

1. What is the vision/ objectives/ pillars of HFH?

Vision: To create a movement, empowering people to find freedom through self-discipline.

2. Who are the target audience?

People living with the complications of obesity and those who are at high risk of experiencing it.

3. About 10 adjectives to describe the company

1. Honest
2. Transparent
3. Straightforward
4. Compassionate
5. Supportive
6. Educational
7. Empowering
8. Community-oriented
9. Sustainable
10. Accountable
11. Authentic
12. Transformative

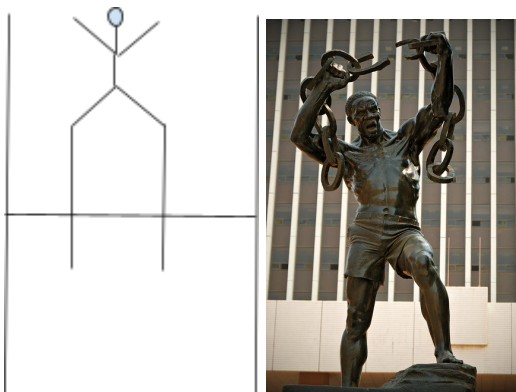
4. What message would you like the audience to receive about HFH?

We're trustworthy, professional, human, results-oriented.

5. What would you like/goals in/for the logo?

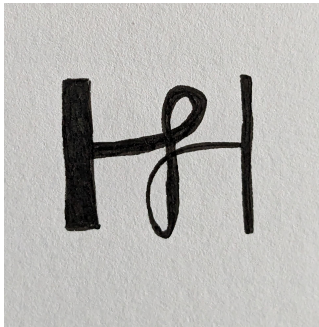
To portray a positive breakthrough. We have some ideas for the logo but designs are not limited to them. Please feel free to enhance them, use them as inspiration or make something completely new.

a. The structure: 2 superimposed H's One bigger than the other



- the two stick figures with the top one feeling relief and joy, achievement and success, and the bottom one feeling burdened by the weight or chaine or in a deep lunge with difficulty getting up, pain in back and legs, difficulty with mobility
- The base color being a shade of green (that evokes health, wellness, etc)

- b. Typography logo. First half of H bigger weight going through a transformation (in shape of an f, then coming out leaner)



The f shape in the middle should be symmetrical.

- c. A figure bursting through a ribbon enclosed in a circle with a “hunger for health” arch



- The figure can definitely be more exaggerated, like a jump or running stride.

6. What wouldn't you like in the logo?

Don't want anything to be derogatory

Don't want to illustrate weight and fatness (in a human figure)

Nothing negative

7. Submission deadline

October 6th, 2023

9. Are there any existing logos or brands that you like? What elements about them, if any, would you like incorporated in HFH's logo?

Symmetry, structure or outline that is easy to reproduce and not too complex, use of really standardised symbols, Maybe the incorporation of the company name or a moto that encircles the parameter of the big H

Bernstein colors and stick figures are liked, the fat stick figure is not liked from that logo

10. Who are your key competitors?

Bernstein Diet and Health Clinic <https://www.drbdiet.com/>

DR. DAVID MACKLIN <https://myweightwhattoknow.com/store/dr-david-macklin/>

Wharton Medical Clinic <https://www.whartonmedicalclinic.com/>

Mayo Clinic <https://healthyliving.mayoclinic.org/offerings.php>

Medical Weight Management Center of Canada <https://mwmcc.ca/>

LMC <https://www.lmc.ca/>