Brand Identity / Logo

Healthy Tray

Alexander Vohland

ART 306-01 – Spring 2026

- Offers a faster and more accurate way to calculate nutritional values
- Uses food imaging — take photos of patients' meal before and after.
- Every patient is unique — create unique meal options
- Optimization — calculates waste and aims to provide patients with meals that they enjoy

- Aimed for colors that felt natural — not too saturated. Took colors from fruits and vegetables.
- Considered the length the logo, especially for the app.
- Typefaces and what they represent about the brand: Round edges (organic) or hard edges (precision/accuracy).

Physicians — make decisions based off of data from the app)
Dietitians — create meal plans that better serve the patient
Hospitals — aim for efficiency, such as reducing food waste and saving time while not sacrificing the quality of the care that they provide

Healthy Tray

Logo Option 2

Alexander Vohland

Healthy Tray

Chosen Logo Design / Color

Alexander Vohland

Healthy Tray

Chosen Logo Design / B&W

Alexander Vohland

Sofia Pro Soft

- Features rounded corners
- Meant to represent the health aspect of the brand
- Organic forms
- Still uses straight edges in order to communicate that the brand delivers accuracy

#FFFFFF	#4E891A	#54A547	#61BC53	#FF6633

- Colors taken from the colors of a real orange
- Natural coloring (not too bright)

- Orange symbolizes health and wellbeing.
- Checkmark represents accuracy of data collection

Chosen Logo Design / Symbolism

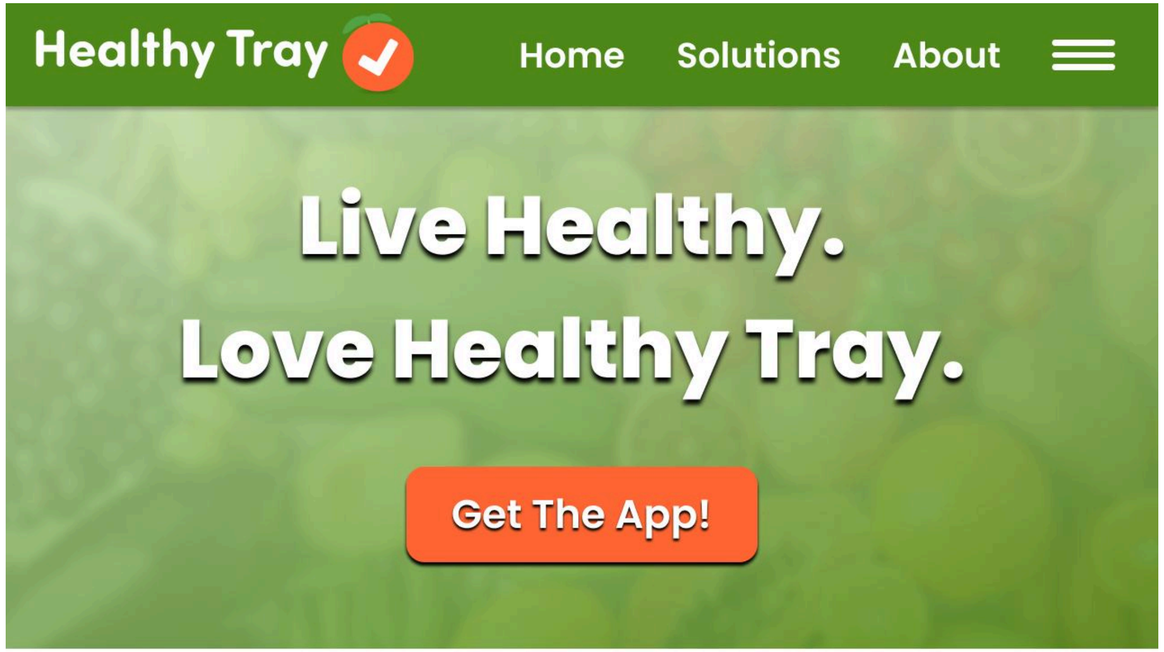
Alexander Vohland

App Icon

Alexander Vohland

App (when launched)

