

BDC 3918 FINAL YEAR PROJECT Han Subin 19053081

## BACKGROUND

Approximately **5 - 7 MILLION** companion animals enter animal shelters nationwide every year. Of those, approximately 3.9 million are dogs and 3.4 million are cats.

Pet adoptions have **decreased 36%** since the COVID-19 pandemic began.

## PROBLEM STATEMENT

Lack of knowledge and experience on pet

Time & Financial Factor

Impulse buying of pet

Burden of Pet's Neutering

## SOLUTION

- Using a friendly and fun approach to explain about pet education
- Design educational website and using social media as the platform to execute the campaign
- Sell merchandise and educational guidebook through the website to the public, especially to pet adopters so they can learn how to take good care of their pets.
- The merchandise purchased will be donated to an animal shelter where needed.

## TARGET AUDIENCE

- 1 Public (Malaysia & Korea)
- New Pet Parents

## UNIQUE SELLING POINT

This campaign is an **international pet campaign** has not been done before which is only focusing **Malaysia** and **Korea**.





## ABOUT THE BRAND

BRAND MISSION OwnPet is the international awareness pet campaign service in Korea and Malaysia. It is provided in two different languages. The campaign is aimed at reducing abandonment and increasing adoption rates through pet education.

We provide educational booklets and starter kits to new pets parents. Our website and social media platform is to execute the campaign.

OwnPet is on a mission to provide through sharing knowledge and learning services to the public. We expand our understanding, empathy and lead positive changes in culture awareness through extensive practices, and then improve animal welfare.

The message OwnPet wants to give their audience is - 'Own your pet for the rest of their life'. OwnPet sees pets as a member of our family, not just an animal.



## **MAIN LOGO**

The logo design of OwnPet is made up of a paw brand and a word mark. The logo should be used as a whole at all times unless there are space limitations which require the use of an alternate logo.

The meaning of OwnPet in English is the person who is listed as the pets owner. The Korean word '온펫' on the bottom is pronounced as 'own-pet'. The meaning of '온' is homonyms which are warm or entire and '펫' means companion animal.



## **ALTERNATIVE LOGO**

In the event of space limitations, this alternative logo should be used for logo applications.

This alternative logo is the word mark of the main logo, the English, and Korean word with the paw brand mark together.





## **BRAND LOGO**

This is the brand logo of OwnPet, which is taken from part of the main logo itself. It is the brand mark for the brand as a pet's paw, symbolizing their furry target audience.

It should only be used for small scale logo applications where the work mark would not be visible.



## **CLEAR SPACE & SIZING**

Clear space is the amount of space a logo should have, surrounding itself. No text or graphic elements should be in the space.

The measurement for OwnPet's logo clear space is by using the height of 10mm square, surrounding the entire brand logo.

The minimum size of the logo is 20mm in height to maintain the clarity and consistency of the logo.





# LOGO APPLICATION (COLOR VARIATIONS)

This is the logo application of OwnPet. There are mainly 4 color variations with different background color.

In the event of background color limitations, this color variations logo should be used.



Colored logo on light background color



Colored logo on dark background color



White logo on black background color



Black logo on white background color

## **LOGO MISUSE**

To ensure correct and professional usage of OwnPet's brand logo, there are rules to be followed strictly for its usage.

These are some of the incorrect application and usage of logos.



DO NOT flip the logo



DO NOT distort the logo



DO NOT edit the colors of the logo



DO NOT reposition the elements of the logo



DO NOT add drop shadows to the logo



DO NOT edit the elements of the logo



## COLOR PALETTE ( PRIMARY )

OwnPet's brand colors are yellow and lavender blue. The yellow color is set of warm tones as the meaning of '온' in Korean is warm and the lavender blue portray friendly so it is more approachable to pet.

The primary color palette will be used for the brand's logo. All the OwnPet's brand collaterals' graphic colors should strictly adhere to this primary set of colors.



