

Logo Design:

ReCare Services is a vocational rehabilitation company – we work with injured workers (and people injured in car accidents) to help them to get back to work. (www.recareservices.com.au)

We are primality psych trained but also have some occupational therapists/physios to assess and assist physical injury elements. We also do job seeking and job skills training. We are also looking to start providing training (English for work courses, computer training) in the future.

Our clients are injured workers, often who do not speak English as a first language, and we also work closely with insurance companies and other medical service providers on each case.

We feel that our current logo is “too corporate” and are looking for something a little more friendly / approachable that will speak to our clients. This is in terms of the imagery as well as the font used.

We thought that perhaps something icon based might work well, and thought that perhaps using the R and the C might work but are open to ideas. However if we were to have an icon based logo, we would like for it to have some meaning within it, so that it might be able to potentially be used with or without the words “ReCare Services” – so that you would have an idea of what we do from it.

We thought incorporating the idea of people might work, or something similar. We also looked at the hummingbird as this means to overcome difficult situations.

The logo will be used on the website, business cards and document / report templates.

Below are some images I have found on Pinterest for inspiration:





