

Process Book:

**Southern Ohio Wolfdog Sanctuary
Brand Redesign**

Fall 2021



Phase 1: Research

Charity: SOUTHERN OHIO WOLF SANCTUARY, Inc.

Causes: Animal Protection & Welfare, Animals

Mission: To give these wonderful animals the love, care and hope they so deserve to give them that second chance to have that life they should have gotten from day one.

Direct beneficiaries per year: save the lives of 20 wolf dogs and educated hundreds of children and adults

Geographic areas served: Chesapeake Ohio

Programs: Education on wolves and wolf dogs

Official Website: <https://southernohiowolfsanctuary.com/>

Other resources: <https://greatnonprofits.org/org/southern-ohio-wolf-sanctuary-inc>

Mitchell Culp
Charity: SOUTHERN OHIO WOLF SANCTUARY, Inc.

Causes: Animal Protection & Welfare, Animals

Mission: To give these wonderful animals the love, care and hope they so deserve to give them that second chance to have that life they should have gotten from day one.


Direct beneficiaries per year: save the lives of 20 wolf dogs and educated hundreds of children and adults

Geographic areas served: Chesapeake Ohio

Programs: Education on wolves and wolf dogs

Official Website: <https://southernohiowolfsanctuary.com/>

Other resources: <https://greatnonprofits.org/org/southern-ohio-wolf-sanctuary-inc>

