

# HEEA

Helping Endangered Animals  
PROCESS BOOK



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## What is the Assignment?

The assignment is to build a website and prints for a specific event. This requires research on the event, and to self brand the event as well.

## To whom are we speaking?

The recipients of this event would love and care deeply about animals and would be curious to learn more about endangered species. They might also like outdoor events and can be in any age group but most likely they would be around college age (18-24).

## What are their current perceptions?

The people who would be interested in this event might be curious as well as interested in learning more about the endangered animals in their area.

## What do we want them to believe?

We want them to believe that the event will enhance their understanding of endangered animals, that the facts are correct. We want to show them real ways ordinary people can help protect the animals in their area.

## Why should they believe us?

They should believe us because we have reliable sources on Endangered Animals, have done extensive research on the endangered animals in the Northeast. The people attending the event will have done an abundant amount of work with endangered animals.

## What is the brand personality?

The brand personality is reliable, serious, but also friendly. This event will be held outdoors and will be fun but also it will be an impactful learning experience for those who attend.

## What creative considerations must be taken into account?

Some important creative considerations include re-searching what makes an impactful website in regards to animal care. What do people respond to and what colors/type makes a website reliable.

## How will we determine success?

This event branding would be considered successful when people who are looking at it will feel a greater sense of understanding for animals and will also feel more passionate about helping them as well as wanting to attend the event to learn more and see the animals in their area.

## Any other key considerations, restrictions, or deliverables?

Some considerations required is that the website must be geared towards college students. Also the website must be responsive so it can be viewed on a mobile and desktop device.

## Schedule / Key Dates

NOV 8 - IRIS EVALUATION

NOV 15 - CODING

NOV 22 - THANKSGIVING

NOV 29 - PROCESS BOOKS

DEC 3 - SR. PORTFOLIO DAY at 11:00am - Sunday

DEC 6 - PRINT

## Endangered Species Research

The process began with the research of animals across North America. With this research it was discovered that there were too many animals to focus on.

### Endangered Mammals

[Canis lupus baileyi](#) (Mexican wolf)

[Canis lupus rufus](#) (red wolf)\*\*

[Dipodomys caski](#) (Stephen's kangaroo rat)

[Dipodomys heermanni morroensis](#) (Morro Bay kangaroo rat)

[Dipodomys ingens](#) (giant kangaroo rat)

[Dipodomys merriami parvus](#) (San Bernardino Merriam's kangaroo rat)

[Dipodomys nitratoideus](#) (kangaroo rat) (vulnerable)

[Dipodomys stephensi](#) (Stephens's kangaroo rat)

[Eumetopias jubatus](#) (Steller sea lion) Western [Distinct Population Segment](#) only (Alaska)<sup>[2]</sup>

[Lasiurus cinereus semotus](#) (Hawaiian hoary bat)

[Leopardus pardalis](#) (Ocelot)

[Leptonycteris curasoae yerbabuena](#) (lesser long-nosed bat)

[Leptonycteris nivalis](#) (Mexican long-nosed bat)

[Microtus californicus scirpensis](#) (Amargosa vole)

[Microtus mexicanus hualpaiensis](#) (Mexican Hualapai vole)

[Mustela nigripes](#) (black-footed ferret)

[Myotis grisescens](#) (gray bat)

[Myotis sodalis](#) (Indiana bat)

[Neotoma fuscipes riparia](#) (riparian woodrat)

[Odocoileus hemionus cerrosensis](#) (Cedros Island mule deer)

[Oryzomys palustris natator](#) (rice rat)

[Ovis canadensis californiana](#) (California bighorn sheep)

[Perognathus longimembris pacificus](#) (Pacific pocket mouse)

[Peromyscus gossypinus allapaticola](#) (Key Largo cotton mouse)

[Puma yagouaroundi cacomitli](#) (Gulf Coast jaguarundi)

### Endangered Fish In North America

Bocaccio

Cavefish, Alabama

Chub, bonytail

Chub, Borax Lake

Chub, Gila

Chub, humpback

Chub, Owens Tui

Chub, Pahrnagat roundtail

Chub, Virgin River

Chub, Yaqui

Cui-ui

Dace, Ash Meadows speckled

Dace, Clover Valley speckled

Dace, Independence Valley speckled

Dace, Kendall Warm Springs

dace, Laurel

Dace, Moapa

Darter, amber

darter, bluemask

Darter, boulder

Darter, Cumberland

Darter, diamond

Darter, duskytail

Darter, Etowah

Darter, fountain

Darter, Maryland

Darter, relic

Darter, rush

Darter, vermilion

Darter, watercress

Darter, yellowcheek

Gambusia, Big Bend

Gambusia, Clear Creek

Gambusia, Pecos

Gambusia, San Marcos

Goby, tidewater

Logperch, Conasauga

Logperch, Roanoke

Madtom, chucky

Madtom, pygmy

Madtom, Scioto

Madtom, smoky

Minnow, loach

Minnow, Rio Grande Silvery

Pikeminnow (=squawfish),

Colorado

Poolfish, Pahrump

Pupfish, Ash Meadows

Amargosa

Pupfish, Comanche Springs

Pupfish, desert

Pupfish, Devils Hole

Pupfish, Leon Springs

Pupfish, Owens

Pupfish, Warm Springs

Salmon, Atlantic

Salmon, Chinook

Salmon, Chinook

Salmon, coho

Salmon, sockeye

sawfish, Dwarf

Sawfish, largetooth

sawfish, Narrow

Sawfish, smalltooth

Sculpin, Grotto

Shark, Scalloped Hammerhead

Shiner, Cahaba

Shiner, Cape Fear

Shiner, palezone

### Endangered Amphibians In North America

Coqui, golden

Coqui, Llanero

Frog, California red-legged

Frog, Chiricahua leopard

Frog, dusky gopher

Frog, mountain yellow-legged

Frog, mountain yellow-legged

Frog, Oregon spotted

Frog, Sierra Nevada

Yellow-legged

Guajon

Hellbender, Ozark

Salamander, Austin blind

Salamander, Barton Springs

Salamander, California tiger

Salamander, California tiger

Salamander, California tiger

Salamander, Cheat Mountain

Salamander, desert slender

Salamander, frosted

flatwoods

Salamander, Georgetown

Salamander, Jemez

Mountains

Salamander, Jollyville Plateau

Salamander, Red Hills

salamander, Reticulated

flatwoods

Salamander, Shenandoah

Salamander, Sonora tiger

Salamander, Texas blind

Toad, arroyo (=arroyo

southwestern)

Toad, Houston

Toad, Puerto Rican crested

Toad, Wyoming

toad, Yosemite

### Endangered Insects

[Apodemia mormo langeti](#) (Lange's metalmark butterfly)

[Boloria acrocneura](#) (Uncompahgre fritillary butterfly)

[Brychius hungerfordi](#) (Hungerford's crawling water beetle)

[Cicindela nevadica lincolniana](#) (Salt Creek tiger beetle)

[Cicindela ohlone](#) (Ohlone tiger beetle)

[Euphilotes battoides allyni](#) (El Segundo blue butterfly)

[Euphilotes enoptes smithi](#) (Smith's blue butterfly)

[Euphydryas editha quino](#) (Quino checkerspot butterfly)

[Icaricia icarioides](#) (Boisduval's blue butterfly)

[Pyrgus ruralis lagunae](#) (Laguna Mountains skipper)

[Speyeria callippe callippe](#) (Callippe silverspot butterfly)

[Texamaurops reddelli](#) (Kretschmarr Cave mold beetle)

[Texella reddelli](#) (Bee Creek cave harvestman)

[Trimerotropis infantilis](#) (Zayante band-winged grasshopper)

"[Hylaesus longiceps](#)" (Hawaiian yellow-faced bee)

"[Bombus franklini](#)" (HJ Franklin's Bumblebee)

## Narrowing to Specific Animals

To narrow the research it was evident that some species of animals were more endangered than others.

The endangered status, its ability to recover, and its reason for endangerment was examined.

### Kemp's Ridley Sea Turtle



One of the most threatened species of marine turtles, the Kemp's Ridley sea turtle (*Lepidochelys kempi*), is a critically endangered species primarily found in the waters of the Atlantic off the eastern coast US and Mexico in the Atlantic Ocean and the Gulf of Mexico. The turtle was extensively poached for its meat before it was assigned a protected status. Presently, the death of these turtles by entanglement in fishing gear (the bycatch phenomenon), water pollution, and habitat loss are the major factors leading to the rapid decline of this species. The Kemp's Ridley sea turtle has a protected status in both the US and Mexico. The TED or turtle excluder device was innovated for use in fishing practices to allow the turtles to escape being caught by trawlers and other fishing gear. Captive breeding of these turtles, and in turn the reintroduction of these captive-bred populations into the wild, was also carried out.

### Red Wolf



The red wolf (*Canis rufus*) is a critically endangered species of wolf that is native to the eastern United States (US). This species once occupied range throughout the south-eastern US but currently, its range is highly reduced, and only 50 of this species remain in the wild. Several factors have been responsible for the extermination of red wolf populations such as persecution by ranchers, environmental diseases, parasite infestations, competition for food and other resources. The conservation efforts to save these wolves was initiated by the US Fish and Wildlife Service in 1973. Wild wolves were captured and bred in breeding facilities like the Point Defiance Zoological Gardens in Tacoma and the Bulls Island. The wolves were then reintroduced into areas where their population had gone extinct.

### Rabb's Fringe Limb Tree Frog



Though classified as critically endangered by the International Union for the Conservation of Nature (IUCN), the Rabb's fringe limb tree frog (*Ecnomihyla rabborum*) is considered to be extinct in the wild. This arboreal species of frog was known to inhabit the tree canopies in the forests of central Panama. The species was discovered in the wild as recently as 2005 and formally classified in 2008. Despite the efforts by conservation teams to save the frog, a fungal disease triggered by the fungus *Batrachochytrium dendrobatidis* wiped out large populations of this frog. The last known female of this species perished in 2009 and presently only a single male Rabb's fringe limb tree frog survives in the Atlanta Botanical Garden.

