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BACHELOR'S THESIS

on the topic:

"Visual design for the 'Save a tail' public welfare brand "

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## ABSTRACT

Due to the increase of social pressure, more and more individuals and families begin to keep pets, and it has become a common trend to treat pets as family members. Due to the increase in the number of pet owners, some pet owners lack of responsibility, and pet owners cannot bear the economic pressure of feeding pets and choose to abandon animals. In addition, with the acceleration of the urbanization process, the habitat originally belonging to animals is occupied by human beings, and animals are forced to come to human communities, resulting in the number of urban stray animals in China increasing year by year.

With the high speed of the global economy and the continuous improvement of social civilization, and with the problem of stray animals gradually appearing on the screen, people gradually pay more attention to the survival of stray animals. In order to improve the living conditions of stray animals, many public welfare brands gradually rise, participate in the rescue and protection of stray animals, and strive for stray animals to have a painless, healthy and free living environment.

In this topic, the theme of "save a tail" as the theme of public welfare brand visual design, calling on the society to strengthen the attention to stray animals and the protection and rescue of stray animals. Through the research of domestic and foreign public welfare brands and homeless public welfare protection brands, the public welfare brand image of stray animals is designed and positioned. The image of stray animals is used as the IP image in this topic, which runs through the whole design, highlighting the theme of "protecting stray animals". The research on this project has improved my design ability and promoted the publicity of the concept of protecting stray animals.

*Keywords: Public welfare brand; stray animal; visual design; APP design; IP design*

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## INTRODUCTION

**Relevance of the study.** To some extent, the protection of stray animals reflects the humanitarian and moral concepts of the society, and the protection of stray animals enhances everyone's sense of social responsibility. Protecting stray animals can cultivate children's compassion and sense of responsibility, and cultivate a correct outlook on life, values and world outlook, which is the obligation and responsibility of human beings.

To protect stray animals is to maintain biodiversity. If the number of stray animals declines sharply, it may have a profound and irreversible negative impact on the entire ecosystem, and then have a serious impact on the survival and reproduction of other organisms. The protection of stray animals can promote the development of the society, and the protection of stray animals reflects the social humanitarian and moral concepts to some extent. The protection of stray animals requires the joint efforts of the whole society. Everyone will pay more attention to social issues and actively participate in various activities of social organizations, so as to enhance everyone's sense of social responsibility. Protecting stray animals can cultivate children's compassion and sense of responsibility, and develop a correct outlook on life, values and world outlook. The protection of stray animals has promoted the economic development to a certain extent, such as pet supplies, pet food, pet medical treatment, door-to-door feeding, etc., to meet the demand of the market, provide sufficient jobs for the society, and bring great impetus to the economic development. Since stray animals have been in a weak position in the society for a long time, the protection of stray animals can cultivate people's love and compassion, and we need to respect the lives of animals and not harm the abused animals. So that we pay more attention to the vulnerable groups in the society, help to improve the moral quality of human beings.

We strive to design a visual design that combines the protection of stray animals with public welfare brands. Through the protection of stray animals, further related design.

**The purpose of the research:** By presenting it in the form of visual design, we will create a public welfare brand to protect stray animals and enjoy harmony between human beings and animals, so that more people can understand the current situation of stray animals. We will carry forward the concept of protecting stray animals and keeping pets in a civilized way, enhance the sense of responsibility of the public for protecting stray animals, and improve the moral quality of human beings. With works to express this idea, hope to be able to improve the present situation of stray animals, the protection of stray animals to a certain extent, promote the development of the economy, such as pet supplies, pet food, pet medical, door-to-door feeding, etc., meet the demand of the market, provides sufficient jobs, for the development of economy. At the same time, it is our duty and responsibility to protect stray animals. So that we pay more attention to the vulnerable groups in the society, help to improve the moral quality of human beings.

**Research Objectives:**

- (1) Field investigation of the current situation of stray animals.
- (2) Sort out relevant materials, systematically sort out the status quo of stray animals, and consult relevant visual symbols.
- (3) Improve the data and determine the main content of the design.
- (4) Hand-drawn line draft, drawing logo design, IP design, font design, packaging design.
- (5) Design the peripheral products combined with the works.
- (6) Design the APP interface design to promote the protection of stray animals.

**The research subject (theme)** is Visual design of the public welfare brand to protect stray animals.

**The object (focus) of the research** are Visual design for protecting stray animals.

## **Research methods.**

### **(1) Literature reading method**

Consult and collect documents related to the protection of stray animals, and summarize and summarize.

### **(2) Comparative research method**

Collect relevant case designs for comparison, and learn the forms of expression in their works.

### **(3) Discussion method**

Through the discussion with teachers and students, deepen the understanding of graduation design and get a better design plan.

### **(4) Comprehensive research method**

Through online and offline research, combined with the collected relevant literature, so as to accurately position the design.

**Elements of scientific novelty.** This study helps to further publicize the concept of protecting stray animals. By analyzing the experience of the public brand design of stray animals, we have determined the basic principles of establishing the visual design of the brand of protecting stray animals in public welfare.

**Practical significance.** With the theme of "Save a Tail", the public welfare brand visual design, calling on the society to strengthen the attention to stray animals and the protection and rescue of stray animals. Through the research of domestic and foreign public welfare brands and protected homeless public welfare brands, the public welfare brand image of stray animals is designed and positioned. The image of stray animals is used as the IP image in this topic, which runs through the whole design, highlighting the theme of "protecting stray animals". The research on this project has improved my design ability and promoted the publicity of the concept of protecting stray animals.

**Structure and volume of the thesis.** The bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter and general conclusions, a list

of used sources of 30 items and appendices (12pages).The work contains 39 drawings.  
The results of the research are presented on 62 pages.



## **Chapter I**

### **TOPIC ANALYSIS**

#### **1.1 Topic introduction**

With the progress of society and the rapid development of economy, people's living standards have been significantly improved, and people's spiritual needs are also growing. More and more families begin to keep pets and regard pets as their own families, which has become a general trend of the society. In the fast-paced environment, people are prone to tension, loneliness and pressure in life and work. The appearance of pets can reduce people's negative emotions such as anxiety and depression, and enhance people's love for life. With the increasing number of pets, more and more pets are being abandoned, and many problems gradually emerge.

The problem of stray animals is not only a problem of animal protection, but also a problem of test of human civilization. For example, stray animals may carry viruses and parasites, such as rabies, lice, fleas, toxoplasma, threaten human health; stray cats and dogs may carry rabies virus, with certain aggression, may injure others; stray animals have strong reproductive ability, affect the survival of other organisms; stray animals, poor living environment, their feces may contain infectious virus bacteria parasites, increase the difficulty of sanitation workers, bring pressure to urban environmental health, affect the city appearance, and challenge the urban management. Although China's laws related to animal protection include the Wildlife Protection Law, the Animal Husbandry Law and other laws and regulations formulated by Beijing, Shanghai and other places, there is no special legal norms on anti-animal abuse, so there is no substantial legal constraint on the abuse and abandonment of dogs and cats.

With the rapid development of the global economy and the continuous improvement of social civilization, more and more enterprises and individuals have actively participated in the rescue of stray animals and the publicity of protecting stray animals, and public welfare organizations and brands of stray animals have emerged. Through the power of the brand, let more public know about the plight of stray animals, spread the concept of protecting stray animals, and call for the formulation and improvement of relevant animal protection laws, so as to enhance the social environment in which human beings and animals live in harmony.

Therefore, this topic focuses on the protection of stray animals, the current social situation, and the design of the visual design of the public welfare brand for the protection of stray animals. We hope that we can work together to create a more healthy, free and better future for stray animals.

### **1.1.1 Background**

In recent years, the problem of stray animals has appeared on the screen, and the survival of stray animals has become a hot issue in the society. On the one hand, with the continuous development of economy, people's quality of life gradually improved, the trend of raising pets, people seek cats and dogs as the spiritual pillar, but with the breeding process and the local management system, the cost of abandoned pets is low, the number of stray animals increases; on the other hand, the public brand of stray animals in China, but still developing, still face many challenges and deficiencies.

