

CASE STUDY:

Huntingdon County Humane Society

COURSE:

IM375: Integrated Media Arts Lab I

TERM:

Fall 2019

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www.IMA-Studio.info



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THE IMA PROCESS

Define the scope of the project. Create list of priorities and timeline for project, while empathizing with the community collaborating as partners.

Research the community and begin the creative process by finding inspiration to identify a visual style. Begin creative process in close collaboration with partners.

Present to community partners, constituents, and community voices that are part of the team. Implement the materials in print web, and social.



Visit the community partner site to evaluate the current assets and unique characteristics. Consider budgets for materials to be produced.

Create visual elements that are sustainable to update and maintain for community partners, volunteers, and future student led design teams.

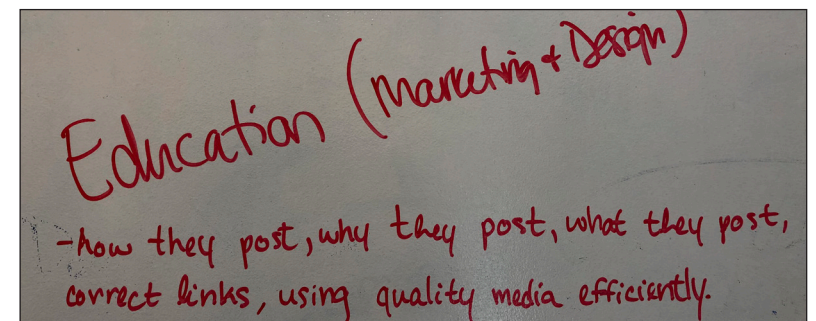
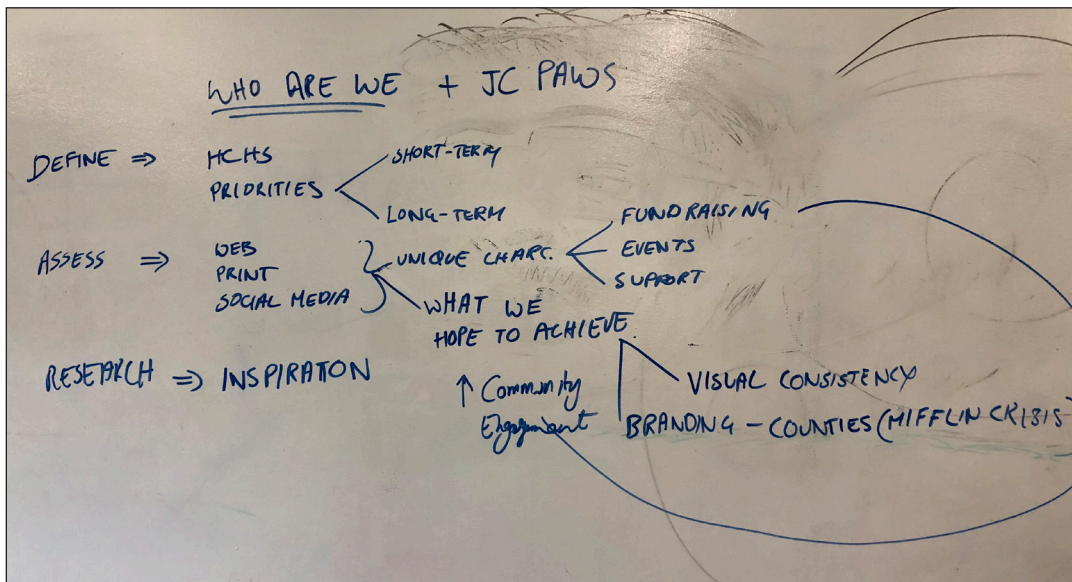
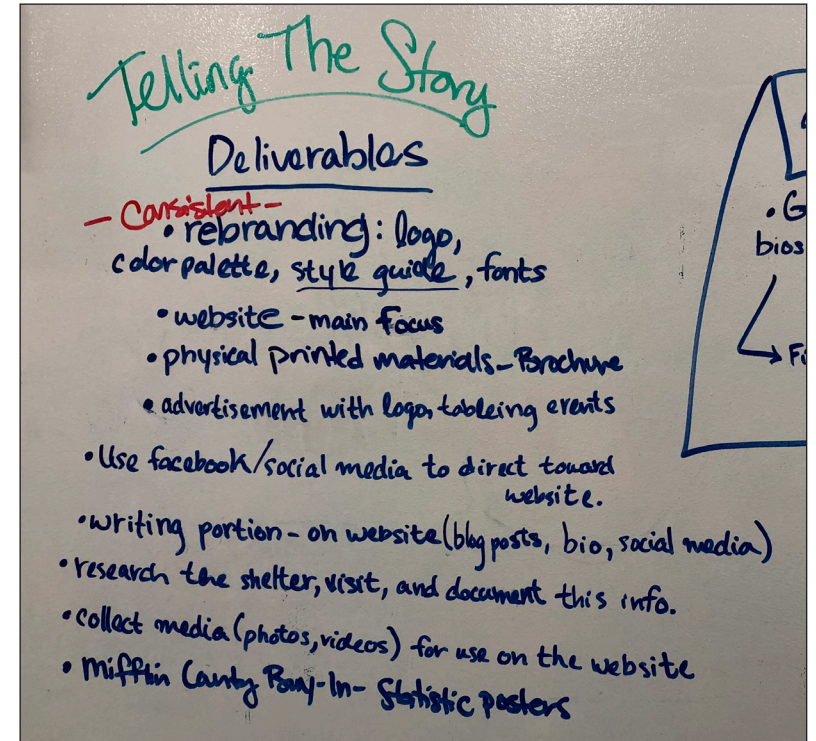
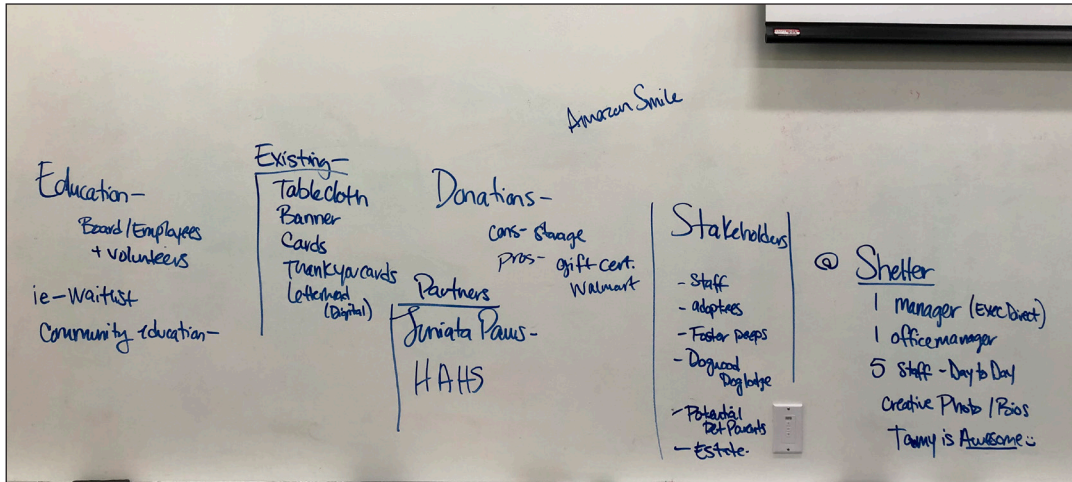
TEAM



