



# RICHARDSON

## ANIMAL SHELTER

Brand Identity & Social Media Campaign - Cassie Bonacci



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This Brand Package outlines the full visual identity for the Richardson Animal Shelter. Each section provides the guidelines, assets, and design elements needed to present the brand consistently across print and digital platforms.

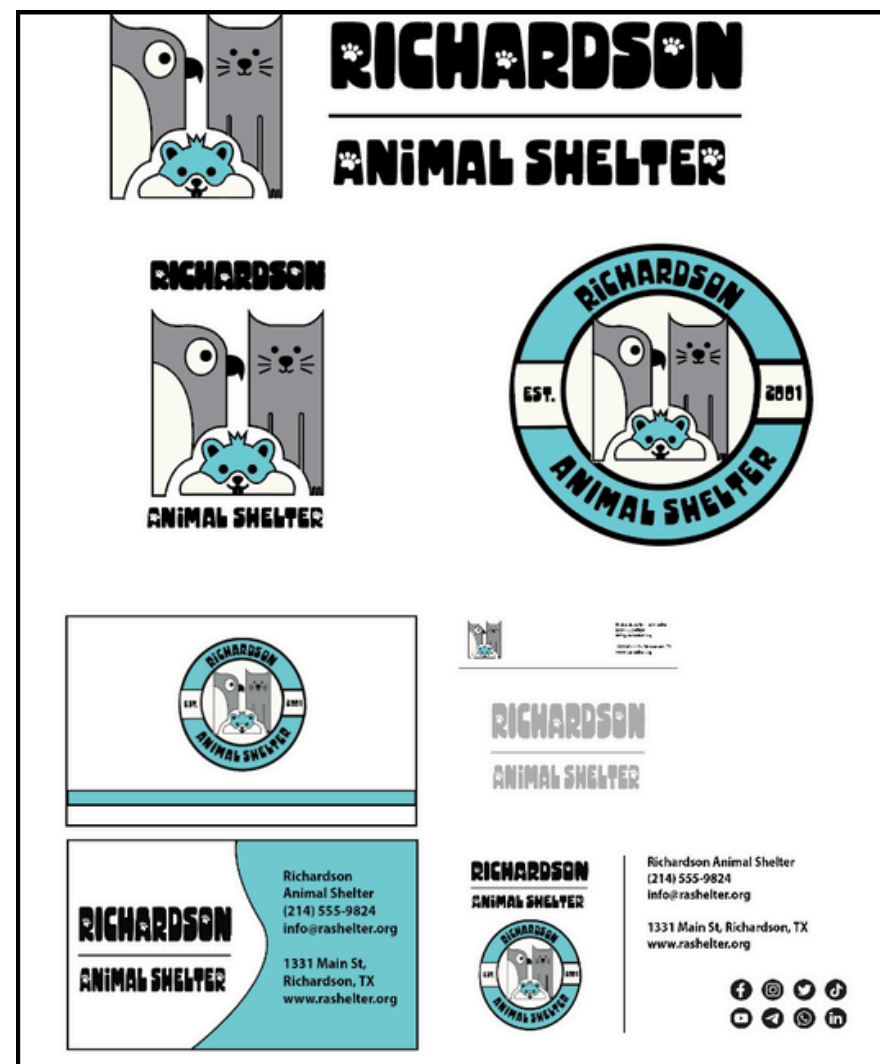
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# Company Background



The Richardson Animal Shelter is a community-focused facility dedicated to rescuing, rehabilitating, and rehoming animals in need. Serving the Richardson and greater Dallas areas, the shelter provides safe housing, medical care, and adoption services while educating the public on responsible pet ownership. Their mission centers on compassion, second chances, and community connection.

# Brand Design Description



The Richardson Animal Shelter brand is built on warmth, trust, and heart. The visual identity emphasizes compassion, approachability, and professionalism, using clean layouts, bright imagery, and friendly typography. The tone conveys hope and connection, encouraging the community to adopt, volunteer, or support the shelter.