#### **YELLOW**

CMYK 2% 33% 77% 0% RGB 246 185 68 #F6B944

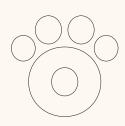


#### LAVENDER BLUE

CMYK 71% 62% 14% 0% RGB 95 100 157 #5F649D

## COLOR PALETTE (SECONDARY)

This is a set of secondary colors for OwnPet's branding. These colors are mainly used as background fills and graphic elements to complement the main color palette that is being used for the main graphics.



#### LIGHT BEIGE

CMYK 0% 2% 6% 0% RGB 254 251 244 #FEFBF4



#### **GREY BEIGE**

CMYK 18% 20% 26% 0° RGB 216 204 188 #D8CCBC



#### **LIGHT BROWN**

CMYK 36% 51% 67% 0% RGB 177 134 90 #B1865A



#### **RED BROWN**

CMYK 57% 80% 74% 28% RGB 107 58 55 #6B3A37



#### **DARK GREY**

CMYK 65% 59% 61% 8% RGB 106 102 94 #6A665E



#### PURPLE

CMYK 66% 71% 36% 0% RGB 111 87 123 #6F577B



#### ORANGE

CMYK 27% 65% 60% 0% RGB 192 112 93 #C0705D



#### **GREEN**

CMYK 68% 36% 59% 0% RGB 94 138 115 #E8DDC9

## TYPOGRAPHY (PRIMARY TYPE)

SF망고빙수 is OwnPet's primary typeface which is a core to its logo wordmark, representing the brand's identity. The typeface has only one style, mainly as the header for texts.

SE마구메구

**ABCDEFCHIJKLMNOPQRSTUVWXYZ** 

abcdefghijklmnopqrstuvwxyz

1234567890 '~!@#\$%^&\*()

## TYPOGRAPHY (SECONDARY TYPE)

Leferi Base Type is OwnPet's secondary typeface, which is used for main texts and or body texts. This typeface family has 2 different styles, bold and regular which can be used for diverse applications, but mainly as body text.

## **Leferi Base Type**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 '~!@#\$%^&\*()

Leferi Base Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 '~!@#\$%^&\*()

### **GRAPHIC ELEMENTS**

These are the main graphic elements and mascots that reflect the brand's identity which allows the target audience to easily recognise OwnPet.

Additional graphic elements should adhere to and be drawn in a similar illustration style as these main graphics.



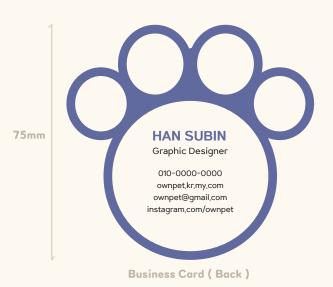


## **BUSINESS CARD**

Dimensions: 75 mm x 75 mm

This is OwnPet's business card which is in the shape of a paw, taken from one of the brand's secondary graphic elements.





#### LETTERHEAD

**Dimensions : 210 mm x 297 mm (A4)** 

This is OwnPet's letter letterhead which will be used for all outgoing communication mails.

#### Letterhead (Front)



11 July 2022

49-9, Jungangro 1(il)-ga Jecheon-si, Seoul Korea 28921 Dear Sir / Mada

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua, Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat, Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Torem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Sincerely,



OwnPet



010-0000-0000 ownpet.kr,my.com ownpet@gmail.com instagram.com/ownpet Letterhead (Back)



## **ENVELOPE**

Dimensions: 220 mm x 110 mm

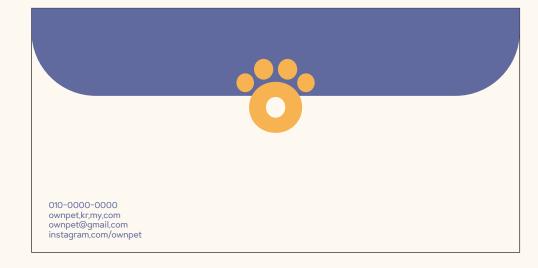
This is OwnPet's business envelope for its official mails.

The back of the envelope will be sealed off with a paw sticker that represents the brand.

#### **Envelope (Front)**



#### Envelope (Back)





## **GUIDEBOOK**

Dimensions: 148 mm x 210 mm (A5)

OwnPet's guidebook will be bought by its customers through website.