Top row, left to right: Hunter Winters, Max Prosser, Jacqueline Eberle, Sarah Reid, Ashley Purvis, Gen Wittrock, Rohan Bandekar
Bottom row, left to right: Ryan Gibboney, Daniel Muleady, Tatum Poirer, India Thakar, Ace Simek

DEFINE

The design team spent the start of the semester defining the project, researching and meeting with the community partners, and creating a deadline structure and timeline based on the design team's skills and goals.



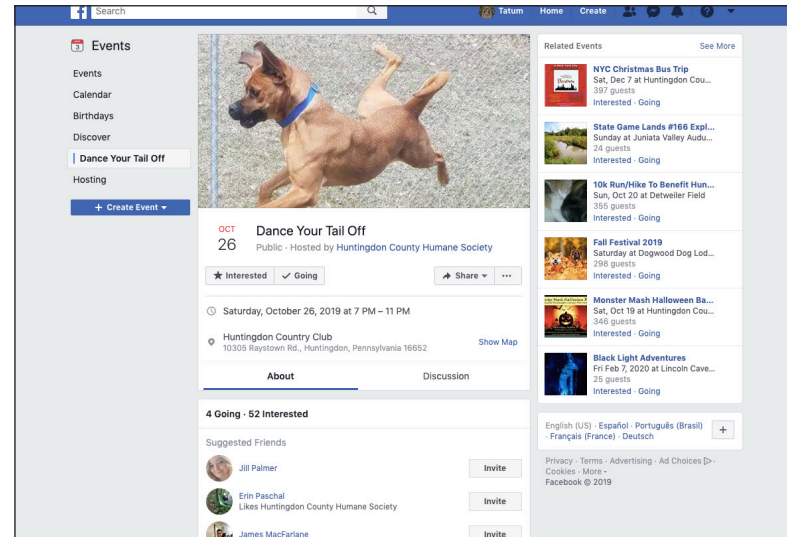
DEFINE



The Huntingdon County Humane Society's mission is to help homeless pets find their loving and forever homes, educate the public about the safety and welfare of animals, and promote responsible pet ownership by having pets spayed and neutered.

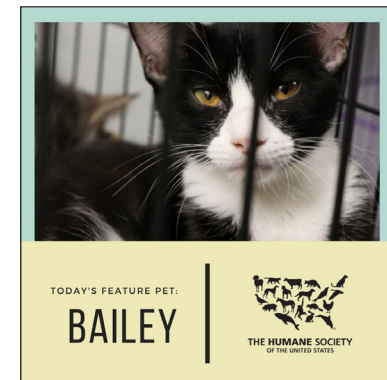
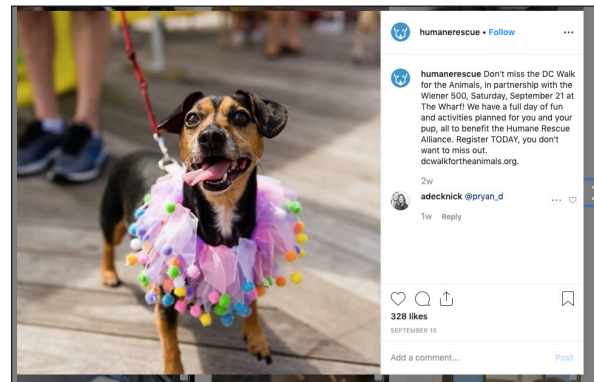
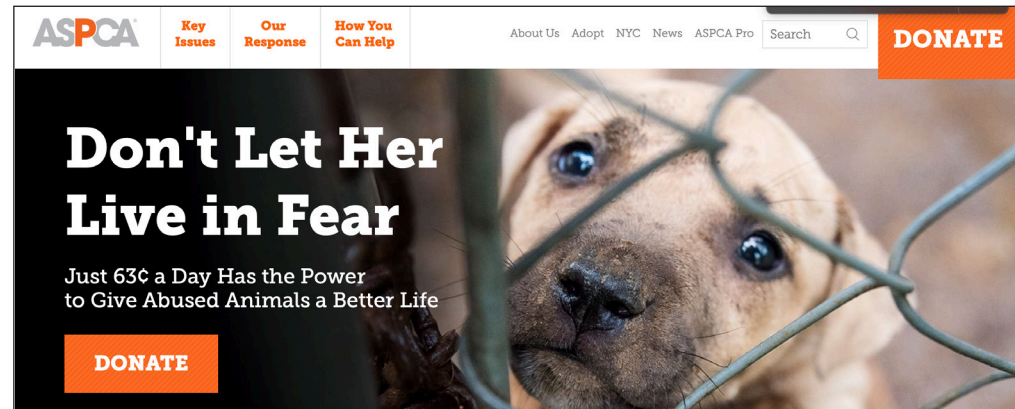
ASSESS

After identifying the scope of the project with the community partner, the team visited the Huntingdon County Humane Society on-site and discussed the goals of the project with members of the organization. The team then spent time assessing their current print materials, social media pages, and their web presence to further understand their current branding and marketing strategies.



