**Logo Briefing**

1. **General Information**  
   • **Company Name**: Health Rockstars  
   • **Industry**: Corporate Health Management, Training, Coaching, Team Building, Personal Development  
   • **Year Founded**: 2025  
   • **Location(s)**: Northern Germany & online  
   • **Website & Social Media**: [www.health-rockstars.de](http://www.health-rockstars.de/)
2. **Background & Vision**

Health Rockstars (HR) positions itself as an innovative service provider aiming to revolutionize the field of Corporate Health Management (BGM) and Corporate Health Promotion (BGF). Unlike many competitors focused on technical aspects, HR emphasizes emotion, engagement, and a strong brand identity that immerses both companies and employees into a unique experience.

**Vision & Mission**  
HR seeks to rethink health in companies by combining traditional health measures with team building and personal development for employees, as well as employer branding and skilled labor retention for businesses. The brand should be so innovative that it stands out from the crowd and inspires a whole industry to rethink its approach.

**Uniqueness & Positioning**  
• HR consciously avoids a purely factual, standardized approach. Instead, it creates an emotional brand world that takes both employees and companies on an inspiring journey.  
• The name "Health Rockstars" emphasizes this difference: dynamic, bold, modern, and revolutionary.  
• The brand stands out with a strong visual identity, not only in the logo but also in accompanying design elements such as stickers, pictograms, and artworks.  
• HR begins as a pilot project (Proof of Concept) in Northern Germany and will eventually expand as a licensing model, allowing other health service providers to adopt the concept.

**Business Model & Services**  
HR is based on two main pillars:

1. **BGF/BGM according to prevention guidelines** – Health measures with a focus on nutrition, exercise, and mental health, in the form of training, workshops, and impulse lectures.
2. **Healthy Corporate Culture** – Innovative, experience-oriented formats for companies that link health with team dynamics and personal development.

**Brand Building & Design World**  
Health Rockstars (HR) is not just a brand – it is a movement. Its brand presence does not follow the traditional approach of health service providers but consciously breaks with industry conventions. While many competitors appear factual and sober, HR focuses on emotion, energy, and staging. The brand is not just designed; it is staged – like a rock band ushering in a new era.

**The Rockstar Principle: Professionally excellent but unconventional**  
HR combines seriousness and expertise with rebellion and distinctiveness. The brand does not present itself as a traditional "health service provider." Companies and employees should identify with HR, get carried away, and experience a completely new understanding of health management.  
A rockstar is not just loud – they are charismatic, bold, and change the rules of the game. That is precisely what HR wants to achieve in the health sector.

**The Logo as the Core of the Design World**  
The logo is not just a visual symbol, but the heart of the entire HR brand world. It serves as the starting point for a multifaceted, dynamic design language that creates recognition across all touchpoints.  
The logo must be designed in a way that it is powerful, unique, and versatile – from merchandise to large-scale installations. But it goes further: from the logo develops a whole design world, manifesting in colors, shapes, patterns, and additional elements.

**A Design World Growing from the Logo**  
HR’s visual concept is based on a holistic design world that runs through all communication channels and experiences:

• Dynamic, energy-charged design elements derived directly from the logo.  
• Stickers, pictograms & artworks that can be immediately associated with HR even without the logo.  
• Unconventional typography & colors that stand out from the health market and harmonize with the logo.  
• Experience-oriented media & branding elements – from vehicle branding to event design to interactive digital content.  
HR should not only be visible but also tangible – in communication, in presence, and in every visual detail.

**Brand Applications**  
To make HR’s strong identity consistently perceptible, the design will be optimized for the following formats:  
✅ Print: Brochures, flyers, posters, stickers, merchandise  
✅ Digital: Social media, website, app, interactive workbooks, ebooks, certification seals  
✅ Presentations & Events: PowerPoint design, stage branding, event tickets  
✅ On-the-go: Vehicle signage

**Conclusion**: The logo is the seed of a design world that unfolds consistently across all channels and makes the HR brand unmistakable. It is not just a logo but a statement – the visual expression of a rockstar in the health industry.

1. **Target Audience**  
   • **Primary Target Audience**: CEOs, business owners, employees in Human Resources and People & Culture departments  
   • HR addresses this target audience not only professionally but also emotionally and visionarily. Rather than offering standard solutions, HR provides an experience that ignites enthusiasm and has a lasting impact. The brand shows that health management is not a rigid process but a movement that excites both companies and employees.  
   • **Secondary Target Audience**: Employees of companies participating in the measures.  
   • **Market & Competition**: MoveUp (<https://www.moveup.de/>)
2. **Design Requirements**  
   • **Style**:  
   The Health Rockstars (HR) brand requires a visual identity that embodies the energy, spirit, and unconventionality of major rock bands – without appearing cheesy or outdated. The brand should reflect the coolness and authenticity of Metallica, but without the excessive glamour of bands like KISS. HR stands for quality, independence, passion, and innovation, and these values must also be reflected in the visual identity.

