

Process Book

Sophia Fugate · Corporate ID

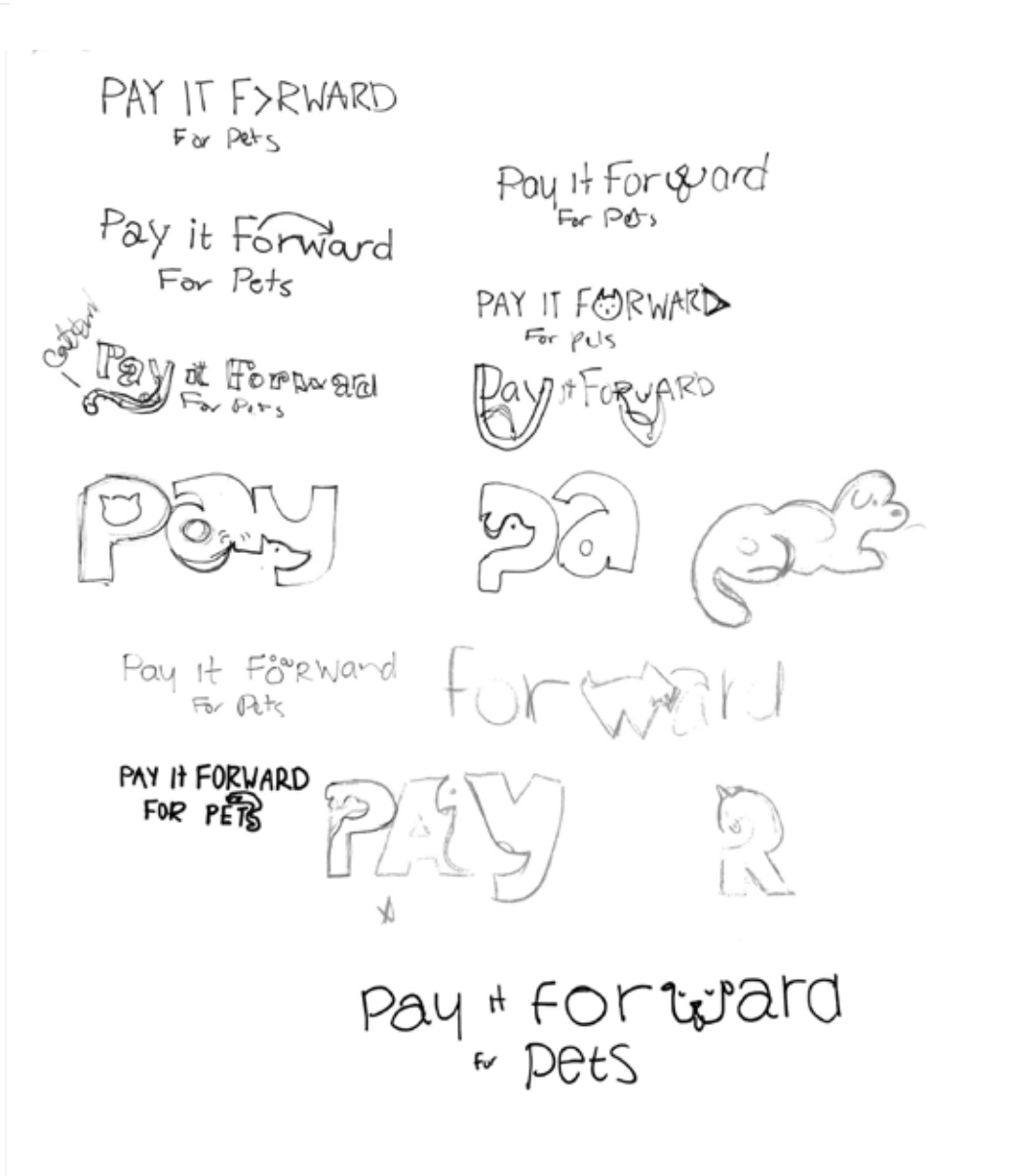
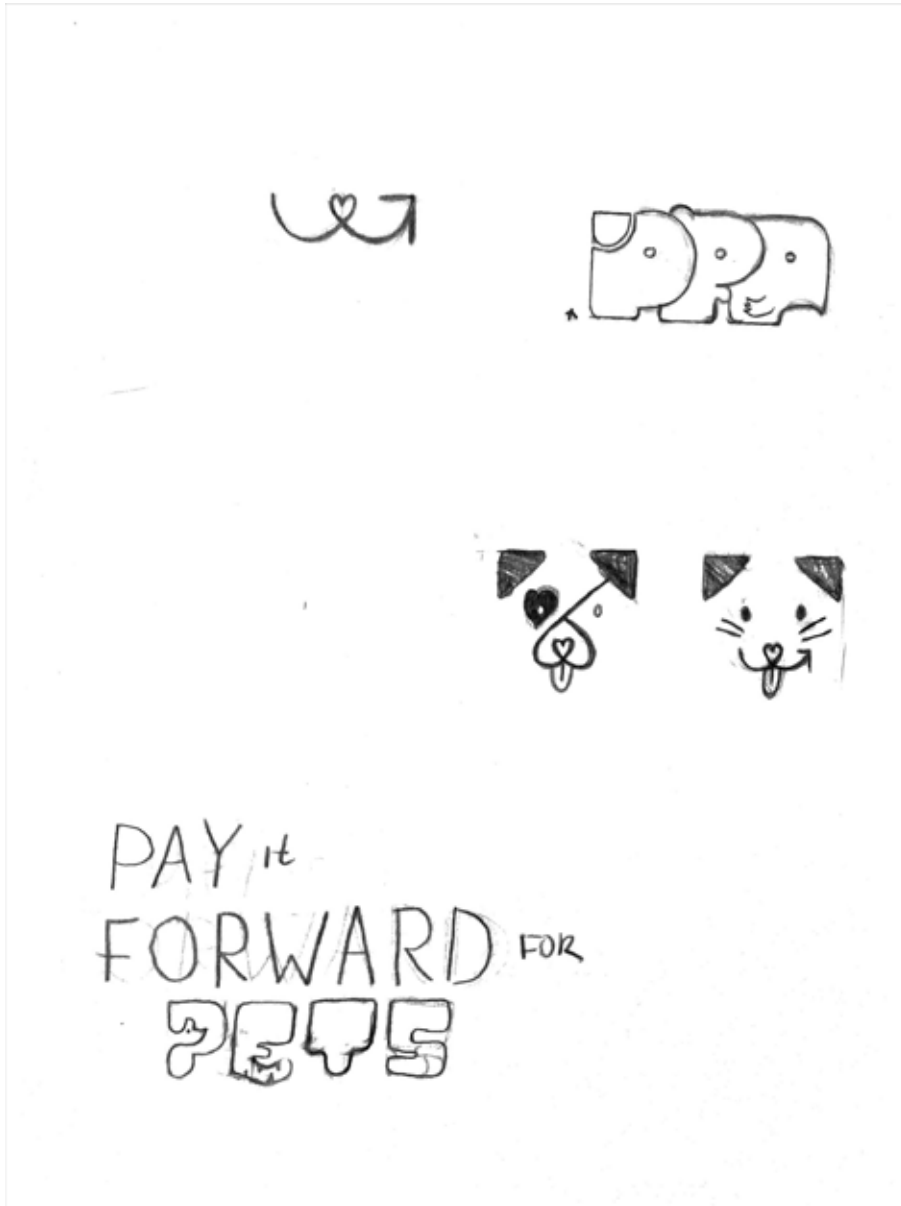


