

Our Current Logo



Logo Styles to AVOID

- NO Blue/Greens
- Spine shapes
- Nature themes – leaves, trees
- Person figures/graphics (too similar to what we have now)
- We are not targeting families. We target men and women aged 22-60

Below are examples of logos that we want to avoid looking like.





Movement Chiropractic



STONEBRIDGE
CHIROPRACTIC



Physical Therapy, Chiropractic and Rehabilitation



chiropractic

2402 7th Street

7th Street (306) 9

Fax: (306) 373-1

Foundation
CHIROPRACTIC





InBalance
CHIROPRACTIC



**Sutherland
Chiropractic
Health Care
Clinic**



YXE

**Family Chiropractic
& Wellness Centre**



CONFEDERATION
CHIROPRACTIC CLINIC



ERINDALE CHIROPRACTIC
— HEALTH CENTRE —

10-527 Nelson Road Saskatoon, SK S7S 1P4 (306) 955-6262 Fax (306) 955-6263



**Park Place
Clinic**



ALAUNIUS
INTEGRATED MEDICINE



painPRO⁺
RELIEF, RECOVER, PERFORM



VITALITY CLINIC

Complete Wellness Under One Roof



These logos are an overview of how a lot of them look the same. Blue, green, spine graphics, nature, and people figures/graphics. We want to avoid looking like everyone else.





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We would like to be in the optimism spectrum of colour emotion ...

COLOR EMOTION GUIDE



Logos we kind of like ...

We like this logo because of the colours used and how it 'shines' ... it does use the spine depiction which we want to avoid, but here it looks good.

