

Kindness Matters FERRET RESCUE

DESIGN SYSTEM

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LOGOS & ICONS

The Kindness Matters Ferret Rescue logo consists of Magic Retro as the main font with Lato as the secondary font. The ferret illustration icon is an additional graphic element that is a part of the longform version of the logo as well as individual icons. The primary logo also includes an all white version when needed for a darker background.

Primary



Longform



Icons & Graphic Elements



MOCKUPS



LOGOS & ICONS MISUSE



**Kindness
Matters**
FERRET RESCUE

Do not use the icon
stacked with logo below.



**Kindness
Matters**
FERRET RESCUE

Do not rotate the logo.



Kindness
Matters
FERRET RESCUE

Do not change the logo
color or opacity.



**Kindness
Matters**
FERRET RESCUE

Do not distort or warp the
logo in any way.

COLOR PALETTE

Primary Colors

The color palette serves as a visual representation of the rescue's values and mission. The combination of cool blues, muted peach, and orange colors creates a sense of balance between professionalism and approachability. It conveys a message of kindness, trustworthiness, and a warm, caring environment where ferrets are provided with the utmost care and love.



RGB: 16 | 44 | 85

CMYK: 100 | 87 | 38 | 34

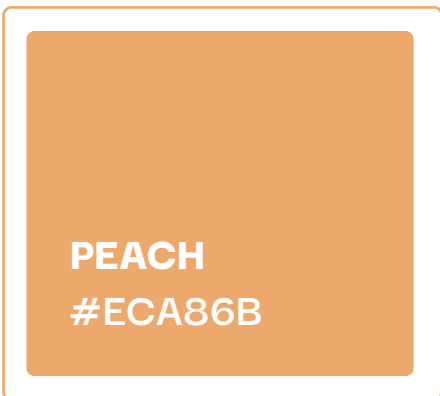
Uses: Logo, headers, default, buttons



RGB: 40 | 109 | 140

CMYK: 86 | 50 | 31 | 7

Uses: Logo, subheaders



RGB: 236 | 168 | 107

CMYK: 5 | 38 | 64 | 0

Uses: Supplemental backgrounds

COLOR PALETTE

Secondary Colors

The secondary colors not only expand the range of the rescue's color options but also serve to enhance the overall visual appeal and message. Each secondary color is carefully chosen to blend with the primary colors and reinforce the rescue's core values and mission.



RGB: 54 | 138 | 151
CMYK: 78 | 31 | 36 | 3



RGB: 243 | 222 | 180
CMYK: 4 | 11 | 32 | 0



RGB: 133 | 168 | 160
CMYK: 51 | 23 | 38 | 0



RGB: 234 | 113 | 61
CMYK: 4 | 69 | 84 | 0

TYPOGRAPHY

Magic Retro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- Logo
- Headlines (H1)
- Weight: Regular
- Spacing: 0px

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- Logo
- Weight: Regular
- Spacing: 0px

Darker Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- Subheader (H2, H3)
- Weight: Medium
- Spacing: 5px

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- Body
- Button titles
- Weight: Light
- Spacing: 5px

IMAGERY

- Images should reflect the warmth and care associated with the rescue.
- Use photos specifically featuring ferrets and illustrations of ferrets - these can showcase their playful & caring nature.
- Incorporate images that represent kindness and education with ferret care.
- Highlight the unique ferret paw print as a distinctive element in the imagery.



MISSION

Dedicated to promoting kindness to ferrets, people, and our planet.

TAGLINE

“Caring for Ferrets, One Kind Act at a Time”

VOICE

- Compassionate, informative, friendly, trustworthy, and educational.
- Use a tone that shows love and compassion for ferrets as well as their overall well-being.
- Helpful and clear information to educate both ferret owners and potential ferret owners.

AUDIENCE

- Animal lovers, potential ferret adopters, and people interested in learning more about ferret health and care.
- Current ferret owners seeking guidance.
- Animal lovers wanting to support animal rescue organizations.
- People considering adopting ferrets as pets.
- Communities and schools interested in educational materials about ferrets.

COMPONENT LIBRARY



[About](#) [Adopt](#) [Support](#) [Caring For](#) [Blog](#)

[DONATE NOW](#)

Navigation Bar

The navigation bar on the top of the website represents the logo, the primary blue color palette, and typography choice of Montserrat, while showcasing the five webpages to which users can navigate. It should be consistent for desktop and mobile versions. When on a specific page, the page title will be underlined in the navigation bar.



