

This client came to me looking for content to rebrand their business name, "SAJE House." They wanted a definition-style option and an acronym-style option. I provided several alternatives for each; below are their final choices. Once they made their selection, they immediately designed and created fantastic t-shirts and started posting the new branding on their Facebook page.

**SAJE** | noun | \ 'sāj \

A recovering addict, distinguished for having achieved wisdom, judgment, and knowledge.

**S.A.J.E.**

Surviving Addiction. Joining Existence.

