

Brief for logo design

- **Brand Name:** Möbius Feline Blood Bank
- **CI Concept:** Möbius Strip, it is also known as “Impossible Figure”. A little twist connects inside and outside, making it have only one side. It is exactly the idea why we fund this blood bank. We are going to provide a platform to exchange and offer free and affordable feline blood to all cats – purebred or mixed-breed, cats from rich homes or poor ones, even owned or feral cats. Through this blood exchange platform, feline blood can break the boundaries and all cats are treated equally.
This CI should reveal the brand spirit – **All cats are attached by blood; all cats can share this blood bank – not concerning the breed, colors, or ownerships.**
- **Target Audience:** Professional veterinarians (of personal clinics / hospitals of veterinary colleges)
- **Style:**
 - 1) Iconic figure with business name in text. NOT pure text logo
 - 2) Professional, concise, modern and simple **for a veterinary / medical service company**
 - 3) NOT for a pet company. Please don't be cute, fluffy or pet-like
- **Image Elements Requirement & Reference:**
 - 1) Möbius feature
 - 2) Using negative space mark to demo the idea of Möbius feature, cats or transfusion would be strongly recommended
 - 3) How to design Möbius feature cleverly is the most critical criteria
 - 4) Please keep icon (image) and brand name (text) separated for multinational launch
 - 5) Please DO NOT use red cross figure (due to the regulation issues)
 - 6) Please DO NOT use doctor's toolkit figures (e.g. stethoscope). We don't offer veterinary services.
 - 7) Please DO NOT use human's hand figure (because blood is given by cats)
 - 8) Please DO NOT use paw/ear/beard figures (because not very different from other animals', e.g. dogs)

Other Figures Reference - Not Mandatory:

 - 9) Cat
 - 10) Blood drop / Pules / heartbeat
 - 11) Transfusion toolkits (e.g. needle, blood bag, blood tube...)
- **Reference Color Schemes:**

Here are some color references in this industry. You could mix and match each of them.

 - 1) Essential: Blood red and white (#1 preferred)
 - 2) Surgery Supplies: Light green and blue are usually seen on medical supplies (#2 preferred)
(<http://engagedpatients.org/wp-content/uploads/2015/03/MHA-manage-pain.png>)
 - 3) Coat colors of Cats: orange to brown, pure-white to gray to pure-black