

## DESIGN PROPOSAL

### Design Objective

The objective of this proposed design is to create an email blast for Haven Humane Society. The email must include at least five images and the shelter's logo. Photographs can be combined to create a new composition, or the grid-based system can be used to showcase the images. Social media icons with clickable links and photos of the adoptable pets will be included to make it more realistic. A secondary objective is to have the viewer click on the "adopt now" or "donate now" call to action buttons within the email.

### Email Blast Copy Info

**Theme:** The campaign theme for the email blast will be the Summer Adoption Event. The theme title will be apparent throughout the email body and at the close.

#### Information to include:

Haven Humane Society  
<http://www.havenhumane.com>  
(222) 373-5855  
Summer Adoption Event  
Saturday, July 28  
9am–7pm  
421 Main Street  
Haven, Florida 22355

**Required Copy to include:** The Haven Humane Society is full of pets who want to share their love and affection with their forever families. Find your new best friend at the Haven Humane Society Summer Adoption Event! On Saturday, July 28<sup>th</sup> all adoption fees will be reduced by 50% and free microchipping will be included! All animals have been spayed or neutered and are up to date on vaccines.

#### Fine Print to include:

All potential adopters must fill out the official adoption application onsite. Please be prepared to provide veterinarian and personal references. Adoptions may require a home check.

### Research

The Safe Haven Humane Society offers adoptions for dogs, cats, and small rodent animals such as rabbits in the mid-Willamette Valley of Oregon. The shelter's mission is to provide temporary shelter for homeless and surrendered animals along with providing educational programs for the community. Safe Haven also has two thrift shops as an additional source of funding for the shelter. Currently, Safe Haven is active on Facebook, Twitter, and Instagram social media channels. The social media theme on its Facebook page is "Eat, Play, Love" which has a fun yet warm tone. This persona will be visible in the email blast with a combination of chosen imagery, text, and colors.

### Audience

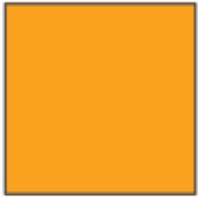
Both young and mature adults who are looking for a new pet to adopt are the target audience for the blast. The target audience is also a group of people who have supported the humane society in the past by giving to campaigns or have consistently pledged money. People who have signed up to be included in email communications for the humane society will also receive the blast.

### Color

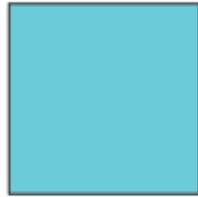
The color scheme for the email will include the primary logo colors which are cheerful and inviting. Color blocking using the logo colors will be used for each section where a different animal will be featured.



#ef4067



#faa268



#69cad9



#274672

### Imagery

The imagery will include photos of animals that are currently up for adoption and an image of the humane society building. The images will come directly from Safe Haven's website and social media pages. A call-to-action button will be placed below each dog image to learn more about adoption. A button to "adopt now" will be located at the bottom of the email for those who are not looking to adopt or are unable to make it to the event. Social media icon imagery will also be included at the bottom of the email blast.

### Typography

The header font will be Bebas Neue Regular, a sans-serif that represents a strong sense of straightforwardness. A more playful font such as Adobe's Lust Script will be another option for the header depending on which design is chosen. The secondary font will be Roboto, which is also sans-serif, which will strike a balance between interest and legibility.

