

**S.T.A.R**



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# 1. Profile

## Organization

Non Profit Name

Street Tails Animal Rescue

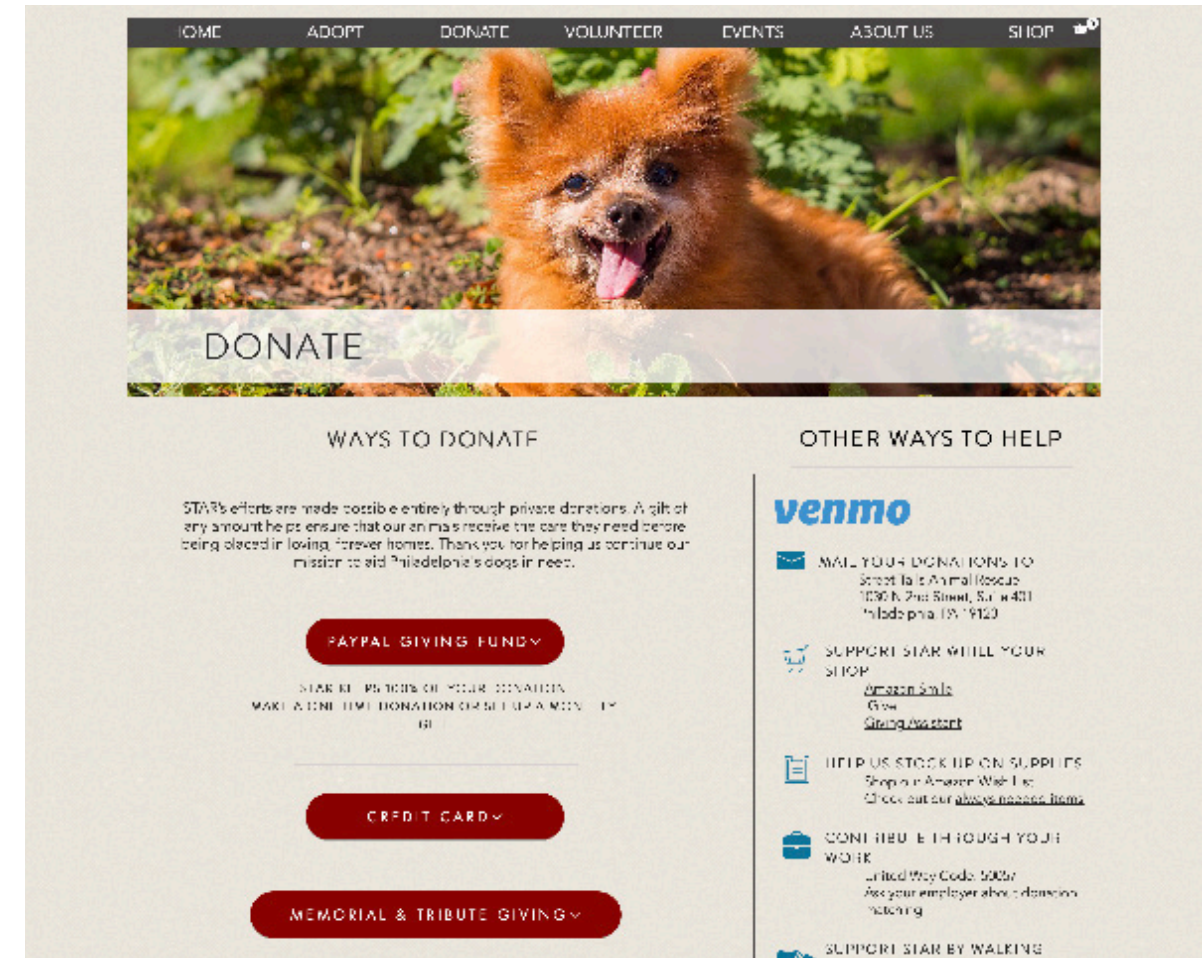
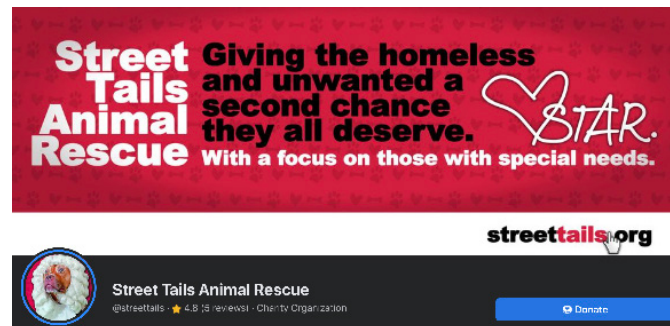
History

Street Tails Animal Rescue began in 2001 as a one woman effort to literally save one dog at a time. Initially operating out of her pet store, The Chic Pet-ique, founder Lindsay Condefer spent years pulling and adopting out one dog at a time. In 2010, with the help of friends and supporters, her dream to help even more dogs in need became a reality. The operation blossomed into its own location. Since then the number of animals STAR has helped find loving homes has grown exponentially.



