

Lilypilly

Logo Design

Challenge:

Long before Facebook, there were blogs. And everyone who knew a little 4-lb Papillon named Lily wanted to know what she was up to on a regular basis. Oh, and they thought the leashes and collars she wore were pretty cool too.

Solution:

A unique URL was needed for this little pup where she could blog to her heart's content and sell her pawmade wares, so the challenge to create an online identity started there. A search uncovered a tree from Down Under, called the lilly pilly, or *Eugenia smithii*. The lilly pilly is a type of small shrub, bush or tree native to Queensland, Australia with small pink-white berries. To make it all her own, the name was changed slightly to better fit our client: *Lily Pilly*. Or Miss Lily Pilly, as she prefers.

The logo needed to be small enough to be embroidered on labels for leashes, collars, and bike basket cozies. We also felt it important to pay homage to the namesake plant. A stylized snip of a lilly pilly bush, pink berries and all, became the moniker for this online presence.

Result:

Lily's legion of loyal fans now checks her Facebook page to see what she's doing and where she's going. And, occasionally, someone buys a collar or two. But the main focus of her site continues to be keeping her fans abreast of her musings.