### Pygmy Raccoon



The Cozumel raccoon or the pygmy raccoon (*Procyon pygmaeus*) is a species of raccoon endemic to the Cozumel Island, off the coast of Mexico. The raccoon primarily inhabits the mangrove forests, and sandy wetlands near the coastline of the island but small populations also exist in some other parts of the island. Only a few hundred raccoons survive today, leading to their classification as critically endangered by the IUCN. Developmental activities on Cozumel Island, especially for tourism purposes, is held responsible for decimating pygmy raccoon populations in the wild. Invasive species introduced to the island by humans like

## Narrowing to the Northeast of America

There were still an abundance of animals on which to focus. Therefore a location was chosen to narrow the

research of animals even further. The region chosen was the Northeast of America.

### CONNECTICUT

Sea Turtle, Hawksbill

### MASSACHUSETTS

Plover, Piping

### MAINE

Lynx, Canada Contiguous

### NEW HAMSHIRE

Knot, Red

### VERMONT

Bat, Indiana

### RHODE ISLAND

Tern Rosete

### NEW YORK

Massasauga (rattlesnake)

### NEW JERSEY

Knot, Red

### PENNSYLVANIA

Sturgeon, Shortnose

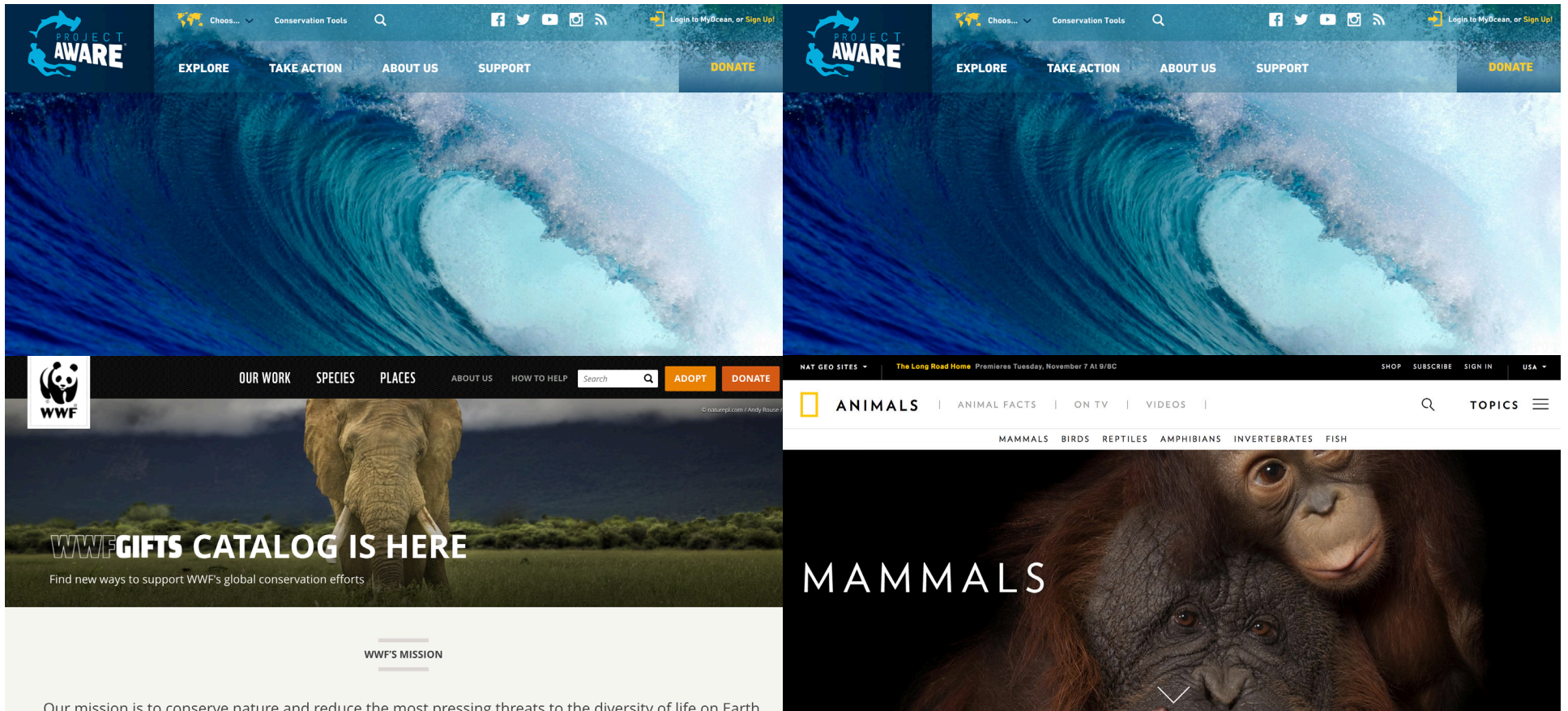
## Source for finding endangered animals in North Eastern America

<https://www.fws.gov/northeast/EcologicalServices/endangeredspecies.html>

States include: [Maine](#), [New Hampshire](#), [Vermont](#), [Massachusetts](#), [Rhode Island](#), [Connecticut](#), [New York](#), [New Jersey](#), and [Pennsylvania](#).

## Competitive Research

Reviewing and comparing websites that would inspire ideas and areas for improvement when it comes to building a website for an Endangered Animal event





## Defining the Event

After deciding the event should be focused on Northeastern Endangered Animals it was time to

**CAUSE** Bringing awareness to Endangered Wildlife in North Eastern America

**EVENT** The HEA Fair (Helping Endangered Animals) will be a fair for Endangered Wildlife that occurs *once a month*. Various activities to occur in order to raise donations to put towards the saving the animals. Endangered animals from the Northeast will be brought to this event to be seen by those who attend.

**DATE/TIME** The HEA Fair will be taken place on the first Saturday of the month from 11-4pm. Volunteers can come at 9:30 to help set up and stay until 5pm. The HEA fair will be located in a different state in the Northeast each month.

conclude what the event would be, what would be taken place there, when and where.

**ACTIVITIES** There will be activities held throughout the event at certain times. These include "petting the animals", tour to learn more about animals, a band, a raffle, animal related games that people can earn prizes, and Endangered Animal Trivia where people can earn prizes.

**RAISING MONE** People that attend will need to pay an initial \$10 fee to walk around. If they would like to participate in activities/tours they will need to pay additional money. Money will also be raised from people buying food and raffle tickets.

**WHY TO ATTEND EVENT** Those who go to The HEA Fair will receive a complimentary sticker that shows they are doing wonders for animals. They will learn a lot about the Endangered Animals in their area and will also receive a complimentary brochure that shows them what they can do for animals in their state and volunteer programs.

# Personas



## PERSONA | Eric

Age 21

1 older Brother

Eric is a senior in college studying mathematics and education. He enjoys mountain biking and often sees animals on his outdoor excursions. He enjoys attending outdoor events that focus on his interests.

## PERSONALITY

Easy-going

Motivated

Adventurous

Introvert

Socially Awkward

## MOTIVATIONS

Good name

Love for Animals

Easy to Use Website

Visually Appealing

## FUSTRATIONS

Accurate Data

Not knowing people

Costs

Timing

## TECH USE

Mobile

 70%

Desktop/Laptop/Wacom

 30%

# Personas

Cost

Who will be there

Day of Event/Time

Weather

What animals will be there

## THINK

Friends' Recommendations

His Parents / Coworkers

Teachers

## HEAR



## SEE

Through Social Media

Billboard/Poster

College Advertisements

## FEEL

Nervous

Eager

Excited

## PAIN

Cost

Welfare of the animals

How many people do I have to talk to

## GAIN

New Friends for Kids / Himself

Getting more information

Free stuff

## USER SCENARIOS

### 1. Eric sees Facebook advertisement

Eric in between classes is online on his iPhone. When he's looking up his favorite animals he comes across an advertisement showing that there is an event for endangered animals next weekend near his hometown. After getting excited about the event he sends the image to his friends via text message asking if anyone wants to go with him as he is nervous about going alone.

### 2. Billboard Advertisement

Eric on his daily commute to college sees a billboard ad for an Endangered Animal Event around the area. He does not have time to take a picture of it but remembers the name and looks the website up when he gets to school on his desktop. He likes what he sees, gets excited and shares the idea with his friends that are sitting at the table with him.

### 3. Hears about the Event from a Friend

The day before the event, Sarah, a very good friend of Eric's, tells the lunch table about the event being held the next day and encourages her friends to come. Eric becomes intrigued by the idea and looks it up online at the lunch table to see the animals that will be presented there, and how much it is. He likes what he sees and decides to join Sarah.

# Personas



## PERSONA | George

Age 35

1 older Sister, 2 Daughters

George is an accountant in Milford but enjoys volunteering at his local animal shelter and owns a dog and a pet rabbit. He wants to attend events that he feels will make a difference in his community.

## PERSONALITY

Optimistic

Very outgoing

Adventurous

Caring

Knowledgable

Relaxed

## MOTIVATIONS

Helping Animals

Being a role model for his daughters

Making a difference

## FUSTRATIONS

Having time to go

Not knowing people

Outdoor Allergies

Saddened by animal abuse

## TECH USE

Mobile

 **80%**

Desktop/Labtop/Wacom

 **20%**

## Personas

Costs

His Pets

Making a difference

Animal Shelter

If he should bring his daughters

### THINK

Friends' Recommendations

People at the Animal Shelter

Over the Radio

### HEAR



### SEE

Through Social Media

Billboard/Poster

College Advertisements

Ads at his Animal Shelter

### FEEL

Excited

Enthusiastic

Thankful

Happy

### PAIN

Cost

Welfare of the animals

Timing to be able to get there

### GAIN

New Friends for Kids / Himself

Getting more information

More opportunities for new animal events

## USER SCENARIOS

### 1. George sees Facebook advertisement

George after dropping his kids off at school checks his facebook to see if his friend ever replied over imessage about the party on Saturday. As George is scrolling through his newsfeed he sees an ad for the HEA event. Seeing that he is free that weekend he decides to make a note to himself to look at the website on his desktop when he gets home to sign himself up.

