THE TRAY FOR YOUR HEALTH

Healthy Tray is the

HOME FOR YOUR NUTRITION

- Healthy Tray is a healthcare nutrition technology platform that tracks hospital patients' diets using real-time data processing and food imaging. In addition to automatically calculating nutritional intake, tracking food waste, monitoring health indicators, and helping to customize dietary regimens to enhance patient outcomes, the technology allows dietitians to snap pictures of meal trays both before and after meals.

- Healthcare professionals may use nutrition data directly in patient treatment thanks to the platform's secure integration with patients' Electronic Health Records (EHRs) and support for clinical nutrition practices in compliance with U.S. Department of Health and Human Services recommendations.

- The main consumers of Healthy Tray's service would be dietitians, physicians, and hospitals overall.

- The secondary consumers would be people in need of a change of diet.

HEALTHY

T R A Y

Logo Option 1

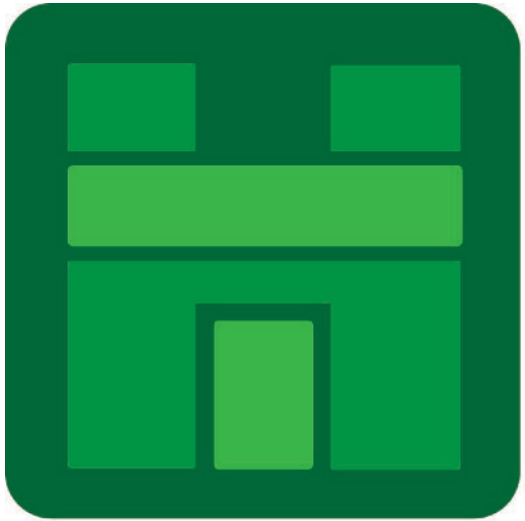
Markus Tucker

HEALTHY

TRAY

Logo Option 2

Markus Tucker



HEALTHY
TRAY

Logo Option 3

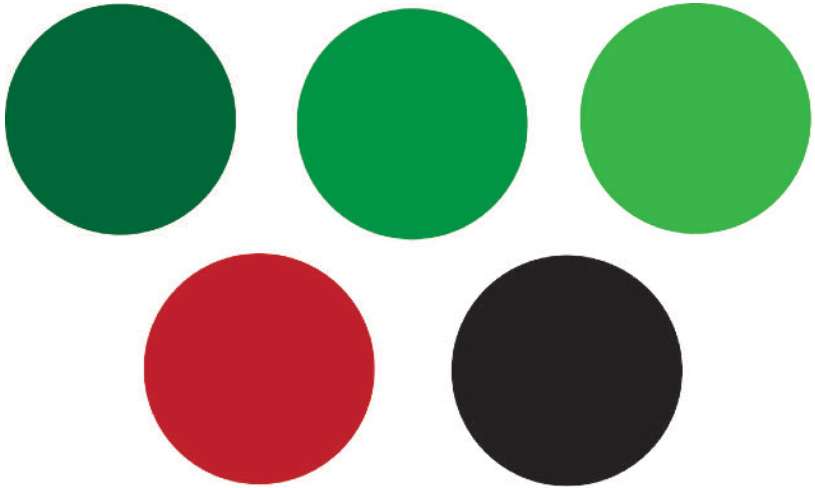
Markus Tucker

HEALTHY
TRAY

HEALTHY
TRAY

Chosen Logo Design

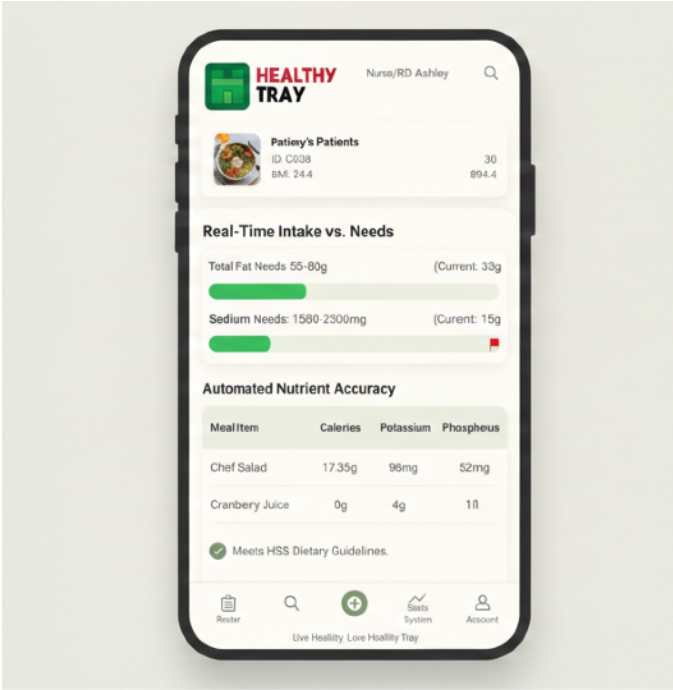
Markus Tucker



THE BOLD FONT

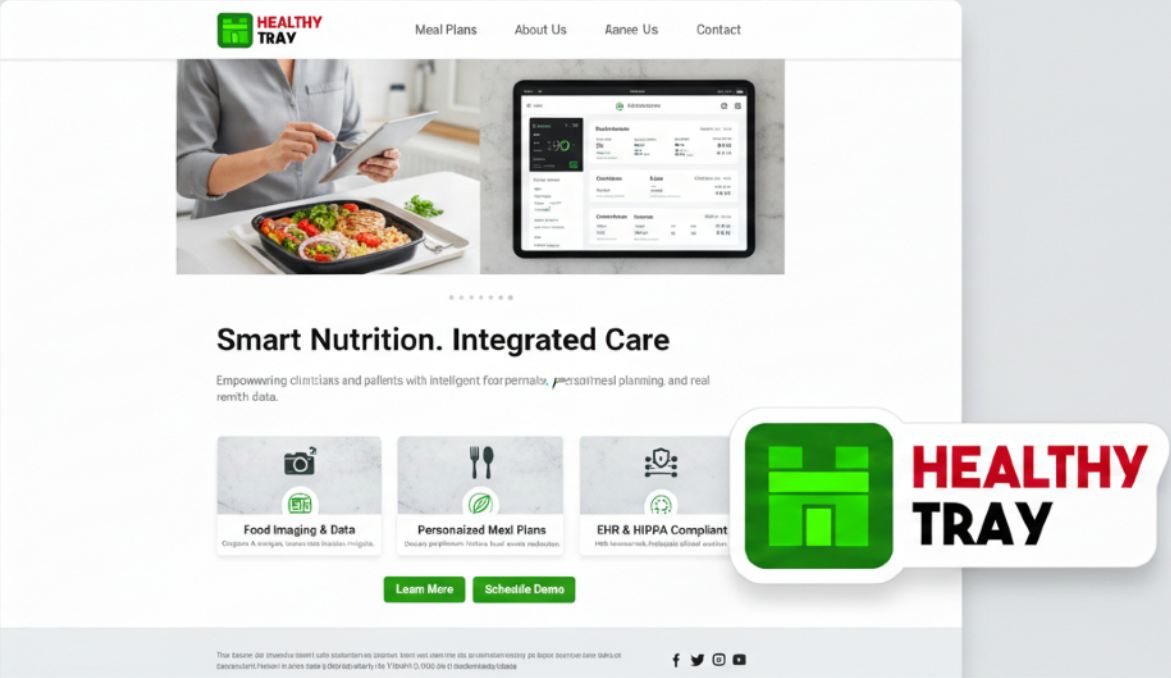
This emblem is a combination of the intials of the name but I later noticed that its the shape of a home. Afterwards, I connected the brand to the logo by thinking of Healthy Tray being the "Home for Nutrition."

