

Medical Laboratory Application

Logo

Project Brief

Logo Project Background	2
Application Color Scheme	3
Sample Compatible colors	4
Current Application Iconography	6
Example mock-ups using logo	7
Additional Logo Notes	8
Target Application Background	9

Logo Project Background

This logo is for a medical laboratory and testing services organization. This organization collects outpatient samples, runs medical tests on them, and return the results to physicians.

This particular logo is for a web application, which is part of a suite of internal and external applications.

The audience for these applications would be internal users, the public, medical organizations and medical professionals which use their services.

After the winning logo has been selected then, in an effort to maintain the logo style, the same artist may be used (and paid) to create logos for the rest of the applications (approximately 7-8 more applications).

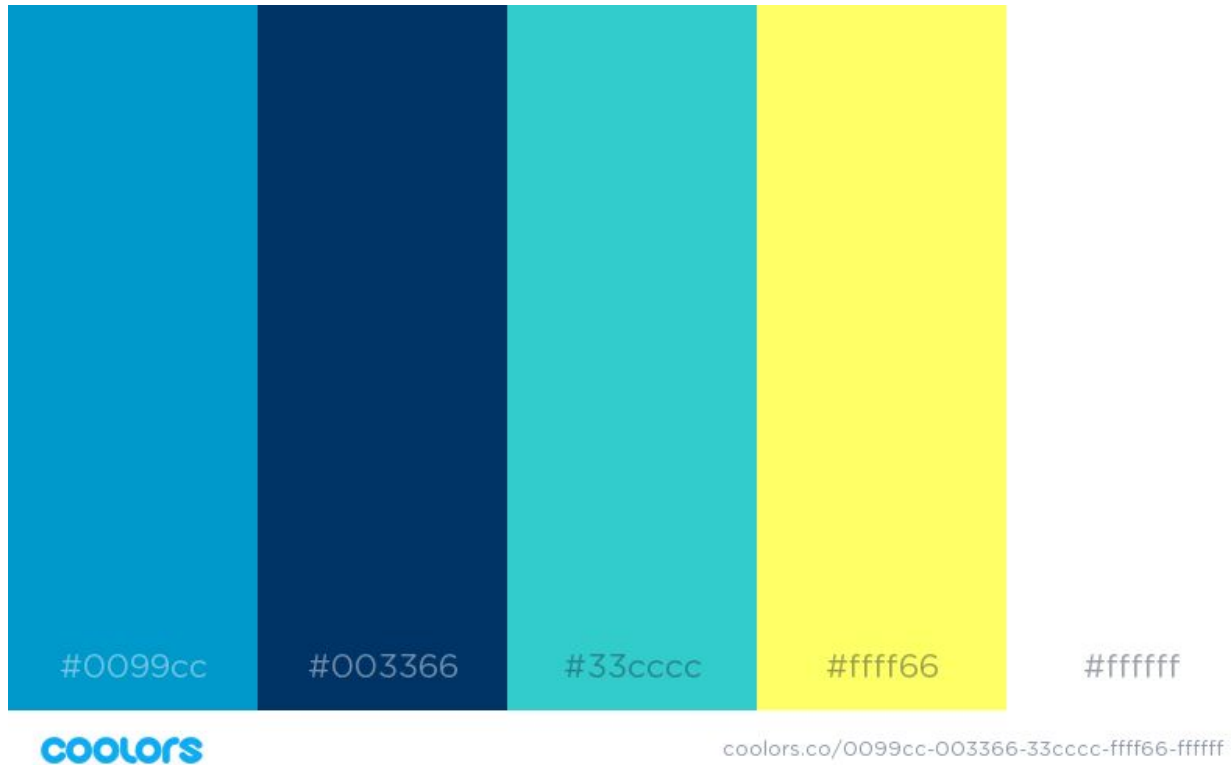
The price for that work is negotiable.

In the following sections several images and other project artifacts have been shared to help the artist understand the intention of the logo, the color palette and how the logo will fit into the application screen design.

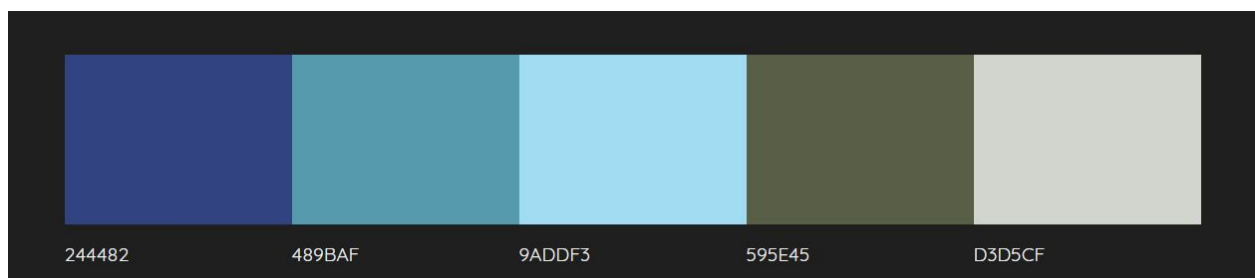
Application Color Scheme

The following two color swatches represent the color scheme used by all of the applications.

The logo must be comprised of colors from or compatible with the color scheme.



Swatch Color Scheme from original application designs

