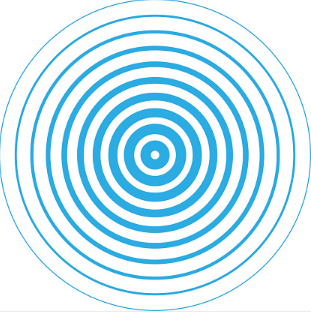
**Spring Diagnostics**

Is a premier diagnostics lab with a focus on women’s health (may branch other into other disciplines beyond women’s health/fertility).

We want the new logo design to differentiate us visually, from a color-choice as well, from what exists in the marketplace. Many labs use color schemes with blue, grey and greens.

We would like a new logo created based around the various meanings of the word “spring”:

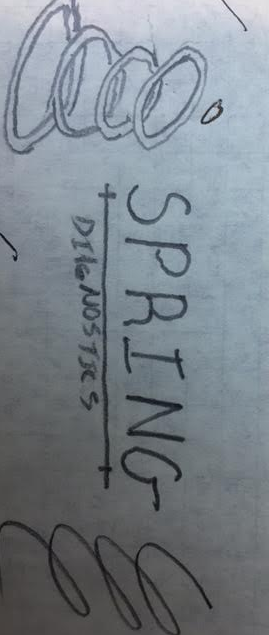
1. Spring – as in **spring water**, a well, water of life

[](http://www.istockphoto.com/vector/modern-circle-symbol-and-icon-gm175850643-25479852)[](http://www.istockphoto.com/vector/radar-screen-concentric-circle-elements-gm637380588-113684757)  (water spring, really like this abstract component)

[](http://www.istockphoto.com/vector/simple-sun-icon-set-summer-concept-illustrations-gm519161660-90393277)(wrong colors for a spring but like the design)

 logo could be letter “S” for spring, while also looking like a water drop

1. Spring – a **mechanical spring**, representative of springing forward, progress

1. Spring – as the **season spring**, representative of growth, nurture, new life, hope, vitality (least favored option, unless you are such a creative genius that this design blows all the other ones out of the water!)

[](http://www.istockphoto.com/vector/eco-symbols-and-icons-gm493536837-40349094) [](http://www.istockphoto.com/vector/tree-of-life-yggdrasil-world-tree-gm479729234-68044999)[](http://www.istockphoto.com/vector/ecological-emblems-and-frames-gm468393604-61240346)Note: ovum, family circle, life

Note: the images you see are just some ideas that we liked, but not a mandatory direction for you to follow

Please integrate the brand traits, as applicable, into the visual look of the logo:

1. Trusted
2. Unique
3. Reliable
4. Efficient
5. Simple/easy
6. Innovative
7. High-quality
8. Adaptable
9. Service oriented
10. Upscale

Design files should be vector based/line drawing (adobe illustrator):

1. One in black/white/greyscale
2. In addition, a handful of color variations suggestions presented

Logo should not have the company name fully integrated/become the logo. In other words the example #1 below where the logo has the name of the company is in close proximity is preferred, but not entirely integrated as in #2.

1. Yes: you can get creative about where the name is located ()
2. No: 

Here is a logo of a lab we really like:  (clean, simple - even the font ties to the logo)