Abby Xiao’s Design Statement.

My design is a brand identity and adoption campaign for an animal shelter called Paws & People. The project includes adoption posters and social media graphics that encourage people to adopt animals and get involved in their community. I was inspired by the idea that every animal deserves a safe, loving home, and that thoughtful design can help connect animals with the people who need them.

The problem my design addresses is that many animals in shelters are waiting for homes, while some people may not know how they can help. The campaign is designed for potential pet adopters, families, young adults, and community members who want to support animal welfare. Consistent branding across posters and social media also helps the shelter communicate its message and reach more people.

My design is KIND to people because it promotes compassion, community involvement, and the well-being that can come from caring for animals. The friendly visuals and simple wording make the information easy to understand and inviting to a wide audience. By showing different ways to support the shelter, the campaign allows people to participate even if they are not ready or able to adopt a pet. It also encourages responsible adoption by helping people consider giving animals a permanent, caring home.

My design is KIND to the environment by encouraging digital promotion through social media, reducing the need for printed materials. When physical posters are needed, they can be printed in limited quantities on recycled paper using environmentally considerate printing methods. The logo and visual identity are designed to be reusable across future campaigns, reducing the need to create entirely new materials for every event. By creating a flexible, long-lasting design system, Paws & People can promote animal adoption while minimizing waste and using resources more thoughtfully.