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| **Project Type**  Logo Design |
| **Industry / Entity Type**  Health – people, animals and equines |
| **Logo Text**  Lunar Soul - but don’t have to use text in the actual logo can be purely symbolic and have the text next to it or below it. |
| **Logo Styles of Interest**  **Pictorial / Combination Logo**  A real-world object (optional text) I love Balens logo below but it is very complex and doesn’t scale very well but its colourful and very symbolic of therapies even though they are an insurance company.  Balens Mast Left  C:\Users\Lisa\Pictures\image_signupnewsletter.jpg This is a logo (ignore the text underneath as just cut and paste it from their site) used for Mind Body Spirit festival I love the shape and the colours and if this isn’t a registered logo then maybe we could adapt it? Maybe with a person, a dog and a horse shape on each of the curves instead of the flowers as I deal with all 3 or we can keep the flowers but that maybe a bit too hippy!.  The logo below is for the stress management society and I like the logo as I thought I could have a moon with an ‘s’ going from one side to the other but as I’m becoming a registered member with the society I didn’t think I should have a logo that looks like theirs and also many therapists use the Ying Yang symbols and I’d like to be different to other therapists. More original.  C:\Users\Lisa\Pictures\logonew.jpg |
| **Company Name** – Lunar Soul  **Reason for name** - The Moon's astrological location within our birth chart helps to define our emotional state of development. Some astrologers believe that the Moon's placement is the unconscious side of our personality. Our emotions may be formed subconsiously, but we know what we feel when we feel it, making it conscious to us at a very personal level. Our Moon traits are where we intuitively go to find comfort, inner peace, childhood memories, or where the emotions of jealousy, rage, guilt and hate reside in our psyche. The Moon also influences our senses of sight, smell, taste, hearing, and touch. These are all connected directly to our subconscious memories. In a sense, the moon is very important in that it helps to make us different from everyone else within our Sun sign, it makes us individual.  This relates to my work, as holistic therapies are about treating people and animals as individuals and I tailor their treatment to their individual needs. Also I work with emotions and feelings and the senses all of which are governed by the moon hence ‘Lunar Soul’ came up as a name.  I am also looking at using more generalised domain names such as Homeopathyeastsussex just to increase searches but the company name will be Lunar Soul. |
| **Company Tagline** – ‘Change your future health’ The word health can be optional depending on if I’m working with communication, NLP or health issues. Also stating it the other way round ‘Change your health future’ works well too. |
| **Company work:**  Lunar Soul aims to be a successful holistic practice offering services to help people, animals and equines in a professional and compassionate way.  These services help people, animals and equines with mental, emotional and physical issues changing their future health. It can also help with behavioural issues with animals and equines as these often stem from physical and or emotional health issues or even from their owners issues which the animal can reflect.  Animal communication work can assist with behavioural issues, tracking down physical and emotional issues, helping find lost animals, assisting animals to pass over and for owners to ease letting go of their beloved companions.  Services offered:  Homeopathy, Bach Flower essences, Healing / Reiki, NLP including timeline therapy, Animal and Equine Healing, Animal Communication, Trust Technique.  I intend to work 50/50 with people and animals if possible so both are as important.  Brief description of each service:  **Homeopathy** – Safe chemical free and effective form of medicine for everyone from the elderly through to pregnant women and their unborn babies. It can also be used on animals and plants. It helps on a mental emotional and physical level. It boosts the immune system and raises general health improving overall sense of well being. Homeopathy is often used for diseases that have failed to respond adequately to orthodox medicine such as, asthma, eczema, hormonal problems, migraines and chronic fatigue.  The principals of homeopathy date back to the greek physician Hippocrates in 5thBC and Paracelsus in the 16thC. Samuel Hahnemann in 1796 was responsible for the re-birth of homeopathy in the western world. He discovered that a substance capable of producing symptoms in a healthy person would cure similar symptoms in a sick person and he established the principle ‘simila similibus curentur’ meaning ‘let like be treated by like’ which is the fundamental law of healing in homeopathy. An example: Often when you come into contact with a raw onion it will cause tears to be secreted, with irritation and stinging sensations around the eyes and nose. Allium cepa is a remedy prepared from the common onion and it is often used to treat hayfever or colds which have these similar symptoms. Homeopathic remedies are made from plant, animal; and mineral properties. Many of these substances are poisonous to humans such as snake venon, deadly nightshade and mercury. Hahnemann developed a method of potentising (dilution then succussion) substances so the affect of the remedy was improved (stronger) and the toxicity was removed.  Name homeopathy derives from the greek words ‘homoios’ meaning similar and ‘pathos’ meaning suffering.  The mental, emotional and physical symptoms of an illness are different for each individual. Homeopathy treats the whole person and not just the disease, Holistic therapy. It is also a preventative therapy in that it supports the immune system preventing disease. Thus it has the ability to change your future health by resolving past and present issues.  The human being is a combination of mind, body and spirit and the vital force is the life energy within us. In Chinese medicine it is referred to as ‘chi’ When the vital force is weak or disturbed we become ill with symptoms of disease. A remedy brings about a resonance with our vital force restoring it which has an affect on increasing a persons energy levels. A patient will often feel better ‘in themselves’ before their physical symptoms improve.  **Bach Flower Essences** : Dr Edward Bach produce a system of medicine in the 1930’s using flower remedies. He discovered that various plants and trees can affect our thoughts and emotions. He found that for each emotional state or pattern, there is a flower who’s essence possess an equal and opposite pattern. When these plants are used for their complementary (opposite) states they balance our emotions (releasing deeply held emotions) and consequently assist in the prevention and treatment of physical illness. There is a strongly held belief that emotional states lead to physical illness if they are left untreated. Research has shown that the feeling of guilt can lead to heart disease and anger can lead to certain forms of cancer. Chinese and Indian medicines have documented these types of findings for centuries and is widely accepted within the orthodox medical profession. There are 38 flower essences categorised under 7 emotional groupings for ease of use. Rescue Remedy is a combination of remedies produced by Edward Bach which is used for shock and trauma. Flower essences are safe to use on people, babies, animals and plants. They are not homeopathic remedies but are diluted in a 1:240 dilution.  The 7 groupings are:  Fear  Uncertainty  Loneliness  Insufficient interest in present circumstances  Over-sensitiveness to influences and ideas  Despondency or despair  Overcare for welfare of others  **Healing**: Healing works on all forms of life, animals, plants, trees etc. ,as everything living consists of measurable energy. People, animals, and plants have the ability to self repair but this process maybe blocked for some reason. The aim of healing is to kick start the body into regulating itself (this is known as homeostasis ) and to smooth out all physical, mental, emotional and spiritual disturbances or blocks. Healing works by connecting with energy fields and the healer acts as a channel for the energy to the person, animal or plant. Healing will also help with behavioural problems in animals as these are often connected to physical, mental or emotional issues.  Scientists can detect energy changes from the hands of a healer during a healing session. Electro-magnetic pulses are sent out from the hands and these scan through the animal and help release blocks etc on whatever level is required.  Healing therapy has been documented for thousands of years e.g. 2000 yr old vedic texts describe universal energy and how it can be channelled deep into the body’s cells through energy centres known as chakras. The ancient Greeks also practised healing to treat medical conditions.  Healing can be conducted face to face or from a distance.  **Reiki**: this is another form of healing using ancient documented processes. I have studied the Usui system of reiki. Reiki in Japanese means ‘Life energy’. Once attuned to Reiki it can dramatically increase the healing energy from a persons hands and can be used to help heal the past, the future, childhood traumas, negative environmental and cultural influences, as well as physical and emotional dis-ease.  Healing,reiki, homeopathy and Bach flower essences all work well together as they are all about bringing the body into balance and releasing any blocks on any level to assist with this rebalancing. I can therefore choose to work with one or all therapies depending upon the need of the patient.  **NLP (Neuro Lingistic Programming**)– Neuro-Linguistic Programming (NLP) is an incredibly powerful discipline that enables people to unblock the existing structures of human communication and excellence. By doing so people find they can think, communicate and manage themselves, and others, more effectively. NLP examines and explores the relationships between how we think (neuro), how we communicate (linguistic) and our patterns of behaviours and emotions (programmes). By studying and learning from these relationships people can effectively transform the way they traditionally think and in turn act, adopting new, far more successful models of human excellence. NLP alone or in conjunction with other therapies can help you to:   * Be more successful by learning to be responsible for and influence your emotional and psychological states. * Replace negative behaviours and habits with positive ones. * Transform the way you live your everyday life. * Better understand your own motivations, needs and behaviours and use these positively to have the greatest impact. * Be more aware of your impact on others and how to manage your behaviour for optimal results. * Improve and enhance your interpersonal communication at the office and at home. * Bring about over all positive changes in your everyday life.   **Animal Communication**: **Animal Communication how does it work?**  An animal communicator shares the feelings with animals and then interprets these feelings. Animal communication is one of the most basic forms of communication. Rather than a language of words it is a language of feelings, every thought that we or our animals have creates a specific feeling. Sharing these feelings opens a world where we can become closer to animals and help them on physical, emotional and spiritual levels. Animals already communicate this way with us. Have you noticed they know we are going away before the bags get packed! or how sensitive to our moods they are! The ability to communicate with animals can be described as an intuitive heart connection. Because it is based on feeling and not a learnt language animal communication is possible with any living being. This can be achieved face to face with the animal or as distant work using a photo.  What can it help with?  Bringing you closer to your animals  To locate physical problems and find the true cause  Resolve emotional and behavioural problems  Help find lost animals  Communicate with animals that have passed over.  **Trust Technique** – is a method of bringing people and animals into a present state often referred to as being in the ‘now’. We can use this to help release blocked emotions and negative thought patterns both in animals and people. We can also use this state to set-up a trust scenario between people and animals in which to work through issues or just day to day tasks where no emotion affects the relationships. Effectively setting up the type of trust level an animal last felt between themselves and their mother. By working at a trust level co-operative relationships can be built. This is extremely affective with horses and dogs. |