• **Influences from Rock Music**:  
HR is inspired by the power and directness of legendary rock bands that never lost their character and always remained authentic. The designs should reflect the timeless style that remains relevant in modern culture. Logo and design elements must convey a sense of energy and movement without slipping into nostalgia or "old-fashioned" rock band clichés.

• **Clarity & Precision**: Like Metallica, where every album cover and merchandise item is a statement – clear, striking, and direct, but still professional.

• **Influences from 90s Skateboard Scene**:  
Another creative approach could draw inspiration from legendary 90s skateboard brands such as Thrasher, Powell Peralta, Santa Cruz, Deathbox, and Independent. These brands embodied a wild, rebellious energy that fits perfectly with HR. They stood for independence, subculture, and adventure, showing that health and vitality can also have an attitude and energy.

• **Wilder yet Thoughtful Color Palettes**:  
Combining sharp contrasts and bright colors that do not feel overbearing, but convey the skate vibe of the 90s.

• **Streetwear Elements**:  
Logos and designs suitable for merchandise, t-shirts, stickers, and event materials, with an urban, cool look that is immediately associated with the HR brand.

• **Important**: Coolness without overstatement  
The style should never appear too overloaded or blatant – HR is cool, but not in a cheap, cheesy way. It's about making an authentic, confident statement that conveys a clear attitude. The designs should be modern and relevant, but with a rock-solid, timeless core.  
The style is, therefore, a mix of the rebellious energy of 90s rock and skateboard culture, paired with the cool, thoughtful aesthetic of great rock bands – direct, clear, and always authentic.

• **Colors**:  
The first idea was to use shades of grey and pink/rose. Black should be used cautiously, as the logo will often be used on black backgrounds.

• **Typography**:  
A font that suits great rock bands but is contemporary and not cheesy or forced. Guns n Roses, Metallica, Pantera, Rage Against the Machine, Red Hot Chili Peppers.

• **Must-Have Elements**:

* Health Rockstars logo as wordmark
* Health Rockstars logo as image mark
* Health-Rockstars.de as a URL
* Wordmark and image mark in one combined
* Typography
* Brand guide (color palette, imagery, iconography, applications)

**Health Rockstars Logo Symbolism**

By merging **health and rockstar elements**, a visual identity is created that instantly communicates what **Health Rockstars** stand for: **Power, health, and an unconventional lifestyle.**

**Ideas:**

**Health-Related Symbols:**

* **Heart & Pulse** – Represents vitality and a healthy lifestyle.
* **Apple or Leaves** – A classic symbol of healthy nutrition.
* **Weights / Dumbbell / Kettlebell** – Signifies physical fitness.
* **Yoga Pose / Person in Motion** – Symbolizes holistic health and activity.
* **Water Wave or Drop** – Represents hydration and detox.
* **Sun or Light Rays** – Symbolizes energy, well-being, and vitality.

**Rockstar Elements:**

* **Lightning Bolt** – A classic rockstar symbol (similar to AC/DC), representing power and dynamism.
* **Electric Guitar or Pick** – Strong association with rock music.
* **Flames / Fire** – Symbolizes passion and energy.
* **Star / Slightly Modified Skull** – Known from rock and skateboard culture.
* **“Rock On” Hand Gesture 🤘** – Could be used as an icon or pictogram.
* **Sound Waves** – Represents music, rhythm, and movement.

**Combinations of Both:**

* **Lightning Bolt + Heartbeat Line** – Merges energy with health.
* **Guitar Neck in the Shape of a Dumbbell** – Blends music and fitness.
* **Rockstar Wings with Green Leaves** – Symbolizes freedom and a healthy lifestyle.
* **Star with Dynamic Lines** – Evokes the rockstar lifestyle in a health-conscious way.

1. **Technical Requirements**  
   • **Application Areas**: Print, Web, Social Media, Merchandise, PowerPoint Slides, Stickers, Car Wrapping, Posters, Tickets, Videoclips
2. **Logo & Image Mark**

* Vector files (for scalability without loss of quality):
  + AI (Adobe Illustrator) – Standard file format for vector graphics, ideal for logos.
  + EPS – Another common format for vector graphics, supported by almost all design programs.
  + PDF (vector format) – Good for print materials and distribution to partners or licensees.
* Raster files (for web and digital media):
  + PNG (with transparent background) – Perfect for use in digital media, social media, and websites.
  + JPG (for web, when no transparency is needed).

1. **Fonts & Typography**

* OTF (OpenType Font) or TTF (TrueType Font) – These formats are suitable for fonts that work well on both Mac and Windows and can be used in digital media as well as print materials.

**Black & White Variant Needed?** Yes – The logo/wordmark must be stencil-compatible for spraying onto flight cases.

Please no canvas or else pre-pattern