



M A R K E T I N G

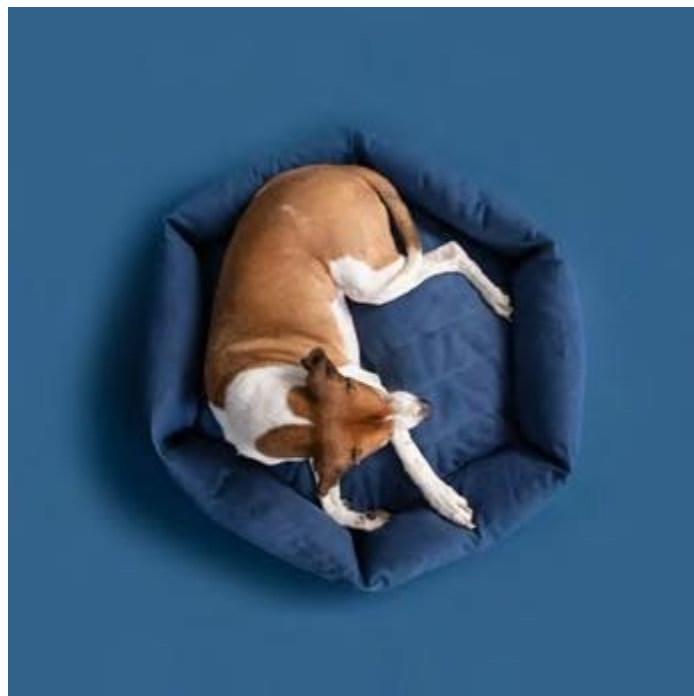
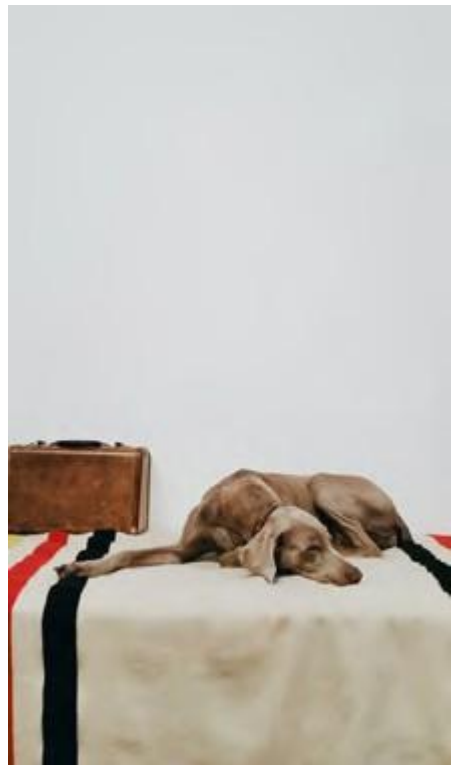
ENZO AND THE BED

LOGO PRESENTATION

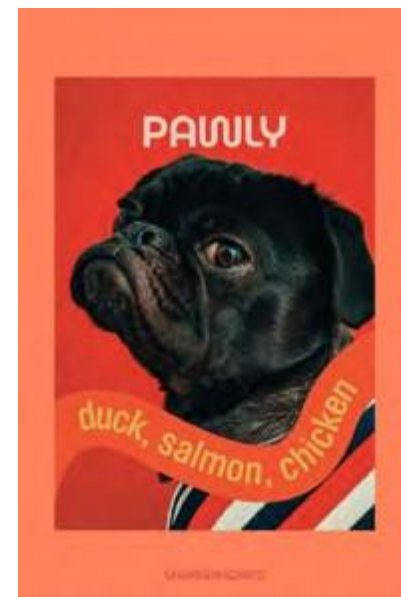
This presentation explores four distinct logo concepts, each capturing a unique facet of the brand's identity. Two of the designs take a modern, playful approach — bold, fresh, and approachable, they lean into fun typography and flowing, expressive lines that reflect a youthful and relaxed energy.

In contrast, the other two concepts draw from a more classic design language, inspired by heritage, legacy, and timeless branding principles. These versions use structured typography and detailed illustrations to communicate trust, depth, and an enduring brand story. Together, these four directions provide a full spectrum of possibilities — from contemporary and creative to refined and established.





Overall
Moodboard



- Logo 1 -

The first logo design showcases a modern design language built on strong, bold typography. The typeface is deliberately heavy, conveying confidence and stability, while subtle playful qualities in the letterforms reflect the brand's relaxed and approachable personality.

This balance positions the brand as both dependable and welcoming.

To introduce contrast and character, a refined serif script font is used alongside the bold type. This pairing adds a touch of elegance and creates visual interest without compromising clarity.

Supporting the identity, outline-style illustrations are incorporated across the brand system. These graphic elements further enhance the casual, creative spirit of the brand, helping it stand out while remaining cohesive and memorable.

ENZO

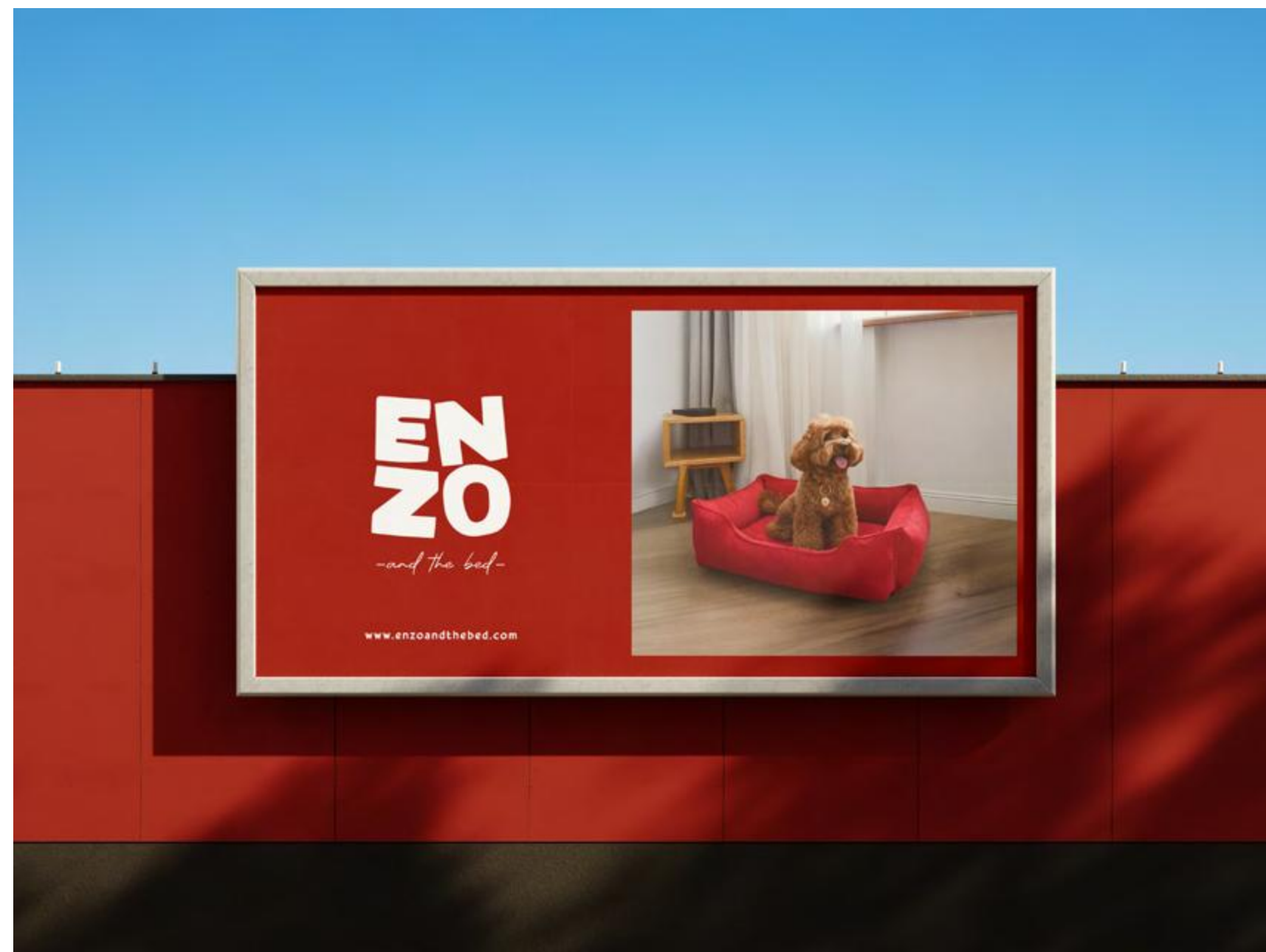
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- Logo 2 -

The second logo design embraces a more relaxed and youthful aesthetic while still maintaining a modern edge. Inspired by the natural curves and posture of a dog resting on a bed, the topographical flow of the logo captures a sense of calm and comfort — key elements in the brand's identity.