### 2. Billboard Advertisement

George is driving home from his day at the office in Milford. While on I-95 he sees a billboard that catches his eye. The billboard promotes the HEA event, and the concept intrigues him. George makes a mental note to sign up for the event later on, and he continues to drive back to his house.

### 3. Hears about the Event from a Friend

George is visiting an animal shelter playing with some puppies that have yet to be adopted. An employee at the shelter, a friend of George's, recommends that if he likes animals so much, he should sign up for the HEA event. After listening to the details of the event, George thanks his friend and claims that he will sign up for it as soon as he can.

# Personas



## PERSONA | Sarah

Age 71

1 younger Brother, 3 Sons, 10 Grandchildren

Sarah is a retired nurse that loves to keep active. Her husband recently passed away from a heart attack and she's trying to stay positive by attending many of the events in her area around Connecticut.

## PERSONALITY

Caring

Attentive

Fun-Loving

Witty

Disiplined

Helpful

## MOTIVATIONS

To learn more about her community

To meet more people

To see the endangered animals in her area

## FUSTRATIONS

Hard to keep walking for long periods of time

Not knowing anyone innitially

Trouble with Technology

## TECH USE - MINIMAL

Mobile

■ 10%

Desktop

■ 90%



# Personas

Will she need to use technology?

The people there

Distance she'll have to walk

**THINK**

Friends' Recommendations

Her Sons' suggestion

Through the radio

**HEAR**



**SEE**

Bill Boards / Posters

Through the mail

On a newspaper article

**FEEL**

Excited

Happy

Motivated

Curious

**PAIN**

Walking long distances

Welfare of the animals

People she can go with

**GAIN**

New Friends/ community

More information about events

Food and enjoying the outdoors

## USER SCENARIOS

### 1. Sarah sees a newspaper article

Sarah is reading her daily newspaper when she comes across a cute advertisement for the HEA fair coming to Connecticut! She becomes intrigued and asks her sons about if they can look online and see when it'll be in her area. She decides to go having nothing to do that weekend, and she plans on going with some of her friends and grabbing lunch at the local deli beforehand.

### 2. Billboard Advertisement

Sarah comes across the billboard as she drives back from her local country club. The HEA event sounds like a wonderful idea, as she always loves being around people and animals. When she gets home, she marks the date of the event on her calendar.

### 3. Hears about the event from her sons

The phone rings, and Sarah is delighted to find that her son Jeremy is calling. As they talk, Jeremy informs his mother that he is planning on taking his wife and daughter to the HEA. Sarah thinks that this is a wonderful idea, and she tells her son that she will see him there.

# Branding

## Mood Board and Color Research

These Mood Board images and color examples represents where we want the brand to go as a whole. Our original thoughts on wanting to come across as

friendly, fun, responsible, and caring are depicted in the feel of these colors and images.



# Branding

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## Typography

After reviewing possible fonts it was clear a clean font was needed for this event the main text. The header font however could possibly use a "fun-feel" font.

With typography we analyzed both san-serif and serif fonts to see what worked better.

## Gotham

Helping Endangered Animals - The HEA Event

## Palatino LinoType

Helping Endangered Animals - The HEA Event

## Century Gothic

Helping Endangered Animals - The HEA Event

## Georgia

Helping Endangered Animals - The HEA Event

## Avenir

Helping Endangered Animals - The HEA Event

## Arial

Helping Endangered Animals - The HEA Event

## SF Pro

Helping Endangered Animals - The HEA Event

## Roboto

Helping Endangered Animals - The HEA Event

## League Gothic

**Helping Endangered Animals - The HEA Event**

## Candara

Helping Endangered Animals - The HEA Event

# Branding

## Final Typography

The final chosen typography for The HEA Fair is League Gothic for the header text and SF Pro Display

for the paragraph text. This feel of easy to read paragraph text and bolded header text

Header Font

Body Text

**League Gothic**

**The HEA Event**

**The HEA Event**

**SF Pro Display**

**Helping Endangered Animals**

Helping Endangered Animals

# Branding

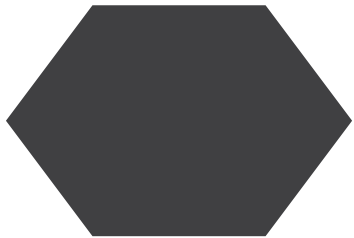
## Color Palette

The color scheme was then narrowed down to colors that represented animals the earth as a whole,

and a tone that presented itself as clean, trustworthy, friendly and helpful.



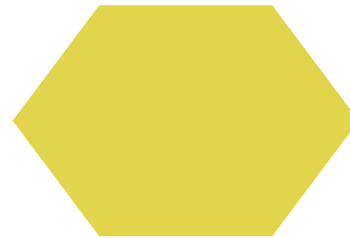
**C** 49.55    **R** 143  
**M** 9.56    **G** 183  
**Y** 96.94    **B** 69  
**K** 0.13



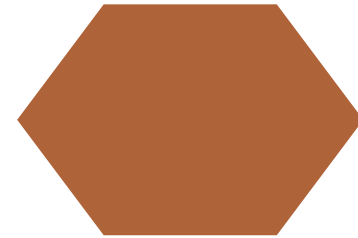
**C** 68.32    **R** 64  
**M** 61.67    **G** 64  
**Y** 58.11    **B** 66  
**K** 45.76



**C** 5.08    **R** 240  
**M** 1.48    **G** 242  
**Y** 12.17    **B** 225  
**K** 0



**C** 5.08    **R** 240  
**M** 1.48    **G** 242  
**Y** 12.17    **B** 225  
**K** 0



**C** 24.31    **R** 175  
**M** 66.98    **G** 99  
**Y** 85.76    **B** 57  
**K** 11.63

# Logo

## Logo Research

As well as researching websites, it was important to see what other animal events, and endangered animal

activist companies were using as logos, it would allow for a better understand of the branding.

batcon.org  
**BAT CONSERVATION  
INTERNATIONAL**



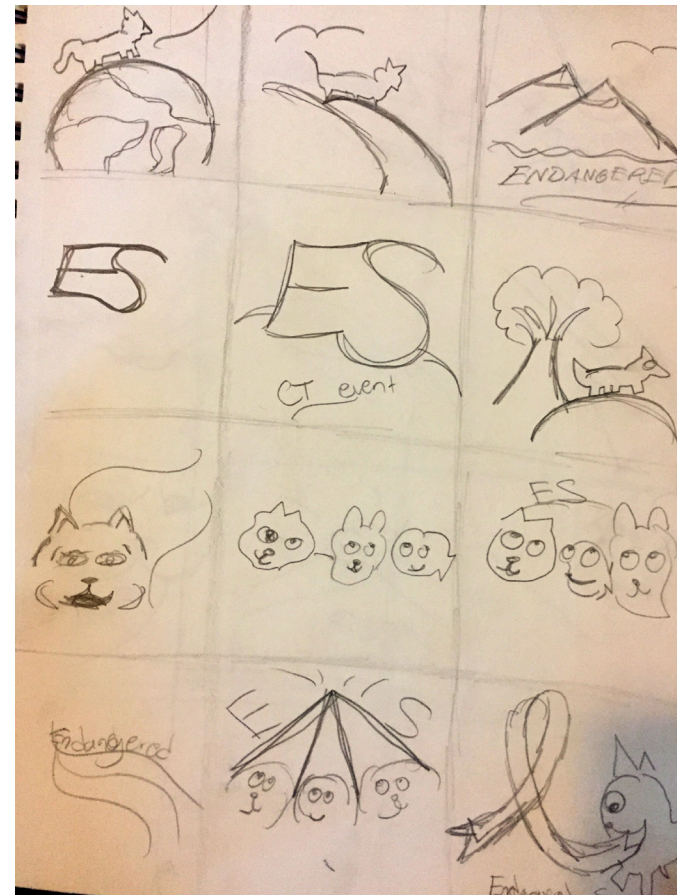
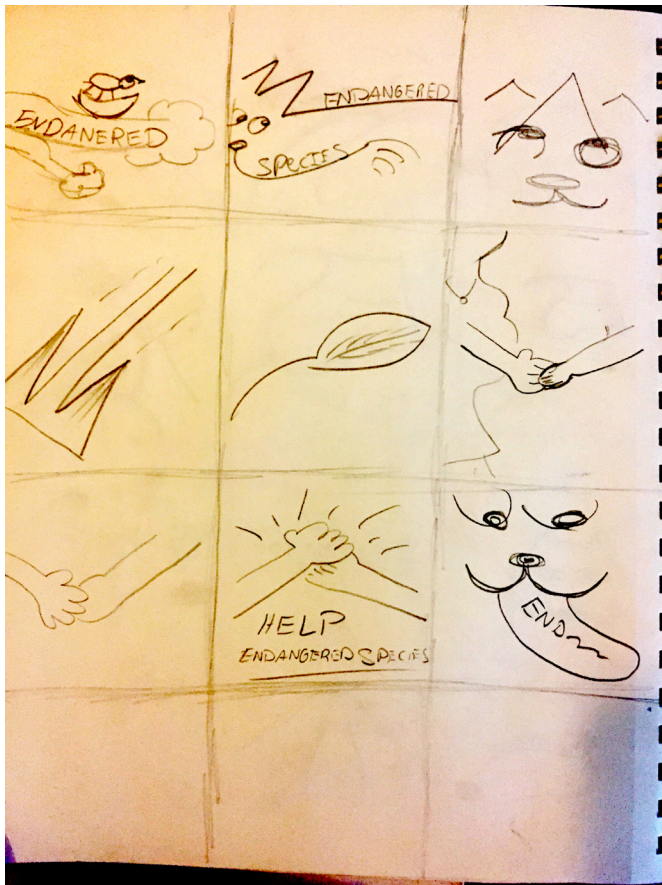
**Point Blue  
Conservation  
Science™**



# Logo

## Logo Sketches

After researching ideas to use, sketches were done to uncover and brainstorm what the logo could entail.





