

Ellsworth County Medical Center

Logo Proposal



Rural

Local

Small

Powerful

Capable

Technical

We are Love Based Care.



 Salina Regional
Health Center

HAYSMED

 Ellsworth County
Medical Center

 CLAY COUNTY
MEDICAL CENTER
Our Family. Caring for Yours.

 KANSAS
MEDICAL
CENTER

 South Central Kansas
Medical Center

 Hutchinson
CLINIC

 **Clara Barton**
MEDICAL CENTER

**Ellsworth County
Medical Center**

**Ellsworth County
Medical Center**

Radiology



7477

542

7479

Concept 1

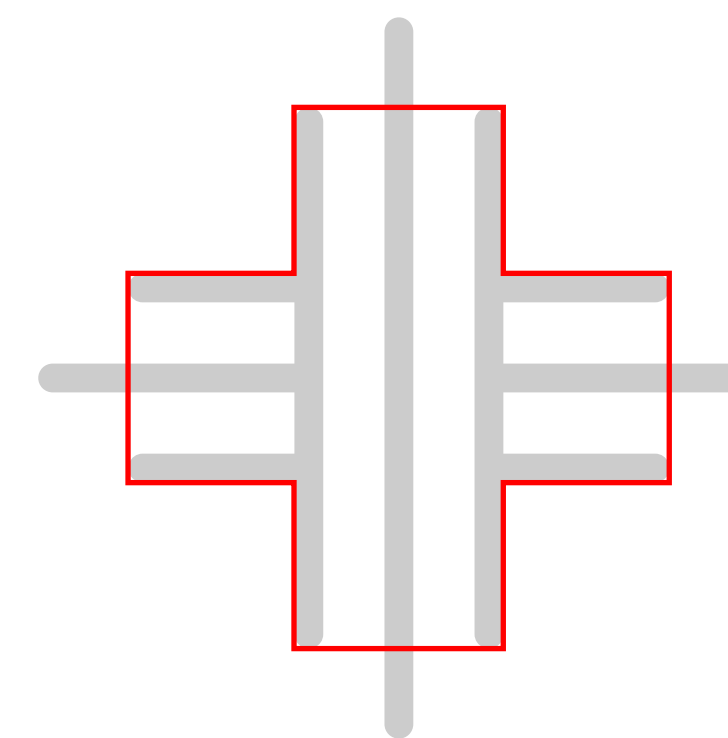
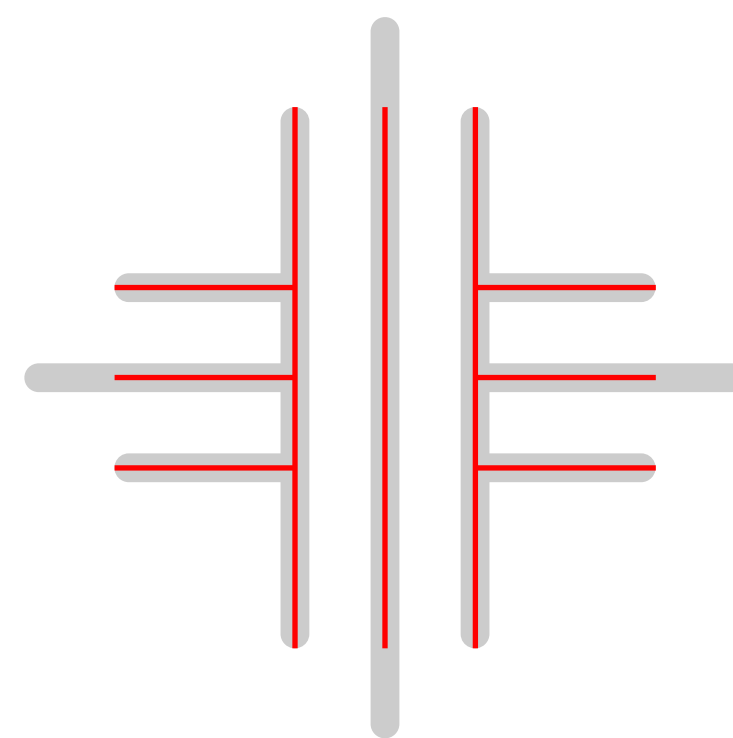
Icon

The main symbol, nice and simple. First, we're seeing it on black & white to get a sense of how our negative space will work on dark backgrounds.



