OUR BRAND

Learn about our breathtaking visual identity

WHY WE REBRANDED

Our growing membership and presence compelled us to update and expand our visual identity. We needed a system that could represent us across various platforms, which called for a rebrand led by volunteering committee members.

Founding Seal

This seal is a testament to our establishment as an organization. In the rebrand, we honor the reference to the Coloradan colors, the central paw, and the mountains on the horizon.

As we sought to represent ourselves via a wider range of platforms, the founding seal's complexity and authorship restricted how we represent and promote our organization.

2026 Rebranded Seal

Our rebrand introduces a new seal comprised of three elements that reflect our core identities. The paw represents our pets, the rope border alludes to our handlers, and the mountains are styled after the Denver flag.

This seal offers a wider set of variations because of the removal of finer details. **Its simplicity is key to versatility.**

VARIATIONS

We represent our organization with both a traditional seal, a simplified symbol, and an abbreviated logo.

MiH-PaH Seal

MiH-PaH Symbol

MiH-PaH Logo

MiH-PaH Seal

Our seal is intricately designed with precise angles, radial geometry, and custom letterforms that elevate us by a mile.

MiH-PaH Symbol

Our symbol is versatile in different sizes and uses. It honors the geometric intention of the seal through a simplified cropping and an equal division of rope sections. This symbol lends itself to use in a logo featuring our abbreviated name.

MiH-PaH Logo & Variations

VISUAL BREAKDOWN

Mountains inspired by the Denver flag

Rope border representing the community's handlers

White outline because we love our stickers in this community

Paw print representing the community's pets

Honoring Our Colors

The color palette isn't original, but it's neither directly borrowed. Our color selections are intended to fit both the Denver flag, a traditionally darker palette, and the Pup Play flag, which is traditionally vibrant.

Significance of 72

The bordering rope comes in 72 sections, a number that also correlates with the degrees of each corner in a pentagon. This shape represents the 5 founders of MiH-PaH's original board.

Hitting Every Corner

The mountains inspired by the Denver flag are designed with perfect right angles. These four 90° angles are a testament to Colorado's four corners.

Outward Expansion

The arching letters in the seal are customized to arch outwards in a manner that optically corrects them to the curve. These shapes also allude to our expanding nature.

EXPANSIVE POTENTIAL

Our graphic identity has the potential to expand and represent identities as the community grows.

The MiH-PaH Planet

The MiH-PaHlaxy

The MiH-PaHniverse

When the stars align, we'll be powerfully ready for this new world order.

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