



CORPORATE IDENTITY & GRAPHIC SYSTEMS

Megan Robson | Fall 2025



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MARK COMPARISONS PROJECT (GOOD VS BAD)

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Mark Comparisons

The Good & Bad Logo Designs

Manufacturing



Good: Caterpillar

The Caterpillar logo is bold and simple, making it highly recognizable. The black wordmark conveys strength, while the yellow triangle in the "A" adds a distinct tie to construction. Its clean sans-serif type ensures clarity at any scale, reinforcing Caterpillar's reputation as a durable, global brand.

Non-Profit



Good: Save the Children

The Save the Children logo is effective because it combines simplicity with strong symbolism. The red circle and child figure immediately suggest hope, protection, and care, which tie directly to the nonprofit's mission of improving children's lives. The bold color adds urgency and visibility, while the clean design ensures it works across cultures and platforms. Its balance of emotional resonance and clarity makes it both memorable and trustworthy, reinforcing the organization's global presence and impact.

Professional



Good: Bank of America

The Bank of America logo is successful because it balances modern simplicity with strong national symbolism. The red and blue color palette reflects trust, stability, and American identity, while the abstract flag-like icon conveys movement and the progress. Its clean sans-serif wordmark pairs well with the bold mark, ensuring readability and professionalism across digital and print applications. Together, the elements create a logo that is recognizable, versatile, and reinforces the bank's credibility and large-scale presence.

Retail



Good: The North Face

The North Face logo is successful because it is simple, bold, and tied directly to the brand's outdoor identity. Inspired by Half Dome in Yosemite, the abstract quarter-circle graphic conveys strength, durability, and a connection to nature. The clean sans-serif wordmark complements the mark, ensuring clarity and versatility across gear, apparel, and digital use. Its minimal design makes it instantly recognizable and reinforces the brand's reputation for adventure and performance.

Service



Good: Airbnb

The Airbnb logo is successful because it is modern, versatile, and symbolic. Known as the "Bélo," the abstract symbol combines a heart, location pin, "A," and a sense of community in one mark, reflecting the brand's mission of belonging. Its simple geometry and coral color make it approachable and memorable, while the clean wordmark ensures readability. The design works across cultures, scales well, and then reinforces Airbnb's global identity as a trusted service brand.

Manufacturing



Bad: Ohio Manufacturers' Association

The Ohio Manufacturers' Association represents the state's manufacturing industry, but its logo feels dated and unbalanced. The gear icon is generic, and the orange text block creates awkward hierarchy that hurts readability. Instead of projecting authority and innovation, the design looks cluttered and lacks versatility, making it less effective as a strong brand identity.

Non-Profit



Bad: Pay it Forward for Pets

Pay It Forward for Pets is a nonprofit in Akron focused on pet adoption and rescue, but its logo weakens its message. The mix of playful fonts, outlines, and clipart style pet faces creates clutter and inconsistency. Instead of conveying professionalism and trust, the design looks dated and hard to scale, which undermines the organization's credibility.

Professional



Bad: Kisling, Nestico & Redick LLC

Kisling, Nestico & Redick is a large Ohio law firm, but their logo is plain and uninspired. It relies on block text with minimal styling, offering no symbol or distinct visual identity. For a professional service, this lack of memorability and weak hierarchy makes the branding feel generic rather than authoritative or trustworthy.

Retail



Bad: Firefly Boutique

Firefly Boutique is a small retail shop in Ohio, but its logo lacks strength and professionalism. The script font is difficult to read, and the added floral imagery makes the design overly busy. Instead of creating a clear, scalable identity, the logo feels more like decoration, which limits recognition with the brands overall feel and impact.

Service



Bad: Humble Creatures Veterinary Clinic

Humble Creatures Veterinary Clinic provides affordable pet care in Canton. Its logo doesn't communicate professionalism. The rough frame, paw prints, and silhouette are cluttered, and the mix of fonts weakens readability. Instead of projecting trust and clarity, the design looks inconsistent and dated, which limits its effectiveness as a strong brand identity.





HUMBLE CREATURES

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Humble Creatures Veterinary Clinic is a family owned practice in Canton, Ohio, dedicated to making high-quality veterinary care accessible, compassionate, and affordable. The clinic blends a high-volume spay and neuter model with general veterinary services, allowing them to support both everyday pet owners and local rescue organizations. Their mission centers on kindness, respect, and community care—ensuring that every animal receives thoughtful treatment regardless of background or circumstance. In my project, Humble Creatures represents the kind of small, mission-driven business where branding plays a major role in communicating trust, warmth, and a clear commitment to animal care and wellbeing.





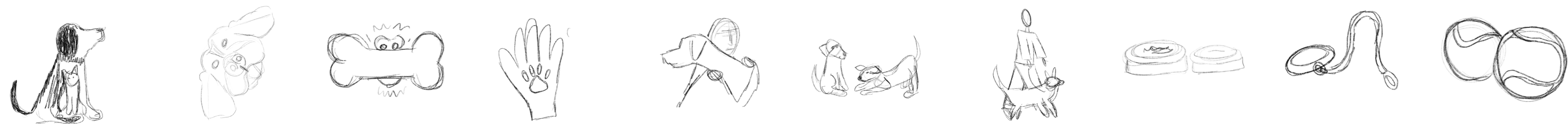
HUMBLE CREATURES SKETCHES

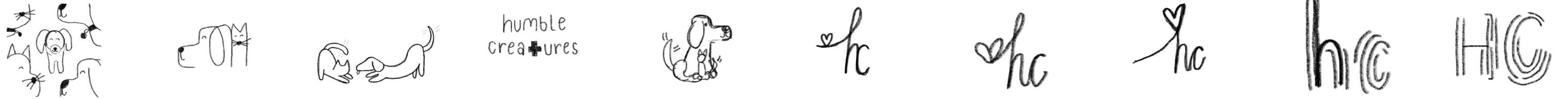
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HUMBLE CREATURES

FINAL THOUGHTS

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After a deeper review of the Humble Creatures concept, we collectively decided to eliminate it from further development. Although the sketches were visually engaging and thoughtfully executed, they communicated a similar sense of “animal presence” to the direction already established for Pay It Forward Pets. This overlap created redundancy between the two concepts and weakened the overall clarity of the project. To resolve this, I merged the strongest and most effective elements from both sketch explorations into a single, cohesive direction. By fully removing the Humble Creatures concept and refining the remaining sketches for Pay it Forward Pets, the project was able to move forward with a clearer focus, stronger visual consistency, and a more intentional brand identity.





THE OHIO MANUFACTURING ASSOCIATION

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The Ohio Manufacturers' Association (OMA) is the largest statewide business organization in Ohio exclusively dedicated to the interests of manufacturers. Since its founding in 1910, its core mission is to protect and grow Ohio manufacturing by advocating for competitive public policy, providing timely industry information, and offering targeted services to support members' operational success. The OMA helps manufacturers compete by delivering year-round advocacy on legislative, regulatory, and judicial issues, workforce development resources, energy and safety guidance, and workers' compensation support. With a focus on shaping policy, strengthening talent pipelines, and keeping manufacturers informed and connected, the OMA works to ensure that manufacturing remains a strong and sustainable engine of Ohio's economy.





OHIO MANUFACTURING ASSOCIATION SKETCHES

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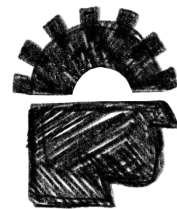
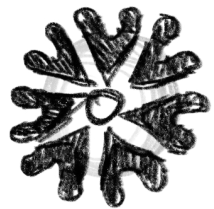
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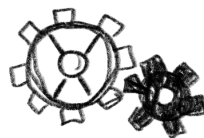
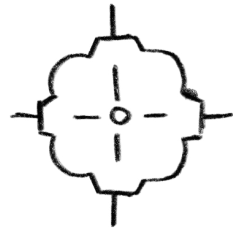
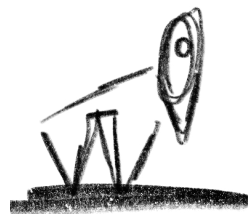
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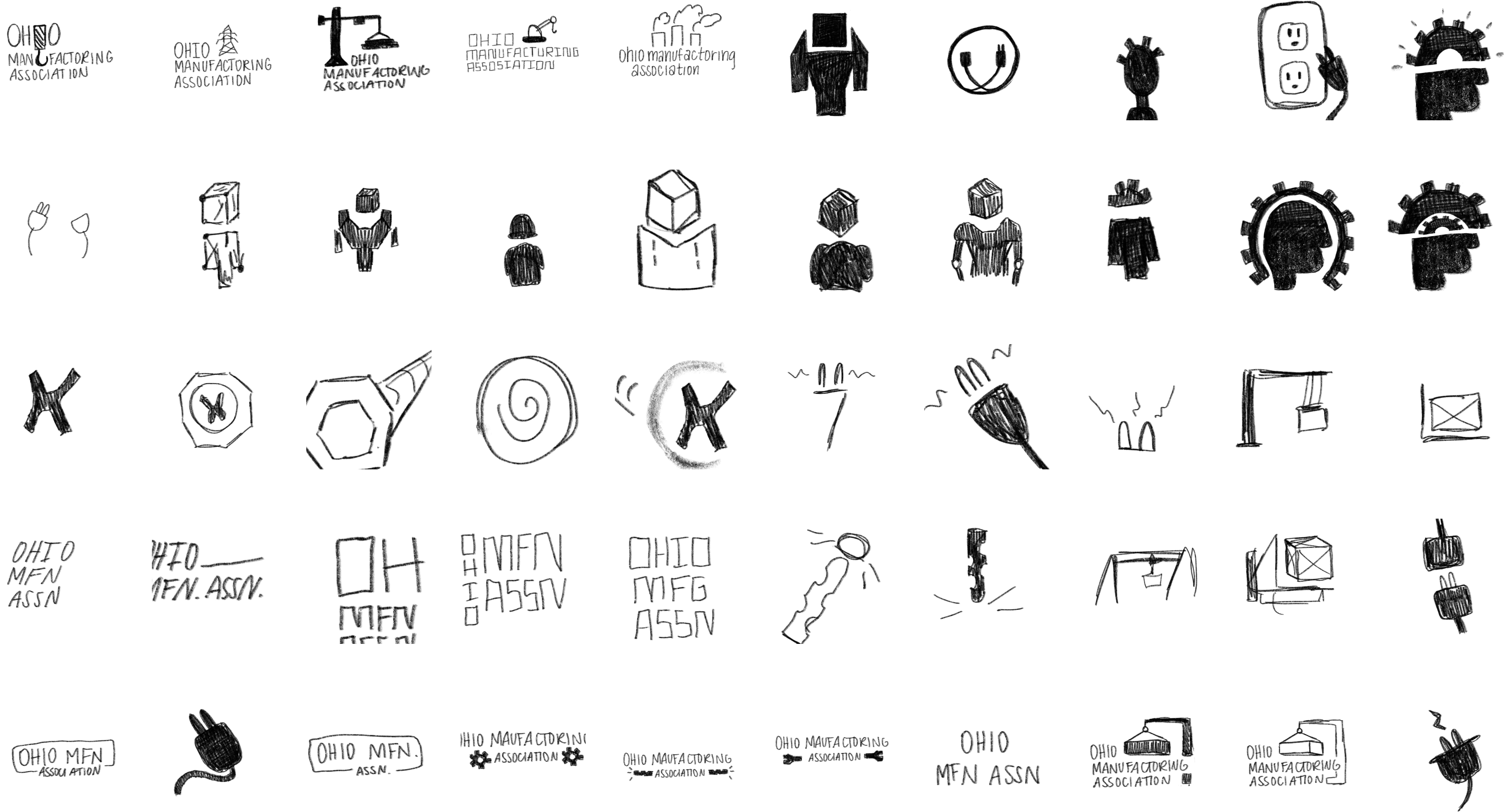
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OHIO MANUFACTURING ASSOCIATION FINAL THOUGHTS

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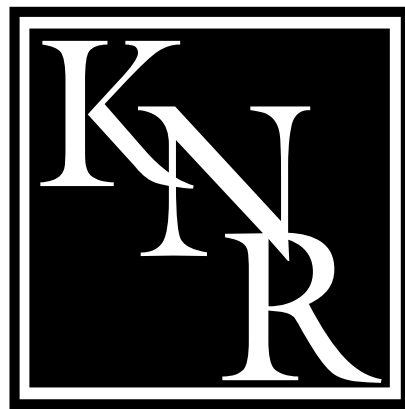
The Ohio Manufacturing Association concept presented several strong ideas, and there were effective logo sketches within my initial process that demonstrated its potential. However, after further deliberation, we decided to eliminate this direction. While the concept was solid, it lacked the level of excitement and creative energy found in the other companies I was exploring. I also felt a stronger personal connection and passion toward the remaining concepts, which ultimately influenced the decision. Additionally, the Ohio Manufacturing Association offered limited opportunities for expressive or visually creative brand expansion, making the overall buildout more challenging and less dynamic. Removing this concept allowed me to focus my time and energy on directions that better supported creative exploration and a more compelling brand system.





KISLING NESTICO & REDICK

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Kisling, Nestico & Redick, LLC

OHIO INJURY ATTORNEYS

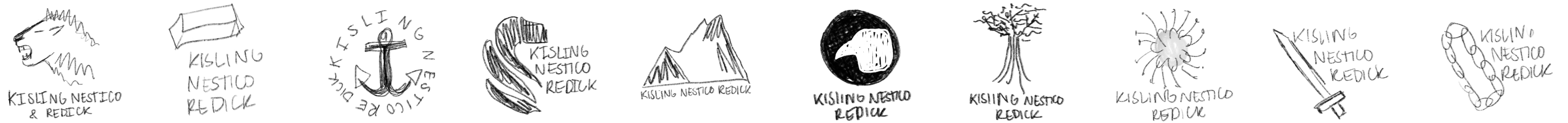
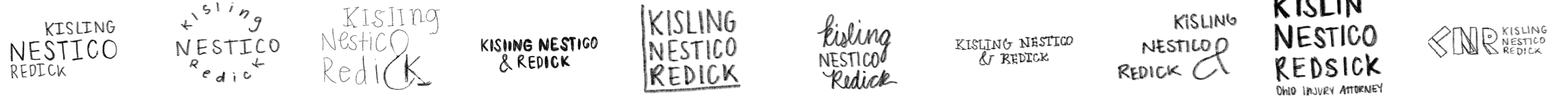
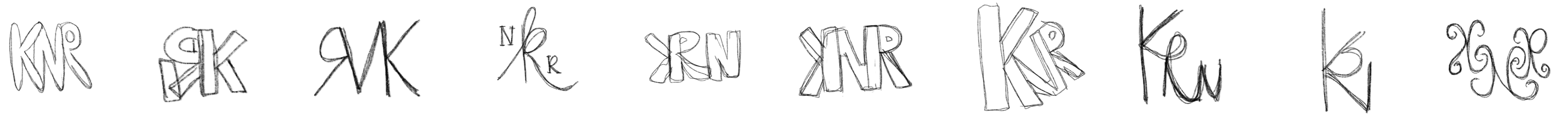
Kisling, Nestico & Redick (KNR) is a well-known personal injury law firm based in Ohio that specializes in representing individuals who have been injured due to car accidents, workplace incidents, medical malpractice, and other forms of negligence. The firm is recognized for its aggressive, client-focused approach, emphasizing accessibility, clear communication, and strong advocacy for people navigating complicated legal and insurance systems. KNR markets itself as a team that “levels the playing field” for injured clients, offering guidance, legal strategy, and support throughout the entire claims process. In my project, KNR serves as the foundation for exploring how brand identity can shift public perception—transforming a familiar, long established law firm into a more contemporary, trustworthy, and cohesive visual brand.