# Logo

## Logo Ideas

Using Adobe Illustrator, logo ideas were now presented in graphic form, playing with a locational approach as well as animal and font approaches.



## What is working

The idea of symbolizing animals comes off as the strongest to represent the brand. The Lynx represented in the bottom right corner is best represented because of its graphic representation of helping animals

## What can be improved

Focusing on the Lynx, having typography to best represent and work with the image will enhance its presentation as a logo. However there can be other experimentation with various colors of the brand and presenting animals in different fashions.



# Logo

## Typography Approach

After brainstorming graphically on Illustrator, it was evident that our strongest logo so far made use of the

typography. In the following logos we experient with fonts that are bolder.



# Logo

## Graphical Approach

After exploring typography, we realized the logo presented did not fit with the theme of the event as a whole. Coming together as a team we wanted to

brainstorm a completely new route to represent the logo using more graphically-friendly elements to represent the endangered animals that would be at the fair.



# Logo

## Narrowing down to one Logo

Choosing a logo, we wanted to see what would work best on all platforms. The logo below, was easy to manipulate, was clean, friendly, and was able to be manipulated easy for different background colors.

## Significance of the Shield Shape

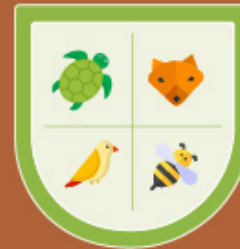
The logo shape that we chose not only works on different platforms, but holds a unique meaning with its shape. HEA is about helping endangered animals and contributing to a wide community. The shield represents that those who attend HEA events are protecting endangered wildlife.



Helping  
Endangered  
Animals



Helping  
Endangered  
Animals



Helping  
Endangered  
Animals



Helping  
Endangered  
Animals



Helping  
Endangered  
Animals |MA



Helping  
Endangered  
Animals |CT



Helping  
Endangered  
Animals |NH



Helping  
Endangered  
Animals|NY

# Brand Board

## Creating a final Brand

After finding specific colors, specific fonts, research of images, and creating the logo, the brand started to come together as a whole.



### COLORS



### TEXT STYLES

Body Text | SF Pro Display  
Regular: abcdefghijklmnopqrstuvwxyz  
Medium: abcdefghijklmnopqrstuvwxyz  
Bold: abcdefghijklmnopqrstuvwxyz

Heading | League Gothic  
Regular: abcdefghijklmnopqrstuvwxyz  
Medium: abcdefghijklmnopqrstuvwxyz  
Bold: abcdefghijklmnopqrstuvwxyz

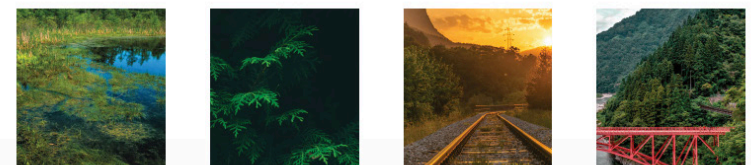
### LOGO VARIATIONS



### PATTERNS



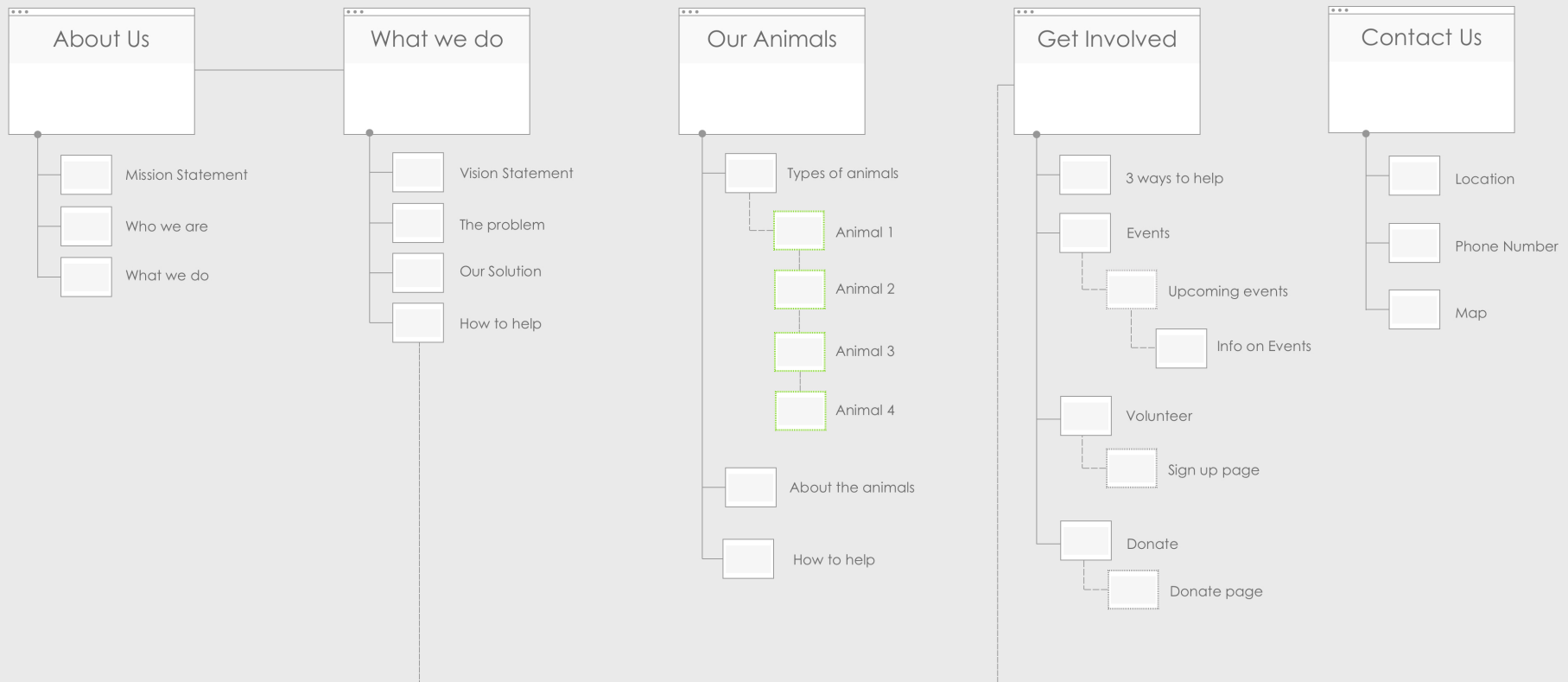
### PHOTOGRAPHY



# Site Map

## Site Map

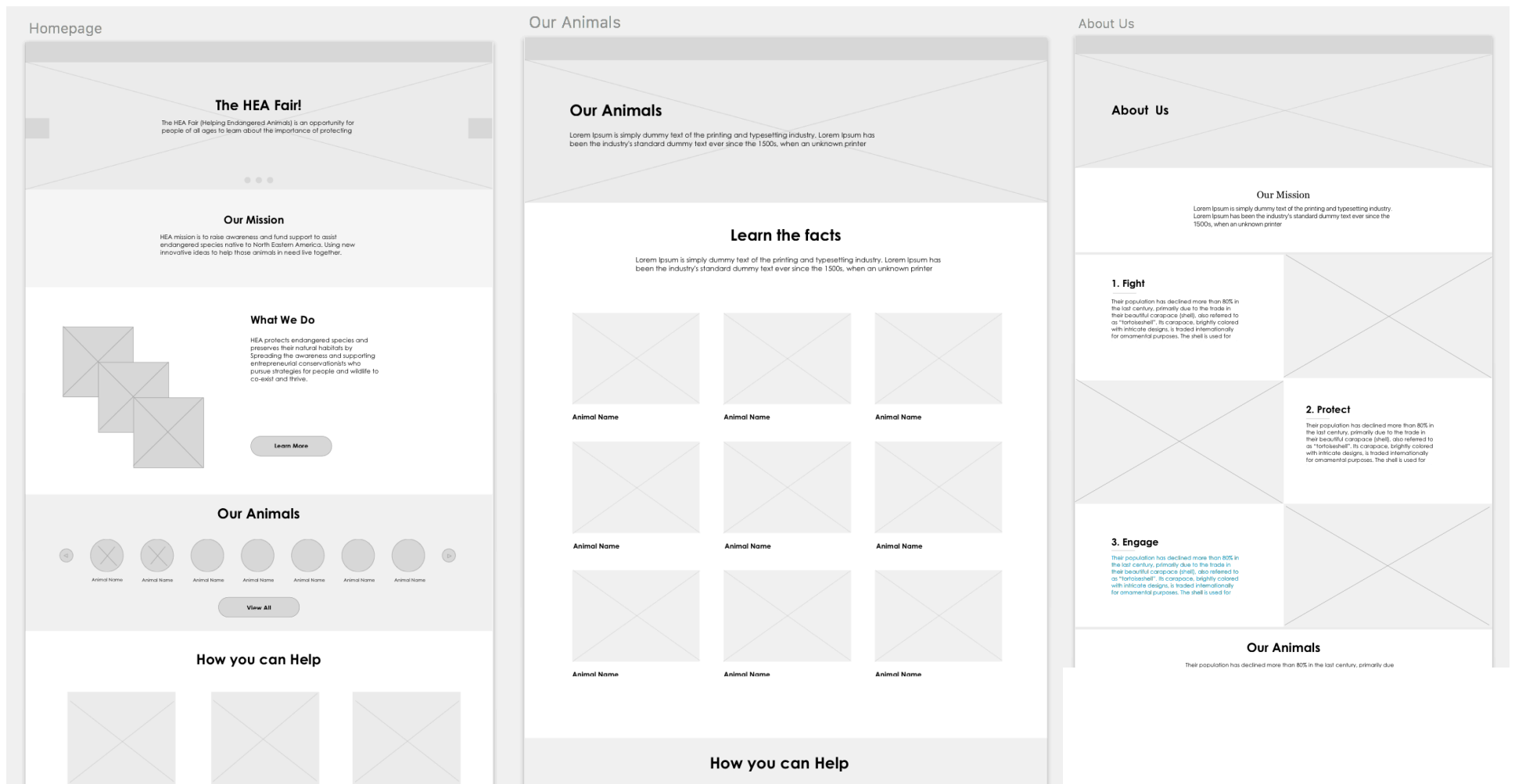
To begin laying out the information for the website, it was vital to create a Site map that represented what information we were displaying and where it might be. There are five tabs that are displayed on the homepage



