

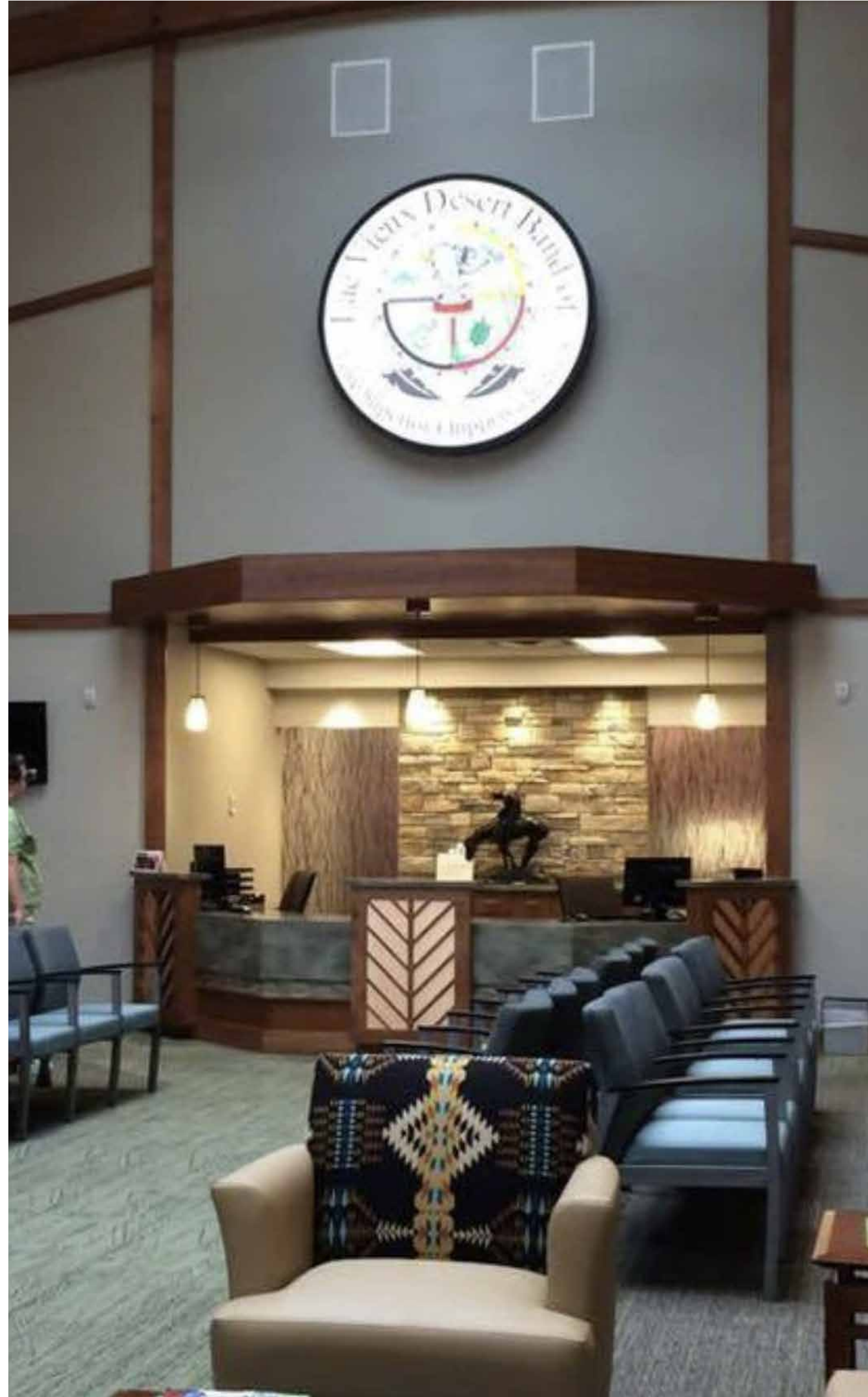
Lac Vieux Desert Health Center

Logo Proposal

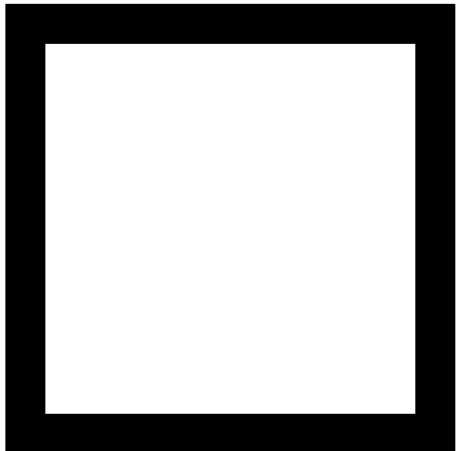
Key Audience Goal

Represent the *Tribe*

Serve *Everyone*



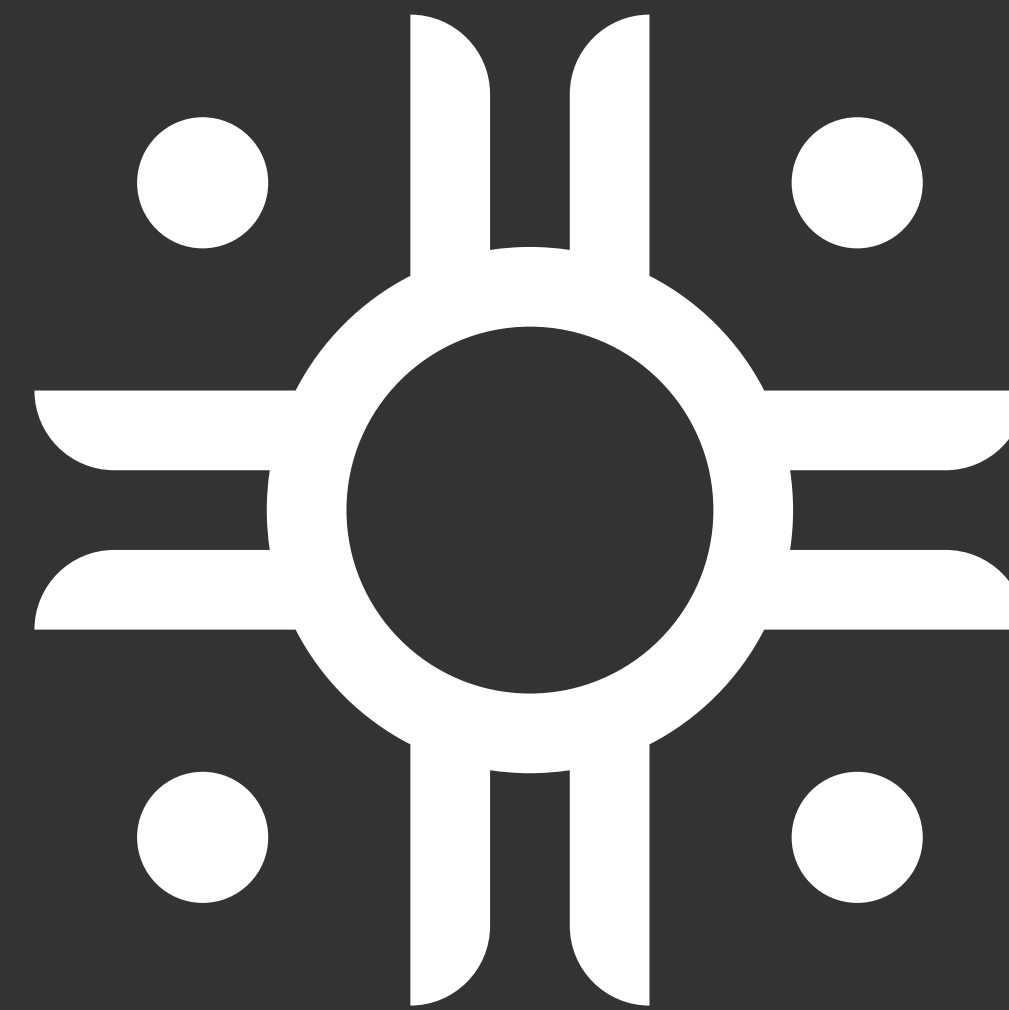




Concept 1

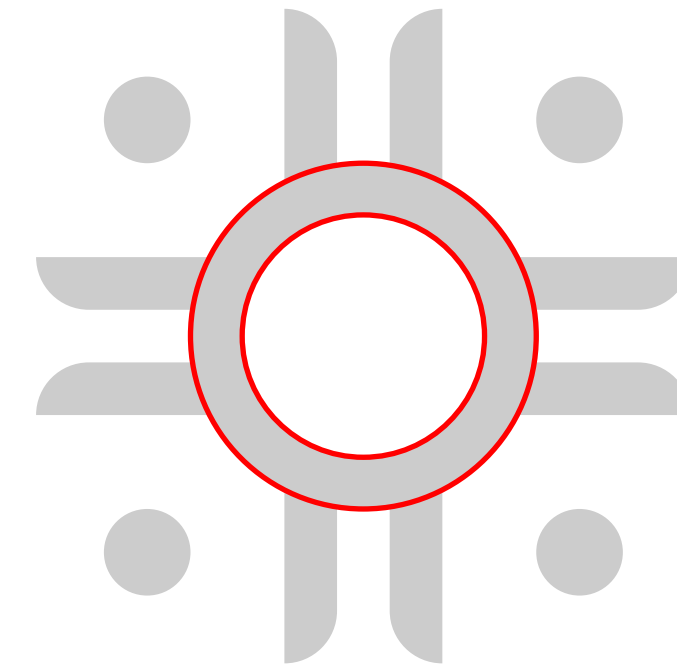
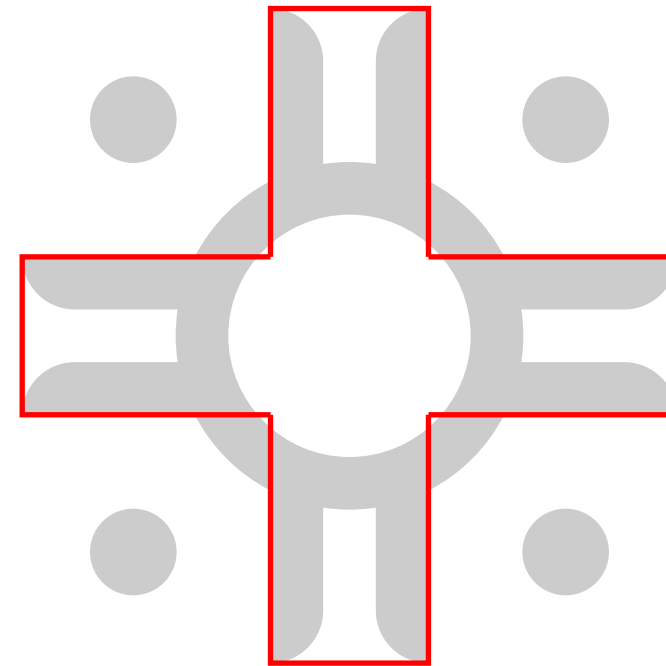
Icon