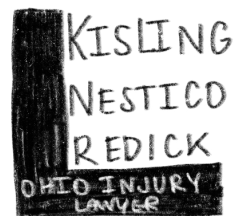
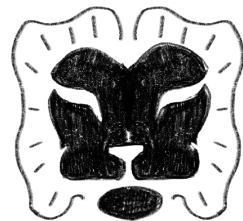




KISLING NESTICO & REDICK SKETCHES

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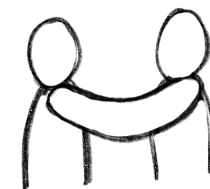
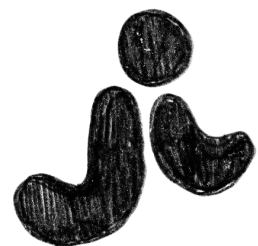
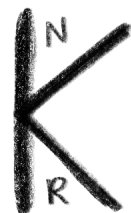
Kisling Nestico Redick



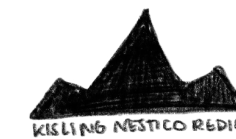
Ohio Injury Lawyer
KISLING
NESTICO
Redick



KNR
KISLING NESTICO
Redick



KISLING
NESTICO
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KISLING
NESTICO
REDICK
OHIO INJURY ATTORNEY





KISLING NESTICO & REDICK COMPUTER ROUGHS & REFIEMENT

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KISLING NESTICO & REDICK FINAL LOGO

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& REDICK
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KISLING NESTICO & REDICK COLOR EXPLORATIONS

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KISLING NESTICO & REDICK FINAL COLOR SPECS

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KISLING NESTICO & REDICK TYPOGRAPHY

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CarlMarx

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The CarlMarx typeface is a strong choice for the Kisling, Nestico & Redick logo because it balances authority, clarity, and modern professionalism. Its tall, condensed letterforms convey confidence and structure, qualities that align with the firm's reputation for strength, precision, and legal expertise. The rounded edges soften the rigidity often associated with law firm branding, making the identity feel more approachable without sacrificing credibility. CarlMarx also offers excellent legibility and visual consistency across applications, allowing the logo to feel contemporary and distinctive while still communicating trust, stability, and reliability—key values for a long-established personal injury law firm.





KISLING NESTICO & REDICK STATIONARY DESIGN

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HISLING NESTICO & REDICK
OHIO INJURY LAW

Kisling, Nesticco, and Redick

Ohio-based personal injury law firm

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Ohio-based personal injury law firm

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HISLING NESTICO & REDICK
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To,
Mrs. Morgan Peterson

Claims Adjuster
Summit Mutual Insurance Co.
412 E Exchange Street
Akron, OH 44304

November 4, 2025

Verification of Medical Documentation – Claim #45678

I hope this letter finds you well, as requested, enclosed are the updated medical records, treatment summaries, and itemized billing statements for our client, Mr. Andrew Porter, concerning his automobile accident on October 17, 2024. Our office has carefully reviewed each document to ensure that all expenses and treatment dates align accurately with the course of care provided.

Mr. Porter continues to receive follow-up treatment as part of his recovery plan, including ongoing physical therapy and pain management sessions. Please note that several invoices from Akron Orthopedic Associates and Summit Physical Therapy reflect recently concluded treatment within the last thirty days. These have been verified and included for your review.

In accordance with our prior discussions, we ask that you confirm receipt of these materials and advise if any additional records, physician statements, or diagnostic reports are needed to move the claim forward. Our intent is to keep communication clear and proactive to prevent unnecessary delays in settlement processing.

Should you have any questions or require further documentation, please feel free to reach me directly at 800. 487.8669 or email at rnestico@knrlegal.com. I'm happy to coordinate any additional details to ensure that your evaluation process proceeds smoothly. Thank you for your attention to this matter.

Sincerely,

Rob Nestico

Managing Partner
Kisling, Nestico & Reddick LLC

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Mrs. Morgan Peterson
Summit Mutual Insurance Co.
412 E Exchange Street
Akron, OH 44304





ROB NESTICO

MANAGING PARTNER

Kisling, Nestico & Redick, LLC
Ohio Personal Injury Lawyers

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KISLING NESTICO & REDICK FINAL THOUGHTS

Megan Robson | Fall 2025

After narrowing the concepts down to the final three, Kisling Nestico & Redick was carefully evaluated as a potential final direction. While the brand showed significant strengths—particularly in the logo, color palette, and core stationery pieces such as the letterhead, business card, and envelope—we ultimately decided not to move forward with it as the final selection. Although these foundational elements were strong and well-resolved, we had concerns about the overall depth and creative flexibility of the full brand buildout. As an injury law firm, the brand offered limited opportunities to push visual experimentation or develop a more expressive, “cool” extended system beyond stationery. Because of these constraints, we determined that another concept would allow for a more dynamic, creative, and visually compelling final outcome, leading us to eliminate Kisling Nestico & Redick at this stage of the process.





FIREFLY BOUTIQUE

Megan Robson | Fall 2025



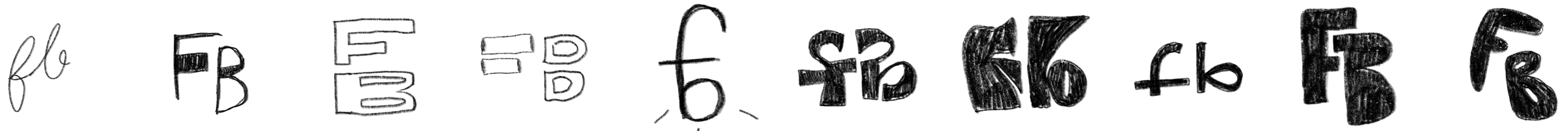
Firefly Boutique is an upscale women's boutique located in downtown Springfield, Ohio, offering a thoughtfully curated selection of stylish apparel, jewelry, handbags, accessories, home decor, and gift items that appeal to fashion-forward shoppers. The owner's vision draws on personal values and community connection to create a welcoming retail space where customers can discover unique, high-quality pieces beyond what's found in typical big-box stores. The boutique emphasizes personalized service—with options such as private shopping experiences and in-store wishlists—making each visit feel tailored and special. By focusing on distinctive fashion and one-of-a-kind items, Firefly Boutique blends modern style with local charm to enhance the shopping experience in the North Fountain Avenue district.





FIREFLY BOUTIQUE SKETCHES

Megan Robson | Fall 2025

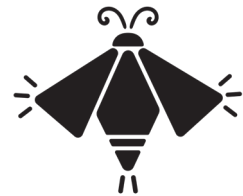






FIREFLY BOUTIQUE COMPUTER ROUGHS & REFIENMENT

Megan Robson | Fall 2025

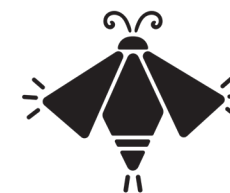


FireFLY
BOUTIQUE

FIREFLY
BOUTIQUE

FIRE
FLY
BOUTIQUE

FIREFLY
BOUTIQUE



fireFLY
BOUTIQUE



Fire
FLY
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Fire
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firefly
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Fire
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FIREFLY
BOUTIQUE

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FIRE
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FIREFLY
BOUTIQUE





FIREFLY BOUTIQUE

FINAL LOGO DESIGN

Megan Robson | Fall 2025





FIREFLY BOUTIQUE

COLOR EXPLORATION

Megan Robson | Fall 2025

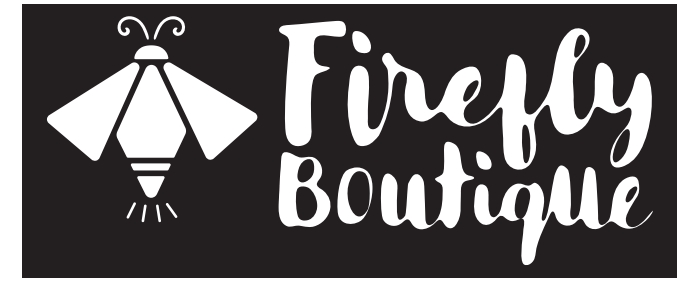




FIREFLY BOUTIQUE

FINAL COLOR SPECS

Megan Robson | Fall 2025



Hex: 266231
CMYK: 84 36 100 31
RGB: 38 98 49

Hex: 9abe3c
CMYK: 45 7 100 0
RGB: 154 190 60

Hex: df3a90
CMYK: 7 91 3 0
RGB: 223 58 144

Pantone: 7483 C

Pantone: 367 C

Hex: 000000





FIREFLY BOUTIQUE

TYPOGRAPHY

Megan Robson | Fall 2025

Modern Love

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

0123456789

The Modern Love typeface is a perfect fit for the Firefly Boutique logo because it captures the same warm, inviting, and fashion-forward personality the brand expresses. Its hand-painted, brushy letterforms feel personal and expressive, mirroring the boutique's emphasis on curated, one-of-a-kind pieces and attentive customer experience. The organic curves and playful strokes give the logo a stylish yet approachable character—elevated enough for a boutique, but still friendly and authentic rather than overly formal. Modern Love also brings a sense of movement and charm that aligns with Firefly's brand story, helping the logo feel lively, feminine, and memorable while standing out within the local shopping district.





FIREFLY BOUTIQUE **STATIONARY DESIGN**

Megan Robson | Fall 2025



Firefly Boutique

Women's apparel, jewelry, handbags, accessories and gifts in a boutique setting.

Nam assectis nullantion pro maior sin et adit vanda consent reped ut repuda aut que di optam est, qui optatio omnimillante laccus, sequo valore nim reperch illuptaqui cus conest plab int essequi dolorum essitatibus ut alignihilles minum quam, sin easto ea dolo officii re possimo vendit et omnimus et aut quod estiumet lam nature labo. Ut porepera con consequi dis esenis sus susandanis re, a riasest, ullendendem quam qui nobitas estistesia doluptatur at et remquidit, con nienditibus ut arum vit harumet mos exceaqui audions ernatur? Bis rernatia et qui cum re porupta que audipsa musciet usandoes ex

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28 N Fountain Ave, Springfield, OH 45502 | (937) 505-6061 | fireflyboutiqueoh.com

Firefly

Firefly Boutique

Women's apparel, jewelry, handbags, accessories and gifts in a boutique setting.

Nam assectis nullantion pro maior sin et adit vanda consent reped ut repuda aut que di optam est, qui optatio omnimillante laccus, sequo valore nim reperch illuptaqui cus conest plab int essequi dolorum essitatibus ut alignihilles minum quam, sin easto ea dolo officii re possimo vendit et omnimus et aut quod estiumet lam nature labo. Ut porepera con consequi dis esenis sus susandanis re, a riasest, ullendendem quam qui nobitas estistesia doluptatur at et remquidit, con nienditibus ut arum vit harumet mos exceaqui audions ernatur? Bis rernatia et qui cum re porupta que audipsa musciet usandoes ex

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Boutique

28 N Fountain Ave, Springfield, OH 45502 | (937) 505-6061 | fireflyboutiqueoh.com



Firefly Boutique

Women's apparel, jewelry, handbags, accessories and gifts in a boutique setting.

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28 N Fountain Ave, Springfield, OH 45502 | (937) 505-6061 | fireflyboutiqueoh.com



**John Doe,
Title & Position**

Day Month #, Year

Nam assectis nullantion pro maior sin et adit vanda consent reped ut repuda aut que di optam est, qui optatio omnimillante laccus, sequo valore nim reperch illuptaqui cus conest plab int essequi dolorum essitatibus ut alignihilles minum quam, sin easto ea dolo officii re possimo vendit et omnimus et aut quod estiumet lam nature labo. Ut porepera con consequi dis esenis sus susandanis re, a riasest, ullendendem quam qui nobitas estistesia doluptatur at et remquidit, con nienditibus ut arum vit harumet mos exceaqui audions ernatur? Bis rernatia et qui cum re porupta que audipsa musciet usandoes ex estium laborepudam aped quaspe rem ea out ut ant doloria nditem nonesed eum sitemo venihilla es magnam, cus, cus imil iuntia que num quo blam, aut re esum id quias deleces ditatur, cor reriarest ium etustio. Ga. Et quia volupta doluptati autest, tem qui suntibus repel idebit occae doluptat facient el mi, cores aceperest voluptist omnihil litiae non nonse quiae repel idebit occae doluptat facient el mi, cores aceperest nonse.

Live confident. Look fabulous.

Firefly Boutique
28 N Fountain Ave
Springfield, OH 45502
Phone: (937) 505-6061
Email: info@fireflyboutiqueoh.com
Website: www.fireflyboutiqueoh.com





WHERE STYLE MEETS SOUL

TO,
MRS. MORGAN PETERSON

Buyer-Willow & Co. Boutique
12 Main Street
Columbus, OH 43215

November 4, 2025

Spring 2026 Collaborative Collection Proposal

I hope you're doing well. Firefly Boutique is planning for Spring 2026 and exploring local retail collaborations. We've curated a Midwest-made capsule collection focused on sustainable fabrics, bold color stories, and timeless design.

We believe Willow & Co.'s audience aligns perfectly with this vision. The line includes limited-run apparel, handmade jewelry, and small-batch accessories celebrating craftsmanship. Enclosed are our lookbook and wholesale details. I'd love to schedule a quick call next week to discuss cross-promotions or in-store events that could benefit both boutiques.

Thank you for considering this partnership — we'd be thrilled to bring Firefly's spark to Willow & Co.

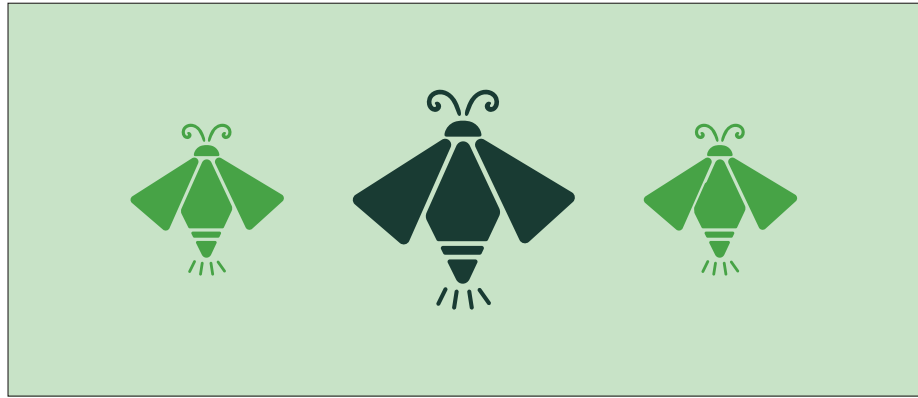
Warm Regards,

Mary Vangard

OWNER & DIRECTOR | FIREFLY BOUTIQUE

28 N Fountain Ave • Springfield, OH • fireflyboutiqueoh.com • [@fireflyboutiqueoh](https://www.instagram.com/fireflyboutiqueoh)
28 N Fountain Ave • Springfield, OH
fireflyboutiqueoh.com • [@fireflyboutiqueoh](https://www.instagram.com/fireflyboutiqueoh)



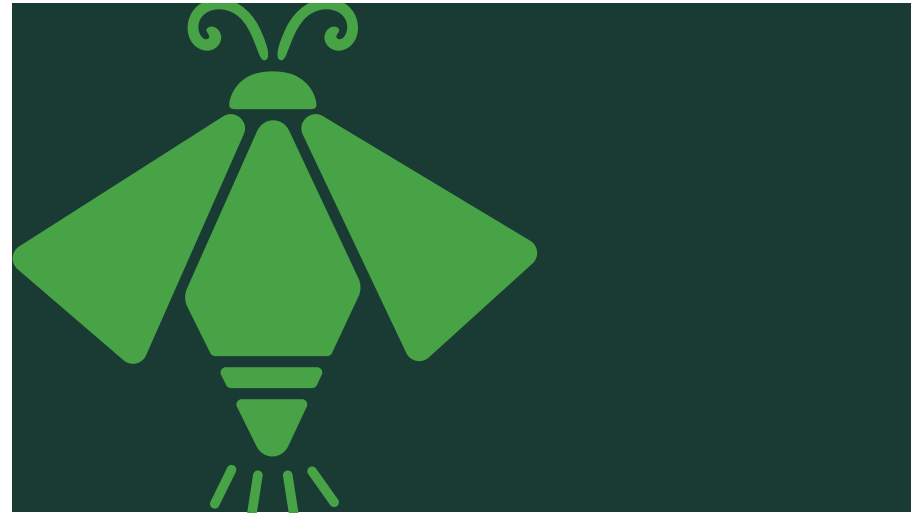
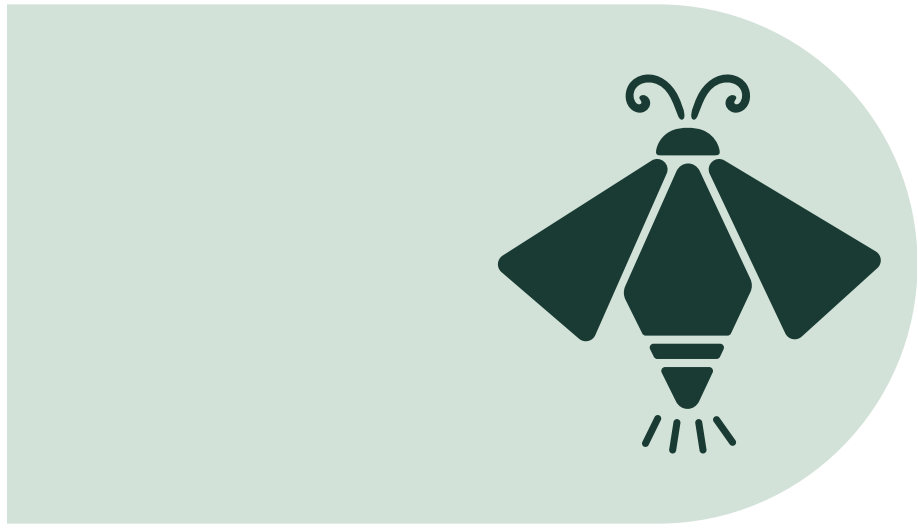




Firefly Boutique
3412 W Market Street
Fairlawn, OH 44333-3308
www.fireflyboutiqueoh.com
234-466-7062

Mrs. Morgan Peterson
Willow & Co.
128 Elmwood Ave
Akron, OH 44308





Firefly
Boutique









FIREFLY BOUTIQUE

FINAL THOUGHTS

Megan Robson | Fall 2025

Firefly Boutique remained a strong contender throughout the process and was ultimately eliminated after the development of the letterhead, envelope, and business cards. The brand had clear creative potential, with a playful color palette and a visual direction that effectively reflected the personality of the retail shop. The stationery system was especially successful and demonstrated how the brand could translate across key touchpoints. However, as the process continued, I found myself less excited about this direction compared to another brand I was developing simultaneously. While Firefly Boutique served as a close runner-up to the final selected concept, I ultimately chose to move forward with a brand that I felt more passionate about and believed had a stronger overall identity. This decision allowed me to focus on a direction that felt more aligned with my creative vision and long-term goals for the project.





