FEB. 23RD, 2026

Healthy Tray

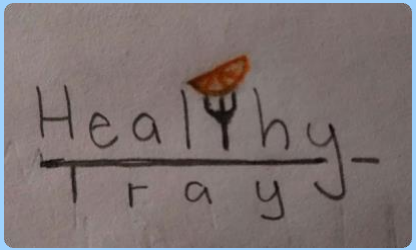
BRAND IDENTITY REIMAGINING

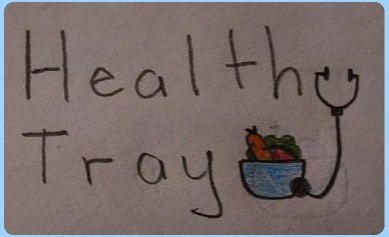
What’s Our Purpose?

We want to create a brand image that is recognizable and can be easily associated with Healthy Tray as a service. We want to tell the users that they are in Healthy Tray’s hands.

Where To Start?

01 02 03 04 05 06





Who’s Our Audience?

01

Hospitals

Improving quality of care, efficiency, and outcomes while helping reduce nutrition related complications.

02

Dietitians

Enabling fast, informed assessments and personalized nutrition plans without manual estimation or documentation burden.

03

Physicians

Offering clear, actionable nutrition data to support clinical decision making and coordinated care.

Finalists

This logo focuses more on the food aspect of Healthy Tray, while somewhat neglecting the health aspect of your brand.

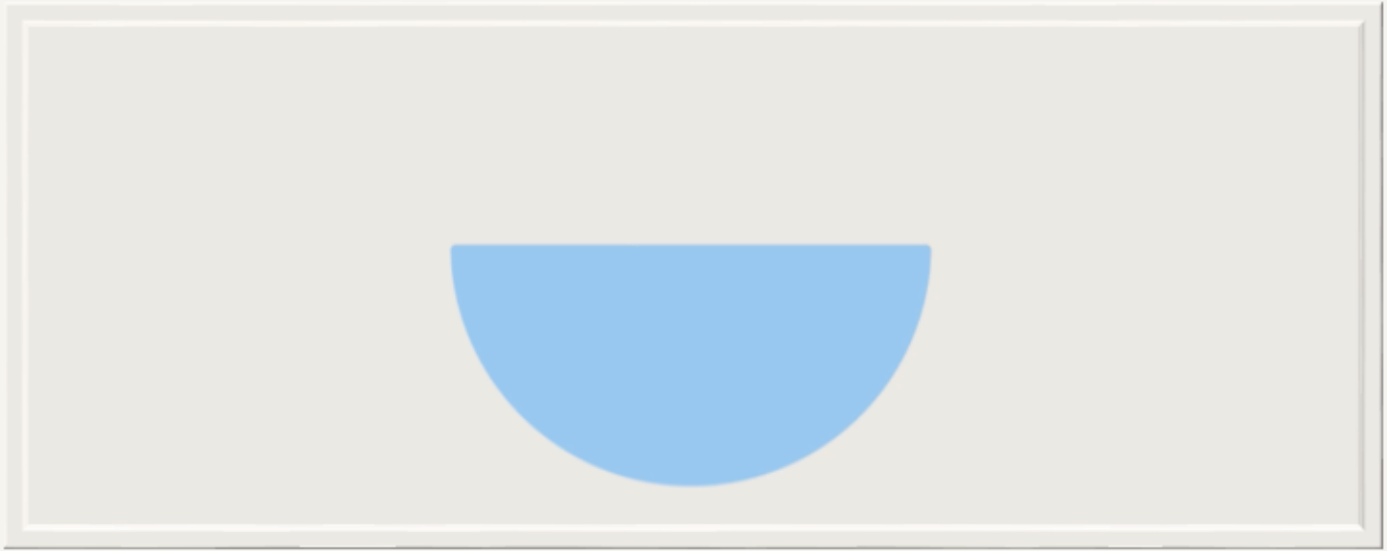
This logo nails the medical and health aspect, while giving a small hint to the food aspect of your brand.

This logo focuses on the food aspect, but also provides a visual representation of the health and monitoring with the EKG reading.

