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ART 466

Prof Smith

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Final Project Research: Pet Food Brand

My project will focus on developing a thoughtfully designed pet food brand and accompanying website that emphasizes nutrition, quality, and care. Inspired by my own fluffy companion's diet and well-being, the brand will center on the idea of feeding pets as nature intended, offering a unique product line that combines traditional kibble with real air-dried ingredients, alongside wet food options. By positioning itself between overly commercial pet food brands and clinical veterinary products, my brand aims to create a more refined, trustworthy, and emotionally resonant identity. It will highlight transparency in ingredients, a commitment to animal wellbeing, and a philosophy rooted in natural, balanced diets.

The website will reflect a calm, earthy, and slightly ethereal aesthetic inspired by meadows and farms. The design will incorporate soft, organic color palettes, elegant typography, and natural imagery to create a premium and cohesive brand presence. Key sections of the site will include a homepage with a strong emotional hook, an informational area explaining the brand's philosophy and ingredients, and product pages that showcase the food offerings in a clean, modern layout.