



# PITTBABIES

Judge a dog by its character, not its breed

Rebecca Figueiredo

# Mission Statement

Pit Bulls are a breed of dog that are misunderstood as a vicious and dangerous breed when in reality it is the opposite. They are in the top 23 percent of best tempered dogs meaning they are NOT quick to violence. Even though the breed is being blamed the true villain is the owner and the lack of training or knowledge of how to handle tough breeds like Pit Bulls. The PITTBABIES campaign is focused on spreading awareness on an misunderstood breed along with how to raise and train any dogs not just Pit Bulls.

# Competitive Analysis

The American pitbull foundation offers education on stereotyped dogs like pit bulls as well as how to properly own and care for all dogs, information on shelters, and even their different programs like the Operation Sidekick which provided rescued service dogs to veterans with PTSD (Post Traumatic Stress Disorder). Their resources contain public which is a place where anyone can donate money a gain access to information about different shelters that take in bully breeds like pit bulls, other resources were veterinaries and rescues and even articles with information or news about dogs. They also have somewhere that people can donate to the American Pit Bull Foundation.

# Hard Data

**As of 2016**, the U.S. National Safety Council showed that the chances of dying as a result of a **dog bite are 1 in 112,400**. To put that number into perspective, **you are twice as likely to die by a hornet, bee, or wasp sting** than as a result of a dog bite, a chance of, 1 in 63,225. (<https://love-a-bull.org/resources/statistics-pit-bull-bites-community-safety/>)

The Joplin animal shelter took in **3,429 dogs in 2018**. **Of these, 444 were recorded as pit bulls**, making pit bulls **13 percent** of the shelter population. The Sedalia animal shelter took in 992 dogs in 2018 — 204 of which were labeled as pit bulls — 21 percent of dogs. Columbia took in **1,546 dogs and recorded 356 of these as pit bull type dogs, or 23 percent**. This number doesn't include dogs who have pit bull listed as a secondary breed.  
( <https://www.politifact.com/article/2019/may/10/are-30-50-shelter-dogs-pit-bulls/> )

In 2023, pit bulls are the number one breed in the United States, and it is estimated that there are about **18 million pit bulls across the country**. Despite the prevalence of this breed, these incredible dogs face an unfair stigma and are often left in shelters or on the streets for extended periods of time. **Pit bulls scored an 85% on temperament tests**, placing them in the **top 23% of best-tempered dogs**, despite being the most abused dog breed in the world.  
( <https://humanesocietytampa.org/pit-bulls-are-2023s-1-breed-in-the-united-states/> )