## Visual Audit

As of Nov 30th 2021



## Mission

### Who

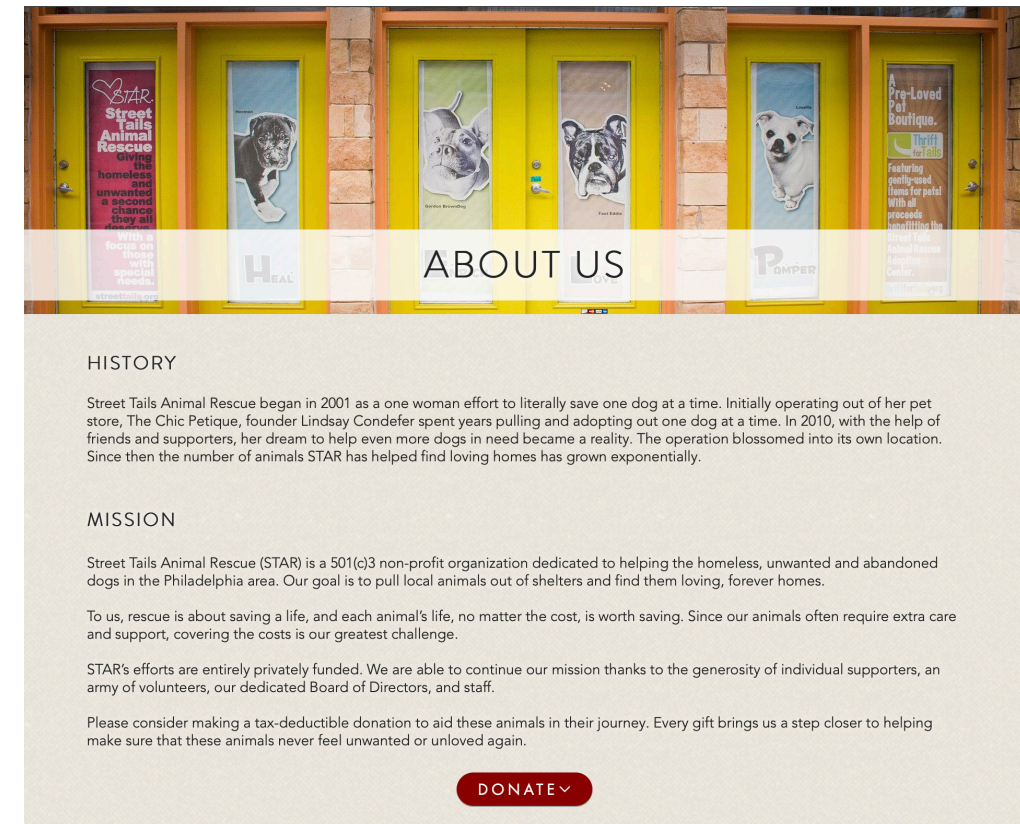
S.T.A.R is a dog rescue non-profit operation. Their website provides information on how any individual can help at all different levels. S.T.A.R appears to be a smaller scale dedicated organization with intentions to make change with moderate attention towards developing themselves as a brand. While already establishing themselves with over 25,000 followers between Twitter and Facebook, with a cohesive aesthetic and more consideration in branding there is plenty of potential.

### What

S.T.A.R is not a shelter. However, their service is finding sheltered dogs homes. They are being a middleman and attempting to affect the cruel nature of animal shelters. As a designer I believe their service is unclear visually. There is evidence of this on their site within their FAQ, where people are asking them questions regarding grooming, sheltering, food sales Etc. That said, communicating their intention of relocating dogs can be communicated visually and worth investigating. Finally Street Tails Animal Rescue as far as I can tell through my research is strictly related to providing care for dogs. I don't believe this is communicated clearly within their name or design.

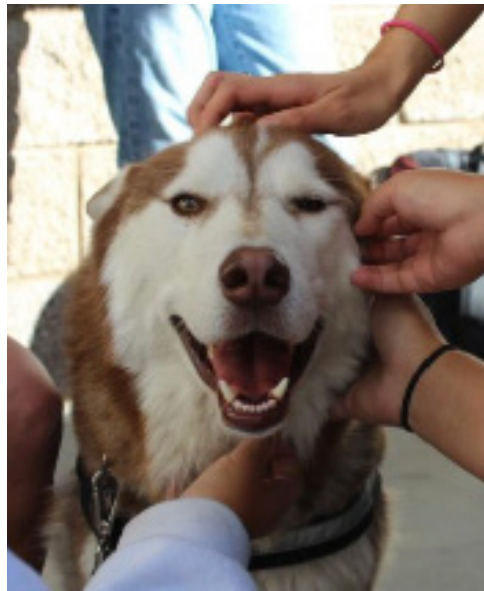
### Why

In the past 3 years there has been a decrease in euthanized shelter animals. The number of annual euthanizations went from over 2.6 million in 2011 to under 1 million in 2019. Breeding animals is a profitable business leading to an unhealthy ratio between animals being produced to animals being homeless, unwanted and abandoned.



