THE NEXT DESIGNCROWD ROUND

Logo redesign

A clear brief for exploring new logo variations - not a final identity approval.

Goal: Keep the softer, more professional direction that CIR prefers, while improving the symbol, visual distinctiveness, typography details, and color contrast.

CURRENT CONCEPT / VISUAL REFERENCE ONLY



PRESERVE

Readable centered wordmark; elegant font; **INTIMACY** as the largest word.

EXPLORE

Fresh icon treatments, stronger color systems, and subtle type refinements.

Reference concept shown above is exploratory; the team has not approved a final mark or palette.

01 / DESIGN FOUNDATIONS

Keep the strengths.

The team is close to the preferred wordmark. The more open decisions concern the icon and colorway.

WORDMARK HIERARCHY

CENTER FOR
INTIMACY
RECOVERY

Keep **INTIMACY** dominant. Explore small changes in spacing, weight and positioning.

WHAT IS FAVORED

- **Type:** refined, calm and readable.
- **Feel:** welcoming, not clinically cold.
- **Layout:** centered; INTIMACY leads.

WHAT CAN CHANGE

Letter weight and spacing; symbol proportions; stacked and horizontal lockups.

THE ICON / CURRENT PREFERENCE, OPEN TO REFINEMENT

Start with the path and rising sun. Gary likes the idea and thinks it could stand alone. Ian wants a recognizable icon. Alex believes the current graphic may be too generic and welcomes more custom interpretations.

01

Explore the form

Vary the path curve, arcs, sun, negative space and proportions.

02

Make it distinctive

Avoid a stock-like recovery or wellness symbol.

03

Test standalone

Recognizable without any text at favicon and business-card scale.

MEETING FOUNDATION

Gary praised the logo and font (9:29). Ian requested independent recognition (12:22). Alex questioned the symbol's originality (12:32).

02 / VISUAL IDENTITY

Calm, with a clear focal point.

Gary likes purple and softer colors. Alex wants more contrast and a stronger, less pastel identity.

EXISTING MOCKUP / SUGGESTED COLORS, NOT APPROVED

DEEP BLUE	SAGE	MUTED PURPLE	WARM GOLD	CREAM
#1F4B6B	#8DAA96	#8E6FA8	#D4A43B	#F7F4EC

Starting palette only - designers may change colors and contrast.

SUGGESTED ROUTES FOR EXPLORATION

A Purple-led contrast

Use a strong plum focal element with deep neutral support. Keep purple distinct from neighboring blues.



Illustrative, not final

B Deep blue + selective purple

Anchor typography in deep blue; use purple or warm gold as a deliberate, high-contrast accent.



Illustrative, not final

C Warm neutral + richer accents

Keep the welcoming cream base; try richer sage, deeper purple and restrained gold for emphasis.



Illustrative, not final

Design test: Make a clear focal point without a washed-out “Easter pastel” feel. A purple INTIMACY wordmark was discussed, but no color placement was approved.

03 / CREATIVE POSSIBILITIES

Three routes to investigate.

These are suggested pathways for exploration, not three pre-approved logos or mandatory submissions.

01 REFINED PATH + SUNRISE

A more distinctive and elegant reworking of the existing path-to-sun story.

EXPLORE Explore path curvature, sun treatment, framing arcs, negative space, scale and simplicity.

DESIGN INTENT Recognizable and hopeful, without feeling like stock art.

02 ABSTRACT PROGRESS + CONNECTION

Alternative custom forms suggesting movement, recovery and connection without literal illustration.

EXPLORE Use purposeful geometry or flowing shapes. Aim for an unmistakable standalone mark.

DESIGN INTENT Differentiation from other therapy and recovery brands.

03 TYPOGRAPHY-LED CLINICAL IDENTITY

Let the wordmark lead, with a smaller but genuinely memorable standalone symbol.

EXPLORE Try controlled changes to tracking, weight, structure and symbol placement; retain hierarchy.

DESIGN INTENT Preserves the type direction Gary already likes.

04 / DESIGNCROWD GUIDANCE

What to show. What to avoid.

Create meaningful variations across icon, color and typography - not only recolors of the same draft.

RECOMMENDED TO SHOW

- **Primary:** complete full-color logo.
- **Icon-only:** a recognizable standalone mark.
- **Adaptation:** stacked / horizontal lockups.
- **Color:** at least one meaningful alternative.
- **Utility:** monochrome and small-size test, if practical.

AVOID

- Reproducing the reference logo unchanged.
- Making INTIMACY secondary.
- Indistinct or overly pastel combinations.
- Generic tree, leaf, heart or stock clinic iconography.
- Complexity that fails at small sizes.

HOW THE TEAM WILL EVALUATE OPTIONS

01 **Distinctiveness**
Does the icon feel ownable, not generic?

02 **Hierarchy**
Is INTIMACY clearly the visual focus?

03 **Color**
Is it calm but recognizable, with purposeful contrast?

04 **Flexibility**
Does the icon work alone and at small sizes?

PROJECT STATUS + NEXT DECISION

This brief invites new variations for review. **Neither the logo, symbol nor palette is final.** The team intends to review another round before committing to new business cards and wider brand updates. No specific completion deadline was agreed in the meeting.