# Target Market

**Age:** 18 to 30 years old

**Location:** North America

**Gender:** Gender Neutral

**Lifestyle:** Someone who is able to financially support an animal and is home to feed them and walk them.

**Income:** 30.000 a year or more

**Personality:** Active, Caring, Dog Lover

# Ideation

Inclusivity

Perspective

Savior

Alone

Caregiver

Raising

Innocent

# Moodboard



Judge a dog  
by its  
character  
not its  
breed

# Name Generation

Slogan: Judge a dog by its CHARACTER not its BREED

PITTaBULL

Save The Pitties

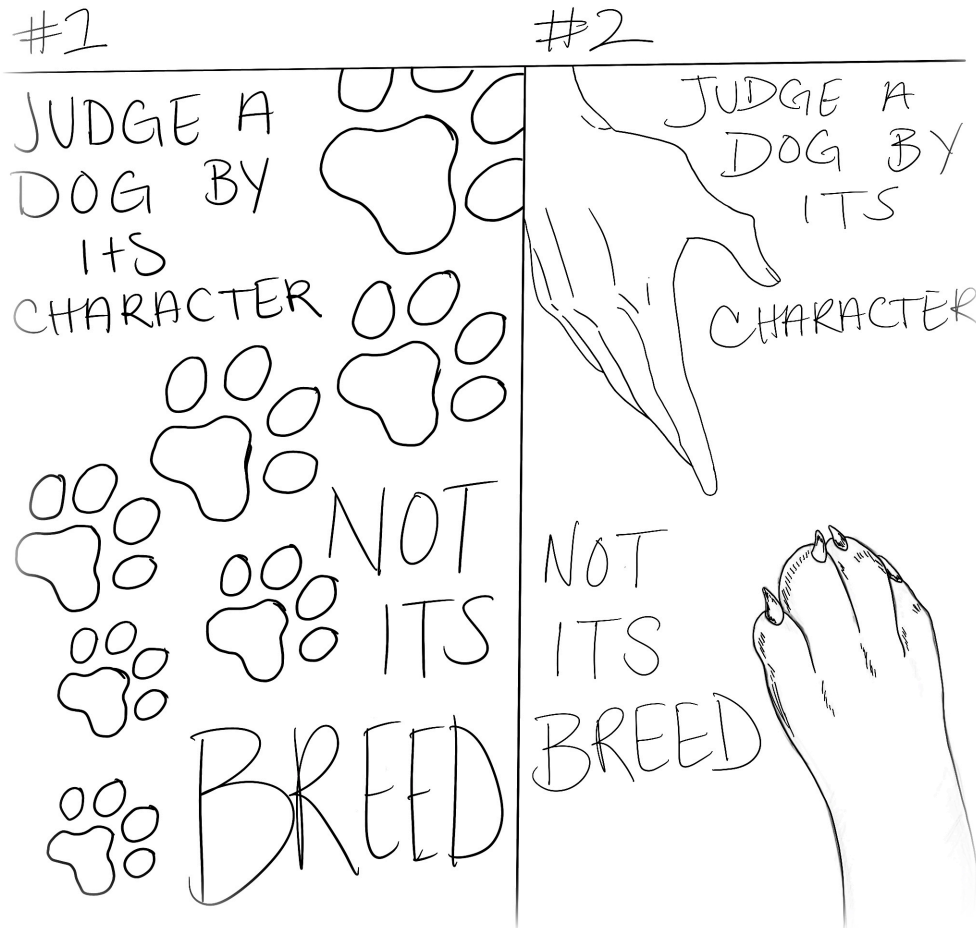
Pity The Pitties

Flower Pitts

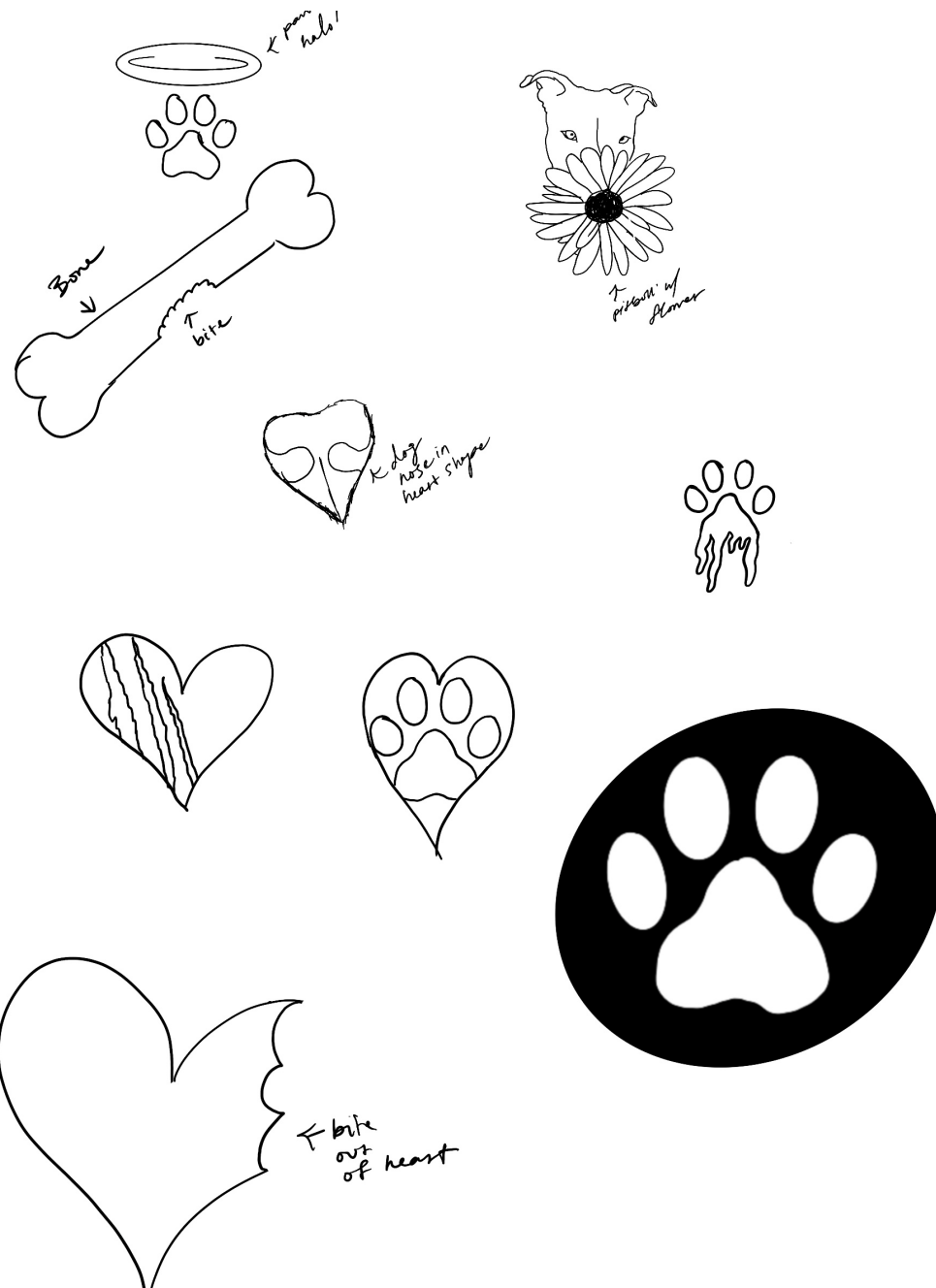
**PITTbabies**

# Graphic Campaign Pitch

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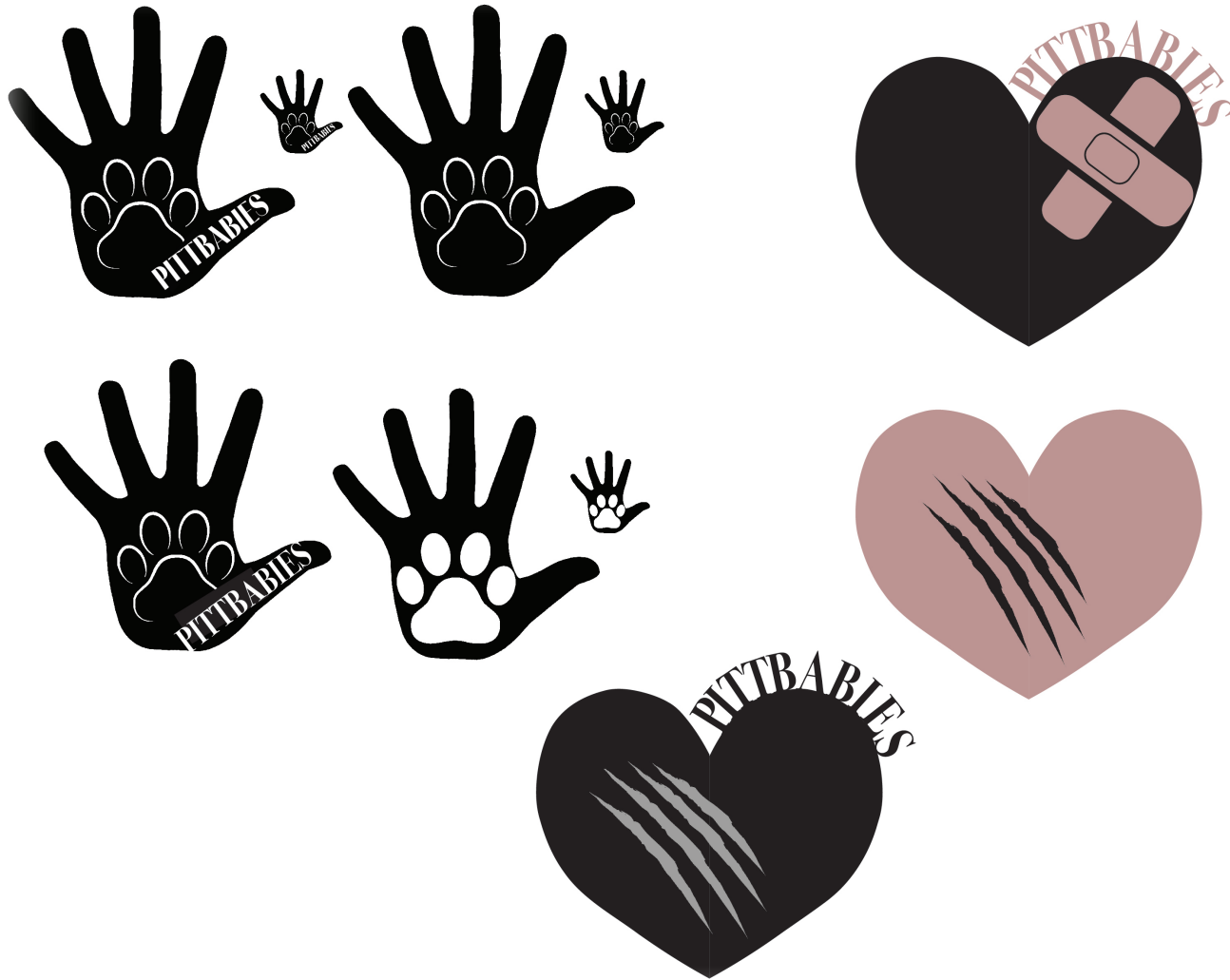


