Healthy Tray 🍓

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Brief

What is Healthy Tray?

Healthy Tray is an app designed to track what patient's eat by capturing photos of their meals and turning that into accurate nutrition data. This helps the patient's healthcare team to monitor the patient's food intake, personalize their meal plans, and support better patient outcomes.

Objectives:

- Design a logo that feels clean, professional, and trustworthy
- Communicates a sense of health and nutrition
- Create a visual that feels calm and reassuring
- Ensure that the logo is simple and easy to recognize

Research

“Healthy” Font / Typeface

- Should have a clean, friendly, and professional tone
- Uses a softer, more welcoming tone to contrast with the stronger “Tray” below
- Rounded letters reinforce approachability, care, and warmth
- Font weight: Medium or bold weight to remain eye-catching while maintaining readability

“Tray” Font/Typeface

- Should feel strong, stable, and bold to reflect the physical tray concept
- Uses a bold legible typeface to ensure visibility at reduced logo sizes
- Acts as a visual anchor to support the softer “Healthy” above

Research

Logo Shape

- The circular shape creates a soft, approachable feel while also representing a plate
- Leaf elements were included to symbolize nutrition and health.
- The curved lines inside the plate form a fork and spoon, following the flow of the outer circle to keep the design clean and balanced.

Colors

- The color palette should have a welcoming, calming feel to them.
- The green colors (#78996A) & (#8cb37b) represent health and nutrition. They also communicate trust and stability.
- A neutral gray (#999999) was added to balance the palette and maintain a clean, and professional appearance.

#78996A

#8cb37b

#999999

Audience

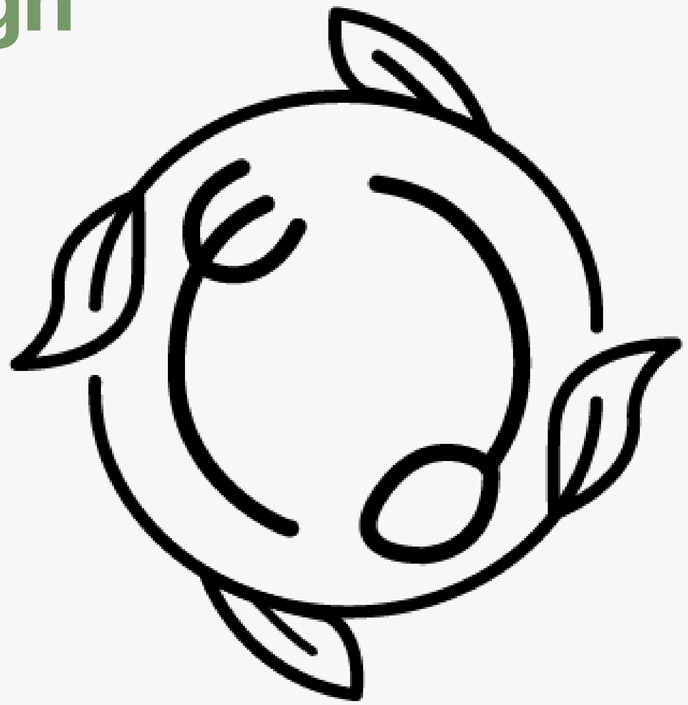
Who is the target audience?

Healthy Tray is designed for hospitals and healthcare teams that need an accurate and efficient way to monitor what their patients are eating.

- Hospitals & healthcare systems
- Dietitians
- Physicians
- Nutritional teams caring for a patient

Selected Logo Design

Selected Logo Design



Healthy
Tray

Chosen Logo Design

Nunito - Bold

Connection to Brand Values: Nunito, the font used for “Healthy” is a welcoming and legible font. It supports Healthy Tray’s mission in making nutrition data easy to understand.
Attributes: Welcoming, clean, approachable, professional

Inter - Bold

Connection to Brand Values: Inter in bold is a strong font that communicates reliability and trust, which is essential for an app that medical professionals will be relying on.
Attributes: Strong, stable, modern

Chosen Logo Design

Circular Shape

Connection to Brand Values: Circles represent warmth and stability, which aligns with Healthy Tray's mission to deliver accurate, consistent, nutrition information in a supportive way.
Attributes: Warm, supportive, stable

Green Palette

#78996A #8cb37b

Connection to Brand Values: The green color palette represents health, and nutrition, while also having a calming presence to it. These colors reinforce Healthy Tray's mission to help with user's dietary needs.
Attributes: Health, calm, supportive

Gray Palette

#999999

Connection to Brand Values: The gray color provides visual balance and professionalism, which supports Healthy Tray's goal in delivering reliable nutritional data.
Attributes: Professional, clean, neutral

