Healthy Tray

Brand Identity & Logo

Emma Campos • February, 2026

Project Overview:

Healthy Tray was inspired by a real caregiving experience during a hospital stay, where gaps in how inpatient nutrition was being tracked became clear. Healthy Tray's goal it to turn nutrition from an afterthought into an nutritional data that will make healthy eating easier to track and they can make sure the patient is actually getting the nutrients they need instead of an estimate.. This improves workflows, reducing waste, and supporting better patient health.

Objectives:

- Create a logo that represents both the health and food aspect of the app.
- Logo should be recognizable and not confused with any other company or product.
- Logo should reflect the brand mark and work cohesively together.
- Make the logo appear inviting.

Healthy Tray's primary target market is U.S. hospitals and health systems, with an initial focus on acute care inpatient settings where accurate nutrition intake data is critical to clinical decision making.

- **Hospitals:** Healthy Tray improves quality of care, efficiency, and outcomes while helping reduce nutrition related complications.
- **Dietitians:** Enables fast, informed assessments and personalized nutrition plans without manual estimation or documentation burden.
- **Physicians** : Offers clear, actionable nutrition data to support clinical decision making and coordinated care.

Primary Users:

- Registered Dietitians (RDNs) and Physicians managing inpatient nutrition care
- Clinical nutrition teams responsible for malnutrition prevention and intervention

Economic Buyers:

- Hospital administration: COO, CFO and CIO
- Hospital dietary services leadership
- Clinical innovation, quality, and population health teams

01

Two complimenting fonts, main focus on a more organic shape for the font to go with the nature/health theme that the brand mark has.

QUICK JELLY

- I chose "Quick Jelly" for its more bubbly round nature. The font is playful but can be used in a more serious context.

- This font has an inviting feel to it which I believe is very important in healthcare, as bedside manners tend to take a back seat to the importance of the client's health.

Gotham Rounded Bold

- "Gotham Rounded" retains the organic, round, feel to it while also adding a more serious tone to the logo.

- Balances out the playfulness of the main font "Quick Jelly"

02

Logo shape should be inviting to use, with a focus on more rounded and organic shapes in the design to reflect the health focus of the app.

- Round shapes and more organic forms mimic the natural, non-linear curves found in plants, animals, and landscapes, which evokes feelings of calmness, safety, and fluidity.
    - When I think of health my mind goes to nature, so I believe it is important to represent that with the logo shape.

- Leaves are often represents growth, renewal, or even shedding the old and embracing the new. Leaves are also an organic shape.

03

Colors should emphasize health and nutrition. Using colors often found in nature to show that Healthy tray is committed to the health of their clients.

#142f1a

#6d8b44

#94bd62

#d7e152

- I chose to work with this range of greens. I wanted to focus on the health aspect which green often symbolizes, but green is also often used to represent growth, renewal, and vitality.
    - These are very important aspect to look at especially since this app will be mainly helping sick people.

- The greens in the logo are similar to the green that some vegetable have.

- I used the darkest green (#142f1a) as an outline for the brand mark to help it stand out more.
    - This color is also used in the title portion which helps tie the logo to the brand mark.

- The lightest green (#d7e152) I used to add highlights for a little more visual intrigue.

Selected Logo Design • Full-Color

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Selected Logo Design • Full-Color Dark Background

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Selected Logo Design • Black & White

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The brand mark is communicating healthy eating by depicting the leaf and the fork. There is a theme of organic shapes used throughout the design as well as in the font choices; the "Quick Jelly" font was picked for the main font because of it's bubbly and bold nature. It fits with the organic theme but it's able to stand out in front of the brand mark without blending in at all. "Gotham Rounded Bold" font was used as a secondary font for "tray". Its rounded nature fits into the logo perfectly while contrasting the other font choice.

Logo Integration • App Icon

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Logo Integration • Home Page

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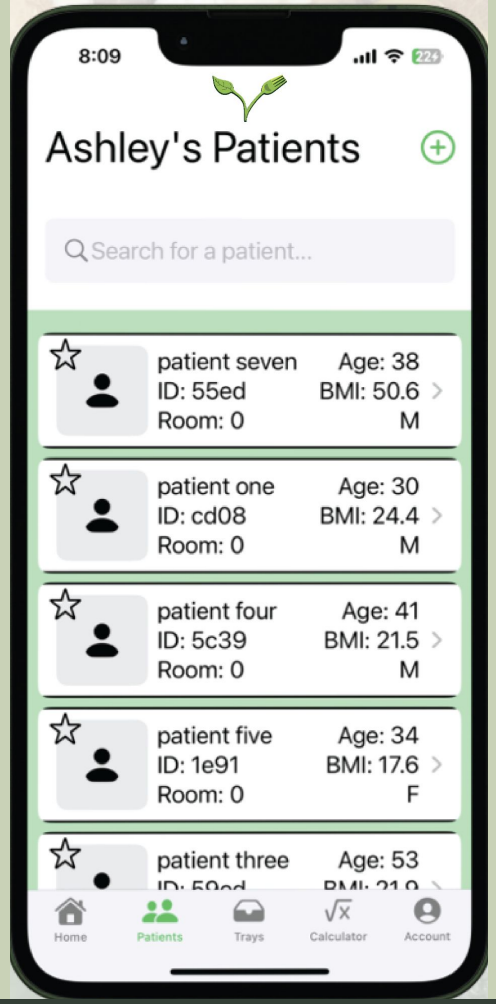

