



All about pets

Branding, design and development of an online community for pet owners.

For The Blue Cross.

The UK's leading pet charity came to DVA to conceive, design and build their online community site.

DVA created branding that keyed on the relationships between pet and owner, with a family of icons rather than a single symbol or image. The branding has a fresh and friendly feel with clean typography and strong colours. The complex, content-managed website features videos, blogs and forums and free downloads.

Awareness of the Blue Cross is up, and visits to the All About Pets site are up 40% over the previous version, and has gained over 2000 new members in the first month live.