This guidebook can be educate and give knowledge about the pet for new pet parents.



Guidebook Digital (ENG version)



Guidebook Digital (KOR version)



## TOTE BAG

Dimensions: 260 mm x 200 mm x 100 mm

OwnPet's square tote bag will be bought by its customers through website.

This tote bag can be used as a dog walking bag or as a daily bag.



Tote bag ( natural )

## POOP BAG

Dimensions: 65 mm x 90 mm 6 rolls (120 bags)

OwnPet's poop bag will be bought by its customers through website.

Poop bag is must item for all pet parents during their dog walk. Keeping the petiquette is one of being a responsible owner.







Back View with poopbag holder

## NAME TAG

Dimensions: 15mm x 30mm

OwnPet's name tag will be bought by its customers through website.

Pet's name tag is must item for all pet parents. The tag can be customize it's name, phone number and address.



Front View



**Back View** 



### HOME PAGE

A clear and informative website is essential to educational website like OwnPet.

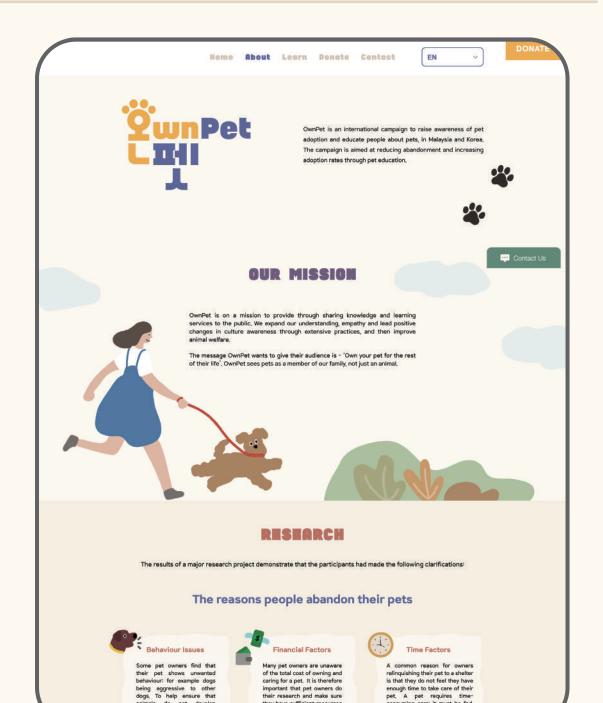
This home page shows a simple overview of OwnPet and its featured.





### **ABOUT PAGE**

The About page tells the viewers about OwnPet's background story, mission, research findings, solution and our brand guidelines.



#### LEARN PAGE

The Learn page provide the pet education resources like how to be a responsible owner, health & wellbeing for pet and the emergency care for pet.

#### LEARN

If you are looking for pet educational resources you have come to the right website! Our shared conviction that everyone should be informed about how to treat animals and the significance of meeting their Five Welfare Needs unites us.



#### **FIVE ANIMAL WELFARE**

- 1. Need for a suitable environment
- 2, Need for a suitable diet
- 3. Need to exhibit normal behaviour patterns
- 4. Need to be housed with, or apart, from other animals
- 5, Need to be protected from pain, suffering, injury and disease



Contact Us



#### Be a Responsible Pet Owner (RPO)

The advantages of pet ownership offer us great benefits. Since our pets are unable to speak for themselves, it is our duty as their owners to speak up for them and give them the resources and support they require to live long, healthy lives. Even before we bring a pet home, we need to start providing that support. Before bringing your new companion, Are you the right person to have a pet?

