LOGO FOR PET ACUPUNCTURE AND WELLNESS(PAW)

**Key message:**

We augment dog’s or cat’s veterinary care in the comfort of the home with integrative therapies to improve quality of life.

**Value statement:**

Pet Acupuncture and Wellness(PAW) provides devoted, worried cat and dog owners with alternative options that complement traditional veterinary medicine, delivering experienced, caring integrative veterinary care to geriatric, ill, and disabled dogs, and cats in a relaxed home environment. Our combination of therapies augments dog or cat’s existing veterinary care to achieve better pain control, improved mobility, increased energy, and overall optimal wellness.

**Solutions message:**

Many pet owners want to do more for their aging, ill, or disabled dogs and cats. We augment pet’s traditional veterinary care to achieve the best possible outcome with a custom, tailored approach by combining traditional, integrative, and Chinese medicines, therapies, and treatments to improve your pet’s quality life, and yours.

We customize a plan around pet’s unique needs and may use one or a combination of the following:

* Acupuncture
* Laser Therapy
* Herbal Therapy
* Food therapy
* Traditional Medications
* Chinese Medicine
* Environmental Assessments
* Canine/Feline Rehabilitation

**Conditions We Treat:**

Our beloved cats and dogs may be suffering for a variety of reasons. Pain medications can be supplemented with other therapies to alleviate pain and improve mobility. We have experience treating all the following conditions.

*Chronic Orthopedic Diseases:*

* Hip dysplasia
* Osteoarthritis
* Cruciate injuries (ligament injuries or ruptures, ACL injuries, …)

*Neurologic Diseases:*

* Back pain
* Intervertebral disc disease

*Pain and Return to Function*

* Injury
* Surgery
* Amputation

*Geriatric Care*

*Cancer Care*

*Hospice and Palliative Care*

**Our Mission Statement**

To provide caring, integrative, veterinary medicine for dogs and cats in a relaxed home environment to achieve the best quality of life for our patients while cultivating authentic relationships

**Personas:**

Middle aged South Tampa woman, children are grown up.

Fun loving gay couple. Have a pet or two.

Young, professional millennial couple. They love their first dog- no kids yet (or never).

Veteran. Needs and cherishes their service animal.

Busy S. Tampa mom that is hustling. Still loves her first child, her dog.

Working young couple that adore their cat(s).

Retired couple. Their pet is their companion and protector. They say it’s going to be their last dog, but it never is…

Single millennial woman. Her dog is her best friend and protector.

**Design instructions**

I.Top 3 ideas to convey in this order:

1. We work on cats and dogs
2. We are a mobile practice
3. We want to get pets mobile again (convey movement somehow)

(If you can get all 3 without creating confusion, great; otherwise, it’s ok not to convey all 3).

II. Does not need to have a paw in the design

III. PAW in the logo, tagline Pet Acupuncture Wellness