



PARTNERSHIP ECOSYSTEM

Vestree

A logo identity brief for the physician partnership ecosystem.

CLIENT

Vestree

INDUSTRY

Healthcare /
Physician services

DELIVERABLE

Logo identity
system

PLATFORM

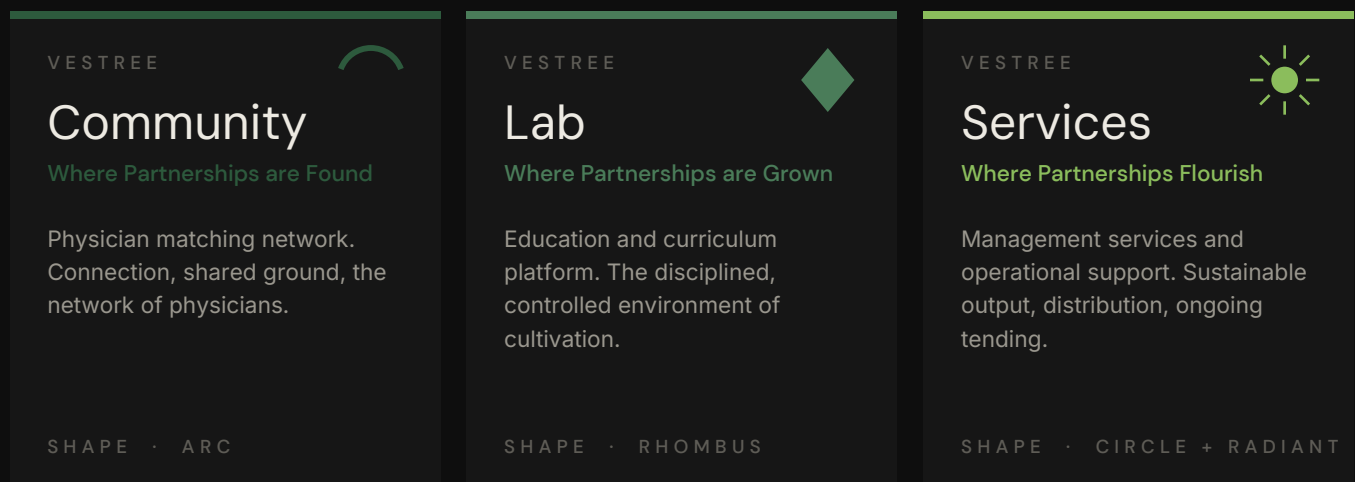
DesignCrowd

§ 01 BRAND OVERVIEW

What Vestree is.

Vestree is a three-entity ecosystem that helps physicians find, build, and sustain practice partnerships. The audience is sophisticated and trust-driven: surgeons and specialists in years three to ten of practice, evaluating ownership and partnership for the first time. They are analytically minded. They do not respond to clinical iconography, slick tech aesthetics, or generic corporate polish.

The brand is built on a single organic metaphor: the practice is a living thing. It is found, it is grown, and it is tended. Three sister entities each carry a piece of that lifecycle, and together they form one ecosystem.



§ 02 THE DESIGN DIRECTION

One mark, three components.

The logo system is built on one structural insight: the three entity marks are the components of the ecosystem mark. Each entity has its own geometric shape. Those three shapes, assembled together, form the primary Vestree mark — a V letterform inside a circle badge.

The non-negotiable. A designer who removes the Lab rhombus from the ecosystem mark should be left with a visible gap where it was. The entity marks are not decorative sub-brands — they are literal components of the primary mark. This is the core of the system.

2.1 THE PRIMARY V MARK

The three entity shapes assemble into a V letterform.

- Left arm = Community (deep forest, foundational).
- Right arm = Lab (rhombus geometry informs the angle, mid green).
- Fruit circles at the top tips of each arm = Services outputs (light/fruit green).
- Ground line runs horizontally at the base of the V where the arms converge.
- Root lines (three) extend downward from the apex below the ground line.
- Apex node — small dot at the convergence point.

2.2 THE BADGE CONTAINER

The V mark sits inside a circle badge.

- Double ring — outer ring slightly thicker, inner ring thin and subtle.
- Ground line touches or nearly touches the inner ring on both sides.
- Root lines extend below the ground line but stay within or just reach the outer ring.

Reads as: a circle containing a living tree, in the form of a V.

