Healthy Tray Brand Identity Logo

By: Declan Miller

My version of Healthy Tray is focused towards helping provide quick and healthy meal options/tips aimed to help students or business professionals.

My research primarily came from inspiration from related images I've found and ideas that I came up with off the top of my head.

My target audience are business professionals and students, looking for quick and easy meal solutions that fit their hectic lifestyles. This will help them have easy and healthy options keeping track of their health and check on health goals they've set for themselves to help improve their lifestyle for the foreseeable future.

Audience

Declan Miller

Final Logo Design

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- Bodoni MT *Italic* text font
- Blue and Purple Color Palette
- Circle and Blueberry Shapes
- Got Inspiration from Healthy Tray website images on the assignment page

Final Logo Design

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iPhone Homepage

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Website Homepage

Instagram Page

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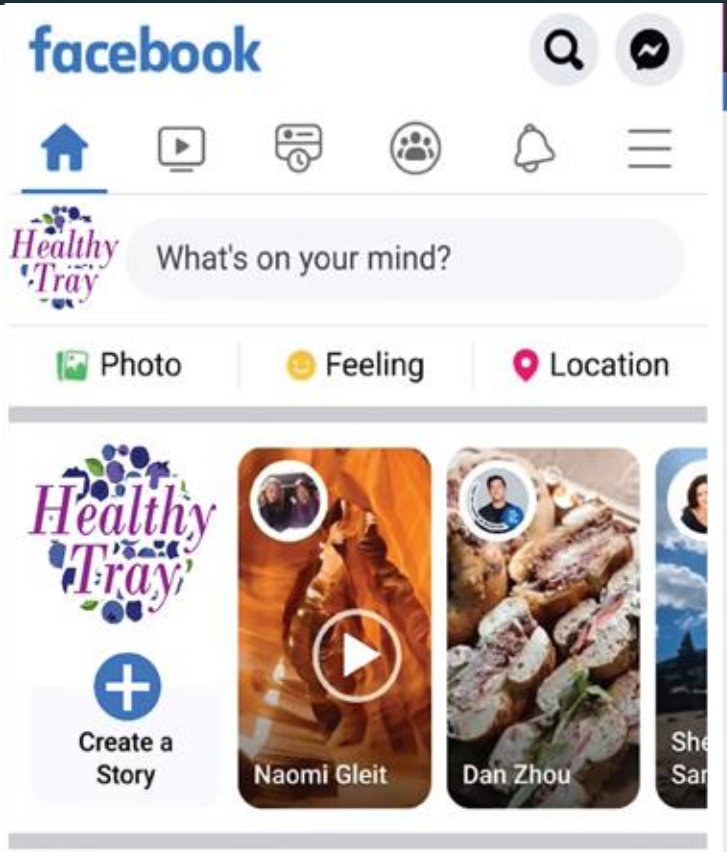

Facebook page

Merch/Apparel page 1

Declan Miller

Merch/Apparel page 2

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Merch/Apparel page 3

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Advertisement

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In conclusion my logo is both intriguing and unique. It gives the feel of a healthy and nutritious brand that looks to improve people's lifestyles in a very helpful way by pointing them in the right direction to show what can be done by continuing to strive to make really great improvements to their health as well as those around them. It’s great way to move forward with the brand because it will provide individuals the options to set goals for themselves so they can aim to achieve those with not just improving their way of life but also encouraging friends and family members to follow their examples and have them spread it around others they know and soon a lot more people will start improving on having a more healthy and nutritious moving forward. This could prove that my logo is the face of the Healthy Tray brand because once one individual starts using Healthy Tray eventually people worldwide could start making healthier choices and encourage others to follow their lead so that everyone can live long healthy lives with no worries or fears and a sign that they as well as others in some helped to make the world a better place.

Conclusion

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