



## Press Release

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# Humane Society of Parkersburg unveils new logo in anticipation of 50th anniversary

PARKERSBURG, WV (November 5, 2007) – The board of directors for the Humane Society of Parkersburg (HSOP) recently placed their “paw” of approval on a new logo design created in anticipation of the organization’s 50th anniversary in 2008.

Created by Stonewall Marketing in Marietta, Ohio, the new logo, tagline, and the rationale were presented during a board meeting October 29.

“When developing the logo for the Humane Society of Parkersburg, we first determined that the logo needed to reflect the compassionate and charitable nature of the organization. This need is met by the soft, heart shape of the paw prints,” Stonewall Vice-President Leslie Fasching said. “While communicating compassion and striking an emotional chord are important, it is also crucial that the logo feature an element of trustworthiness – upstanding, reputable and permanent. The tagline, ‘Almost Home,’ articulates the transitional nature of the Humane Society, at once communicating warmth and a sense of urgency. ‘Almost’ is a powerful, but gentle qualifier that serves as an indirect call to action.”

“We wanted a look that would make a statement, represent our cause, be identifiable, and be marketable and this has been accomplished with the new look,” HSOP President Carrie Roe said. “The organization has actually used two logos over the years that were somewhat interchangeable. However, we don’t believe the organization is easily recognizable by either. We also felt that with the 50<sup>th</sup> anniversary approaching in 2008, this was a good time to make that change.”

“We believe the new logo is something that when people see it they immediately think of us and that people will have an immediate reaction. It tugs on your heart strings,” HSOP Executive Director Michelle Rudd said. “Our vision is *Rescue, Rehabilitation and Rehome*. and this is clearly expressed within the new look.”

Established in 1958, the shelter takes care of more than 5,000 animals a year and typically provides shelter and care for 100 to 150 animals at a time. The Humane Society of Parkersburg is an advocate for all animals, striving to foster humane treatment and to prevent cruelty, neglect

and abuse. It also provides animal control while offering a shelter for homeless cats and dogs. Working within the community through education, HSOP inspires compassion and respect for all living things, while stressing the importance of spaying/neutering and adoption.

To learn more about the organization visit [www.hsop.org](http://www.hsop.org).

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