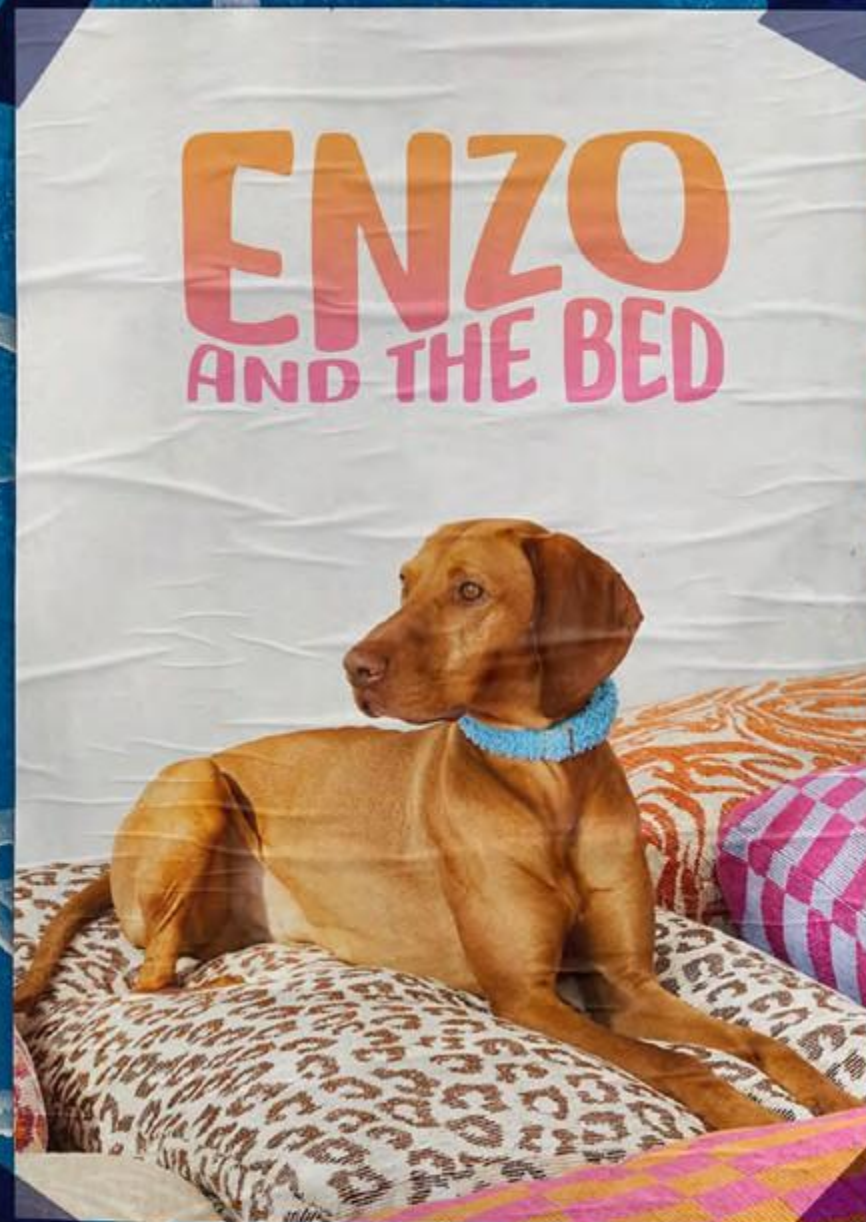
This version leans into a softer, more organic design language. The forms are bold yet fluid, creating a soothing visual rhythm that echoes the product's purpose. There's

a subtle nod to the free-spirited 60s, lending the design a gentle, almost nostalgic vibe that resonates with a laid-back, lifestyle-oriented

The result is a logo that feels approachable, comforting, and stylish — perfectly aligned with a brand built around rest, ease, and companionship.

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- Logo 3 -

The third logo design draws from a more classic and established visual language, positioning the brand as one with depth, heritage, and a lasting legacy. This version speaks to a brand with roots — one that feels trusted, enduring, and built on a strong foundation.

At the heart of the logo is a finely detailed illustration of Enzo, the German Shepherd, embodying the soul of the brand and reinforcing its authenticity and purpose. The artwork adds a personal, emotional touch that connects directly with the audience.

A traditional serif font anchors the logo, evoking a sense of age, elegance, and reliability. The careful introduction of a subtle, freehand-style script for the smaller supporting words adds a contemporary edge — a respectful nod to the present while honoring the past.

This design reflects a brand that's not only proud of where it comes from, but also confident in where it's going.



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- Logo 4 -

The fourth and final logo concept channels a classic, structured aesthetic inspired by architecture and design firms of the 1980s. With a bold, all-uppercase sans serif font, the typography conveys clarity, confidence, and minimalism — the foundation of a brand that is both established and forward-thinking.

Complementing the typography is a clean, composed illustration of the German Shepherd resting in his bed. This visual element adds warmth and identity to the otherwise minimal approach, grounding the brand in its purpose while maintaining a professional and powerful look.

The result is a timeless yet modern brand mark — one that speaks to strength, legacy, and precision, while also

embracing the emotional core of the brand. It's designed to feel premium, progressive, and effortlessly confident.



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THANK YOU