

Moggie Minders Ludlow

In 2022, I was commissioned to design a new logo and car decal for Moggie Minders Ludlow. Moggie Minders Ludlow is a professional cat-sitting service operating in the Ludlow area, providing in-home care for cats while their owners are away. The service is Animal Care and Pet First Aid trained, ensuring pets receive safe and reliable care in a familiar environment. The name 'Moggie' originates from the distinctive Moggie Minder's car, which inspired the business name.

Over a four-week period, I developed a new logo that clearly represented the business and its services. This included creating a range of logo concepts and formats suitable for use as a car decal. Communication played a key role in the success of this freelance project. I maintained regular contact with the client via email and WhatsApp to share design concepts, gather feedback, confirm dimensions for the car decal, and refine the designs to meet the client's preferences.

A key requirement for the logo was to incorporate the client's signature cat, which had been part of the original business identity. The final design was built around this distinctive cat silhouette to create a personal and recognisable logo for the service.

It was also important to develop a unique colour palette that reflected the business ethos—calming, caring, homely, and welcoming—qualities that reassure clients that their pets are in safe and loving hands. The typeface used is Overlock SC, a thin, curved serif font that complements the design with a clean and professional appearance. The typography supports the cat silhouette without overpowering the main visual element, maintaining a balanced and approachable logo design.

The final logo has helped strengthen the business's recognisability and contribute to building a strong and growing list of loyal customers. It is now used across a variety of applications, including the car decal, customer gifts such as candles, and other merchandise, helping the business maintain a consistent and memorable visual presence.

@moggiemindersludlow



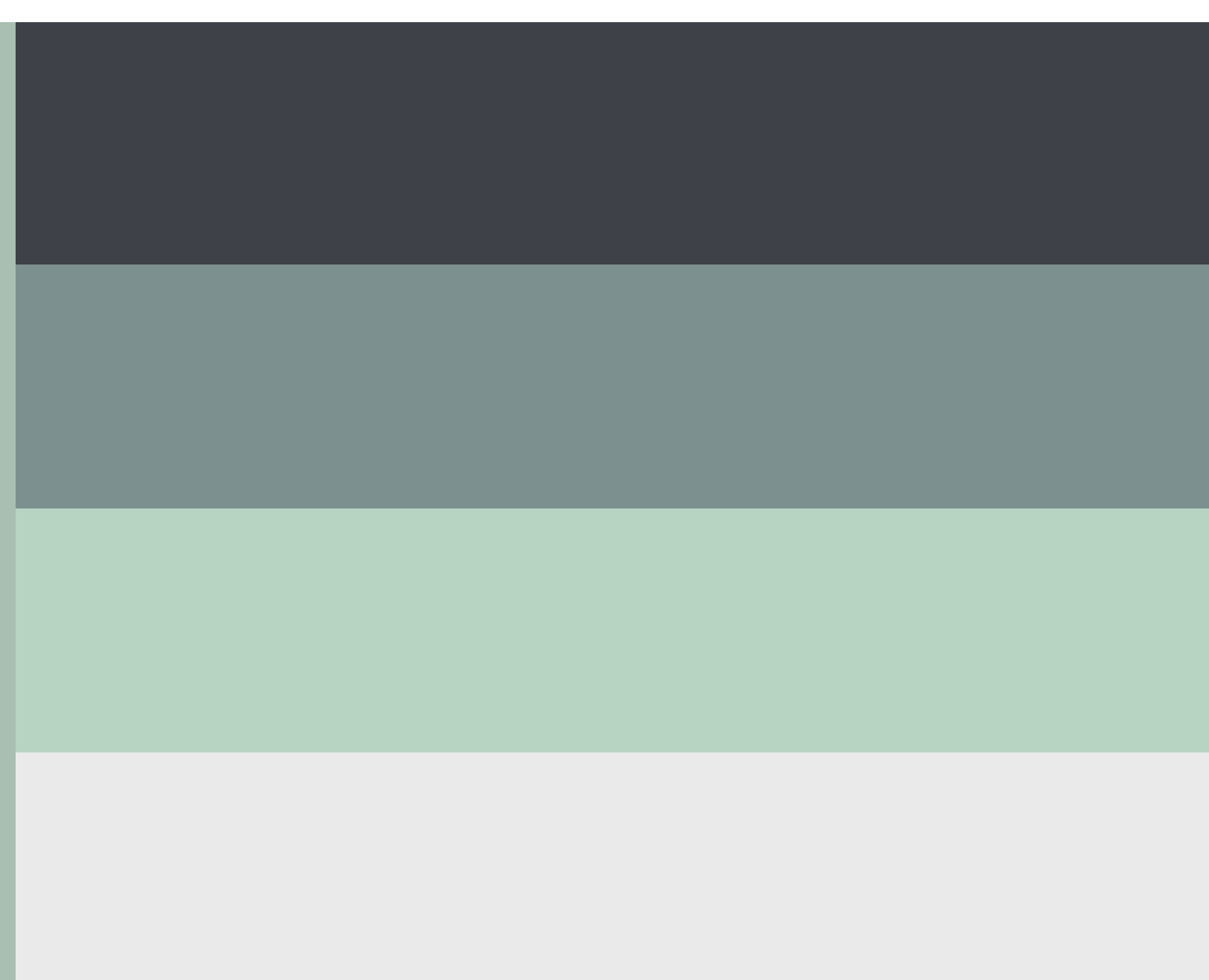
Logo



Type & Colour

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LMNOPQRSTU
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Applications



Moodboard



Signature Mark



Socials