S.T.A.R Website as of 12/7/21

## Audience



Street Tails Animal Rescue is attempting to reach all dog lovers. More specifically people who are willing to provide labor or services for local stray, sheltered or neglected dogs. While occasionally accepting surrendered dogs, Street Tails also sell dog licenses and provide plenty of information from where to get your pet microchipped to suggestions on local grooming, walking and sitters.

Apart from their services, Street tails also has volunteer programs. Targeted for people 16/17 years as a junior and 18 and up as an adult.



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## Competition



PAWS is a 501(c)3 non-profit organization dedicated to saving Philadelphia's homeless and at-risk pets. PAWS is the city's largest rescue partner and provider of affordable, basic veterinary care for pet owners and rescue organizations that cannot otherwise access it. Each year, PAWS finds loving homes for thousands of animals in need, and enables thousands of families to keep their cherished pets. PAWS is working to make Philadelphia a no-kill city where every savable pet is guaranteed a home.



ACCT Philly is the region's largest animal care and control service provider, serving the City of Philadelphia by contract. ACCT Philly offers adoption, foster and volunteer programs as well as owner surrender prevention resources. Located in North Philadelphia, it takes in nearly 18,000 animals annually, from dogs and cats, to small animals, reptiles, birds and wildlife. ACCT Philly is open seven days a week — except for major holidays. Apart from their services, Street tails also has volunteer programs. Targeted for people 16/17 years as a junior and 18 and up as an adult.



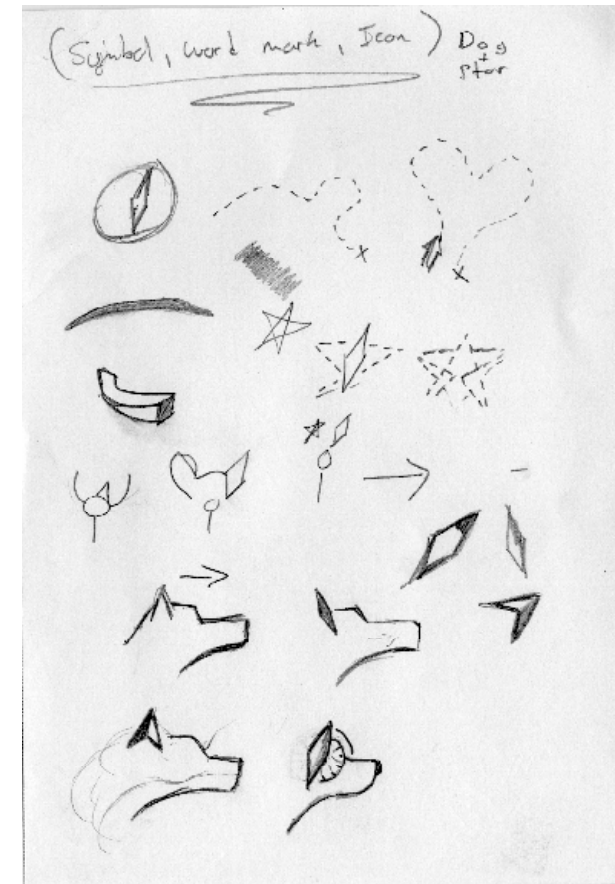
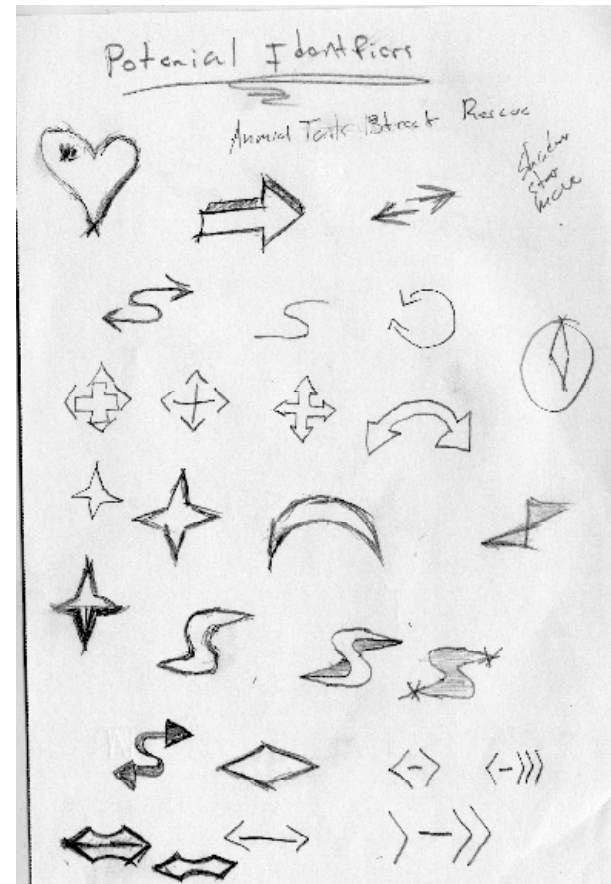
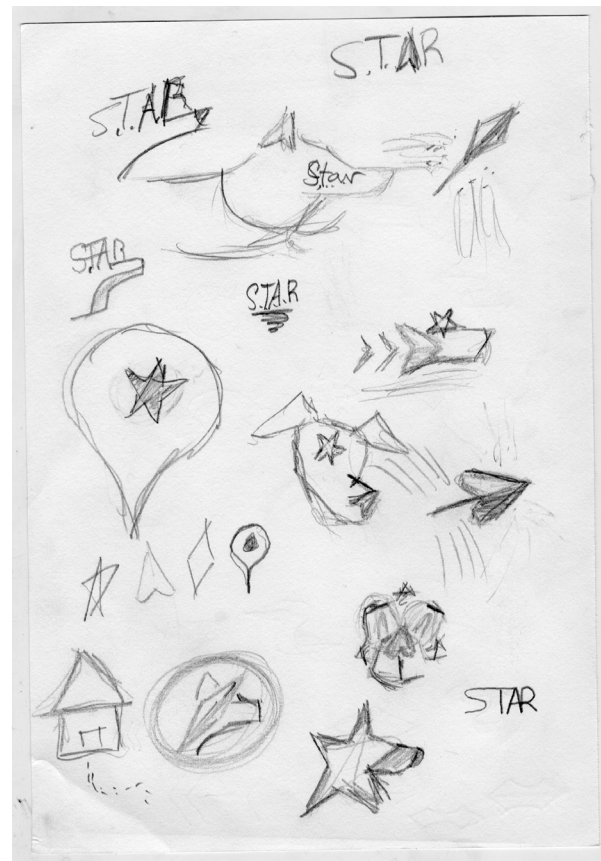
The PSPCA's mission is to protect animals, prevent cruelty and to improve the health and quality of life throughout Pennsylvania. We do this through our four physical locations — North Philadelphia, Danville, Lancaster and Main Line Animal Rescue, as well as through our Humane Law Enforcement Department which covers 18 counties throughout the state.

