

Logo Brief | evohealth

We are looking for a designer to create a logo for our new company **evohealth**. We require different versions of the same logo to enable it to be utilised across different mediums, including social media. Once the design period has been completed, and a successful design chosen ownership of the logo will be transferred to evohealth.

Background

We are a new consulting business specialising in the health sector. The business model that we will be operating under is new to the industry – an evolution from the current practice.

Our company will provide bespoke advice to clients in the health sector. Our consultants are deep sector health experts. evohealth connects clients with consultants – it is a network.

Our clients are organisations, NOT individuals. Our primary focus is private sector clients ranging from medium to large enterprises. Some examples of our target clients are:

- Life Science organisations (pharmaceuticals, biotechnology, biomedical and health devices);
- Not for profit health organisations;
- Health Peak bodies – organisation responsible for advocating on behalf of its members to government or other;
- Private hospitals; and
- Membership organisations.

Our competitors are the strategy houses such as McKinsey, Bain and BCG, as well as the Big Four – KPMG, Ernst & Young, PwC and Deloitte.

Brand Values

evohealth values the following:

- Long-standing and close relationships with our clients and consultants
- Deep sector experience in health
- Making connections
- Critical analysis
- Bold advice

Logo Style

evohealth is all about evolution. Consulting firms are inherently conservative, so the logo needs to reflect that as a baseline but acknowledge that evohealth will be doing things differently. There are a lot of small boutique consulting firms, evohealth needs to stand out.

Broadly the logo needs to be:

- Mature
- Clean
- Simple
- Professional

It may be a wordmark logo or a combination of wordmark and pictorial or abstract.

Inspiration

The following are some examples of logos that have inspired this brief. I like the idea of a monochromatic colour scheme and have a preference for grey and white over black and white. This is mainly because I think there a few feature colours with black and white that could be used for presentations and reports.

nous



SCANDINAVIAN[®]
DESIGN HØUSE



Spotify[®]

Deliverables

Logos in the various file formats will be required please including several different high res versions.

Timing

Logo is required by 15 August 2018.

Budget

Design Crowd budget

Additional services required

Once the successful designer has been chosen opportunity will be given to design the following:

1. Business cards
2. Stationery
3. Complementary colours
4. Word – report template
5. PowerPoint – report template
6. PowerPoint – presentation template
7. Health vector pack

Please email me on renae.beardmore@evohealth.com.au if you have any questions.