

FA / YSDN 4007 Corporate Identity

# ***Global Pet Foods***

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Rebrand Project

## **Phase One: Research & Design Direction**

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Part One

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# ***Research***



# Organization

Global Pet Foods is a company that deals with specialty brands not found in your average grocery or big-box stores, stemming from their devotion to the health of pets and being picky about what is fed to them.

There are over 170 stores located throughout Ontario, Manitoba, Alberta, British Columbia, Nova Scotia, New Brunswick, Prince Edward Island and Quebec. Global Pet Foods are franchised and independently owned and operated by people who are doting pet parents, agility enthusiasts, animal advocates, and trainers who have a wealth of knowledge about pet nutrition and pet care.

The current heads of Global Pet Foods are:

Jim Walker - Chairman of the Board  
Paul Thompson - CEO  
Dino Fragaglio - GPF President<sup>1</sup>

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<sup>1</sup> "Global Pet Foods Makes Management and Ownership Changes," Canadian Business Franchise, May 12, 2016, accessed January 17, 2017, <http://www.franchiseinfo.ca/news/global-pet-foods-makes-management-and-ownership-changes/>.

At Global Pet Foods, they specialize in natural and holistic pet food, pet treats, and supplements, and also carry a wide selection of Health & Beauty supplies (shampoos, grooming tools, dental products, etc.), toys, carriers and crates, beds, clothing, leashes and collars, and training tools. Whether your pets are cats and dogs, birds, fish, or small animals such as hamsters and ferrets, Global Pet Foods is the place to get what you need.<sup>2</sup>

A selection of just some of the brands carried by Global Pet Foods can be found on the following page.

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<sup>2</sup> "About Us | Global Pet Foods," GLObal Pet Foods, 2014, accessed January 15, 2017, <http://www.globalpetfoods.com/about-us>.

Fig. 1 (from left to right): Paul Thompson, Dino Fragaglia, and Jim Walker



# Brands Carried



Fig. 2: Select brands carried in the Global Pet Foods stores.



## Core Mission

Caring for pets must include these four elements: Mind. Body. Soul. Spirit. By offering a unique and wide selection of wholesome pet food, accessories and supplies that encompass these four elements, we are committed to helping pet parents make informed decisions for the total health and well-being of their pets.<sup>1</sup>

## Tagline

Canada's Healthy Choice for Pets

## Objective / Goals

The objective/goal behind Global Pet Foods is to offer a healthy alternative to the average pet food options available. The intent is to help make sure all customer companion pets are happy and healthy. This is done via specialists to assist in finding solutions to problems such as dental issues, allergies, joint stiffness, and any other problems that may arise.

## Business Strategy

Striving to be the top in their area for pet care, Global Pet Foods helps to make a difference for animals by getting involved in fundraisers/charity events each year to help support animal rescue shelters and find homes for those who need them.

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<sup>1</sup> "About Us | Global Pet Foods," Global Pet Foods, 2014, accessed January 15, 2017, <http://www.globalpetfoods.com/about-us>.

# Back Story

Global Pet Foods first originated in 1976 in the town of Scarborough, Ontario. However, it wasn't until the early 1990's that it began to become the franchise it is known as today. In 1992, an avid pet lover by the name of Jim Walker began a pet food delivery service, which inspired him to want to buy a franchise. Within the following year, he opened his first Global Pet Foods location in the Toronto neighbourhood of Forest Hill. His success here would lead to the opening of another location in the neighbouring community of Rosedale in 1994.

In 1995, Walker purchased Global Pet Foods, followed by the acquirement of Ryan's Pet Foods in 1997. Walker was joined by Dino Fragaglia as a partner in 2003 and Paul Thompson in 2005. All three are still active members today.<sup>1</sup>

<sup>1</sup> "40th Year Anniversary," GLObal Pet Foods, 2016, accessed January 14, 2017, <http://www.globalpetfoods.com/anniversary40>.