Icon Symbolism

1) Fields as seen from above representing our local agricultural industry & heritage. 2) The iconic red cross universally symbolizing the location of help, aid, and health care.



Wordmark

Our icon paired with our name as most people will come to know our brand. Ellsworth County holds just a slightly larger emphasis in our hierarchy.



Ellsworth County
Medical Center

Typography

'Sofia Pro Soft' font in a friendly capitalized form.

Soft and rounded corners are welcoming and

match the rounded corners of our icon.

Ellsworth

Introduction of Color

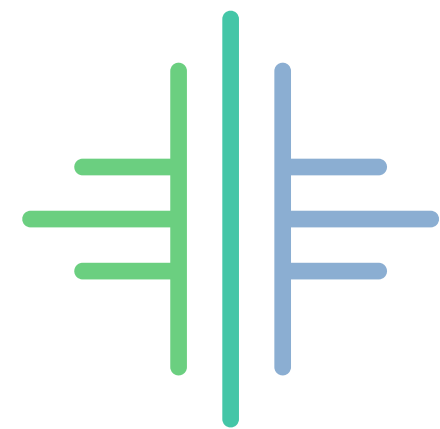
Our background takes on a soft muted blue/teal (7477). This will distinguish us from other local hospital units who are leaning heavily into green. Our logo features two vibrant highlight colors, green (7479) and blue (542) with a midway green splitting the difference between the two.



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Paired with Message

Yes, we're local, but we still have the capabilities of a big hospital you might drive hours to reach.

Powerful, technical, advanced - that's us.

Local &
Powerful

Local &
Technical

Local &
Advanced

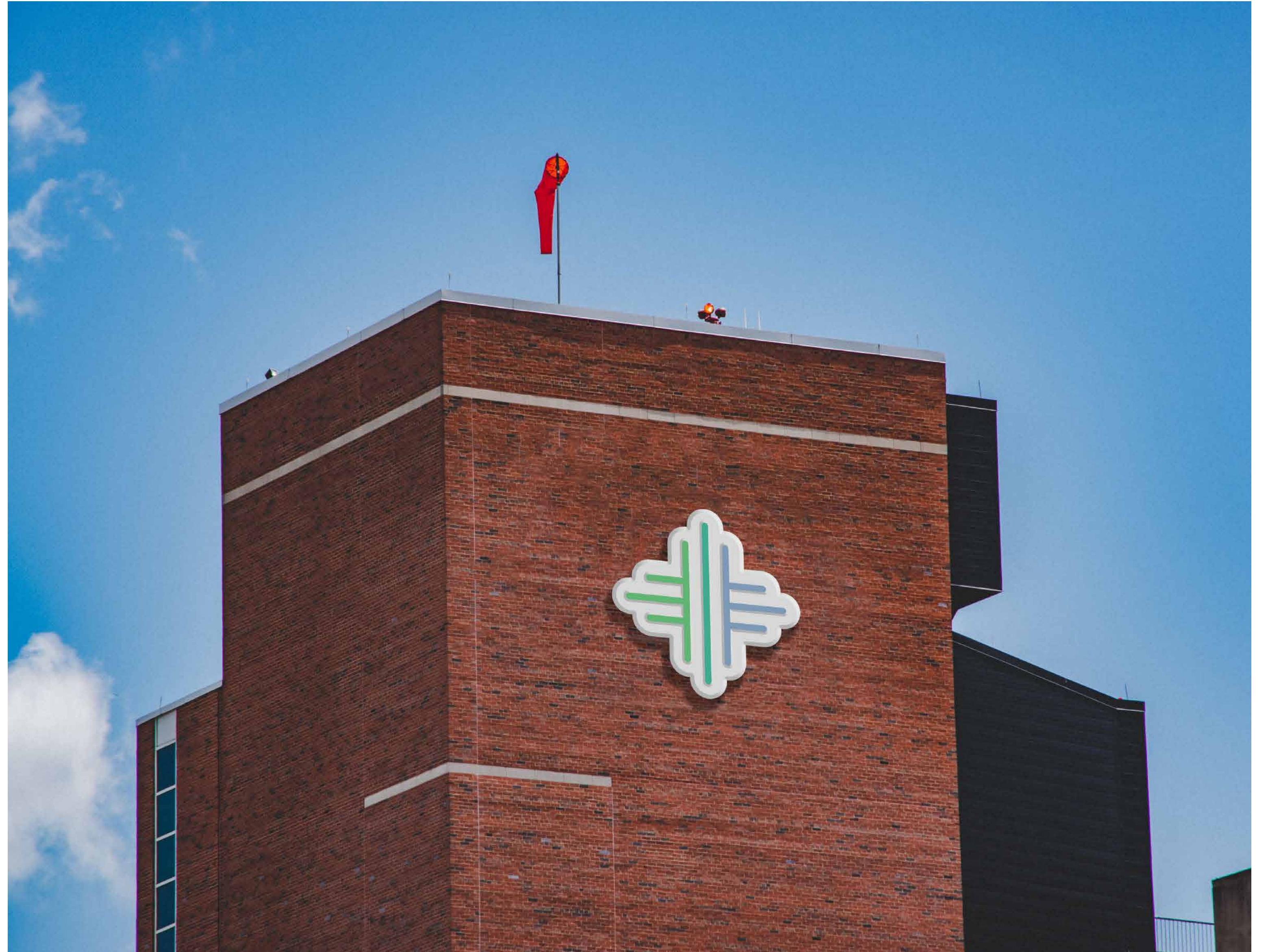
Cutting edge Medical Tech,
right here in Ellsworth.

