

About Vitals Vault:

Vitals Vault is a groundbreaking digital health platform that merges extensive diagnostic testing with continuous health monitoring and a unified digital dashboard. Our service empowers users—ranging from busy professionals and families to athletes and individuals managing chronic conditions—with comprehensive, real-time insights into their well-being. We are on a mission to transform health management into an accessible, data-driven, and personalized experience.

VitalsVault is a combination of Functionhealth.com + ouraring.com – merging the deep, data-driven diagnostic insights and personalized health recommendations of FunctionHealth with the sleek, real-time wearable technology of the Oura Ring. It's a unified digital health platform where advanced biomarker testing and genetic analysis meet continuous, intuitive monitoring. With VitalsVault, users gain a comprehensive, actionable view of their well-being, empowering them to take control of their health every day.

Competition Overview:

We are launching a design competition to shape our visual identity and digital presence. This competition invites creative talent to design a distinctive logo and a pre-launch landing page that captures the essence of Vitals Vault. Your work will set the stage for our brand's launch and help communicate our commitment to innovation, precision, and empowerment in digital health.

Project Objectives:

- **Visual Identity:** Craft a memorable, scalable logo that embodies the core values of trust, innovation, and connectivity within the health technology space.
- **Digital Presence:** Develop a pre-launch landing page that seamlessly integrates the logo, communicates our value proposition, and inspires prospective users to join our waitlist.
- **Engagement & Trust:** Create designs that evoke confidence and clarity, resonating with a diverse audience—from tech-savvy professionals to health-conscious families and performance-driven athletes.

Target Audience:

- **Busy Professionals:** Individuals who seek actionable health insights without compromising their schedules.
- **Families:** Parents and caregivers needing coordinated, easy-to-understand health management tools.
- **Athletes:** Users focused on optimizing performance through continuous monitoring and precise health data.
- **Chronic Condition Management:** Patients and caregivers who rely on persistent, reliable health tracking to inform daily decisions.