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

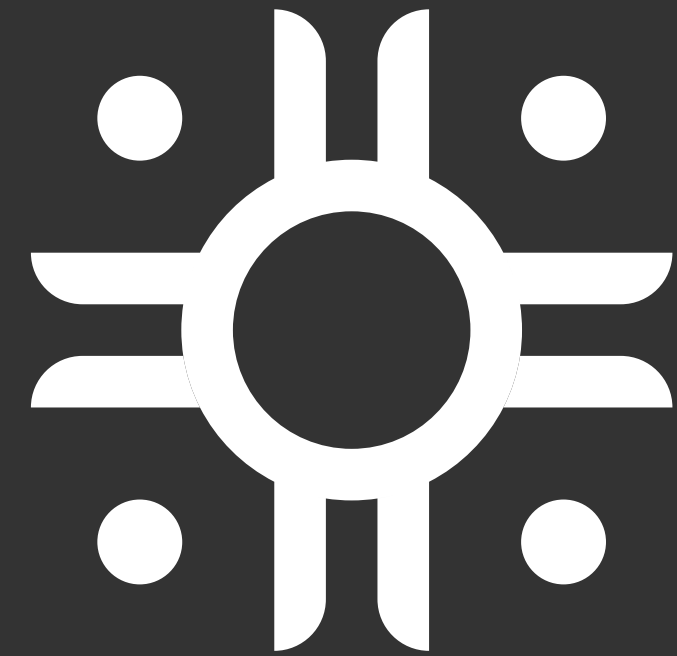
1) A cross serves as a connection to medical & health care. Anyone, anywhere will recognize this as a universal symbol of well-being. 2) A circle represents life and its various cycles.



Wordmark

Our icon paired with our name as most people will
come to know our brand.





LVDHC
Lac Vieux Desert Health Center

Typography

'Plume' font. This type is clean and modern, yet has a nice touch of character. Most of the letters feature some kind of serif, which gives us that natural, native look.

LVDHC

Plume
Regular

**Plume
Bold**

Introduction of Color

Our colors based on the current webdesign process, but slightly adjusted for pantone usage.