## Stakeholders Chart

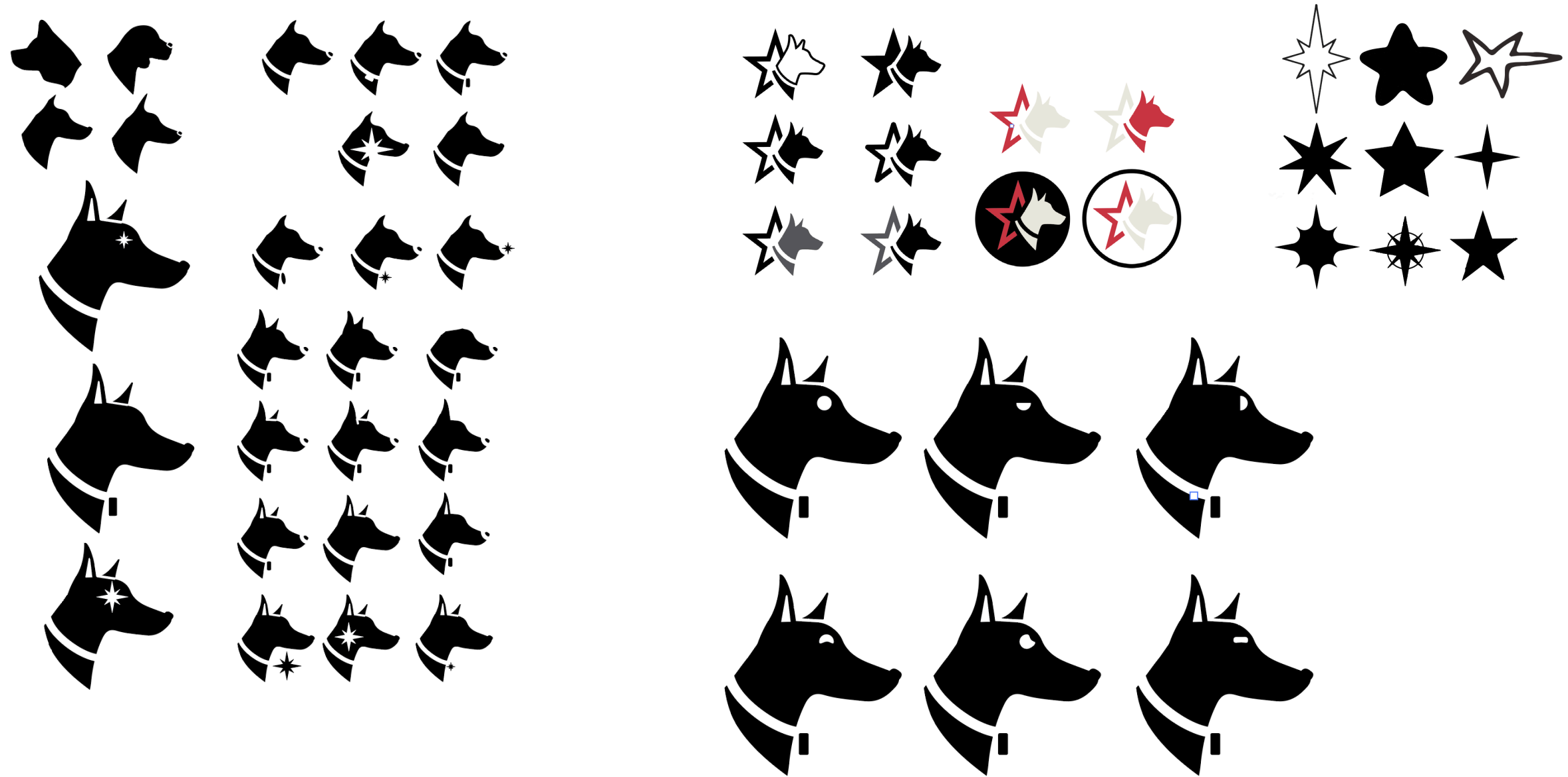


# 2. Design

## Pencil Sketches



## Digital Sketches



## Before and After



Before



After



Before



After

## Logo Variations



**Street  
Tails  
Animal  
Rescue**



## Lockups



**Street**  
Tails  
