bxbxxpaws

by G Aggy

Ebony Warren

Southern New Hampshire University

Michelle Landa

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The Tools and Technology

For tools and technology, I designed the emblem and flyer in Adobe Illustrator. I made this a simple logo because the neighborhood surrounding this the place was mostly made up of retirement homes; Providing a simple logo to the older generations will help them concentrate on their shelter rather than the logo itself.

The sign was also created with Adobe Illustrator. I used a very basic design for this visual marketing channel to keep the focus on the information. The template included basic, now faded, coloring as well as a few text sections where I rewrote information.

The Delivery

The flyer will be distributed to local retirement homes, displayed throughout the community, and distributed to each person who enters the shelter. This channel is successful because it eliminates the need for any technology to be visible.

The Design

• To contrast black and white logos, I used basic lines and textual material within the logo.

• There is more color and writing on the flyer. The flyer's main textual material is about the fundraiser. I chose a simple, readable typeface and color palette.

The Message

The broader public should know more about charity, volunteering, and animals. The word must be conveyed by volunteers, and the message must be conveyed by volunteers about organized events for donations

References

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