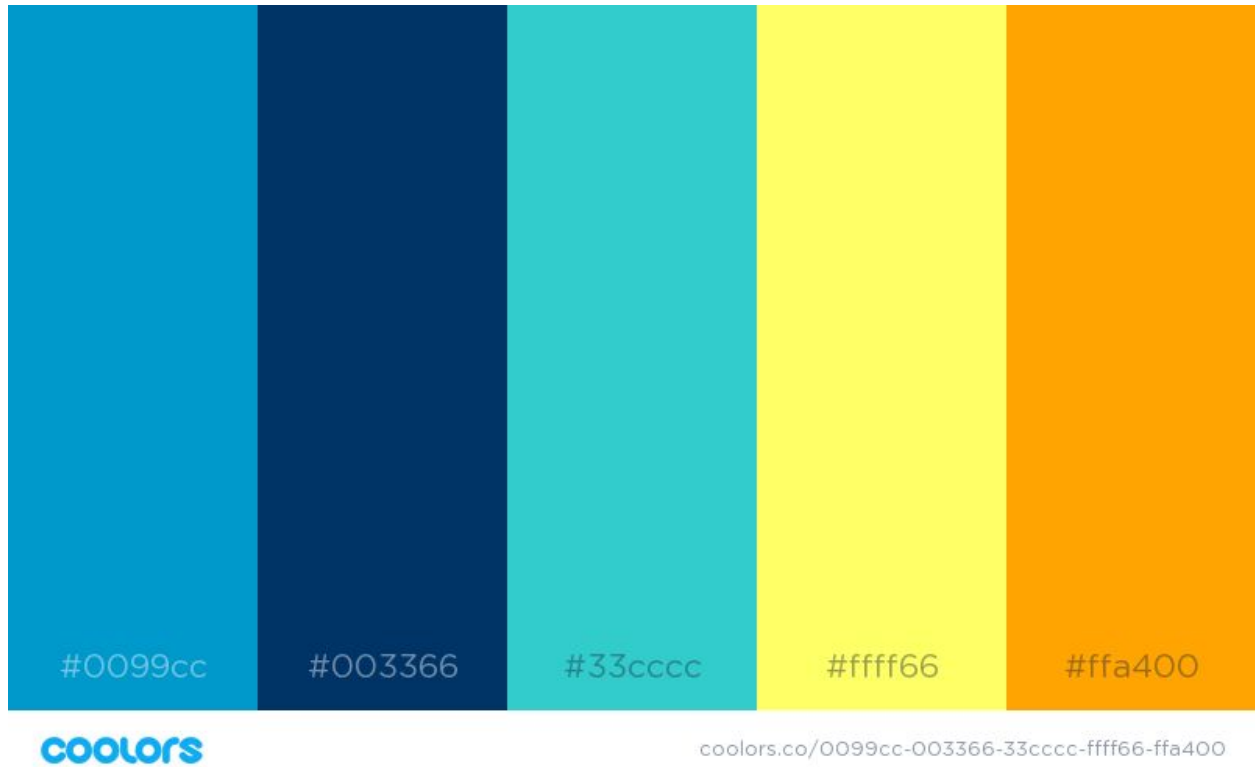


Swatch generated from Application Color Analysis

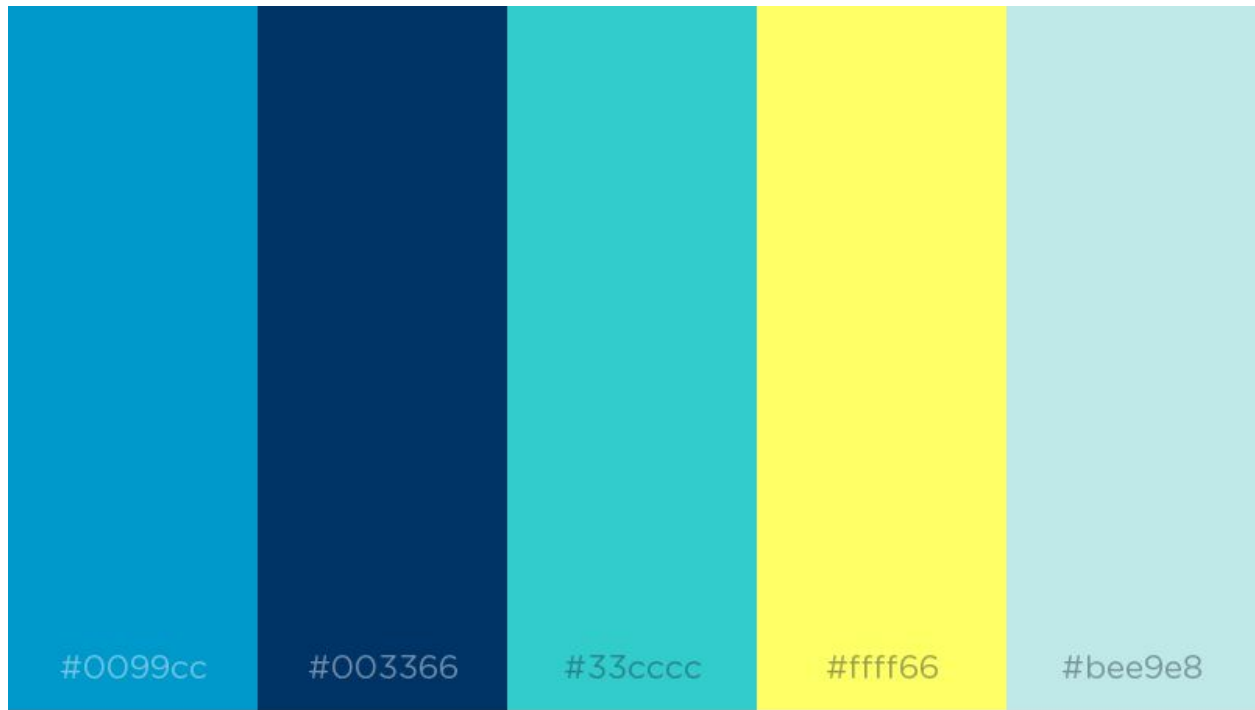
Sample Compatible colors

Below are three samples of compatible colors; the compatible color is the far right color in the swatch.

We are open to other compatible colors.