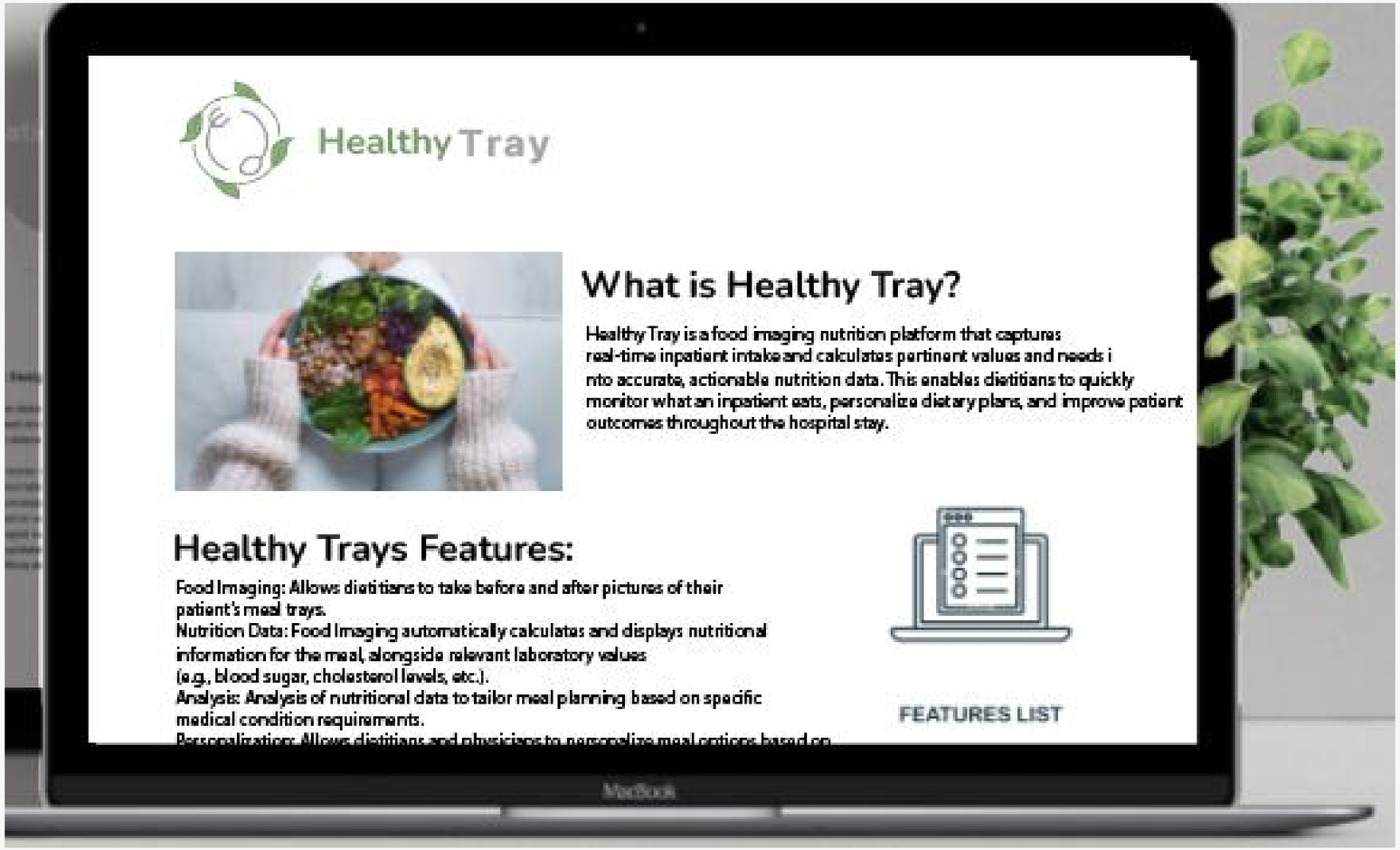
Reasoning

The combination of Nunito’s friendly and welcoming style and Inter’s strong and stable font creates a balance between approachability and professionalism. The circular shape gives a sense of balance and consistency, while the green color palette provides a soothing, health-focused presence. The neutral gray adds clarity and professionalism to the overall design.