# How to Use This Branding Package

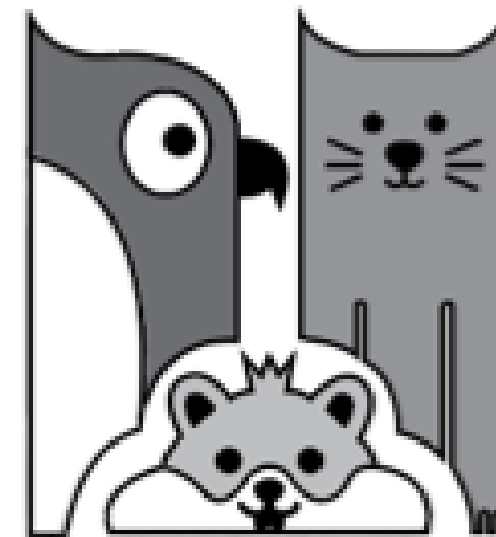
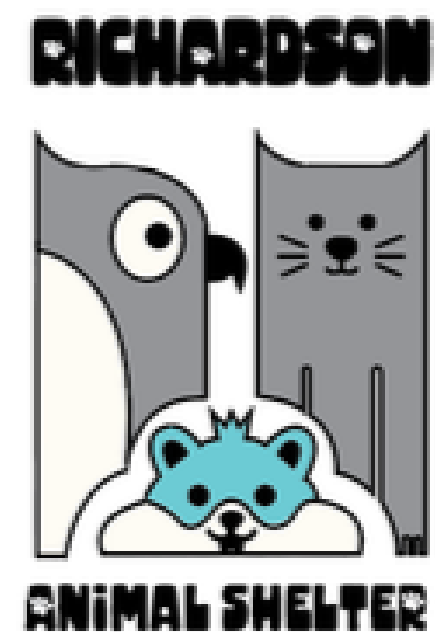
**This brand package provides a clear, cohesive visual identity designed to stay consistent across all digital and print applications. Each logo variation — horizontal, vertical, circular, and black-and-white — serves a specific purpose, ensuring the brand remains recognizable in any format, from wide website headers to narrow print layouts and small-scale digital icons.**

**The typography system uses Fur Real exclusively for the logo to preserve its unique personality, while Myriad Pro supports all other text for clean, modern readability. The color palette combines soft neutrals and a calming blue tone, creating a professional yet approachable look that works across every branded asset.**

**These elements come together in the business card, letterhead, and email signature, each designed to reinforce consistency and present the brand with clarity, structure, and professionalism.**

# Logo

## Rectangular Variations



## Circular Variation



The Richardson Animal Shelter logo system includes four flexible variations for consistent use across all platforms. The horizontal logo works best for digital headers and wide layouts, while the vertical version fits narrow spaces like posters and signage. The circular mark offers a compact option ideal for social media and small-scale applications. The black-and-white version ensures the logo stays clear and functional when color isn't available.