### **1.1.2 Purpose and significance of the topic selection**

By presenting it in the form of visual design, we will create a public welfare brand to protect stray animals and enjoy harmony between human beings and animals, so that more people can understand the current situation of stray animals. We will

carry forward the concept of protecting stray animals and keeping pets in a civilized way, enhance the sense of responsibility of the public for protecting stray animals, and improve the moral quality of human beings. With works to express this idea, hope to be able to improve the present situation of stray animals, the protection of stray animals to a certain extent, promote the development of the economy, such as pet supplies, pet food, pet medical, door-to-door feeding, etc., meet the demand of the market, provides sufficient jobs, for the development of economy. At the same time, it is our duty and responsibility to protect stray animals. So that we pay more attention to the vulnerable groups in the society, help to improve the moral quality of human beings. At the same time, it is our duty and responsibility to protect stray animals.

## **1.2 Selection of topic selection ideas**

In the context of the accelerated urbanization in China, the problem of stray animals is the product of the development of social urbanization to a certain stage, and also the model of human animal survival rights. In fact, it is the problem of animal protection, urban management, social responsibility and other aspects. Only when the whole society unites and participates together, can we solve the problem of stray animals fundamentally, and truly realize the harmonious coexistence between people and animals.

## **Summary of the chapter I**

1.This paper introduces the current situation of stray animals and the social problems caused by the increasing number of stray animals.

2.The background of the topic selection is introduced. People's quality of life is gradually improved, and the trend of raising pets is flourishing. However, with the

emergence of many problems in the breeding process and the imperfect local management and pet management system, the cost of abandoning pets is low, leading to the continuous emergence of stray animals; on the other hand, despite the public brand of stray animals, it is still developing, and still faces many challenges and deficiencies.

3.The significance and purpose of this topic selection are clarified. By presenting it in the form of visual design, we can create a public welfare brand to protect stray animals and enjoy harmony between human beings and animals, so that more people can understand the current situation of stray animals. We will carry forward the concept of protecting stray animals and keeping pets in a civilized way, enhance the sense of responsibility of the public for protecting stray animals, and improve the moral quality of human beings.

## **Chapter II**

### **SUBJECT RESEARCH AND DESIGN POSITIONING**

#### **2.1 Related research**

With the high speed of the global economy and the continuous improvement of social civilization, people gradually pay more attention to the survival of stray animals, and the public welfare rescue of stray animals has also received more and more attention. In order to improve the living conditions of stray animals, many public welfare brands are gradually emerging, striving for stray animals to have a painless, oppression free, healthy and free living environment.

#### **2.2 Status quo of domestic research**

##### **(1) Domestic status quo of public welfare brands**

The English name of the brand is Brand, which comes from the ancient Norwegian word Brander and means burning. In ancient times, furniture and pottery were often marked by torches, and also marked on the skin of slaves and animals, which were later replaced by signs and eventually certified by the association. In essence, their role is to create an irreplaceable impression that affects the psychology and behavior of consumers.

In today's competitive business environment, brand design is an indispensable part of modern business, it embodies the core value, values and market positioning, brand design through the way of visual transmission, the brand image, concept and characteristics of information shaping and communication, enhance brand awareness, enhance the influence of brand, bring higher brand premium, to promote the

development of the commercial market and enterprise development plays an important role.

With the reform and opening up and the development of social economy, many policies have begun to tend to public welfare, and public welfare continues to develop with science and technology. At the same time, China's public welfare brands have also ushered in a vigorous development. More and more domestic enterprises and individuals began to pay attention to social public welfare undertakings, any field of enterprises and brands hope to attract more people's attention, gradually many brands aware of public value cannot be measured, can shape a good brand image, improve the brand in the society, and can borrow feelings, prompting consumers show positive emotion to brand, consumer reputation and recognition, are in the public camp. At present, Chinese companies mainly donate in two ways, one directly to certain charitable projects, the other directly to various charities or governments, and then to target charitable activities in different fields. However, domestic enterprises are very casual when participating in charity activities, and it is difficult to achieve "mutual benefit" and multi-win.

Although China's public welfare brands are booming, there are still many shortcomings. The corporate charity awareness of our country, relatively not very mature, and enterprises in developed countries still have a larger gap, people in the public welfare activities participation is not high, resulting in the public brand publicity is difficult to form a strong social influence, low social credibility, public trust is low, lead to public brand awareness seriously limited. At the same time, China's public welfare brands have few industry resources, so the funds to build brands are insufficient. It is often difficult to implement the optimal allocation of public welfare talents and funds, and the theme of public welfare projects is too homogeneous and personalized is insufficient. Most public welfare organizations in the early days of the organization positioning is not clear, no in-depth research

service object demand, more unlikely to provide more accurate service content for the service object, and serious plagiarism, lack of understanding of professional knowledge, too general on brand expression, branding consciousness is weak, less connotation, so the public brand is difficult to sustainable development.

## **(2) China's stray animal public welfare brand research**

Due to the development of domestic economy and the acceleration of urbanization process, the number of urban stray animals in China is increasing year by year. As the city expands, habitats belonging to the original animals are squeezed and forced to human communities. With the increase of the number of pet owners, some pet owners lack the sense of responsibility, and pet owners cannot bear the economic pressure of feeding pets and choose to abandon animals. In the fast-paced environment, people are busy with their livelihood and lack of care for their pets. Some pets are taken away from home by their owners, and they are lost because they are not seen. There are pets because of a long time locked at home, did not get the ideal care, their run away from home wandering. Due to the loopholes in the supervision of the catering and clothing markets, the bad vendors will target the clean and healthy domestic pets for excessive profits, and steal the pets when the owner is not at home or directly rob the pets when the owner is away. The rescue agencies of stray animals are short of resources and cannot effectively rescue and manage stray animals.

There are a large number of stray animals in China, and most of them live in densely populated areas, such as university campuses, residential areas, streets, etc. It brings hidden dangers to urban public safety. Due to the lack of feeding ability of some stray animals, the continuous advancement of urbanization process and the improvement of residents' quality, leading to food instability, survival by picking up kitchen waste, low nutritional value leads to malnutrition, and hidden safety risks in the living space. Some people lack respect for life and compassion for the weak, and

take means to hurt and drive away stray animals. Stray animals often become tools for such people to vent their anger and make fun.

Chinese citizens for stray animal protection consciousness gradually enhanced, but because our country has wildlife protection law, animal husbandry law and Beijing, Shanghai and other places of the dog management method (regulations), but because there is no special abuse against animal legal norms, the abuse, abandoned dogs and cats behavior and no substantial legal constraints, for people abandon pets and abuse of stray animals it is difficult to make substantial punishment, lead to stray animals without legal protection, their living conditions is worrying.

At present, only some economically developed areas in China have set up government shelter agencies for stray animals, and some provinces and cities are funded by private animal lovers and caring people, while most areas have no shelter agencies at all. However, the lack of effective cooperation between the existing institutions is mostly faced with the embarrassing situation of limited space and lack of funds.

At the same time, in recent years, the problem of stray animals in China has gradually attracted wide attention from the society. Many cities have begun to take a variety of measures to treat stray animals, including the establishment of stray animal shelters and the promotion of adoption. In 1998, Taiwan issued the animal protection law, in the law of the stray animals is mainly: (1) the law specified in the municipal and county set up special government nature of animal shelter or designated premises, the competent authority can also entrust other institutions or civil society set up animal shelter premises. The main work of these shelter institutions is to shelter and deal with the stray animals in the city or county, the animals detained by the competent authorities according to law and the animals in danger.(2) Encourage animal sterilization, and the registration fee of sterilized animals is much lower than that of unsterilized animals.(3) Clarifying the legal punishment for animal abusers.



