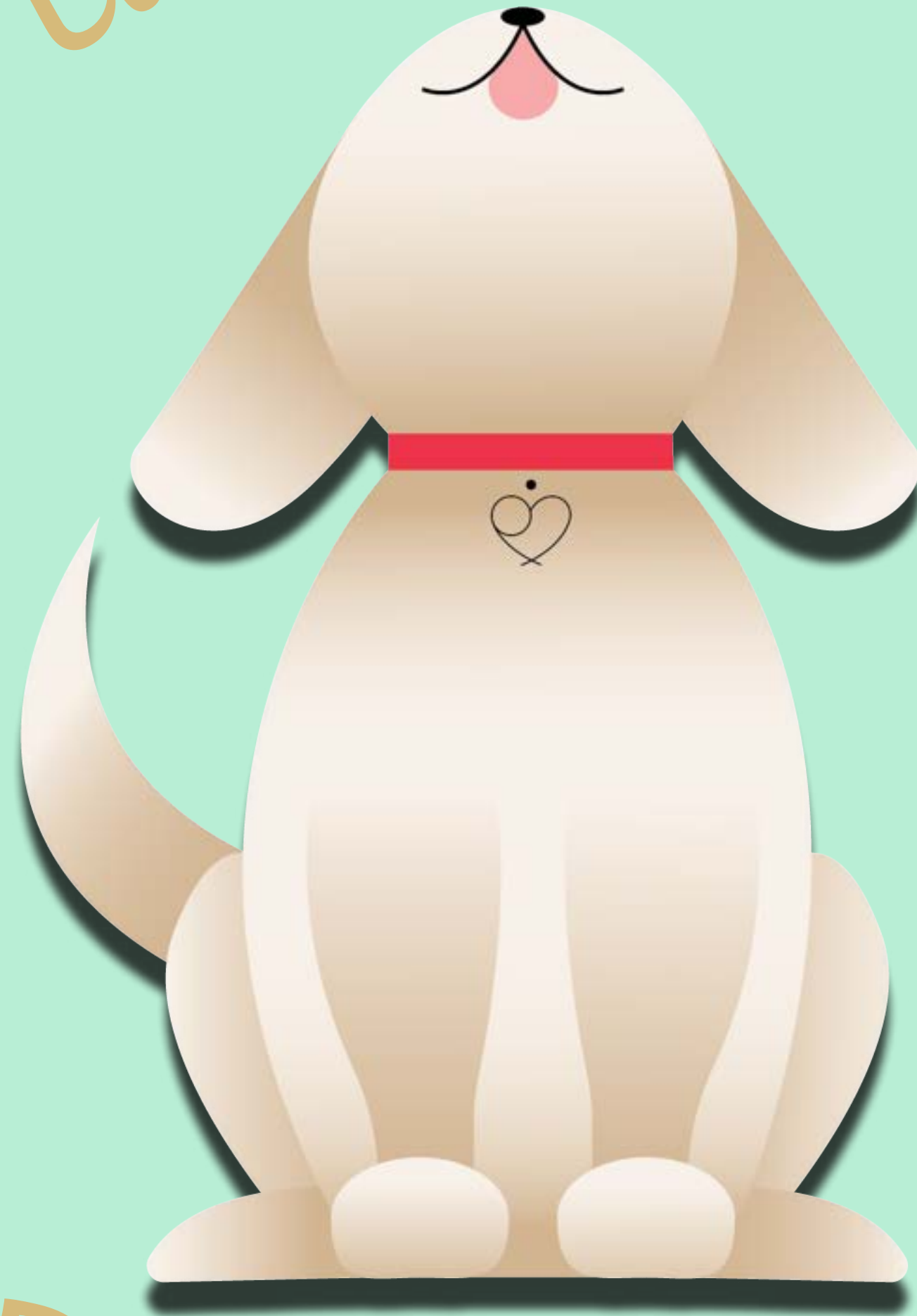


Furrr-ever Pals



Puppy Yoga

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# **Intro: What is Puppy Yoga?**

**Puppy yoga is a type of yoga where each participant has a puppy as their partner. It is the perfect activity for beginners and advanced ones! With your puppy partner, you will enjoy your stretches and practice a lot more. Puppy yoga also improves one's mental health. It impacts your mood by reducing stress and anxiety levels. Puppy yoga also increases your sense of calmness so that you can feel the best version of yourself!**





# What Makeese Furrever Pals Special?

**1**

Furrever Pals offers first-class yoga lessons in Vancouver. We are certain that the way to achieve inner peace is through collaboration. At Furrever Pals, you will cooperate with your puppy partner while meditating.

**3**

Furrever Pals is not only about yoga. Our puppies are all up for adoption! We are partnering with local animal shelters, hoping to raise awareness of strays. Every puppy deserves a happy home with a perfect-matched human.