# Logo Sketches





# Vectorized Logo



# Finalized Logo and Typeface



**PITTBABIES**



# Forbidden Usages



# Representative Persona



May McNeil  
Age: 25

May is a recent college graduate who just moved into her new apartment and for the first time in her life she is living alone. She has grown up with a lot of dogs and the apartment feels extra lonely without a furry friend. She has always wanted to raise a Pitt Bull so she decides to do some research before adopting.

# Vectorized Advertisements





PITTBABIES



judge a dog  
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**CHARACTER**  
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**BREED**

PITTBABIES



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# Type & Color Studies

PF Marlet Display : **PITTBABIES**

Bodoni : **PITTBABIES**

Centaur MT STD : **PITTBABIES**



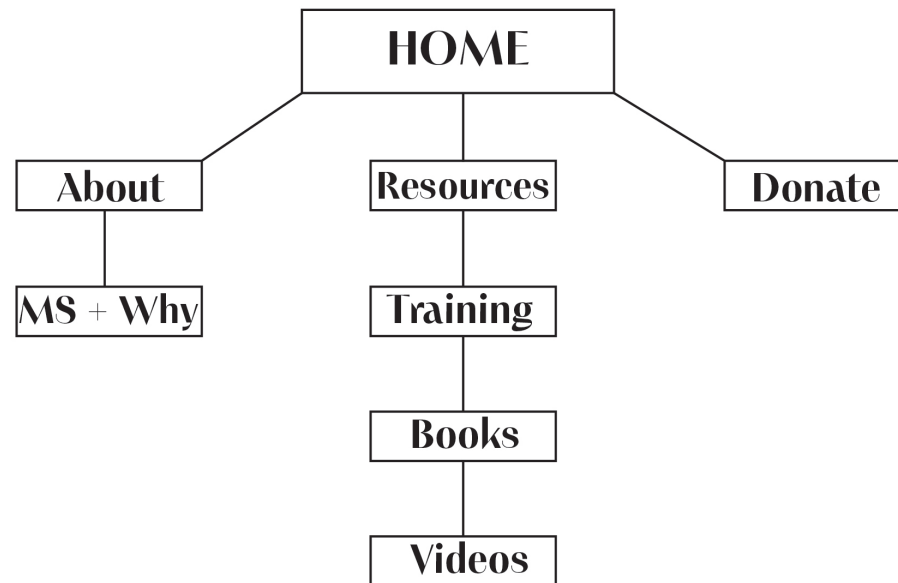
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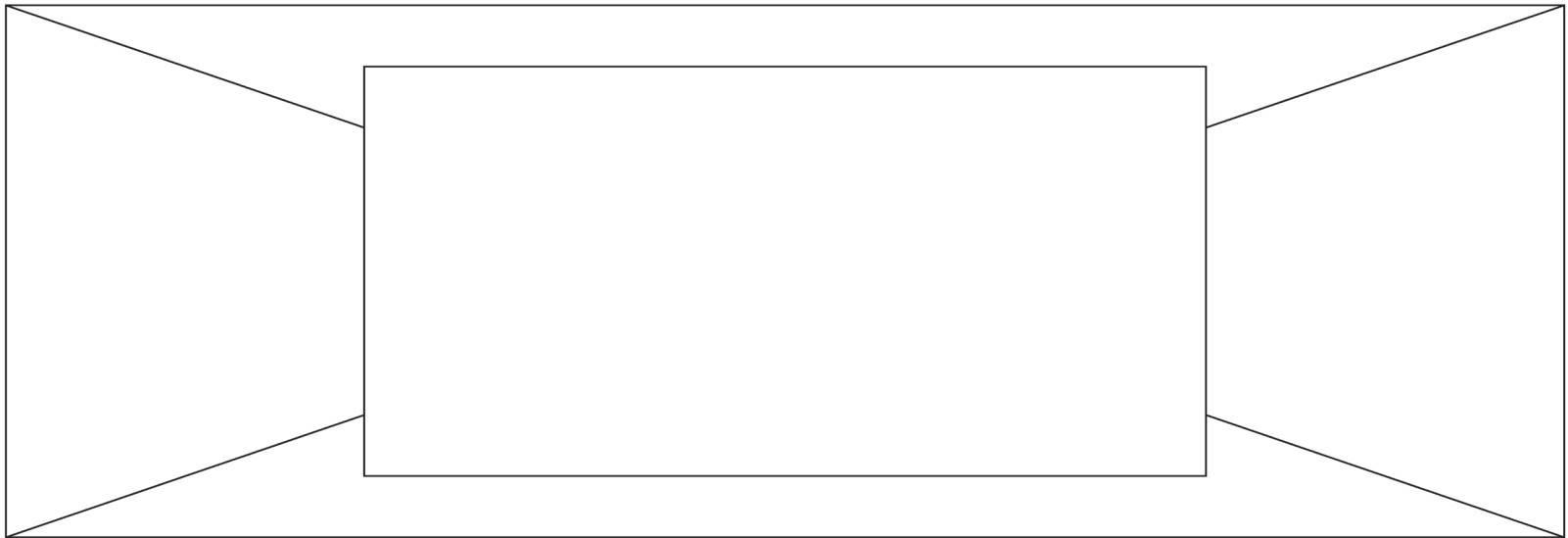
# Sitemap

Site Map



# Wireframe

**PITTBABIES**

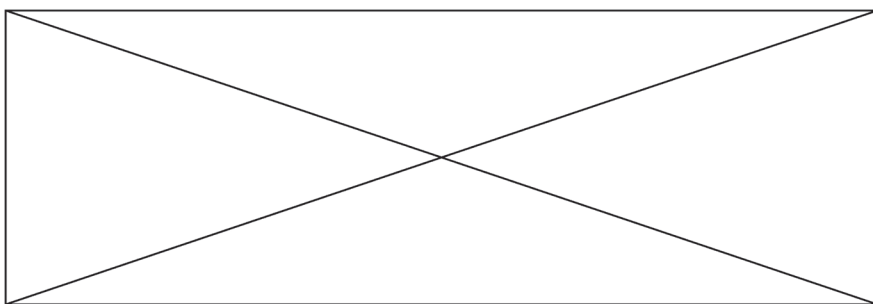
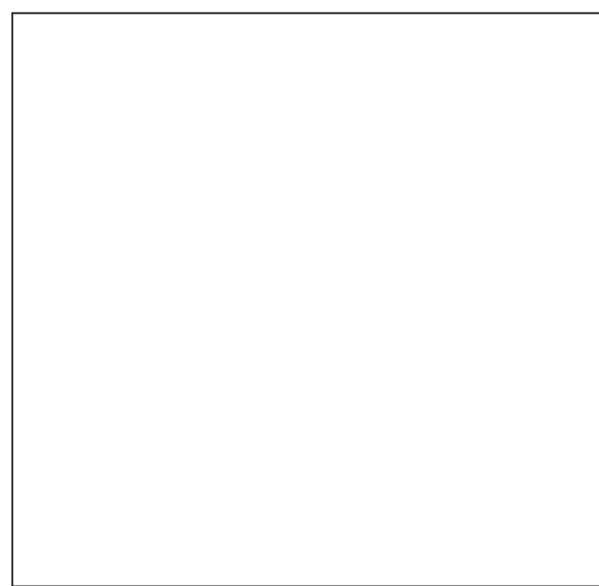
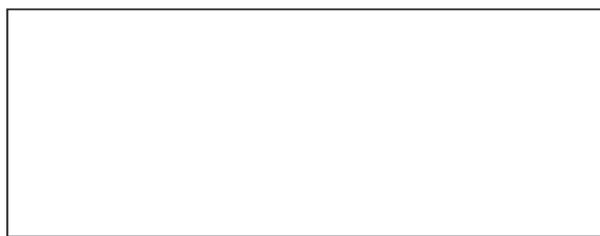
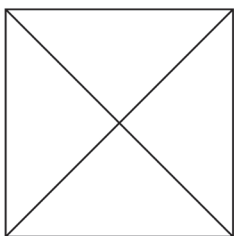