**Animal**  
**Rescue**



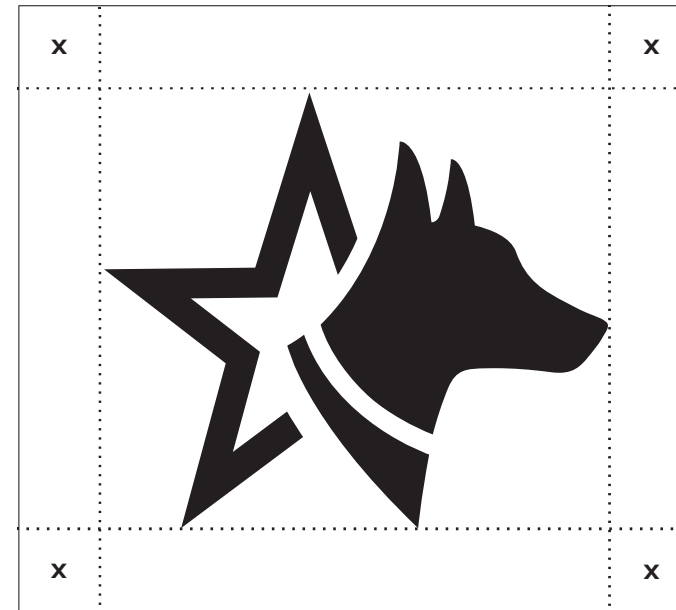


# 3. System

## Clear Space



x = ear height



x = s height

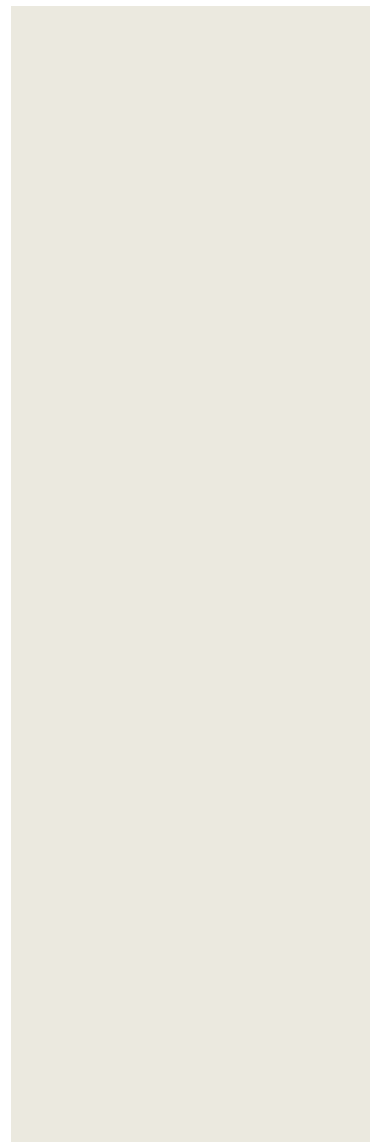


Min Size

.25in



## Color



**Beige**  
C:7 M:6 Y:11 K:0  
R: 234 G:230 B:221  
HEX: eae6dd



**Red**  
C:16 M:92 Y:73 K:4  