PAY IT FORWARD PETS

Megan Robson | Fall 2025



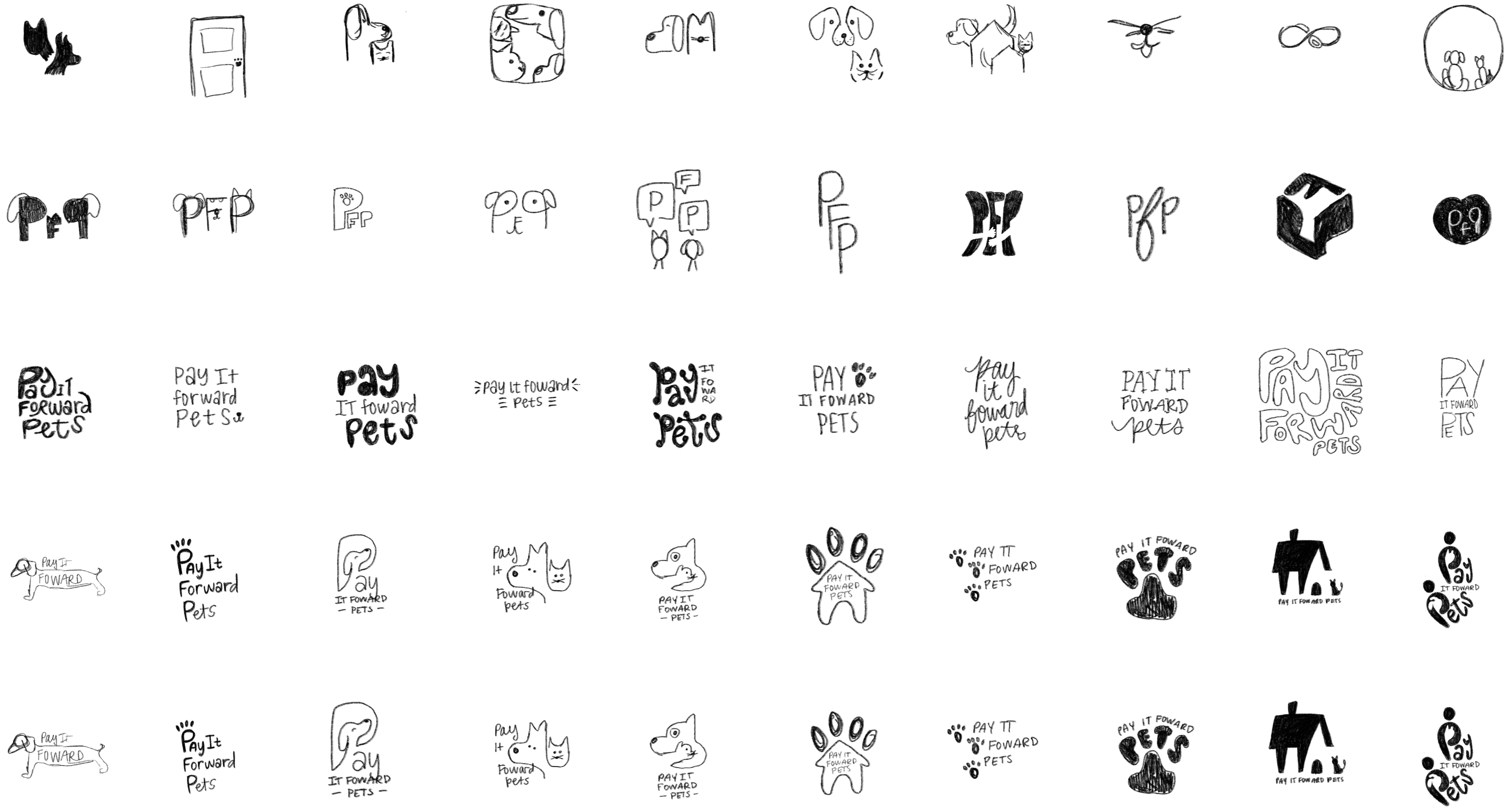
Pay It Forward For Pets is a 501(c)(3) animal welfare nonprofit based in the Akron, Ohio area that works to improve the lives of rescued dogs, cats, and the people who adopt them through a series of community-focused programs. Their initiatives include things like shelter pet photography to help dogs and cats get noticed and adopted faster, funding adoption fees for senior pets and veterans, providing behavioral assessment and enrichment, and supporting critical medical care when pet owners can't afford it. The organization collaborates with local shelters and rescue groups instead of operating a traditional brick-and-mortar shelter, using donations and grants to directly fund its impact-driven programs. In my project, Pay It Forward For Pets illustrates how a nonprofit can use thoughtful branding to communicate compassion, community engagement, and transparency in support of animal welfare.

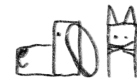
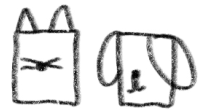
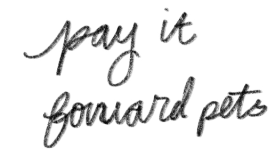
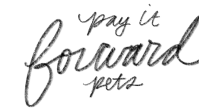
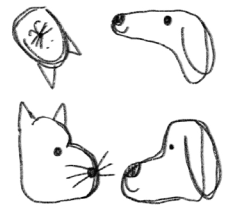




PAY IT FORWARD PETS SKETCHES

Megan Robson | Fall 2025



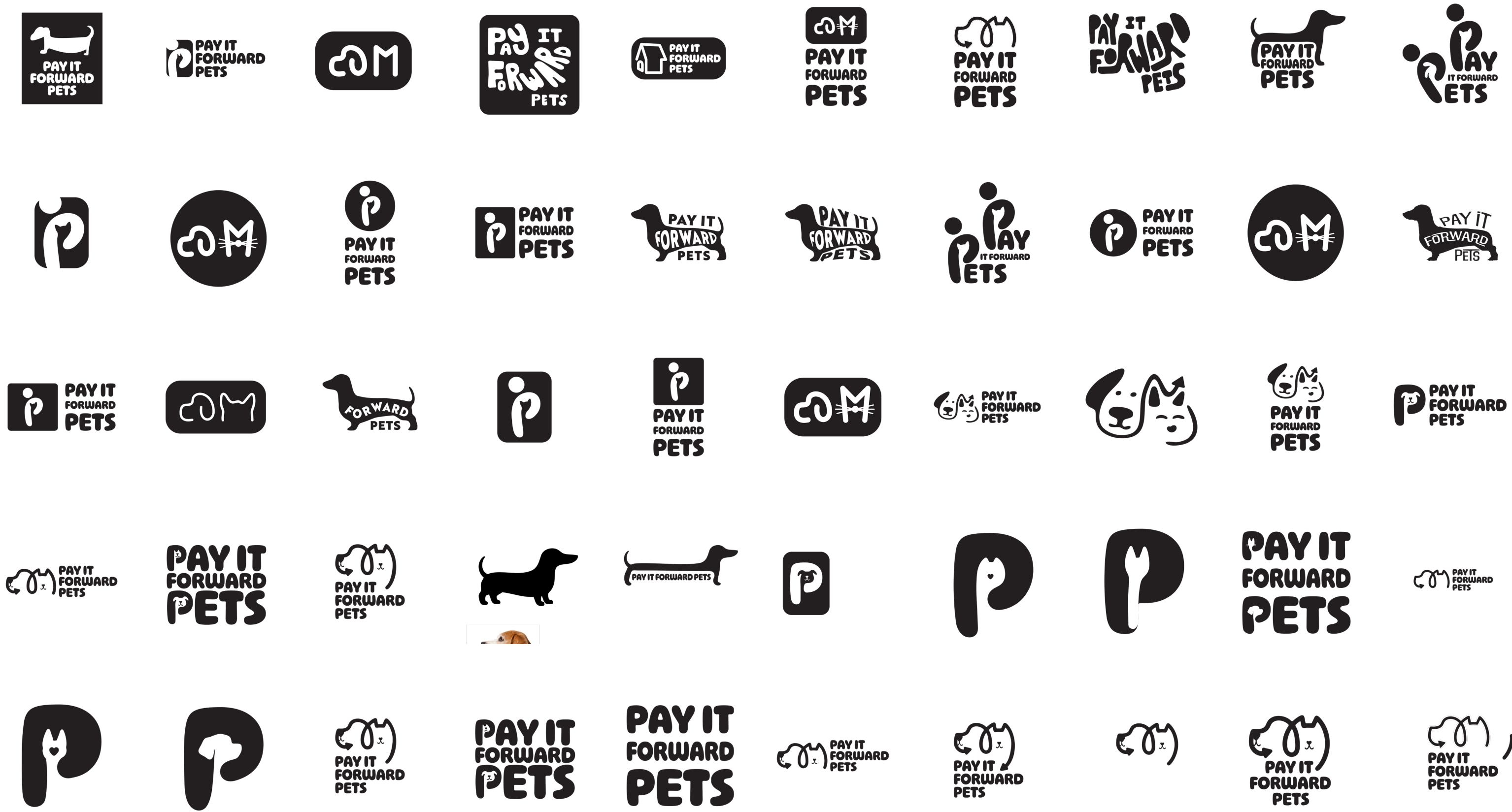




PAY IT FORWARD PETS COMPUTER ROUGHS & REFINEMENT

Megan Robson | Fall 2025







PAY IT FORWARD PETS

FINAL LOGO DESIGN

Megan Robson | Fall 2025





PAY IT FORWARD PETS

COLOR EXPLORATION

Megan Robson | Fall 2025





PAY IT FORWARD PETS

FINAL COLOR SPECS

Megan Robson | Fall 2025



**PAY IT
FORWARD
PETS**



**PAY IT
FORWARD
PETS**



**PAY IT
FORWARD
PETS**

Hex: 4a4ca0
CMYK: 84 82 0 0
RGB: 74 76 160

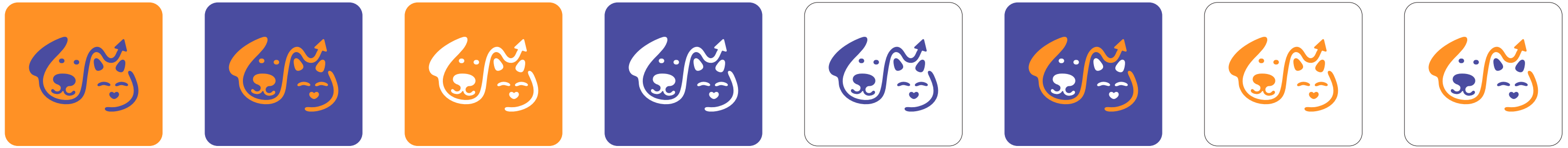
Hex: ff9125
CMYK: 0 52 94 0
RGB: 255 145 37

Pantone: 2117 C

Pantone: 1495 C

Hex: 000000





Correct Color Combinations

These color combinations are approved for use and reflect the official Pay It Forward Pets brand palette. Use these options to ensure consistency, clarity, and proper brand recognition across all applications.



Incorrect Color Combinations

These color combinations are not approved for use and do not align with the Pay It Forward Pets brand standards. Avoid these pairings to maintain color contrast, legibility, and overall brand integrity.





PAY IT FORWARD PETS **TYPOGRAPHY**

Megan Robson | Fall 2025

Display

Ohno Softie Variable

**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**

0123456789

Use for large, attention-grabbing moments such as hero headlines, key campaign lines, and major calls to action. Use +30 tracking.

Headline

Ohno Softie Variable

**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**

0123456789

Use for primary headlines on layouts where readability and hierarchy are important, including section titles and page headers. Use +30 tracking.

Subheadline

Ohno Softie Variable

**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**

0123456789

Use for supporting headings, short intros, or labels that sit directly under a main headline. Use +30 tracking.

Body

Baloo Thambi 2

**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**

0123456789

Use for all body copy, captions, and longer text blocks to keep reading smooth, friendly, and legible at smaller sizes.

Typography

Typography helps to communicate a warm, friendly, and approachable tone across all Pay It Forward Pets materials. Rounded, human-centered typefaces add personality and warmth, while clear body styles ensure readability in both print and digital layouts. Together, the system stays inviting, accessible, and consistent with our mission of second chances.

Ohno Softie Variable

**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
0123456789**

The Ohno Softie Variable typeface is an ideal choice for the Pay It Forward Pets logo because it immediately communicates warmth, approachability, and compassion. Its rounded, soft letterforms feel friendly and non-intimidating, which aligns perfectly with the organization’s mission of supporting animals and the people who care for them. The playful yet balanced structure helps the brand feel inviting and community-driven rather than overly corporate, making it emotionally accessible to adopters, donors, and volunteers alike. As a variable typeface, Ohno Softie also offers flexibility across platforms, allowing the logo to adapt while maintaining a consistent, lovable personality that reinforces trust and empathy at the heart of Pay It Forward Pets.

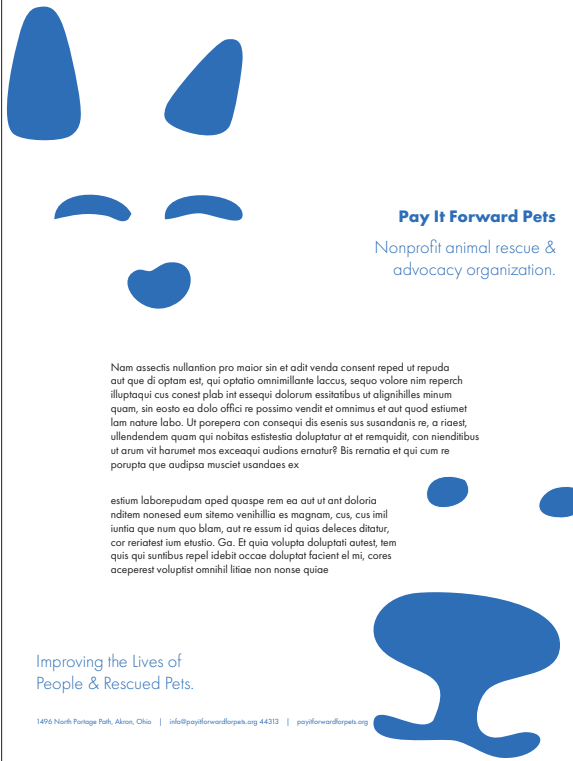




PAY IT FORWARD PETS

STATIONARY DESIGN

Megan Robson | Fall 2025



Pay It Forward Pets
Nonprofit animal rescue & advocacy organization.