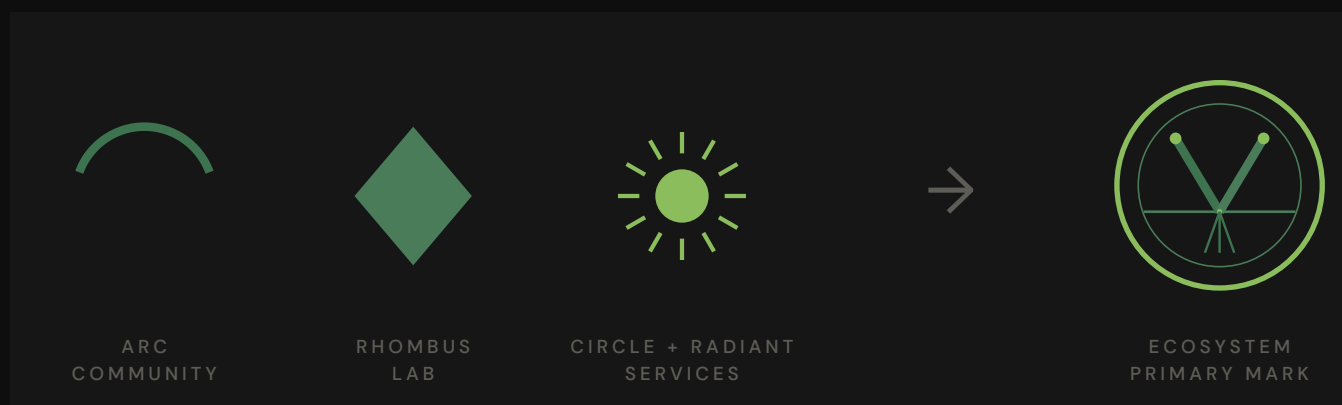
2.3 THE WORDMARK INTEGRATION · CRITICAL

The badge sits to the LEFT of the wordmark. The wordmark spells VESTREE. The V in VESTREE must visually mirror the badge V — same proportions, same angle on the arms — and carries the same small fruit-circle dots at the tips of each arm. The letters **EST** are dark forest (matching the left arm of the badge). The letters **REE** are mid/fruit green. The R in REE carries a subtle leaf or organic detail on its descending leg — a small circle at the tip, like a bud. Restrained, not heavy-handed. The tagline Partnership Ecosystem sits below the wordmark in small, widely-spaced uppercase, in mid green.

§ 03 ENTITY SYSTEM DIAGRAM

How the three become one.

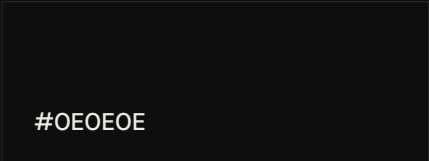
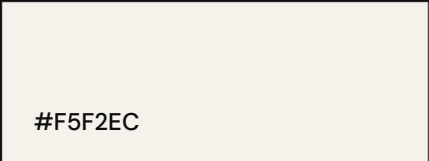
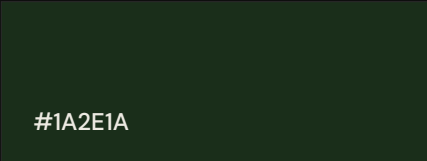
Read left to right: each entity contributes its shape to the ecosystem mark. Subtraction is intentional and visible — remove a component and the V is incomplete.



§ 04 COLOR PALETTE

Three greens, root to fruit.

The three greens must be clearly distinct yet harmonious — they read as a gradient from root (darkest) to fruit (lightest). Three background options support full-color, single-color, and reversed lockups.

 #2D5A3D	 #4A7C59	 #8BBD5C
Deep Forest Community / left arm	Canopy Lab / right arm	Fruit Services / circles
 #0E0E0E	 #F5F2EC	 #1A2E1A
Near Black Background option 1	Parchment Background option 2	Deep Forest BG Background option 3

§ 05 TYPOGRAPHY

Geometric. Modern. Quiet.

Wordmark

Geometric sans-serif, weight 600–700.

Suggested starting points: Space Grotesk, Faktum, Neue Haas Grotesk.

The V must be custom or modified — not a stock letter.

Tracking: –2 to –3.

Tagline

Same family, weight 400.