Forest: 7735

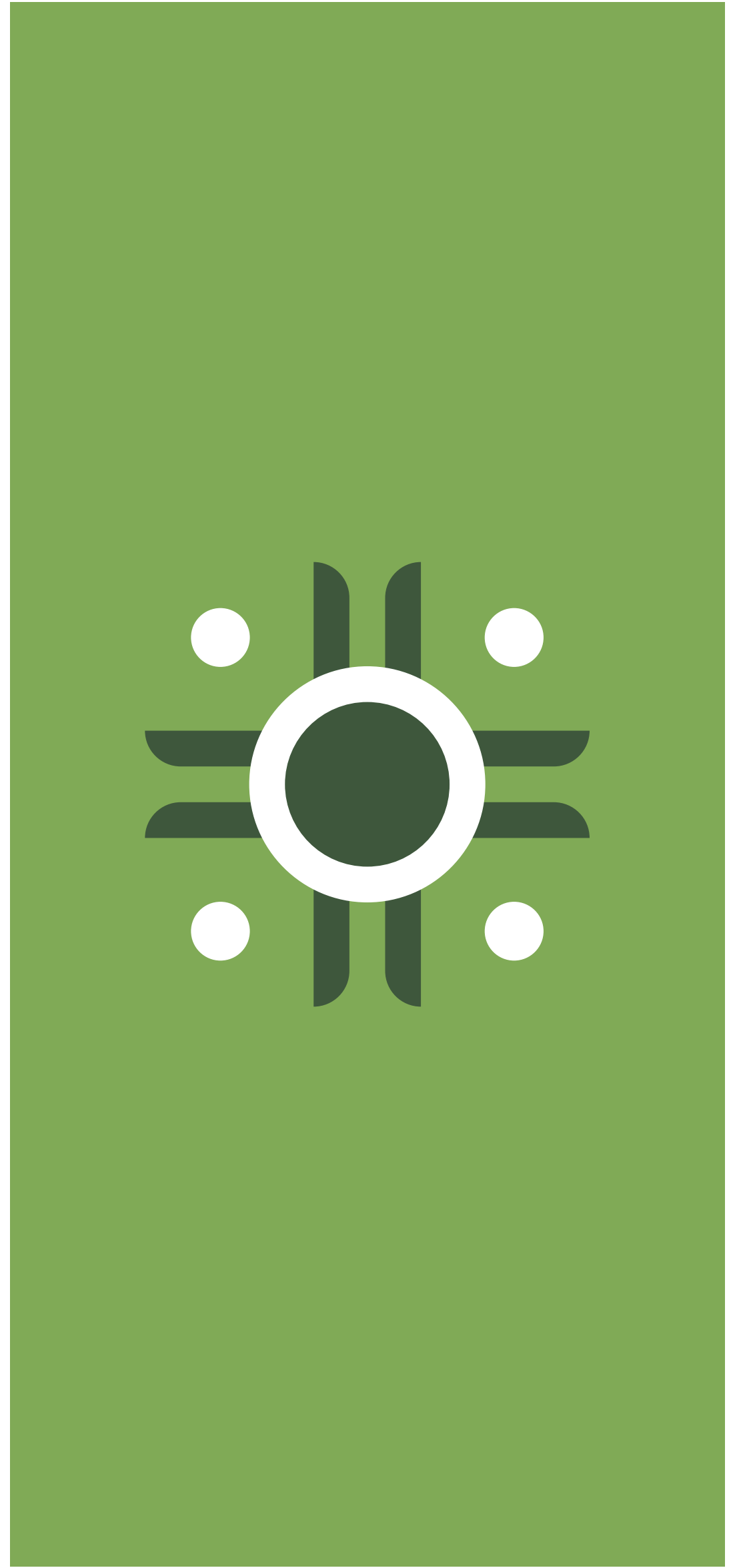
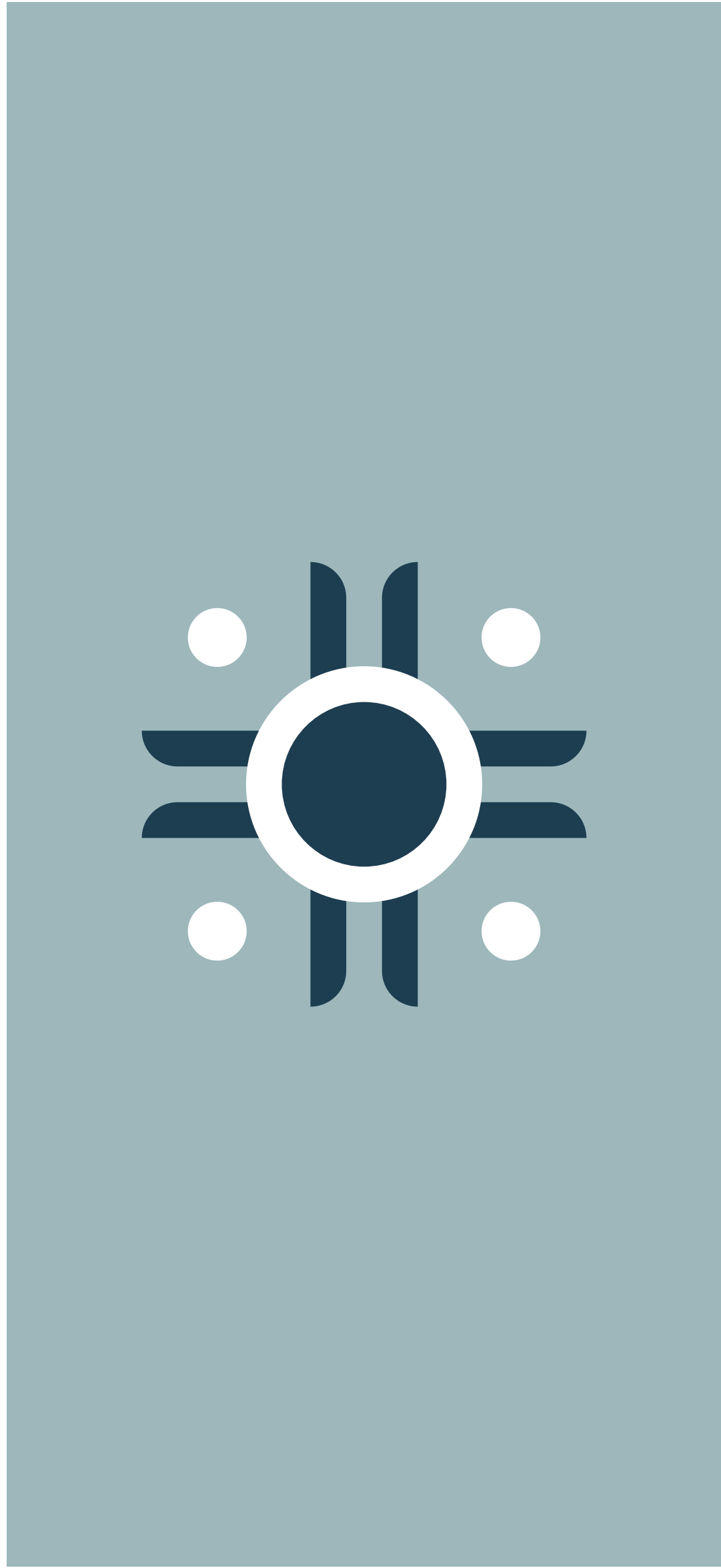
Lake: 3035

