**Who we are/what we are trying to achieve:**

1. **Our ideal client/patient is:** 
   * Committed to/follow treatment plans
   * Excited for office events
   * Teachable
   * Advocate
   * Working professional
   * Male-Female 22-60
   * Cheerful
   * Maintenance
   * Call to cancel apts
   * On time for apts
   * Books multiple apts
   * Refers others
   * Gets good relief from treatments
2. **Adjectives/key points that we want people to associate Central Avenue Health Centre with:** 
   * Great location
   * One stop wellness shop
   * Knowledgeable and caring therapists/chiropractors
   * Friendly, caring, warm, clean, safe and welcoming environment
   * Very professional
   * Know patients by their first name, familiar, knows my name
   * Thorough, helpful
   * Convenient
   * High caliber - can answer all my questions, knowledgeable
   * Gives back
   * Non-judgemental
   * Relief
   * Enjoyable
   * Interesting
   * Engaging
   * Positive results
   * Honest
   * Qualified
   * Leaders
   * Quality service

1. **Why we are better than our competitors** 
   * Friendly, warm, competent,
   * Exciting/more than just chiro (other services and events)
   * Above and beyond customer service/ a team that goes the “extra mile”
   * Excellent treatments and therapies/quality (quality at reasonable prices)
   * Multidisciplinary approach to wellness
   * Not just another patient - you are special to us, genuinely care
   * Thoroughness
   * Convenience
   * Direct billing
   * Able to book the service they need when they need it

**Our Current Logo**



**Logo Styles to AVOID**

* NO Blue/Greens
* Spine shapes
* Nature themes – leaves, trees
* Person figures/graphics (too similar to what we have now)
* We are not targeting families. We target men and women aged 22-60

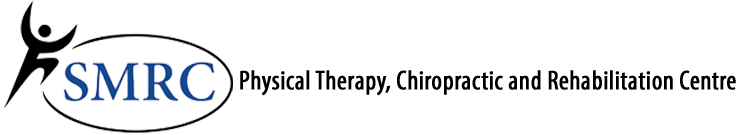
Below are examples of logos that we want to avoid looking like.





































These logos are an overview of how a lot of them look the same. Blue, green, spine graphics, nature, and people figures/graphics. We want to avoid looking like everyone else.





We would like to be in the optimism spectrum of colour emotion …



**Logos we kind of like …**

We like this logo because of the colours used and how it ‘shines’ … it does use the spine depiction which we want to avoid, but here it looks good.



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