Wenzhou city passed the Regulations on the Management of Wenzhou City on Raising Dogs on December 24, 2019, and it came into effect on July 1, 2020. The regulation is the first officially issued dog management regulation in Wenzhou, and it is also the first time on the management of stray dogs in the form of documents and regulations. In the management regulations, the management of stray dogs mainly focuses on the following aspects: First, it defines the responsibilities of each department, and stipulates that the competent department of dog management is the urban administrative department, and its responsibilities include the shelter, detention, rescue and disposal of dogs. Public security organs and agricultural and rural departments are also important departments of dog management, and the supervision of dogs and dogs; other departments shall do the relevant work according to their respective responsibilities. Second, it clarified the necessity of the people's governments at all levels to establish dog shelters, and requires the city, county (district) people's governments to set up shelters to implement shelter, detention, rescue and disposal of ownerless dogs, abandoned dogs, and confiscated dogs. At the same time, it is recommended and encouraged to entrust professional institutions that meet the requirements to perform the above behaviors in the way of purchasing services. Third, clear the importance of quarantine, the above all kinds of dogs must be quarantine, before adoption. Fourth, it is clear that the personnel who abandon, abuse or kill the dog will be punished, and the relevant departments shall order them to correct and be fined accordingly.

Due to the rapid development of the Internet, street cat APP is widely used, people can detect and record the health status of stray cats through different angles of software, and can also feed stray cats in the air, which can meet the needs of users to cloud cat. The use of software in the problem of disorderly reproduction, the cat house on the original basis of the additional equipment, supplemented by "cat face recognition", so that stray cats in a low stress response to achieve sterilization. In addition, the street cat and pet intelligent monitoring area of stray cats, establish stray

cat files, unified MoPai management, choose reasonable disposal way (sterilization or adoption), finally achieve fixed-point feeding, regular processing, long-term management of normalized intelligent operation, make the stray cats and community residents gradually into a stable and harmonious state. Hospitals cooperate to provide sterilization support to reduce disorderly feeding and disorderly reproduction, and truly reduce the number of stray cats.

With the continuous progress of social civilization and the development of the Internet, people begin to care about the situation of stray animals and pay more and more attention to animal welfare. More and more public welfare organizations and public welfare brands appear and actively participate in the rescue of stray animals and the publicity of the protection of stray animals. Some public welfare organizations and brands that protect stray animals have used online visual design and offline publicity activities to publicize the knowledge of stray animal rescue and popularize the public welfare concept of stray animal rescue.

Paws' Power, a public welfare brand for stray animal protection in China, has been practicing and supporting the brand concept of stray animal rescue and "adoption instead of purchase", making public welfare within reach and promoting the legislative improvement of stray animal protection in China. In the early stage of the company, part of the profits were donated to the private public welfare stray animal rescue center. Later, through the shaping of the brand image, it hopes to become the first domestic animal protection concept brand that is friendly with stray animals. In VI brand design, the overall style is given priority to with simple and modern, no tedious elements, with brand logo as a brand symbol, covering the overall visual design, at the same time with dark blue and white as the main color, can pass to the public brand credibility and can rely on the public brand image, to "a home based on stray animals" as a brand slogan, applied to the panel propaganda and poster design, further to protect stray animals (as shown in Figures 2-1).

And Cat Manor is a public welfare brand of stray animal rescue in China, and helps stray animals, a vulnerable group, to publicize the theme of "refuse to abandon, love not to stray". Through the VI design, the visual design of the theme of "protecting stray animals" is systematic, with the line image of people and stray cats and love as the symbol of the public welfare brand. The cartoon cat image is used as the IP image in this design, and the cat claw and love are used as the auxiliary graphics to combine the design with the cartoon cat IP image. Dark blue and orange are the theme colors of the brand, attracting more social groups and individuals to participate in the protection of stray animals through visual contrast (as shown in Figures 2-2).

### **(3) Current status of public welfare brands abroad**

Carolnick, a representative of the strategy of public welfare brand, once believed that enterprises can enhance their brand by engaging in public welfare and charity activities. In essence, they can transform them as corporate charity activities into valuable corporate assets, so as to achieve a win-win situation of corporate brand in public welfare and business.

In the 1940s, public service advertisements appeared abroad, and brand public service marketing was born in the United States more than 20 years ago. At present, many foreign enterprises use public welfare activities to enhance their brand image, choose their own public welfare projects according to their own brand concept, and combine the brand public welfare, brand development and commercial interests to form a standardized operation mechanism.

After the 1980s, American companies began to get involved in public welfare projects, including public health, animal welfare, urban environment, etc. Today, public welfare undertakings closely unite enterprises, brands, users and communities, which can enhance the sense of value of buyers.

### **(4) Foreign stray animal public welfare brand research**

Abroad, some developed countries have achieved good results in the protection and management of stray animals. Some developed countries have established perfect animal welfare laws and regulations to ensure the full care and protection of stray animals.

The animal welfare law for the first time in 1966, and then in 1970, 1976, the animal welfare law is the most important act related to animals, the stray animal shelter system is based on the system of stray animal welfare protection, the federal government directly involved in animal protection, including animal transportation, animal trading, animal treatment and other related responsibilities. In the process of animal protection organizations rescuing stray animals, The Animal Welfare Act begins to establish standards for animal shelter facilities, For example, the bill sets out detailed standards for shelter-housing facilities in animal shelters, , Specifically, The temperature shall not be continuously lower than 7.2°C for more than four hours, No more than 29.5°C for more than four hours; Receiving housing facilities must always maintain adequate ventilation, Ventilation must be provided by windows, doors, vents, fans or air conditioning, At an ambient temperature of 29.5°C or higher, Auxiliary ventilation must be provided; Receiving housing facilities must be adequately lit, Enough to keep the wind and rain, Provide protection from sunscreen, rain, snow, wind and cold.

States also introduced a variety of relevant laws, content for meet in the street stray animals can be sent to the local animal shelter, the states of stray animal shelter for many humanitarian laws, such as whether shelter can provide suitable for animal living environment, treat injured stray animals, shelter should provide basic medical assistance for stray animals, can't use any means and way to make stray animals feel pain. Euthanasia of the injured stray animals, and make relevant provisions on euthanasia, to ensure the abuse of euthanasia. After the stray animals entered the shelter, the shelter first confirmed the animal information to find the owner of the animal. When homeless animals, the shelter will actively adopt stray animals for the

society and provide sufficient information about stray animals to the public through a combination of online and offline. The adopter signs an agreement with the shelter to ensure the safety of stray animals after being adopted. When adopting stray animals, the shelter will collect a small amount of honesty deposit from the adopter. If the adopter violates the adoption agreement, the honesty deposit will be used as the daily expenses of the shelter. At the same time, stray animals entering the shelter need physical assessment, identification and regular physical examination.

Japan in 1973 passed the animal protection management law, the purpose of the legislation to prevent abuse and abandoned animals, establish the good atmosphere of love animals, promote respect for life, love and peace, prevent animals against people's life, health and property, and protect the living environment, realize the same world, the same health. The basic rights of stray animals are guaranteed, the adoption system of stray animals and the responsibilities of animal owners have been clarified, communities are encouraged to set up animal protection organizations, and the intentional killing, killing and abandonment of animals are punished according to law.

The eu and other countries in the formulation of urban pet management standards are more in line with the actual situation of each country, the implementation is also relatively good, in the EU countries, France is the largest country in pet feeding. France has banned the raising and transfer of aggressive pets, imposed a half-year prison period and high fines, mostly in other EU countries, where some pet owners will be permanently deprived of their rights in addition to one year in prison. Many foreign countries have a high awareness of the protection of stray animals, which to a certain extent promotes the development of the protection of stray animals. Foreign public welfare brands of stray animals protection constantly explore and innovate methods when rescuing stray animals. For example, the TNR (trap-sterilization-release) program, which effectively controls the number of stray animals, and by training stray animals to become control animals.

