

Boston Terrier Rescue of East Tennessee
Client Summary

Mission

A non-profit organization that committed to rescuing, rehabilitating and finding homes for dogs in need, with a specific focus of Boston terriers. This shelter wants to take care dogs who have been abandoned, abused, or neglected and give them the opportunity to have the safety and love they deserve.

Website

This organization has a website that is a bit simple and mainly directs users to different links for a store, adoption page, sponsoring pets, and educational resources.

Facebook

This organization has a Facebook page currently has 23K followers and the posts mainly consist of spotlights of different dogs associated with the shelter, cute photos, dog care tips, and info about upcoming events and fundraisers.

Graphics Used

The main graphic used consistently throughout the website was the BTR logo.



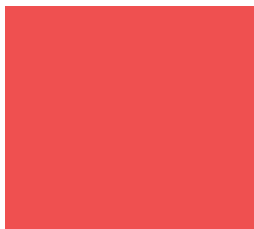
Colors



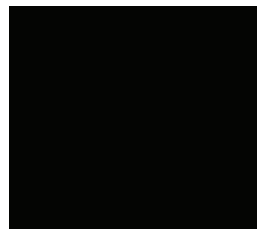
HEX #00077



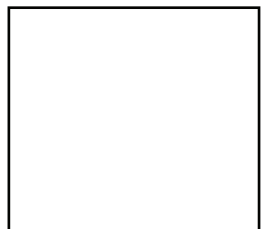
HEX #50c3f6



HEX #f74f4f



HEX #000000



HEX #ffffff

Typography

Headers

Antonia Medium (Serif Font)

Body

Sponsor (Sans Serif Font)

Competition Research Summary

Boston Terrier Rescue of North Carolina

URL: <https://btrnc.org/>

Mission

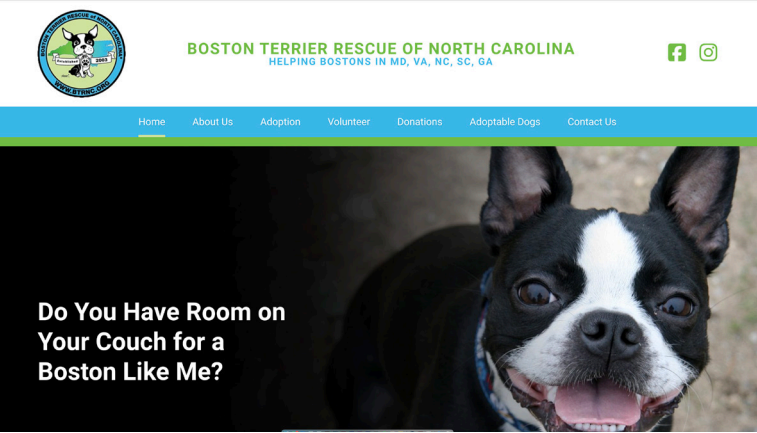
Rescuing, rehabilitating, and finding forever homes for Boston terriers in North Carolina.

Services Offered

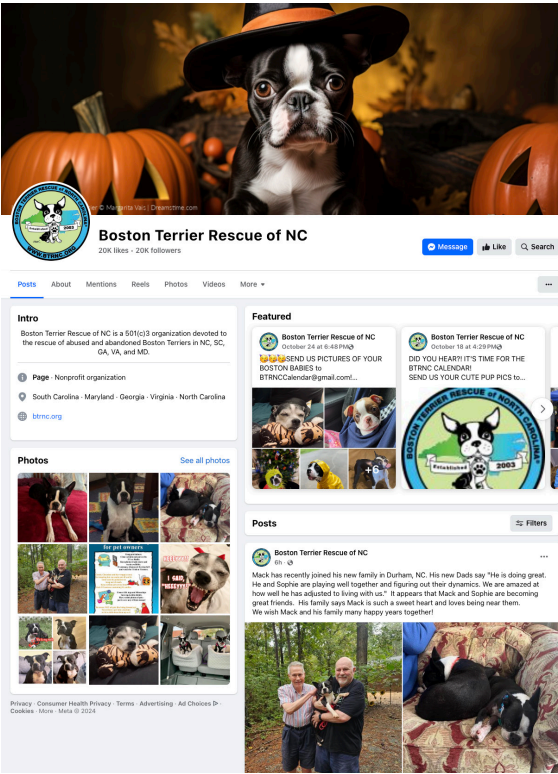
- Adoption Services
- Volunteer Opportunities
- Options to Surrender your pet safely

Online Presence

- Website
- Facebook Page
- Instagram Page



Boston Terrier Rescue of North Carolina: Website



Boston Terrier Rescue of North Carolina: Facebook

Northeast Boston Terrier Rescue

URL: <https://nebostonrescue.com/>

Mission

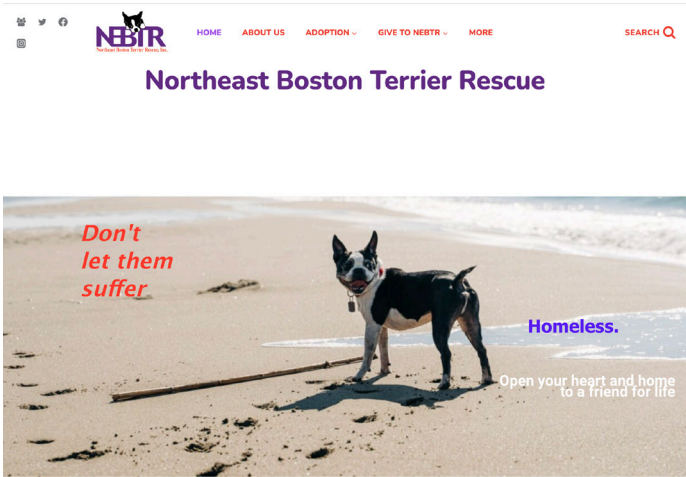
For all Boston Terriers to live a life free of cruelty and suffering.

