

How would you describe AHVMF to someone who doesn't know about it, in 20 words or less?

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

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

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?



brand questions

Client: American Holistic Veterinary
Medicine Foundation

Project: Logo & Brand Toolkit

Who is your primary consumer target?

What do you like about the current logo?

What do you dislike about the current logo?

Are there any colors, icons, design elements, or taglines that need to be worked into the branding?