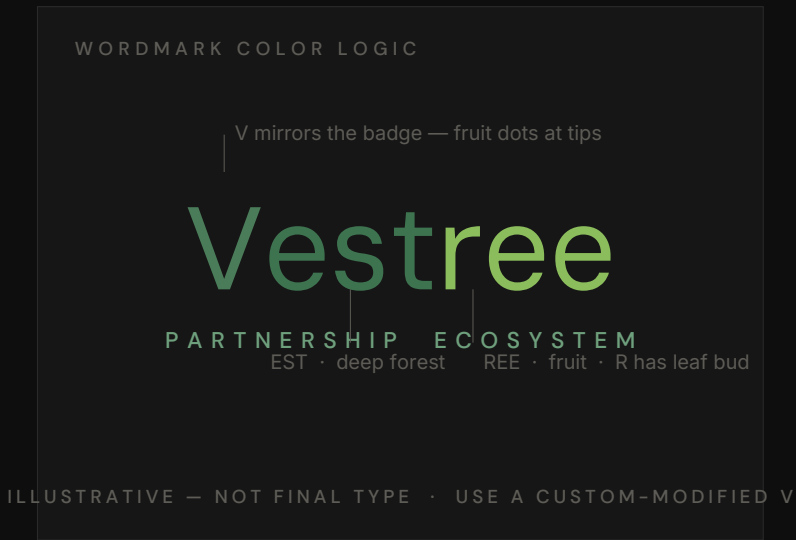
All caps, letter-spacing 3–4px.

Mid green (Canopy).

Do not use:

Serif fonts. Script fonts. Helvetica. Arial.

Roboto. Montserrat. Raleway. Anything that looks medical or institutional.



5.1 TYPE SCALE · REFERENCE HIERARCHY

DISPLAY	Wordmark / Cover	Vestree	36pt
H1	Section title	What Vestree is.	20pt
H2	Subsection	The Wordmark Integration	13pt
BODY	Long-form paragraph text	The brand is built on a single organic metaphor.	10pt
CAPTION	Labels, metadata	PARTNERSHIP ECOSYSTEM	8pt

§ 06 DELIVERABLES

What we need back.

All assets must work at minimum 24px height for the badge mark and 100px width for the horizontal lockup. Source files must be vector. Color values must match the hex values on page four exactly.

01	Primary horizontal lockup	Circle badge left, VESTREE wordmark right, tagline below wordmark. Dark + light bg.
02	Stacked lockup	Badge centered above, VESTREE centered below, tagline below that. Dark + light.
03	Badge mark only	Standalone circle badge, 512px and 1024px. App icon and favicon use.
04	Three entity sub-marks	Community (arc), Lab (rhombus), Services (circle + radiant). Each in entity color, with small horizontal lockup: entity mark + "Vestree Community / Lab / Services."
05	Color variants	Each lockup in: (a) dark bg full color, (b) light bg full color, (c) single-color all deep forest, (d) reversed white-on-dark.
06	File formats	SVG (vector), PNG transparent (1x and 2x), PDF.

§ 07 DO NOT INCLUDE

What this brand is not.

These are non-negotiable. They reflect deliberate positioning — Vestree is for physicians but does not look like medicine. It is organic but does not look illustrative. It is modern but does not chase tech-aesthetic trends.

✗ Medical iconography

No stethoscopes, medical crosses, caduceus, hearts, DNA helixes.

✗ Literal trees

No realistic or illustrative trees. The tree is geometric and abstract.

✗ Gradients

Flat color only. No gradients, anywhere.

✗ Effects

No drop shadows, glows, bevels, or 3D treatments.

✗ Color volume

No more than three colors in any single mark usage.

✗ Wrong typography

No serif, script, Helvetica, Arial, Roboto, Montserrat, Raleway, or any face that reads as medical or institutional.

§ 08 CLOSING

Why this brief is different.

Most logo briefs ask for a mark and a wordmark. This one asks for a system whose components are structurally interlocking. The badge is not a decorative wrapper; it is an assembly diagram. The three entity sub-marks are not afterthoughts; they are the parts the primary mark is made of.

If you can preserve that logic — three shapes that are simultaneously their own marks and the components of the parent mark — the rest of the system (typography, color, lockup variants) will follow naturally.

We are looking for restraint, geometric discipline, and an organic warmth that physicians will read as trustworthy, not clinical. Show us the system, not just the logo.