# Color Pallete

Hex Code  
#70cbd3

Hex Code  
#fefcf4

Hex Code  
#000000

Hex Code  
#949598

Hex Code  
#ffffff

# Font

## Font Overview

**RICHARDSON ANIMAL SHELTER**

FUR REAL

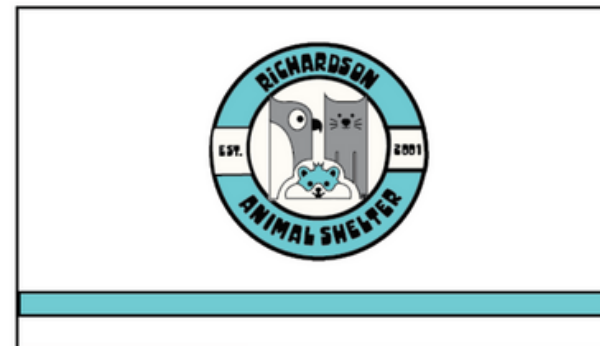
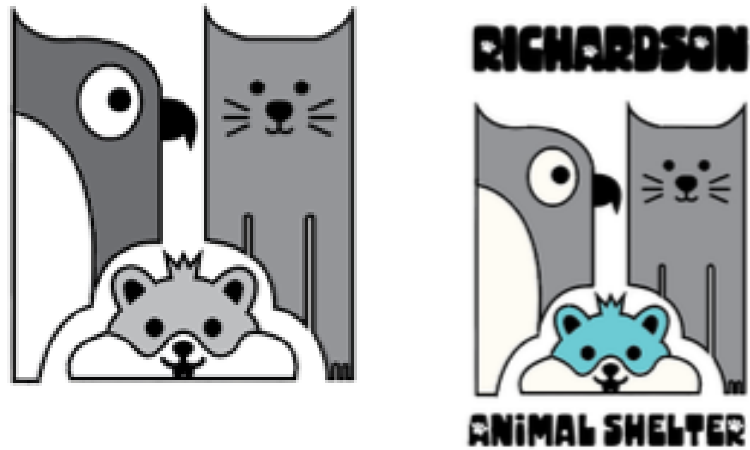
Fur Real is the custom font used exclusively for the main logo. Its unique personality helps set the brand apart and creates an identifiable visual signature. Because it carries strong character and style, this font is reserved for the logo only, ensuring it stays distinctive and recognizable. Using Fur Real solely for the logo maintains consistency and prevents visual overload across other brand materials.

**Richardson  
Animal Shelter  
(214) 555-9824  
info@rashelter.org**

Myraid Pro

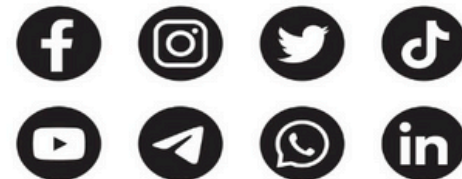
Myriad Pro is used throughout the brand for all supporting text, including headings, subheadings, and body content. It was chosen because it's clean, modern, and highly readable in both print and digital formats. This makes it a reliable choice for communicating information clearly without competing with the more expressive logo font.

# Brand Imagery

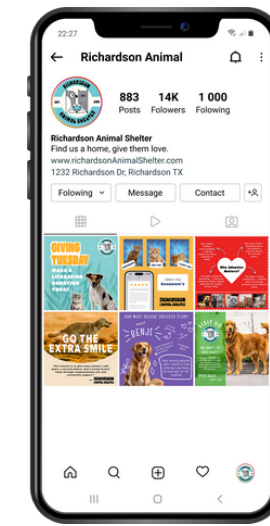


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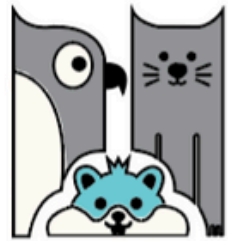


# Business Card and Email Signature



The business card and email signature apply the brand's clean, modern style through consistent colors, typography, and logo use — creating a clear, professional first impression in both print and digital communication.

# Letterhead stationary page



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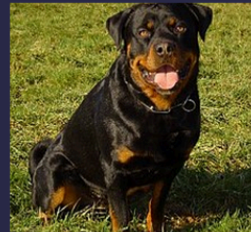
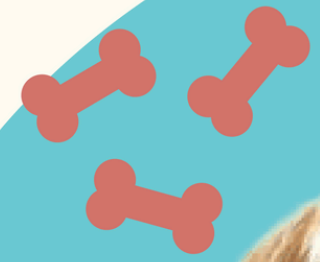
**RICHARDSON**

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**ANIMAL SHELTER**

The letterhead design applies the brand's color palette and typography in a clean, structured layout, ensuring all written communication looks professional, cohesive, and instantly recognizable.

# GIVE A PET A SECOND CHANCE.



**ADOPT TODAY!** CONSIDER ADOPTING A RESCUE DOG

**PLEASE CONTACT** [\(972\) 744-4480](tel:9727444480) [@RichardsonAS](https://www.instagram.com/RichardsonAS)



**OPEN EVERYDAY!**  
8am - 6pm

## Poster page

Designed with approachable colors and heartfelt imagery, this poster invites the community to meet adoptable pets and support the Richardson Animal Shelter. The layout keeps the message clear, engaging, and on-brand.

