



Logo Design Intake Form

Share Your Idea of the Perfect Logo

Where did you get the idea for the name of your company?

Most people think of medical offices as for sick and chronic care. The walk-in is about access where I would see sick or patients with disease like diabetes or hypertension but focus on wellness options to get them well and hopefully off or less medication. I wanted to focus on options to get patients healthy & well with an emphasis on prevention. I now offer a line of services from aesthetics, personalized nutrient and hormone testing, tailored injectable treatments, IV infusion, PRP restorative medicine, and latest options to keep patients out of the doctor's office & hospital.

Describe your company's service and/or product:

Services towards acute and chronic care with an emphasis on wellness options.

Advanced personalized testing for nutrient and hormones with tailored options for weight loss and improve immune and antioxidant function to keep patients from getting sick or disease.

I have tailored injectable options including other traditional and wellness services like: allergy testing, ultrasound, IV infusion, PRP, and aesthetic laser for body contouring, facial rejuvenation, and many more

How would you characterize your company's style/brand?

ZEN AND COOL

HOLISTIC CARE

EMPHASIZING WELLNESS AND ACCESS

TAILORER AND PERSONALIZED

When someone asks about your company, what would you want people to say?

Excellent care with attention to service, value, cost, and quality.

Unique options for patients who are interested in getting well rather than taking medications or waiting for sickness and disease to happen. We do comprehensive treatments from the continuum of patients from sick and chronic care towards wellness or wellness towards even better health and wellness.

Describe your company in 3 words:

1. *Personalized*

2. *Accessible*

3. *Unique*



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Describe your target market (ex: professional women ages 18-24, homeowners ages 32-45):

Highest levels of trust in websites to provide reliable information. Most interested in video conferencing with doctors. Age 18-55 particularly middle aged men, cops, firemen, gay men, exercise enthusiasts, patients seeking weight loss options, and middle aged women.

Describe any ideas you have in mind for your new logo:

Text:

walk-in to

WELLNESS

1) Emphasize WELLNESS

2) Hand drawn Circle around WELL that pulses color spectrum like a heartbeat (brand image). WELL is static and just the circle changes color.

3) Font: Use Eaves Modern Font for walk-in text or hand written font, uppercase bold font for WELLNESS. I do like hand drawn words or clear words for font

4) The circle represents holistic medicine and the color spectrum and color spectrum represents transformation.

5) WELL with hand written circle in pastel color green or blue for branding.

6) Logo will be used for print/hats/shirts

7) The animated gif version of the logo will be used for website. See #2 for what animated version should have

What is the overall feeling you want your logo to portray? *Minimalist Design, Zen and Cool*

Emphasize WELLNESS

Feeling of transformation, calming, nurturing

What color(s) would you like for your logo? *Cool colors but do you have a preference. I like green and blue pastel colors and primary colors for font*

Are you looking to incorporate any particular style of font? (ex: script, serif, sans serif)? *Eaves Modern Font*



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Are you looking for a graphic element (flourish, symbol, initial) to incorporate in your logo? *Hand drawn Circle around WELL in WELLNESS*

List 3 different items that represent your company (ex: city skyline, tree, lion, etc.):

1. *Nature scapes*

2. *sunrise or sunset*

3. *ocean, surf, sand, palm trees*

Provide 3 Websites of logo designs that you like:

1. <https://www.headspace.com/> (I like the simple web layout, logo, and when loaded the pulsing circle during meditation but I would like it pulse color like in headspace would be really cool). See here for the circle animation we like <https://youtu.be/ItaSQ7em9jo?t=16>

2. <http://www.liquidlounge.com/> I like the nature and health & wellness imagery