Nam assectis nullantion pro maior sin et adit vanda consent reped ut repuda aut que di optam est, qui optatio omnimillante laccus, sequo valore nim reperch illuptaqui cus conest plab int essequi dolorum essitibus ut alignihilles minum quam, sin eosto ea dolo offic re possimo vendit et omnimus et aut quod estiumet lam nature labo. Ut porepera con consequi dis esenis sus susandans re, a riaeet, ullendendam quam qui nobitas estistesta doluptatur at et remquidit, con nienditibus ut arum vit harumet mos exceaqui audions ematur? Bis rernatio et qui cum re porupta que audipsa musciet usandaes ex

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Improving the Lives of
People & Rescued Pets.

1496 North Portage Path, Akron, Ohio | info@payitforwardforpets.org 44313 | payitforwardforpets.org

Pay It Forward Pets
Nonprofit animal rescue and advocacy organization.

1496 North Portage Path, Akron, Ohio | info@payitforwardforpets.org 44313 | payitforwardforpets.org

Nam assectis nullantion pro maior sin et adit vanda consent reped ut repuda aut que di optam est, qui optatio omnimillante laccus, sequo valore nim reperch illuptaqui cus conest plab int essequi dolorum essitibus ut alignihilles minum quam, sin eosto ea dolo offic re possimo vendit et omnimus et aut quod estiumet lam nature labo. Ut porepera con consequi dis esenis sus susandans re, a riaeet, ullendendam quam qui nobitas estistesta doluptatur at et remquidit, con nienditibus ut arum vit harumet mos exceaqui audions ematur? Bis rernatio et qui cum re porupta que audipsa musciet usandaes ex

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PAY IT FORWARD PETS

Pay It Forward for Pets
1496 North Portage Path
Akron, OH 44313
(234) 706-5501
info@payitforwardforpets.org
www.payitforwardforpets.org

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PAY IT FORWARD PETS
Improving the lives animals.




Pay It Forward for Pets
1496 North Portage Path
Akron, OH 44313
(234) 706-5501
info@payitforwardforpets.org
www.payitforwardforpets.org

Jane Doe
Creative Director
Akron, OH
jane.doe@email.com

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PAY IT FORWARD PETS IMPROVING ANIMALS LIVES PAY IT FORWARD PETS

PAY IT FORWARD PETS



PAY IT FORWARD PETS

Nonprofit animal rescue and advocacy organization.

1496 North Portage Path, Akron, Ohio
info@payitforwardforpets.org 44313
payitforwardforpets.org

Nam assectis nullantion pro maior sin et adit vanda consent reped ut repuda aut que di optam est, qui optatio omnimillante laccus, sequo valore nim reperch illuptaqui cus conest plab int essequi dolorum essitibus ut alignihilles minum quam, sin eosto ea dolo offic re possimo vendit et omnimus et aut quod estiumet lam nature labo. Ut porepera con consequi dis esenis sus susandans re, a riaeet, ullendendam quam qui nobitas estistesta doluptatur at et remquidit, con nienditibus ut arum vit harumet mos exceaqui audions ematur? Bis rernatio et qui cum re porupta que audipsa musciet usandaes ex

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Pay It Forward Pets
Nonprofit Pet Adoption & Community Rescue
December 11, 2025
1496 North Portage Path
Akron, Ohio 44313

Dear Jamie,

We're reaching out to formally confirm your recent adoption through Pay It Forward Pets and to provide documentation for your records. Enclosed you'll find important information related to your adoption, including medical history, care notes, and post-adoption resources to support a smooth transition moving your furry friend home.

Our goal is to ensure both you and your new companion feel supported beyond adoption day. If questions come up regarding paperwork, behavior, or next steps, our team is always available to help guide you. You may visit our website, send an email, or call us using the information below.

Thank you again for choosing adoption and for being part of a community that believes in second chances. We appreciate the trust you've placed in Pay It Forward Pets and look forward to supporting you in the weeks ahead. Good luck with your new friend!

With gratitude,

Megan Harper

Adoption Coordinator | Pay It Forward Pets

Pay It Forward Pets | Nonprofit Pet Adoption & Community Rescue | 496 North Portage Path Akron, Ohio 44313
330.760.0763 | info@payitforwardpets.org | payitforwardpets.org | A registered 501(c)(3) nonprofit organization





**PAY IT
FORWARD
PETS**



Saving one animal won't
change the world, but it will change
the world for that one animal.

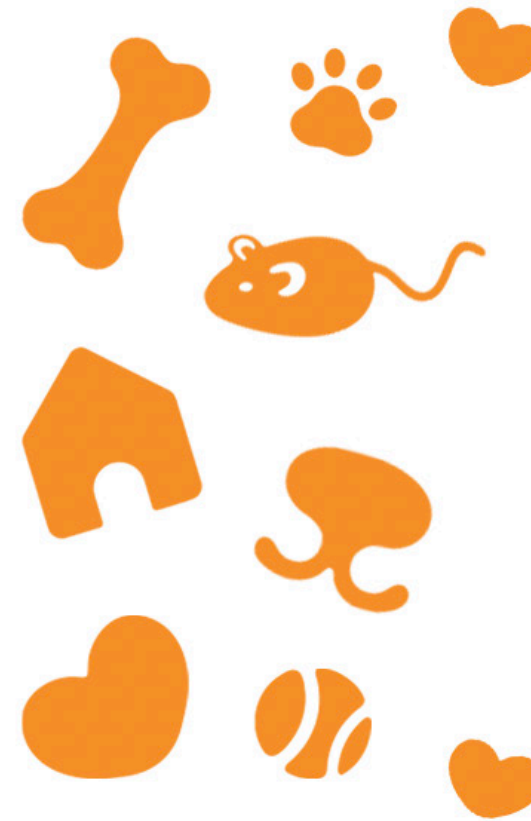


Pay It Forward Pets
Nonprofit Pet Adoption & Community Rescue
1496 North Portage Path
Akron, OH 44313

Jamie Reynolds
842 Willow Creek Drive
North Canton, OH 44720







Samantha Cole

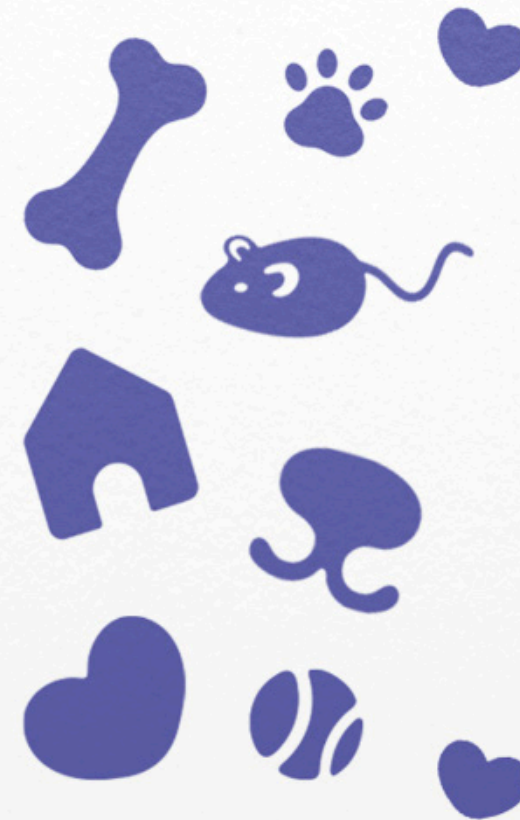
Volunteer & Outreach Coordinator

Connecting people, pets, and community support.

samantha.cole@payitforwardpets.org

330.760.7753

payitforwardpets.org



Megan Harper

Adoption Coordinator

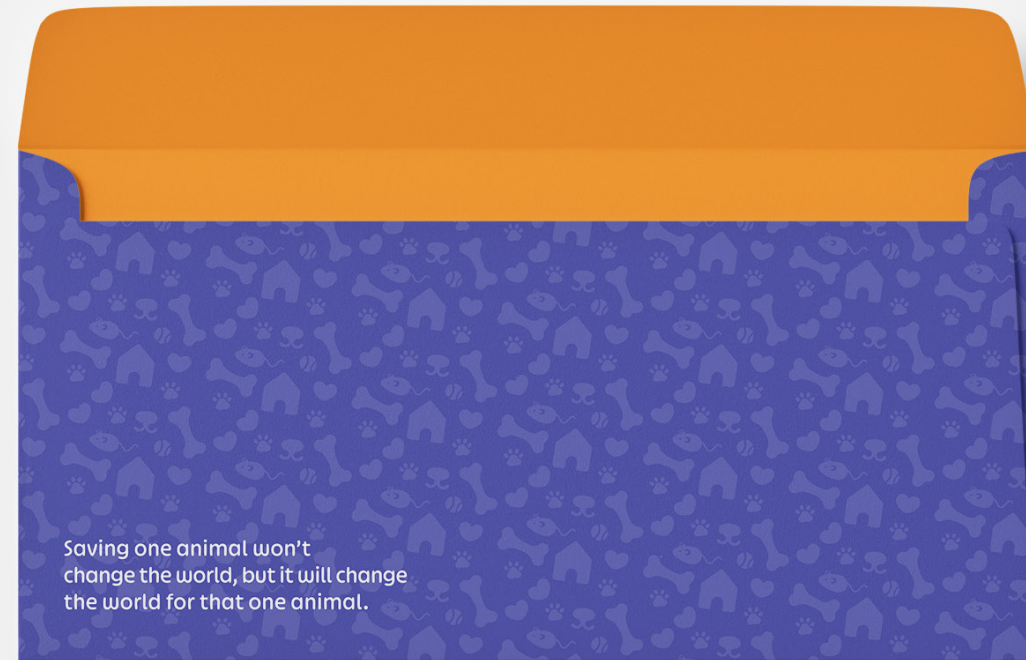
Connecting people, pets, and community support.

megan.harper@payitforwardpets.org

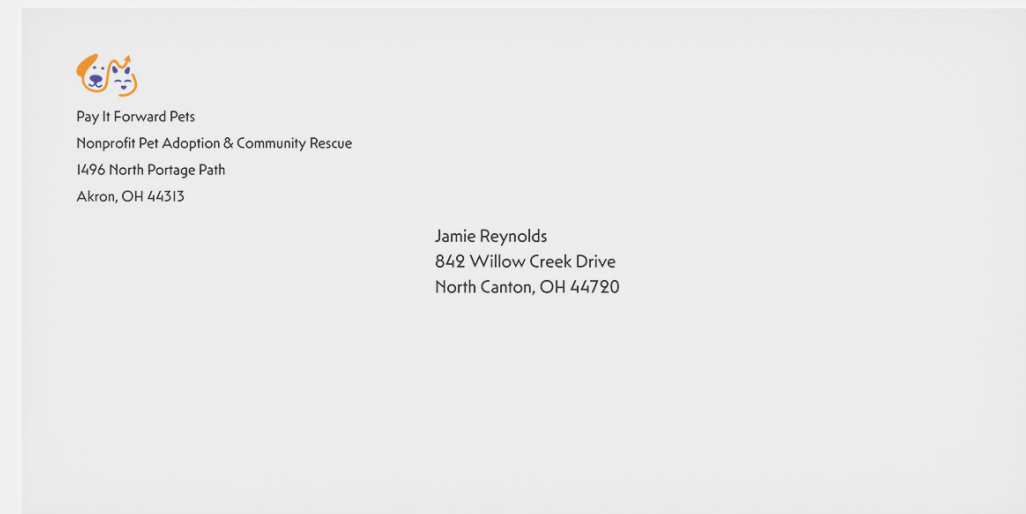
330.760.4431

payitforwardpets.org





Saving one animal won't change the world, but it will change the world for that one animal.



Pay It Forward Pets
Nonprofit Pet Adoption & Community Rescue
1496 North Portage Path
Akron, OH 44313

Jamie Reynolds
842 Willow Creek Drive
North Canton, OH 44720



Pay It Forward Pets
Nonprofit Pet Adoption & Community Rescue
December 11, 2025
1496 North Portage Path
Akron, Ohio 44313

Dear Jamie,

We're reaching out to formally confirm your recent adoption through Pay It Forward Pets and to provide documentation for your records. Enclosed you'll find important information related to your adoption, including medical history, care notes, and post-adoption resources to support a smooth transition moving your furry friend home.

Our goal is to ensure both you and your new companion feel supported beyond adoption day. If questions come up regarding paperwork, behavior, or next steps, our team is always available to help guide you. You may visit our website, send an email, or call us using the information below.

Thank you again for choosing adoption and for being part of a community that believes in second chances. We appreciate the trust you've placed in Pay It Forward Pets and look forward to supporting you in the weeks ahead. Good luck with your new friend!

With gratitude,

Megan Harper

Adoption Coordinator | Pay It Forward Pets

Pay It Forward Pets | Nonprofit Pet Adoption & Community Rescue | 1496 North Portage Path Akron, Ohio 44313
330.760.0763 | info@payitforwardpets.org | payitforwardpets.org | A registered 501(c)(3) nonprofit organization





PAY IT FORWARD PETS

FINAL THOUGHTS

Megan Robson | Fall 2025

Pay It Forward Pets was ultimately selected as the final company to fully build out. After reviewing all directions, we collectively agreed that this concept offered the most exciting and creative potential. From the beginning, the brand allowed for expressive exploration, which made the logo development especially enjoyable and intentional. I spent a significant amount of time refining the logo, carefully perfecting the color palette and typography to ensure the brand felt playful, approachable, and meaningful. Once these core elements were finalized, the decision became clear. Pay It Forward Pets presented endless opportunities for expansion across a wide range of touchpoints, making it the strongest and most compelling direction to move forward with. This concept provided the flexibility, creativity, and visual impact I was looking for, and it became the final direction for the project.





PAY IT FORWARD PETS **VALUES, MISSION &** **BACKGROUND INFO**

Megan Robson | Fall 2025



Compassion

We lead with kindness in every interaction, making sure every pet feels safe, respected, and cared for.



Hope

We believe in brighter futures and working toward a world where every rescued pet has the chance to find a loving home.



Dedication

We show up every day for the pets who need us most, committed to giving our best in every program and service.



Connection

We build meaningful relationships between pets and people, helping create bonds that last a lifetime.



Integrity

We operate with honesty, transparency, and trust. Making sure we are doing what's right for animals, families, and partners.



Advocacy

We speak up for vulnerable animals and work to improve their quality of life through support, resources, and education.

Background Info

Pay It Forward Pets began as a small local effort and grew into a community of people dedicated to giving vulnerable pets safety, care, and second chances. We partner with shelters, volunteers, and families to improve the lives of animals and strengthen the bond between pets and people.

Mission Statement

Our mission is to rescue and uplift vulnerable pets by providing safety, compassion, and a path to a loving home. Through dedicated programs and partnerships, we help every pet heal, thrive, and find the people who will care for them forever.





PAY IT FORWARD PETS **THE VOICE & TONE**

Megan Robson | Fall 2025



Brand Tone

Our tone adapts to the moment while staying kind and encouraging. Whether we're celebrating a win, sharing a need, or guiding our community, we communicate with empathy and optimism to support pets and the people who care for them.



Brand Keywords

Warm • Kind • Friendly • Trustworthy • Hopeful • Encouraging • Compassionate
Heart • Nurturing • Empathetic • Caring • Gentle • Connected • Inclusive • Uplifting
Positive • Human • Minimal • Direct



Brand Voice

Our voice is steady, warm, and human. We speak with clarity and purpose, always highlighting the connection between pets and people and reinforcing our commitment to making a positive impact in the community.

Talk Like This

- Be warm and friendly
- Celebrate small wins
- Have empathy
- Be clear and simple
- Encourage involvement
- Be hopeful
- Keep language human
- Highlight connection
- Use positive reinforcement
- Talk with purpose
- Tell stories that inspire hope
- Use language that feels welcoming
- Focus on progress and small wins
- Communicate with optimism
- Offer gentle guidance, not pressure
- Frame challenges as opportunities
- Talk in a clear, human tone

Avoid Talking Like This

- Guilt or shame
- Use baby-talk
- Be graphic or scary
- Talk corporate
- Overpromise
- Be negative
- Use complicated words
- Use fear-based messaging
- Be formal or distant
- Focus on negativity or setbacks
- Criticize community efforts
- Use jargon or technical terms
- Create urgency through panic
- Talk in an authoritative tone
- Dismiss concerns or emotions
- Make unrealistic claims
- Be cold or transactional





PAY IT FORWARD PETS

LOGO VARIATIONS

Megan Robson | Fall 2025



Vertical Logo

Vertical logo is used when space allows. Also when maximum branding is needed.



