fetch

fetch

[verb/noun]

to go and return with bringing something/
type of game commonly played with pets (especially with dogs)

Fetch has a double meaning as it refers to a pet search experience with
the user setting filters and waiting for the search to bring back results
accordingly, as well as being a name of a common game among pets and
pets owners of the owner throwing something and the pet retrieving it back
to the owner only for the set of actions to be repeated for fun. Therefore,
fetch refers to the intent of waiting for the results of matching adoption pet,
while implying this process being fun, enjoyable and playful. Fething is also a
dating-related term that is used to describe someone attractive, which goes
well with the matching feature of the interface.

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The continuous line-art that creates an ambiguous animal shape has an organic feel to it due to the rounded corners, repetitive loops, and the varying line thickness. At the same time this continuous, shape represents a search process, visualizing the matchmaking service that fetch provides for its users in the easiest way possible. The soft curves and colours of the icon create a welcoming, organic and playful feel, contrasted with a strong and modern sans serif typography that creates a sense of security.

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Avenir Next / Bold Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir Next / Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway / Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir Next / Demi Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway / Medium

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp
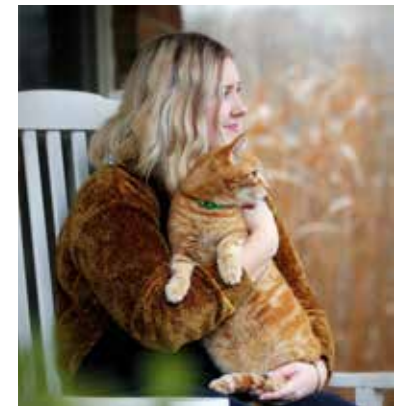Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway / Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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The typeface used in the logo mark is Avenir Next in Bold Italic. The slanted style of this clean, sans serif typeface, creates a feeling of movement, especially being set on an angular baseline. The heavier weight helps to create a pronounced pattern of vertical lines within the first, middle and last letters of the name. Avenir Next is seen in multiple ways throughout the branding, to create variety and typographical hierarchy. The secondary typeface, Raleway, can be seen as the main body copy typeface with its contemporary features that yet allow for legibility.