Research: Pay it Forward for Pets

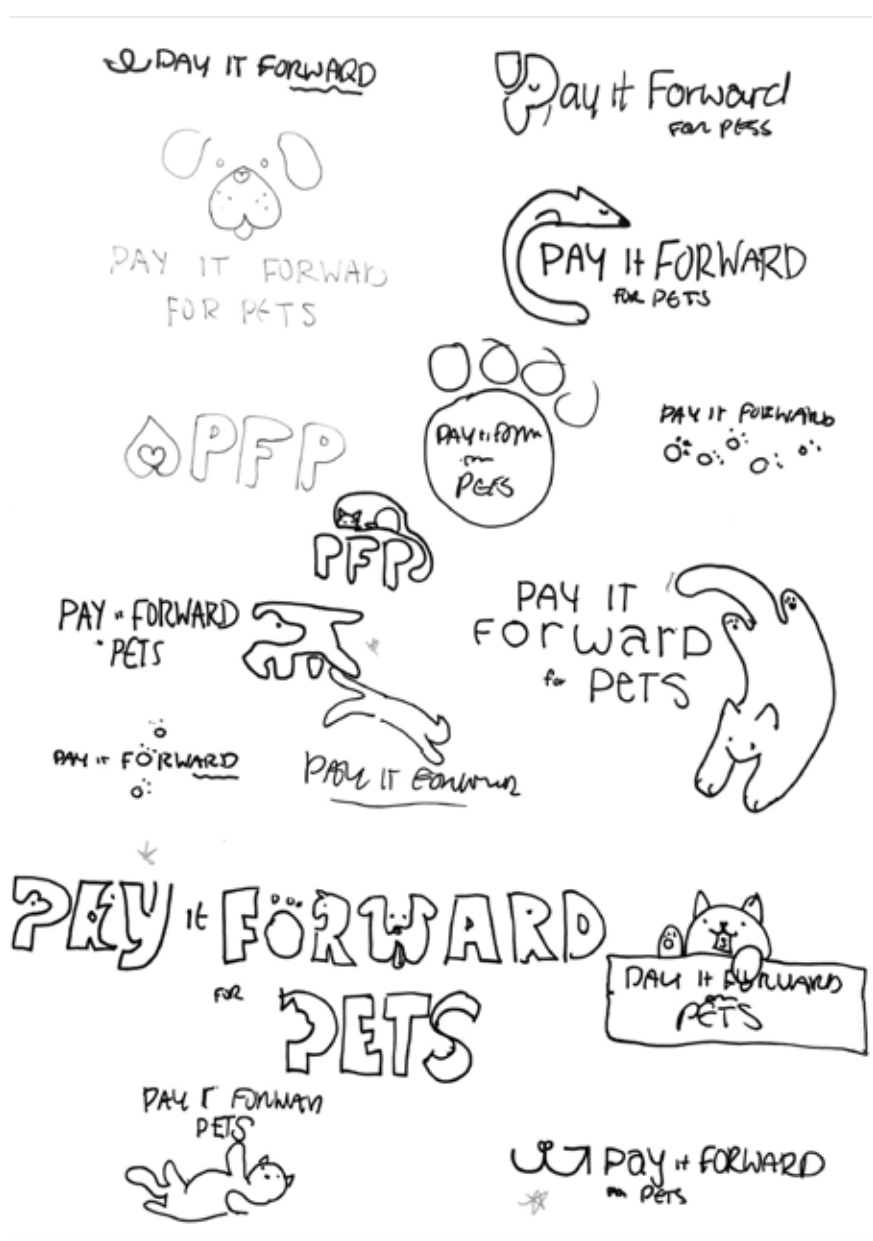
Pay it Forward for Pets is a non-profit animal shelter that offers six different programs: shelter pet photography, senior pets for senior citizens, canine behavioral assessment and enrichment, pets for vets, critical care assistance fund, and humane education curriculum. They also have adoptable pets and daycare/boarding. They mainly focus on cats and dogs.



Sketches



Sketches



Sketches



Final Logos



PAY IT FORWARD
FOR
PETS

Color Sheet

Pay it Forward for Pets

Sophia Fugate

Primary Logo



Logo Mark



One Color Logo



Playful Green

Pantone 15-0545 TCX
HEX #7FC844
CMYK C37 M0 Y66 K22
RGB R127 G200 B68

Onward Navy

Pantone 19-3952 TCX
HEX #203C7F
CMYK C75 M53 Y0 K50
RGB R35 G62 B126