#### COMMIT

- Avoid impulsive decisions when selecting a pet.
- Choose a pet that fits your lifestyle and home;
- Keep only the kinds and numbers of animals that you can properly care for in terms of food, drink, shelter, medical attention, and companionship.
- Commit to the relationship for the life of your pet(s).
- Provide appropriate exercise and mental stimulation.
- Train and socialize your pet appropriately,

#### LIMIT

- Don't contribute to our nation's pet overpopulation problem: limit your pet's reproduction through spay/neuter, containment or managed breeding.
- Another way to reduce stray animals are to do Trap-Neuter-Release(TNR)





#### Keep Your Pet Health and Wellbeing

Every pet owner wants the best for their animal companion, but occasionally owners are unaware of all the ways they may provide their pets a longer, healthier life. Even though we may adore our animal friends, we could unknowingly be doing things that are bad for their wellbeing.

Fortunately, there are a lot of easy ways to increase and prolong the lives of our pets! Even better, adopting a healthier lifestyle for your pets will ultimately improve your overall well-being in addition to extending their lifespan,

Veterinarians recommend regular wellness exams. If a problem is found in its early stages, it is more likely to be treated and resolved with less expense, less effort, and better success. A vital part of wellness care, vaccinations, heartworm prevention, and routine deworming can help people avoid diseases that are not only fatal but also very expensive to treat. Based on your pet's breed, age, lifestyle, and general health, your veterinarian can suggest a wellness program.



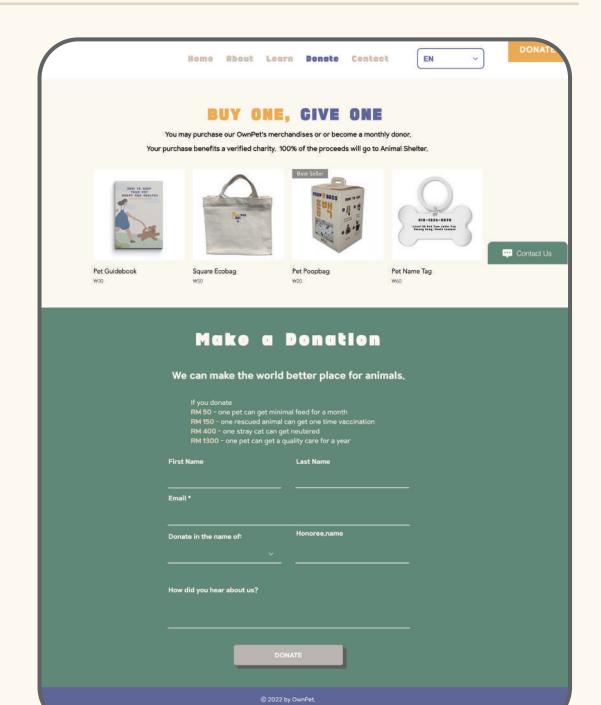
INVEST

OBEY

### DONATION PAGE

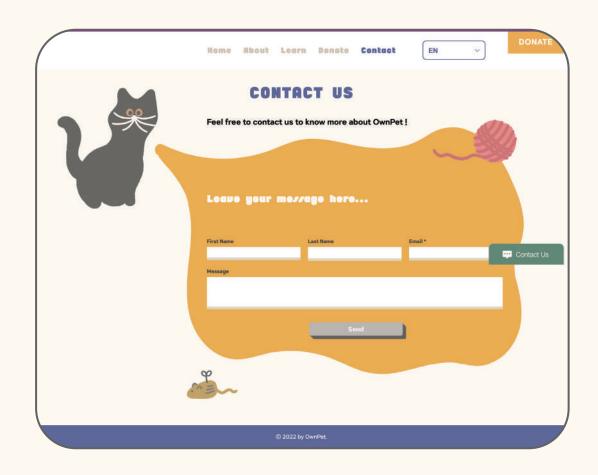
This page shows the products the viewers can purchase through OwnPet's online shop. The purchased will be donate to animal shelter.

The shop currently sells merchandise such as pet guidebook, totebag, poopbag and nametag.



## **CONTACT PAGE**

The Contact page shows the different ways viewers can reach out to the enterprise for inquiries or potential collaborations.



# BUSINESS SOCIAL MEDIA

### **INSTAGRAM**







# THANK YOU

#### PLEASE SCAN THE QR CODE FOR MORE INFORMATION



Guidebook Digital (ENG version)



Guidebook Digital (KOR version)



Website



Instagram