Horizontal Logo

Horizontal logo used in wider layouts where vertical space is limited but strong brand visibility is still required.



Wordmark

Text-only logo used when the icon cannot be applied or at very small sizes that lose information.



Icon

Used alone for small spaces where the full logo won't fit.





PAY IT FORWARD PETS **AREA OF ISOLATION**

Megan Robson | Fall 2025



Vertical Logo

Using the dog's nose width, this defines the minimum isolation space on all four sides, ensuring consistent breathing room around the vertical logo.



Horizontal Logo

Using the dog's nose width, this defines the minimum isolation space on all four sides, ensuring consistent breathing room around the horizontal logo.



Wordmark

Using the letter 'D' for the width defines the minimum isolation space on all four sides, ensuring consistent breathing room around the horizontal logo.



Icon

Using the dog's nose width, this defines the minimum isolation space on all four sides, ensuring consistent breathing room around the icon logo.

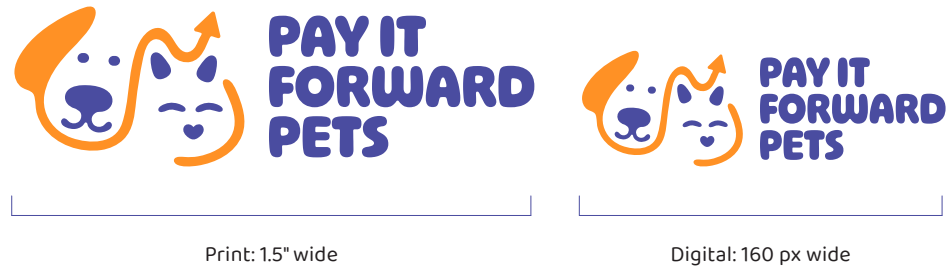




PAY IT FORWARD PETS

LOGO USAGE & SPACING

Megan Robson | Fall 2025



Horizontal Logo

Use when layouts are wide or vertical space is limited.



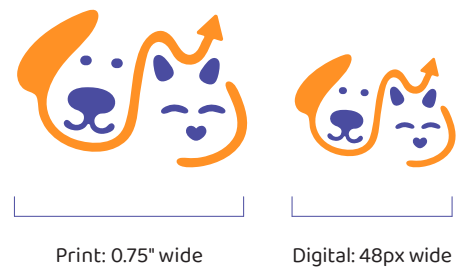
Wordmark

Use when the icon cannot be used or at small sizes where the full logo loses clarity.



Vertical Logo

Use when maximum brand presence is needed and the space allows.



Icon

Use when space is very limited (social avatars, favicons, app icons).

Logo Usage & Scaling

The Pay It Forward Pets logo system is built for flexibility across different layouts and sizes while maintaining clarity and consistency. As available space decreases, simpler logo variations should be used to preserve legibility. The vertical logo is recommended when space allows for maximum brand presence, the horizontal logo for wide or constrained layouts, and the wordmark or icon when size limitations affect readability. All logo variations must follow the minimum size and isolation space requirements to ensure strong brand recognition across print and digital applications.

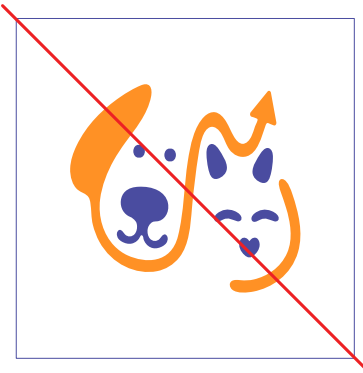




PAY IT FORWARD PETS

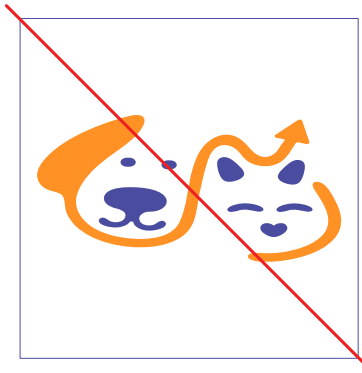
LOGO USES & MISUSES

Megan Robson | Fall 2025



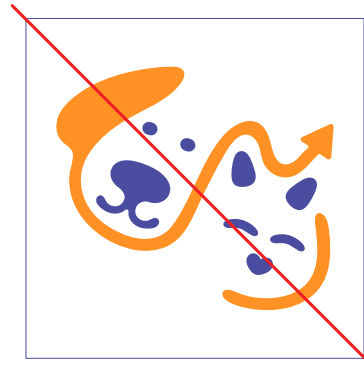
Vertical Scale

Do not stretch or compress the logo vertically. The logo must always maintain its original proportions.



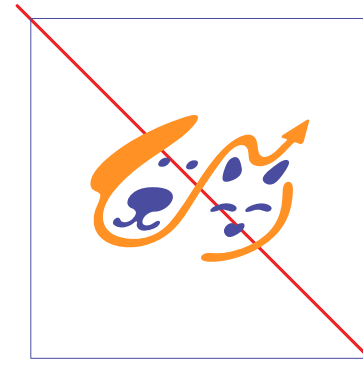
Horizontal Scale

Do not stretch or compress the logo horizontally. Maintain consistent proportions at all sizes of the logo.



Rotation

Do not rotate the logo at any angle. The logo should always be displayed in its original orientation which is straight.



Skewing Scale

Do not skew, shear, or distort the logo in any direction. Altering the logo's geometry compromises visual integrity.

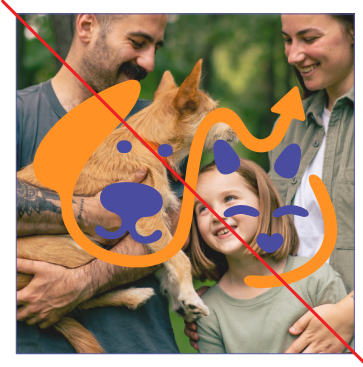
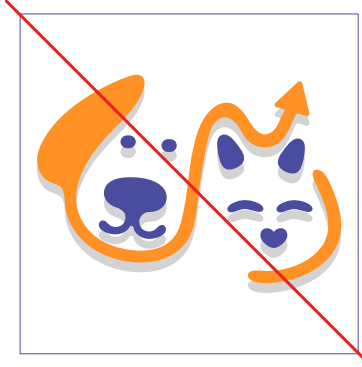


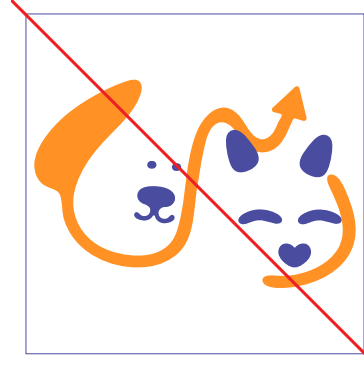
Photo Overlay

Do not place the logo over busy photography or backgrounds that reduce contrast. When used over images, apply the white logo only with enough contrast.



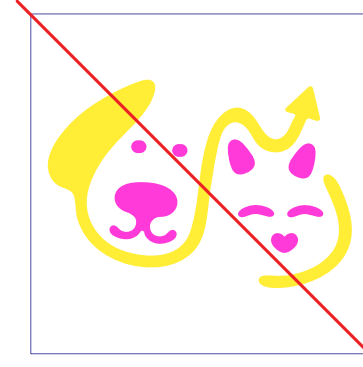
Added Effects

Do not apply shadows, outlines, gradients, or any other visual effects to the logo in any way.



Modification

Do not alter, remove, or rearrange any elements of the logo.



Wrong Colors

Do not change the logo colors or use colors outside of the approved palette.

Logo Do's & Dont's

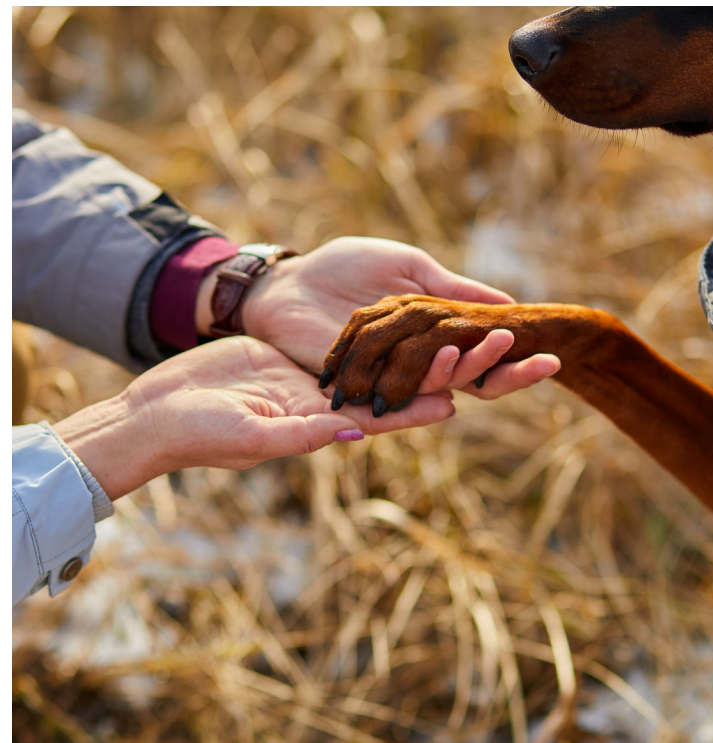
The Pay It Forward Pets logo is a core element of the brand and must be used consistently to maintain recognition, trust, and visual integrity across all applications. Proper logo usage ensures clarity, legibility, and a unified brand presence in both digital and print contexts. The following guidelines outline unacceptable logo treatments that compromise the brand's identity and should be avoided at all times. This page defines incorrect logo usage. The examples shown illustrate common misapplications that distort proportions, alter colors, reduce contrast, or introduce unauthorized effects. Always reference this section before placing the logo to ensure it is presented accurately, clearly, and in alignment with Pay It Forward Pets brand standards.





PAY IT FORWARD PETS **PHOTOGRAPHY**

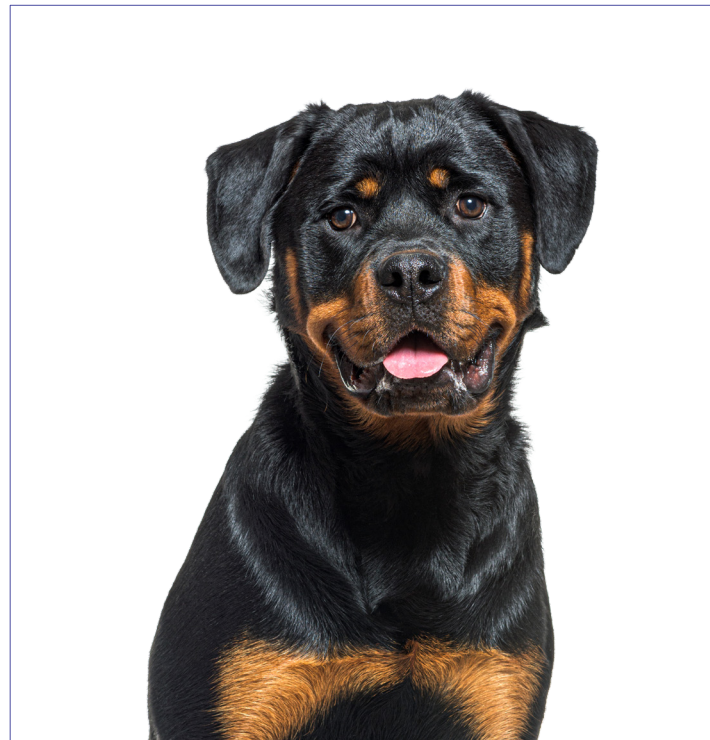
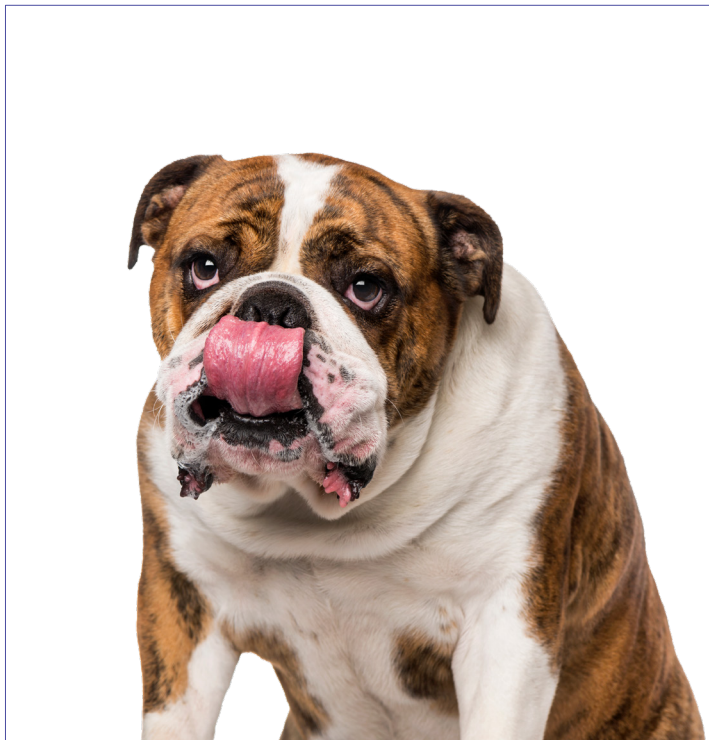
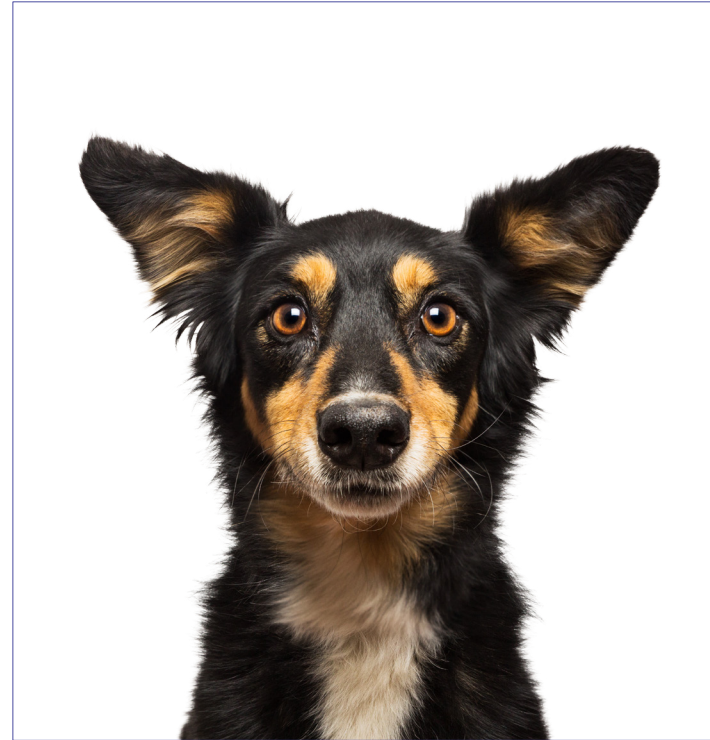
Megan Robson | Fall 2025



Photography

Photography for Pay It Forward Pets should feel warm, authentic, and hopeful, capturing genuine moments between people and animals. Use high-resolution imagery with natural lighting, soft contrast, and a positive emotional tone. Whenever possible, photography should highlight real interactions—touch, eye contact, care, and connection—rather than posed or overly styled scenes. To maintain visual consistency across the brand, apply the provided light paper texture as an overlay at 20% opacity to all photography. This subtle texture adds warmth and cohesion while ensuring images remain inviting, human-centered, and aligned with the mission of rescue, rehabilitation, and second chances.