HEX: #254152

GOLDFISH

R: 214
G:162
B: 58

HEX: #4C4C4E

MOUSE

R: 76
G: 76
B: 78

HEX: #A96919

CHIPMUNK

R: 169
G: 105
B: 25

HEX: #4A648C

PIGEON

R: 82
G: 98
B: 135

HEX: #7194C7

BUTTERFLY

R: 113
G: 148
B: 199

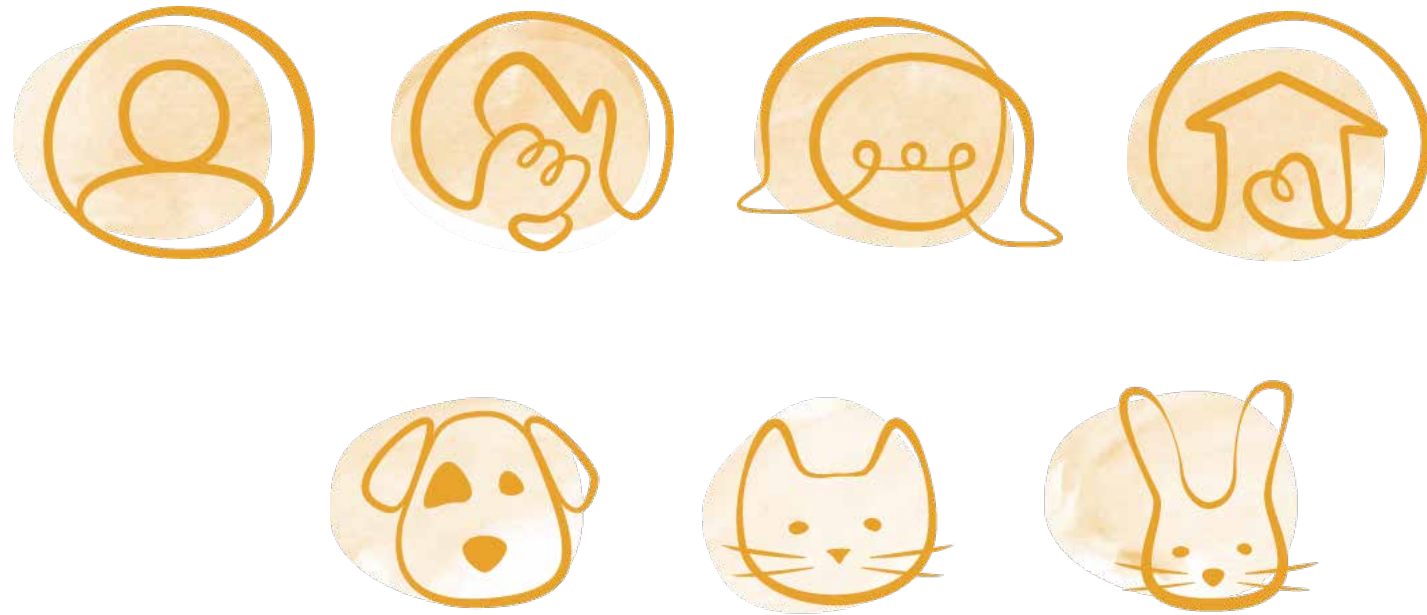HEX: #254152

HERON

R: 37
G: 65
B: 82

The carefully, hand-picked colour palette displays a variety of nature-inspired colours with rather playful and energetic characteristics, over the more common, earthy tones. These bright colours are yet visible enough to be used as stand-alone colours for different elements to compliment the brand, including typography. To create a more approachable and welcoming feeling, 'Mouse' and 'Heron' are used to replace black whenever possible.

Animal photographs are a big part of the brand as they allow for the users to get a great, realistic sense of the pets. The pet animal photos consist mostly of dogs and cats of different breeds and ages, but some other animals will be presented as well. People are a big part of the brand photographs with pets to convey the joy of the bond between pets and their owners.

The icons follow a similar visual style to the animal in the logo mark. They consist of rounded shapes with varying stroke width, using the brand colours. The backgrounds feature watercolour style texture to add a softness to emphasize a welcoming and warm feeling. Colour is used as an indicator for the audience, for example, yellow being used for global icons that all users see

example of heading

Avenir Next/Regular 55pt

example of subheading

Avenir Next/Medium 38pt

This is an example of how the body copy is set on the website, using Raleway Regular. There are a couple alternative widths for columns depending on the section but most of them are not much wider than this example.
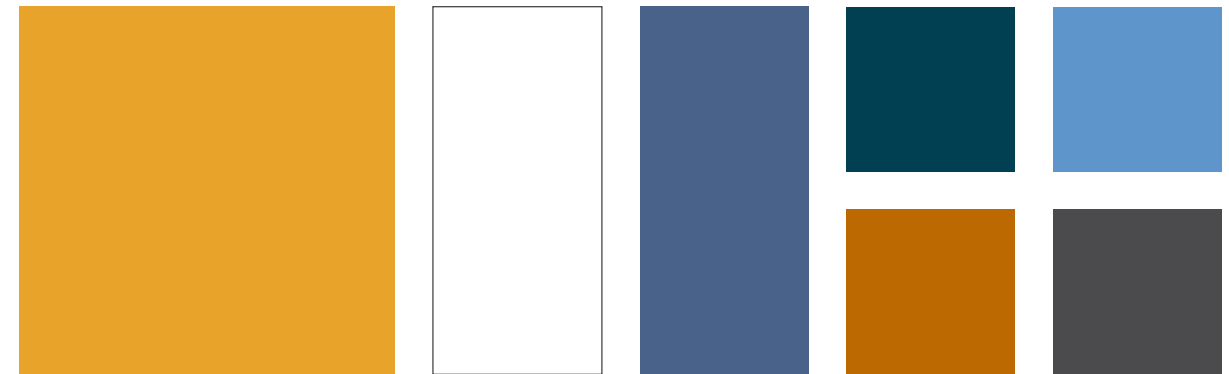
Raleway/Regular 25pt/31pt

Main colours (excludes tints)

welcoming   reliable   convenient   trustworthy

Social media icons

sign out   apply

Button treatments

distance   50km

Filter typography treatments

Texture