

# Richardson Animal Shelter

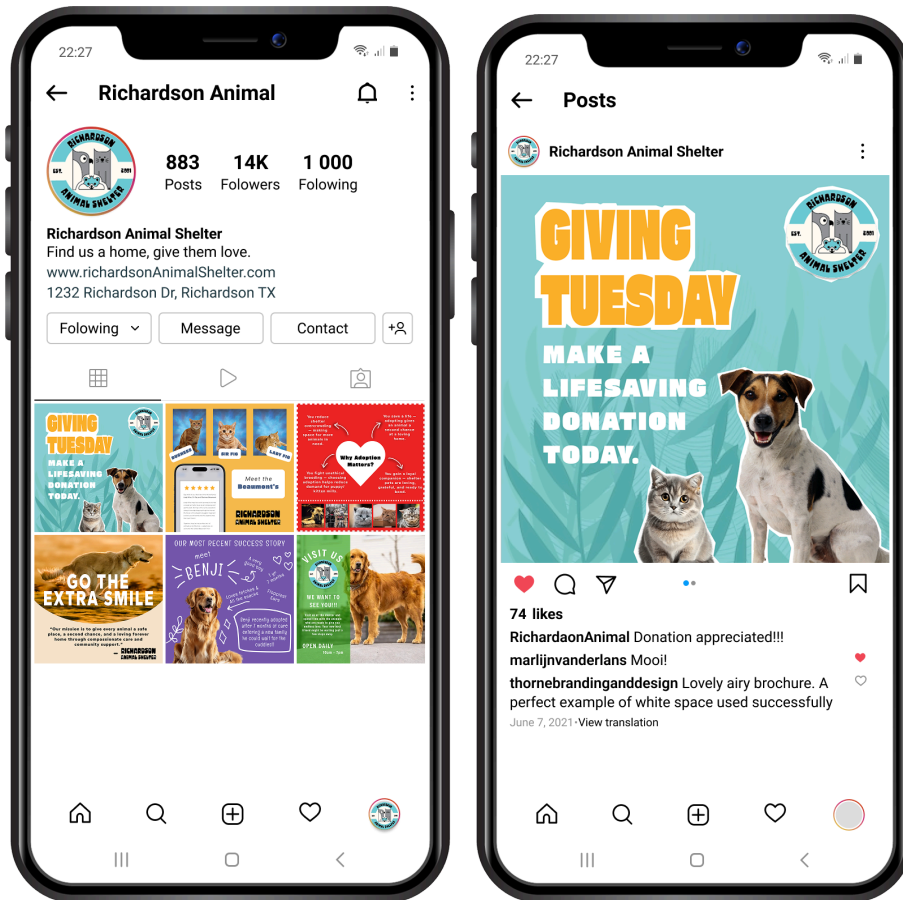
Made by Cassie Bonacci

## Social Media Marketing Campaign Deliverable

### Project Overview

This deliverable includes a collection of social media marketing designs created for Richardson Animal Shelter. The purpose of this campaign is to increase community engagement, promote pet adoptions, highlight shelter events, and encourage donations through a cohesive and visually engaging social media presence.

The designs were created with a friendly, approachable, and uplifting visual style that reflects the shelter's mission of helping animals find safe and loving homes.



## Design Goals

- Create a cohesive and recognizable social media presence
  - Encourage community interaction and support
  - Promote pet adoptions and shelter awareness
  - Design content that is visually engaging and easy to understand
  - Maintain a warm, welcoming, and playful visual identity
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## Visual Style

The campaign uses:

- Bright and inviting colors
  - Bold, modern typography
  - Consistent branding elements
  - Animal-centered imagery
  - Clean layouts optimized for social media engagement
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## Software Used

- Figma
  - Adobe Photoshop
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## File Information

All assets were designed for digital and social media use. Files are organized and prepared for presentation and promotional purposes.

# GIVING TUESDAY



MAKE A  
LIFESAVING  
DONATION  
TODAY.



## **Giving Tuesday Post**

Designed to encourage donations and community participation during Giving Tuesday through impactful messaging, strong visual hierarchy, and emotionally engaging imagery that highlights the importance of supporting shelter animals.

**DUCHESS**

**SIR FIG**

**LADY FIG**

9:41

★★★★★

Say hello to our fanciest little feline family  
*Lady Miso, Sir Fig, and Duchess Beaumont.*

*Lady Miso may look a bit grumpy, but she's a sweet girl who loves quiet company and gentle pats. Sir Fig is the curious explorer, always investigating anything that moves. Duchess is the elegant snuggler, happiest curled up with someone who appreciates her royal charm.*

*Together, they're the perfect mix of attitude and affection — adopt one, or welcome the whole Beaumont trio!*

Meet the  
**Beaumont's**

**RICHARDSON**  
**ANIMAL SHELTER**

### Meet the Beaumont's Post

Designed as an adoption spotlight campaign introducing a featured feline family in a warm and playful way. The post combines personality-driven descriptions, engaging pet photography, and inviting typography to help viewers emotionally connect with the animals while encouraging adoption and interaction with the 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**