Chosen Logo Design Details



App version on phone (homepage, first page etc.)

Markus Tucker



Website homepage

Markus Tucker

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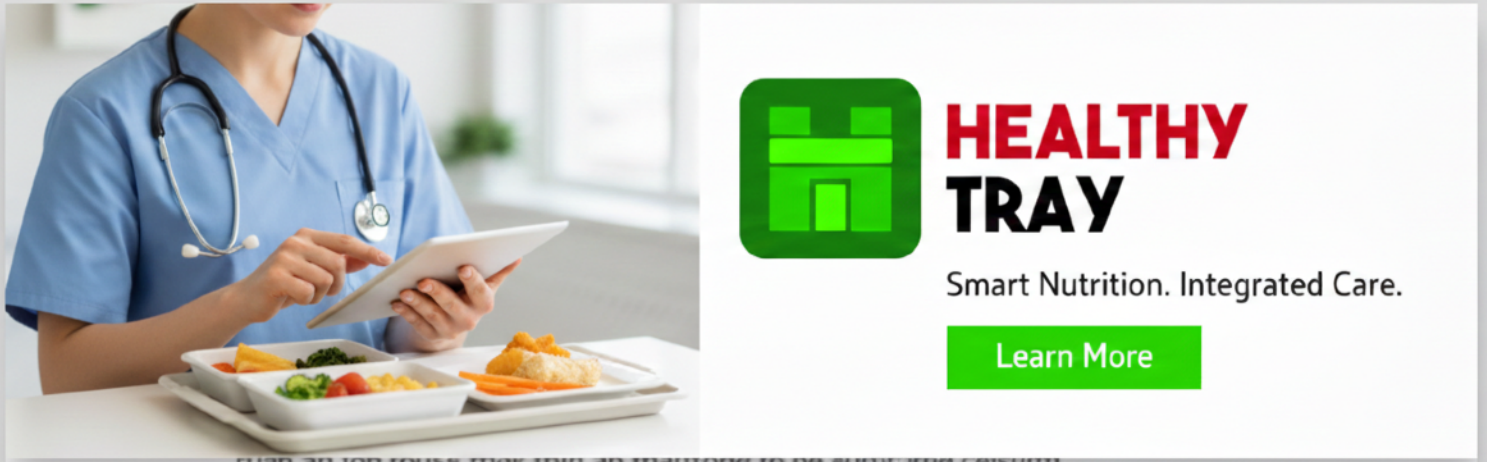
Markus Tucker

Merchandise and Apparel

Markus Tucker

Merchandise and Apparel

Markus Tucker



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Advertising

Markus Tucker

Assorted Social Media

Markus Tucker

Assorted Social Media

Markus Tucker

Conclusion

What makes this design truly one of a kind is its innovation, distinctiveness, and professional tone. In the healthcare field, credibility matters, and this logo presents a polished, trustworthy image that feels appropriate for a clinical and data-driven environment. While playful designs can be appealing, they are not always taken seriously in professional settings — this mark strikes the right balance between warmth and authority.

Its simple, minimalist structure and bold color contrast ensure it remains timeless and recognizable across applications, labels, and digital platforms. The green symbolizes health and growth, while the structured shapes reflect organization and data, visually reinforcing Healthy Tray's mission of turning food consumption into meaningful insights. Together, these qualities make the logo not just memorable today, but enduring for the future.