## Wireframes

Before designing, it was important to understand how we would display the various content. Using wireframes

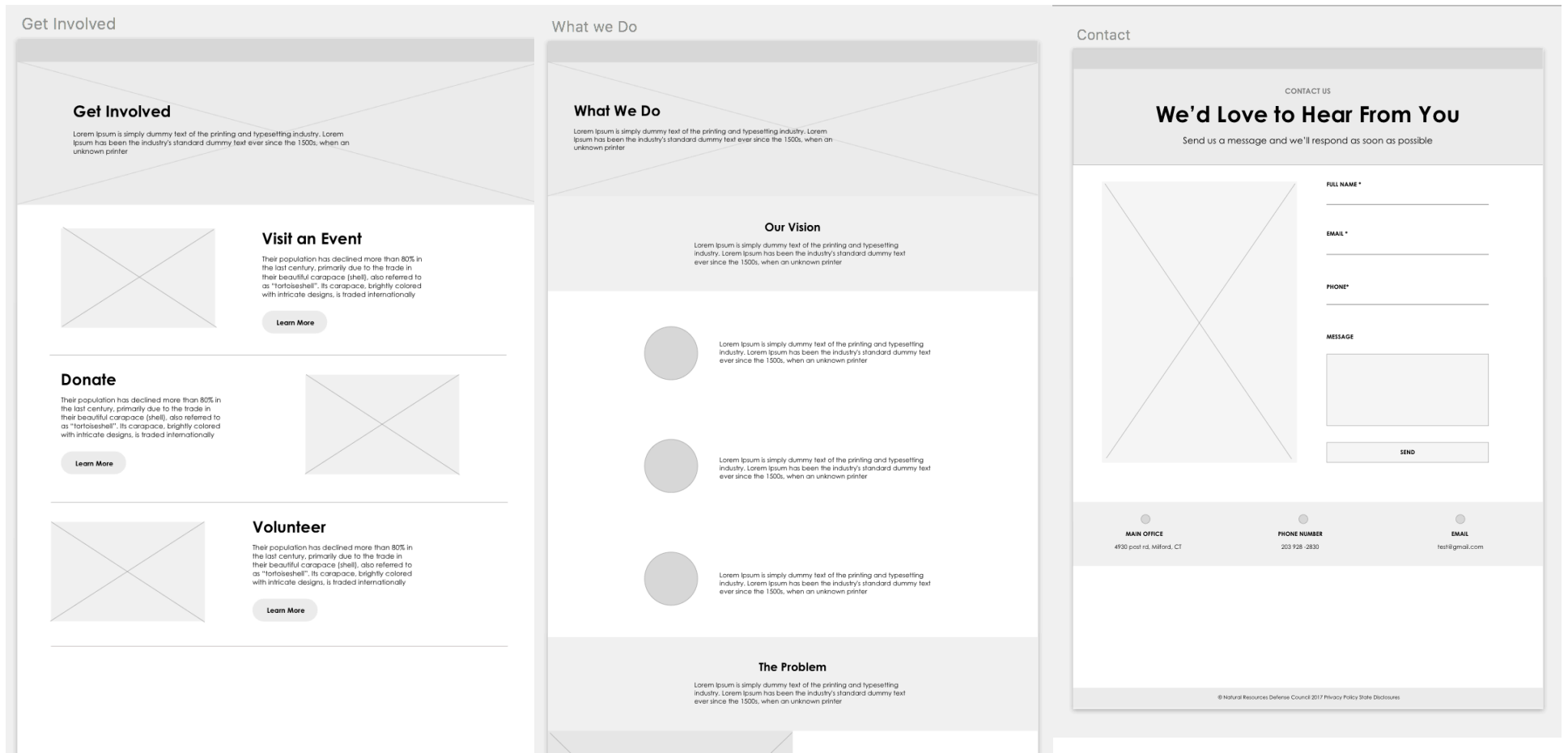
on Sketch was very useful and created a sense of structure for how we would code the website later on.



## Wireframes

It was important to do a wireframe for the majority of pages that would be on the final website.

Here we have the “contact page”, “what we do page” and “how to get involved”. It was important to be simplistic and be able to get all the information across.

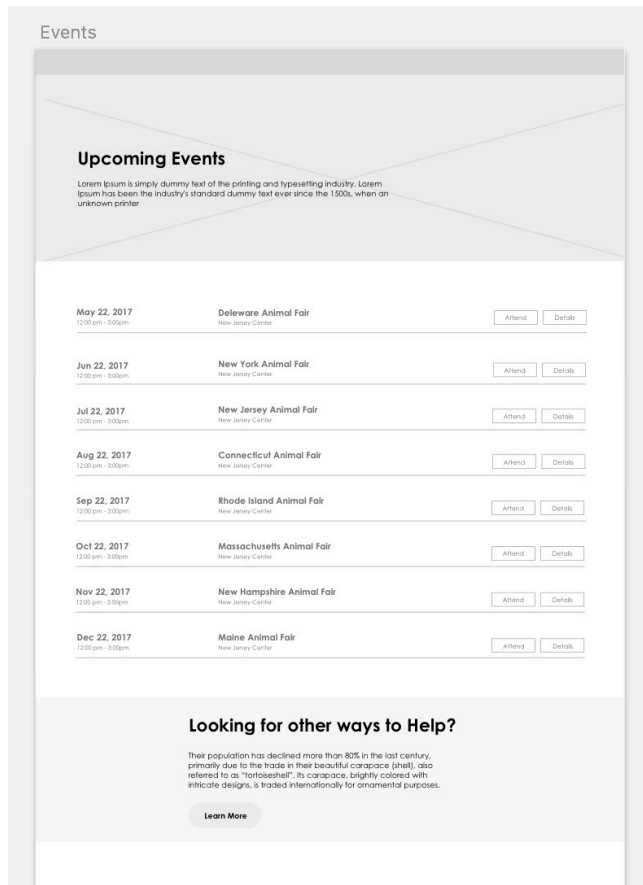




# Wireframes

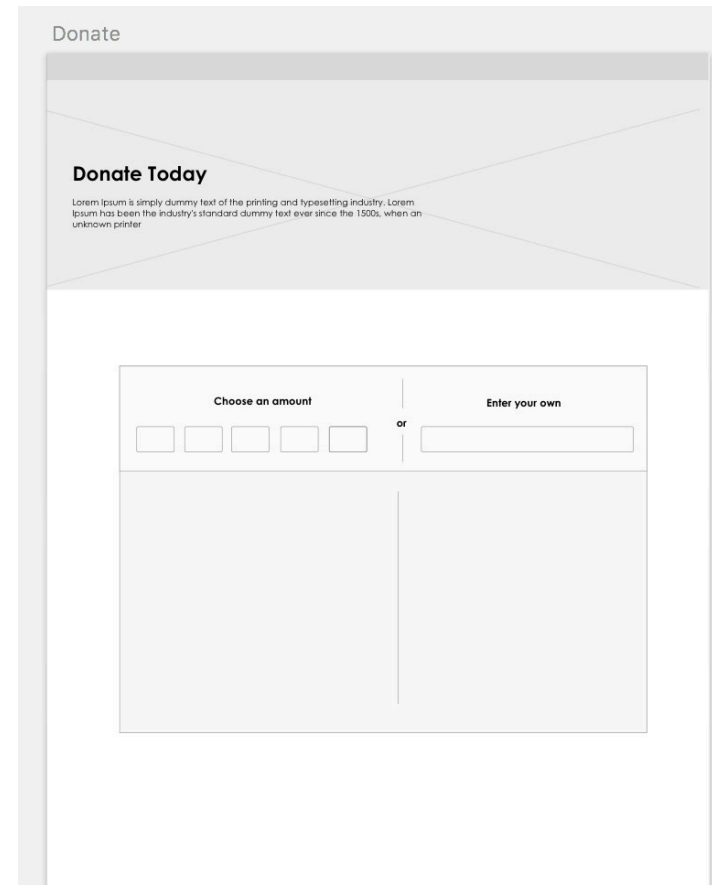
## Upcoming Events Wireframe

This wireframe we decided to have a simple layout that allowed the user to either attend an event or learn more about an event. This allows the user to be able to see all the events happening at one glance.



## Donate Page Wireframe

This is a rough draft of what is included within the page. It was important to have options showing what amounts people typically donate but also have the option for people to type in their own amount.



## Designing the Homepage

The homepage as most websites go, is what grabs the viewer's attention, and much of the website will follow in its past. The first composite of the homepage follows mainly from the wireframe. Images, colors, fonts, and text are added to give visual aesthetic to the overall feel.

## Content of the Homepage

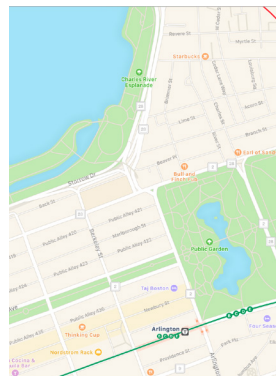
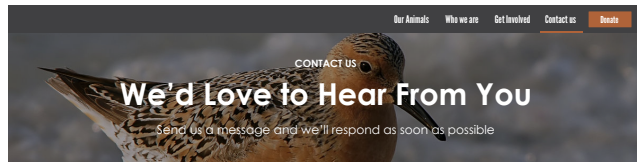
It was important to show the overall message of why the HEA fair is important to help endangered species. At first glance, the viewer is able to read who HEA is, what their objects are, the problem animals are facing, and the solutions that HEA takes to resolve the issues. It was important to have the donate as a clear button that is easily accessible to viewers.