Kozhuhovo is a pet charity brand created by the stray animal rescue shelter on the outskirts of Moscow. Shelters require animal care, transportation services, buying food and medicine, and bringing pets home. In the public welfare brand design, brown, orange and yellow are selected. The warm colors not only gives people a sense of security, but also means bringing warmth to stray animals. The logo design adopts simple lines of stray cats and dogs, connecting the stray cats and stray dogs with a line, and the font design is expressed with thick lines. The collocation of thickness forms a strong contrast, which has a different kind of beauty. The stray animals, houses and pet supplies are expressed in the form of lines as the auxiliary graphics of brand design (as shown in Figures 2-3).

DRUG is a charity brand of stray animal protection in Ukraine. DRUG means a friend in Ukraine. The charity brand has been committed to protecting those abandoned stray animals, providing medical services and finding a warm and happy home for them. The DRUG design uses bright and jumping colors such as yellow, red, pink and blue to create a bright and unforgettable public welfare brand of stray animal protection. The logo uses the positive and negative design of human and stray animal elements to express the brand concept. The font design adopts the round design, with the overall look round and full, which not only increases the recognition of the font, but also maintains the visual balance (as shown in Figures 2-4).

TOFU 'S DREAM WORLD is a pet shelter brand dedicated to protecting and rescuing stray animals, adopting and saving the lives of stray animals through people's love. The brand design style is simple and modern style, with black and white as the main colors, and the illustration image of black and white simple stray animals is applied to the poster design and brand extension design (as shown in Figures 2-5).

PETKO, a stray animal charity brand in Vietnam, was established to build an infrastructure and pet necessities. A public welfare brand to rescue and adopt abandoned stray animals. PETKO also supplies and sells pet necessities. The brand

integrates the cat into the design of the logo design, forming a unique style. Using high saturation green and pink as the standard colors of the brand design, and applied to the brand design, it has a strong visual impact, can quickly attract people's attention, and enhance the public's memory of the public welfare brand (as shown in Figures 2-6).

## **2.4 Design and positioning**

The survival problem of stray animals is an international problem, and the problem problem of stray animals is particularly prominent in China, and it is deeply concerned by the public. At present, the public welfare brand of stray animals in China starts slowly and the number is small, so the design of the public welfare brand for stray animal protection is particularly important. This project aims to create the protection of stray animals through the visual design, combined with the graphic design, to better publicize the concept of animal protection.

## **Summary of the chapter II**

1. Analyze the situation of stray animals. The problem of stray animals is not only a problem of social management, but also a problem of how humans get along with animals. At the same time, it is related to social stability and the civilization degree of the city. To solve this problem, we need the joint efforts of the government agencies and the public, so as to fundamentally reduce the number of stray animals and realize the harmonious coexistence between people and animals.

2. Analyze the current situation of domestic and foreign public welfare brands. With the reform and opening up and the development of social economy, many policies have begun to tend to public welfare, and public welfare continues to develop with science and technology. At the same time, China's public welfare

brands have also ushered in a vigorous development, and more and more enterprises and individuals in China begin to pay attention to social public welfare undertakings. In the 1940s, public service advertisements appeared abroad, and brand public service marketing was born in the United States more than 20 years ago. At present, many foreign enterprises use public welfare activities to enhance their brand image, choose their own public welfare projects according to their own brand concept, and combine the brand public welfare, brand development and commercial interests to form a standardized operation mechanism.

3. Analyze the current situation of the public welfare brands of protecting stray animals at home and abroad. With the continuous progress of social civilization and the development of the Internet, people begin to care about the situation of stray animals and pay more and more attention to animal welfare. More and more public welfare organizations and public welfare brands appear and actively participate in the rescue of stray animals and the publicity of the protection of stray animals. Some public welfare organizations and brands that protect stray animals have used online visual design and offline publicity activities to publicize the knowledge of stray animal rescue and popularize the public welfare concept of stray animal rescue.

4. Public welfare brands publicize the concept of protecting stray animals to the public through visual design. Through visual design, with the protection of stray animals as the creative theme, combined with graphic design, to better promote the concept of animal protection.



## **Chapter III**

### **DESIGN PROCESS AND FINALIZED THE FINAL DRAFT**

#### **3.1 Logo design**

Logo design is the core of the visual communication elements of enterprise brand, and also the leading force in the information communication of enterprises. Brand logo is not only a simple symbol or figure, but also a concentrated expression of the concept and culture of a brand. The shape and color of the logo directly determine the form of other recognition elements throughout the brand design of the enterprise. At the same time, it also represents the brand concept, culture and value orientation, which can accurately express the brand theme, attract the attention of the public, so that the public can easily identify the brand and feel the culture and values of the brand, so as to establish the emotional connection between the public and the brand. In this study, the main theme of protecting stray animals, the image of dogs is combined with love, meaning that people and animals depend on each other, understand each other, live in harmony, stray animals are wrapped in the world of love. Orange is characterized by warmth, vitality and joy, just like a warm embrace in the cold winter. Take orange as the theme color of the logo, warm stray animals with love, and embrace stray animals with love. The overall logo shape can more intuitively convey the concept and attributes of protecting stray animals to consumers (as shown in Figures 3-1 ).

#### **3.2 Standard colors and auxiliary colors**

Standard color refers to a specific color or a group of color systems determined by an enterprise to create a unique corporate image, which is used in all the media of

visual communication design, through the unique perceptual stimulation and psychological response of color, to express the business philosophy and psychological characteristics of the enterprise. Standard color is the main application color of brand design, and this color also represents the main color of the enterprise's external image visual system. Standard color should generally choose the open color distinguished with the industry peers, and the color should meet the brand tone, eye-catching, convenient dissemination and application. Standard color plays an important role in the brand design, and can help the public to quickly identify the brand information. People are easy to associate and perceive the color, which can help the brand to stand out among many competitors and improve the brand recognition. By creatively developing and using the combination of standard colors, the attraction and communication power of enterprise identification marks and enterprise identification system can be strengthened, so as to enhance the unity and standardization of corporate image. Standard color can express the business philosophy and product service characteristics of the enterprise brand through the unique perceptual stimulation and psychological reaction, so that the public can have a deep impression and cognition of the enterprise brand visually. In this design, orange and yellow is used as the standard color in this design. Orange brings people a warm feeling, symbolizing love and vitality. In color psychology, orange is a color full of energy and positive emotions that stimulates creativity. In business, orange symbolizes energy and freshness. Visually, orange is a very obvious color that can attract attention. (as shown in Figures 3-2).

Auxiliary color is the color that plays a supplementary role in the design of the logo. It is mainly used for enterprise publicity and promotion, in order to make the corporate image more vivid. Auxiliary color is an important element with standard color as the core, and it is various. When using auxiliary colors, enterprises should follow the requirements of the deployment and design of auxiliary colors, can not be random collocation so as not to damage the logo of the shaping of the corporate

image. Auxiliary color is a color designed to match the standard color. Auxiliary color is mainly used to foil the core basic elements. The setting of the auxiliary color needs to be based on the standard color, which eliminates the monotonous sense of the standard color in the application to a certain extent, so that the enterprise color is more rich and coordinated. The importance of auxiliary color in brand design is second only to standard color, which can not only enhance visual performance, but also better foil standard color. According to the standard color color, take purple and green as the auxiliary colors in this design. Green symbolizes the prosperity and vitality of life, and symbolizes a new beginning. In the design, green plays a balance and role and can be used to create a relaxed and comfortable atmosphere. Purple is considered as the color of freedom, encouraging people to express themselves and pursue personality and freedom. Purple is also considered as a color that promotes creativity and arouses curiosity. In design, purple can increase people's attraction (as shown in Figures 3-3).