Verde: 7489

Cloud: 5503



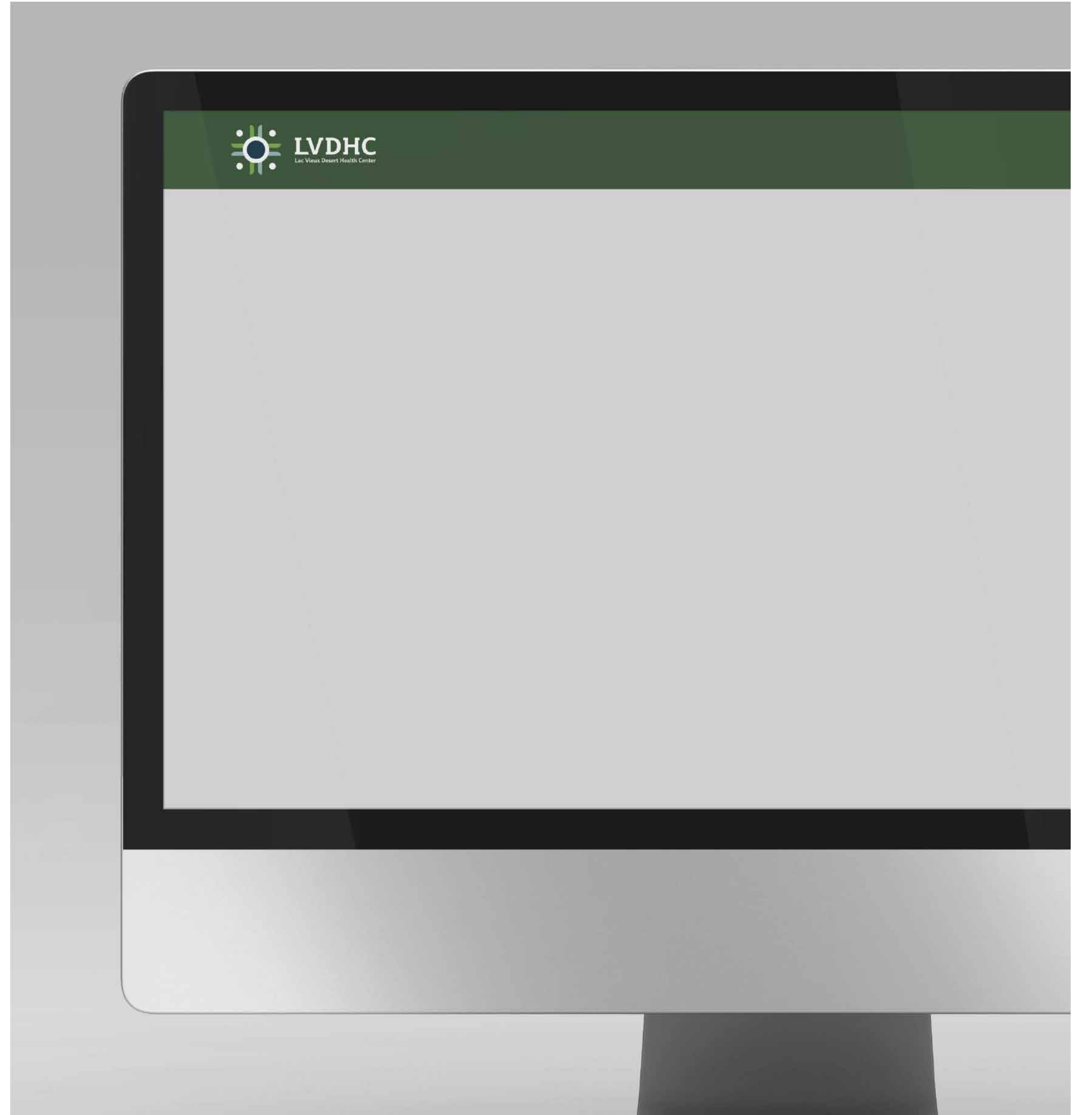
LVDHC
Lac Vieux Desert Health Center



Real World Mockups

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

