



Health Next

Moving forward together.

Project Overview

About the project:

Health Next is a research facility that is interested in medical advances through research and data analysis. They are holding an annual research conference to gather researches/students with a similar devotion.

What do they need?

Health Next needs a handful of branding elements like lanyards and signs as well as a logo that is easily recognizable.

Deliverables:

Entry badge, Lanyard, Table Banner, and Display Banner

Challenges

While brainstorming, I had to think about what type of logo I wanted and what type of colors I'd like to use. I went through many options including logos that use lots of graphics and some that are just text. I wanted to make sure the branding stayed consistent while also appealing to my target audience.

Persona:



Persona: Jean

Age: 24
Hometown: Raleigh, NC
Family: Daughter
Occupation: Medical Student

Goals

- Wants to discuss topics with people more knowledgeable than her on them.
- Wants to gain extra credit for attending the event
- Is hoping what is discussed can help her obtain her degree.

Frustrations

- Is worried she might be overwhelmed
- Debating whether the experience will be worthwhile
- Worries she'll feel out of place among smarter people.

Jean is a medical student and is currently studying at a university for her bachelors degree. During her time in university, she has become fascinated by some of the topics regarding health and biology. She lives in her own dorm and uses the time she isn't studying to draw and socialize with friends.



While making digital roughs, what I had to take into account was how the logo would scale and if the graphics would be too distracting. I had to be careful not to make something that would 80/20 with icon being the majority of the logo. The color palette also had to avoid being too loud or overwhelming.

Brand Guide

Jade Green

Hex:
#2db45d
C:76 M:0 Y:87 K:0

Picton Blue

Hex:
#57aada
C:62 M:18 Y:2 K:0

Faded Blue

Hex:
#618fc1
C:64.16 M:36.16 Y:5.6 K:0

White

Hex:
#ffffff
C:0 M:0 Y:0 K:0

Dax Pro Family

Medium
abcdefghijklmnopqrstuvwxy

Bold Italic
abcdefghijklmnopqrstuvwxy

Espiritu

Regular
abcdefghijklmnopqrstuvwxy

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Why it works

Health Next is looking to appeal to a mature audience. The green is meant to resemble good health. The two shades of blue are chosen to accent the green with a subtle color contrast that evoke feelings of rejuvenation and balance. The white serves as the border used throughout the designs. It helps break apart the blue and green.

Additional Sketches:



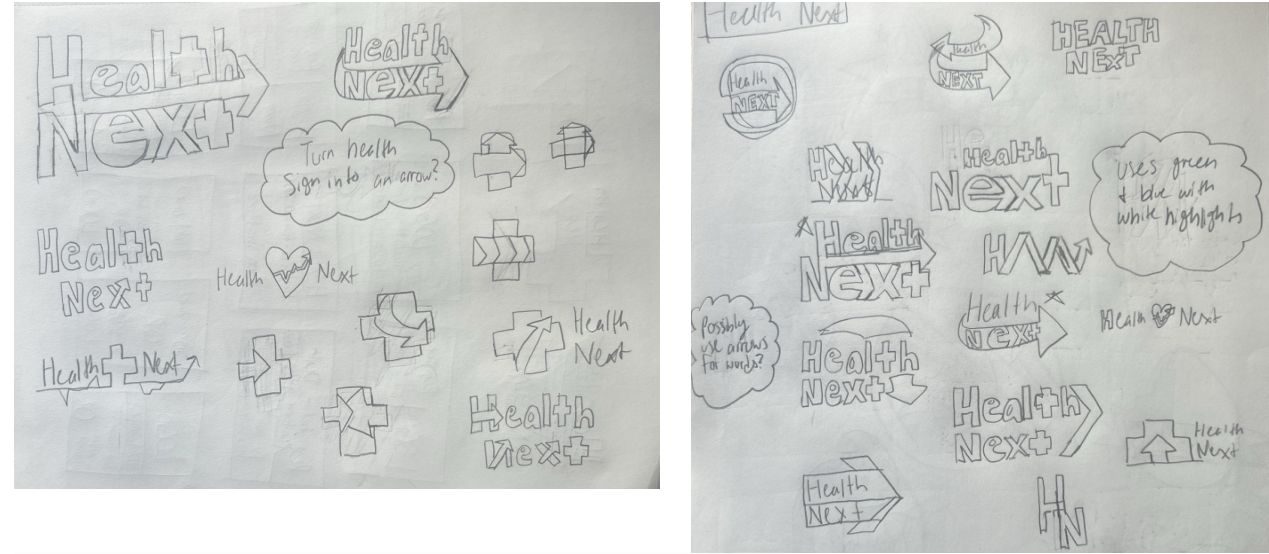
As for the typefaces used, the Dax pro family works as an excellent body text font with a simple but effective feeling to it. The font also doubles as a good subheading typeface.

The typeface Espiritu works for headings and the logo font due to its minimal serifs. The typeface is much larger than the font that is used for the body text helping make it the eye-catcher whenever it's used.



Roughs and Sketches

When coming up with a design that suited what I was going for, I went through lots of different ideas. I used elements such as arrows and heart monitor lines for the logo thumbnails and thought about how legible each logo would be when scaled.



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The Result

After multiple trials and errors, I decided to scrap the arrow concepts and instead use the medical symbol with the heart rate line. I made sure to make the text big and added color contrast with the blue as well. The design is meant to be simple and legible while also standing out even in b&w.

Final Deliverables

The deliverables that were made for the event include a table cloth banner to set on the registration desk to help guide guests, a double sided entry badge for security, a display banner outside the building to let guests know what they should do and to answer any questions they may have.

Design Choices

To fulfill the needs of the client while also relating each product to the brand. To do that, I only used the colors featured in the logo and used elements from the logo such as the typeface for heading and the heartbeat line to break up the colors.

Display Banner Mockup



Badge Mockup



Table Banner Mockup



Lanyard Mockup

