

OLD LOGO



NEW LOGOS

bidea<sup>1</sup>w<sup>1</sup>ee™

bidea<sup>1</sup>w<sup>2</sup>ee™

## BEHIND THE DESIGN

# STAY AWHILE

From the Scottish for “stay awhile,” Bideawee’s mission is to promote and support safe, loving, long-term relationships between people and companion animals. To help expand awareness for one of the oldest animal-welfare organizations in the country, Carbone Smolan contemporized the original name, “Bide-A-Wee Home Association,” and created two friendly logos. In each logo, the ‘w’ becomes the face of a dog or cat.

“The warmth of the colors and the icons are distinct for our industry,” says Jane Englehardt, Bideawee president and CEO. “Since we are a not-for-profit, we’ve had the added challenge of rolling out our new identity gradually, over time, but the feedback from our constituents has been extremely positive—people really like our new look.”

The firm also updated Bideawee’s tagline from “bring love into your home,” which only refers to pet adoption, to “for the love of pets,” which encompasses the range of services the organization offers.

### TITLE

*Bideawee Logos*

### FIRM

Carbone Smolan Agency,  
New York City;  
[www.carbonesmolan.com](http://www.carbonesmolan.com)

### CLIENT

Bideawee (animal welfare organization)

### TIMELINE

Five months

### CREATIVE TEAM

Leslie Smolan, Ken Carbone, creative directors; Nina Masuda, designer; Shannon Koy, project coordinator