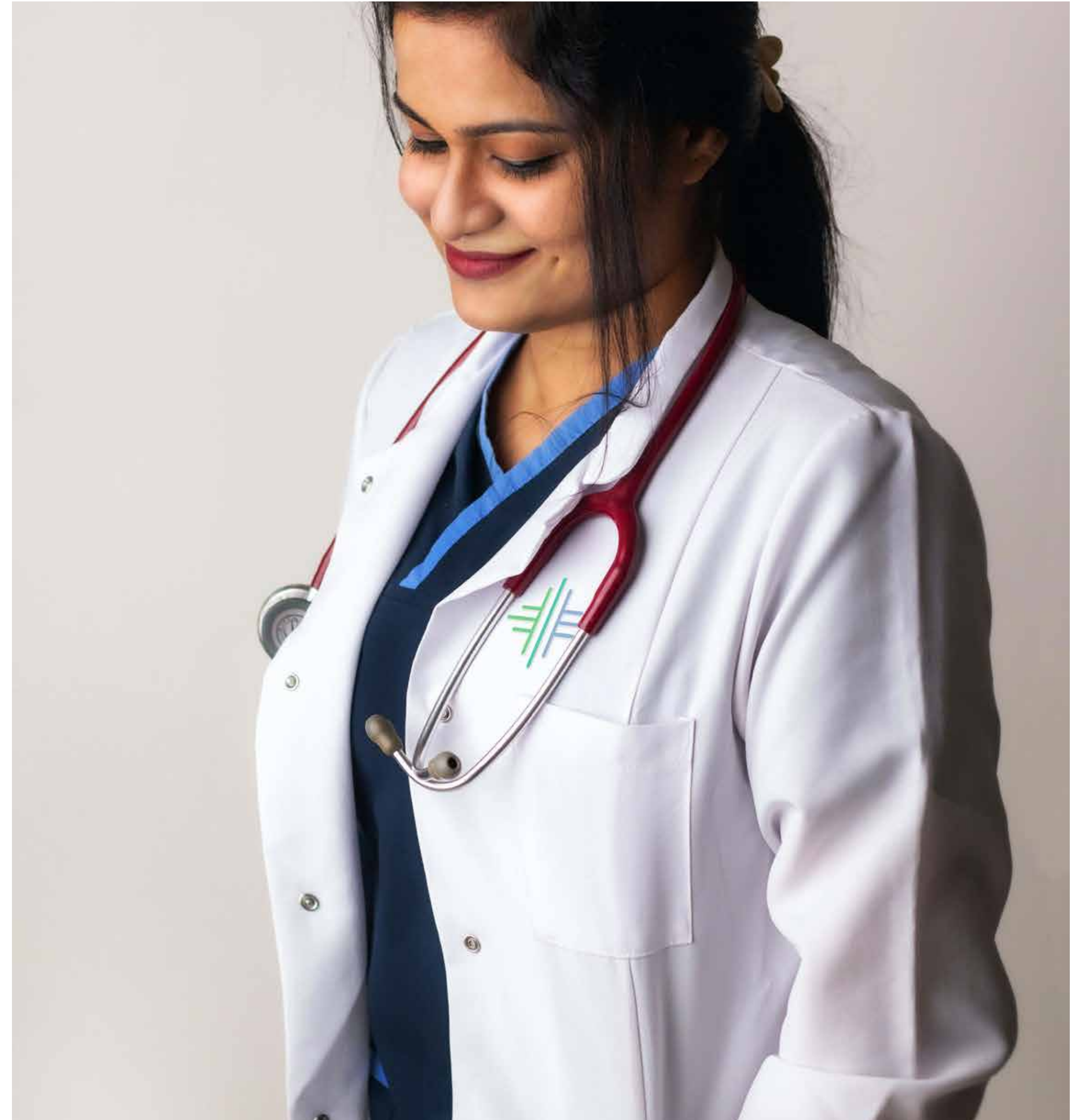


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Real World Mockups

Here's how our brand might look in various situations, visualized for context.



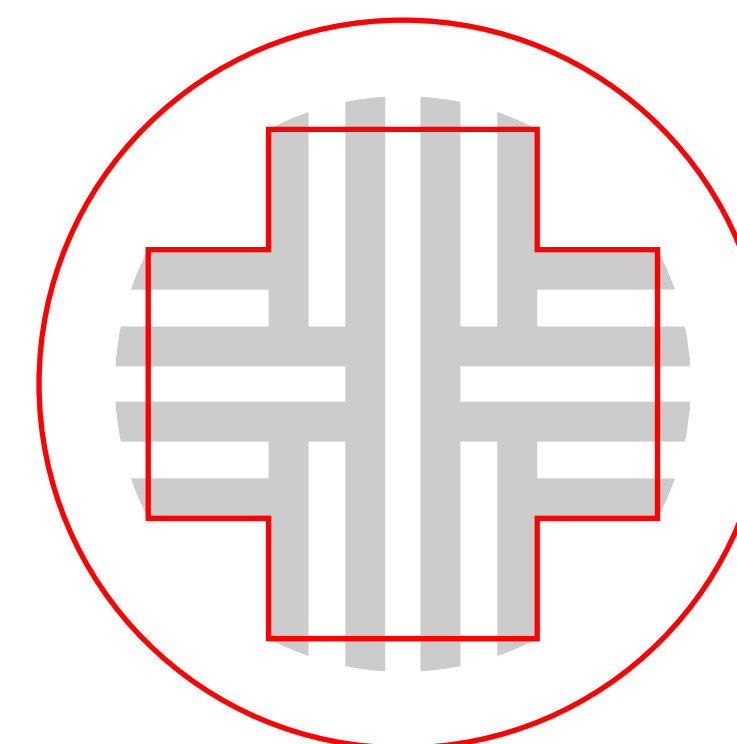
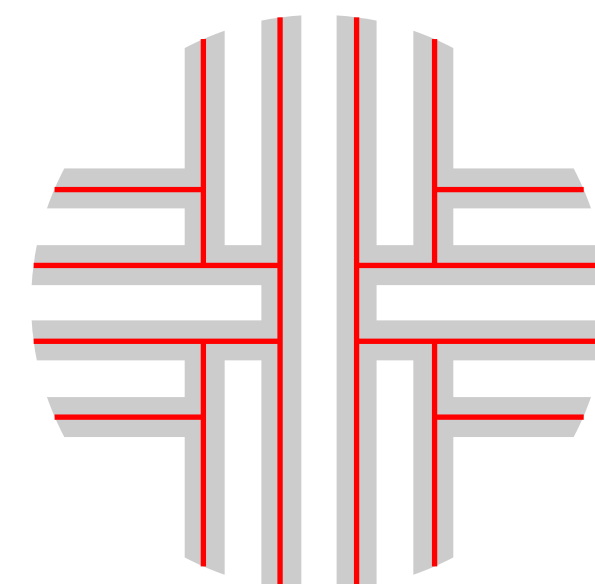


Concept 2



Icon Symbolism

1) Fields as seen from above representing our local agricultural industry & heritage. 2) The iconic red cross universally symbolizing the location of help, aid, and health care.





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Typography

'Arpona' font is clean, yet traditional. This classic serif look carries a feeling of heritage in order to represent our century+ history.

