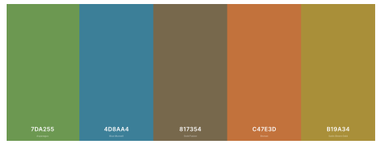
Brief - To encapsulate the core values and message of Green paws. Mimic and upgrade the previous concept design with the new elements and colour scheme with a spiral mandala effect. Represent a life cycle of a tree integrating the water and earth elements.

Logo

- Elements
  - Colour Scheme
    - green (plant life)
    - blue (water)
    - brown (soil)



  - Footprints
    - Beaver
      - Beavers have the ability to modify ecosystems profoundly to meet their ecological needs, with significant associated hydrological, geomorphological, ecological, and societal impacts.

    - otter
      - Otters also have a pivotal role in river ecosystems. They are predators, meaning they help control the populations of food species they prey upon. This affects the ecosystem as a whole, and as a result, their presence is a signal that the ecosystem is healthy.

    - badger
      - As badgers go about their habitual practices, they disperse seeds. This helps plants to spread and grow.

    - Human
      - Hand and Foot (as previous logo)
  - Trees
    - From Seed Seed to Sapling to Tree
    - Oak?
      - Strong Long lasting, provides food and habitat home to many spiecies
    - Willow?
      - Flexible, Fast growing, cleans water, provides early forage for bees
  - Water
    - Drop? or integrated with earth image
  - Earth
    - Zoom in of Wales?
    - Globe?
  - Cycle
    - Mandala, Spiral, pattern growth, or regeneration
- Previous concept designs

- Core Messages
  - Healthy Ecosystem, Wholesome, Wholistic, Regenerative, Life Cycle, Wildlife, Habitat, Ecology
  - Humans Helping, getting stuck in, contributing, growing, learning, sharing, contributing
  - Movement, Spiralling out, cleaning, protecting,
- Values
  - Conservation - Regeneration - Eduxation
- Animation for videos
  - Seed growing into trees, animals paws stepping, growing, spinning cycle of life?
- Fonts
  - Natural, Organic, Clear, Graceful, flowing

- Strap line
  - Leaving foot prints that help earth heal