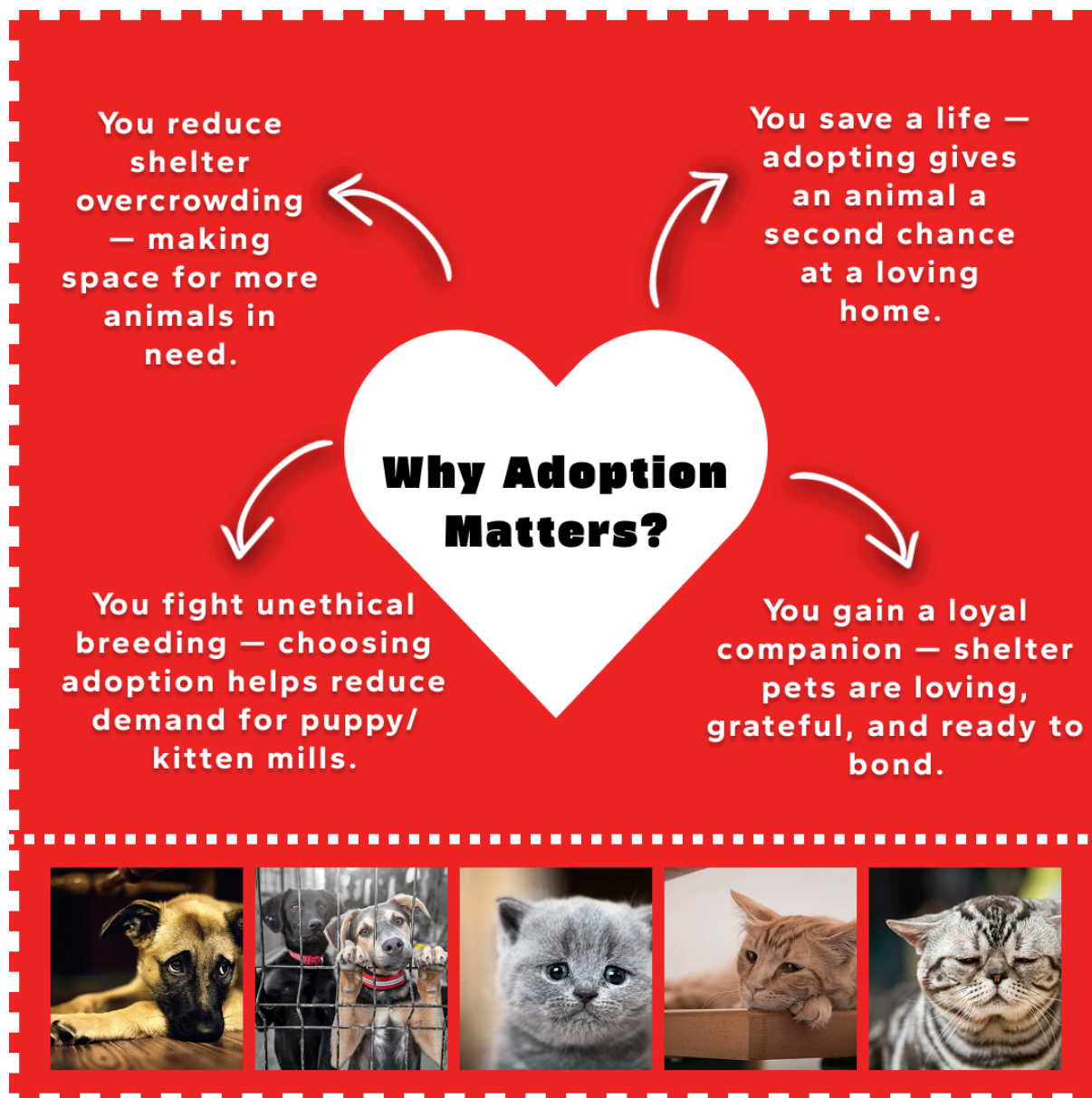
### **Go the Extra Smile Post**

Designed to communicate Richardson Animal Shelter’s mission through uplifting imagery and emotionally driven messaging. The post uses warm colors, bold typography, and inspirational language to create a positive emotional connection while encouraging viewers to support adoption, donations, and community involvement.



### Success Story Post – Benji

Designed to celebrate successful adoptions and create an emotional connection with viewers by sharing Benji's journey to finding a forever home. The playful typography, handwritten elements, and bright colors create a warm and uplifting tone that highlights the shelter's positive impact and encourages future adoptions.



### Why Adoption Matters Post

Designed to raise awareness about the importance of pet adoption by creating an emotional connection between viewers and shelter animals. The post uses impactful messaging, engaging visuals, and a warm visual style to encourage compassion, community involvement, and giving animals a second chance at a loving home.

Thank you for the opportunity to create this social media campaign for Richardson Animal Shelter.

The provided deliverables were designed to support the shelter's online presence through engaging, cohesive, and community-focused social media content. All final assets included in this package are prepared for digital and promotional use.

Please feel free to reach out with any future design updates, additional marketing materials, or branding needs.

Thank you again for your time and collaboration.

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