

Firehorse Health — Logo Design Brief

Client: Firehorse Health **Website:** firehorse-health.com **Project:** New primary logo (full replacement — no existing mark to preserve)

1. About the company

Firehorse Health is a clinical digital health company working in psychedelic medicine. We deliver a 6–12 month, fully virtual behavioral health program two ways: wrapped around treatment provided by a partner clinic, retreat, or VA facility, or as the full episode of care, where we coordinate and stay clinically accountable for the whole arc from treatment through a year of longitudinal support. Either way, the medicine itself is one day and we are the structure around it — the preparation, integration, and months of follow-through that determine whether a breakthrough becomes lasting change.

Our tagline: **"Turning breakthrough experiences into lasting change."**

We are a clinical, evidence-based company. Our founder is a PhD psychologist with 20 years in digital health and 60+ peer-reviewed publications. We are not a wellness brand, a retreat, or a psychedelic advocacy organization.

Name Origin

The Fire Horse appears once every sixty years in the Chinese zodiac—associated with intensity, courage, and self-determination.

For us, it represents reclamation: reconnecting with yourself, making meaningful choices, and building a life guided by your own values.

People come to Firehorse for different reasons. Some are seeking relief from depression, trauma, or burnout—and a path back to the relationships, work, and everyday activities that matter to them. Others are pursuing growth, greater alignment, or a deeper sense of purpose. All are working toward a life that feels healthier, fuller, and more their own.

2. Who the logo has to convince

The primary audience is **enterprise and clinical buyers**: health system and clinic executives, payers, VA leadership, academic research partners, NIH grant reviewers, and healthcare investors. However, the ultimate user is the patient, and it must also appeal to them.

These people are deciding whether to trust us with patients, contracts, and grant dollars. The mark has to signal clinical credibility and institutional seriousness first. Warmth is welcome, but it comes second — and it can never tip into softness, spirituality, or counterculture.

A useful test: **this logo has to look at home in the footer of a payer contract and on a slide next to Kaiser, the VA, and UPMC.**

3. What we want the mark to communicate

In priority order:

1. **Clinical credibility** — a serious healthcare company, not a lifestyle brand
2. **Continuity and duration** — we stay for months, not weeks; the through-line after the peak
3. **Transformation that holds** — change that becomes structural, not a temporary state
4. **Steady human warmth** — there is a person on the other end

Adjectives: *grounded, enduring, precise, warm, confident, quietly unconventional*. Not: *ethereal, trippy, whimsical, clinical-cold, corporate-generic*.

4. Concept direction

The concept is open. We are not committed to a literal horse, a flame, or any particular symbol. We want to see genuinely different territories, including:

- Abstract/geometric marks about continuity, arc, or a line that persists past a peak
- A restrained, sophisticated interpretation of "firehorse" — motion, strength, forward momentum — that is *not* a mascot or an illustration
- A strong typographic wordmark with a small, distinctive icon element
- Marks drawn from the shape of the program itself: prepare → dose → integrate → sustain

Strong, simple, and reproducible beats clever and detailed. Assume it will most often be seen at 24 pixels tall.

5. Color palette — use these exact values

Keep the existing brand palette from firehorse-health.com. Do not introduce new hues.

Role	Color	Hex
Primary — deep oxblood	Dark burgundy	#3D0A18
Primary light — cream	Warm bone/cream	#F4EFE0
Accent — gold	Muted antique gold	#C49325
Secondary — plum	Muted wine	#4A2530
Deep red	Saturated oxblood	#6B1020
Neutral — mauve-taupe	Warm muted gray	#7A5F60
Deep gold	Darker ochre	#8A6412
Near-black	Warm near-black	#1B1214

Guidance: The dominant relationship is deep oxblood (#3D0A18) on cream (#F4EFE0), with gold (#C49325) as a sparing accent. Gold should be used as a highlight, not as a fill for the whole mark. Two colors maximum in the primary lockup, plus required mono versions.

6. Typography

Our site uses **Fraunces** (serif, headlines) and **Manrope** (sans-serif, body). A wordmark should feel compatible with — or be a customized drawing of — Fraunces. Manrope is acceptable for a more modern, tech-forward approach. Please do not use an unrelated typeface family without a reason you can explain.

7. Deliverables

- Primary lockup: icon + "Firehorse Health"
- Horizontal and stacked variants
- Icon alone (square, for app icon, favicon, social avatar)
- Wordmark alone
- One-color version in #3D0A18
- Reversed version on #3D0A18 and on #1B1214
- Pure black and pure white versions
- Vector source files (AI, EPS, or SVG) plus PNG exports

Reproduction requirements: must remain legible at 24px favicon size; must work embroidered or printed single-color; must survive black-and-white photocopy and grayscale grant documents.

8. Explicit do-not list

Entries containing any of the following will not be considered:

- Mushrooms, mushroom caps, or any psilocybin imagery
- Mandalas, sacred geometry, lotus flowers, third eyes, chakras
- Kaleidoscope, fractal, or "trippy" patterns; melting or warped type
- Rainbow gradients, neon, iridescence, or psychedelic color (this is the single biggest risk — please read the palette section again)
- Brains, brain-with-leaves, brain-with-circuits, neurons, synapses
- Butterflies, chrysalises, phoenixes, sunrises, or other literal transformation clichés
- Flaming horse heads, galloping horse silhouettes, horseshoes, Western/equestrian imagery, or anything that reads as a ranch, racetrack, or sports team
- Caduceus, medical cross, stethoscope, heartbeat/EKG line, hands cupping a heart
- Meditation figures, silhouettes with raised arms, or people in lotus position
- Generic tech clichés: swooshes, orbiting atoms, abstract "connection" node webs, gradient blobs
- AI-generated illustration look, stock icon libraries, or clip-art recombination

9. How we will judge entries

1. Does it read as a credible clinical healthcare brand to a hospital executive?
2. Is it still recognizable at 24 pixels and in one color?
3. Is it distinct from other digital health and behavioral health logos?
4. Does it use our palette as specified?
5. Does it have a defensible idea behind it — not just decoration?

Please include one or two sentences explaining your concept with your submission.