

The Community Bark

2511 Drew Valley Road NE,
Brookhaven, GA 30319

04/28/2021

To whom it may concern,

I am writing to highly recommend Cassie Hanuscak with Caslyn Branding & Design for your branding and design needs.

We were in the process of building out our for-profit Dog Park/Beer Garden called The Community Bark, and we were stuck. We really needed help coming up with branding, a logo, and a color scheme that wowed us. We had so many other things to consider and neither my wife nor I had much bandwidth or experience in graphic design.

Cassie was the consummate professional and laid out the process and pricing to me in a very straightforward, reasonable, and honest manner. At our first meeting, we discussed the business and the why behind the name, location, the theme, reasons for doing it, and who we were. She then set to work building out three concepts informed by our feedback.

All three concepts were excellent and fully conceived, but we settled on the one that felt the most 'right'. We had mentioned that our late dog Kodi was a malamute, and the dog on the logo was a malamute and he had a smile. It all went together perfectly, and the colors matched what we had in our head but could not articulate. We did one more revision and we were there. She delivered several versions of the logo in square and round, small and large, in multiple file formats, complete with Pantone color palette and three colors. A social media launch pack was included for good measure. It was a grand slam.

Cassie's pleasant and friendly demeanor is very disarming. She was always easy to reach and communicate with, and she really was fun to work with. We were honestly floored with the quality of her work and the playfulness of the logo and how it captured the fun spirit of what we were looking to impart with the Bark. You would be foolish not to talk to her for your branding needs.

Regards,

Blake Beyer

Owner, The Community Bark

Ph: 404-433-9805

A handwritten signature in black ink, reading "Blake M. Beyer", followed by a long horizontal line extending to the right.