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Heartpaws - A Company Focused on Connecting Pets with Their New Fur-Ever Families

Alyssa Audino

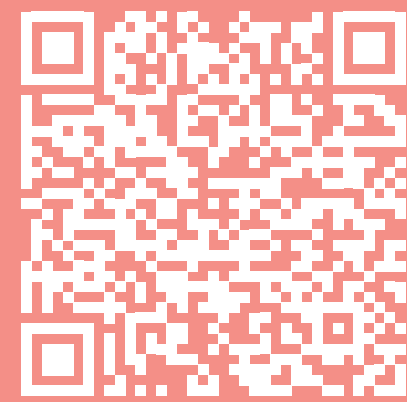
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FIND
YOUR
FUR-EVER
FAMILY.

heartpaws
online pet adoption

heartpaws

online pet adoption

HeartPaws was created as a new approach to pet adoption. The company would work with shelters across the nation to successfully connect these animals with their fur-ever homes. HeartPaws' purpose is to create more visibility outside the immediate vicinity of the shelter, and with more people seeing them, the higher the chance of adoption. When establishing the branding attention to typography and color palette were integral. Focusing on softer, rounded letter forms, and warm inviting colors emphasized the friendly, loving nature of the brand. Utilizing browns & pinks not only fit the brand feel, but are also common colors of our furry friends! A simple paw graphic throughout every medium was used to create consistency in all elements. The brand's main focus is on the animals, so it was decided to keep the graphics to a minimum as to not distract from the precious pets.

What is a pet adoption app without animals? A great interface design and layout was important for an aesthetically pleasing, and functional app. The app features intuitive navigation and endless pet pictures of course. Continuing the soft, friendly feel of the brand the app features rounded graphics, buttons, and images throughout. As searching and finding the perfect pet is the premise of the app, attention was primarily focused on the design of the search and profiles for each animal. The search is capable of narrowing down by breed, age, distance, and much more. The animal profile always has a main image, an about section and home preferences section. A highlighted feature on a pet profile is the carousel of additional photos and videos that show the pet in action, this showcases the personality of the pet better than words can describe. This project is very sentimental to me because many of the images are my own pets, and animals of friends and family. Again, choosing to focus on the animals, so the background of each image was subtracted in every instance that primary photographs are used. The consistent application of color, type, and graphic elements, create a cohesive and well established brand.



heartpaws
online pet adoption

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