In 2016, Jim, Paul and Dino purchased majority shares in Global Pet Foods' parent company, Franchise Bancorp (50% purchased from former board chair Ted Loyst, who sold his remaining holdings to them as well, thus making them majority shareholders). The announcement was made at the 40th anniversary of Global Pet Foods, where they also voiced their intent to pursue purchasing the remaining shares as well.<sup>2</sup>

<sup>2</sup> "Management & Ownership at Global Pet Foods," Canadian Franchise, July 8, 2016, accessed January 15, 2017, <http://www.canadianfranchisemagazine.com/news/management-ownership-changes-at-global-pet-foods/>.

Fig. 3-5 (clockwise from left): The first Global Pet Foods location in Scarborough, ON; Chairman of the Board, Jim Walker.



# Current Identity

The current identity of Global Pet Foods consists of a cartoon set of a cat and dog, placed on top of a red maple leaf (on occasion it can appear white). The typeface is a solid, bold-like sans serif font and reads "Global Pet Foods." This can be presented in the colour options of black, white or red.

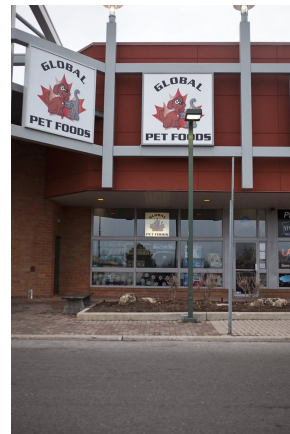
Their brand currently appears on the front of all store locations, as well as on posters, newspaper ads and trucks. In most of these spaces, the typeface stands out very noticeably, especially in places where the white type is on a red background. The visual of the animals on the leaf seems to be a bit of a problem, however. From a distance, as well as when scaled down, they seem to blend together and the visual is lost entirely.

Potential environments that the Global Pet Foods identity could expand into would be billboards, clothing wear (such as shirts, hats, sweaters, etc.) and products such as food dishes and other containers.



**Canada's Healthy Choice For Pets**

Fig. 6-11 (clockwise from left): Global Pet Foods (Halifax, NS); Global Pet Foods (Oakville, ON); Global Pet Foods (Moncton, NB); Yellow Pages ad; Global Pet Foods delivery truck



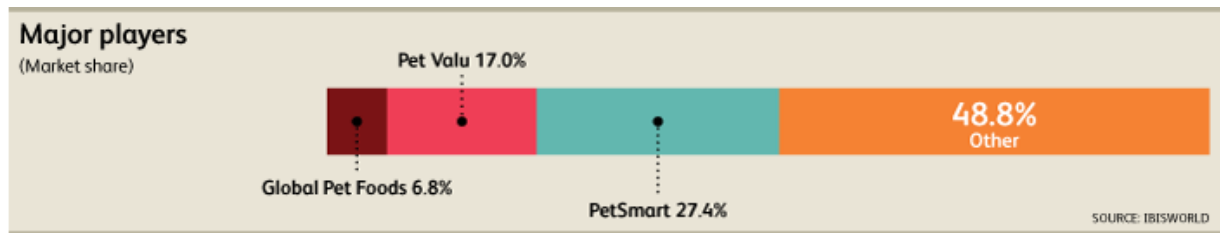
Global Pet Foods operates within the Pet Care market, with a specific focus on the health and well-being through healthy eating and activity. GPF is currently ranked among the top three pet food stores in Canada alongside Pet Valu and PetSmart, per market research as of August 2016. Per an excerpt from the report:

The company, formerly known as Global Ryan's Pet Foods, has more than doubled in size over the past five years thanks to its franchise model, which has attracted a number of independent operators with an interest in the pet supplies sector. To date, the company's footprint has been primarily confined to the Maritime Provinces, western Canada and Quebec. Global Pet Foods made inroads into the United States in 2011 by opening two stores in Connecticut; however, the company currently has no significant plans to expand its footprint in the United States.

Global Pet Foods has been the fastest growing company within the Pet Stores industry over the past five years. While the company is privately held and does not release financial information publically, IBISWorld estimates the company's system-wide sales will reach \$123.9 million in 2016, representing annualized growth of 13.5% over the past five years. This growth can be largely attributable to the company's franchise model, which requires little capital outlay from the parent company and benefits from the large incentive that independent franchisees have in the success of their own store. Global Pet Foods expansion is also related to its focus on pet nutrition, which has been an overarching industry trend over the past five years.<sup>1</sup>

<sup>1</sup> "Market Research Reports & Analysis," IBISWorld, August 2016, accessed January 18, 2017, <http://clients1.ibisworld.ca/reports/ca/industry/majorcompanies.aspx?entid=1103#MP10103>.