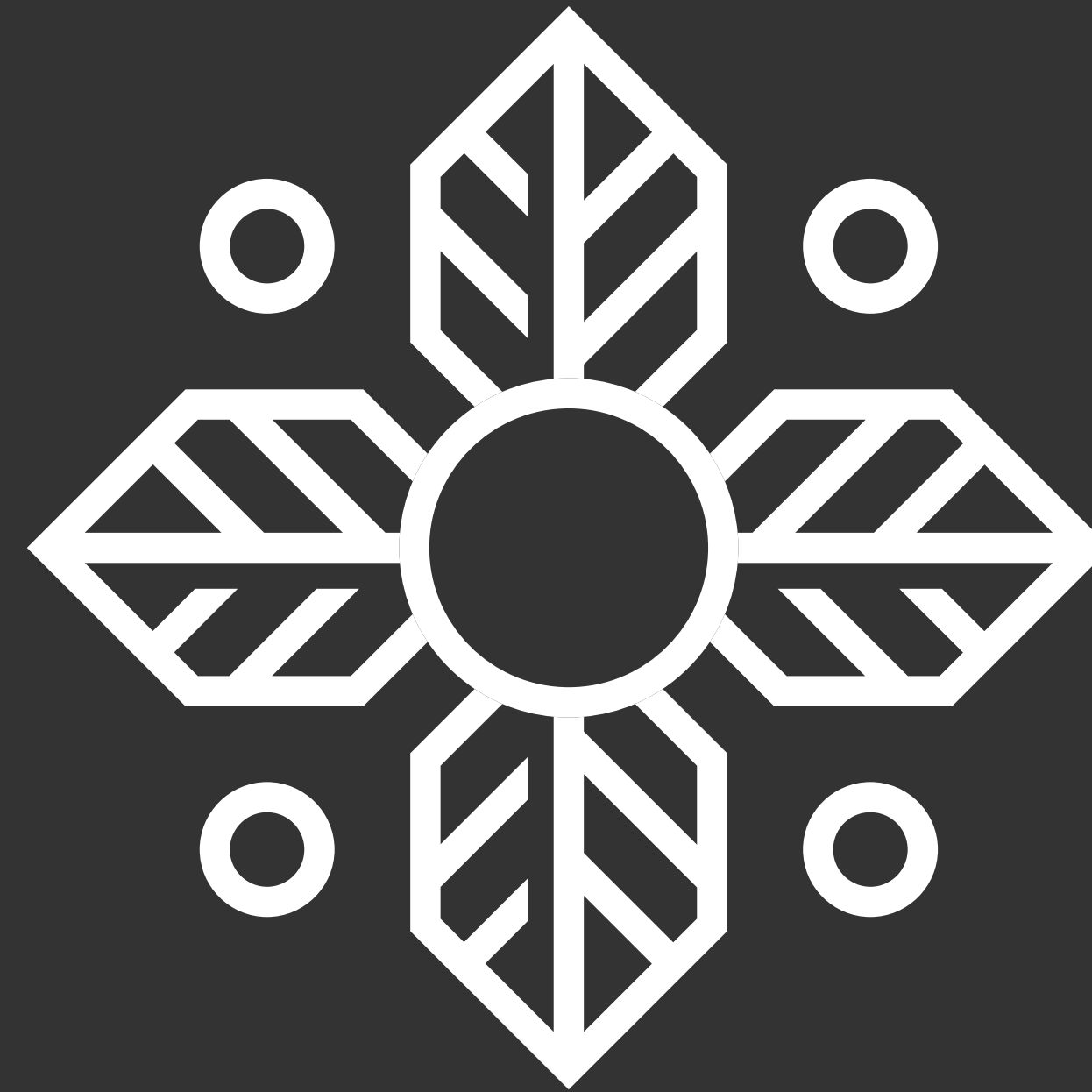




Concept 2

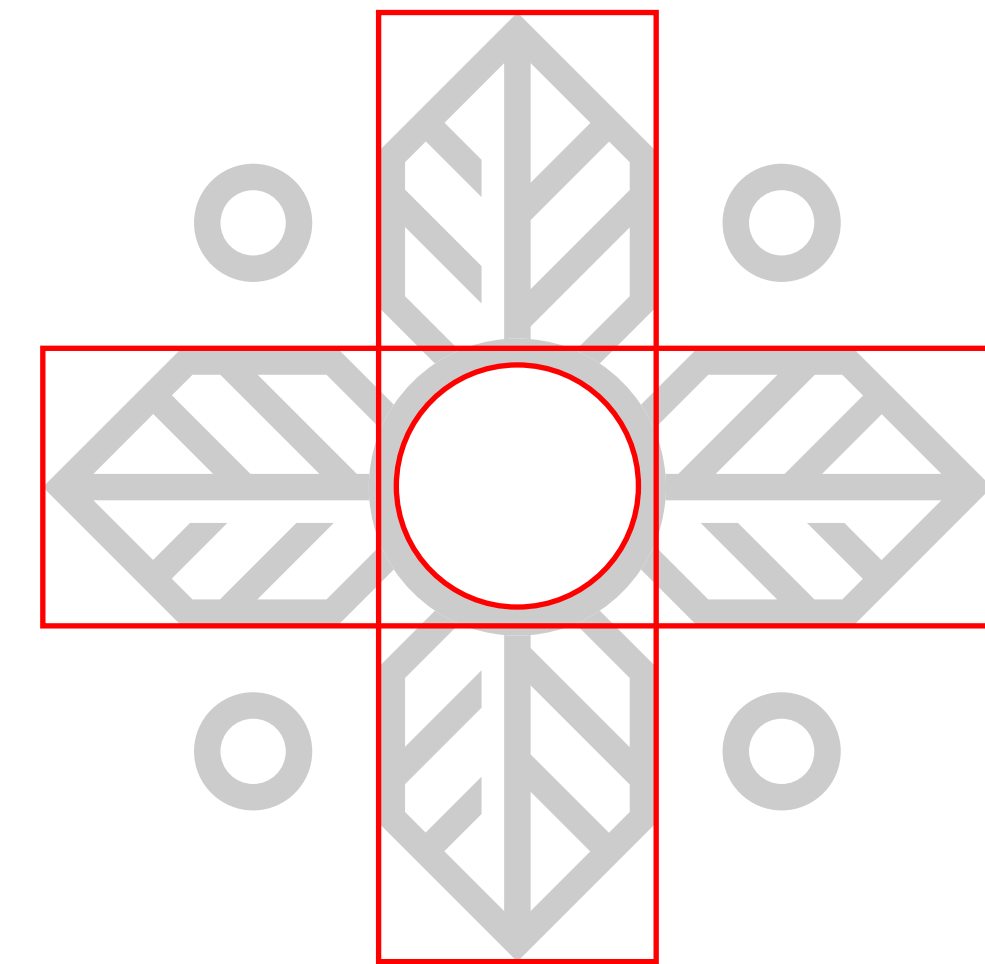
Icon

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

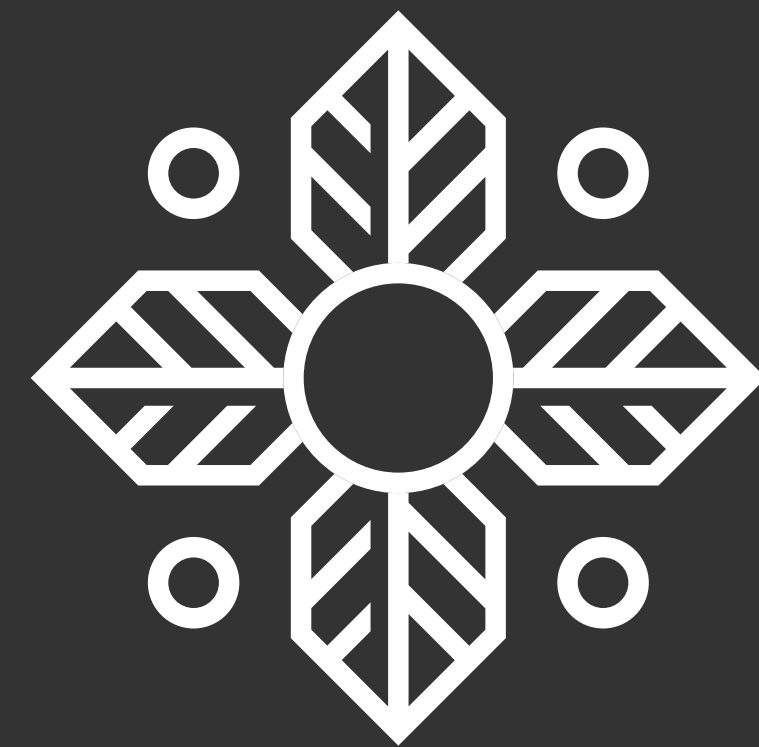
1) A cross serves as a connection to medical & health care. Anyone, anywhere will recognize this as a universal symbol of well-being. 2) A circle represents life and its various cycles.



