Carissa Gomez

Wellness Council

The reason why I chose The Wellness Council is because for one a lot of people were doing the other one and everyone’s ends up looking the same because it’s the same concept. I chose the logo I chose because I wanted it to be a cartoon because more people are going to look at a cartoon before they look at an apple. The logo was meant to add a little comedy but also have a bit of reality to it.

The slogan I chose is famous. The only thing I did was switch the McDonalds part out and put healthy food. The reason why I chose it is because people recognize it and they might just take a glance at it and like what they see. I wanted people to know that you can eat healthy food and still like it. It doesn’t have to be nasty.

The reason I chose the website and designed it like I did is because it is very simple but it expresses health. It is light and I like the fact that its not dark because healthy and darkness doesn’t really look too appealing. It also kind of sends off a happy mood and it might help people want to stay on it and figure out the business a little more.

The ad I chose is supposed to be a little funny and serious at the same time.

A good way to advertise the company would be to use a very busy social network like Facebook or Myspace. If VUSD Wellness Council makes a Facebook then they could use it to become close with parents or students to convince them that eating healthy is the way to go. If they would use it to talk to parents or make blogs about health issues that are taking its course through the schools then maybe that would be a way to let them know that they need to keep they’re children healthy.