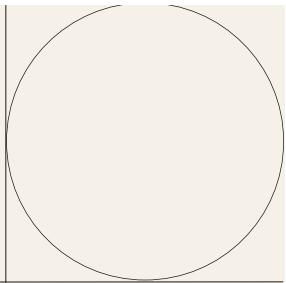


Logo Design Documentation



Overview

Introduction

Our mission to make the world a better place for all animals brings compassion and action together. PAWCARE, founded on the concept that every paw deserves love, care, and protection, is dedicated to advocating for animal rights and welfare.

NGO Name

PAWCARE - It succinctly communicates the focus on caring for animals and has a friendly, approachable feel to it.

Concept behind Logo

Hand and animal shape - Depicting human hands reaching out to animal to symbolize compassion and support.

Objectives

- Rescuing and rehabilitating animals
- Promoting responsible pet ownership
- Advocating for animal rights and welfare
- Educating the community about animal care and conservation

Target Audience

1. Animal lovers of all ages
2. Pet owners
3. Wildlife enthusiasts
4. Volunteers and donors interested in animal welfare

Logo Design Process

- **Problem Definition**

- Many animals are abandoned, abused, or neglected due to deficiencies in support networks. Existing shelters frequently lack resources and community awareness. PAWCARE seeks to bridge these gaps by offering comprehensive care, sanctuary, and advocacy for animals in need.

- **Research and Discovery**

- Understand the organization - PAWCARE is committed to rescuing and rehabilitating animals in need, giving them love, care, and safety. Everything we do is guided by our values of compassion, honesty, and respect, which ensure that every paw receives the care it deserves. Our target audience includes animal lovers, pet owners, and wildlife enthusiasts that share our enthusiasm for positively impacting the lives of animals.

- Explored visual references:



Up ...

Knowledge ▾

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Animal Welfare Center

Unused concept for client. I used the negative space to make the cross between both dogs. As well as made a custom font for the text.



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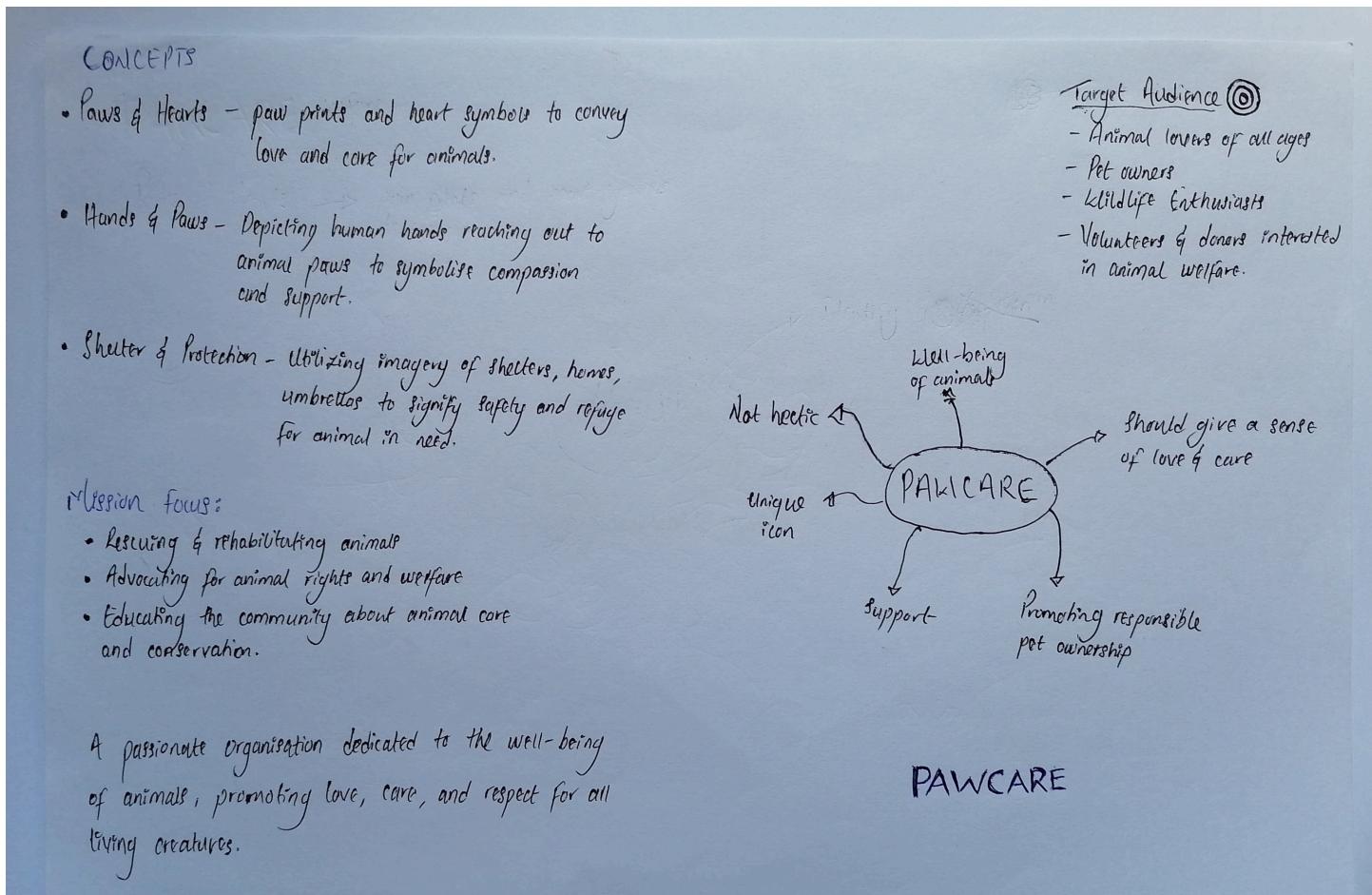


