

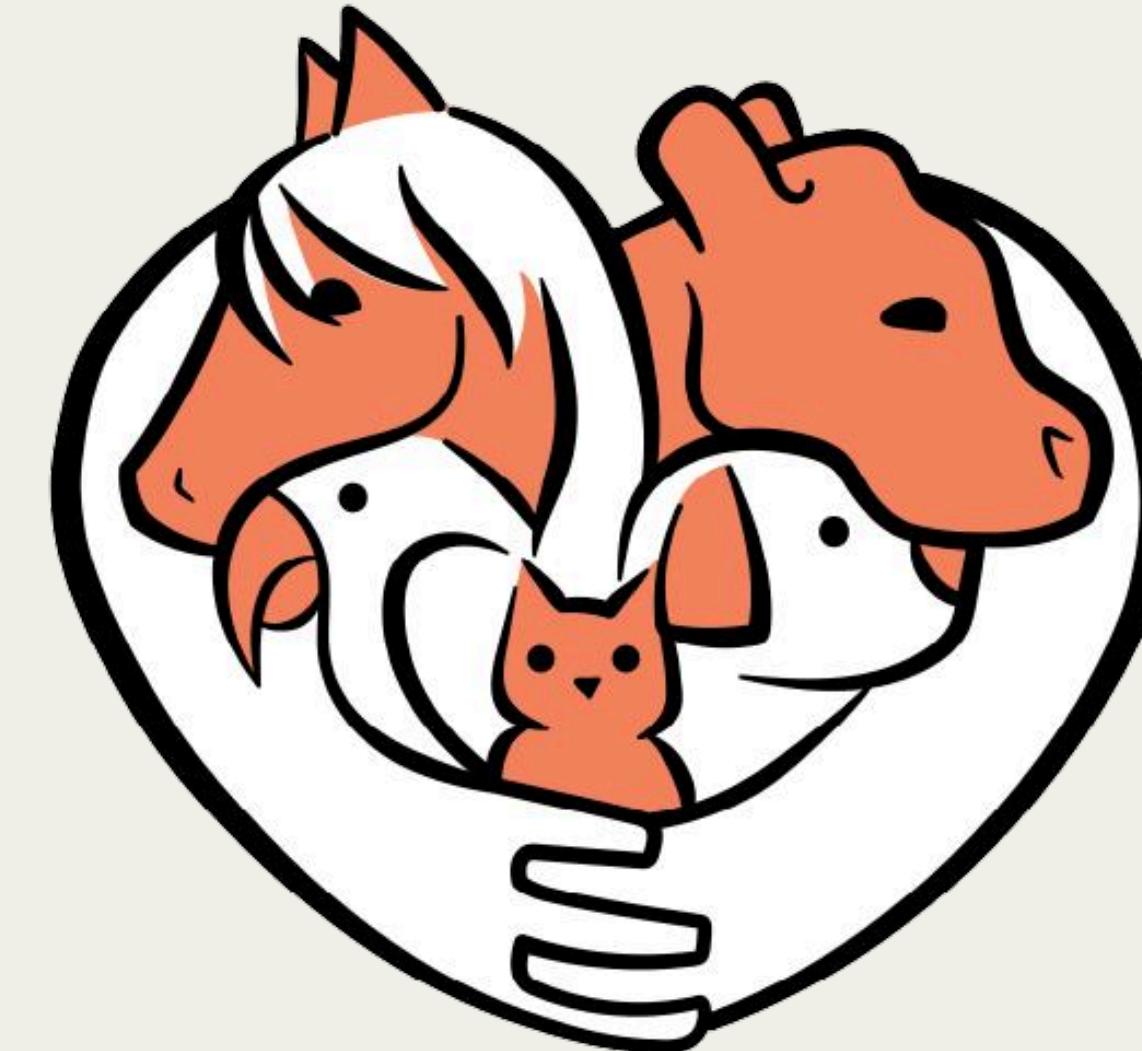
04

The Humane Society Branding Project

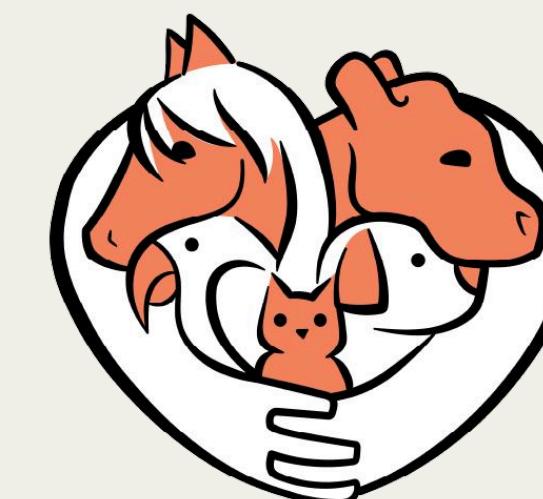
The goal of this branding project was to redesign a logo for a non-profit, which I chose The Humane Society.

The Humane Society aims to help and support all animals, by bringing educating the public and making animal welfare resources accessible.

The aim of this redesign was to make the brand more recognizable by better representing its values. Further, it would make the organization more recognizable and better meet its target audience.



The Humane Society of the United States



The Humane Society
of the United States
Compassion. Creatures. Together.



The Humane Society
of the United States
*Compassion.
Creatures.
Together*