### **3.3 Assisted in the graphic design**

Auxiliary graphics is one of the basic visual elements of visual recognition system. The purpose is to effectively assist the application of the visual system, especially in the media can enrich the overall content, strengthen the corporate image. In the process of brand visual communication, we should analyze each part scientifically, and analyze their functions and applications specifically, so as to maximize the use of the value of graphic elements. Brand auxiliary graphics and brand logo together constitute the visual language of the brand. When the logo is not convenient to display, the auxiliary graphics can better convey the personality and overall image of the brand. Auxiliary graphics can not only catch the attention of consumers, but also attract the attention of consumers. The combination of auxiliary graphics and brand standard color and auxiliary color can enhance the visual impact

and aesthetic feeling, thus generating visual attraction and affinity, enhance the aesthetic interest, enhance the recognition of the brand, foil the appeal of the brand image, and make the meaning of LOGO more complete. At the same time, it can better highlight the difference with other brands. In this auxiliary graphic design, through the preliminary research, the paw prints, love, small fish, bones and pet bowls of stray animals are used as auxiliary elements, and the color matching of the auxiliary graphics is determined according to the brand standard color (as shown in Figures 3-4).

### **3.4 IP image design**

IP image is an important part of brand design, has become an important means of enterprise brand promotion, can make the public more likely to produce brand love and trust, can attract public attention, promote the public purchase of related products and peripheral products, and to independent spontaneous communication, enhance the brand recognition. IP image has a high degree of recognition, through the unique image design, so that consumers can recognize the enterprise brand at a glance, and shorten the distance between consumers. Ip image has emotional resonance, while IP image often has strong emotional attributes, which can trigger the emotional resonance of consumers, so as to enhance the brand loyalty. IP image also has the role of cross-border cooperation. IP image has a strong potential for cross-border cooperation, which can help enterprises expand business areas and realize brand diversification development. This design is a brand design with the theme of stray animals. The IP image will take stray cats and stray dogs as the design elements, which is in line with the design concept and positioning requirements (as shown in Figures 3-5 to 3-6).

### **3.5 IP meme design**

With the development and prosperity of social media, more and more young people use vivid cartoon images and classic facial expressions to replace a single text communication in the online communication. In social media platforms, emojis are the carriers for netizens to express their emotions. In the process of using emojis, users can increase the interest of users' chatting, shorten the distance between each other, make up for the lack of language and text, reduce the time-consuming of communication between each other, and improve the efficiency of communication. Brand design Using IP memes can arouse the spiritual resonance of young people, so that the public can resonate with the brand. In the current wave of IP popularity, the emojis are used for the promotion of stray animals protection, so that the public can participate in the interaction of stray animals protection, meet the network communication of users, and can be circulated on major platforms in a short period of time to further enhance the popularity of public welfare brands. In this design, I use the cute IP image to show the interesting expressions in my daily life. The emojis of stray dogs and stray cats are designed respectively, and the IP action is used as the design inspiration of the emojis to make the IP image more vivid.(as shown in Figures 3-7 to 3-8).

### **3.6 Illustration design**

With the continuous development of the society and the market competition is increasingly fierce, brand design has become an important means for enterprises to compete for market share. In brand design, illustration, as a unique visual expression, is playing an increasingly important role. The illustration plays a vital role in the brand design, good illustration story can through the story, using visual language to show the public the story behind the brand, can arouse the resonance of the public, deepen the public identity of the brand, let the public in a short time to understand the

brand culture and concept, the illustration design into the design of the brand, the brand is unique, enhance the spread of the brand, enhance the competitiveness of the brand. After designing IP images, standard colors and auxiliary colors, to promote the plight of stray animals, IP images of stray cats and dogs are combined with standard colors and auxiliary colors to describe the life and desire of stray animals in the form of illustrations. It is hoped to convey the situation of stray animals and the concept of protecting stray animals to the audience through the illustrations. An illustration design was performed to depict stray animals hidden in human communities with stray dogs hidden in trash cans and stray cats hidden in cardboard boxes. Use sofa scene illustration to express the good wishes of stray animals (as shown in Figures 3-9 to 3-10).

### **3.7 Poster design**

Poster design is one of the forms of visual communication. Through the composition of the layout attracts people's attention in the first time, and obtains instantaneous stimulation, which requires designers to fully combine pictures, text, color, space and other elements, to show propaganda information to people in an appropriate form.

The uses of posters can include: advertising posters, social posters, corporate brand posters, cultural posters, film and television drama posters, etc. Publicity posters mainly improve the visibility of enterprises or individuals, modern posters are accepted by most people, mainly provide the main information and information of modern life.

Through visual elements, brand posters can quickly attract the public attraction and deepen the public's impression of the brand. Posters can also be displayed in many places, and they can also help the brand to expand awareness and achieve wider communication, playing an irreplaceable role in brand communication and marketing.

In the design study, the IP image and the combination of stray animals, in the poster add "I really hungry" "please take me home" "I want to have a home" "let love not stray" interesting copy, make design more lively and interesting brand culture, let the public feel the brand protection of stray animals culture and personality, let the protection of stray animals concept through posters become more deeply rooted in the hearts of the people (as shown in Figures 3-11 to 3-13).

### **3.8 Standard design of office application**

Office affairs supplies refer to the items used by institutions and organizations in their daily work. Office affairs supplies are necessary consumer goods for any organization and organization. They consume costly in the process of work and take a long use time. Therefore, office affairs supplies are an essential part of any brand design. In office affairs supplies brand design, need to the design of stylized, the layout density, rhythm arrangement carefully, with auxiliary design elements for decoration, at the same time can through the use of paper, printing process unique visual effect, make the whole office affairs supplies brand design has a unique artistic visual effect and strong recognition.

Business cards have become an indispensable tool in modern social communication, and is an important means to promote communication and cooperation. Business card is an indispensable status symbol in business communication, which is not only the medium for the brand to convey information, but also the bearer of the brand concept. The unified and standardized business card design is conducive to establishing a good brand image and enhancing the brand image and brand awareness. In this design, the combination of the IP image, auxiliary graphics and standard color of stray dogs can convey the brand culture and brand values of protecting stray animals to the outside world (as shown in Figures 3-14).

As the medium of traditional information transmission, the envelope is still in an important position in the modern era. Envelope is not only an important part of the brand design, but also can convey the brand culture and personality, show the unique image of the brand to the outside world, and enhance the brand recognition. The envelope can also be integrated with the elements of the brand culture, which can convey its own brand culture to the public, enhance the brand image, enhance the effect of the brand communication, and maximize the brand value. In this envelope design, the standard color and brand logo, combined with the English copy of the protection of stray animals, to implement the concept of brand protection of stray animals (as shown in Figures 3-15).

The work card is not only a symbol of employees' status, but also an important part of the corporate image. Employees wear a unified work card, help to build the enterprise brand image. The design of the work card takes the IP image of stray dogs as the theme (as shown in Figures 3-16).

The badge is not only a symbol, but also the inheritance of brand culture. In the design process, I combined the brand logo, IP image with the standard color and auxiliary color to make the design full of fun (as shown in Figures 3-17).

### **3.9 Stationery design**

Stationery design is an important part of the corporate image. Stationery design can fully show the concept, culture and values in the brand. Stationery design can strengthen the brand loyalty, deepen the public's love and loyalty to the brand, and improve the brand image and competitiveness. In the design process, the use of IP image, standard colors and auxiliary colors, bright colors, eye-catching (as shown in Figures 3-18 to 3-19).

### **3.10 Brand packaging design**



Packaging is a comprehensive reflection of brand concept, product characteristics and consumer psychology, which directly affects the public's desire to buy. Packaging is a powerful means to establish the affinity between products and the public. With the development of economy and social progress, packaging and brand have been integrated. Packaging, as a means to realize brand value and use value, plays an extremely important role in the field of production, circulation, sales and consumption, and is an important topic that enterprises and design have to pay attention to. The function of packaging is to protect commodities, convey commodity information, facilitate use, facilitate transportation, promote sales and improve the added value of products. As a comprehensive discipline, packaging has the duality of combining goods and art.

Packaging design in brand design and other brand elements as important, packaging design in the public brand and expand enterprise brand plays a role, packaging design is the carrier of brand value transmission, through visual design, can stand out in many competitors, form a unique brand image, strengthen the public memory of the brand.

