



← Mood Board

BRIEF FOR THE CHOSEN KEYWORDS

Based on my competitive analysis and other related research, I chose the keywords Fun, Friendly, Caring, and Simple to guide the mood and tone of my site. I have chosen the keywords, so that adopters and volunteers can feel emotionally connected and supported through their journey. The site should reflect warmth and care, while being easy to use and navigate. A simple, friendly tone makes the experience less intimidating, especially for first-time adopters. It also helps to foster an emotional bond with the animals showcased.

KEYWORDS

Fun
Friendly
Caring

Simple

Pawsitive Futures

Mood Board, Keywords & Brief for the Chosen Keywords

Pawsitive Futures

Style Tile

TYPOGRAPHY

Title

Sub Title

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COLORS

PRIMARY



#000000



#FFFFFF

SECONDARY



#FFF4EB



#8B550A



#FFE1B7

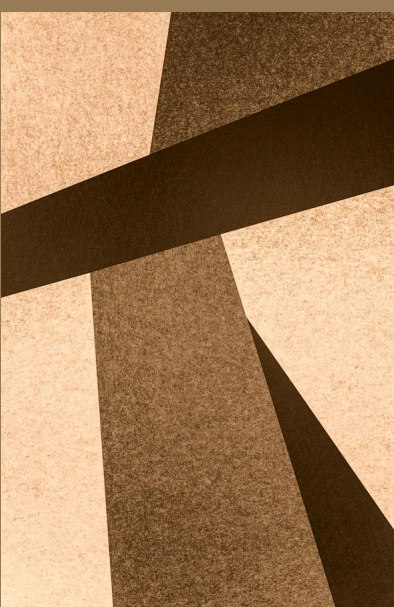


#C8A26C

SAMPLE PROTOTYPE HOMEPAGE



IMAGERY



LOGO VERSIONS



Pawsitive
Futures



Pawsitive
Futures



Pawsitive
Futures



Pawsitive
Futures

BUTTONS

BUTTON 1

BUTTON 2

BUTTON 3

BUTTON 2