R: 200 G:54 B:69  
HEX: c83645

## Typeface

### Pangram

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

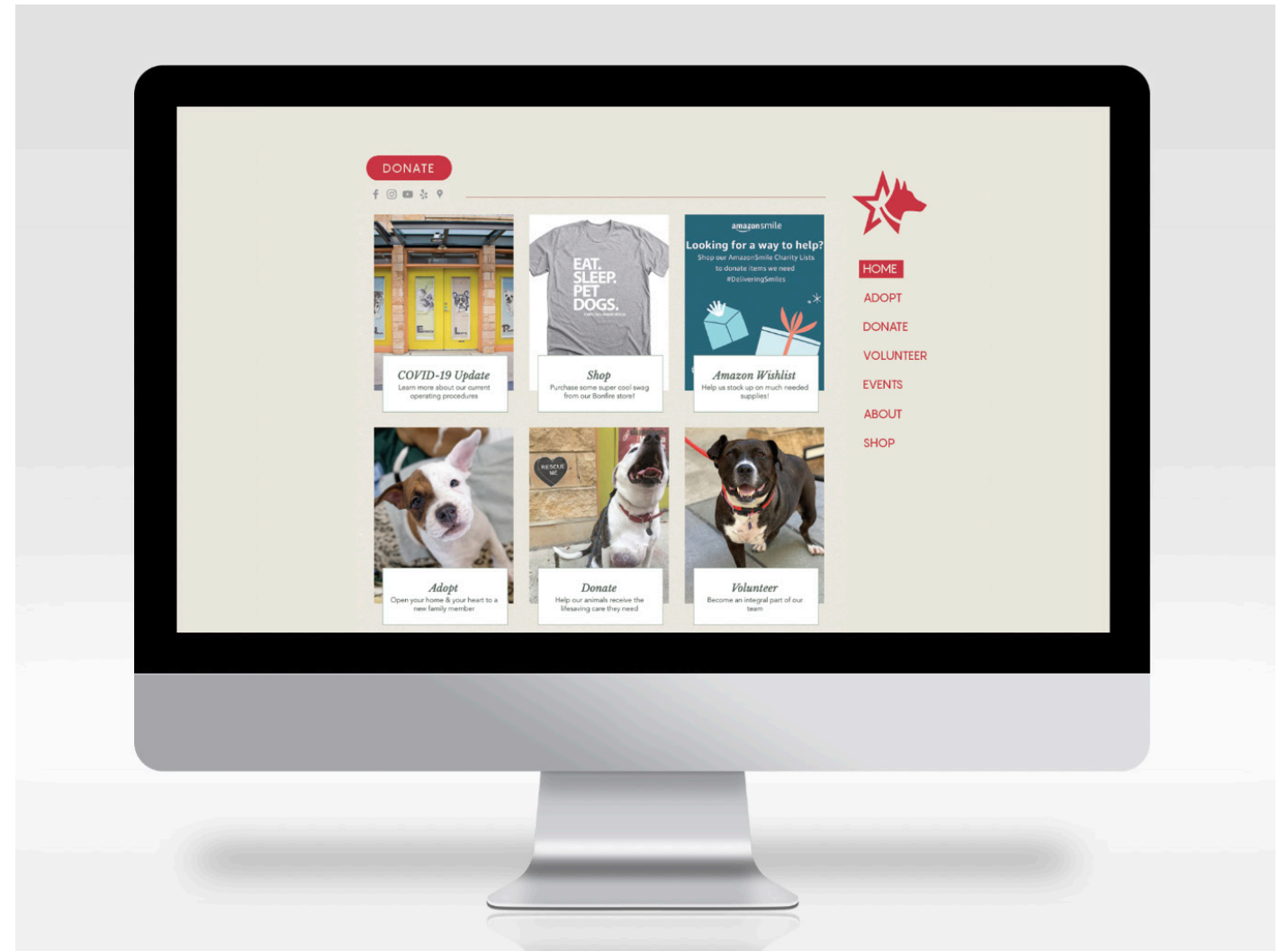
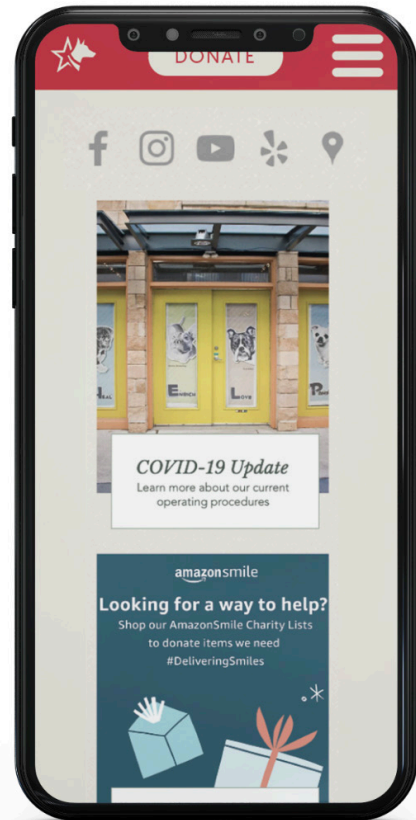
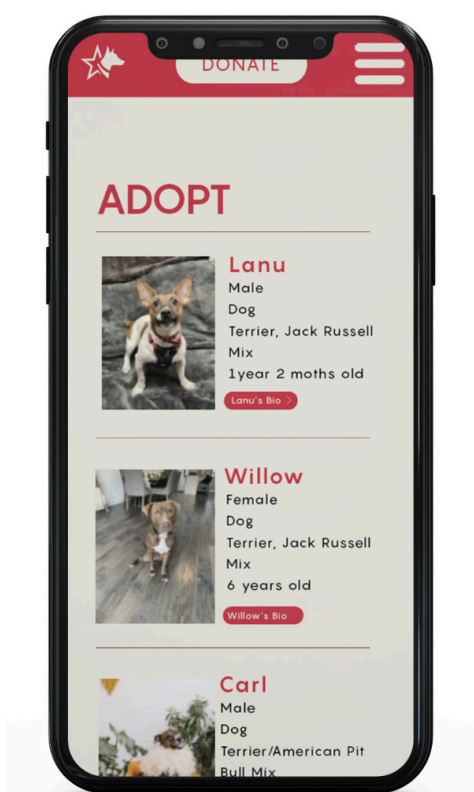
Extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