Good packaging design attracts the attention of customers, so the product will also be noticed and recognized. In order to enhance this, it is necessary to convey the brand of the enterprise on the packaging. In this way, consumers can provide customers with correct information before buying, which can attract public attention, stimulate public interest in the brand, and thus enhance the competitiveness of the brand in the market. Brands can also show their creative ability and professional ability to the public, and play an important role in improving the brand image. At the same time, through packaging design, the brand can show the story behind the brand to the public through the plot and visual language, which can arouse the resonance of the public, deepen the public's identity with the brand, and let the public understand the culture and concept of the brand in a short time.

Packaging is a bridge between the brand and the public, not only can protect the product, but also can convey the brand values and brand concept. In the design of stray animals public brand packaging, orange, purple and green respectively as the main color of the design, with three different IP action as the packaging illustration design, with the "choose no longer to abandon", "adopt instead of buying" and other publicity copy, through packaging will better pass the concept of protecting stray animals to the public.

Packaging bag is one of the indispensable parts in the brand design. Packaging bag can not only hold products, but also be a weapon for the external publicity of the brand, which can make the brand more deeply rooted in the hearts of the people, improve the brand image, and effectively convey the values and concepts of the brand. In this design, the standard orange color and the auxiliary purple color, green combined with IP illustration design and Chinese and English official documents and letters , the use of strong contrast color, to attract more viewers to understand the concept of rescue and protection of stray animals, and further promote the rescue of stray animals. (as shown in Figures 3-20 to 3-22).

### **3.11 Brand clothing design**

Brand work clothes as the symbol and symbol of the enterprise, brand work clothes is an important part of the corporate image. Unified brand work clothes can reflect the standardization and team spirit of the enterprise, and can bring further improvement to the brand image of the enterprise, and will also enhance the public's recognition and trust of the brand. At the same time, when the employees go out, the body brand work clothes can play a certain positive role in the brand image communication. Unified brand work clothes can make employees realize that the enterprise is a group, can improve the work efficiency of employees, strengthen the enthusiasm of employees and the sense of team honor, in this design, I use color, logo

and IP image to design two clothes and two hats, play a role in promoting the brand (as shown in Figures 3-24 to 3-25).

### **3.12 Vehicle body design**

The car body design can create a unique brand image for the brand outdoors, so that the public can feel the culture and values of the brand more intuitively and from zero distance, and enhance the public's impression of the brand. In the design, the background color of the car body is standard orange, covered with auxiliary graphics, combined with the IP image and "Give stray animals a home" (as shown in Figures 3-26).

### **3.13 APP design**

User Interface Design refers to the design of the user interface by designing various elements on the user interface to provide user-friendly interaction and good user experience. UI design includes not only the appearance design of the interface, but also the layout of the user interface, interaction mode, operation process and other aspects. The goal of UI design is to enable users to use products or services easily and happily, improving user satisfaction and efficiency.

Good interface design can directly affect the user's first impression and overall experience of the product or service. A good UI design can enhance the value and competitiveness of products, and attract more users to use and recommend them.

APP interface design, namely user interface design, refers to the overall design of human-computer interaction, operation logic and beautiful interface of the software. It includes three aspects: user research, interaction design and interface design.

APP interface design is not only a process of beautifying and decorating the user interface, but also one of the key factors to improve user experience and user satisfaction through reasonable layout, clear navigation and intuitive interaction. Let the software become a personality and taste, but also let the operation of the software become comfortable and simple, free, fully reflect the positioning and characteristics of the software.

Due to the rapid development of the Internet and the wide popularity of smart phones, APP interface design plays a particularly important role in brand publicity, which directly affects the market competitiveness and brand image of the brand. Good APP interface design is attractive and aesthetic, which can attract the public's attention and stimulate the public's interest, deepen the public's impression on the brand, and enhance the public's goodwill towards the brand. Good APP interface design can convey the connotation and value orientation of the brand to the public in the first time, enhance the public's awareness of the brand, and enhance the brand recognition. Design to protect stray animals APP, not only can show the protection of the stray animals brand concept, can also enhance public brand image and awareness, to the user to protect stray animals concept, through the logo in the interface, stray animals related pictures and protect stray animals copy, let users get more related content concept and method of protecting stray animals (as shown in Figures 3-27 to 3-30).

### **3.14 Brand extension design**

To a certain extent, the extended design of the brand can enrich the integrity of the brand, enhance the brand image of the brand, expand the influence of the brand, make the brand stand out in the competition, make the brand leave a deep impression in the public heart, and enhance the public's trust in the brand. Brand extension design can further clarify the personality of the brand for enterprises, so that the

brand can form a unique impression in the public mind. The unique brand personality helps enterprises to stand out in the market competition and enhance the public's identity and loyalty to the brand. Brand extension design optimizes the visual elements of the brand, enhances the brand image, makes the brand more attractive, and leaves a deep impression in the public mind. A good brand image helps to improve consumers' trust in the brand, so as to promote product sales, help to enhance the brand image of the enterprise, and enhance the market competitiveness of the brand.

In this brand extension design, the combination of illustration design, brand logo and IP action is mainly designed with the coaster, badges, postcards, key chain, pillow and other extended design.(as shown in Figures 3-31 to 3-33).

### **Summary of the chapter III**

1.Determine the design style and visual expression form, design logo design and clear design color. With the theme of protecting stray animals, the image of dogs is combined with love, meaning that people and animals depend on each other, understand each other, live in harmony, and stray animals are wrapped in the world of love. Orange is the standard color, purple and green are the auxiliary color throughout the visual design.

2.Conduct IP design, design IP image design and IP emoji design respectively.Packaging is a bridge between the brand and the public, not only can protect the product, but also can convey the brand values and brand concept. In the design of stray animals public brand packaging, orange, purple and green respectively as the main color of the design, with three different IP action as the packaging illustration design, with the "choose no longer to abandon", "adopt instead of buying" and other publicity copy, through packaging will better pass the concept of protecting stray animals to the public. The clear design takes stray cats and stray

dogs as the design elements, and takes the IP action as the design inspiration of the emojis to make the IP image more vivid.

3. Conduct the poster design. Combine IP image and stray animals, in the poster to add "I really hungry" "please take me home" "I want to have a home" interesting copy, make design more lively and interesting brand culture, let the public feel the brand protection of stray animals culture and personality, to protect stray animals concept through posters become more deeply rooted in the hearts of the people.

4. The packaging design, Packaging is a bridge between the brand and the public, not only can protect the product, but also can convey the brand values and brand concept. In the design of stray animals public brand packaging, orange, purple and green respectively as the main color of the design, with three different IP action as the packaging illustration design, with the "choose no longer to abandon", "adopt instead of buying" and other publicity copy, through packaging will better pass the concept of protecting stray animals to the public. the overall packaging design adopts IP image illustration scene design combined with the design color, respectively designed the stray cats and stray dogs rescue food packaging, rescue can packaging and brand packaging bag design, through the packaging design brand connotation dissemination.

5. The APP interface was designed, and the network was used to publicize online knowledge of stray animal adoption and online platforms, so as to reduce the number of stray animals.

6. Design of office supplies. Combined with auxiliary graphics, IP image and logo design, business card, envelope, work card and badge design.

## **Chapter IV**

### **SUMMARY AND EXPERIENCE**

After a long period of research and design, I finally completed the graduation design. In the topic selection, I deeply sympathize with the experience of stray animals. I want to publicize the concept of protecting stray animals through this design, so that more people can understand the situation of stray animals, lend a helping hand to stray animals, and make the world full of love.

In the process of this graduation, I deeply realized my own shortcomings. At the early stage of design, I had a little knowledge of brand design, and only knew about font design and IP design. With the help of the instructor, I gradually clarified the elements and design needed for the whole set of brand design. In the design process, for the principle and collocation of the overall color, orange and green were used at the beginning, but no good effect, listen to the teacher's opinion, in terms of color, orange, green and purple both effect and not monotonous and abrupt.