Digital Website Photography

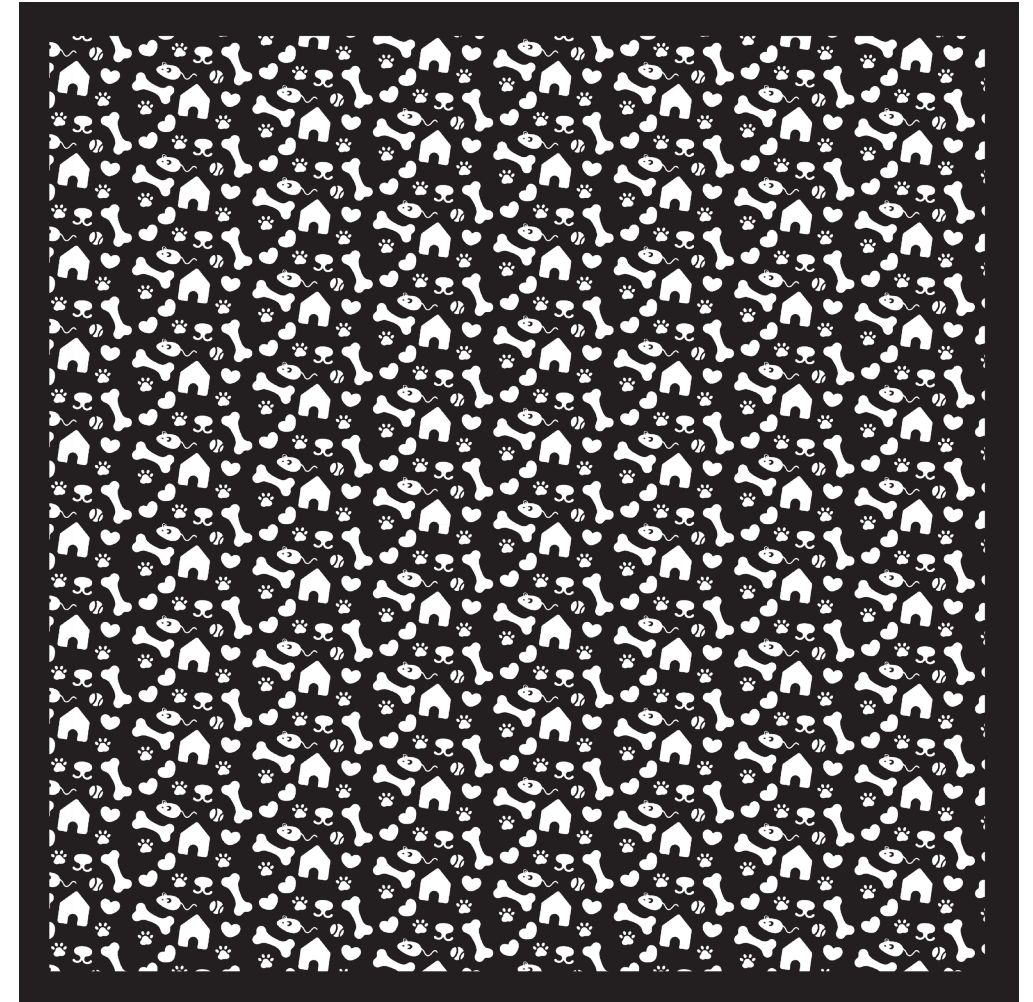
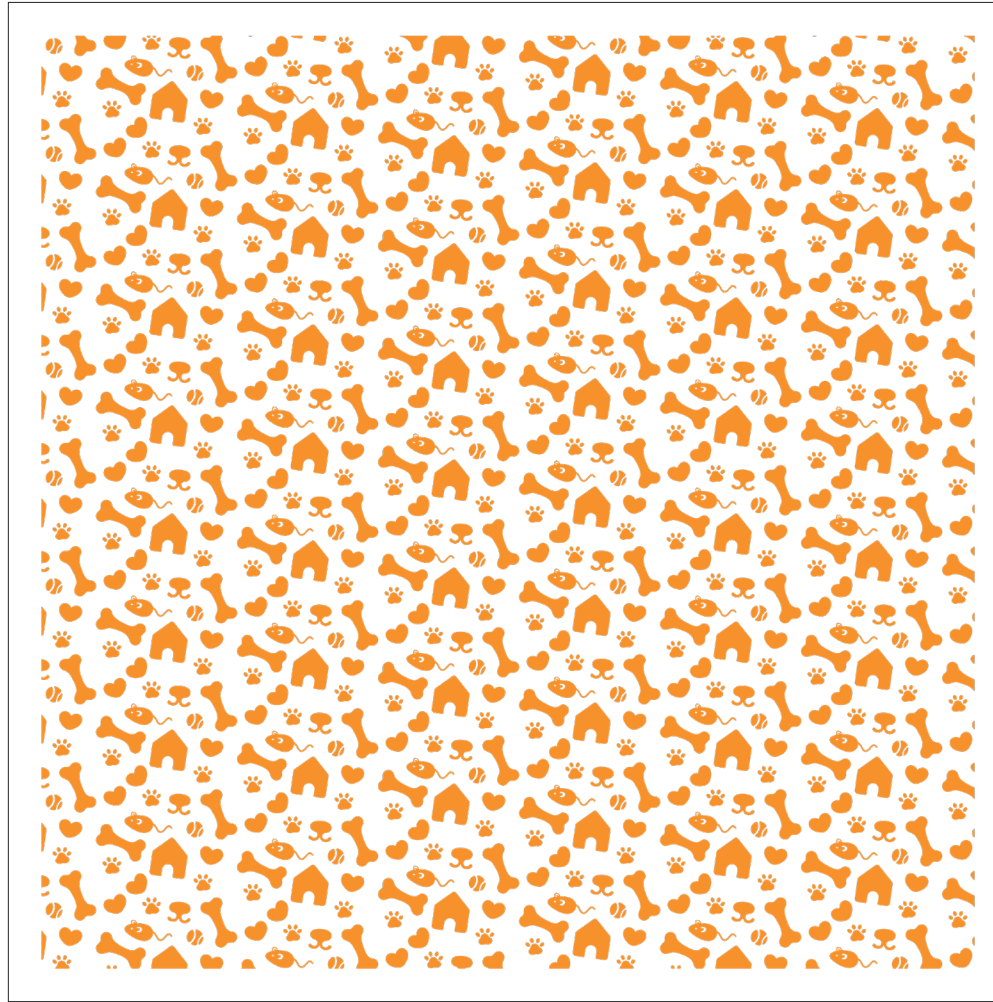
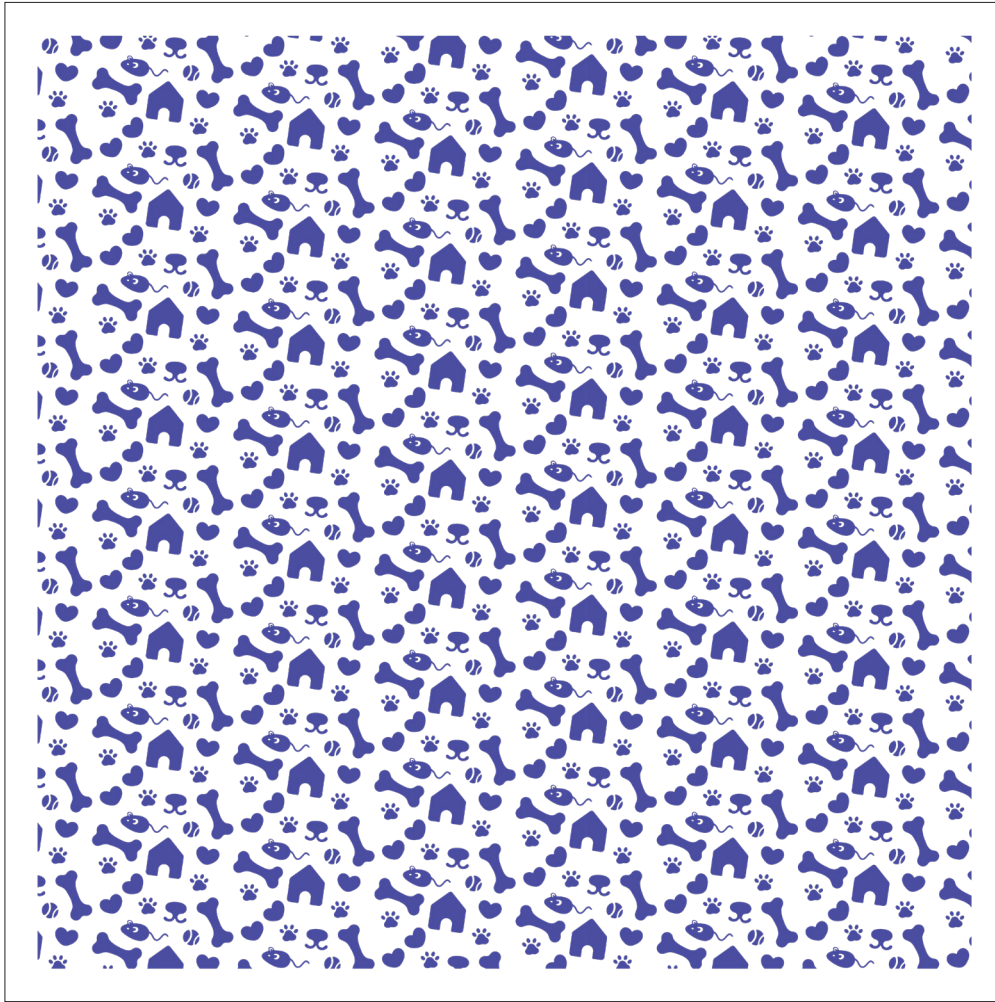
Pet photography used across digital and web platforms should present animals as isolated subjects with no environmental background elements. All pets must be cleanly masked and placed on solid brand colors from the Pay It Forward Pets color palette only. Black, neutral, or unapproved colors should not be used. This approach creates a playful, sticker like appearance that keeps the focus entirely on each animal while maintaining strong brand cohesion. Consistent lighting, sharp edges, and high-resolution imagery ensure pets feel approachable, friendly, and immediately recognizable across all digital touchpoints and platforms.





PAY IT FORWARD PETS PATTERN

Megan Robson | Fall 2025



The custom pattern designed for the Pay It Forward Pets brand reinforces the organization's playful, compassionate, and community-driven identity. Built from simplified pet-inspired shapes and icons, the pattern creates a sense of warmth and movement while remaining visually cohesive and versatile. The repeated motifs reference the diversity of animals the organization supports, symbolizing care, connection, and collective impact. By offering multiple color variations, the pattern adapts seamlessly across print and digital applications, adding personality without overwhelming the brand. Overall, the pattern functions as a recognizable visual asset that enhances brand storytelling while maintaining an approachable, joyful tone aligned with Pay It Forward Pets' mission.





PAY IT FORWARD PETS **EXTRA PRINT DESIGN**

Megan Robson | Fall 2025



Invoice
PFP-0625
10/11/2025

Billed To: Brianna Carter | briannacarter332@gmail.com
(330) 555-4182 | 742 North Market Street Akron, Ohio 44303

Description	Rate	Qty	Amount
Dog Adoption Fee (Keena)	Flat Rate	1	\$250.00
Initial Veterinary Exam & Wellness Check	Flat Rate	1	\$95.00
Vaccinations & Preventative Care	Flat Rate	1	\$85.00
Microchipping & Registration	Flat Rate	1	\$35.00
		Subtotal	\$465.00
		Tax	0.00
		Total	\$465.00

Payment Information:

Pay It Forward Pets
1496 North Portage Path
Akron, Ohio 44313
Phone: (234) 706-5501
Email: info@payitforwardpets.org

Payment Method:

Cash, Check, or Approved Digital Payment





Invoice
 PFP-0625
 10/11/2025

Billed To: Brianna Carter | briannacarter332@gmail.com
 (330) 555-4182 | 742 North Market Street Akron, Ohio 44303

Description	Rate	Qty	Amount
Dog Adoption Fee (Keena)	Flat Rate	1	\$250.00
Initial Veterinary Exam & Wellness Check	Flat Rate	1	\$95.00
Vaccinations & Preventative Care	Flat Rate	1	\$85.00
Microchipping & Registration	Flat Rate	1	\$35.00
Subtotal			\$465.00
Tax			0.00
Total			\$465.00

Payment information:

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 1496 North Portage Path
 Akron, Ohio 44313
 Phone: (234) 706-5501
 Email: info@payitforwardpets.org

Payment Method:

Cash, Check, or Approved Digital Payment



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 10/11/2025

Carter | briannacarter332@gmail.com
 742 North Market Street Akron, Ohio 44303

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	Flat Rate	1	\$85.00
	Flat Rate	1	\$35.00
Subtotal			\$465.00
Tax			0.00
Total			\$465.00

Payment Method:

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Welcome Home

Thank you for choosing adoption and giving a pet a second chance. Today marks the start of a brand-new chapter for you, and for your new best friend.

Your pet may need time to adjust to new sights, sounds, and routines. Be patient, be gentle, and celebrate the small wins along the way. Every moment of kindness helps them feel safe, loved, and finally home.



Your First Days Together
Bringing Home Your New Pet



Take it slow

Let your pet explore at their own pace. A quiet space helps them decompress.



Notice behavior

New environments can bring new emotions. Excitement, or uncertainty are all normal.



Build trust

Use calm voices, gentle encouragement, and lots of positive reinforcement.



Establish routine

Consistent feeding, walking, and play schedules help them feel secure.

Helpful tips for a smooth transition.

To help your new pet settle in, keep their food consistent for the first few days to avoid tummy upset, and make sure they have a cozy, quiet space where they can rest without interruptions. Use positive reinforcement when introducing training and boundaries—reward the behaviors you want to encourage rather than correcting the ones you don't. And if your pet didn't come with complete medical records, be sure to schedule a wellness check with your vet within the first week to ensure they start their new life healthy and supported.

We're Here for You

Adopting through Pay It Forward Pets means you're never doing this alone. If you have questions about behavior, medical concerns, or resources, reach out so we can support you both. Thank you for giving a rescued pet a fresh start. Together, you're changing a life—and gaining unconditional love in return.

Pay It Forward Pets | info@payitforwardforpets.org | (330) 760-0763 | Akron, Ohio



Saving one animal won't change the world, but it will change the world for that one animal.

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Pay It Forward Pets | info@payitforwardpets.org | (330) 760-0763 | Akron, Ohio



