

Final Project ZC Proposal

For this branding project, I would like to tie it in with my BFA project in that I am already making a brand for. My BFA project does not have a website included, but having the starts of one would be perfect to be able to fine-tune and use later.

My brand is The Frog Army. I make these hand-sewn stuffed frogs and I have been developing other products as well to go with the brand. This a brand that is childish but really for stress relief and of enjoyment for anyone who likes frogs. I started making these to get a serotonin boost when I was frustrated or stressed out, as they are pretty easy and quick to make, so selling them to help spark a little more joy was the next step when I filled a bin with frogs.

The colors will be bright, mostly consisting of the pallet I curated with Pink, Blue, and a few shades of Green as well. I would like to use it as a blog and a way to make announcements and showcase some items.

I will have a link to the Etsy to allow for there to be a way to place orders. There will be a home page, about, and a contact page at the very least. I will add more as needed to make it functional.

I want to reopen my Etsy shop by June 13th. So I plan to have a grand reopening section in addition to what I have already listed.