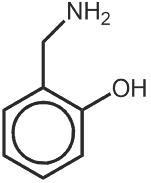
Hobamine Logo Brief:

Our aim is to create a new logo design to represent our natural, dietary supplement ingredient called Hobamine. This is a logo that will be used on finished product (supplement and food) packaging by our customers as well as on our new website and ingredient marketing materials (B2B and B2C communications).

The new logo should convey our commitment to quality, integrity, and promoting good health, and feel modern and sophisticated and also be appealing to the end consumer.

Important things to know:

* We would like to have an energetic yet trustworthy feeling to our logo
* Our logo should neither be too feminine or too masculine. On the spectrum, however, we would like to gear a bit more towards the masculine.
* We would like to incorporate ‘natural’ design elements such as a leaf or the buckwheat plant/flower but it should not be an overly floral design.
* Since this ingredient is natural compound derived from buckwheat, we have included the compound structure for reference.  
   
* For the color palette we would like to see either:
  + warmer hues/primarily neutral tones with some brighter support colors
  + ‘energetic' colors (for positive/uplifting feel but not edgy/'hardcore')
* The product promotes vitality and supports immune health.