



Brand Redesign:
Southern Ohio Wolf Sanctuary



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Overview

Mission: To locate and rescue any wolfdogs that have been abandoned, neglected, or abused and give them a chance at a better life and in some cases find them a new loving home with responsible owners no matter the age of the animal as well as provide proper education on the subject of wolfdogs.

Location: Chesapeake, Ohio

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

Issues with Brand

- Appearance feels generic with no iconic identity to set apart from similar sanctuaries despite being incorporated.
- Website feels amaturly build, most likely made by one of the owners with limited experience in design.
- Website is cluttered with unnecessary pages that could be consolidated into fewer pages.
- Inconsistent typeface design and colors throughout website; multiple different typefaces per page up to 3!



Home ▾ Our Pack: ▾ Getting to know wolfdogs: ▾ Forever homes: ▾ Before and After: Videos ▾

Donations: ▾ **Wolfdog Ac** **Wolfdog Percentage:** **Contact the Pack:**

Wolfdog DNA:

Winter Wolf Syndrome:

Wolfdog Misrepresentation:



MEET OUR WOLFDOGS

Meet some of the wonderful and magnificent wolfdogs that reside here with us at the sanctuary. Each wolfdog here holds a very special place in our hearts as well as having their own little story to tale. We hope you enjoy seeing them as much as we enjoy caring for them.



Cheyenne
(8 Years old)



Yukon
(About 12 Years old)



Mayhem

Unfortunately, and sadly to say in the end the animals are always the ones that pay the price!

***Please be responsible when getting any animal do some research and make sure it is a breed you can care for and fits into your lifestyle
Remember they have feelings and needs to. There counting on you!!***

If you would like to help give a helping hand to these wonderful and misunderstood animals, please consider becoming a monthly donor or a sponsor to one of the wolfdogs we have here at the sanctuary.

We are a 501 c3 so all donations are completely tax deductible.

***WITH YOUR HELP AND SUPPORT, WE CAN KEEP
GIVING THEM THAT SECOND CHANCE AT LIFE!!!!***

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Solutions: Icon Identity



OLD LOGO: Law Enforcement Badge

VS.



NEW LOGO: "Ranger Riley"

Solutions: Website



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Wolfdog Information

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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. Often 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 wild and really begin to demonstrate their wild natures as they mature. According to the National Wolfdog Alliance ***"A statistic shows that almost 65% 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 wolfdog They typically do not do well living indoors because they do not like the feeling of being confined. Wolves in the wild roam for miles every day – captive wolf-dogs prefer wide open spaces and require large enclosures (minimum ½ acre for 2 animals).

Our Pack

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Athena, 2 yrs. old



Cheyenne, 8 yrs. old



Outlaw, 3 yrs. old



Shiloh, 9 yrs. old



Hera, 3 yrs. old



Willow, 5 yrs. old



Sutara, 9 yrs. old



Warlock, 1 1/2 yrs. old



Zeus, 2 yrs. old



Rogue, 2 yrs. old

Solutions: Making a Message



MERCHANDISE!

- All proceeds would go towards the sanctuary as additional revenue to allow expansion, improvements on services, etc.
- Employees/Volunteers would be able to have a sort of uniform while on-the-clock
- Can further spread the word about the sanctuary and what they are trying to accomplish.
- Look at this merch! I wanna buy it!

