

About the client

Waupun Area Animal Shelter



- Established 2005
- 501(c)(3) not for profit
- Provide humane care and treatment for cats and dogs needing protection
- Responsible, legal and humane handling of strays and unwanted pets
- Raise the consciousness in the Waupun area in order to promote responsible pet ownership
- Care will include but not be limited to, veterinary care, food, shelter, training, emotional support, humane euthanasia
- [https://www.petfinder.com/search/pets-for-adoption/?shelter\\_id%5B0%5D=Wl348&sort%5B0%5D=recently\\_added](https://www.petfinder.com/search/pets-for-adoption/?shelter_id%5B0%5D=Wl348&sort%5B0%5D=recently_added)

Contact Info & Hours

Waupun Area Animal Shelter  
(920) 324-3400  
[admin@waupunareanimalshelter.org](mailto:admin@waupunareanimalshelter.org)  
<https://www.waupunareanimalshelter.org>

**Monday:** 4:00PM - 7:00PM  
**Thursday:** 2:00PM - 6:00PM  
**Saturday:** By appointment

Logo



Brand personality

- Friendly
- Caring
- Safe

#4EA4D9

Shakespeare

#9CD9D9

Aqua Island

#7B8C61

Avocado

#BCBF60

Celery

#F2766B

Froly

Gelica Medium

Waupun Area Animal Shelter

HEADER

font-family: "gelica", sans-serif;  
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Gelica ExtraLight

Adoptable Pet Search

SUBHEADER

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Agenda Light

The Waupun Area Animal Shelter, Inc. was established to serve the City of Waupun and the surrounding areas through responsible, legal and humane handling of strays and unwanted pets and to raise the consciousness in the Waupun area in order to promote responsible pet ownership.

BODY TEXT

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<link rel="stylesheet" href="https://use.typekit.net/otg0rma.css">

General Content/Layout

Header

- Logo
- Navigation
  - Adoptable Pet Search
  - Adoption Information
  - About
  - Get Involved!
- Call to Action
  - "Find Your True Love"
  - Button to Petfinder

Adoption Information

- Adoption Fees
- Application Links
- Contact Info

Adoptable Pet Search

- Link to Petfinder

Get Involved!

- Volunteers
- Donations/membership
- Events calendar
- Items for Sale
- Wishlist

About

- General Info
- Board of Directors
- Hours and Contact

Footer

- Socials
- Contact
- Copyright

Goals

Objective

- Modernize for increased traffic
- Simplify for ease of navigation
- Utilize friendly branding to build relationships

Creative direction

- Bright colors to reflect joy of adoption
- Friendly voice. We are protecters and lovers of animals. We want the best for you and them.
- Playful and soft fonts

Target Audience

- Singles/Couples/Families
- Looking to adopt
- Animal lovers
- Charitable givers
- Waupun community members and beyond
- Looking for companionship/emotional support

Photos/Inspo

