Healthy Tray

ART 306 | Logo Design | Emily Boecker

Brief:

Project Overview:

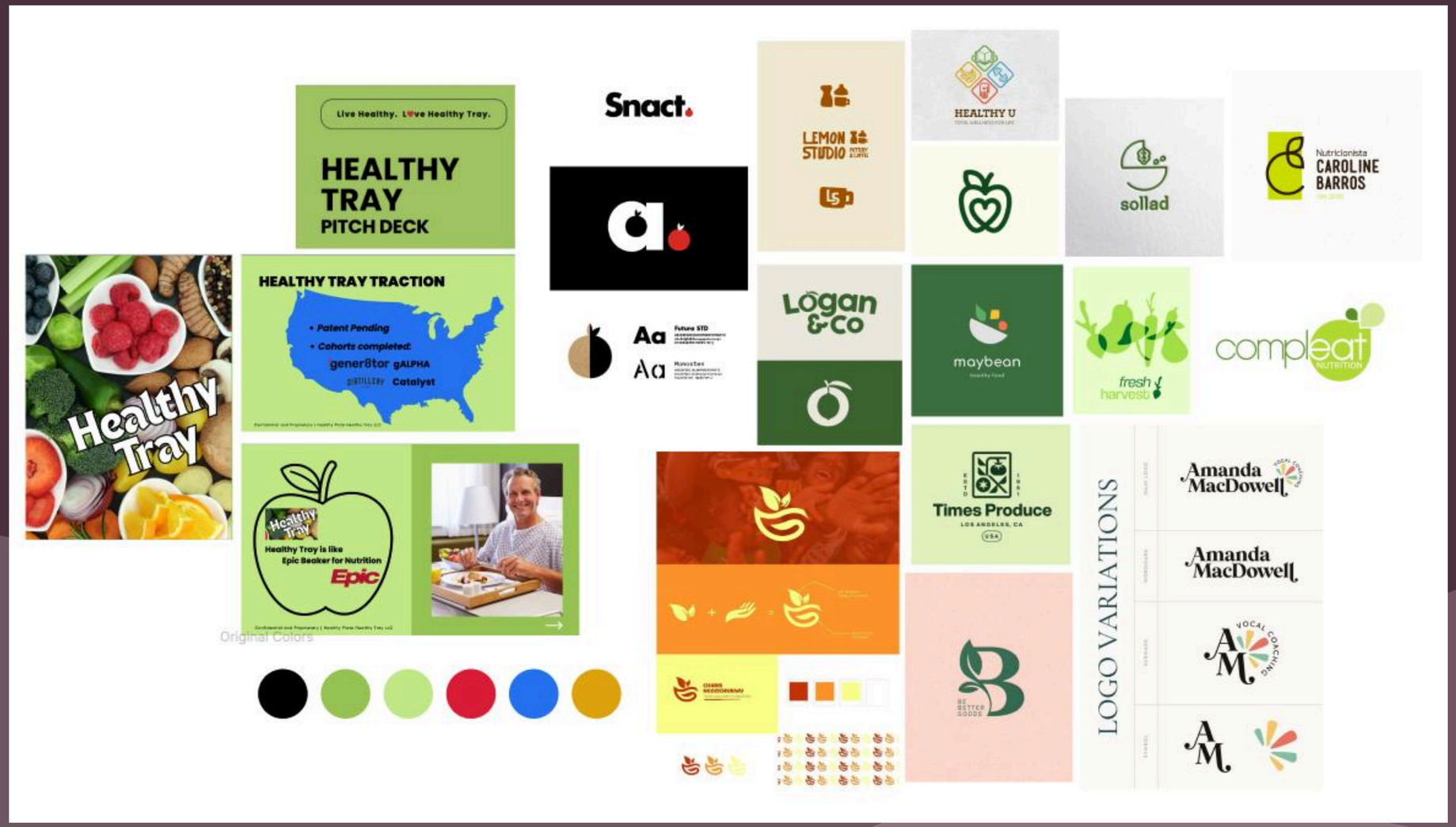
Healthy Tray is a platform for dietitians that captures inpatient intake and calculates pertinent values and needs into accurate, actionable nutrition data in real-time. This enables dietitians to more accurately care for their patients throughout the hospital stay.

