



whitehouse canine hydrotherapy

health • rehabilitation • fitness



The brief for White House Canine Hydrotherapy started as quite a complicated project, as it involved many words describing the various services provided.

The client wanted all words to be apparent but also to have the ability to remove the service information where applicable.

The inclusion of an image of a dog was essential but after a number of visuals were produced it was agreed that the dog should be of a non specific breed and to appear to be 'happy' as the service provided can be used for general fitness as well as for remedial, health issues.

This simple logo has been used in a variety of applications including on clothing and towels used by the client.



Initial Ideas



Idea Development



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WITH COMPLIMENTS

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Logo Placement