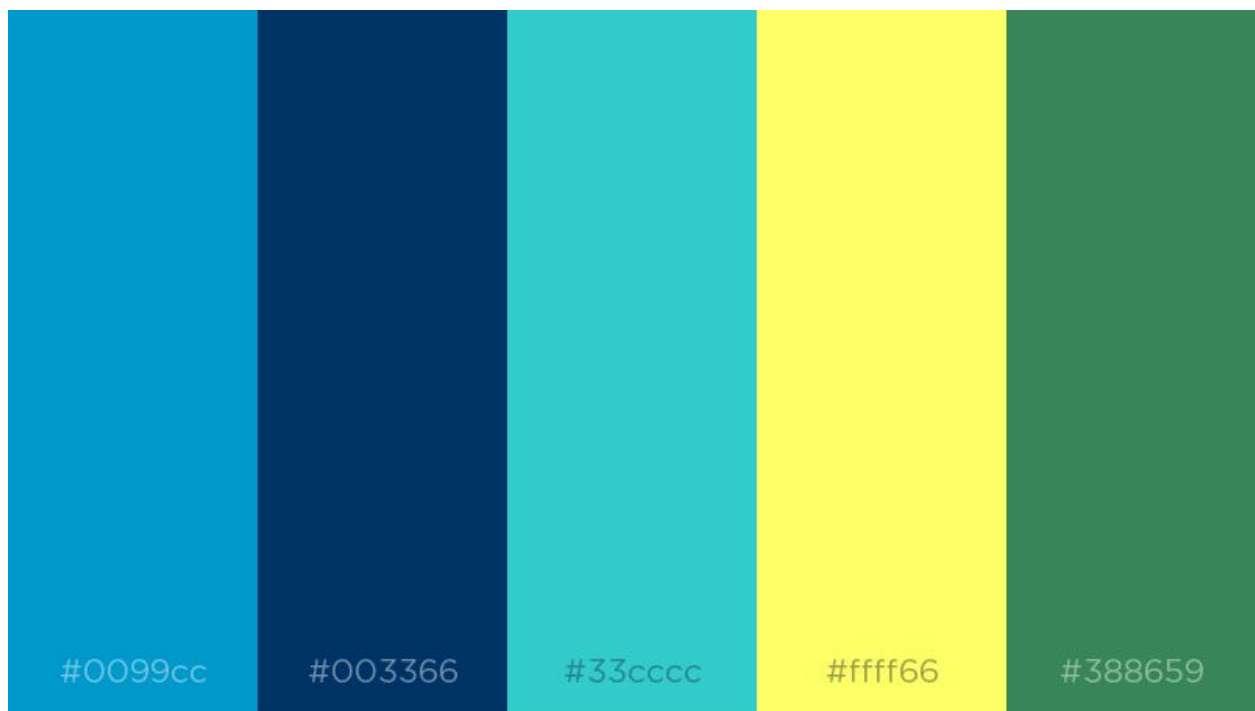
Orange



coolors

coolors.co/0099cc-003366-33cccc-ffff66-bee9e8

Powder Blue



coolors

coolors.co/0099cc-003366-33cccc-ffff66-388659

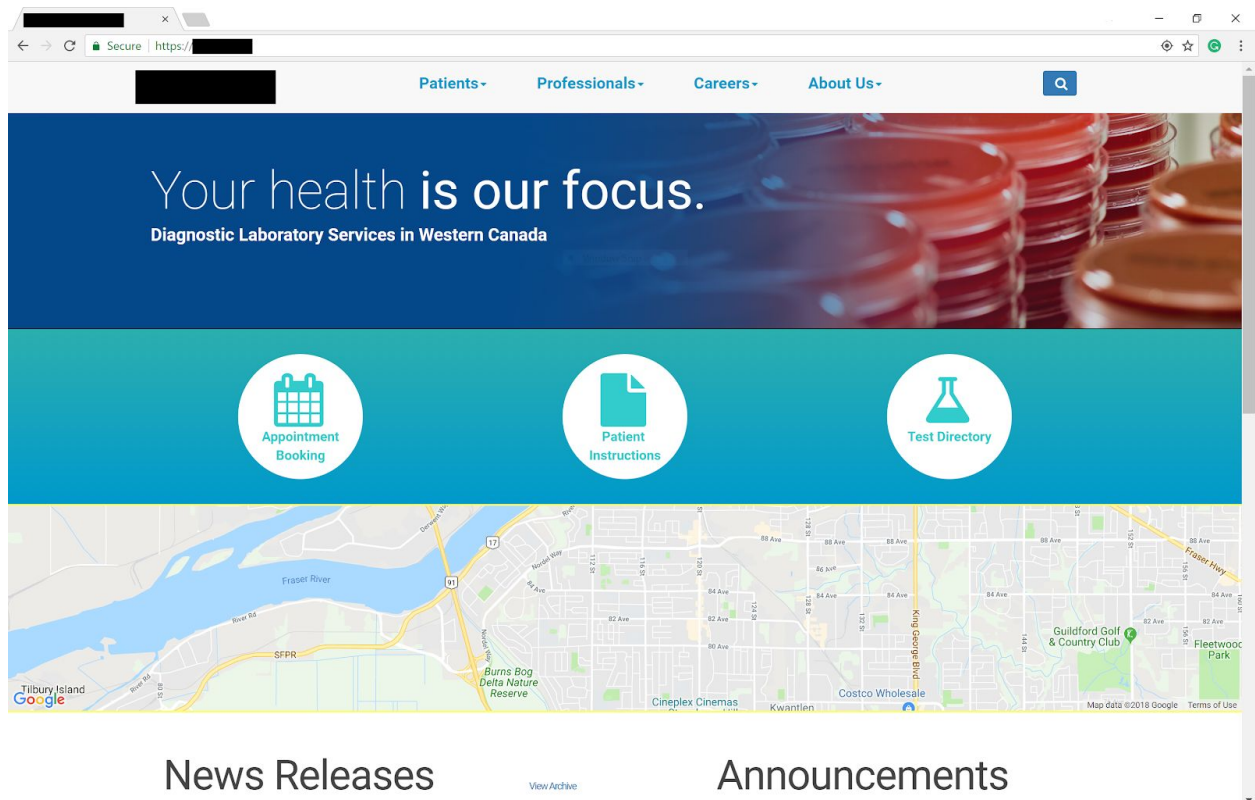
Sea Green

Current Application Iconography