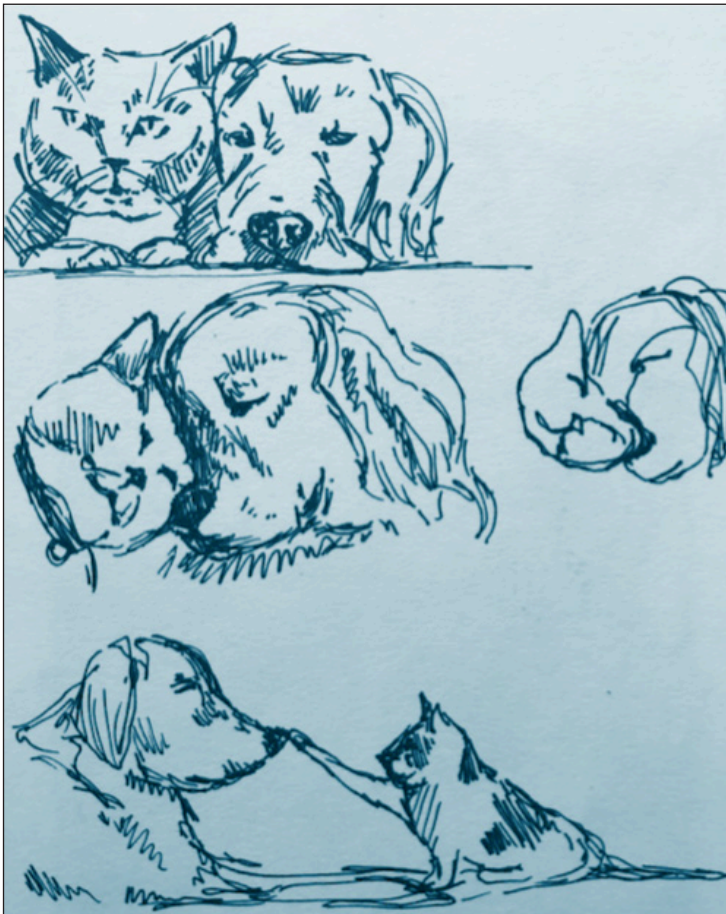
RESEARCH

The design team prioritized research as the next step in the design phase. They then began collaborating with members of the Huntingdon County Humane Society to solidify a design style. The team collected inspiration from other humane societies that also had similar goals to the Huntingdon County Humane Society.



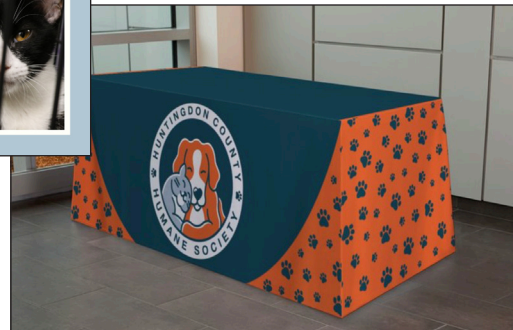
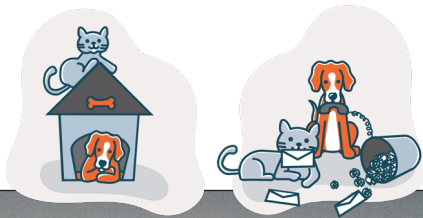
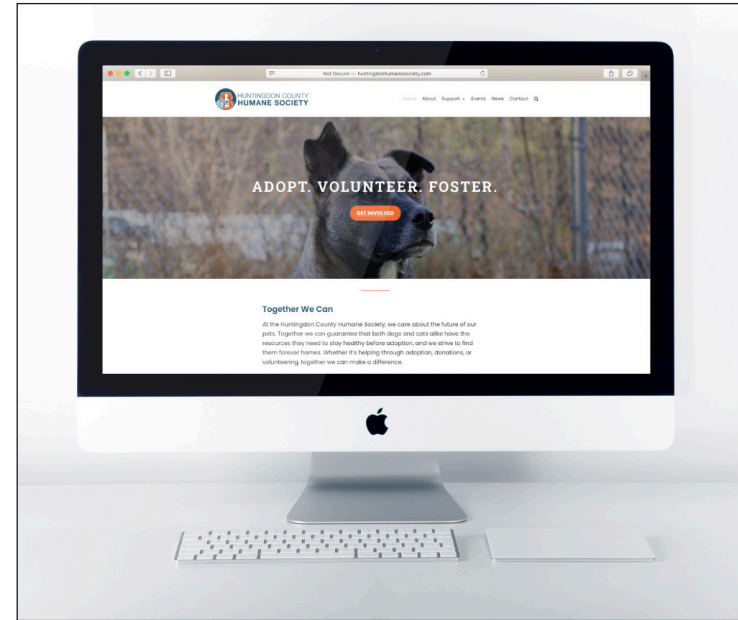
DESIGN