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**Local &
Powerful**

**Local &
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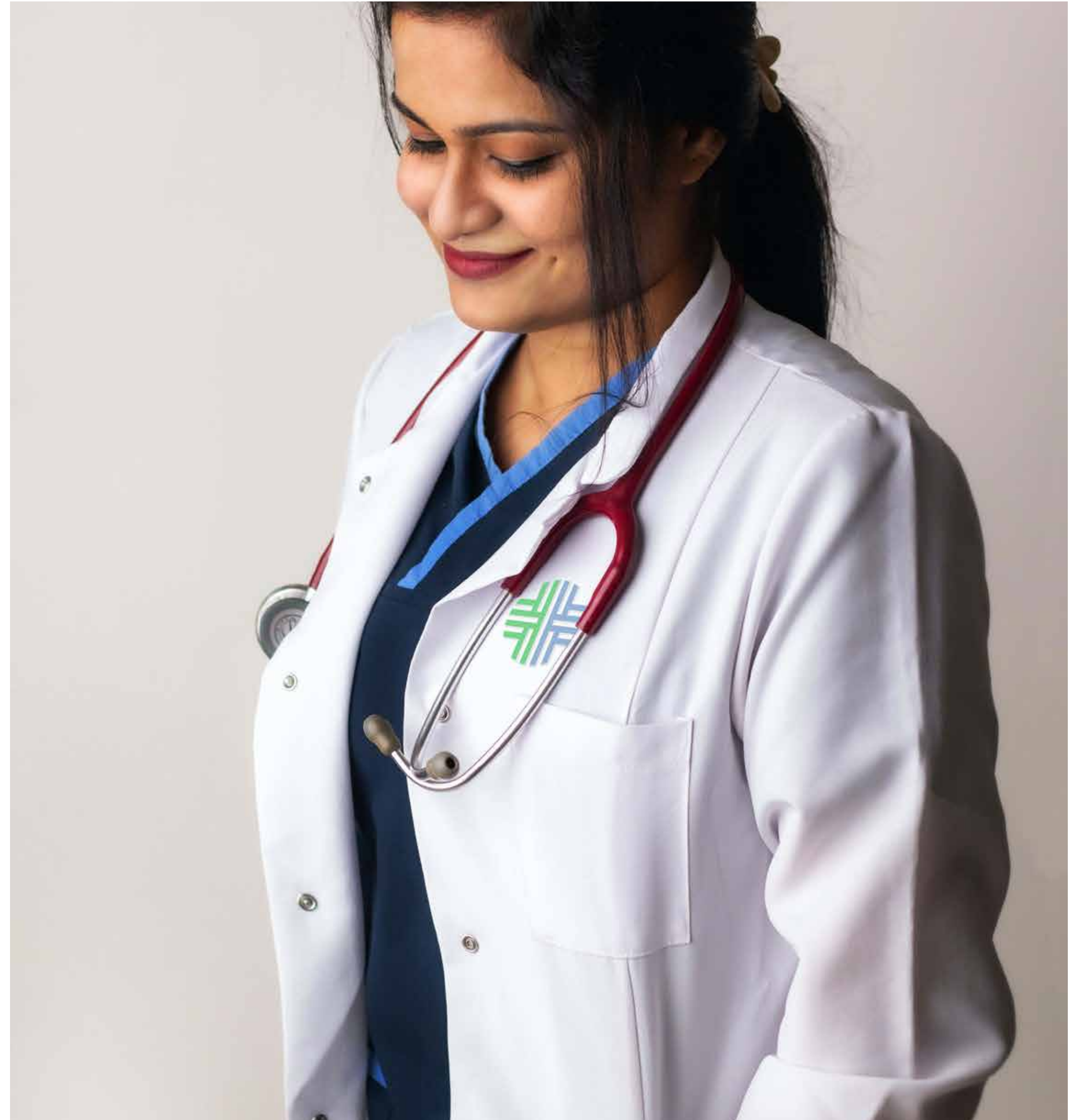
**Local &
Advanced**

Cutting edge Medical Tech,
right here in Ellsworth.



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Concept 3



Icon Symbolism

1) Fields as seen from above representing our local agricultural industry & heritage. 2) A heart, symbolic for 'Love Based Care'.





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Typography

'Museo' font is a playful slab serif. It works well with our circle-heart logo which is a bit light-hearted.

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