## Designing from the Wireframes

Using the Wireframes, it was easy to design by simply adding the correct fonts, images, colors, and graphics that would bring the website together as a whole.

It was important to show simply what the information was saying and to chose images that would represent the content.



FULL NAME \*

EMAIL \*

PHONE \*

MESSAGE

SEND

MAIN OFFICE  
4930 post rd. Milford, CT

PHONE NUMBER  
203 928-2830

EMAIL  
theHEAair@gmail.com

### Show Your Support with a Donation

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer

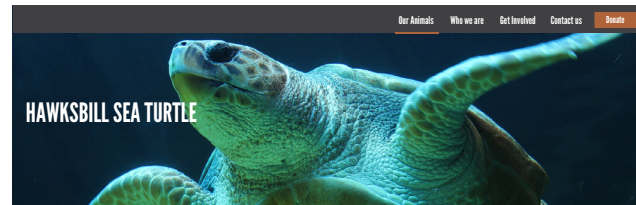
10 20 30 40 50 other

### Who We Are

Our Animals  
Our Mission  
Contact Us

### Get Involved

Donate  
Volunteer  
Events



### ABOUT THE HAWKSBILL SEA TURTLE

Hawkbill turtles are found throughout the tropical waters of the Atlantic, Pacific, and Indian Oceans. They avoid deep waters, preferring coastlines where sponges are abundant and sandy nesting sites are within reach.



#### Hawkbill Quick Facts

COMMON NAME: Hawkbill Sea Turtle  
SCIENTIFIC NAME: Eretmochelys imbricata  
HABITATS: Open water and coasts  
TYPE: Reptiles  
DIET: Carnivores  
AVERAGE LIFE SPAN IN THE WILD: 30 to 50 years  
SIZE: 24 to 45 in  
WEIGHT: 100 to 150 lbs

#### Environmental Threats

Their population has declined more than 80% in the last century, primarily due to the trade in their beautiful carapace (shell), also referred to as "tortoiseshell". Its carapace, brightly colored with intricate designs, is traded internationally for ornamental purposes. The shell is used for items such as jewelry, combs and brushes, and inlay in furniture and other decorative pieces.

Hawkbills were hunted almost to extinction prior to the ban on the tortoiseshell trade. Japan imported an estimated 2 million turtles between 1950 and 1992. Despite the fact that the international trade of their shells is now illegal, there is still a thriving black market.

Other threats include destruction of nesting and feeding habitat, pollution, boat strikes, coastal development, entanglement in fishing gear, and destructive fishing practices like dynamite fishing. Dynamite fishing uses explosives to stun or kill fish, usually on reefs, for easy collection. The practice also causes extensive damage to coral reefs and harms other animals that may be nearby.

### Extinction Risk

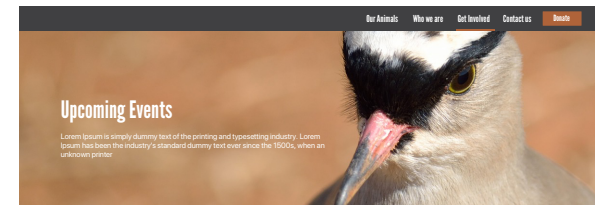
The hawkbill turtle is classified as Critically Endangered (CR) on the IUCN Red List



### Declining Population

The hawkbill turtle has suffered a drastic decline, probably by as much as 80 percent over the last century. Major threats to survival come from illegal trade in the turtle's prized shell, known as tortoiseshell, which has been sought for jewelry and ornaments for centuries. There is also a substantial market for eggs, meat and even stuffed juveniles as exotic gifts in some parts of the world.

Additional pressure on the global population



May 22, 2017 12:00pm - 3:00pm	Vermont Animal Fair New Jersey Center	Attend	Details
Jun 22, 2017 12:00pm - 3:00pm	New York Animal Fair New Jersey Center	Attend	Details
Jul 22, 2017 12:00pm - 3:00pm	New Jersey Animal Fair New Jersey Center	Attend	Details
Aug 22, 2017 12:00pm - 3:00pm	Connecticut Animal Fair New Jersey Center	Attend	Details
Sep 22, 2017 12:00pm - 3:00pm	Rhode Island Animal Fair New Jersey Center	Attend	Details
Oct 22, 2017 12:00pm - 3:00pm	Massachusetts Animal Fair New Jersey Center	Attend	Details
Nov 22, 2017 12:00pm - 3:00pm	New Hampshire Animal Fair New Jersey Center	Attend	Details
Dec 22, 2017 12:00pm - 3:00pm	Maine Animal Fair New Jersey Center	Attend	Details

### Looking for other ways to Help?

Their population has declined more than 80% in the last century, primarily due to the trade in their beautiful carapace (shell), also referred to as "tortoiseshell". Its carapace, brightly colored with intricate designs, is traded internationally for ornamental purposes. The shell is used for items such as jewelry, combs and brushes, and inlay in furniture and other decorative pieces.

Learn More

### Show Your Support with a Donation

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer

10 20 30 40 50 other

### Who We Are

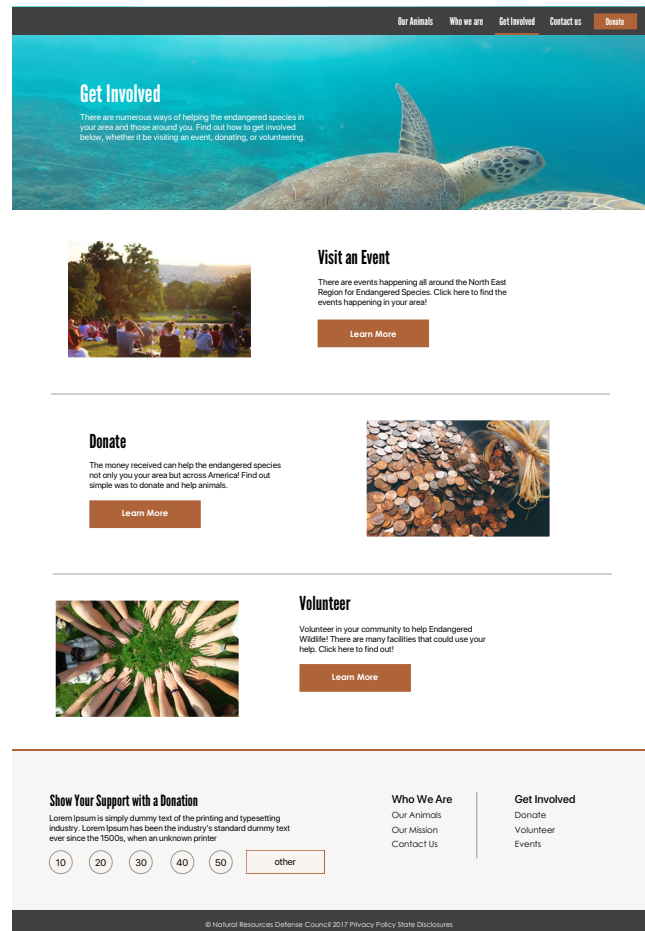
Our Animals  
Our Mission  
Contact Us

### Get Involved

Donate  
Volunteer  
Events

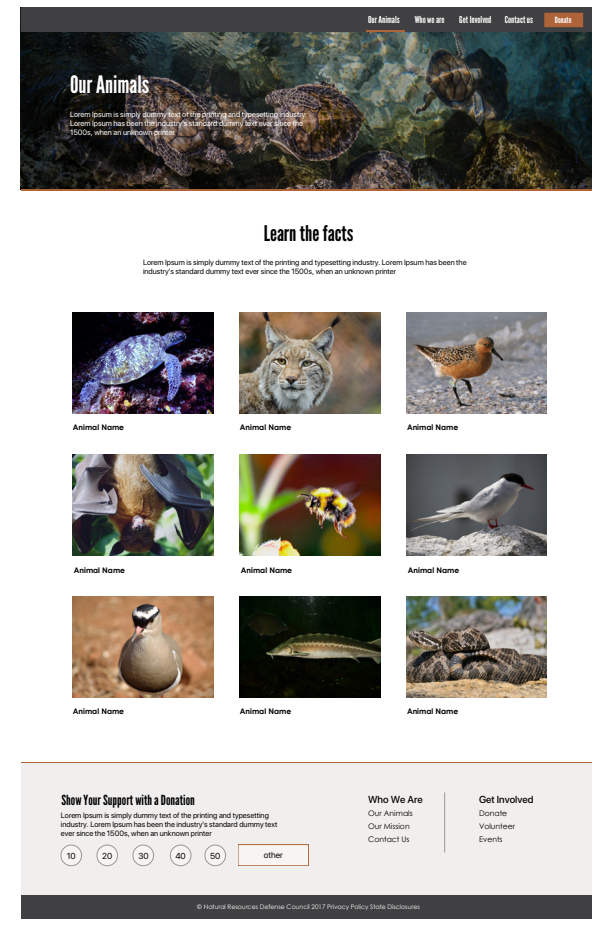
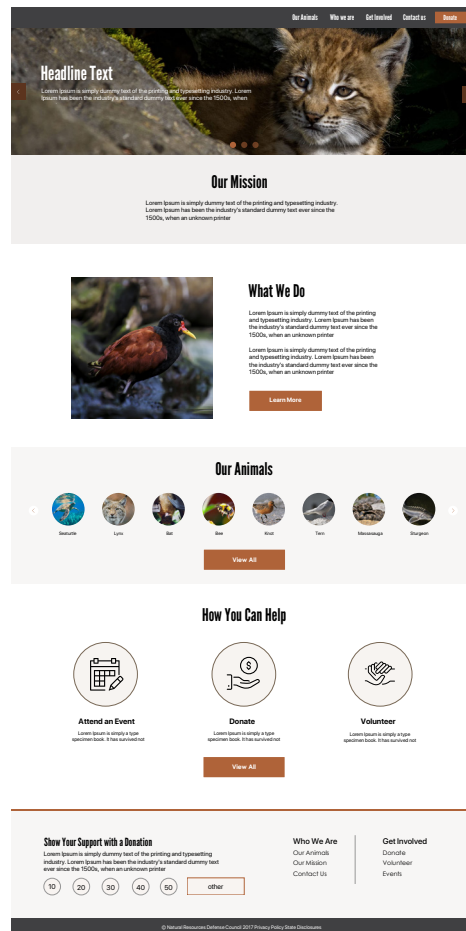
## What Works

One thing that works is the readability of the text. Much of it is on white backgrounds and is able to follow. The images also work well with the content.



