Definition:

My project is creating a new brand for a non-governmental organization that provides shelter and food to street animals.

Goals and Objectives:

My first goal is helping shelters.
- *Objective;* Design Shop: There will be designed products, which contain animal concepts. They don't address people only who have animals, they also address who like shopping. And the income will directly go to the shelters as a food or a shelter.

My second goal is helping street animals.
- *Objective;* Workshop:
  Constructing shelter,
  Giving information about living conditions of street animals,
  Video workshops for children 'How street animals live?'
- *Objective;* Poster: Encourage people to put water and food on the street.

Thirdly, create awareness about how people can help those animals and how can be a part of this project.
- *Objective;* Workshops: Each month, there will be some workshops in all around the Turkey. People who wants to join them be an interaction, meet in these workshops and create things in the direction of needs.
- *Objective;* Designed products: Customers go this shop and they will be informed about the project so while they are paying they will know that they are helping street animals; They help animals even if their aim is not helping while they are shopping.

Target Audience:

- My target audience is people who have middle or high-income level, have enough budgets to shop out of basic needs and also like shopping. People don't need to be animal lover to buy those products because products are not needs of animals; they are like daily usage products and like souvenirs.
- Someone in the street.

Background Information:

I am always interested in animals especially; dogs. Since my childhood I have a dog. I lost her two years ago and I felt like I lost someone in my family. At this point I decided to do something about dogs. Today, I have another one. We bought it from a pet shop. I am against to buy animals from there but this one was there in a cage for a long time, so she has a psychological problems and some illnesses. So we decided to buy it. But it was not enough for me. At first time I did not know what I am going to do. I have just feed street animals around our neighborhood and made some basic shelters for them by myself. I started to search about street and shelter animals. I met couple of people who are working on this subject. I found a woman at Facebook and I started follow her and her projects. I have very deep feelings and human sentiments towards them. This course is a very profitable for me because it opens up my horizon and I convert it to a chance. In addition to this it will be difficult for me to this process, this is my first project that I will design. I will totally create a new World. I am planning to design my own brand so my project is creating a new brand for a non-governmental organization that provides shelter and food to street animals. I have to design corporate identity for this shop. This means I need to think about my brand design very deeply. This process, which I am already interested in, makes me excited about coming up with the new ideas.

Detailed Project Description:

Basically, this project will be based on creating a new non-profit brand to provide food and shelter to shelter animals in Turkey and create awareness people about those animals by selling designed products in a shop. My project's main part is designing a designed products shop and it's corporate identity; name, logo, business card, letterhead, envelop, folder, shop design, the web site, a monthly magazine. This shop is not going to be like a pet shop. More, it is going to be a shop that sells designed products. Designers who wants be a part of my project design products related with animals such as a clothes with dog pattern, key holder shaped dog etc. Cause products are designed objects they are going to be selling high coast. So it is not address someone in the street. People who want to give money to those products will go to my shop. Shop has a web site so customers don't need to be go to shop for shopping, they can do online shopping too. There will be 6 links in home page:

- ABOUT; explanation about shop's history and it's aim.
- PRODUCTS: photos of products and prices.
- SHELTER ANİMALS; giving information about shelter animals that we are contracted with and some photos and videos about those animals.
- WORKSHOPS; giving detailed information about the content of workshops, and its location and its date. During these workshops, people discuss, create and enjoy at the same time; this brand volunteers will travel cities, meet people and built some concrete things such as shelter, food cape etc.
- ONLİNE SHOPPİNG
- CONTACT; telephone and fax number, e-mail address.

Also this project includes workshops as I mentioned in links part. There will be no limitation for age and sex to participate these workshops because it is a voluntary activity. Participants don't pay any money or bring some equipment with themselves, everything is supplied from brand. Participants only need to sign attending part before workshops. Besides creating new objects for shelters, people may find new ideas to add our concept of shop to provide more income. My brand has limitations but they are not strict, there is always flexibility in order to ideas come from customers and workshop participants. All products must be designed objects and must be related with animal visuals. But there will be no limitation with the range. It can be anything that designers want to create.

There is site that give me an inspiration about my web site;

- *Kentpetshop.com*

We can summarize my project like that;

- Shop
- Workshops ➡ Money ➡ Shelter& Food

I found some **similar topics** and useful information about my project.

http://www.petrescue.com.au

http://www.crazydogapps.com.au

Animal Aid Company

Scope Of the Project:

What will be covered:

- Brand; Corporate identity
- Web Site design
- Shop design

Required know-how and resources:

- I will use Adobe Programs to create and design corporate identity, web site and shop design (Illustrator, Photoshop, InDesign).
- Second Life to design shop.

Difficulties and Risks:

- The most difficult part maybe the creation part of my brand; creating creative name and logo, and provide continuity in other part of identity items. And my other concern is about my creation of web site; I hope that I will deal with it.

Phases of the project:

- Finding subject to my project.
- Designing Corporate Identity.
- Designing website.
- Designing shop and brochure.
- Packaging design.
- Banner design.
- Taking photos and making video of shelter animals.
- Finalize the project.

Criteria of Success:
- Finalize project before the deadline.
- Provide consistency in corporate identity
- Finalize web site

References:
- haykodorg.wix.com
- European Commission
- bgd.org.tr
- shkd.org
- sahipsizhayvanlar.blogspot.com
- ibb.gov.tr
- kentpetshop.com
- patimarket.com