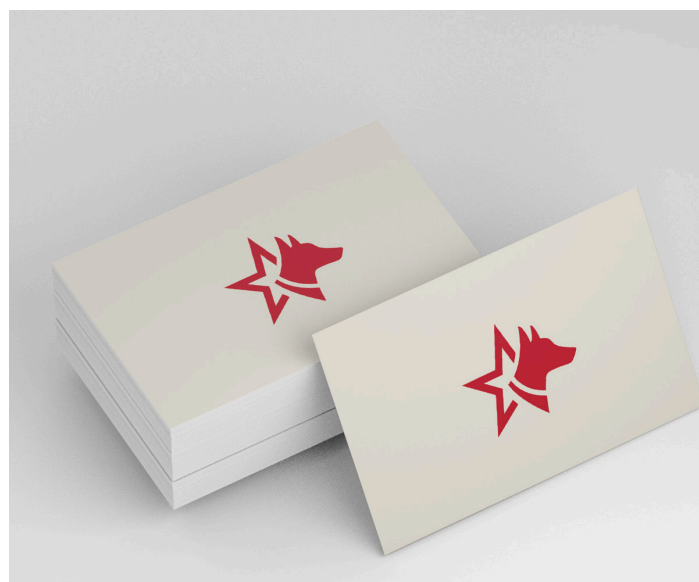
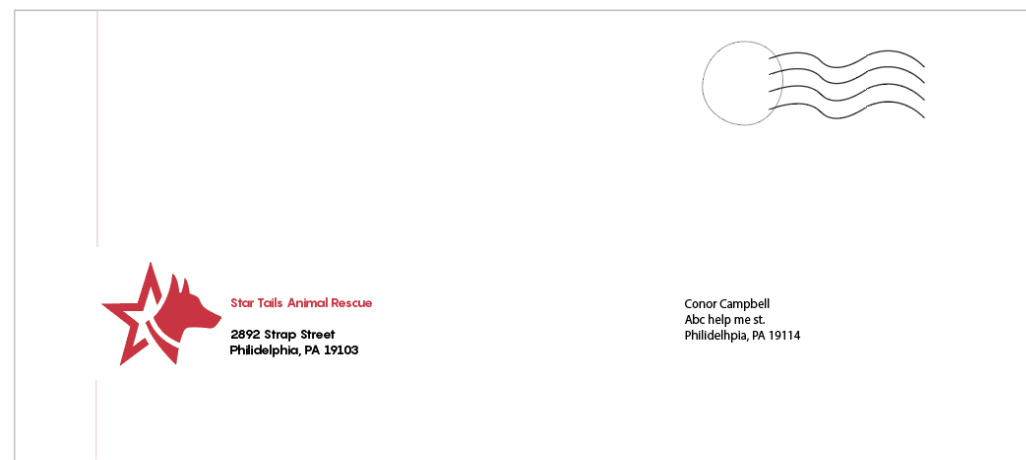
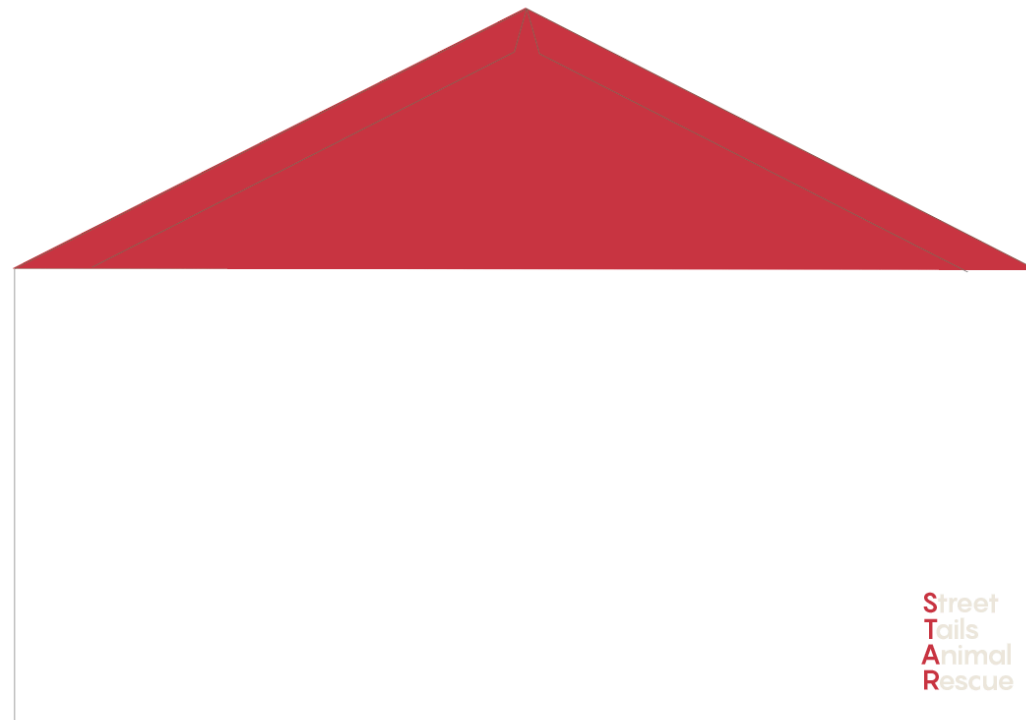
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# 4. Applications