Services Offered

- Adoption Services
- Foster Care Services
- Volunteer Opportunities

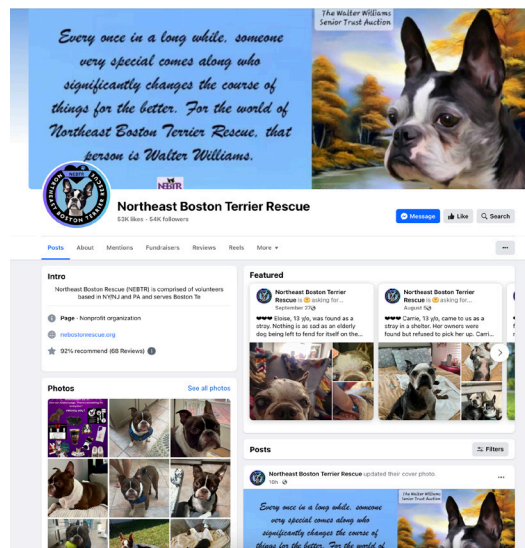
Online Presence

- Main Website
- Facebook Page
- Instagram Page – Link Broken



We Can Keep Them Happy

Northeast Boston Terrier Rescue: Website



Northeast Boston Terrier Rescue: Facebook

American Boston Terrier Rescue

URL: <https://www.abtrr.org/index.html>

Mission

Healing and rehabilitating senior and special needs dogs.

Services Offered

Adoption Services

Foster Services

Volunteer Opportunities

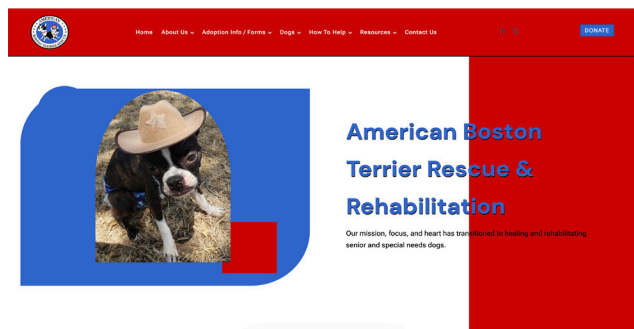
Pet Health Resources

Online Presence

Main Website

Facebook Page

X Account



American Boston Terrier Rescue: Website



American Boston Terrier Rescue: Facebook

Mid America Boston Terrier Rescue

URL: <https://www.adoptaboston.com/>

Mission

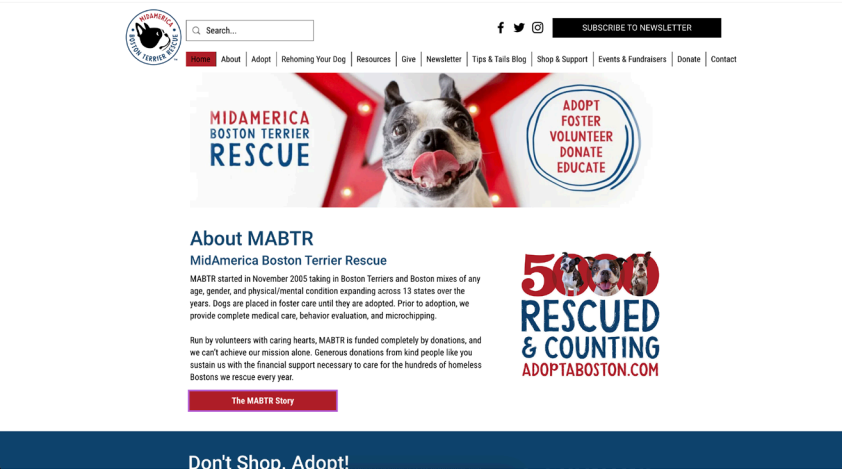
Rescue Boston Terriers and Boston Mixes who are surrenders, abandoned, strays, or neglected, no matter the age or health conditions and give them safe and loving forever homes.

Services Offered

- Adoption Services
- Foster Services
- Volunteer Opportunities
- Wide Range of Resources

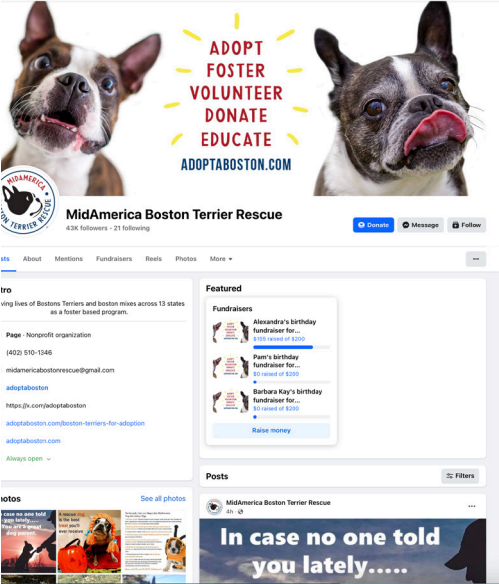
Online Presence

- Main Website
- Facebook Page
- Instagram
- X Account



Don't Shop...Adopt!

Mid America Boston Terrier Rescue: Website



Mid America Boston Terrier Rescue: Facebook

Event Banner Proposal

Event

Adoption Event - Dog Meet & Greet

Event Description

Bring the whole family for a meet and greet with our dogs eligible for adoption.
Play with the dogs and meet a new furry friend.

Tone/Style

Bright, Cartoonish, and Dynamic

Event Banner Design Description

Boston Terrier mouth open to catch a ball. The ball has the event text.