Fig. 12-13 (top or bottom): Market share rankings of the top 3 pet food stores in Canada; Global Pet Foods financial performance from 2011-2016



### Global Pet Foods (industry-specific operations) - financial performance\*

Year	Revenue (\$ million)	(% change)	Operating profit (\$ million)	(% change)
2011	65.8	5.0	2.0	41.5
2012	109.1	65.8	3.5	71.2
2013	115.1	5.5	5.1	45.0
2014	119.1	3.5	4.4	-13.0
2015	121.2	1.7	4.5	1.7
2016	123.9	2.3	5.0	11.2

\*Estimates

SOURCE: IBISWORLD

# Competition

The main competitors of Global Pet Foods would be other pet food chains, such as PetSmart, Pet Valu, Mondou, Petland and Pet Planet. Unlike Global, these companies appear to focus more on a variety of items and not just food. They may carry some select healthy alternatives for pets, but it doesn't appear to be their main focus as it is with Global Pet Foods.

Below you can see the visual identities of the competition. In regards to their appearances, they do seem to have a much more refined and professional-looking take on their brand. Each seems to utilize only two solid colours to present their identity, with all of them being pretty simple in design (Pet Planet and Petland appear as the most complex). In contrast, the Global Pet Foods logo utilizes a gradient and a cartoon of animals in full colour that appears to be clipart or drawn by hand.

Fig. 14-18 (clockwise from left): Pet Valu; PetSmart; Pet Planet; Petland; Mondou





Global Pet Foods is all about the animals and working to make sure they are healthy by supplying pet owners with some of the best foods and brands.

Even though it's constantly growing, Global Pet Foods has a very small town, locally-owned feel to it. It is all the animals and community, striving to be active in regards to looking after both. They show this through partnering with animal rescues and adoption programs, as well as fundraising for animal shelters.

Such examples of work that Global Pet Foods does with these organizations is host adoption and fundraiser special events at most of their stores. Their annual "Show Us Your Heart" campaign, which runs during the first two weeks of February each year, has raised almost \$1,000,000 to date. The funds are directed to over 120 pet rescues and animal shelters across Canada.<sup>1</sup>

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<sup>1</sup> "About Us | Global Pet Foods," Global Pet Foods, 2014, accessed January 15, 2017, <http://www.globalpetfoods.com/about-us>.

# Audience

The clients/audience that Global Pet Foods markets towards is for anyone who is a pet owner, or pet “parent”, and looking to keep their animals happy and healthy. As each location is independently owned and operated by pet parents and animal enthusiasts, that makes the employer just as much clients as anyone else.

The points of contact between the company and the customer would be the sales associates located at each store, as they are the employees who interact with the public on a daily basis. It is the job of these workers to help guide and enlighten any customers who need the assistance, so as to make sure that they make the most knowledgeable decision in regards to their pets.

## Customers Feedback for GPF

*“Very friendly and helpful staff. Clean store with lots of good, clean(er) products. They always have specials or deals going on. I prefer these smaller shops versus the pet megastores.”*

*“I’ve been to many pet stores over the course of 5 years I’ve had my dog. This place absolutely rocks in terms of selection, price, and knowledgeable staff. I attribute this place for finding the right food for my dog’s allergies. Now I don’t go anywhere else for my pet food and accessories...also every 10th bsg if free!”*

*“My go-to store for all my pet related needs. Friendly, knowledgeable staff and competitive pricing.”<sup>1</sup>*

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<sup>1</sup> “Global Pet Foods - The Beach - Toronto, ON,” Yelp, October 13, 2016, accessed January, 18, 2017, <http://yelp.ca/biz/global-pet-foods-toronto?osq=global+pet+foods>

# **Brand Challenges**

The present challenges for the Global Pet Foods brand involves trying to find a balance between its current appearance and that of its contemporaries. The current look for the brand has a very simple feel to it, but the competition all appear to have more refined and professional level identities. Creating a look that helps to elevate them to this professional level, while also maintaining that spark that has them stand out as simple and wholesome is the big hurdle that needs to be overcome here.