Alexander Vohland

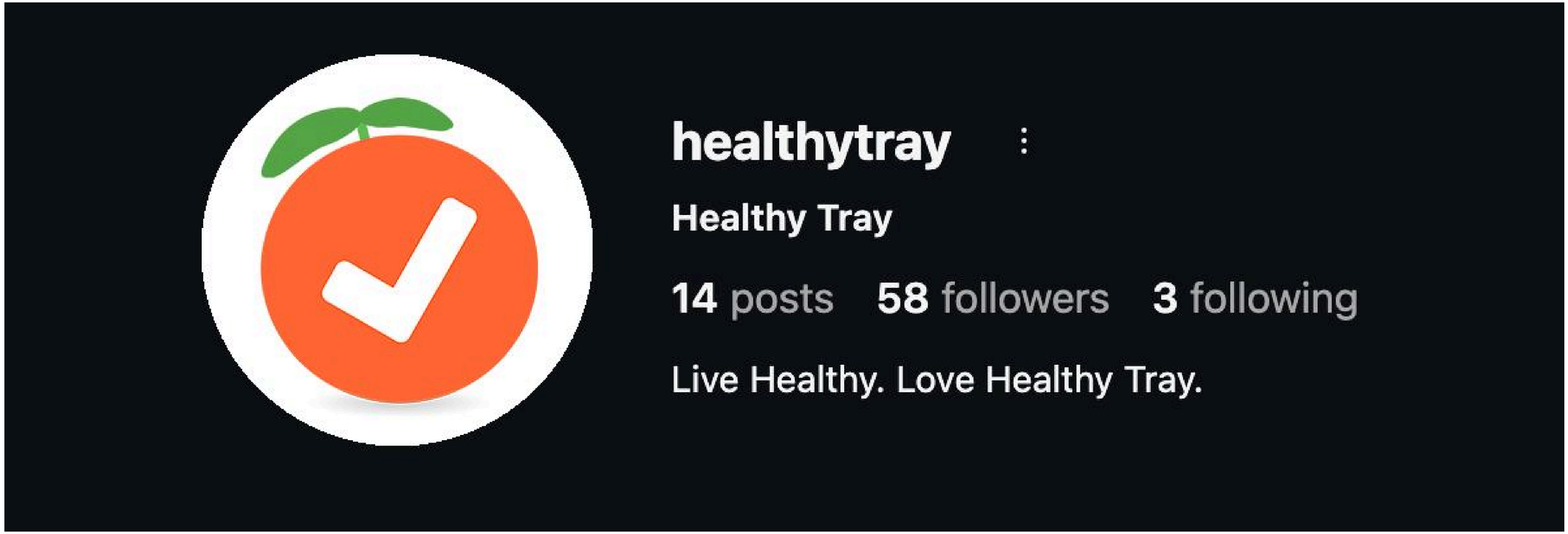


Website Homepage

Alexander Vohland

Social Media (Twitter/X — Desktop)

Alexander Vohland



Social Media (Instagram — Desktop)

Alexander Vohland

Merchandise & Apparel

Alexander Vohland

SHARE

EMAIL GROCERY LIST

until warmed through, stirring a couple of times. Pour reserved sauce over hot tofu and mix well.

04 Remove tofu from skillet and set aside. Add remaining 2 tsp (10 mL) oil to skillet. Heat shallots for 2 minutes. Add mushrooms and thyme to skillet and heat until mushrooms have softened.

05 Stuff corn tortillas with tofu and mushrooms.

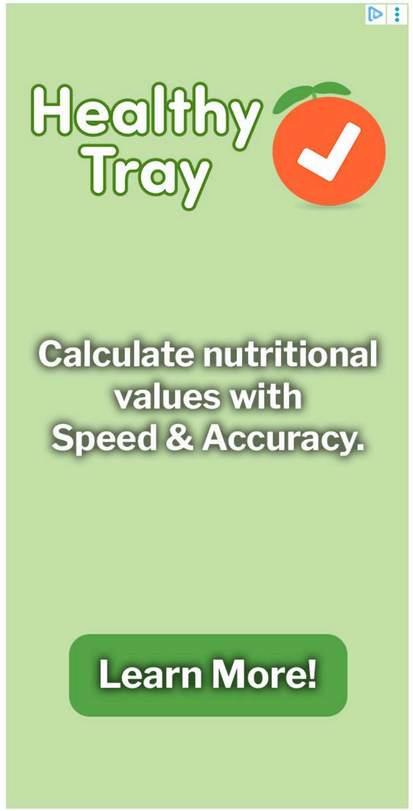
Advertisement

Easy Print
Print Recipe
OPEN

Matthew Kadey, MSc, RD

Matthew Kadey, MSc, RD, is a dietitian, nutrition writer, and recipe developer. He is also the author of Rocket Fuel (VeloPress, 2016) and Muffin Tin Chef (Ulysses Press, 2012).

Advertisement



- Overall, the logo communicates that Health Tray is committed to accuracy, as well as health and wellbeing.
- The brand mark is designed to fit anywhere, big or small, the ever-evolving digital landscape or print media, all while still communicating the strengths of Healthy Tray
- There are multiple ways that logo elements can be arranged (it is very dynamic).