We have ALMOST created three new "service arm" (i.e., sub-company/brand) logos that are derivatives of our existing Think Patients logo. But now we need a REAL designer to help us with the icon work.

We have ALREADY developed the company names, the font to be used (Franklin Gothic Medium), the color palette (see attached file), and have assigned each of the sub-companies/brands a color. This is all detailed in the attached PDF file. We also have some reasonably clear ideas as to what we want to see for icons, but need your thinking there, please, as follows:

1. Please do not change the font, at all. Franklin Gothic Medium is it.

2. Please do not change the color palette, nor the font colors assigned to each company name.

2a. Think Patients gets dark blue font.

2b. Corvus Strategies gets light blue font.

2c. Corvus Solutions gets green font.

2d. Health Accelerators gets orange font.

All companies/brands get the light grey, "dashed line" circle behind the icon.

3. All icons for the three new companies should be flat, and simple (similar to the style used for the Think Patients "people" icon).

3a. All icons MUST be created from the existing color palette. We are open to each icon being the same color, or to each icon using a different color from the color palette.

4. As for what the icons need to convey...

4a. Corvus Strategies needs an icon that conveys vision, strategy, etc. We thought of a telescope, and specifically do NOT want a compass (too much of a cliché in our industry) but are open to other ideas to convey this same concept. Please keep it simple, and flat.

4b. Corvus Solutions needs an icon that shows a RAVEN, preferably in flight. Please note that a raven is a rather specific look, so pay attention to that and avoid having it look like some other bird. The one on the attached file gives you a pretty good idea, but we think it is too detailed, and needs to be closer in style to the simplicity of the Think Patients "people" icon.

4c. The Health Accelerators icon needs to convey acceleration, speed, movement, especially of creativity. We thought of a rocket, but are also open to other ideas, such as a light bulb or a test tube that becomes a rocket. Again, though... simple, and flat, to match the style of the Think Patients “people” icons.