Due to this challenge, an additional one would be making this redesign while also maintaining a familiarity with the current clients of Global Pet Foods. The difficulty is trying to bring in new customers without alienating the pre-existing ones.



Part Two

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# ***Design Direction***



## Challenges

In regards to the Global Pet Foods redesign, some of the challenges we will be addressing are:

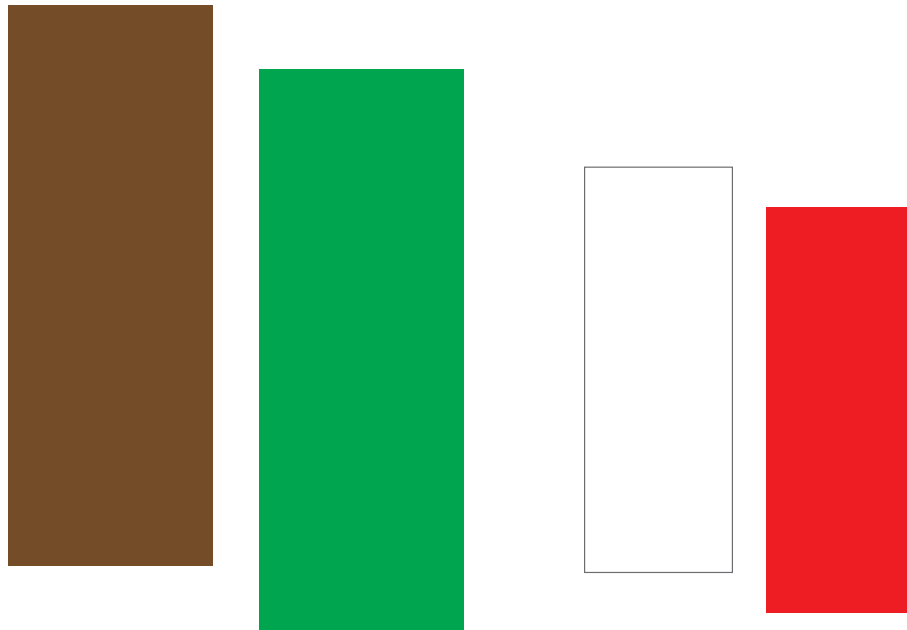
- Creating a much more scalable-friendly design that works in small spaces just as well as it does in large ones. Currently, Global's identity fails in small scale as everything blends together due to clour choices, details, etc.
- The current design doesn't look like much time and/or effort was put into making it. It appears as though someone just slapped clipart onto a maple leaf and that's all. The challenge here will be to make a new design that embodies aspects of what came before, but also taking steps towards the future with a design that rivals the competition in smoothness and professionalism.

## Essence Words

Three words to help with the rebranding process of Global Pet Foods have been put together to help keep things on track. They are:

- **Wholesome:** Conducive to or suggestive of good health and physical well-being.
- "the food is plentiful and very wholesome"
- **Nuturing:** Care for and encourage the growth or development of.
- **Local:** Belonging or relating to a particular area or neighborhood, typically exclusively so.

# Mood Board



## Colour Palette

The primary colours will change to green and brown, to give more of an organic and natural feel. White and red, both Canadian colours and former colours of the previous design, will be secondary colours.

## Logo Inspiration

The inspiration for the rebrand is for it to be something simple, with an organic or natural look to it. Working in an abbreviation to GFB is also a consideration, so logos of all these types have been included for inspiration.



# Global Pet Foods

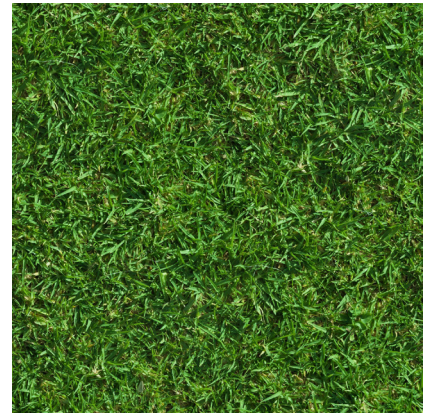
Caviar Dreams

## GLOBAL PET FOODS

Champagne & Limousines

## **GLOBAL PET FOODS**

Dylan Dog



### **Tone Inspiration / Textures**

These photos help to set the kind of tone we are hoping to have with the new rebrand; natural and organic with a sense of love for animals, putting their well being first.



