BRAND IDENTITY/LOGO

HEALTHY TRAY

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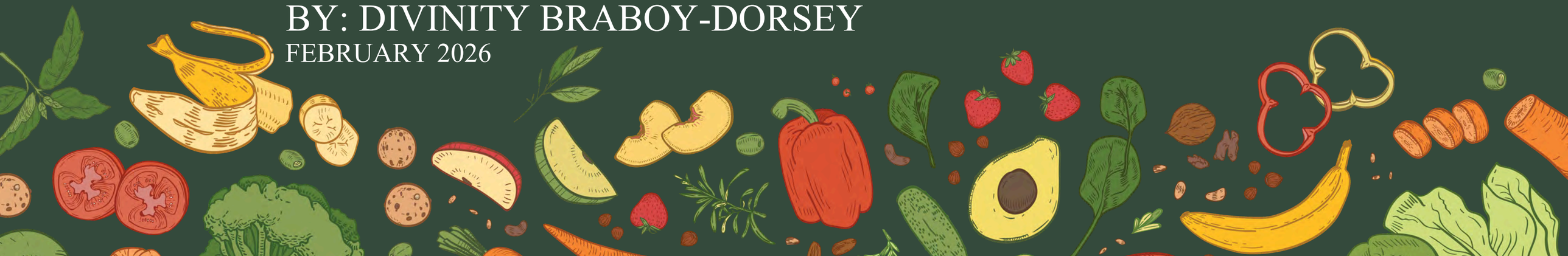

BRIEF

Healthy Tray is a nutrition-focused health technology designed to improve dietary accuracy and patient outcomes. The product combines a physical food tray with a real-time mobile application to provide personalized, accurate nutrition data for patients and healthcare professionals. The goal of Healthy Tray is to make nutrition tracking more efficient, reliable, and accessible within healthcare systems.

OBJECTIVES

- Create a recognizable, health-forward brand identity
- Design a logo that feels modern, friendly, and accessible
- Support both a physical product (tray) and digital use

RESEARCH

1) FONTS / TYPEFACE:

Typography exploration focused on legibility, approachability, and credibility for a healthcare-based product used across digital and physical platforms.

- SERIF TYPEFACE: SOURCE SERIF VARIABLE

Clean, professional, and highly readable. Communicates trust and reliability, making it suitable for informational content and data-focused applications.

- ROUNDED / DISPLAY TYPEFACES: CHONKY PUMPKIN, BAMBOY TRIAL

Bold and approachable styles explored to introduce warmth and accessibility. Rounded forms support a more patient-friendly experience while maintaining clarity in branding elements.

RESEARCH

2) LOGO SHAPE:

Logo exploration focused on clarity, recognition, and functionality across digital and physical healthcare environments. Shapes were evaluated based on scalability, simplicity, and their ability to communicate both technology and nutrition.

- RECTANGULAR / TRAY-INSPIRED FORMS

Explored to reflect the physical Healthy Tray product. Structured shapes communicate organization, balance, and portion control while reinforcing the product's functional purpose.

- ICON-BASED FORMS (PHONE / APP-FOCUSED)

Considered to emphasize Healthy Tray's digital component. Simplified icon shapes support scalability and recognition across mobile applications, dashboards, and digital interfaces.

- ROUNDED ELEMENTS

Rounded edges and forms were tested to soften the clinical nature of healthcare, creating a more approachable and patient-friendly visual presence.

RESEARCH

3) COLORS:

Color exploration focused on communicating health, clarity, and trust while remaining approachable and functional within healthcare and digital environments.

- GREENS

Primary color family explored to represent health, nutrition, and growth. Green reinforces the brand’s wellness focus while feeling calm and reassuring in clinical settings.

- WHITES & LIGHT NEUTRALS

Used to create balance and clarity. Light neutrals support cleanliness, simplicity, and readability across digital interfaces and physical applications.

- DARK ACCENTS (BLACK / CHARCOAL)

Introduced for contrast and legibility. Dark accents help anchor the palette and improve visibility for text, icons, and interface elements.

COMPETITIVE ANALYSIS

DIRECT COMPETITORS:

NONE THAT I COULD FIND

COMPETITIVE ANALYSIS

INDIRECT COMPETITORS:

- EPIC SYSTEMS/BEAKER HTTPS://WWW.EPIC.COM/
- MEDITECH HTTPS://EHR.MEDITECH.COM/
- ORACLE HEALTH HTTPS://WWW.ORACLE.COM/HEALTH/

TARGET AUDIENCE

Healthy Tray's target audience includes healthcare professionals and systems seeking more accurate and efficient ways to track patient nutrition within clinical settings.

HEALTH SYSTEMS & HOSPITALS

Organizations focused on improving clinical outcomes, efficiency, and data accuracy.

REGISTERED DIETITIANS & NUTRITION PROFESSIONALS

Healthcare providers responsible for monitoring patient intake, developing nutrition plans, and documenting outcomes.

FOOD SERVICE DEPARTMENTS

Hospital teams involved in meal preparation, delivery, and dietary compliance.

PATIENTS IN CLINICAL CARE

Individuals who benefit from improved nutrition tracking, education, and personalized care.

SELECTED DESIGN

SELECTED DESIGN

SELECTED DESIGN

SELECTED DESIGN

SELECTED DESIGN

SELECTED DESIGN FONTS

BAMBOY TRIAL

Chosen for its rounded, modern form and approachable tone. The typeface balances professionalism with warmth, helping soften the clinical nature of healthcare while remaining clear and legible across digital and physical applications. Its friendly structure supports Healthy Tray’s goal of making nutrition tracking feel accessible and intuitive.

SELECTED DESIGN COLORS

GREEN

Selected as the primary brand color to represent health, nutrition, and balance. The green tone reinforces Healthy Tray’s focus on wellness while remaining approachable and calming within a healthcare context.

NEUTRAL GRAYS & BLACK

Used to support clarity and contrast. Neutral tones ground the brand visually and ensure legibility across digital interfaces, dashboards, and printed materials.

RED ACCENT

Introduced as a limited accent color to highlight key elements and data points. The red provides visual emphasis without overwhelming the overall health-focused palette.

REASONING

The phone-based logo was selected because it clearly communicates Healthy Tray’s identity as a digital-first health and nutrition tool while remaining simple and recognizable. The icon reinforces the brand’s connection to real-time tracking and technology, which aligns with the product’s purpose of improving nutrition accuracy within healthcare settings. The clean shape is also highly scalable, allowing the logo to function effectively across mobile applications, dashboards, and marketing materials.

CONCLUSION

CLEAR & PURPOSEFUL IDENTITY:

The final logo direction reflects Healthy Tray’s role as a modern, digital-first nutrition tool designed for healthcare environments.

TECHNOLOGY-DRIVEN DESIGN:

The phone icon emphasizes real-time tracking and data accuracy, reinforcing the product’s connection to mobile technology and clinical efficiency.

SCALABLE & VERSATILE:

The simplified form allows the logo to function consistently across applications, dashboards, and future brand extensions.

DISTINCT MARKET POSITION:

Healthy Tray addresses a gap in clinical nutrition by focusing on actual food intake tracking, setting it apart within an emerging category.

THANK YOU!

HEALTHY TRAY

DIVINITY BRABOY-DORSEY