Hannah Benson

Leslie Schopperley



PAY IT FORWARD PETS





PAY IT FORWARD PETS

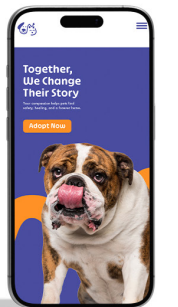
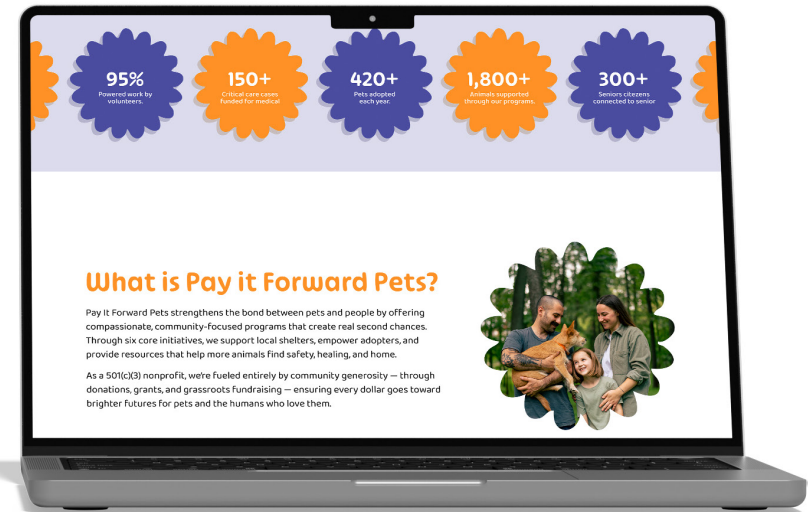
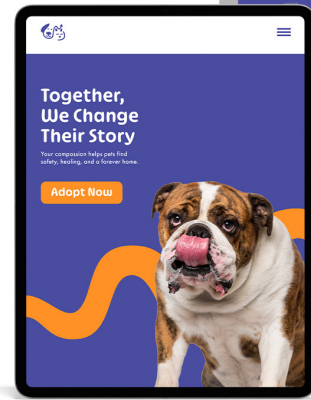
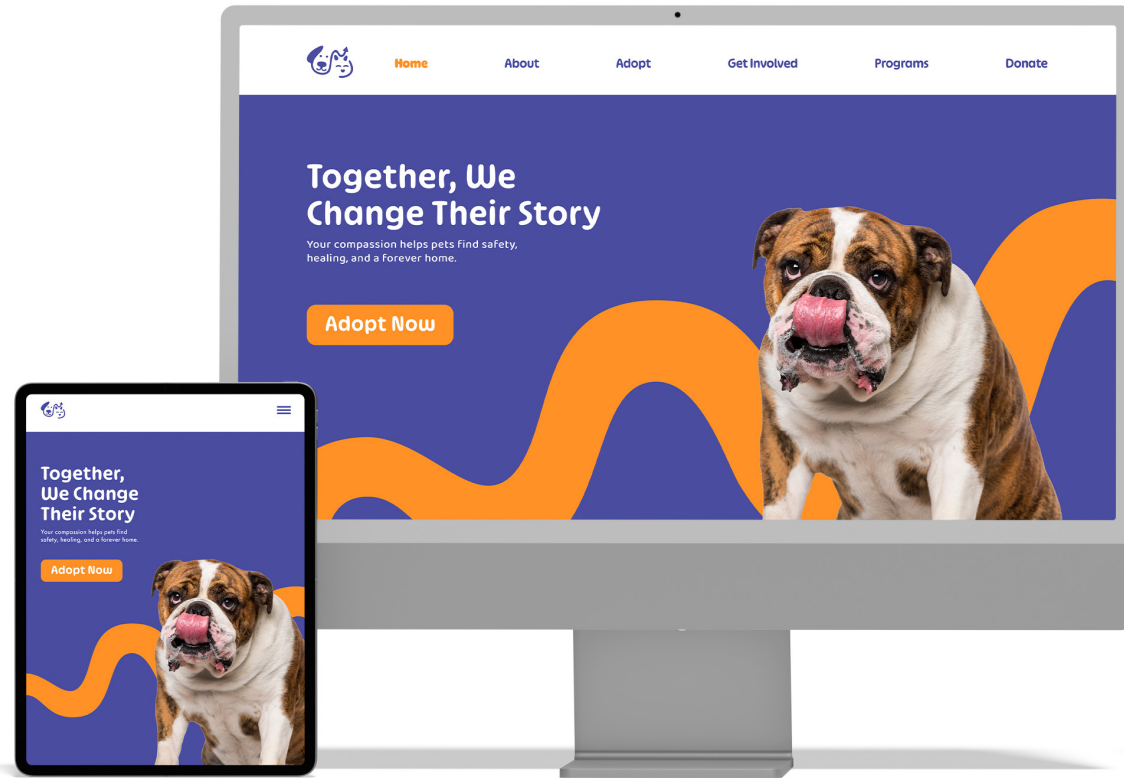
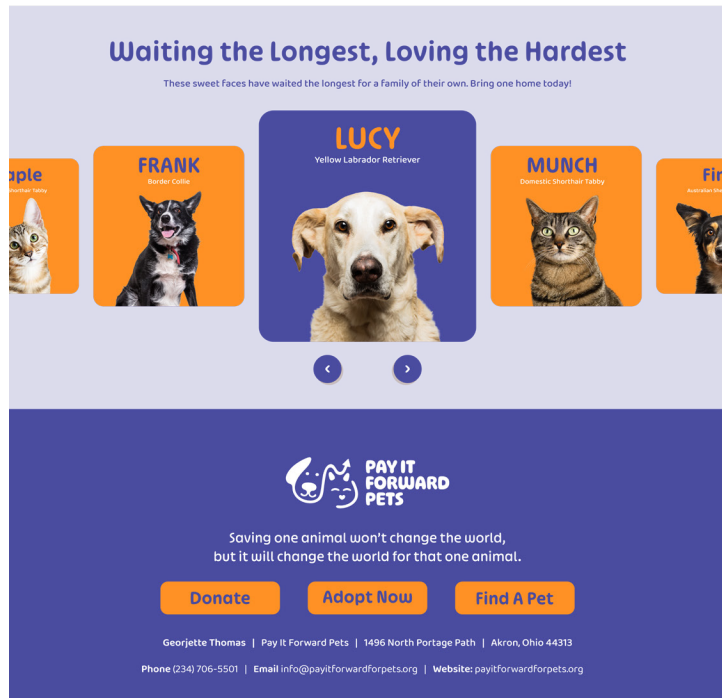
WEB & DIGITAL DESIGN

Megan Robson | Fall 2025



What is Pay it Forward Pets?

Pay It Forward Pets strengthens the bond between pets and people by offering compassionate, community-focused programs that create real second chances. Through six core initiatives, we support local shelters, empower adopters, and provide resources that help more animals find safety, healing, and home. As a 501(c)(3) nonprofit, we're fueled entirely by community generosity — through donations, grants, and grassroots fundraising — ensuring every dollar goes toward brighter futures for pets and the humans who love them.



Lucy
Yellow Labrador Retriever

Oliver
Domestic Shorthair Tabby

Scout
Australian Shepherd Mix

Milo
Border Collie Mix

Luna
Domestic Shorthair Tabby

Daisy
Pomeranian

Bear
Rottweiler Mix

Winston
English Bulldog

Nova
Siberian Husky

Rosie
Terrier Mix

Murphy
Cocker Spaniel

Blue
Australian Cattle Dog

Home About **Adopt** Get Involved Programs Donate

Hi, i'm Milo

I was one of the first dogs to come through Pay It Forward Pets. When I arrived, I was unsure of what came next, but I learned the power of patience and care. My journey helped shape the mission of Pay It Forward Pets — to rescue, support, and connect animals like me with the people meant for us.

Border Collie Mix Age: 2 Years Friendly

Energy Level: High Gender: Male Playful

Interested in Milo?

If you think Milo might be the right fit, take the next step by applying to adopt. Our team is here to answer questions and help schedule a meet-and-greet when you're ready.

Apply for Milo!

Home About **Adopt** Get Involved Programs Donate

Hi, i'm Luna

Hi, I'm Luna. I came to Pay It Forward Pets unsure of what came next, but I quickly learned what patience and kindness feel like. My journey reminds everyone here that even the quietest cats deserve a second chance and a place to call home.

Domestic Shorthair Age: 1 Years Indoor

Energy Level: Low Gender: Female Outdoor

Interested in Luna?

If you think Luna might be the right fit, take the next step by applying to adopt. Our team is happy to answer questions and help you schedule a meet-and-greet when you're ready.

Apply for Luna!

RESCUE | LOVE | REPEATE | RESCUE

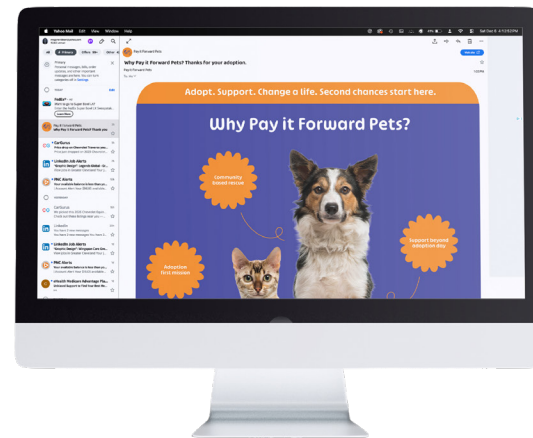
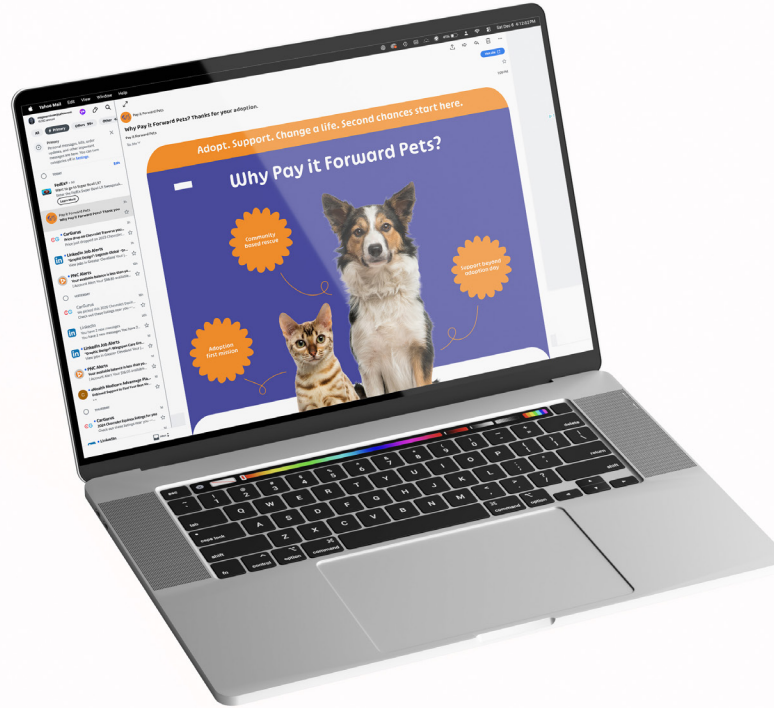
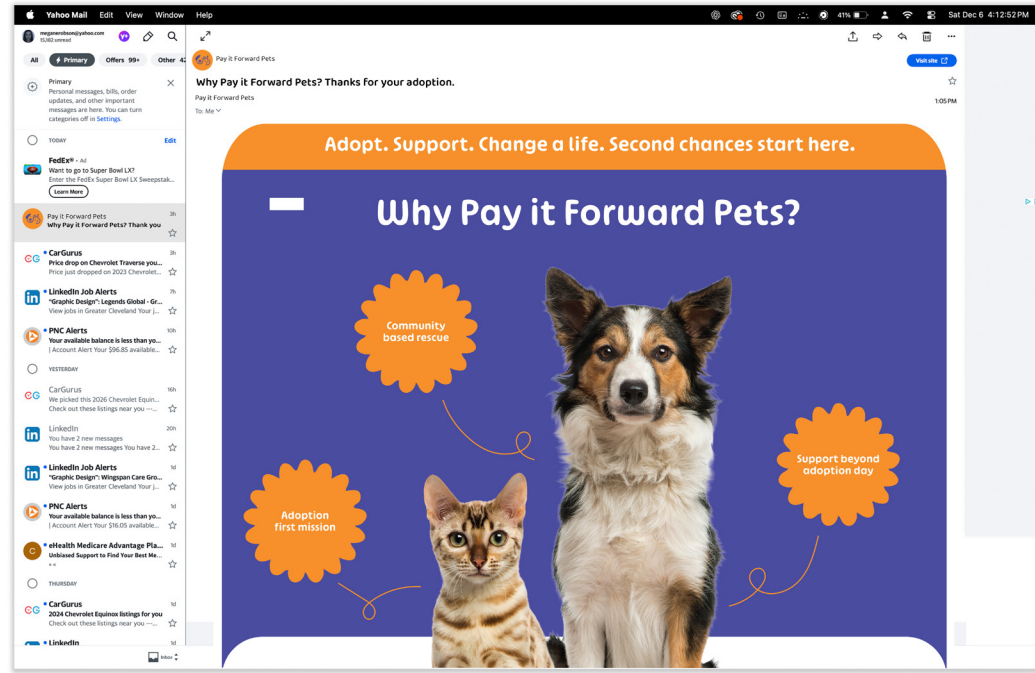
PAY IT FORWARD PETS

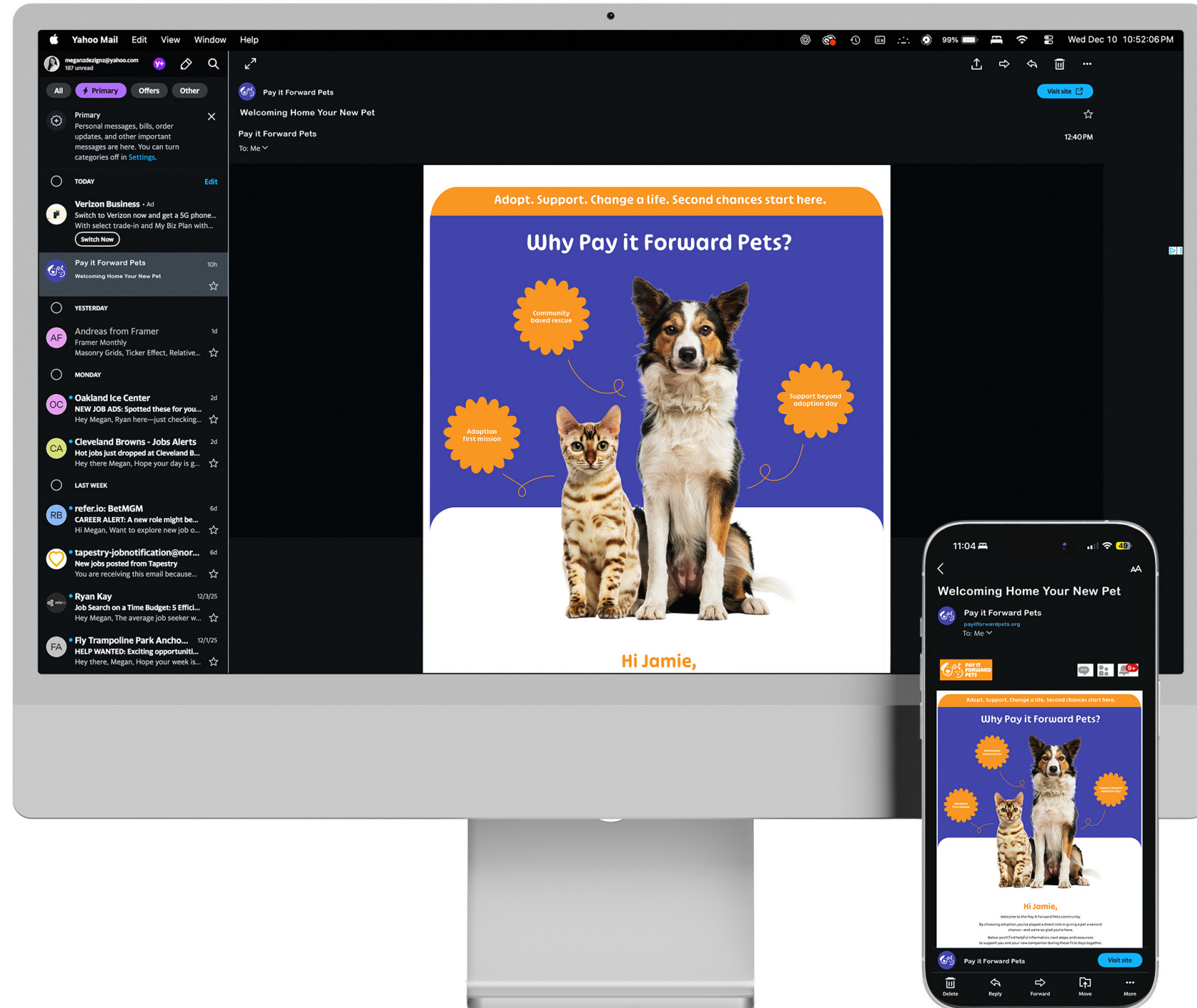
Saving one animal won't change the world, but it will change the world for that one animal.

