

Embrace Chronic Care Logo Design Brief

Overview:

Embrace Prevention Care is looking for a logo that signifies compassion, caring, trust and good health for our patients and their families.

We are based in the North Eastern U.S., but our business is national in scope. Embrace is focused on keeping older adults healthier and out of the hospital. This allow the patient to focus on what matters most.

We're in the middle of a rebrand from a naming perspective, but wish to keep our primary color scheme to reduce the effort to update our website in the short term. Existing colors are listed below, but if you have design ideas on a different palette, we will entertain those as well.

The logo should not contain any images that represent older adults, if individuals are represented, they should be of indeterminate sex and age. No medical cross. Avoid close similarity to the logos below, as they are in our segment of the health care industry.

Our font is Source Sans Pro.

Existing logo color palette is a set of blues, but there is no need to restrict to this, as we have since created a broader scheme shown below:

Existing logo

26, 188, 248

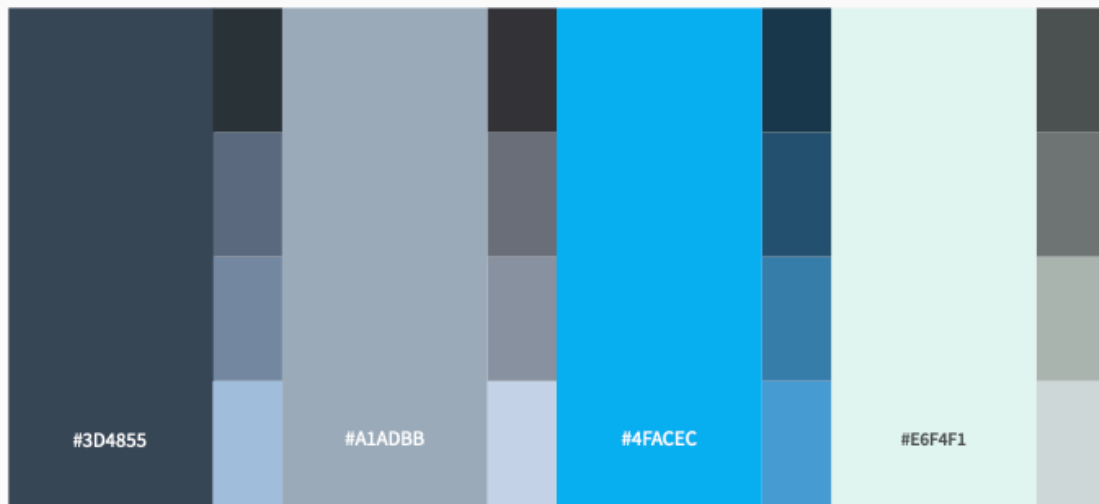
112,219, 252

146, 254, 255

220, 255, 255

For Presentation Decks:

Primary Color Palette



Secondary Color Palette

