

Jocelyn Mullagh.

Home Care With A Heart DESIGN CONSIDERATIONS

We are setting up a new company to be run and managed by my wife, Jocelyn Mullagh. She is a highly experienced care worker who has been working in people's homes for a number of years and she has a GREAT reputation for empathy and rapport with her patients, and for recruiting and managing care teams. She is now moving to a new level in her career and has decided to open a Home Care Agency built on her personal reputation and value proposition as a loving, experienced, caring, professional that you can rely on to staff and manage high quality teams built in her image to care for your loved ones in the comfort of their own or your home.

The target clients will be private-pay elderly people (typically aged 75+ but could be younger) who need help with the daily activities of life. Her home care services will not extend into home nursing or health care. The target market will be the elderly themselves and their children (most likely in their 50's and 60's)

We need a logo that will be displayed on a Business Card which we want you to design as a part of this project); a newly created web site; marketing materials; and stationary

LOGO: The logo should:

- Incorporate a graphic rendering of a red heart, integrated with a depiction of a home
- Be simple but striking
- Be modern and uncluttered
- Incorporate 2 or 3 colors on a white background see attached example of current logo:

BUSINESS CARD: The card should:

- Have a white background with lots of white space
- The logo placement should be clear, isolated from the contact information, and non-dominant
- Contain this Banner- either immediately above or below the Logo- "In Home Care with a Heart"-
- The following written text in " " should be on the card
 - In large type "Jocelyn Mullagh"
 - In smaller type immediately under her name three key words
 - "Caring, Experienced, Reliable"
- The following should be separated from the name in smaller type

Phone: 650 823 2961

Email: jmullagh@gmail.com

Web: www.homecarewithaheart.com

The next page contains example graphics to help guide the design of the logo and business card

Simple example of
heart logo with integrated
home. Please work on
multiple variations of
this



whatever you want
up with



Current logo
To align in using.
For reference
only

can be designed by 99
showing name out 3 key
words under name →
~~containing~~

Michael Mullagh
Advice, Guidance, Consultation



**MOBILE AND PAYMENTS
ADVISOR**

+1 408 921 6663
Skype: michaelmullagh
mmullagh@mnpadvisor.com
www.mnpadvisor.com