# Social Media

**Why Adoption Matters?**

- You reduce shelter overcrowding — making space for more animals in need.
- You save a life — adopting gives an animal a second chance at a loving home.
- You fight unethical breeding — choosing adoption helps reduce demand for puppy/kitten mills.
- You gain a loyal companion — shelter pets are loving, grateful, and ready to bond.

**OUR MOST RECENT SUCCESS STORY**

meet **BENJI**

A very good boy

1 yr 7 months

Floppiest Ears

Loves fetches & All the snacks

Benji recently adopted after 7 months of care entering a new family he could wait for the cuddles!!

**Meet the Beaumont's**

**RICHARDSON ANIMAL SHELTER**

**GIVING TUESDAY**

**MAKE A LIFESAVING DONATION TODAY.**

**RICHARDSON ANIMAL SHELTER**

**GO THE EXTRA SMILE**

"Our mission is to give every animal a safe place, a second chance, and a loving forever home through compassionate care and community support."

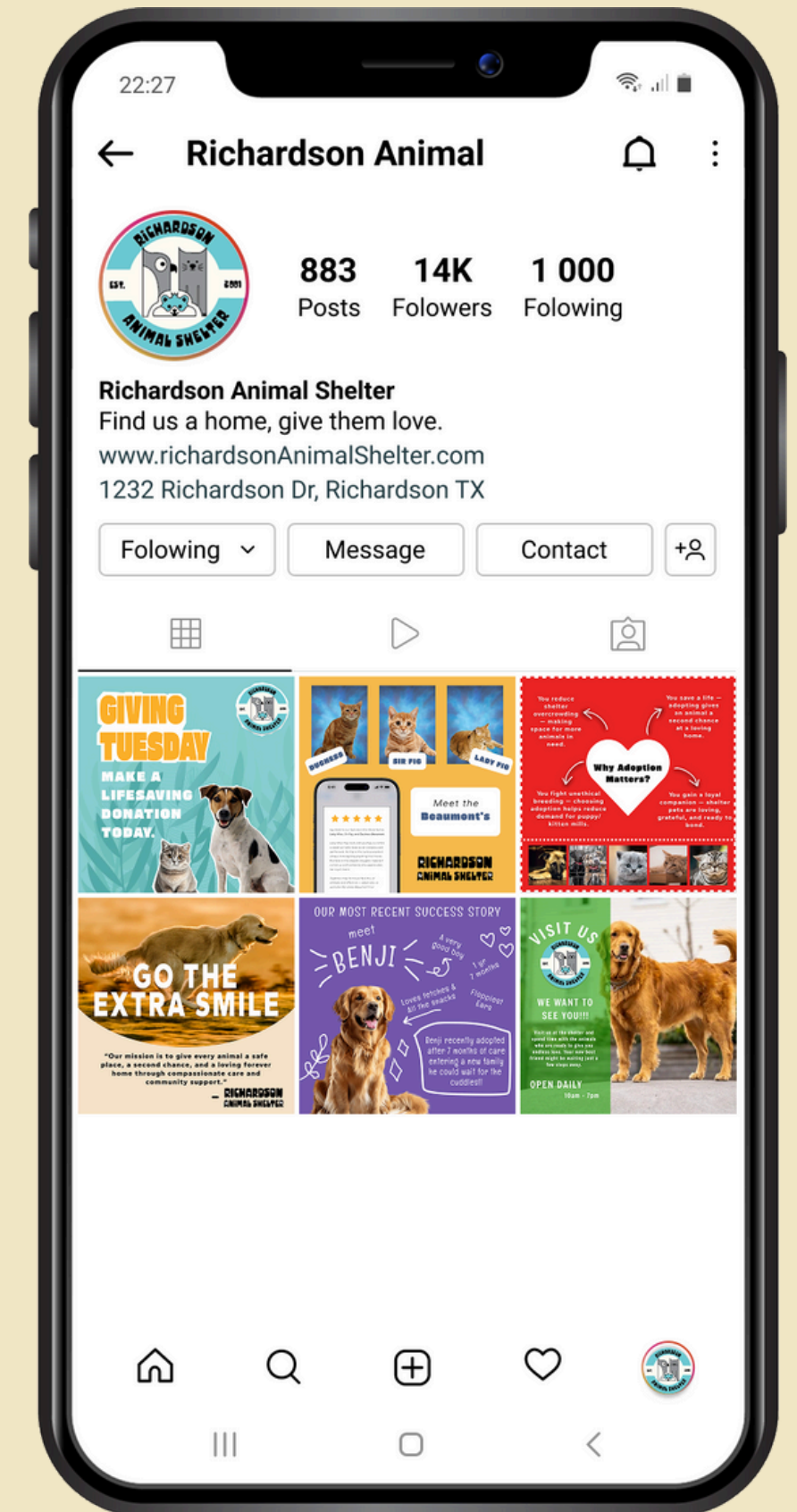
**RICHARDSON ANIMAL SHELTER**

**VISIT US**

**WE WANT TO SEE YOU!!!**

Visit us at the shelter and spend time with the animals who are ready to give you endless love. Your new best friend might be waiting just a few steps away.