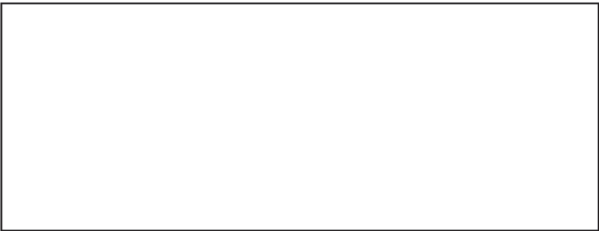
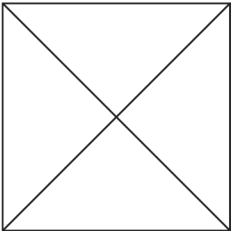
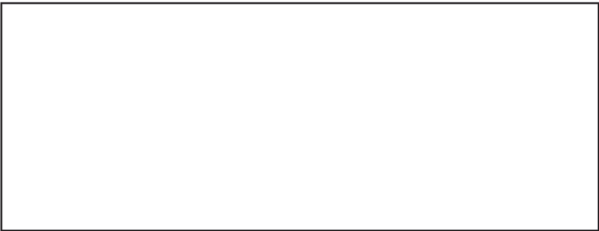
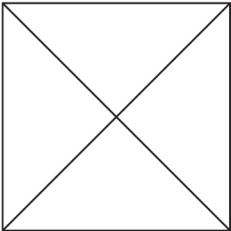
# PITTBABIES



# PITTBABIES



PITTBABIES



# Microsite Pages



## PITTBABIES

JUDGE A DOG BY ITS CHARACTER NOT ITS BREED

[ABOUT](#)[RESOURCES](#)[DONATE](#)

### OUR MISSION

Pit Bulls are a breed of dog that are misunderstood as a vicious and dangerous breed when in reality it is the opposite. They are in the top 23 percent of best tempered dogs meaning they are NOT quick to violence. Even though the breed is being blamed the true villain is the owner and the lack of training or knowledge of how to handle tough breeds like Pit Bulls. The PITTBABIES campaign is focused on spreading awareness on an misunderstood breed along with how to raise and train any dogs not just Pit Bulls.



**“Judge a dog by it’s  
character not it’s breed”**



# PITTBABIES

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## RESOURCES

Pit bulls are the most common breed in the U.S., with an estimated 18 million in 2023. Despite their prevalence, they face unfair stigma and are often abandoned. Pit bulls scored 85% on temperament tests, placing them among the **top 23% of best-tempered dogs**, even though they are the most abused breed globally. In 2018, pit bulls made up 13% of the Joplin shelter, 21% in Sedalia, and 23% in Columbia. The chance of dying from a dog bite is 1 in 112,400, making it twice as rare as dying from a bee or wasp sting.

### VIDEOS

[VISIT](#)

PITTBABIES Youtube

### BOOKS

[ORDER](#)[DOWNLOAD](#)

PITTBABIES basic training

### TRAINERS

[VISIT](#)

PITTBABIES trainers

see if your state qualifies



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## DONATE

All donations are given to support families who want to adopt Pit Bulls and Pit Bull oriented facilities like shelters or breeders.

[\*\*DONATE\*\*](#)

These donations are for PITTBABIES and go towards paying employees, advertisements, research and spreading awareness.

[\*\*DONATE\*\*](#)