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• Concept Development:

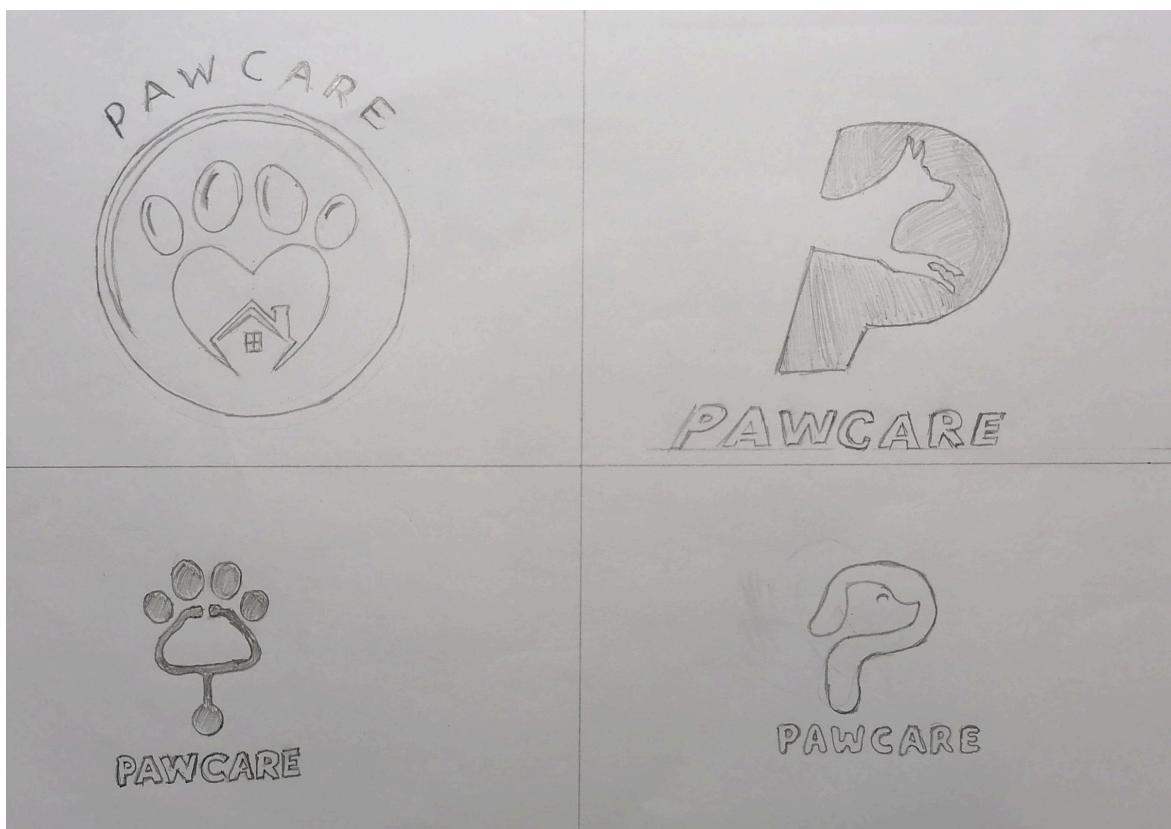
- Brainstorm ideas:



- Thumbnail sketches:



- Preliminary rough sketches:



- **Digital Rendering**

- Shortlisting potential ideas and drawing the logos in Adobe Illustrator:

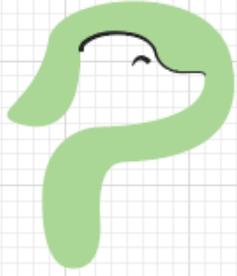
Idea 1:



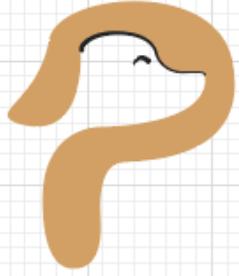
Idea 2:



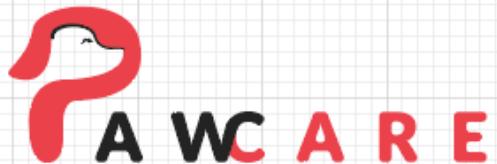
- Variations in logo (at least 4 proposals for variations):



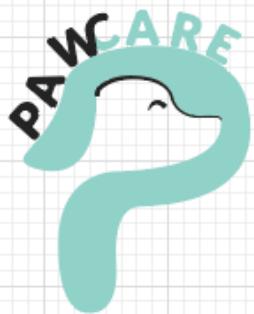
PAWCARE



PAWCARE



PAWCARE



- Final logo



Original



Grayscale



Secondary



Reduced Version



Logo Breakdown



Colour:

Red is for passion, love and anger

Red is a warm color associated with passion, love, anger and heightened emotions. It's easy to see why—blood is red and when our hearts are pounding and our emotions are soaring sky high, that red hue is often visible through our skin. Red is primal; red can be dangerous. Think of alarms, stop signs, rising temperatures and rising tensions.

[“Red is a warm color associated with passion, love...”](#) - the use of the pantone colour close to red is to convey a sense of warmth, passion and care. And black to give off the modern look and it contrasts well with most colours.

Smooth Curves:

The use of smooth curves in the design creates a soft and welcoming aesthetic, reflecting the gentle and nurturing approach of PAWCARE towards animals.

Closure Gestalt Principle:

Principle #6: closure

The principle of closure states that when we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern.

In other words, when you see an image that has missing parts, your brain will fill in the blanks and make a complete image so you can still recognize the pattern.



The [closure gestalt principle](#) refers to the human tendency to perceive incomplete shapes as complete. In this logo, the closure principle is employed through the formation of the letter "P" by the hand and inside the hand-formed "P," small black curved lines create the silhouette of a dog's head, indicating that PAWCARE is providing a sense of wholeness and protection to animals in need.

Sense of Covering:

The placement of the dog's head inside the hand-formed "P" creates the idea that the hand is gently covering and protecting the dog, symbolizing PAWCARE's role in providing protection, shelter, and care to animals in distress.

Typography:

What is a Sans Serif font?

Sans serif typefaces are considered more modern than serif typefaces. They lack the strokes that distinguish a serif typeface, hence the use of the French word "sans," which means "without." Sans serif typefaces are often used to signify something clean, minimal, friendly, or modern.