[About](#)

[Support](#)

[Adopt](#)

[Blog](#)

[Caring For](#)

[Donate](#)

Footer

The website footer includes the longform logo, the reiteration of all the subpages (introduced in the navigation bar above), and the social media account icons.



Icons

The social media accounts are represented with icons that have rounded corners with the dark blue background color and white outlines.

COMPONENT LIBRARY



Support

To enhance the organization of our support webpage, we've made sure that the three primary categories are immediately visible. Given the numerous ways to support the rescue, our aim is to provide newcomers with an immediate understanding of their options, sparing them the need for extensive searching. The continued theme of rounded corners and the calm color palette is present while using modern, clean icons to help users grasp the purpose before even reading the title.



Buttons

The rescue's website features rounded buttons in the default dark blue color with the Montserrat font. The main button that is showcased on every webpage in the header is the **DONATE NOW** button. This allows all users to easily see the pressing requirement for donations to sustain the rescue's operations. When hovering over buttons, it will fade the color to show the functionality.

COMPONENT LIBRARY



6/2/23

When Furry Friends Become Foes: Understanding Ferret Allergies

Allergies to pets come from the dander the pets have.

[Read More](#)



3/11/19

From Storefront to Second Chances: Where to Find Your Perfect Ferret Companion

It's always best to get ferrets from...

[Read More](#)

Blog Posts

The educational blog posts will be represented under the Blog webpage accessed from the navigation bar. The posts are stacked in rows with the rounded corner images from the post itself. The titles are enticing and informative, and then underneath the title is the first line from the post. And then posts can be accessed by clicking on the post image on the left or the **READ MORE** link.

COMPONENT LIBRARY

GENERAL CARE

Baby Ferrets	+
Feeding Eggs to Ferrets	+
Biting	+
Kids & Ferrets	+



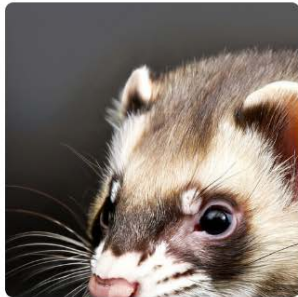
GENERAL CARE

Baby Ferrets	-
<p>You should have your baby ferret for a minimum of a month before trying to add another ferret. Ferrets from pet stores have usually been weaned two to three weeks too soon, shipped on a plane, held in a small cage in a distributor's warehouse, shipped in a truck without food or water, and held in a cage in the pet store where people are constantly banging on the cage to wake them up. Stress in a ferret can cause medical issues, including ulcers, bacterial infections, and inflammatory bowel disorders. These things can affect the ferret for the rest of its life. The stress can also cause bad bacteria to take over in the baby ferret's gut. The baby ferret can carry the bad bacteria and not be affected by it but affect another ferret in the home</p>	

Caring For

To help organize all the ferret care and health topics, we utilize an accordion menu design on the Caring For webpage that is accessible by selecting the plus icon on the far right. When a topic is selected, then more information appears along with the plus icon transitioning to a minus icon.

PATTERN LIBRARY

 <p>CHARLES</p> <p>About: Charles is a lively and inquisitive ferret. He's known for his playful antics, darting around the room in search of hidden treasures and tunnels to explore.</p> <p>Gender: Male</p> <p>Color: Gray</p> <p>Estimated Age: 8 Years</p> <p>Weight: 1.6 lbs</p> <p>Intake Date: 11-2-2023</p>	 <p>MIKE</p> <p>About: Mike has a penchant for stealing socks and stashing them in his secret hideaways, making him both mischievous and adorable.</p> <p>Gender: Male</p> <p>Color: Gray</p> <p>Estimated Age: 6 Years</p> <p>Weight: 2.2 lbs</p> <p>Intake Date: 10-6-2023</p>	 <p>TARA</p> <p>About: Tara is a social creature, always eager to interact with her human companions and share affectionate moments of cuddling.</p> <p>Gender: Female</p> <p>Color: White/Gray</p> <p>Estimated Age: 3 Years</p> <p>Weight: 1.8 lbs</p> <p>Intake Date: 11-3-2023</p>
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Adoptions

On the Adoptions webpage, each of the ferrets are displayed in a card design with rounded corner images and the white card itself. The ferret's name and brief personality description are underneath the image.

PATTERN LIBRARY



Gallery

There are a few galleries throughout the website to showcase the ferrets and their life in the rescue and in their forever homes. Wherever they are displayed, the images have rounded corners, just like other elements, such as the buttons.

TOOLSTACK



Figma

- Prototype design



Adobe Illustrator

- Designing the logo and various branding elements



Adobe InDesign

- Designing documents and publications



Canva

- Presentation designs
- Social media designs