Pace Animal Association (PAA)

Mission & Vision

The goal of Pace Animal Association (PAA) is to act as an advocate on behalf of animals, raising awareness about endangered animal causes or actively contributing to saving animals—whether pets or wildlife. As a nonprofit organization, it would partner with volunteering centers, charities, and shelters for animals to increase dilemma exposure and visibility. The website serves as a platform for users to learn more about the organization, get acquainted with the partnered firms, and find out more on upcoming events hosted by PAA.

PAA will initiate as a student organization (club) at Pace University, offering both volunteering opportunities and a community for animal lovers to make friends and hangout. Eventually, the organization may file for Articles of Incorporation and register as an official nonprofit under 501(c)(3) status. Added features to the website will include an account login portal with a database, along with donations (payments system) and a highlighted/top donators section.

Colors

Color Scheme: (Light) Green-Yellow-Orange
Primary: Olive Green #A7D58D, Warm Yellow #F1E2A2, Light Beige #F4F1E1
Secondary: Light Green #B8E2C7, Dark Olive #5A5A3A
Tertiary: Muted Yellowish Olive #C8D18D, Soft Orange #F3B16C

Imagery

Use high-quality images that reflect the brand's dedication to animal care/services, nonprofit work, and community. Will utilize stock photos and possibly generative AI media content for promotional videos.

Logo

Typography

Font Themes: Quicksand (body text), Lora (headings/title text), Raleway (other text)

Icons

Minimalistic and simple, flat design; related to nonprofits, volunteering, and animals

4 Describing Words

1. Community
2. Kindness
3. Activism
4. Empathy