

DesignCrowd Questions

Name your project: Describe your business and what you need. Try to include the industry and make it sound as interesting and exciting as you can. Example: "International sports business needs a logo design"

We are a coalition of public health departments in Southern California seeking a new logo. Our existing website with our current logo is at <http://phasocal.org/>. We are doing a brand refresh and are looking for a new logo to complement our new website design, which can be viewed here: <https://xd.adobe.com/view/0f7b2ff8-7746-43f2-9234-0675ba16b16b-5a28/>

Task description: Describe the design you need and what it's for. Consider providing background information about your business/product/service. Example: "We need a logo design for a new company based in San Francisco called "FinancSoft. We develop innovative iPhone applications for consumers. Our initial product is BudgetCalc-an application that helps people manage their budgets and save money. We would like to see designs that use the color green. The final design should communicate safety and growth."

We seek a new logo that reflects the new vision and mission we developed as part of our strategic planning process. Our new vision is "Vibrant and activated communities achieving health, justice, and opportunities for all," and our mission is "Mobilize the transformative power of local public health for enduring health equity." Our full strategic plan is available here: https://phasocal.org/wp-content/uploads/2019/08/Public-Health-Alliance-Strategic-Plan_2019-2024.pdf. We also have a companion website hosting our premier data and mapping tool, the California Healthy Places Index: <https://healthyplacesindex.org/>. The logo design could complement the HPI website design. Like the HPI logo, we want the Public Health Alliance logo to have a favicon that is recognizable. A few other reports are linked below to give you an idea of our work and branding:

Recent reports with our preferred colors and branding look:

- <https://phasocal.org/wp-content/uploads/2020/06/Innovative-Community-Investment-Strategies-Final.pdf>
- https://phasocal.org/wp-content/uploads/2020/07/Embedding_Equity_Into_Emergency_Ops_Brief.pdf
- <https://phasocal.org/wp-content/uploads/2020/07/Public-Health-Funding-Brief-Final.pdf>

What we do want in terms of design:

- We want the logo to emphasize Public Health Alliance, and deemphasize of Southern California
- The logo should reflect equity and community

What we are not looking for:

- Medical/health care symbols. We are a public health organization and the images/icons selected should reflect that. No red crosses or other symbols associated with the health care/medical professions

Logo text: The text/business/product event name displayed on the logo.

Public Health Alliance of Southern California

Upload files: Color palette? Or our existing logo?

Logo Package Options

- 1-3 designs: \$109
 - 1 designer
 - Up to 3 revisions
- 6+ designs: \$229
 - 3 designers
 - Unlimited revisions
- 50+ designs: \$319
 - Unlimited designers
 - Unlimited revisions
- 100+ designs: \$499
 - Unlimited designers
 - Unlimited revisions
 - 250 Business cards
 - Highlighted in job listings

Project upgrades:

- Express turnaround (faster than 7 days): \$29
- Private project (hidden from search engines, competitors, clients): \$49
- Top designers: ensure 3 of most successful designers work on project: \$150

FAQs:

- Can choose a 3, 5 or 10 day deadline
- Once you choose winning design, you receive full copyright of the design files and professional design files
- Money-back guarantee if you don't like any of the designs