IT WAS A TOUGH RACE, BUT ONLY ONE WAS THE BEST FIT

Your new logo!

Check out how your logo would look in movement!



Different Styles

02

Black & White

Healthy
TRAY

01

Colored

Healthy
TRAY

03

Icons

Colors & Fonts

Splashy y Blue

9FD2FD

Allumi Std - bold

HEADLINES

Red Shimmer

F44947

Deep Saffron

FF9932

Altivo - extra light

METRIC LABEL

Radiant nt Green

32AA2B

Where Could We Go?

Here are some examples of ideal placements for your new logo.

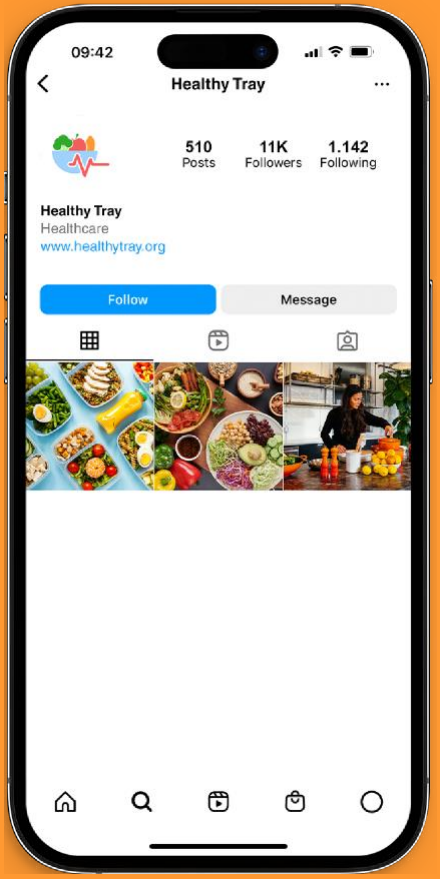
From shirts, to stamps, to stickers, the now logo can go anywhere you want to take it.

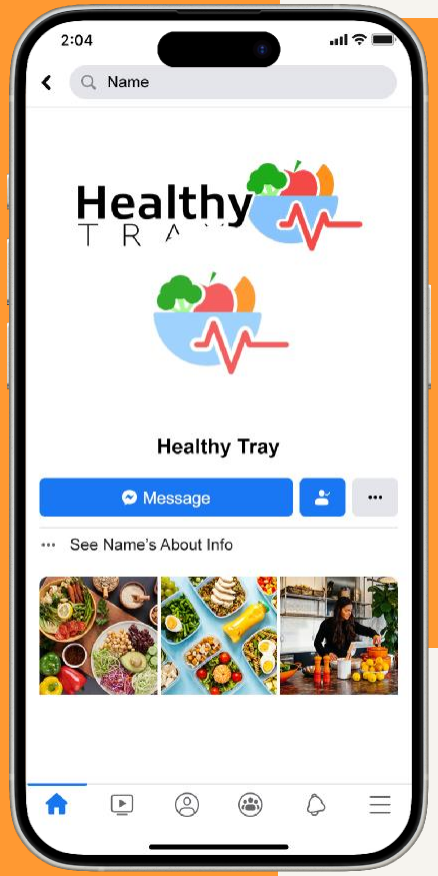
Apps

It fits perfectly within your phone’s ecosystem, while at the same time stands on its own.

Social Media

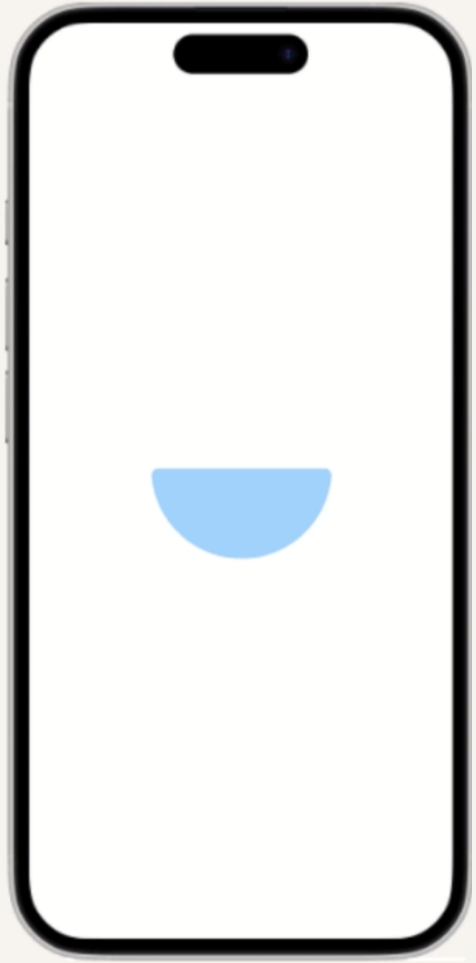
Here is how your new logo can fit into social media platforms like Instagram and Facebook.