Through this design experience, I have a deeper understanding of the protection of stray animals and brand design, and have a more comprehensive understanding of the situation and brand design of stray animals. It is hoped that this design can pass on the protection of stray animals to every viewer.

#### **Summary of the chapter IV**

1. Through the combination of online and offline methods, understand the situation of stray animals and the current situation of public welfare protection of stray animals. I deeply realize that human beings and animals should live in harmony, and the rescue of stray animals is not only the obligation of the society, but also the obligation of everyone.

2.Through communication and communication with teachers and students, the content of visual design of public welfare brand is clearly defined, including logo design, IP design, poster design, packaging design, APP design, etc.

3.Application of color in brand design. In visual design, color is the soul of design. Different colors can make the public's visual experience different, and high-quality color collocation can enhance the public's interest in the brand. In enterprises and brand promotion, color can help the brand to shape the brand image, which is conducive to the effective dissemination of the brand.



## CONCLUSION

Through this graduation design with brand design as the theme, I realized my own shortcomings in the design process and learned a lot of new knowledge about poster design, IP image design and packaging design.

In this research and design, I have a new understanding of the current situation and situation of stray animals, and we should actively protect stray animals.

Through color contrast and graphic design, convey a strong design concept.

Use the learned knowledge combined with research and investigation to create a brand image to protect stray animals.

During the creative process, the graphics on the packaging and brand extension design were slightly simpler.

