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The rebranding of the Toronto Humane Society (THS) came about as a refresh of their existing identity, focusing on some of their key goals that the organization is trying to achieve. One of their goals was to target a new demographic between the ages of 20-40 years old. As a charitable organization their current financial supporters are typically over the age of 40 which is why the organization is looking into new initiatives to target a more youthful audience to bring in a new generation of donors. This was the jumping off point for the new direction which took a more illustrative approach to convey a friendly and playful atmosphere. The style of the logo was aimed at giving THS a clean and approachable look to launch them into a less corporate appearance. The use of the primary colour orange was to convey an energetic feeling that was both eye-catching as well as joyful.

One of the primary objectives of the project was to create an identity that utilized the already large and established pet owning community within the Toronto area and encourage new people who are looking to adopt to seek THS for their services. With this rebrand the focus was aimed at updating the logo to bring them into a realm of discussion as a public resource for the community and make the identity more active within the Toronto area.

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