Our design team created a new visual identity for Huntingdon County Humane Society. This new identity was inspired by the humane society's goal of creating a welcoming, loving, and calm environment for their animals, as well as portraying a sense of community.



DELIVER

The Huntingdon County Humane Society's new visual identity included the creation of a new logo, color palette, a new website with sections for volunteers and donations, social media templates, illustrations, photos, merchandise, signage, and other print materials.



DELIVER

The design team created a color palette for the organization to use when working on campaigns and marketing materials.

Core Color Palette

	PMS	C	M	Y	K	R	G	B	HEX
PRIMARY PALETTE	0000	94	63	44	29	12	74	95	#0C4A5F
	0000	2	72	90	0	238	108	50	#EE6C32
SECONDARY PALETTE	0000	29	14	10	0	179	198	213	#B3C6D5
	0000	11	10	11	0	225	221	218	#E1DDDA
	0000	40	32	71	4	158	152	105	#9E9869
	0000	28	83	69	18	148	73	72	#944948

This color palette demonstrates a professional, yet playful theme. With at least one bold color featured in the palette to be used for aspects that are most essential to the Huntingdon Humane Society's brand.

We have incorporated the new color, Honest Blue, that will be used to paint the walls in the new physical space. We have discussed the possibility for using this physical space as a backdrop for photos, which would work well in the new visual identity.

PANTONE for printed products CMYK: used for print color RGB: used for screen color HEX: used for website color

JC students rebrand local shelter

By NATHAN WOODS
Staff Writer

The Huntingdon County Humane Society (HCHS) has recently rebranded with the help of a group of students enrolled in Juniata College's Integrated Media Arts (IMA) program.

"It was wonderful, they reached out to us at the beginning of the fall semester," said Lisa Boland, humane society manager. "It was good timing because we just celebrated our 40th year. We met with them and they had a presentation and kept us informed along the way. It was a very easy process and well-managed."

The HCHS, an animal shelter that aims to find homes for dogs and cats in Huntingdon and Mifflin County, now has a new logo and website. "We love it. The logo is very colorful and cheerful which is how we want to be represented. And the website is very user-friendly. It's much easier for folks to find the info they're looking for." Each fall, the college offers a course called IMA Labs, which takes students with different skills ranging from graphic design, to



professional writing, to IT, and pairs them with a community partner.

"Every fall semester we ask for local nonprofits to apply to work with us and review those applications in the class based on the students goals and skills and what the community partner organization's mission is," said Ryan Gibboney, a professor of IMA who runs the IMA Labs. "We really try to partner the right project with the right team of students."

This year, 12 students took part in the IMA Lab. "Community engaged

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Rebrand

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learning is a great opportunity to engage with the local community, create interesting products that will serve for the greater good, and develop our skills as designers, team players and citizens," said Rohan Bandekar, a student who worked on the web design for the project," said Rohan Bandekar, a student who worked on the web design for the project.

In addition to the new look, visitors to the website can sub-

mit and process forms online instead of in person or via fax.

This was the fourth year of IMA Labs. Projects completed so far have been the Huntingdon Community Food Garden in 2016, the Huntingdon Community Center in 2017 and Huntingdon House in 2018.

The IMA lab does not have a fall 2020 client lined up yet. Potential community partners are encouraged to apply online at: <http://ima-studio.info/apply>.

Nathan can be reached at nwoods@huntingdondaily-news.com.