions (like a profile picture). Plus, it was composed of fine lines, which made the legibility worse. They wanted to clearly show who they are on their logo, which is what I've tried to do. It was also low resolution. Basically, I really thought they could use a logo which is what I did. I made sketches, wanting to combine initials and imagery, since their new name is long.



# SOLUTION

## Logo

I ended up making the initials as the logo. I used the curvatures of circles to make sure everything is aligned. I made mockups to showcase to the client how it would look in person. It was going well, they enjoyed the minimalistic look that tells the story.

Unfortunately, they settled for an AI logo in the end, dropping mine for unknown reasons. Despite that, I am still proud of my work.

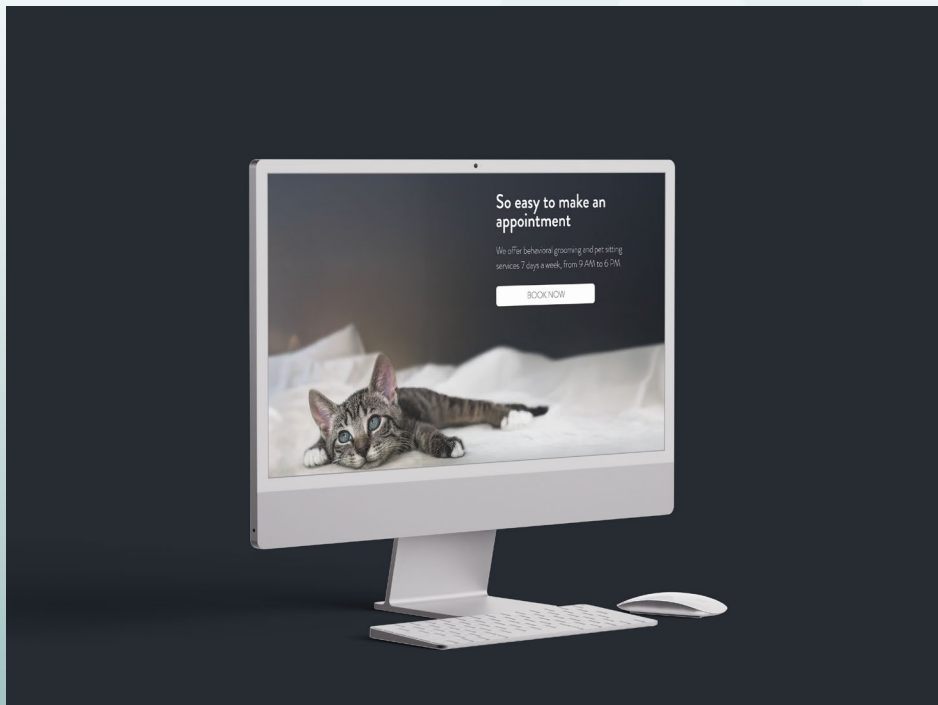
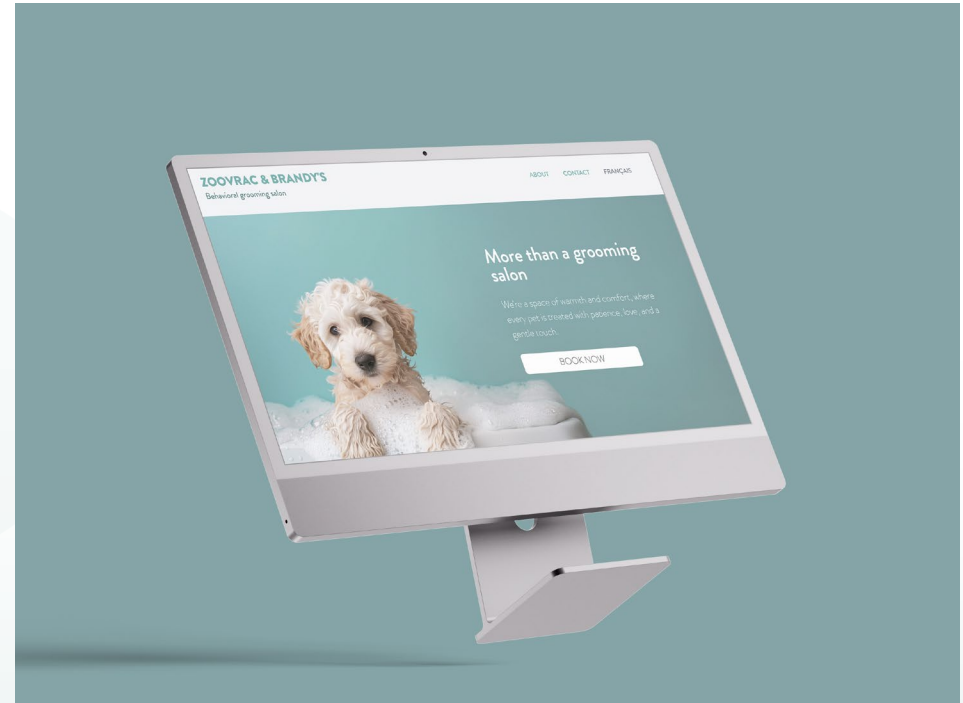


# SOLUTION

## Website

The main issue about their website was the fact it was not mobile responsive and did not have a consistent layout. It felt like a lot of content was on one page, making it seem cluttered. What I decided to do was separate content into different pages, to make it more balanced.

I also incorporated their color palette and a few images with those colors to make the website look professional. It is mobile responsive with a working map. There are a lot of blank sections because I never ended up getting a lot of content.



I added a hamburger menu for mobile, English and French versions, and a separate page to fill out a form to make appointments. Everything was backed by Wordpress API. In the end, they never responded about the website. I got no feedback, no approval or disapproval.

Because of that, the website is left unfinished. They are still using their Wix website to this day.

# RESULTS

## And what I've learned

Despite having created content that I am proud of, it was this freelancing experience that I have learned the most from. I have learned that not all clients will complete their end of the deal, which made me realize how crucial contracts are. This was also a paid commission and I was only paid for the flyers. The logo and the website, despite the amount spent on those, were not compensated at all. I am now aware how certain clients can be. Despite all my efforts, sometimes they simply do not cooperate.