**2**

Furrever Pals has something for everyone. We offer different levels of lessons, from beginner to master levels. Our mission is to help you achieve your goals. We provide personal training for those who prefer one-on-one lessons as well.

**4**

Feeling lonely? Furrever Pals is here for you! By joining our weekly lessons, you can connect with the community through yoga. If you are nervous about striking up conversations with others, don't worry! Our energetic puppies will assist you to make new friends and meditate.



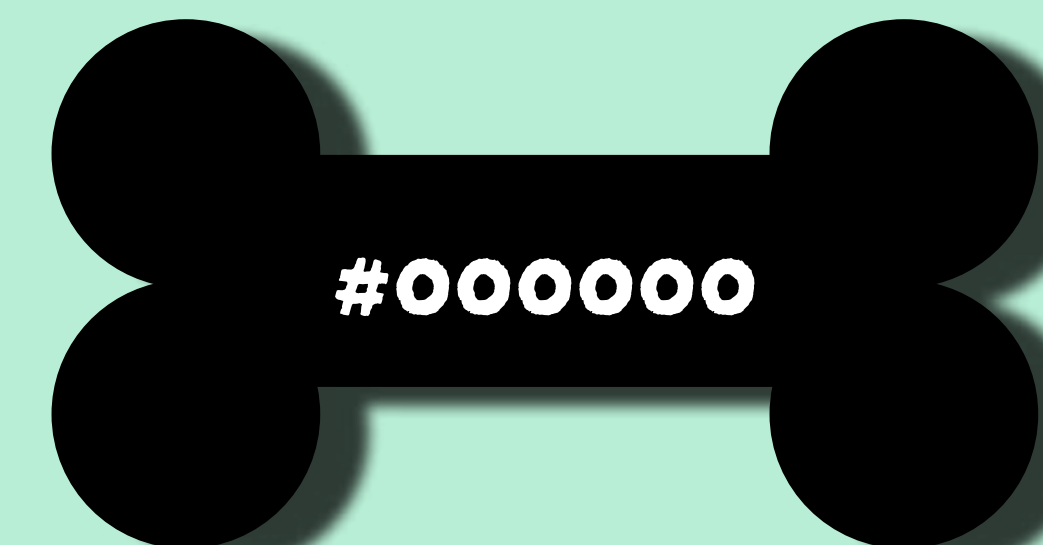
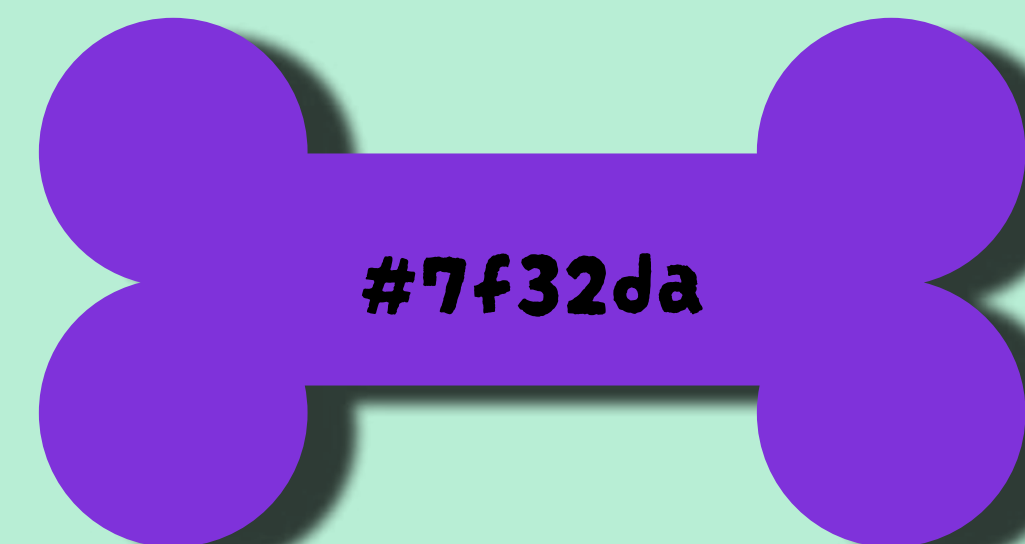
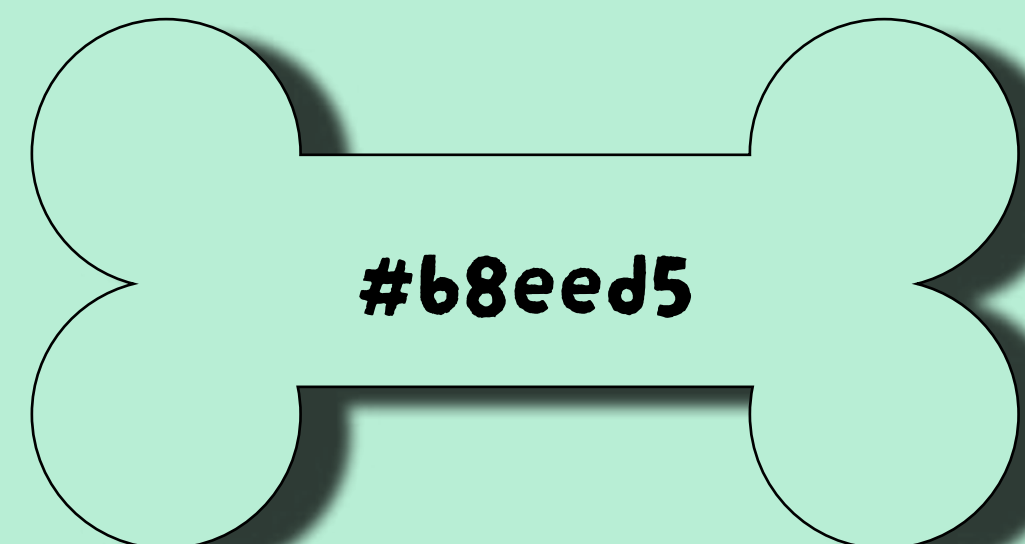
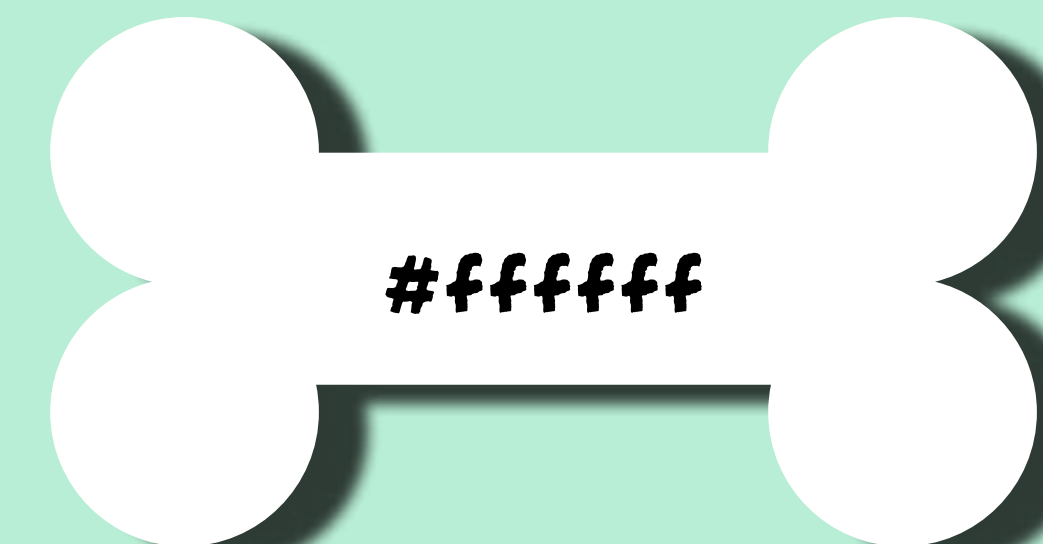
**About**



