

Healthy Tray Brand Identity

Nick Arredondo



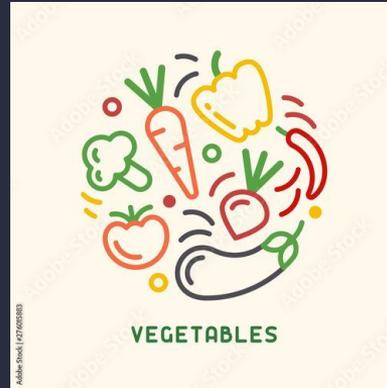
Design a Logo and Brand Identity for Healthy Tray

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Research

Healthy Tray offers a number of features to help track, regulate, and store data on a patient's nutritional intake.

With a food imaging system, nutritional data, analysis, and personalization from dietitians and physicians. Inspired by these I wanted inspiration that was very food positive.



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Audience

- Dietitians
- Physicians
- Relatives of a patient

Chosen Logo Design



Chosen Logo Design

- Sans Serif font
- Professional but not intimidating

- Classic Carrot shape
- Somewhat cartoonish and more appealing

- Carrot colors
- Bright and appealing

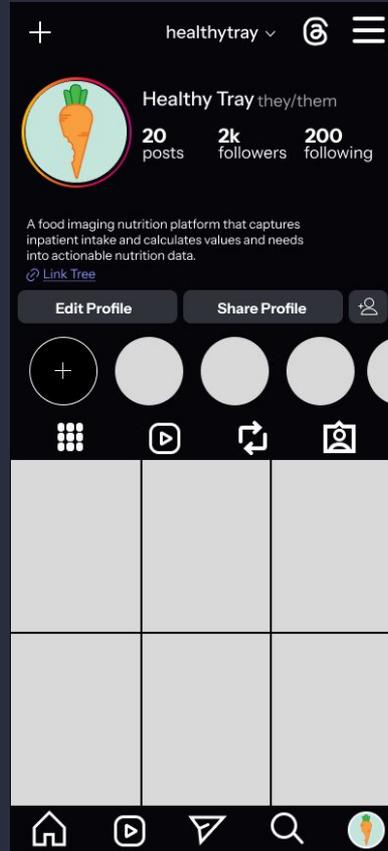
- Biting carrots is very typical for food ads
- Simplicity is key



Chosen Logo Design-App



Chosen Logo Design–Social Media



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Chosen Logo Design–Merchandise



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Conclusion

Why My Design?

- Appealing for all audiences, both medical professionals and everyday people
- Simplistic and easy to recognize
- Timeless design

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Thank you

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