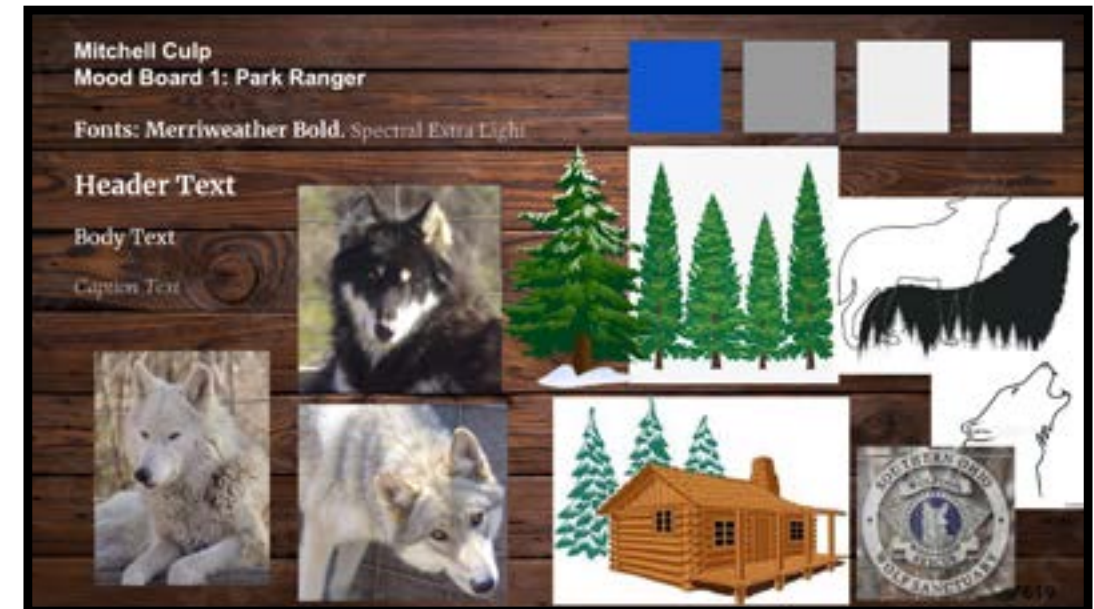


Phase 2: Mood Boards

Mitchell Culp
Mood Board 1: Park Ranger

Fonts: Merriweather Bold, Spectral Extra Light

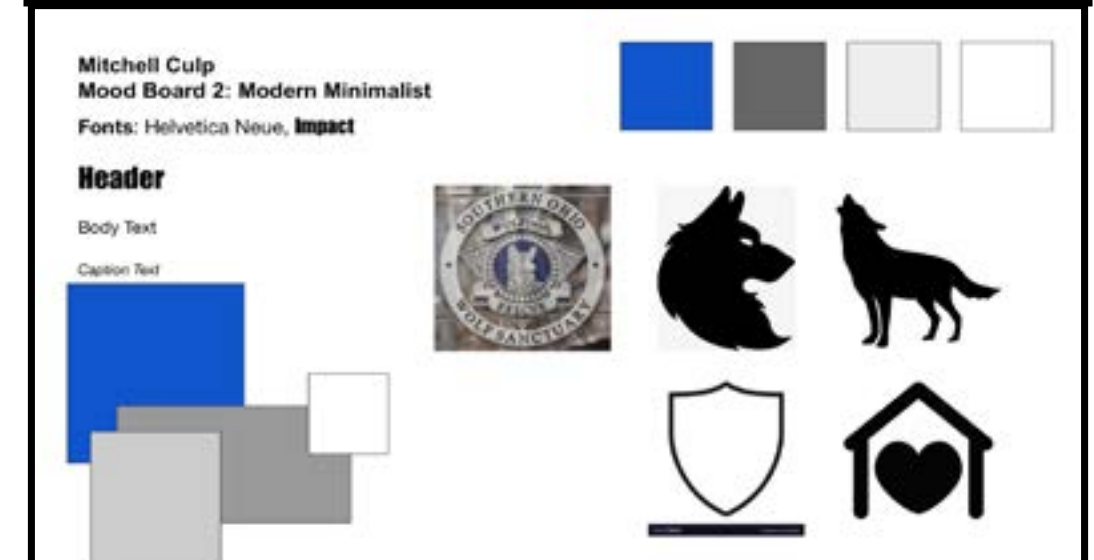
Header Text
Body Text
Caption Text



Mitchell Culp
Mood Board 2: Modern Minimalist

Fonts: Helvetica Neue, Impact

Header
Body Text
Caption Text



Mitchell Culp
Mood Board 3: Ranger/Modern Hybrid

Fonts: Helvetica Neue, Merriweather Bold

Header
Body Text
Caption Text



Phase 3: First Drafts



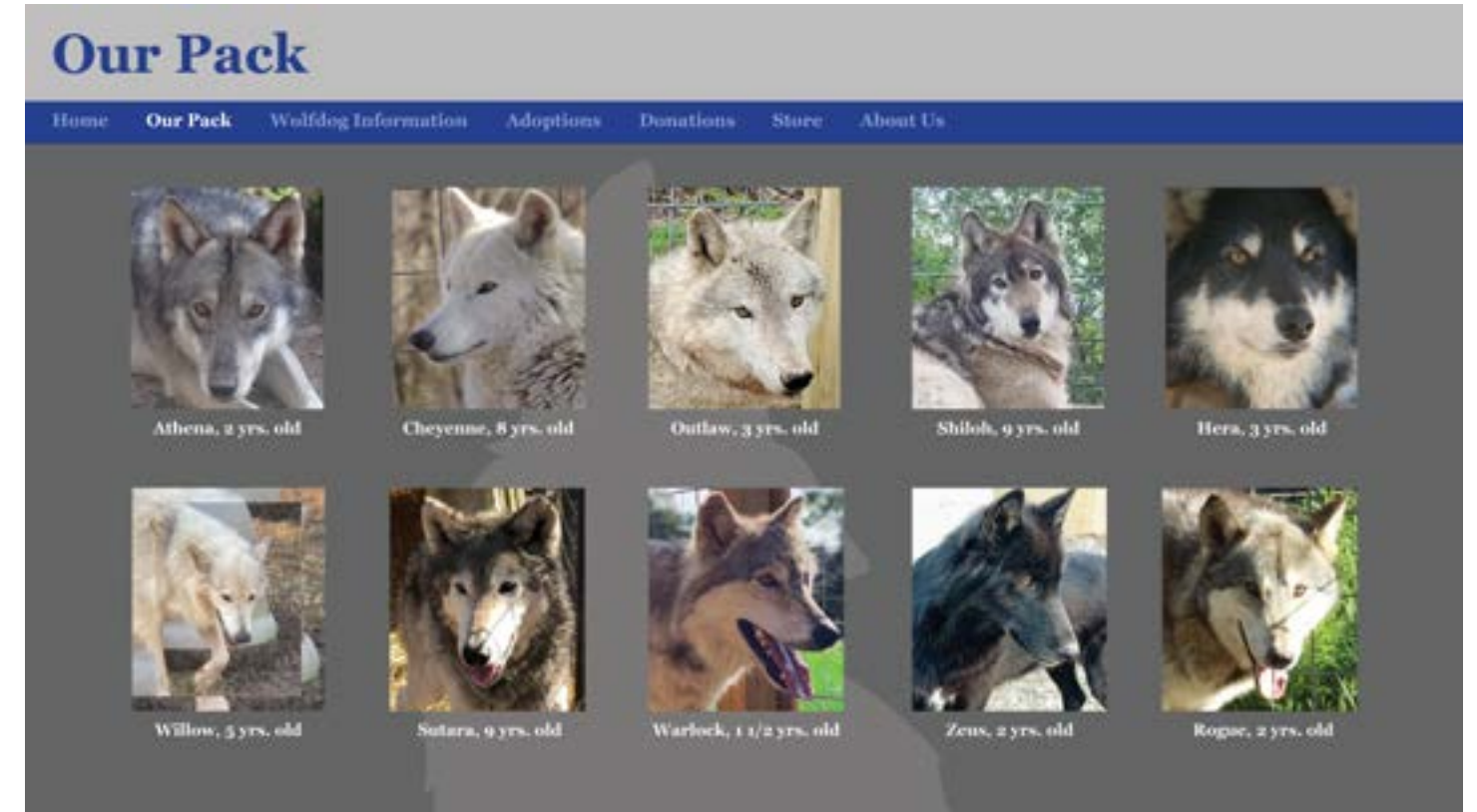
Phase 4: Miscellaneous Deliverables



Phase 5: Website Final Drafts



- Home
- Our Pack
- Wolfdog Information
- Adoptions
- Donations
- Store
- About Us



Athena, 2 yrs. old



Cheyenne, 8 yrs. old



Outlaw, 3 yrs. old



Shiloh, 9 yrs. old



Hera, 3 yrs. old



Willow, 5 yrs. old



Sutura, 9 yrs. old



Warlock, 1 1/2 yrs. old



Zeus, 2 yrs. old



Rogue, 2 yrs. old

Wolfdog Information

- Home
- Our Pack
- Wolfdog Information
- Adoptions
- Donations
- Store
- About Us

What IS a Wolfdog?

Wolf-dog hybrid (hybrid for short) is a term used to describe an animal that is part wolf and part domestic dog. Dogs (*Canis lupus familiaris*) and wolves (*Canis lupus*) share an evolutionary past and thus share many physical and behavioral traits. Through the process of selective breeding, a dog's behavior, life cycle and physiology have become permanently altered from that of a wolf. In general, the selective breeding process has put a different set of pressures on dogs, shaping them so that they are more dependent on humans for their survival and make them flexible to our way of living. The genes they express, have been altered to varying degrees from their wild counterpart and help them live that domestic life in a more flexible and comfortable way.

Wolfdog Genetics