**Us**

1

# Style Guide:



## Color Theory: Font Choices:

- Orange: Energy
- Baby Blue: Royalty, Tranquility
- White: Purity, Honesty, Beginnings
- Peach: Goodwill, Joy
- Blue-Violet: Loyalty, Intelligence, Inspiration
- Black: Power, Formality

- Texts: Darumadrop One, 30pt, regular
- Page Number: Darumadrop One, 103pt, regular
- Numbering: Hegante Display, 110pt, regular

**Slogan:** Furrever Fun, Furrever Bond

6





2

# Mood board:

A mood board is a collage of images, colours or texts that demonstrates a certain feeling at first glance. People use it in design, branding and graphics. Mood boards help with communicating design concepts and ideas through visuals. This mood board shows photos, texts and the colour palette on the previous page.

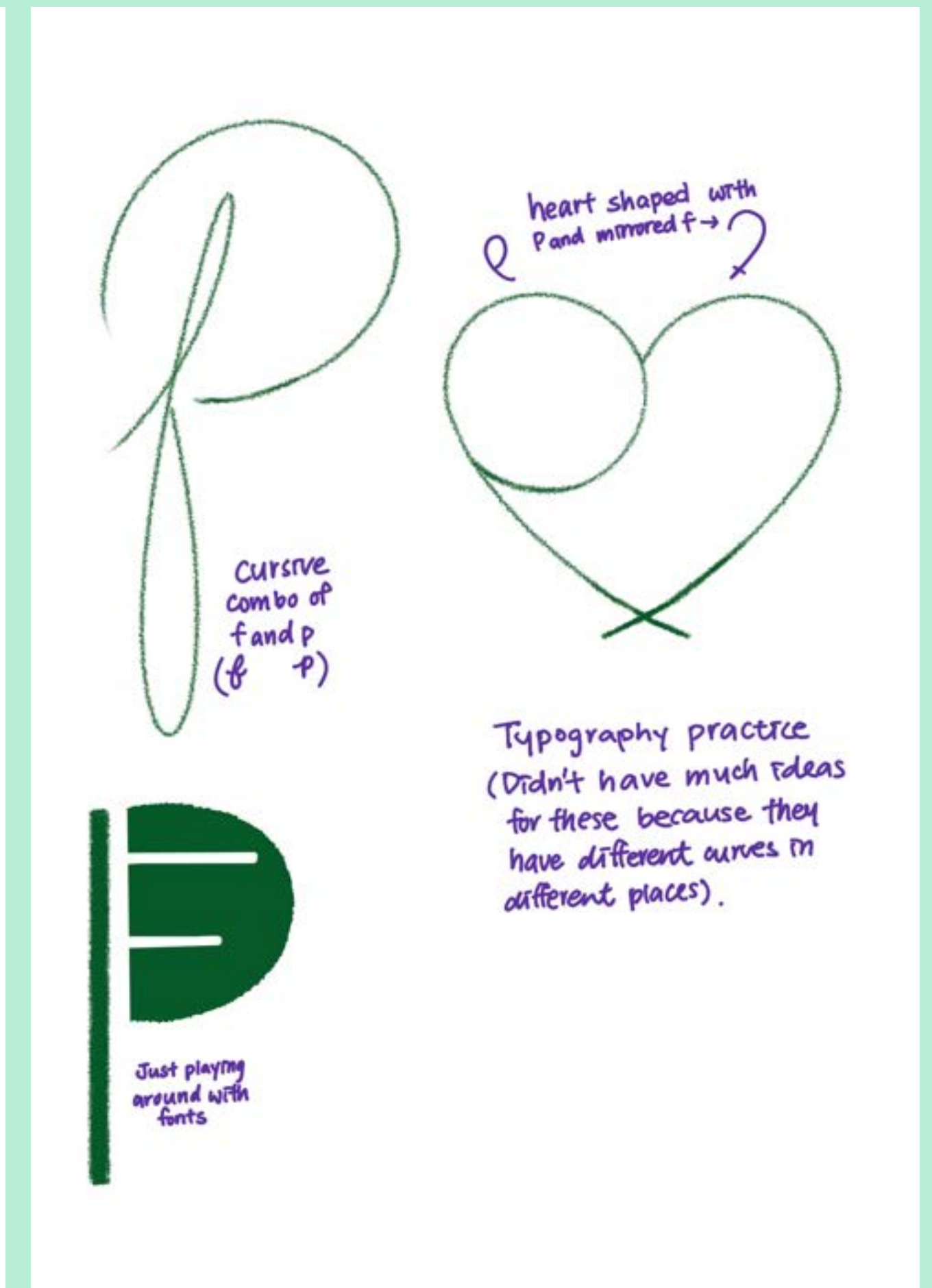
The visuals show companionship, bond, nature and meditation. This mood board consists a playful arranged images with soft edges.

It is to demonstrate that you can find both your inner zen through pure souls, but also that special connection between you and puppies!