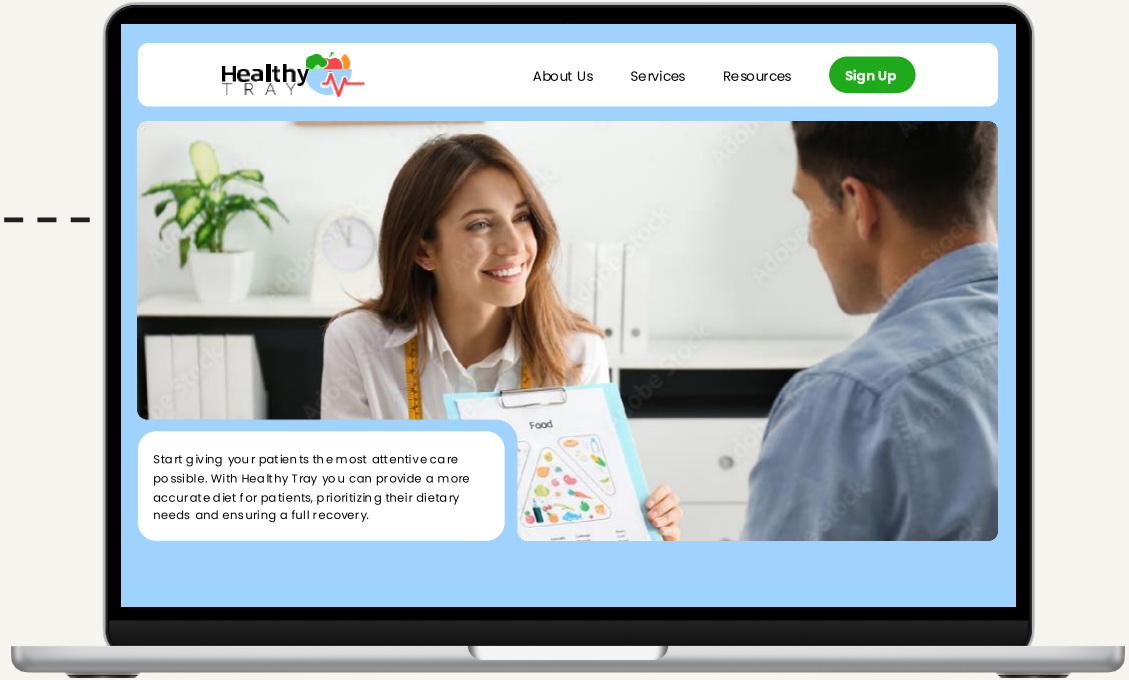
Seamless Integration n

How does it work with the assets your company already has? Well, check it out.



Maybe Even Your Own Site Site

This is how a Healthy Tray site could look with your new brand image.



Conclusion

02

Easily Placeable and Friendly

Due to its design, this new logo can go anywhere with no changes to it. It is welcoming not only for the professional staff, but also the patients they'll interact with.

01

Fresh and New Image

This new logo gives your company a breath of fresh air, and ensures a timeless image for your brand.

03

Potential for the Future

It's a logo that can evolve in the future. Once the brand grows and becomes more know, this logo can turn into a brand mark.

Figma File

https://www.figma.com/deck/xJy69239WGlX0iglUxb2bt/Healthy-Tray-Presentation?node-id=56-38&viewport=-90%2C-78%2C0.44&t=k3Lwkn3TMzYLMexu-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1