Some of the most popular sans serif typefaces are Arial, Helvetica, Open Sans, Calibri, and Verdana. Pluralsight's official font (as seen in this post) is a Sans Serif font. Sans serif fonts are often used on the web for large groups of text because of the lower DPI (dots per inch) that screens have compared to print. They are also generally easier for children to read because they're simpler.

[“Sans-serif typefaces are often used to signify something clean, minimal, friendly, or modern...”](#) - The sans-serif typeface for PAWCARE offers a sense of clarity, simplicity, and accessibility, representing the organization's ideals of transparency, inclusivity, and openness in its approach to animal care.

Adobe Illustrator tools and techniques used

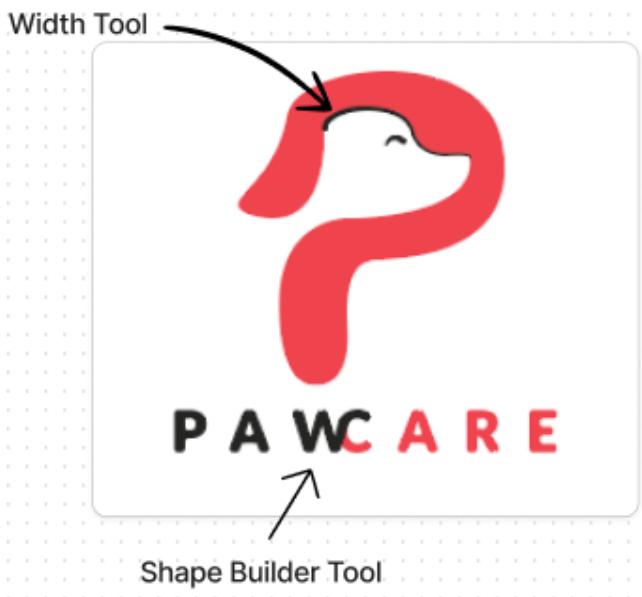
Version used: Adobe Illustrator 2024

Tools used:

Pen tool



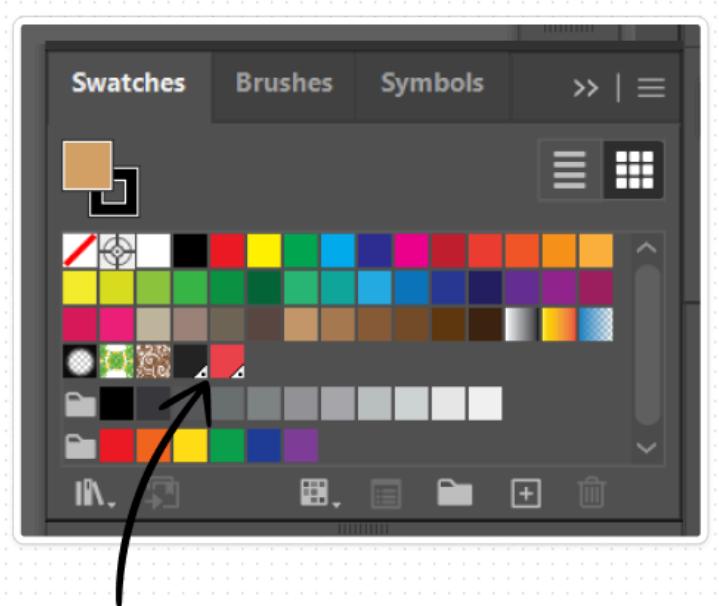
Placed a screenshot of my rough sketch and tried to make and outline of it in Adobe Illustrator using the pen tool.



Width tool - to make one part of the black stroke bigger and the other one smaller and refined to give a sense of flow.

Shape builder tool - to make overlapping typography effect and remove part that was not needed.

Colour application process:



Pantone Colors uploaded
from the Freetone Library

The two last colours with a right-bottom diagonal white tag with a dot inside it were used. It was uploaded from the Freetone Library.

SEMPLETONE+ Black C AND SEMPLETONE+ Red 032 C