**OPEN DAILY**  
10am - 7pm



This six-post Instagram campaign uses clean, adaptable designs to clearly communicate the shelter's mission. Consistent branding, strong visuals, and simple messaging make the series easy to repurpose across platforms while keeping the audience engaged.

# Closing Comments

Throughout this project, I faced challenges — especially with refining my layouts, staying consistent across platforms, and making sure each piece felt connected to the overall brand. However, these challenges pushed me to improve my design skills and better understand how a full brand system works. I learned how important consistency, clarity, and purposeful design choices are when creating a professional identity. I also really enjoyed bringing the Richardson Animal Shelter's mission to life through color, typography, and imagery. Overall, this project helped me grow as a designer and gave me a deeper appreciation for building a cohesive brand from start to finish.

meet **BENJI**

A very good boy

1 yr 7 months

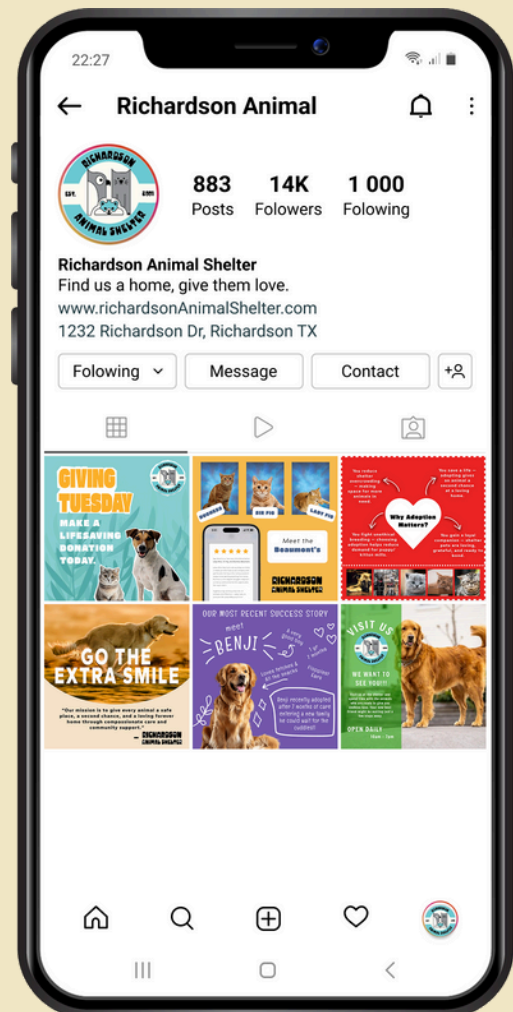
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**OPEN EVERY**  
8a