When one breeds a dog with a wolf, the offspring will inherit a set of genes from each parent, and are indeed 50/50 that is, one-half dog and one-half wolf. However, when these animals are backcrossed with other wolves, dogs, or hybrids there is no way to calculate or manipulate which genes are passed to any individual offspring. Other breeders believe, for example, that a 50 x 50 hybrid backcrossed with a 100% wolf would yield an offspring that is 75% wolf. However, that would only be an AVERAGE amount of wolf in a large number of backcrosses. Any INDIVIDUAL animal might inherit all of the dog genes from the hybrid and be 50 x 50 - both physically and behaviorally. Or conversely, any individual could be predominantly wolf, or any variation or combination in between.

Wolfdog Misrepresentation

Wolf-dogs (a.k.a. Wolf Hybrids) do not make good animals to keep: they are part wolf and really begin to demonstrate their wild nature as they mature. According to the National Working Alliance, "A statistic shows that almost 85% of all bought wolfdogs end up in a rescue or are euthanized by the age of three." However, the reality is that people are going to continue having them as pets, and they are unfortunately becoming more popular due in part to their appearance in movies and TV shows such as Game of Thrones. The Southern Ohio Wolfdog Sanctuary wants to help keep these animals in their homes and not be relinquished to a shelter where they will most likely be euthanized. Part of our mission is to educate the public about responsible ownership of wolf-dogs.



A wolf-dog. They usually do not do well being indoors because they do not like the feeling of being confined. Wolves in the wild hunt for their every day - capture wolf-dogs from their open spaces and receive large amounts of exercise to live for 2 animals.