Logo Integration • In-App

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Logo Integration • Social Media

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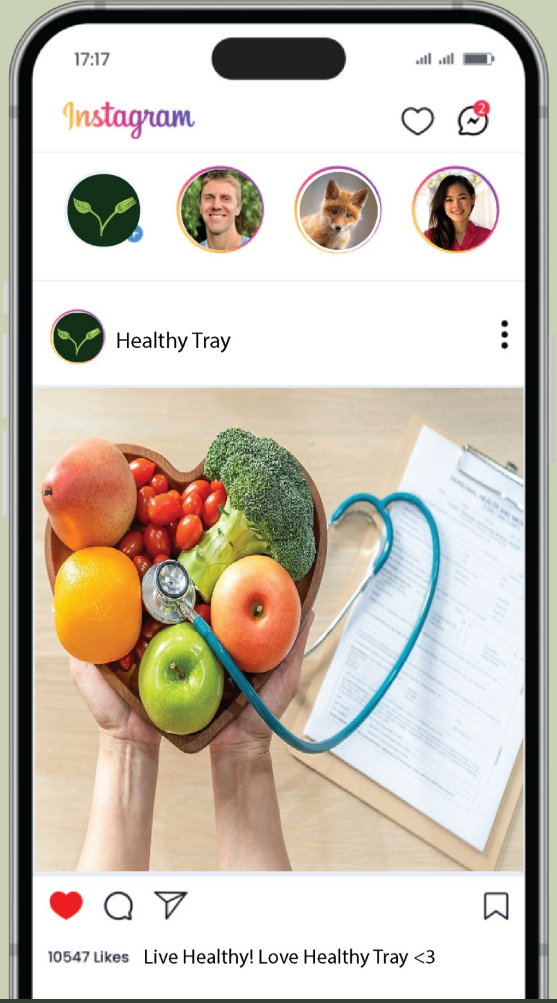

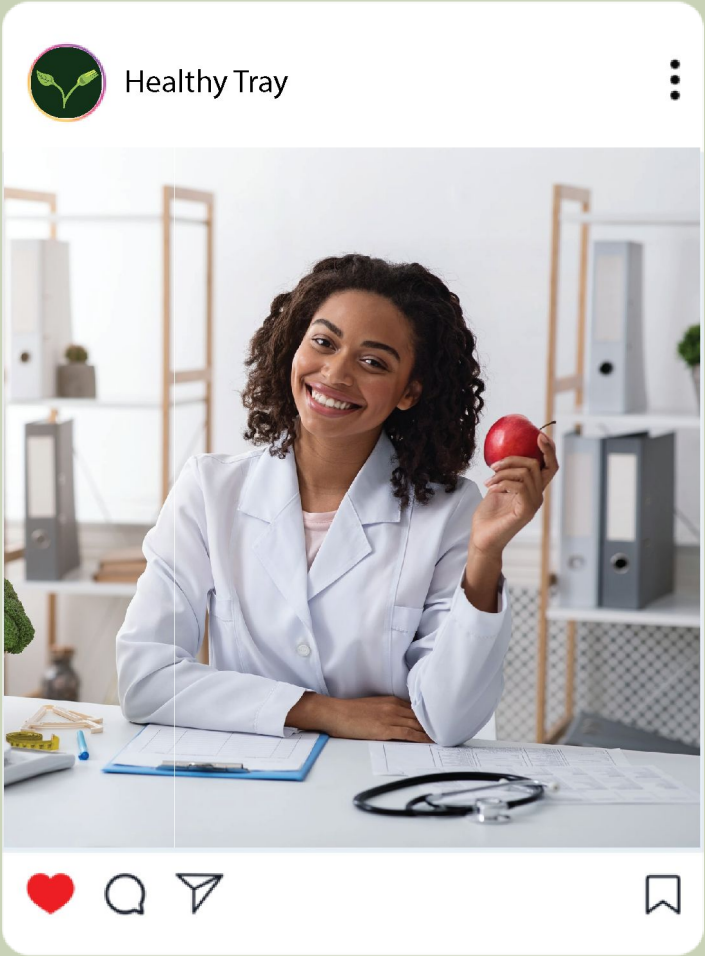

Logo Integration • Social Media

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Logo Integration • Merchandise

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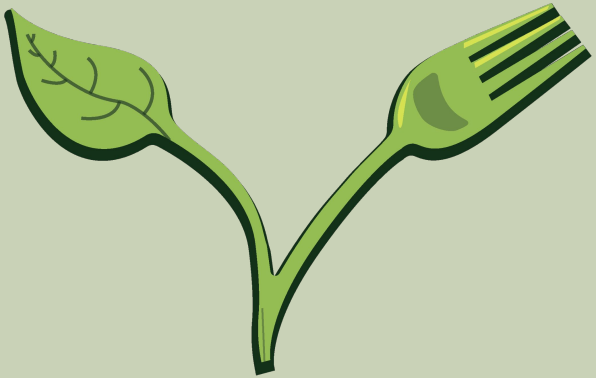
Design: Logo clearly communicates a healthy eating app with the fork and leaf motif. The logo is easily integrated into the Healthy Tray app as well as any social media account that Healthy Tray makes.

Theme: Logo han an organic, healthy feel by using organic and curvy shapes in both the brand mark and the logo.

Color: Colors are cohesive and clear, green being the prominent color to represent health, nature, and renewal.

Thank you!!