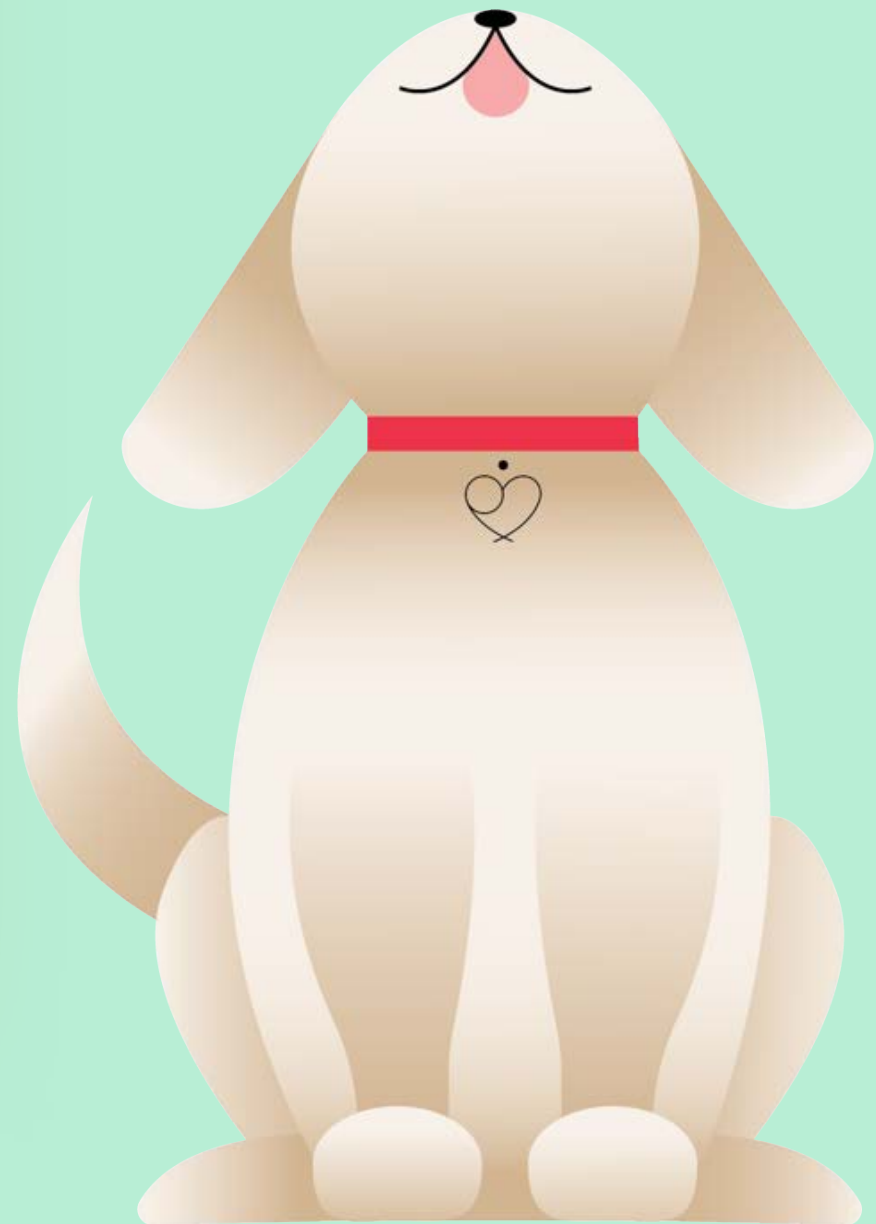
# Logo & Sketches:





4

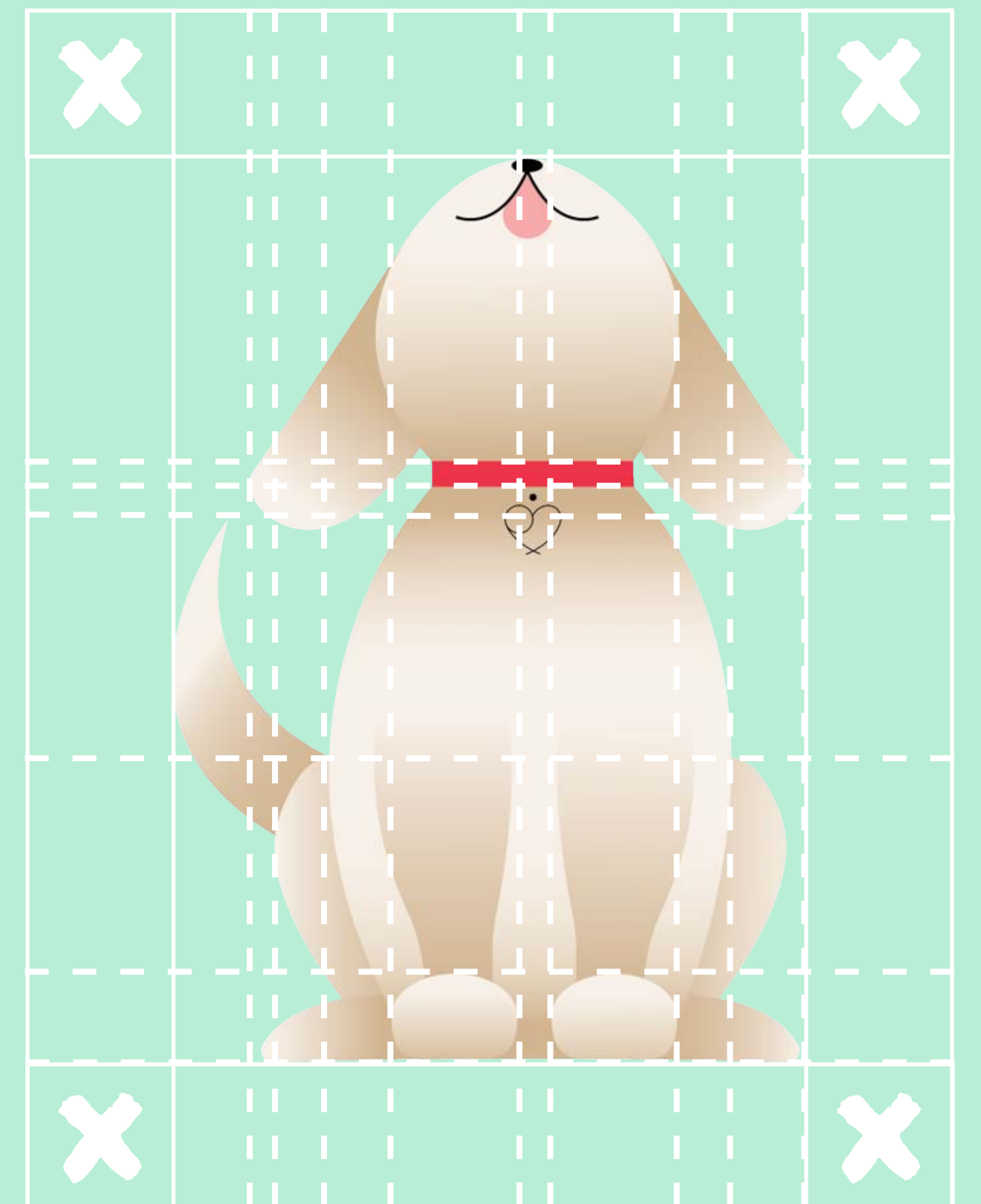
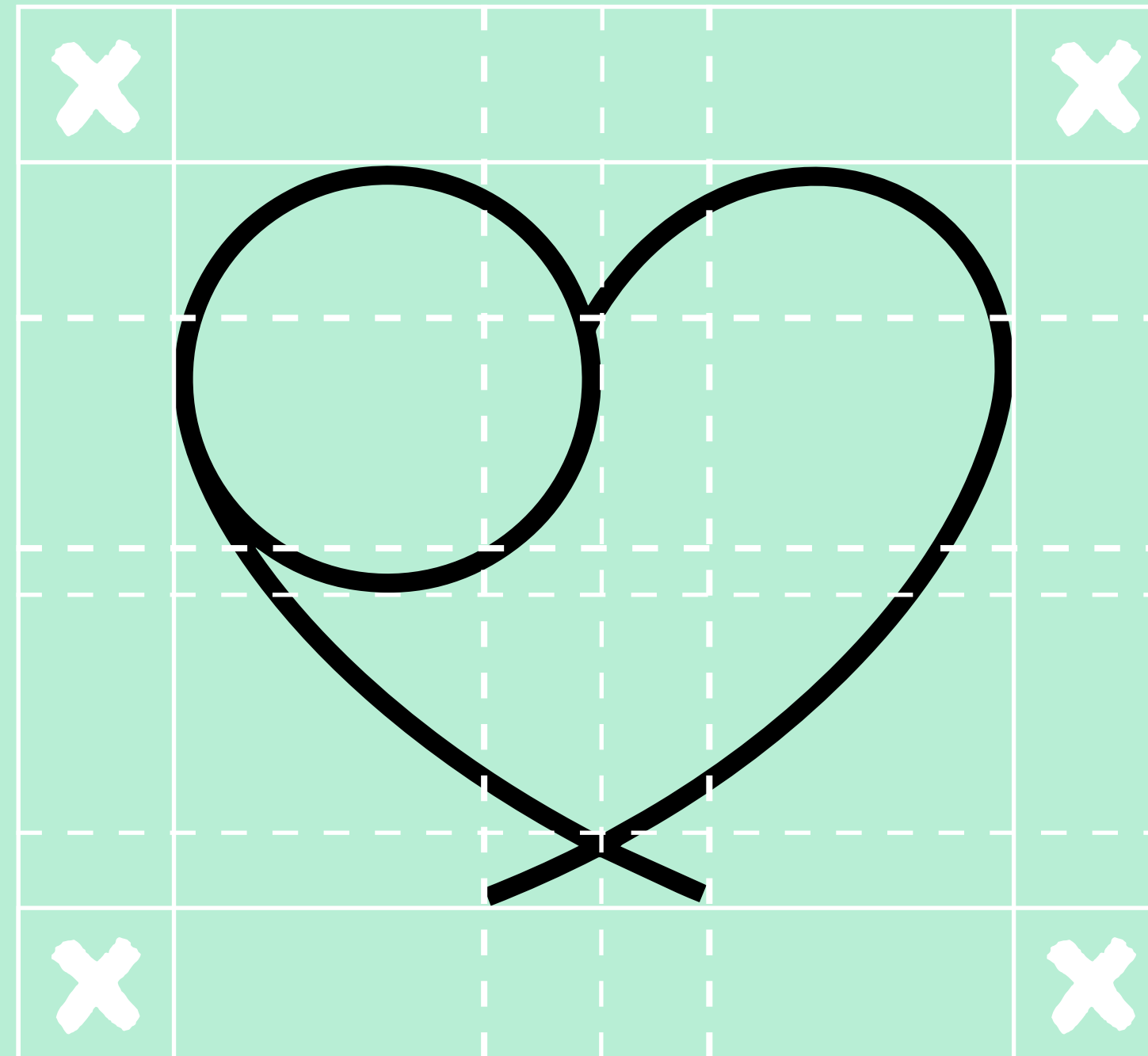
# Final Logos:



Main Final Logo:



Secondary/Sub use Logo:





5

# Mockups:





6

The mind map is to assist with brainstorming ideas visually. Mind maps are similar to mood boards, but mind maps have more texts and information than mood boards. This mind map consists of information for audiences to learn more about Furrever Pals.