## What can be Improved

More of the color green can be incorporated in the website, being green is one of the brand's major colors. Also the text going diagonally on the "get involved screen" can be formatted to have text on one side.



## Poster design *before* and *after* final branding

The posters below on the left represent versions of the poster before final branding. When the logo represented the Lynx, the posters were slightly more bland and therefore encouraged us to create a new logo and feel. The poster on the right is one version of the poster after rebranding. The graphic along with the colors represent more the look and feel of the new brand. It was important to show as much content as possible.

Helping Endangered Animals/CT

# The HEA Fair

August 25th 11:00am-4:00pm

HEA is an animal fair that aims bring awareness to New England's endangered wildlife. Located on the *New Haven Green*

**Not from Connecticut?**  
Check when *The HEA Fair* will be held in your state!

DELAWARE May 26th, 2018 Delaware State University	NEW YORK June 23rd, 2018 Bryant Park, NYC	NEW JERSEY July 21st, 2018 New Jersey Center	RHODE ISLAND Sept 22nd, 2018 RI Conventional Center
MASSACHUSETTS Oct. 20th, 2018 Memorial Ave. West Springfield	NEW HAMSHIRE Nov 24th, 2018 Dartmouth College	MAINE Dec. 22nd, 2018 Bowdoin College	CONNECTICUT Aug 25th, 2018 The New Haven Green

Helping Endangered Animals /CT

August 25th  
New Haven Green  
11:00am - 4:00pm

# The HEA Fair

HEA is an animal fair that aims bring awareness to New England's Endangered Wildlife. Located on the *New Haven Green*

August 25th 11:00am-4:00pm

**LEARN** Learn about the endangered animals that live around Connecticut and the North East region

**MEET** Meet animals and the community around you that are passionate about helping endangered species

**DISCOVER** Discover volunteer programs and events that are happening frequently in the area!

**Not from Connecticut?**  
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Helping Endangered Animals | CT

# The HEA Fair

coming to *Connecticut!*

## Come help Endangered Animals!

HEA is an animal fair that brings awareness to New England's endangered wildlife. Located on the *New Haven Green*. Check our website [www.theHEAfair.com](http://www.theHEAfair.com) to get more info

## Join us on August 25th!

11:00AM - 4:00PM New Haven Green, CT

**LEARN** Learn about the endangered animals that live around Connecticut and the North East region

**MEET** Meet animals and the community around you that are passionate about helping endangered species

**DISCOVER** Discover volunteer programs and events that are happening frequently in the area!

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## Not from Connecticut?

Check when *The HEA Fair* will be held in your state!

DELAWARE  
May 26th, 2018  
Delaware State University

NEW YORK  
June 23rd, 2018  
Bryant Park, NYC

NEW JERSEY  
July 21st, 2018  
New Jersey Center

RHODE ISLAND  
Sept 22nd, 2018  
RI Conventional Center

MASSACHUSETTS  
Oct. 20th, 2018  
Memorial Ave. West Springfield

NEW HAMSHIRE  
Nov 24th, 2018  
Dartmouth College

MAINE  
Dec. 22nd, 2018  
Bowdoin College

CONNECTICUT  
Aug 25th, 2018  
The New Haven Green

## Designing the Mailing Card

It was important to have something that showed what HEA is about and why people should care about the animals. Our hope was to have something for people to keep that would be memorable and gave the facts.

Below is an example of what the mailing card would look like for Connecticut. We wanted to keep it simplistic, yet also fun and very informative. We kept the information to a minimal, but presented what was most important.

**Save the Date.**  
**Help the Animals**

Come visit the best Animal Fair in Connecticut with the Helping Endangered Animals Organization

**June 22 2017 | 3 - 4 pm**

### The Hawksbill Seaturtle

*Eretmochelys imbricata*

**Facts & Extinction Risk**

The hawksbill turtle has suffered a drastic decline, probably by as much as 80 percent over the last century. Major threats to survival come from illegal trade in the turtle's prized shell, known as tortoiseshell, which has been sought for jewelry and ornaments for centuries

LC — NT — VU — EN — **CR** — EW — EX

**HABITATS:** Open water and coasts  
**TYPE:** Reptiles  
**DIET:** Carnivores  
**LIFE SPAN:** 30 to 50 years  
**SIZE:** 24 to 45 in  
**WEIGHT:** 100 to 150 lbs

**Come Meet Our Seaturtles!**  
[www.TheHeaFair.com](http://www.TheHeaFair.com)

TO

Helping Endangered Animals | CT

## Having Various versions of Mailing Card

Using the Wireframes, it was easy to design by simply adding the correct fonts, images, colors, and graphics that would bring the website together as a whole.

It was important to show simply what the information was saying and to chose images that would represent the content.

**Save the Date.**  
**Help the Animals**

Come visit the best Animal Fair in Connecticut with the Helping Endangered Animals Organization

June 22 2017 | 3 - 4 pm

**The Lynx**  
Lynx canadensis

**Facts & Extinction Risk**

The lynx is a solitary cat that haunts the remote northern forests of North America, Europe, and Asia. Lynx are covered with beautiful thick fur that keeps them warm during frigid winters. Canada lynx eat mice, squirrels, and birds, but prefer the snowshoe hare. Humans sometimes hunt lynx for their

LC   NT   VU   EN   **CR**   EW   EX

**HABITATS:** North American boreal forest  
**TYPE:** Mammals  
**DIET:** Carnivores  
**LIFE SPAN:** 30 to 50 years  
**SIZE:** 32 to 40 in  
**WEIGHT:** 22 to 44 lbs

Come Meet Our Lynxs!  
[www.TheHeaFair.com](http://www.TheHeaFair.com)

TO

June 22 2017 | 3 - 4 pm

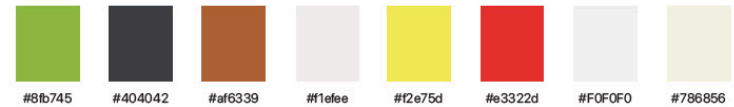
## Final Brand Board

The brand evolved an incredible amount throughout the process. The final brand represented a feel of friendliness and fun for the outdoor event, while also presenting as reliable and a knowledgeable source



Helping  
Endangered  
Animals

### COLORS



### TEXT STYLES

Body Text | SF Pro Display  
Regular: abcdefghijklmnopqrstuvwxyz  
Medium: abcdefghijklmnopqrstuvwxyz  
Bold: abcdefghijklmnopqrstuvwxyz

Heading | League Gothic  
Regular: abcdefghijklmnopqrstuvwxyz  
Medium: abcdefghijklmnopqrstuvwxyz  
Bold: abcdefghijklmnopqrstuvwxyz

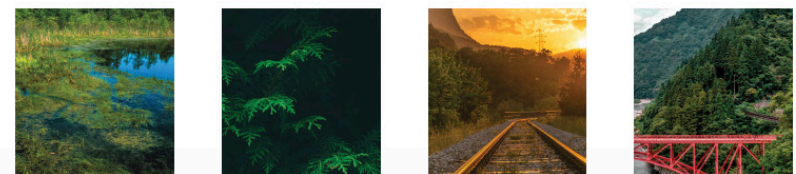
### LOGO VARIATIONS



### PATTERNS



### PHOTOGRAPHY





## Final Poster

The Poster is where our brand shines in terms of representing the “fun friendly” appeal of attending the HEA event. It was our mission to create an atmosphere for the person viewing the poster.



## Versions for different States

It was important to create the “divs” or box holders of the code in order to create the look and correct feel of the website. Using CSS below shows the main foundation for how the design falls into place.