All applications leverage fonts from Font Awesome version 4.7:

<https://fontawesome.com/v4.7.0/icons/>

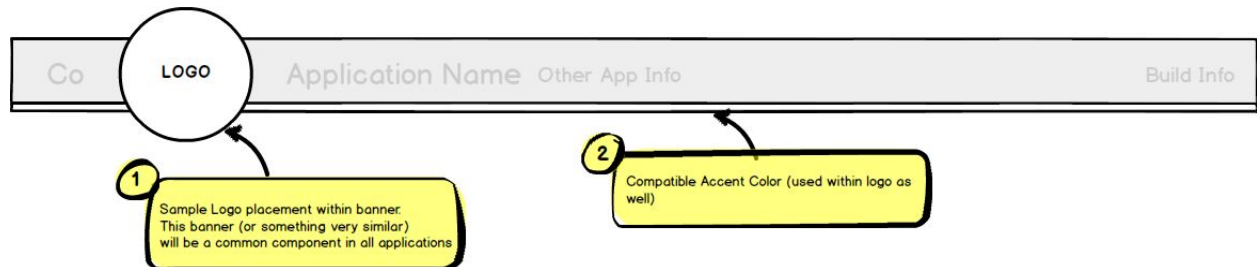
Below is an example web application which uses several font awesome icons. Font awesome icons are used in a wide variety of ways in all applications.