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## APPENDIX



Figure 2-1 Data collected



Figure 2-2 Data collected





Figure 2-3 Data collected

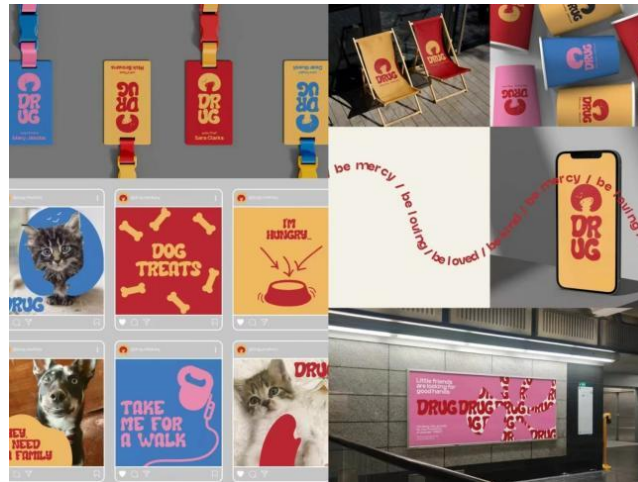


Figure 2-4 Data collected



Figure 2-5 Data collected



Figure 2-6Data collected



Figure 3-1 logo design



Figure 3-2standard colors

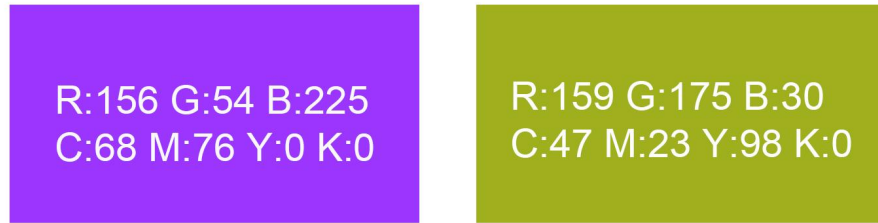


Figure 3-3 complementary colors



Figure 3-4 auxiliary graph

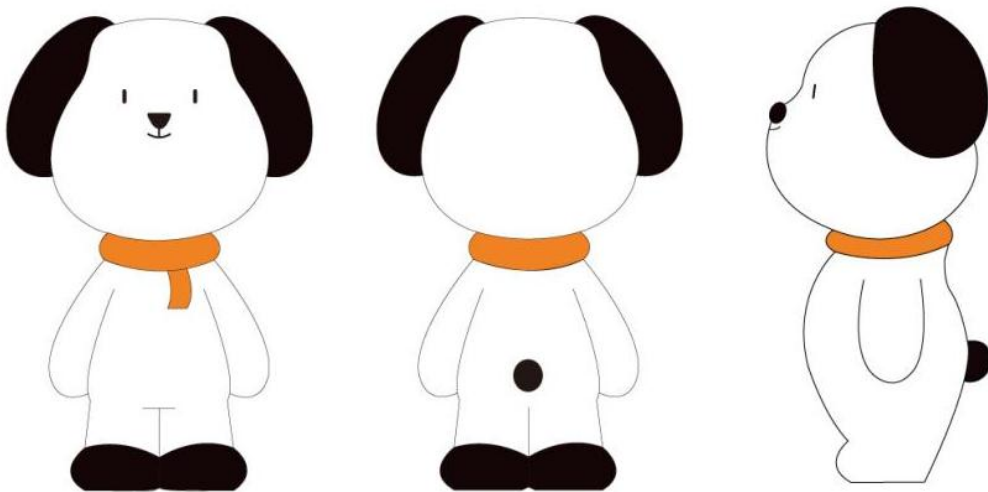


Figure 3-5 IP image

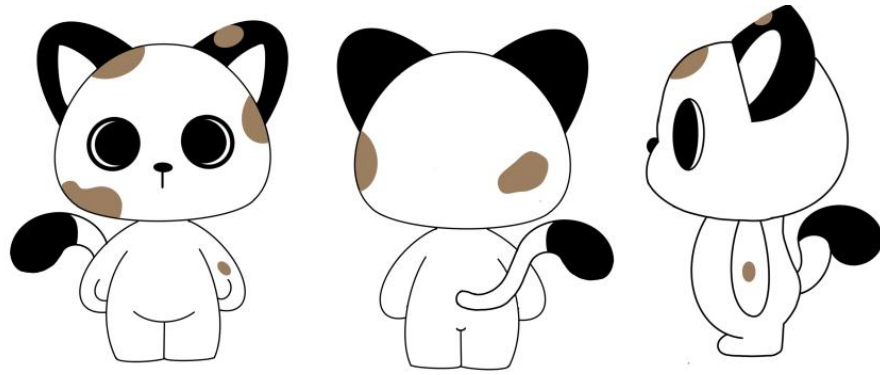


Figure 3-6 IP image

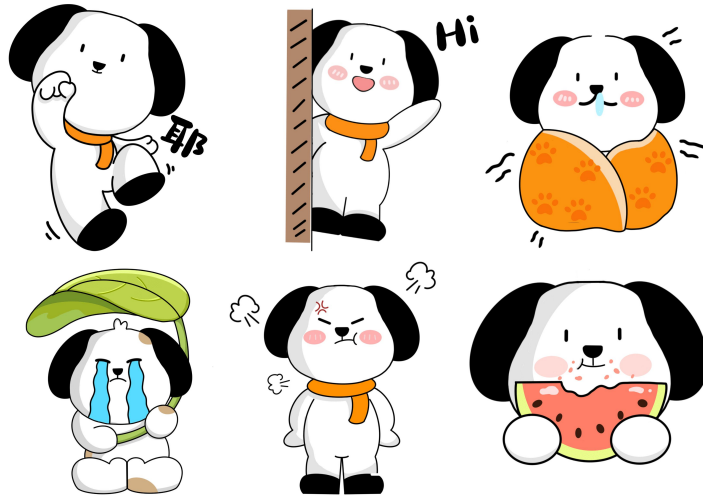


Figure 3-7 IP meme



Figure 3-8 IP meme



Figure 3-9 Illustration design



Figure 3-10 Illustration design



Figure 3-11 poster design



Figure 3-12 poster design



Figure 3-13 poster design





Figure 3-14 name card design



Figure 3-15Envelope design



Figure 3-16 Work card design



Figure 3-17 Badge design



Figure 3-18 Book design



Figure 3-19 Tape design



Figure 3-20 package design



Figure 3-21 package design





Figure 3-22 package design



Figure 3-23 costume designing



Figure 3-24 costume designing



Figure 3-25 Hat design



Figure 3-26



Figure 3-27 App design

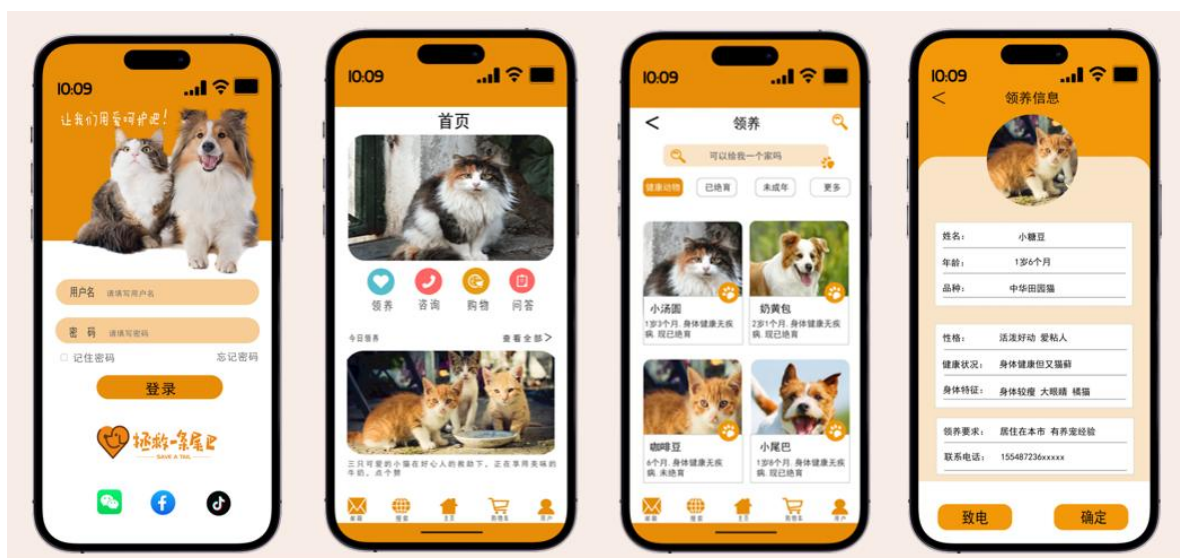


Figure 3-28 App design

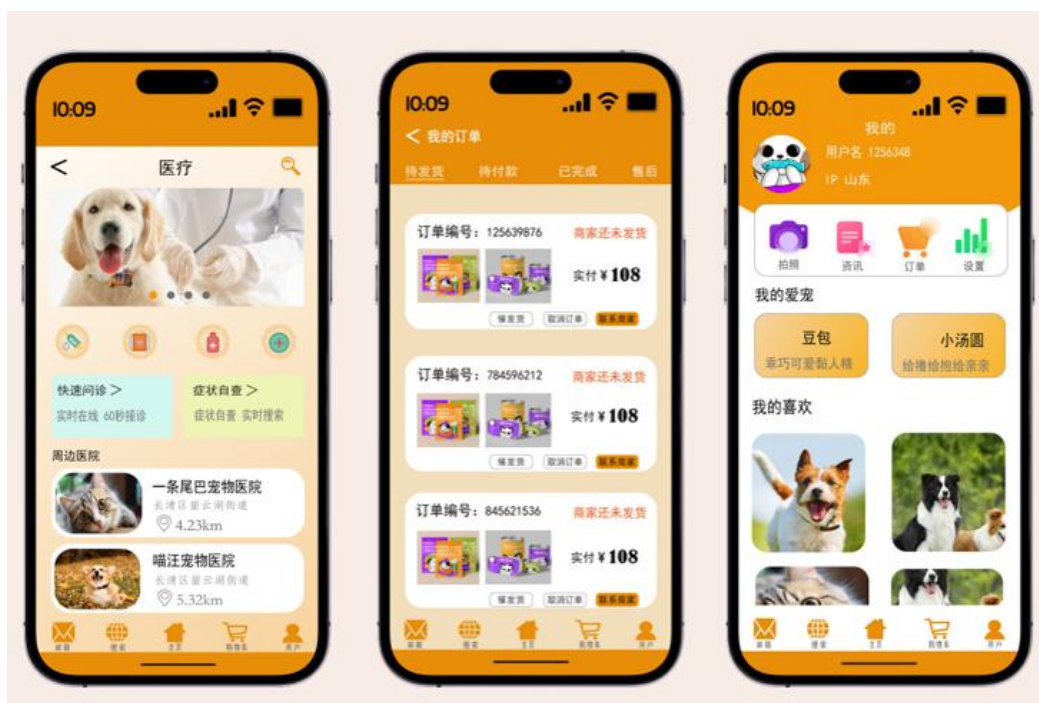


Figure 3-29 App design

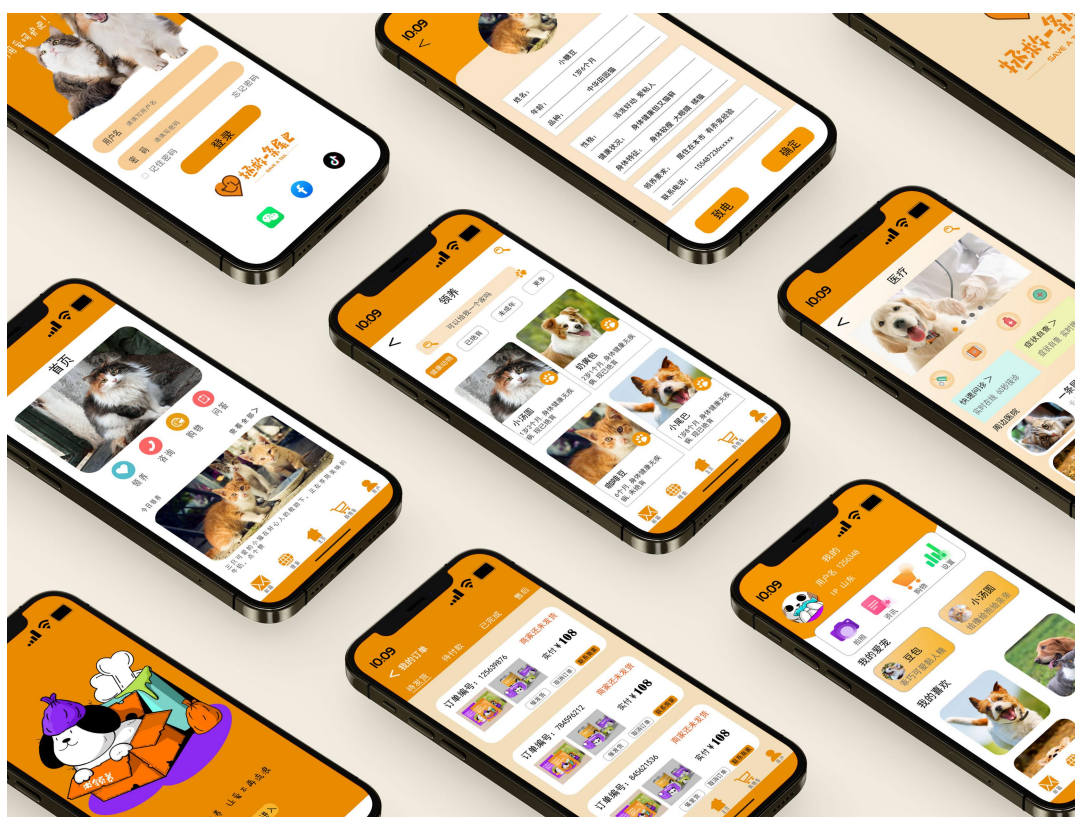


Figure 3-30 App design





Figure 3-31 Postcard design



Figure 3-32 Key chain design



Figure 3-33 Holding pillow design