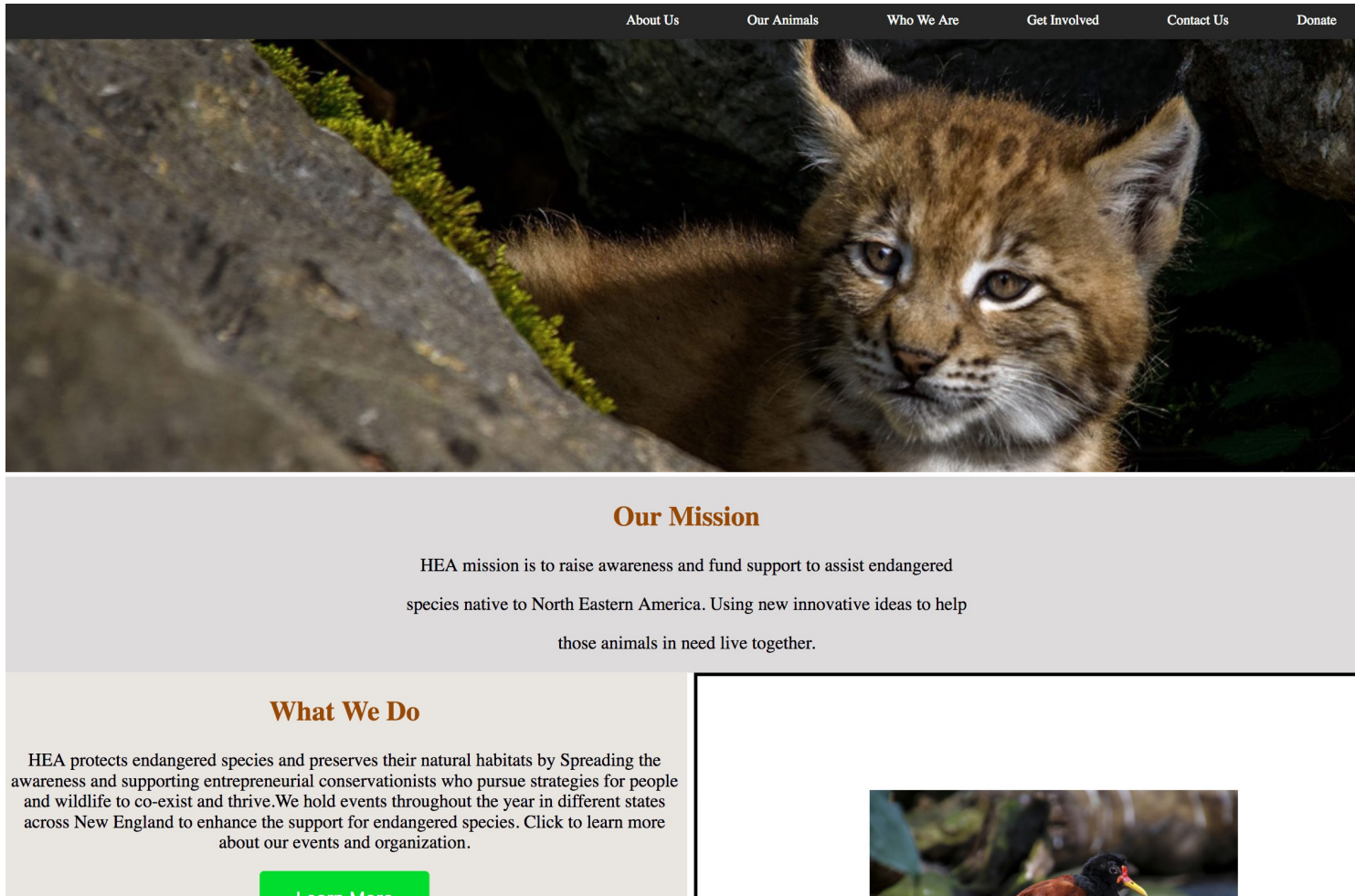


## Coding using HTML and CSS

Being to code the website, it was important to have the homepage done as much as it could be before coding the other pages. As well as having the website fully coded, it was vital for the webpage to act responsively.

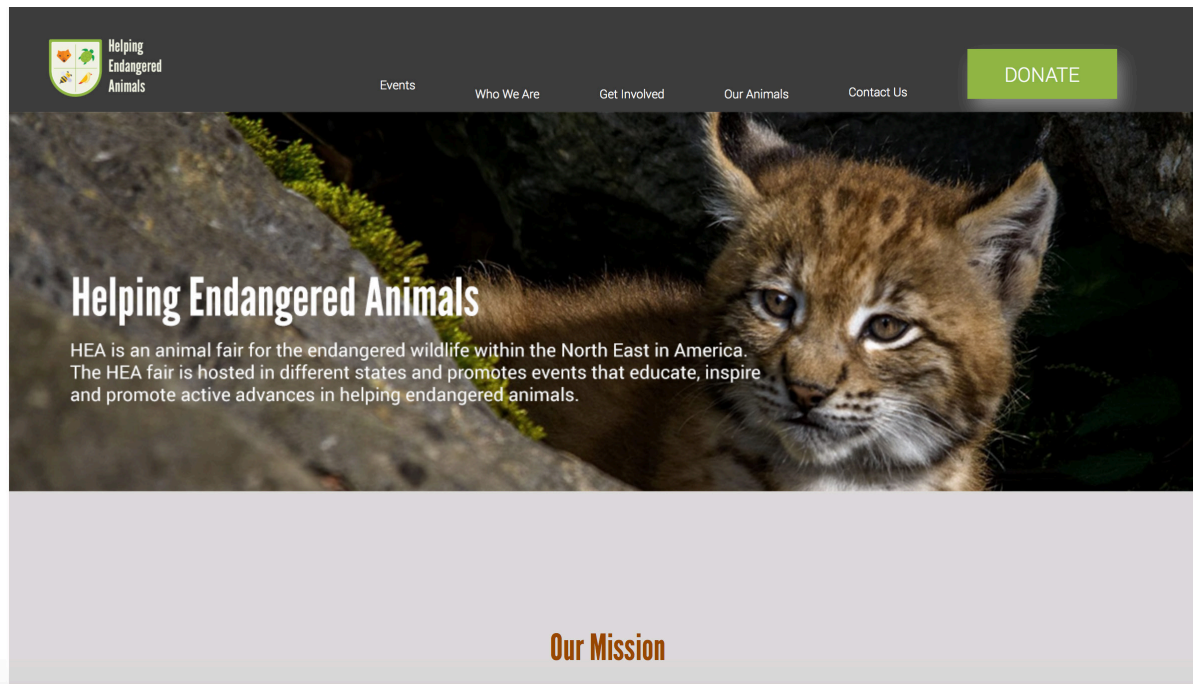
## Laying out the Div Foundation

It was important to create the “divs” or box holders of the code in order to create the look and correct feel of the website. Using CSS below shows the main foundation for how the design falls into place.



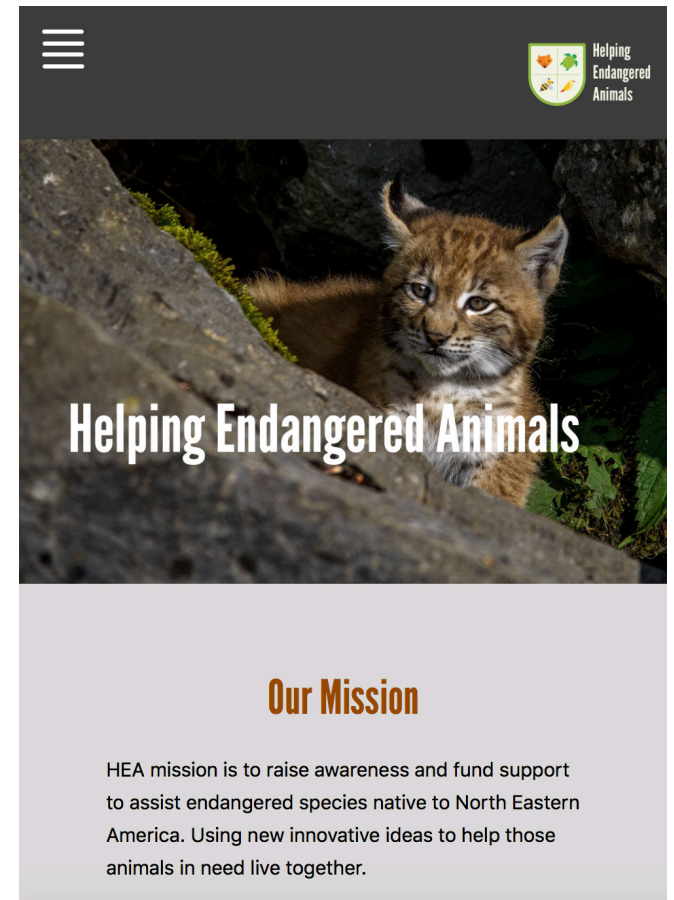
## Final Website

The final website was not able to be exactly how it was designed in the comps but it was important to have it look as close as possible.



## Mobile/Desktop Homepage

To make the website responsive we used a hamburger menu to condense the navigation. Furthermore, percentages in the code were used to make the website flow.

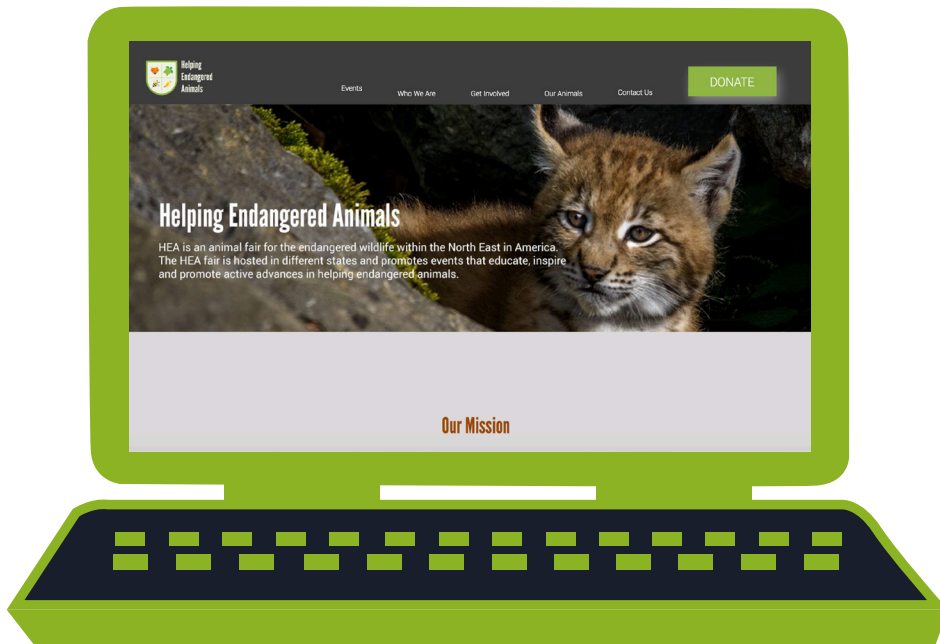


## Reflecting on the differing products

It was apparent after completing the mailing cards, poster and website that there was a major difference between them all. The website took on the feel of "National Geographic" while the print material has a cute cartoon feel.

## How I can improve the products

I can improve both the print material and website by sharing certain elements from each design. For example, throughout the website I can incorporate the cartoon fox and turtle and in the print material I can make the backgrounds have less of an "environment-feel" to them.



Christine O'Connor | Ashley Jordan | Manny Medina