## Website



## World Applications



## World Application



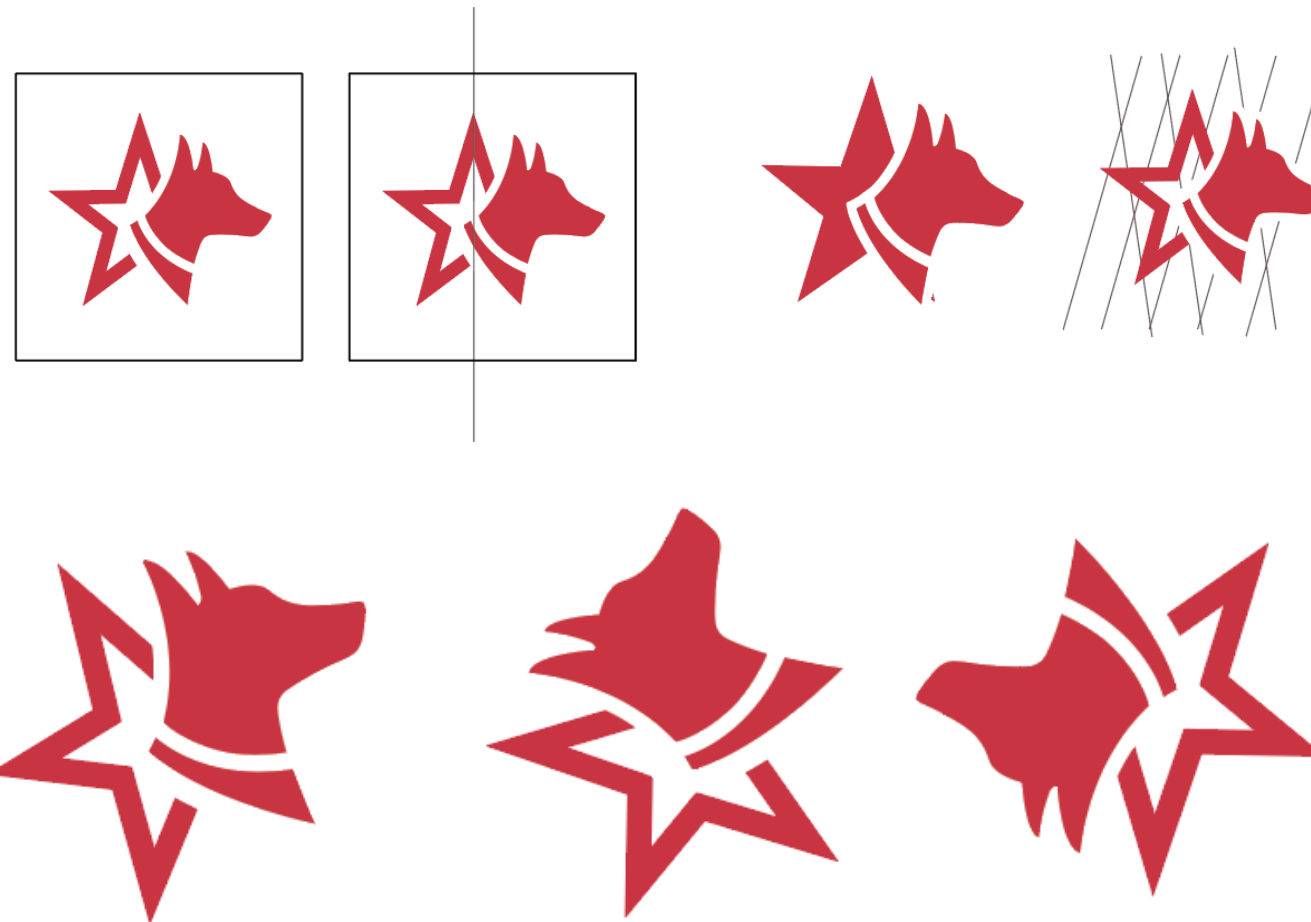




## Animation



## Brand Do Nots





## Colophon

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Fall Semester 2021

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