Objectives:

- Design a logo that embodies Healthy Tray's mission, and establishes a brand identity.
- Evoke a feeling of care and accuracy.
- Avoid bright unrealistic colors, or anything that does not depict health.
- Craft a modern and timeless logo that will grow with the Healthy Tray Brand.

Research:

Mood board



Research:

Font/Typeface

- Font/Typeface should feel both **rounded and sharp, precise and organic.**
  - This is to find a visual balance between the sterile and organized Hospital setting and the organic and imperfect nature of healthy food.

- **Sans Serif Typeface**
  - to communicate feelings of **innovation, approachability, and clarity.**
  - Ease of reading on screens, especially at a smaller scale.

Research:

Logo Shape

Logo should include/evoke:

- Healthy Foods and Natural Colors
- Fruits, Vegetables, and healthy foods
- Health and Wellness

Logo Shape:

- Logo should have both rounded and sharp corners. Creating both a comforting, yet precise feeling.
- **The rectangular "Clip Board":** Symbolizes the hospital/clinical setting with the inclusion of a heart in the clip to bring in a sense of warmth to the clip board.
- **The Circle Icon:** Badge, Plate Like, Brings an organic touch to the design, subtle "HT" as the highlight.

Research/Final Pallete:

Colors

Colors should be:

- Natural, Versatile, communicate reliability and warmth.

Purples: Luxury, Leader, Nature, Mindfulness

- Less common in the Healthcare industry, would make Healthy Tray stand out against competitors.
- A versatile primary color that can confidently stand alone but will also allow other colors to shine.

Yellows: Optimism, Clarity, Freshness, Joy

- To be used as an accent color for Call to Actions, App buttons, etc.
- Creates a feeling of welcomes, warmth, and energy.

Original Colors:

#301E27

#49303C

#735563

#8E6C7C

#C1A1B0

#DD9751

#F4BF8A

Research/Final Pallete:

Colors

Red and Green:

- The only “Bright” colors
- Intended for use in medical charts with-in the app.

“Off White”:

- Using an “off white,” in this case white with a slightly magenta hue, avoids the harshness of a pure white.
- Gives a natural feeling, while still remaining bright and lively.

Original Colors:

#9BCC3E

#F9F1F5

#CF3F41

Target Audience:

Healthy Tray's target Audience includes:

- **U.S. Hospitals and Health Systems**
  - Registered Dietitians (RDNs) and Physicians
  - Hospital Administration
  - Innovation Leaders
- **Economic Buyers:**
  - Hospital administration: COO, CFO and CIO
  - Hospital dietary services leadership
  - Clinical innovation, quality, and population health teams

Logo Variations:

Healthy Tray

Healthy Tray

HEALTHY
TRAY

Selected Logo:

Selected Logo Design:

Font/Typeface

Dunbar Tall - Medium

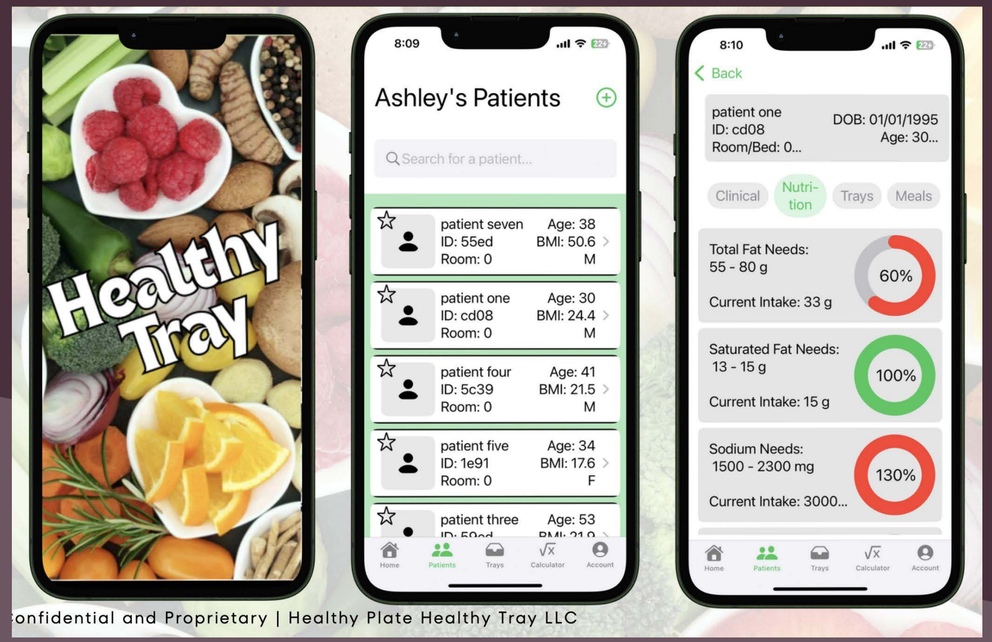
Connection to Brand Values:

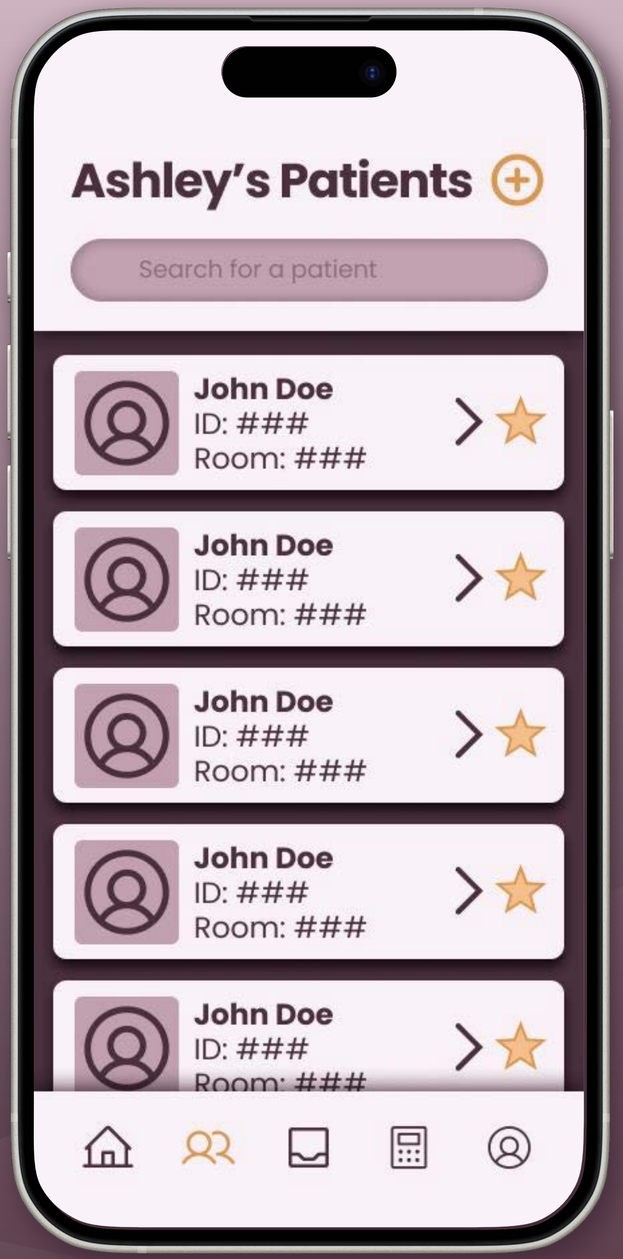
- Dunbar Tall is a modern, approachable typeface with medium weight to convey confidence in quality, while overall roundness offers a welcoming, joyful feel, reflecting Healthy Tray’s mission to accurately care for their patients throughout the hospital stay.

App Design:

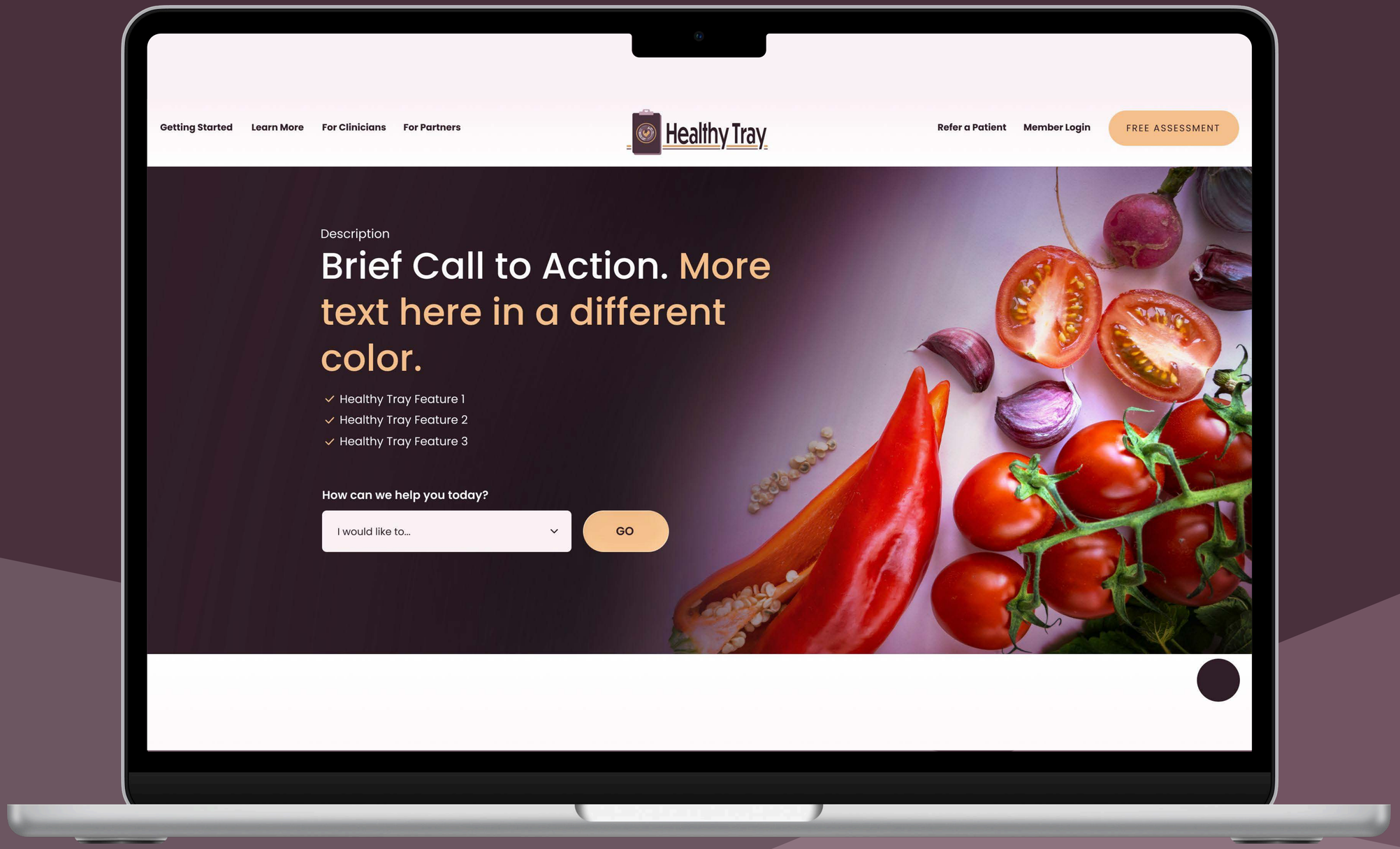
Contacts
Utilities
Freeform
Journal
Tips
Apple Store
Clips
HealthyTray
iMovie
Keynote
Numbers
Pages
Search

App Design:

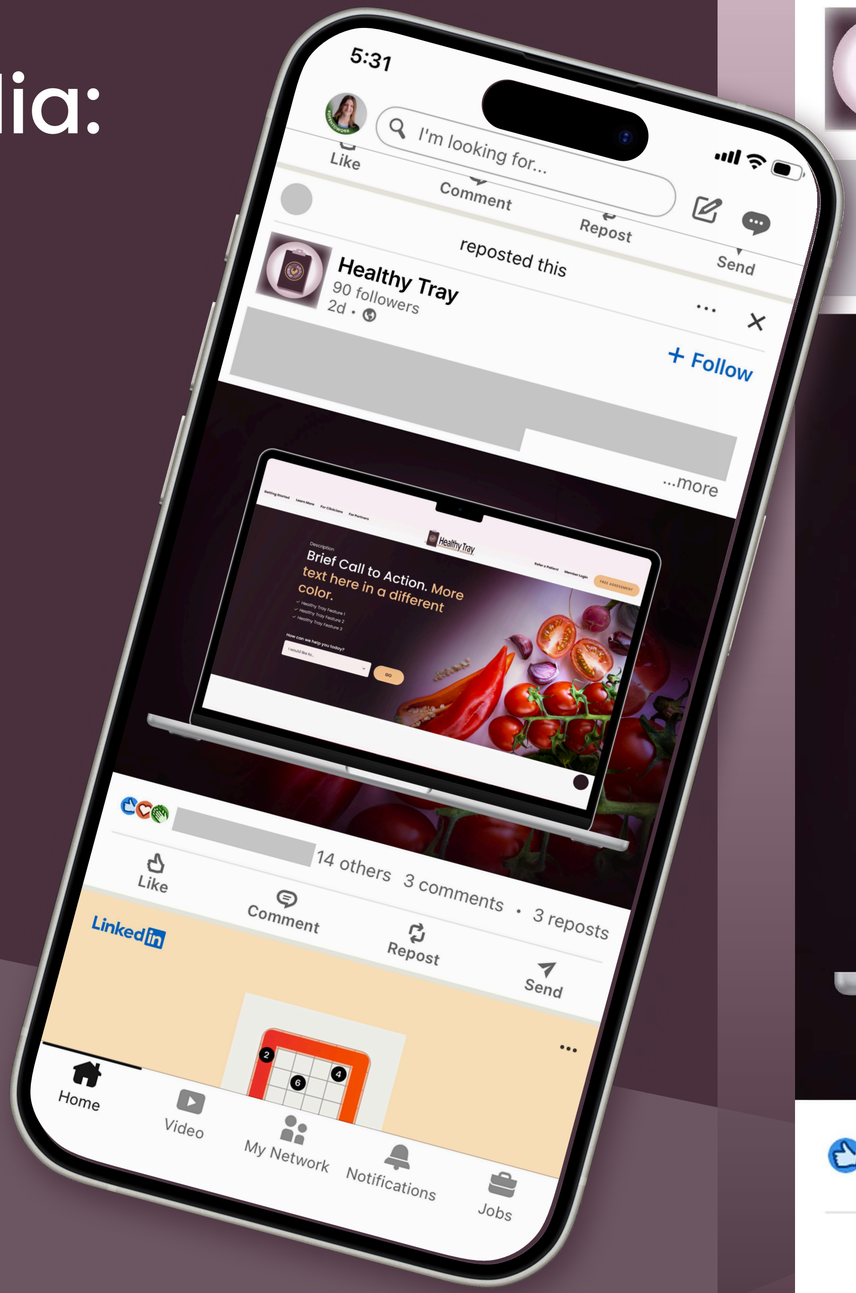

Healthy Tray
8:09
Ashley's Patients
Search for a patient...
patient seven
ID: 55ed
Room: 0
Age: 38
BMI: 50.6
M
patient one
ID: cd08
Room: 0
Age: 30
BMI: 24.4
M
patient four
ID: 5c39
Room: 0
Age: 41
BMI: 21.5
M
patient five
ID: 1e91
Room: 0
Age: 34
BMI: 17.6
F
patient three
Age: 53
Home
Patients
Trays
Calculator
Account
8:10
Back
patient one
ID: cd08
Room/Bed: 0...
DOB: 01/01/1995
Age: 30...
Clinical
Nutri-tion
Trays
Meals
Total Fat Needs:
55 - 80 g
Current Intake: 33 g
60%
Saturated Fat Needs:
13 - 15 g
Current Intake: 15 g
100%
Sodium Needs:
1500 - 2300 mg
Current Intake: 3000...
130%
Home
Patients
Trays
Calculator
Account
onfidential and Proprietary | Healthy Plate Healthy Tray LLC