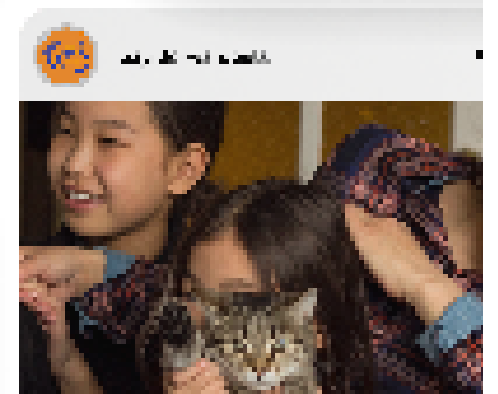
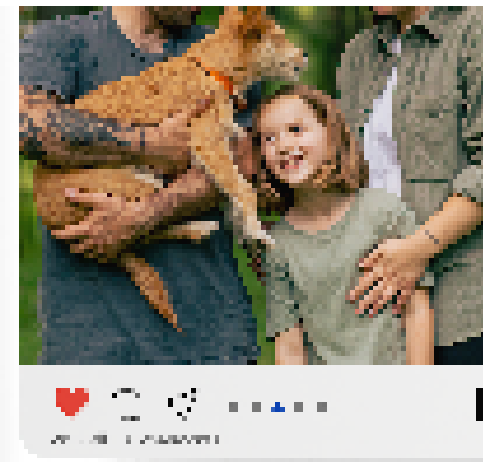
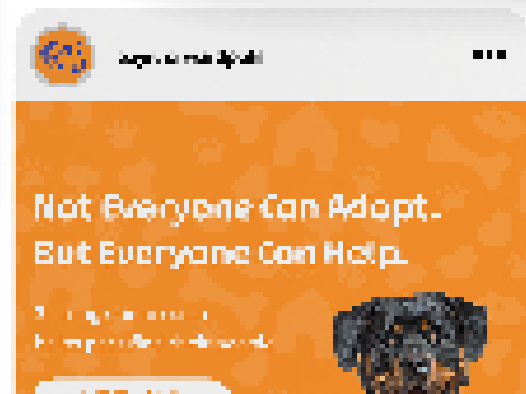
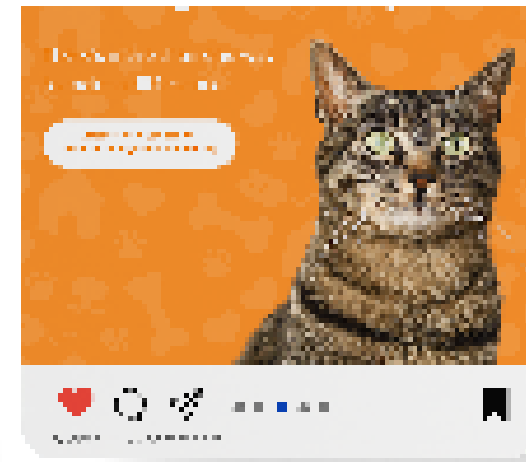
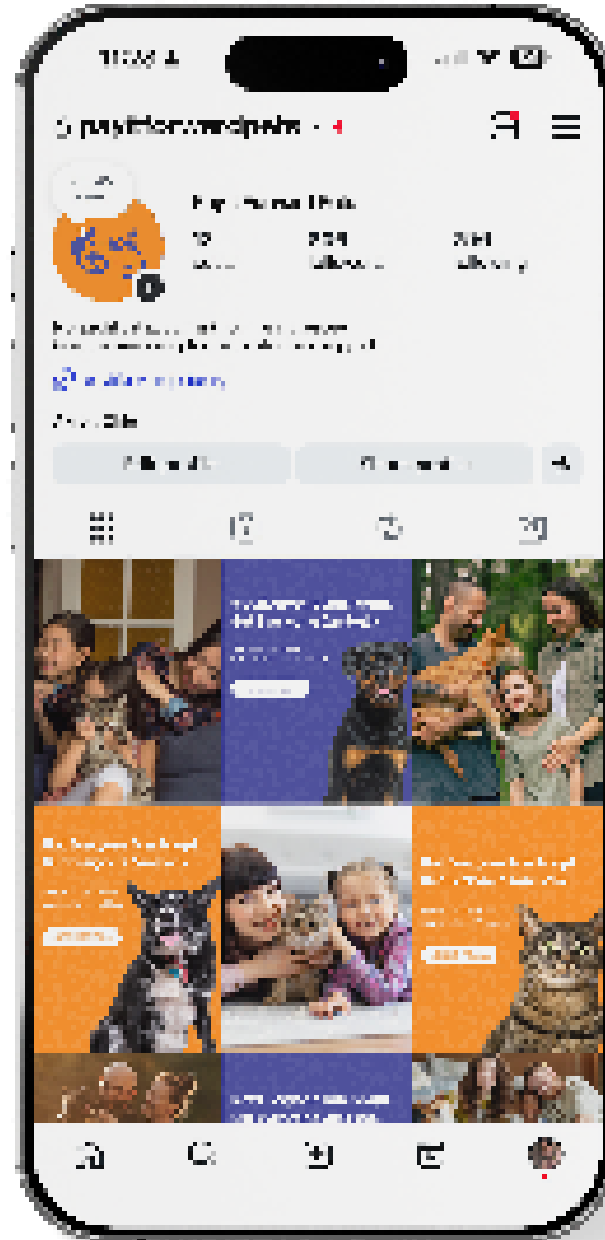
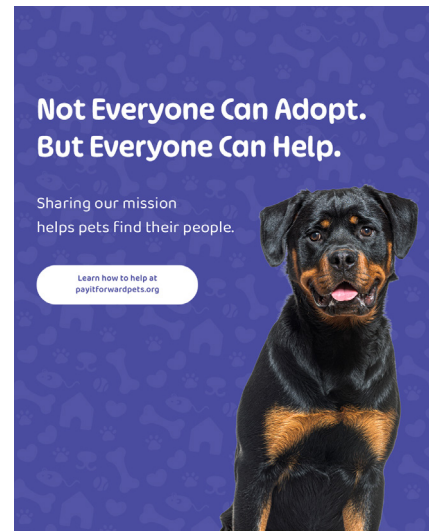
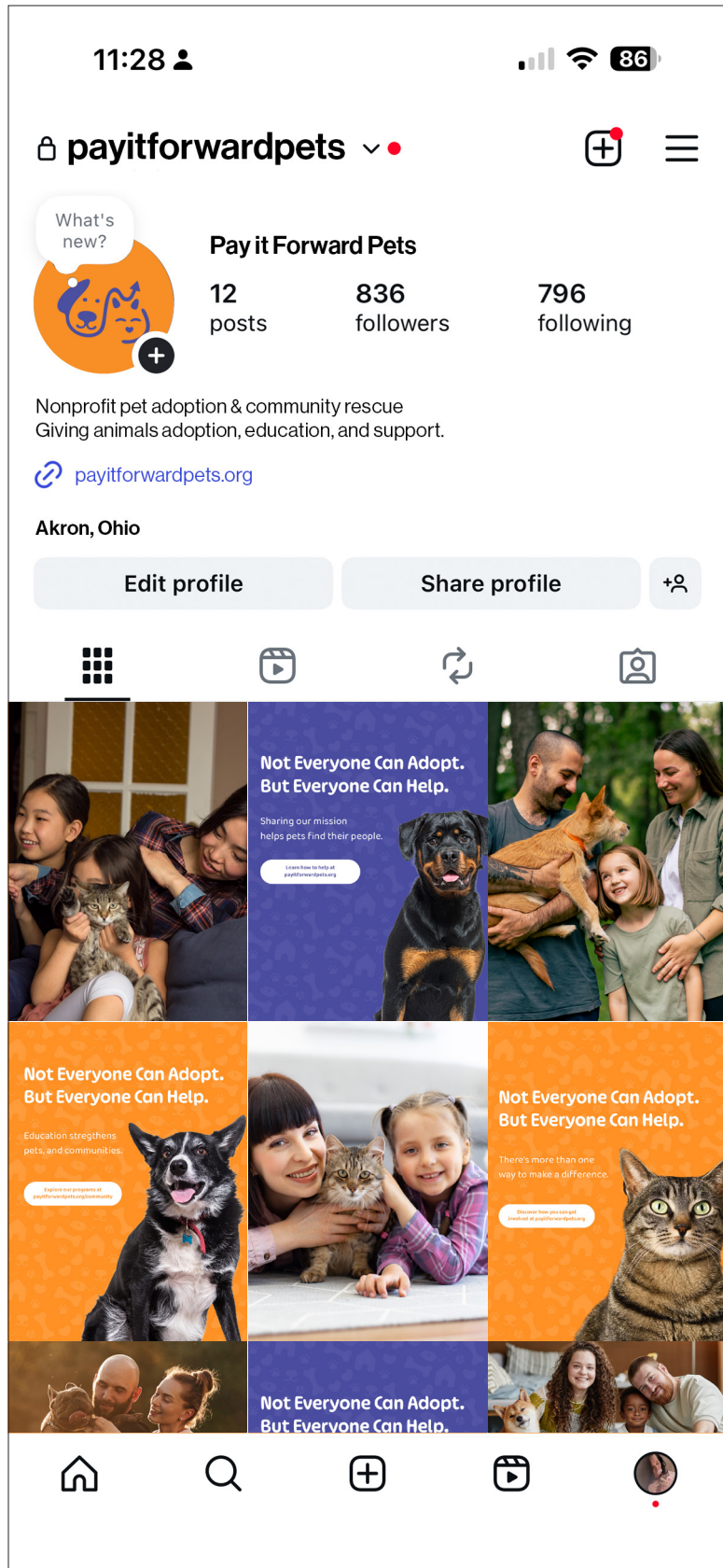
Donate Adopt Now Find A Pet

Georjette Thomas | Pay It Forward Pets | 1496 North Portage Path | Akron, Ohio 44313
Phone (234) 706-5501 | Email info@payitforwardpets.org | Website: payitforwardpets.org







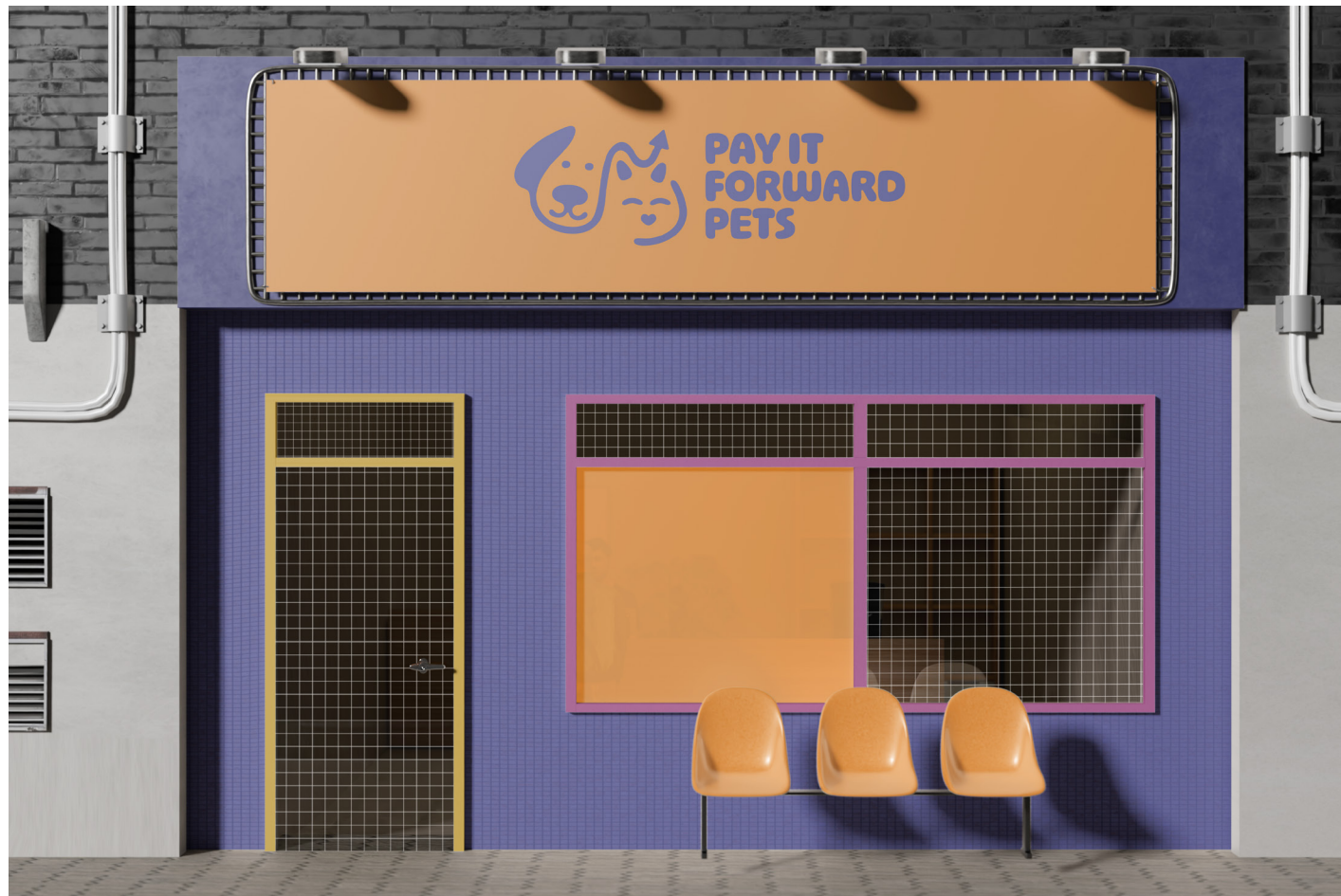




PAY IT FORWARD PETS BUILDING SIGNAGE

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**PAY IT
FORWARD
PETS**

Pet Rescue & Adoption



Open for Adoptions
Tue-Sat • 11am-6pm



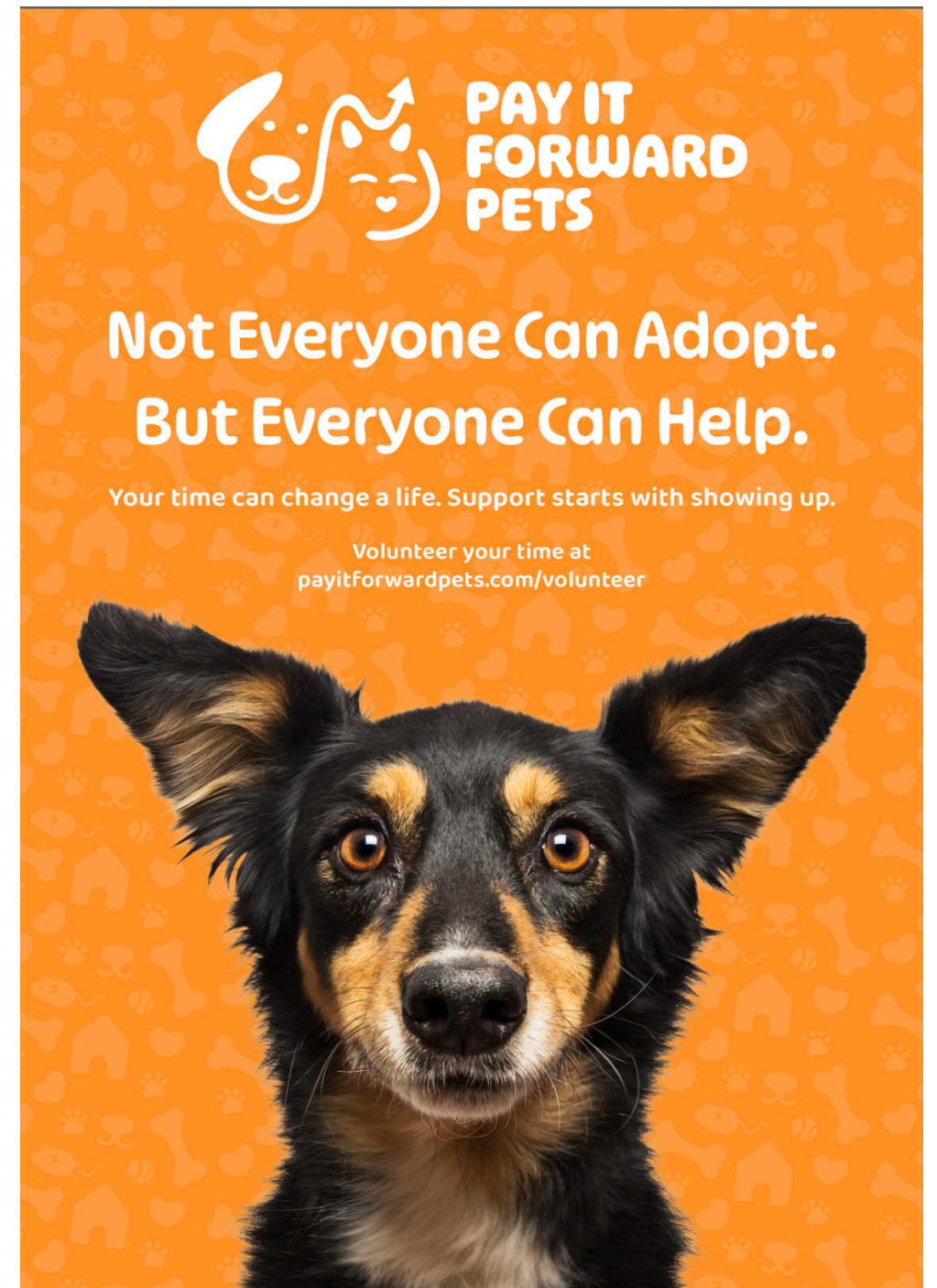
Saving one animal won't
change the world, but it will change
the world for that one animal.





PAY IT FORWARD PETS AD CAMPAIGN

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**Not Everyone Can Adopt.
But Everyone Can Help.**

Your time can change a life.
Support starts with showing up.

Volunteer with us at
payitforwardpets.org/volunteer





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Discover how you can get involved and help out at payitforwardpets.org




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There's more than one
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But Everyone Can Help.**

Support that creates
second chances for everyone.

Support our mission at
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PAY IT FORWARD PETS EXTRA BUILDOUT

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CORPORATE IDENTITY & GRAPHIC SYSTEMS

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