Healthy Tray Logo Presentation

By Aidan Ratcliffe

Project Brief

Brief

- Healthy Tray is a nutrition-based company with the goal to create an app/program that would allow pediatricians and dietitians to better determine and understand what their patients need included in Hospital food trays for a more balanced and nutritious meal.

Objectives

- Creating a design that’s pleasing to the eye, while also remaining professional
- Give the feeling of cleanliness and health
- Making a recognizable and flexible logo that can be used in various scenarios

Design Choices

Font/Typeface: Something friendly, easy readable while still remaining professional. Giving it a fun flare while also keeping it warm and welcoming.

Font weight: Bold & Semi-bold

Montserrat: Being apart of the sans serif font family, it offers a versatile usage, offering an impactful, more bolder style. It’s clean, modern, and keeps itself flexible. It also offers more a fun design, causing it to stray away from more “traditional”, and “standard” fonts.

Design Choices

Logo shape: Should include some kind of vegetation or variety of healthy food assortments. Shouldn’t include a literal tray.

Oval shape: Signifies togetherness and unity. Gives off a sort of warm, and welcoming feeling. All inclusive and all encapsulating.

Word Placement: Healthy being at the forefront while Tray sort of “carries” it atop of it, creates a supportive feeling. Along with its curvature to keep it tight along the shape.

Sizing: What I mean by sizing is, I wanted a logo that wouldn’t be affected by sizing, keeping the shapes and words constrained when sized up or down.

Design Choices

Colors: Should include warmer, and vibrant colors. Shouldn’t be too grim and dark, and include highlights and strokes for further emphasizing.

Light Green (Hex: 8dc63f): Meant to symbolize health and nutrition

Turquoise (Hex:00aeef)**:** Meant to give off a cooler, calmer feel

Design Choices

Assorted fruits and vegetables: My goal was to go for fruits and vegetables that were a bit more well-known and included a wider range of color.

Red (Apple): Typically when people think of “Red Fruit”, Apple is the first one they’d think of. Included is a stem and a leaf to keep people from mistaking it for a tomato.

Green (Broccoli): The smallest and one of the more well-known vegetables. It’s brussels were quite simple and take up more space.

Yellow (Banana, corn): One of the bigger objects in the bowl and another well-known yellow fruit, loaded with plenty of nutrients. Those darker lines going through are ripening lines to give more detail.

Design Choices

Violet (Grapes): Decided to use more of a violet color instead of a darker color, while also including a highlight to give the illusion of light.

Orange (Oranges, carrots): Decided to go with a more obvious choice, oranges. I also wanted to keep the more circular shape theming, while also preventing too many things from protruding from the bowl.

Research

Fonts

- Something easily readable, friendly, welcoming, and still presents itself as professional

Colors

- Warmer, more vibrant, friendlier, and welcoming

Object choice

- There are a lot of fruits and vegetables, so I wanted to look for ones that were most recognizable and iconic. Along with that, I wanted to stray away from the traditional idea of a tray, while still giving the food somewhere to be, as opposed to randomly placed and spread out everywhere.