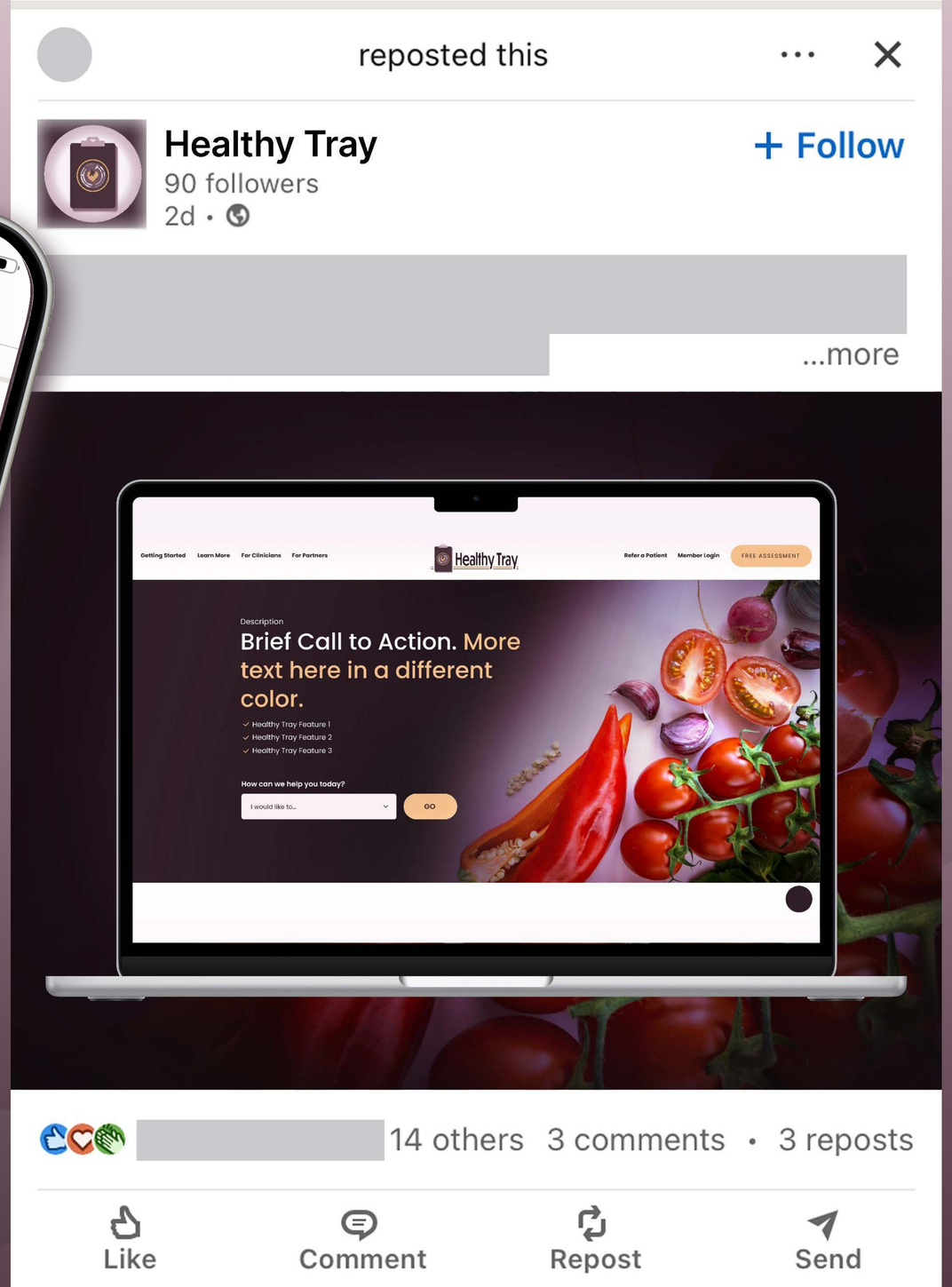

Ashley's Patients
Search for a patient
John Doe
ID: ###
Room: ###
John Doe
ID: ###
Room: ###
John Doe
ID: ###
Room: ###
John Doe
ID: ###
Room: ###
John Doe
ID: ###
Room: ###

Website Homepage:



Social Media:





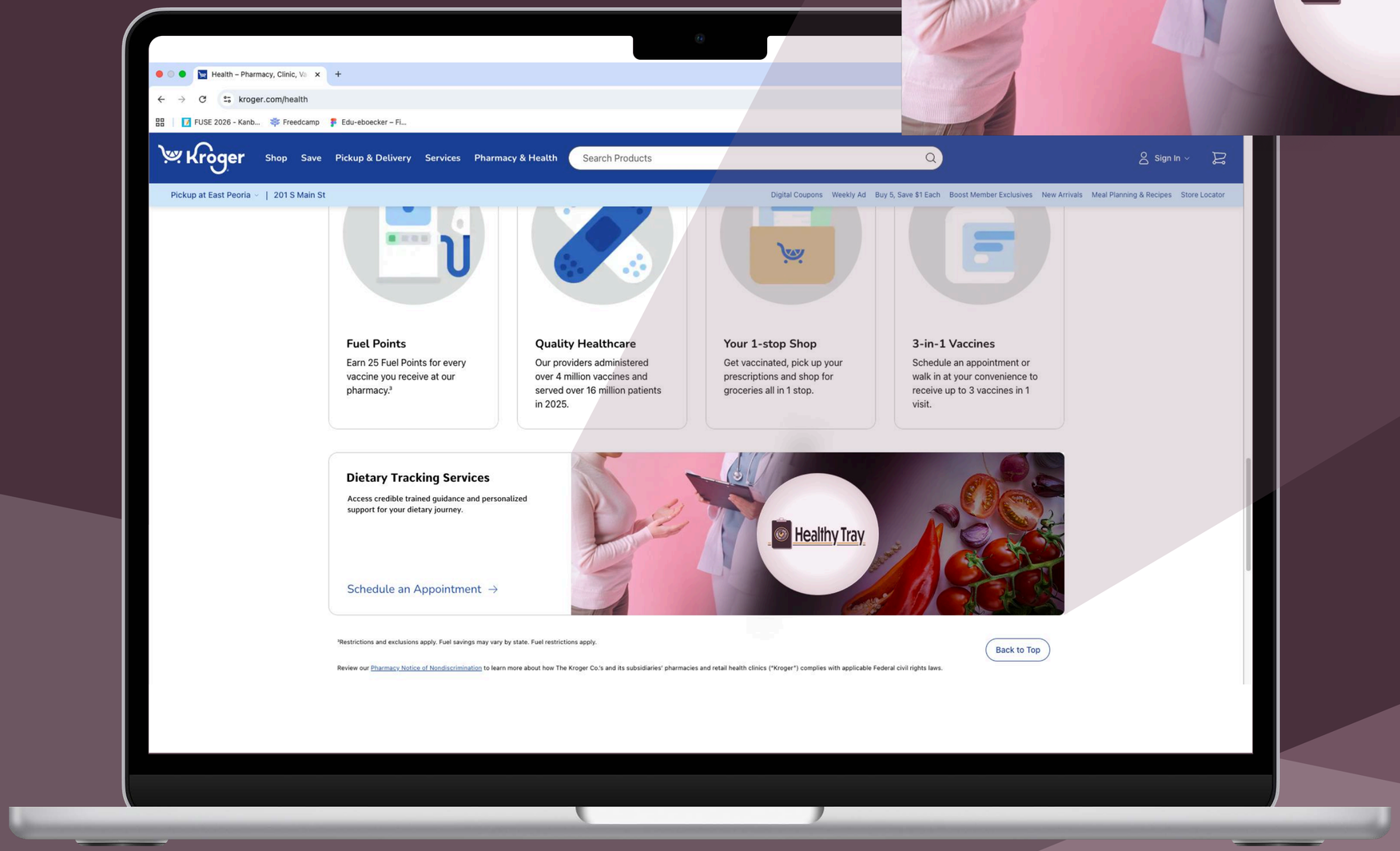
Apparel:

Merch:

- Branded Disposable Cups
- Branded Coaster

Banner AD:

Healthy Tray


Health – Pharmacy, Clinic, Va
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FUSE 2026 - Kanb...
Freedcamp
Edu-eboecker – Fi...
Kroger
Shop
Save
Pickup & Delivery
Services
Pharmacy & Health
Search Products
Sign In
Pickup at East Peoria | 201 S Main St
Digital Coupons
Weekly Ad
Buy 5, Save $1 Each
Boost Member Exclusives
New Arrivals
Meal Planning & Recipes
Store Locator
Fuel Points
Earn 25 Fuel Points for every vaccine you receive at our pharmacy.[3]
Quality Healthcare
Our providers administered over 4 million vaccines and served over 16 million patients in 2025.
Your 1-stop Shop
Get vaccinated, pick up your prescriptions and shop for groceries all in 1 stop.
3-in-1 Vaccines
Schedule an appointment or walk in at your convenience to receive up to 3 vaccines in 1 visit.
Dietary Tracking Services
Access credible trained guidance and personalized support for your dietary journey.
Schedule an Appointment →
Healthy Tray
[3]Restrictions and exclusions apply. Fuel savings may vary by state. Fuel restrictions apply.
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Conclusion:

- **Care Focused and Welcoming Identity:** The Clipboard Logo symbolizes the attention to detail that all patients deserve and the heart symbolizes warmth and care. The badge gives a classy, and personal touch to bring the whole design together.

- **Versatile and Expansive:** The Logo supports Healthy Tray's vision of being adaptable to a variety of platforms and formats.
- **Face of the Brand:** The logo captures the brand's essence and creates a long lasting impression.

Healthy Tray

Thank You!