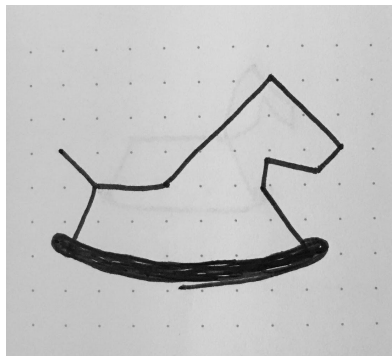


The logo is an illustration of a toy rocking horse silhouette. Based on the common medical phrase, “when you hear hooves, think horse, not zebra”, we chose to personify undiagnosed patients as “striped horses” or “zebras”.

By only looking at the shadow/silhouette the toy would cast, it is hard to identify whether the toy is that of a horse or zebra. This conundrum is meant to represent what doctors deal with when trying to diagnose patients.

The use of a toy zebra, rather than a real zebra is to invoke the imagery of children and toddlers from a mother’s perspective.

Initial Sketch



Final