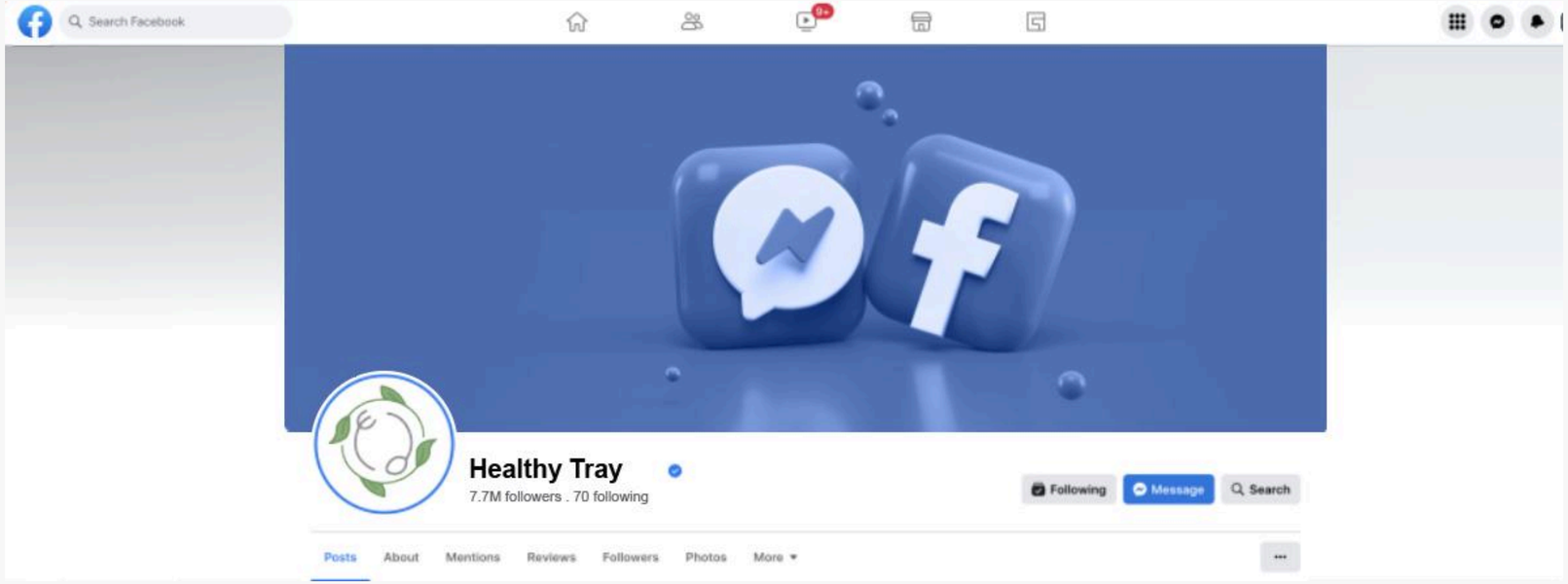
Together, these design elements give Healthy Tray the feeling of a professional, supportive, trustworthy brand, while remaining approachable and warm.

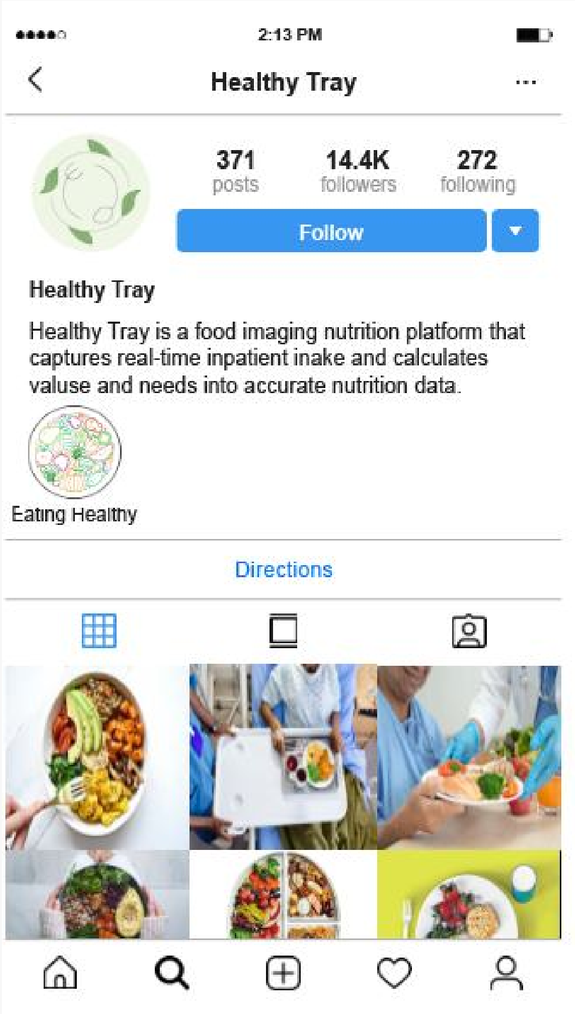
App Version of Logo

Website Homepage



Social Media





Business Card

Sticker

Hat

Hoodie

Apron

Plate

Outdoor Banner Ad

Conclusion

Clean & Trustworthy Identity: The circular plate symbol and clean typography communicate care and reliability, which supports Healthy Tray's role in professional healthcare nutrition tracking.

Approachable Design: Soft curves, friendly typography, and the green color palette creates a calm and supportive feel that helps the brand feel more welcoming.

Visual Recognition: The plate, leaves, and utensils create a memorable brand mark that is connected to food, health, and stability which makes the brand easily recognizable at a glance.

Face of the Brand: Together, these elements present Healthy Tray as a professional, dependable, and caring platform. Building trust with users today will last throughout the brands growth.