Audience

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

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

Final Logo Choice

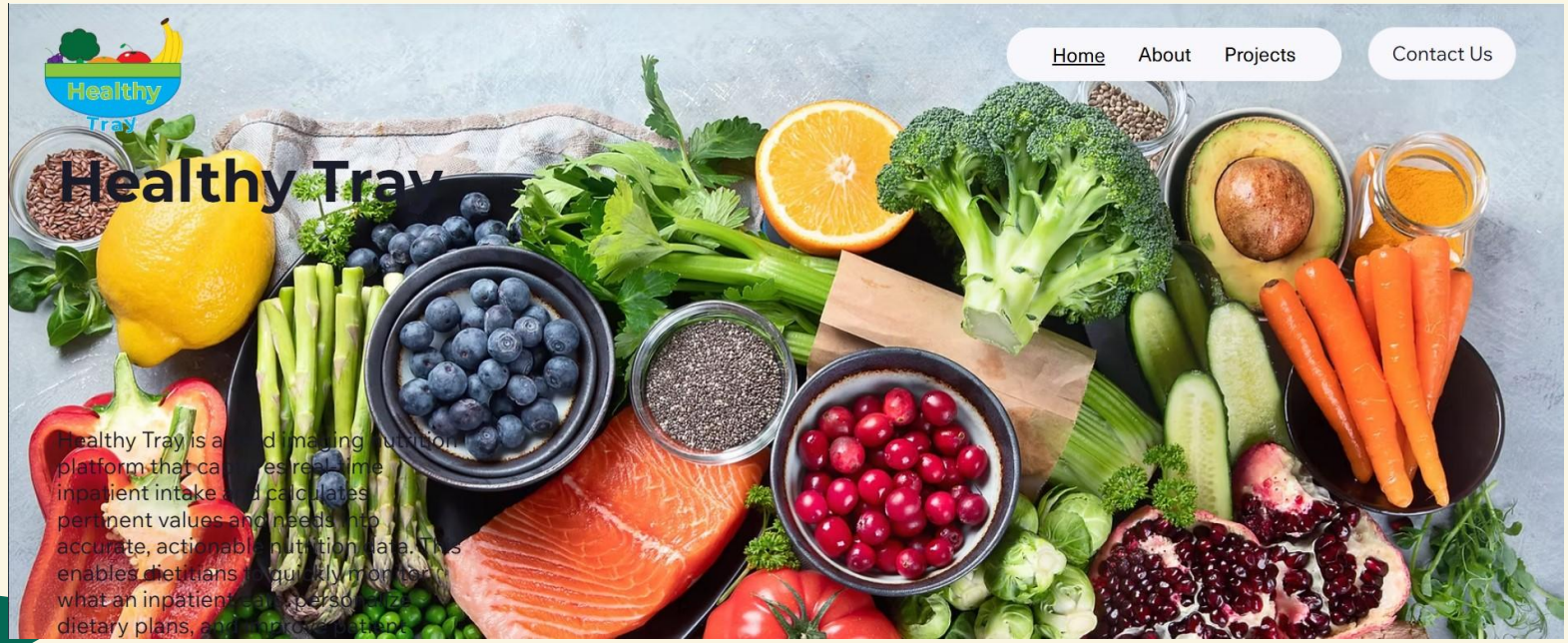
Final Logo Choice B/W

App Version

9:41
MON
10
FaceTime
Calendar
Photos
Camera
Mail
Notes
Reminders
Clock
News
TV
Podcasts
App Store
Maps
Health
Wallet
Settings
Weather
Stocks
Find My
Home
Health
Tray
Search

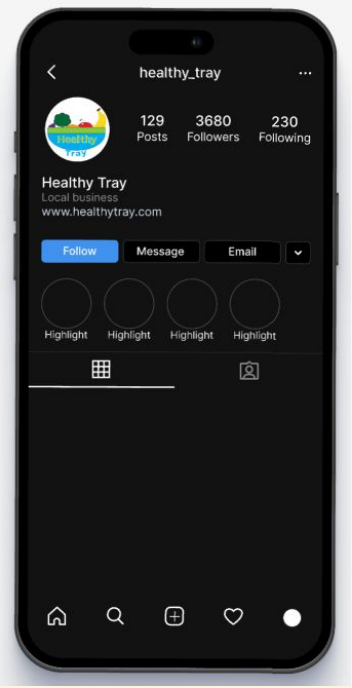
9:41
Healthy
Tray

Website Homepage



Socials

Follow
Healthy Tray
@Healthy_Tray
Healthy Tray is a food imaging nutrition platform that captures real-time inpatient intake and calculates pertinent values and needs into accurate, actionable nutrition data. This enables dietitians to quickly monitor what an inpatient eats, personalize dietary plans, and improve patient outcomes throughout the hospital stay.
Business
Earth
Joined February 2026
10 Following 5k Followers
Posts
Replies
Highlights
Media


healthy_tray
129 Posts
3680 Followers
230 Following
Healthy Tray
Local business
www.healthytray.com
Follow
Message
Email
Highlight
Highlight
Highlight
Highlight

Merchandise/Apparel

Merchandise/Apparel

Stickers

Business cards

Banner Ad

Reasoning/Conclusion

Strengths:

- Easily readable
- Pleasing to the eye
- Incorporates nutritious foods
- Doesn’t take the “healthy tray” too seriously
- Words are smaller and incorporated into the shape of the logo

If you were to pick my logo, you’d be given a wider audience. Anyone walking down the street would look at it as it’s very eye catching and pleasing to the eye. For the target audience, I believe it’ll be able to catch the attention of a wider audience, as the color choices, and the fruit selection is easily recognisable, and gives off a natural and nutritional feel. The font is also neatly placed and doesn’t take too much from the overall design and emphasis from the shapes.

Thank you!

CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**