

Compass Family Chiropractic Logo Rebranding Brief

Anne-Marie DiNardo, owner and DC

Current Logo



<https://www.compassfamilychiropractic.com/about-us/>

- This logo was designed 10 years ago, and we have outgrown it and don't like it.
- Dimensions are difficult to work with
- Tag line is not readable
- Circle image is difficult to work with and looks outdated.
- Logo is not readable on mobile devices
- Does not reflect who we are.
- We want to get away from the compass drawing (since this is an outdated tool that is not used) and evolve the name meaning.
- We are working on a tag line but that will be phase 2 of this logo development.

Our Branding

Our core customer profile:

- Women aged 30-39, married, with kids or starting a family
- Follow social media for information and advice and relies on referrals, very socially connected
- Active and prioritize health, wellness, fitness, nutrition, and parenting
- Affluent and educated, whether they work or are a stay-at-home mom, and willing to pay for chiropractic care out-of-pocket.

Profile of our patients:

- We also serve many women, ages 40 and up
- We have a number of male clients, ages 30-50
- We don't want branding that excludes men or is too focused on kid/baby

About Us:

Compass Family Chiropractic is passionate about working with patients of all ages, with an emphasis on the unique needs of moms-to-be, children and the effects of stress on our potential to be our best selves. We are women-owned and operated, and bring a loving, warm, compassionate, and positive approach to chiropractic care and wellness.



Owner, Dr. Anne-Marie DiNardo, DC; and Dr. Jenn Wozniak, DC

Note: We are in the process of rebranding work, but we have immediate needs for a new logo ahead of some marketing outreach efforts.

Logo Design Guidelines

We are looking for a cohesive logo design with two formats:

- 1) Stand alone font-based logo (no imagery)
- 2) Use above font based logo with an image lockup we can use as the hero in marketing materials, for the clinic sign, website home page

Logo has two copy parts, can be in different fonts (capitalization is flexible):

- 1) Business Name: Compass
- 2) Identifier (currently exploring the following)
 - Family Chiropractic
 - Family Wellness

Note: we will be offering new services beyond chiropractic, thus the consideration for “wellness”

Font needs for logo for marketing materials

We would like 2-3 fonts to use for 1) primary logo, 2) for subtitle/identifiers, and 3) for marketing copy, both digital and print. Would like recommendations and are open to new fonts that make our brand modern & differentiated.

Inspo/Fonts we like (more fonts to follow on next slides)

COMPASS

enCOMPASS
LENDING GROUP

Notes about our font preferences:

- Open to lower case or upper case, or initial cap – whatever looks best
- Clean, crisp, modern
- Not too light, so it is scalable for print or digital
- No serif for “compass”
- READABLE
- Avoid fonts where “ass” jumps out at you

Fonts we like/don't like

Fonts we like

- Compass
- **compass**
- compass
- COMPASS
- Compass
- Compass
- Compass
- Compass
- See "Elevate" logo for inspo – perhaps an artistic font, open to exploring.

Fonts we don't like

- Compass (needs to be heavier)
- Compass (no, not roundness)
- compass (don't like, too loose)
- compass (too tight - ass)
- **compass** (too harsh)
- Compass (no, "pass" looks too strong)
- Compass (no serif)
- **Compass** (no, "m" too narrow)
- Compass (too tight for main name) -

Note: We have limited fonts available to us to explore so we are open to suggestions.

Design Inspiration – Color & Imagery

- **Colors: Inspired by beach/water.**

- Teal Blues: Like teal blues and teal-greens – needs to be compliant for digital ADA, dark enough to be visible when scaled down on mobile/digital
- Orange (yellow/orange): like bright & light orange, beyond gold - more toward coral more than true or burnt orange. Think sunset orange, electric.
- Colors should be crisp, modern, not muddy and against a white background.
- If you disagree with our color approach, please speak up! Not sure if blue/orange will work together or if we need one color vs. two.

- **Imagery:** We would like to depart from a “compass” instrument and engage a more modern connection with our name, as a guide or partner that enlightens and brightens our patients’ health journey

- Sunshine & light – we love the concept of the sun or a sunrise, as the idea of enlightenment, new beginnings, and shining our lights/being our best.
- Note: we don’t like suns that look southwestern or like a sundial, ones that look too childish, or ones that look like clip art. The ones we’ve included are for placement only (we are not designers) – just exploring this concept of using the sun and using what we can find online.

Notes from logos that gave us some inspiration...



Like the use of bright light shining in this logo – we want to feature a half of a sun/ and the idea of light and hope and joy and warmth that comes from the sun, our source of direction. Also, the lighter colors of orange used here are the direction we like for the orange, if it works.



Note: We don't like the circle, but like the artistic font. Is there an artistic font like "Elevate" above that will stand out/ look ownable but is readable/modern, clean?

Inspiration from Our logo exploration





Design note: We don't like this yellow.
TRY MAKING THE SUN MORE OF AN
ORANGE YELLOW, WITH THE LINE AT THE
BOTTOM A LIGHT TEAL BLUE



Note: Sun is FPO – edges are too sharp/clip art looking. Also blue/orange/black look too cluttered & cheap together – is there a way to make colors more subtle.