# Mind Map:





7

# Ideas Behind Furrever Pals:

**Vancouver is a depressing city. After being in Vancouver for 10+ years, living here gets worse every year. With crazy inflations and limited job offerings, even if you have a bachelors, I can't help but let it affect me mentally. The community needs something that allows people to relax and have fun. Therefore, I have designed Furrever Pals and believe it is perfect for Vancouverites.**

**When creating Furrever Pals, I want something enjoyable and good for everyone. What better way to do something that improves your health, fun and affordable? Furrever Pals is a puppy yoga service in the heart of Vancouver.**



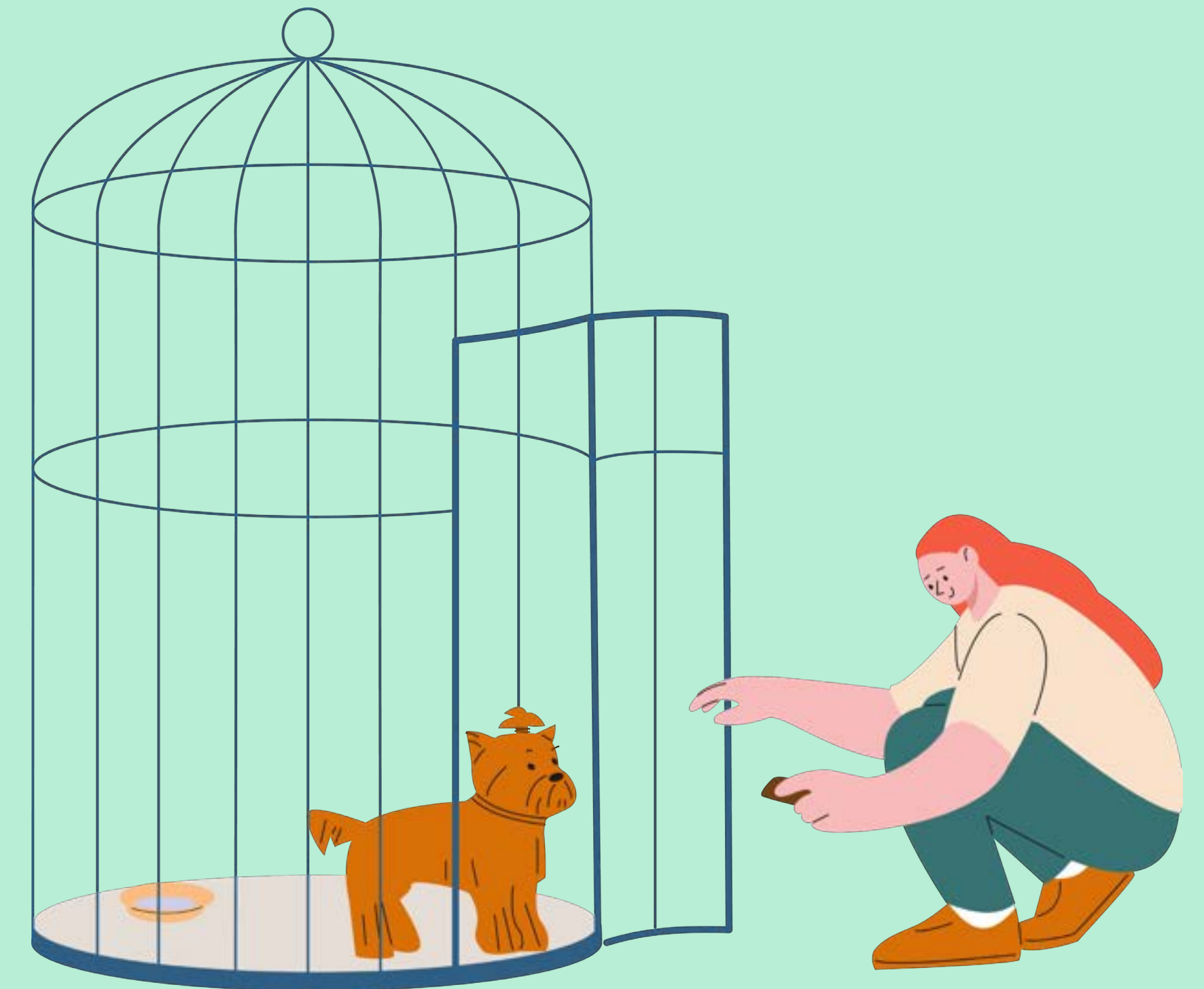


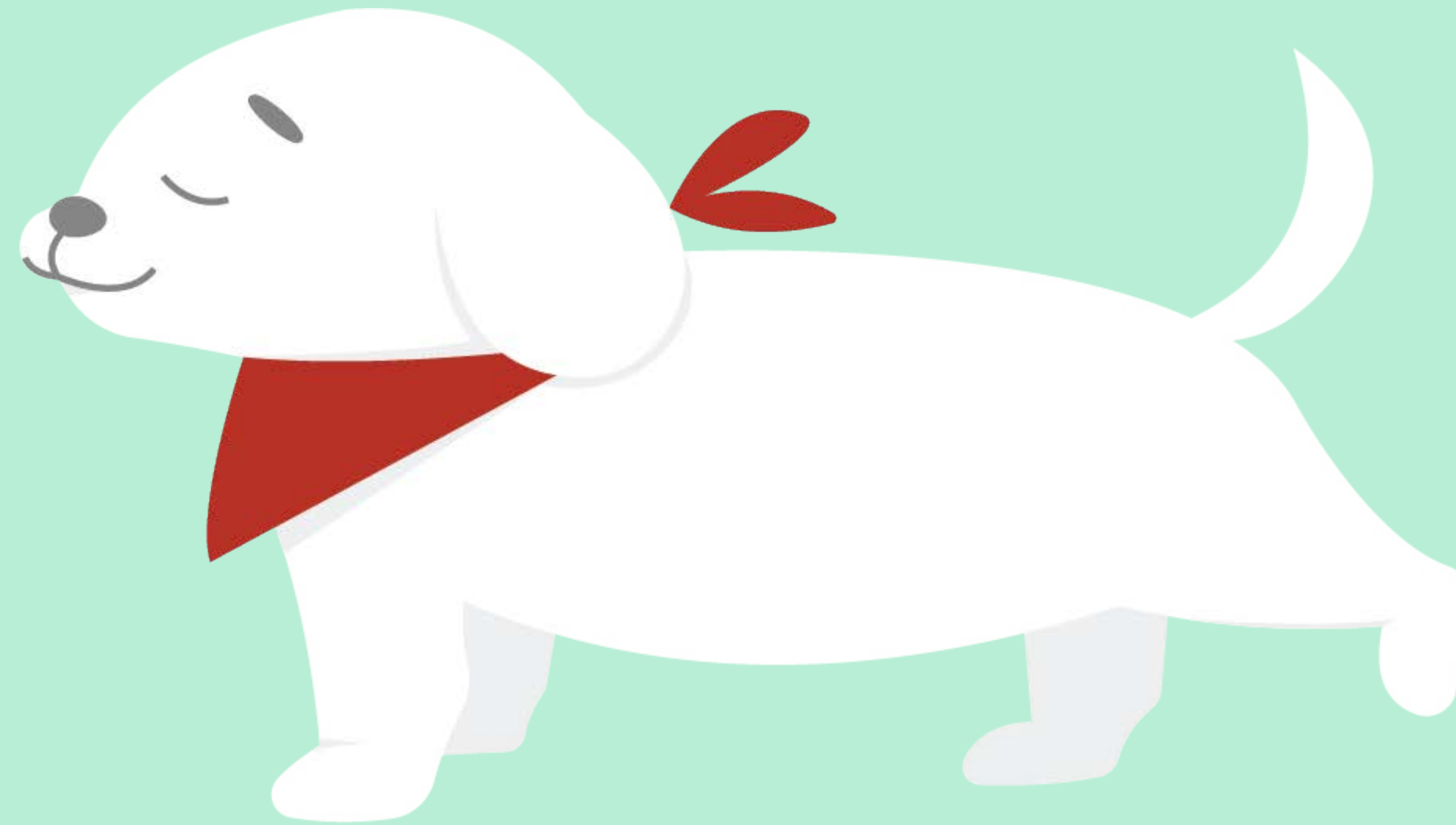
8

# Adoption over Buying:

There are more than 7.6 million pets abandoned each year in Canada. Some animals are dead on the side of the highway. In some cases, even in ditches or harmed. It is terrible to imagine how people treated those pets. I always imagined Canada being a pet-loving country. Furrever Pals is an official partner with local shelters. We aim to decrease the number of strays starting in Vancouver.

We promote adoption over buying and collaborate with local shelters. People can interact with puppies through yoga. Once they find their perfect matched puppy, they may adopt them. Every puppy at Furrever Pals is up for adoption. They have their required vaccines and are already dewormed. You can take your puppy home right away at the end of you lesson.





See You There!