

Rosemark Logo Refresh

Creative Brief

Project Overview

Refresh the Rosemark logo to modernize the brand while maintaining recognition and continuity with the existing identity. The updated logo should retain the rose icon concept while improving scalability, versatility, and visual consistency across digital and print applications.

This is a logo evolution, not a full rebrand.

Project Goals

- Modernize the existing Rosemark logo
 - Refine the rose icon for improved clarity and scalability
 - Update the Rosemark wordmark with a more versatile typeface
 - Improve legibility and recognition at every application size, from favicon to trade show display
 - Create a flexible logo system for web, software, mobile, print, promotional products, and embroidery
-

Audience

The logo should speak to the people who run and work inside private duty home care agencies:

- Home care agency owners
- Operations managers
- Schedulers
- Care coordinators
- Industry partners

The logo should communicate professionalism, reliability, experience, and approachability.

Brand Attributes

The logo should feel:

- Professional

- Trustworthy
- Established
- Approachable
- Modern
- Dependable
- Simple
- Human
- Open

Avoid anything that feels:

- Trendy
 - Tech startup-style
 - Overly corporate
 - Overly feminine
 - Generic healthcare branding (clinical, sterile, or Medicare/home health imagery - Rosemark serves private duty home care, not clinical care)
-

Rose Icon Direction

Desired Characteristics

- Replace the existing Rosemark rose
- Simplified for modern use
- Front-facing open rose bloom (facing the viewer)
- Multiple petals clearly visible and opening outward
- Strong, recognizable silhouette
- Scalable for small sizes and embroidery
- Suitable for one-color applications

Visual Style

- Organic and natural
- Clean and modern interpretation of a rose bloom
- Balanced composition without rigidity
- Clear rose identity at small sizes

Avoid

- Top-down rose views (rosette or spiral-like forms)
- Stems or leaves
- Excessive detail
- Sharp angular petals

- Overly abstract interpretations
 - Designs that lose clarity when scaled down
 - Thin strokes or fine detail that won't translate to thread at small sizes
-

Wordmark Direction

Typography Requirements

The wordmark font does not need to match Nunito Sans, the typeface used across Rosemark's marketing and product materials. The logo font is intended to function as a unique, highly recognizable visual identifier, not as an extension of the marketing type system.

That said, the logo font should feel compatible with Nunito Sans in underlying geometry and mood. Nunito Sans is a rounded, humanist sans-serif with a warm, approachable quality and strong legibility at small sizes. The logo font should share that general sensibility, even if it is a completely different typeface.

Select a wordmark typeface that:

- Creates a strong, distinctive visual identity for the logo specifically
- Shares the warm, humanist character of Nunito Sans without mimicking it
- Remains highly legible at small sizes
- Feels modern and professional, not trendy or decorative
- Works in the two-tone "Rose" + "mark" color treatment without losing balance or cohesion
- Scales cleanly across all logo applications, from embroidery to large-format print

Brand Name Styling

The wordmark should treat the name as:

- "Rose" in Rosemark pink (#9D1F5F)
- "mark" in black (please confirm preferred black hex before finalizing — true black #000000 or a softer near-black)

This color separation should feel intentional, balanced, and consistent across applications.

Color Direction

Primary

- Rosemark pink (#9D1F5F)

The logo must also work in:

- Black
- White
- Single-color formats
- Reverse (light on dark backgrounds)

Note: If a specific neutral or near-black is part of the brand system, please confirm the hex value before production so the designer can apply it consistently.

Technical Requirements

The logo must perform across:

- Website headers
- Software interfaces
- Mobile applications
- Social media profiles
- Email signatures
- Sales and marketing materials
- Trade show displays
- Print collateral
- Embroidery and apparel
- Promotional products

It must scale cleanly from favicon size to large-format use without loss of clarity.

Deliverables

- Refined rose icon
 - Updated wordmark
 - Primary logo lockup
 - Horizontal version
 - Vertical version
 - Icon-only version
 - Black version
 - White version
 - Vector files (AI, EPS, PSD)
 - PNG exports with transparent backgrounds
-

Success Criteria

The final design should feel familiar to existing customers while clearly modernizing the brand. It should strengthen recognition, improve usability across platforms, and create a more flexible system for future marketing and product needs.