**How would you describe AHVMF to someone who doesn’t know about it, in**

**20 words or less?**

**We support research in integrative veterinary medicine and support students in their training**

**What are the top five adjectives that best describe the AHVMF as a brand?**

**Humane, honoring (the animal teachers), supporting ( research and students that are otherwise not supported), contributing ( to the profession), remembering (our animal teachers in clinical practice)**

**What is your favorite brand logo within this space? Why?**

**Do not understand the question but I do not like our current logo… see the logo for American college of botanical medicine which is very similar and is more refined. I have submitted several improved logos as we have discussed these.**

**What are two of your favorite brand logos outside of this space? Why?**

**If AHVMF were a celebrity or public figure, who would it be? Why?**

**Don’t know**

**Who is your primary consumer target?**

**Pet owners**

**What do you like about the current logo?**

**The heart**

**What do you dislike about the current logo?**

**We need a tag line that connects it. Like “ connecting science to the heart of medicine ….. “one medicine, many hearts”may be a little confusing.**

Are there any colors, icons, design elements, or taglines that need to be

worked into the branding? Yes also need to consider coordination with the AHVMA logo and colors. I like inclusion of all animals, not just pets because we support agriculture and organic farming too, and we support protecting the earth and ourselves from toxic insults.