Sample of Iconography in an application

Example mock-ups using logo

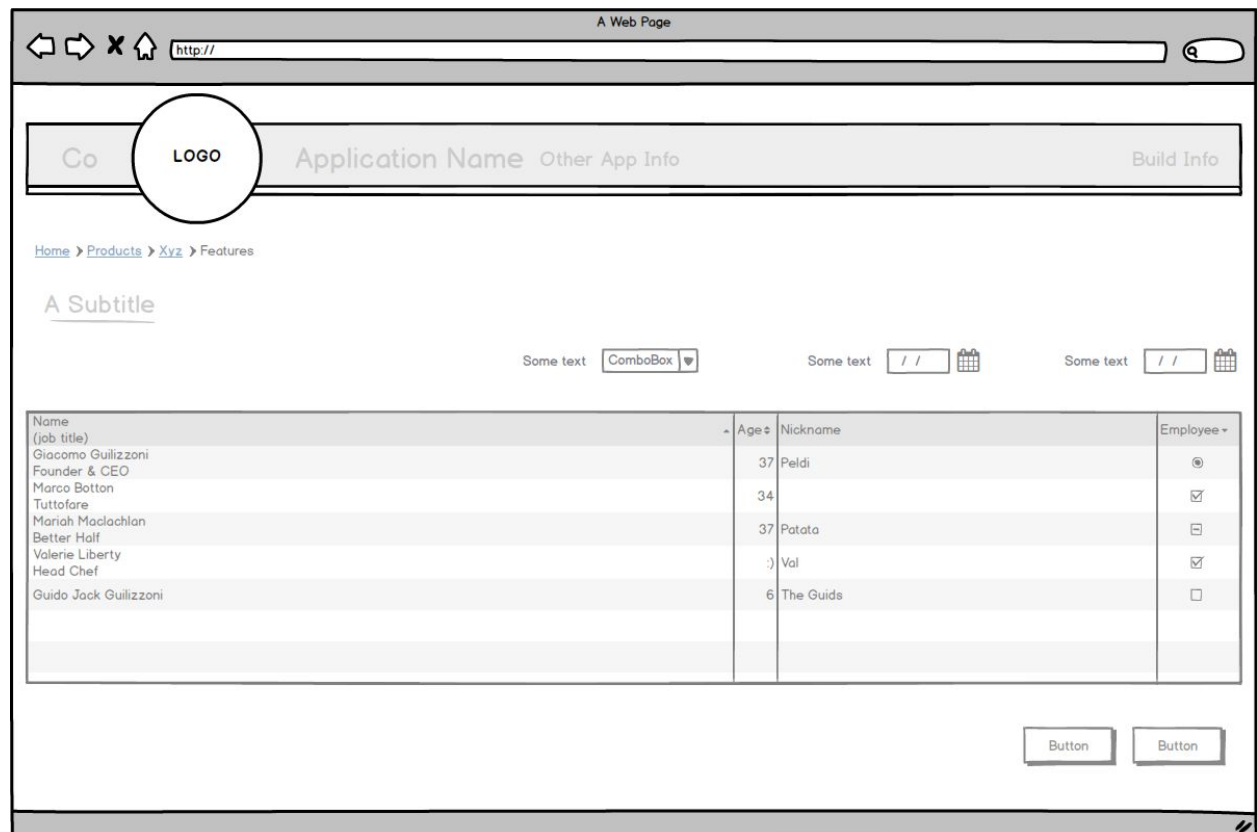
This is an example of the application logo, sitting in its position within the common application header. Each application will have a header like this one.



Notes from callouts in mockup:

1. Sample Logo placement within banner. This banner (or something very similar) will be a common component in all applications
2. Compatible Accent Color (used within logo as well)

Here is an example of the logo and banner integrated into a web application.



Additional Logo Notes

We originally envisioned the outer logo shape as a **circle**, but we are also open to the suggestion of another simple shape (**triangle**, **square** etc).

We are hoping the logo would:

- Use a small number of colors (3-4 colors). This is to keep the icons simple and also make them less complex to print if necessary.
- Fit well with the existing Iconography
- Use at least one color that is not from the current color palette and use this color as an “Accent” color; this color must be compatible with the color palette.

The “Accent” color is intended to be used in the application banner as depicted in the mockup (see note 2) when the logo is incorporated into an application.

Again, the logo colors must be from or compatible with the application color palette.

Target Application Background

To start, one logo will be created for one application.

This particular application is called **MicroQC**. This stands for **M**icro **Q**uality **C**ontrol.

This application receives and stores information about microbiology testing media and the related testing results.

Most of that media is petri dishes.

Below are some sample images of petri dishes.



Ideally the logo will convey something that has to do with Micro Quality Control, like the petri dishes, or some other imagery related to Micro Quality Control.