Unknown. "Global Pet Foods Makes Management and Ownership Changes." May 22, 2016. Accessed January 17, 2017. <http://www.franchiseinfo.ca/news/global-pet-foods-makes-management-and-ownership-changes/>.

Unknown. "About Us | Global Pet Foods." 2014. Accessed January 15, 2017. <http://www.globalpetfoods.com/about-us>.

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Cohen, Anya. "Markey Research Reports & Analysis." August 2016. Accessed January 18, 2017. <http://clients1.ibisworld.ca/reports/ca/industry/majorcompanies.aspx?entid=1103#MP10103>

## Images

### **Petland Logo**

[http://pijaccanada.blogspot.ca/2015/10/sharing-stories-about-great-things\\_34.html](http://pijaccanada.blogspot.ca/2015/10/sharing-stories-about-great-things_34.html)

### **PetSmart Logo**

<http://adoptshelter.com/wp-content/uploads/2013/11/PetSmart.png>

### **Pet Valu Logo**

<https://cdn.ev buc.com/eventlogos/41487624/petvalusquarelogowr.jpg>

### **Pet Planet Logo**

<http://betheboss.ca/franchises/pet-planet>

### **Mondou Logo**

<http://www.sPCA.com/?p=9522&lang=en>

### **Global Pet Foods Logo**

<http://michaelcranis.com/sodaftp/Global%20Pet%20Foods/>

### **GPF Location (Halifax, NS)**

<http://www.yellowpages.ca/bus/Nova-Scotia/Halifax/Global-Pet-Foods/100397871.html>

### **GPF Exec Team**

<http://www.franchiseinfo.ca/news/global-pet-foods-makes-management-and-ownership-changes/>

### **Jim Walker**

<https://www.pinterest.com/pin/559924166141194889/>

### **First Scarborough Location**

<http://www.globalpetfoods.com/anniversary40>

### **GPB Truck**

<https://www.pinterest.com/pin/559924166141777296/>

### **Yellow Pages Ad**

<http://www.yellowpages.ca/bus/Ontario/Barrie/Global-Pet-Foods/696434.html>

### **GPF Location (Moncton, NB)**

<http://globalpetfoodsnb.ca/2016/06/our-moncton-store-is-growing-again/>

### **GPF Location (Oakville, ON)**

<https://www.yelp.ca/biz/global-pet-foods-oakville-oakville>

### **GPF Poster**

<http://www.globalpetfoods.com/free-pet-food-program>

### **Carried Brands**

<http://www.globalpetfoods.com/brands-we-carry>

**Financial Charts**

<http://clients1.ibisworld.ca/reports/ca/industry/majorcompanies.aspx?entid=1103#MP10103>

**Grassy Field**

<https://www.pexels.com/search/grass/>

**Dog in Grass**

<http://www.rd.com/wp-content/uploads/sites/2/2016/02/17-50-secrets-pets-grass.jpg>

**Cat / Dog Love**

<http://more-sky.com/WDF-272789.html>

**Organic Food Logo**

<https://stocklogos.com/logo/organic-food-3>

**Health Food Logo**

<https://www.pinterest.com/ameichen/logo/>

**Pet Food Logo Concept**

<https://s-media-cache-ak0.pinimg.com/originals/48/24/79/482479695201b9b2b44e8ce23778709c.jpg>

**Petnostics Logo**

<http://ww1.prweb.com/prfiles/2016/04/13/13952612/PetnosticsLogo.jpg>

**Tree Texture**

<https://www.pinterest.com/pin/523895369130573821/>

**Grass Texture**

<http://seamless-pixels.blogspot.ca/2015/04/green-lush-grass-texture.html>

**Letter-Themed Logos**

<http://animation-design.ft-leow.net/?p=531>