Wordmark

Our icon paired with our name as most people will come to know our brand.

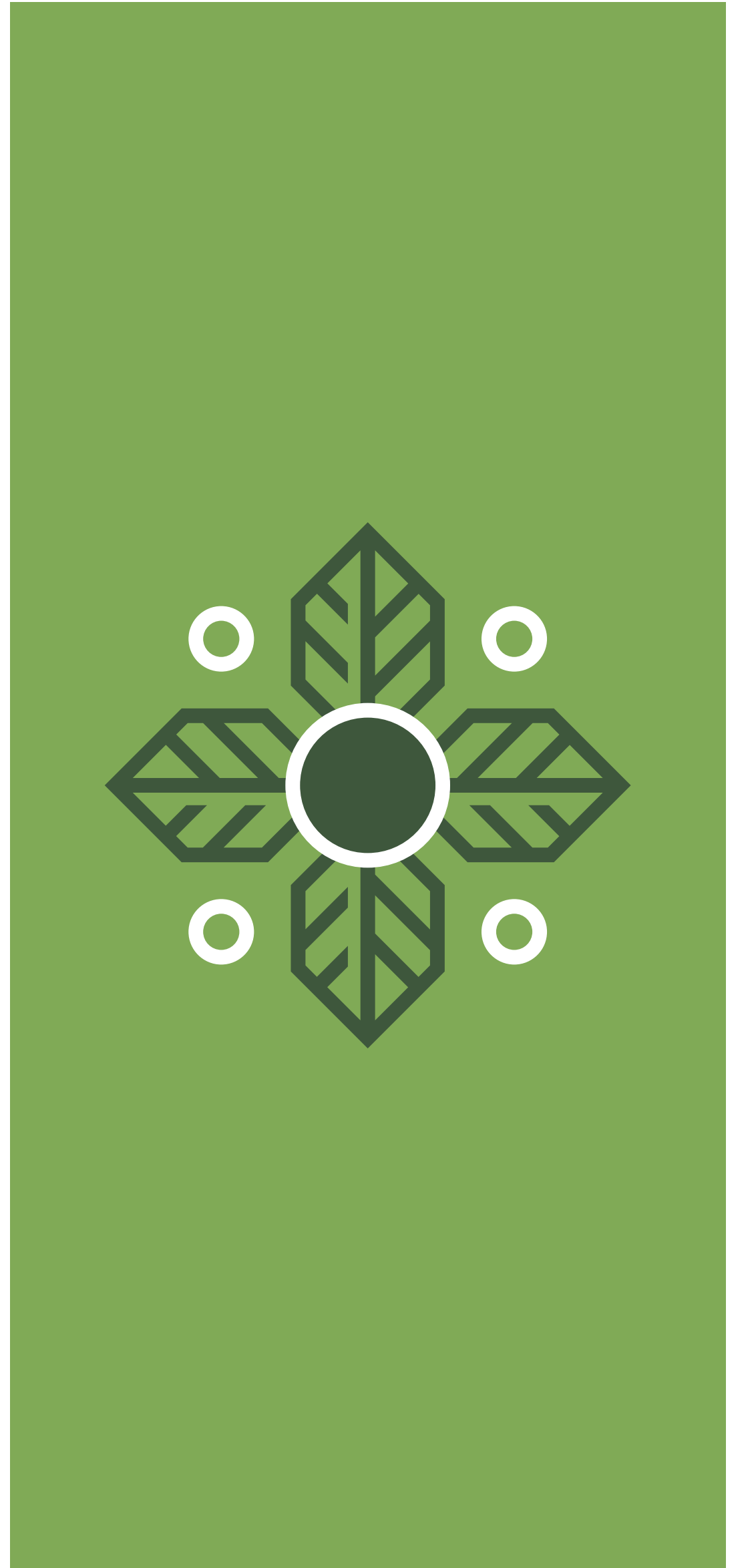
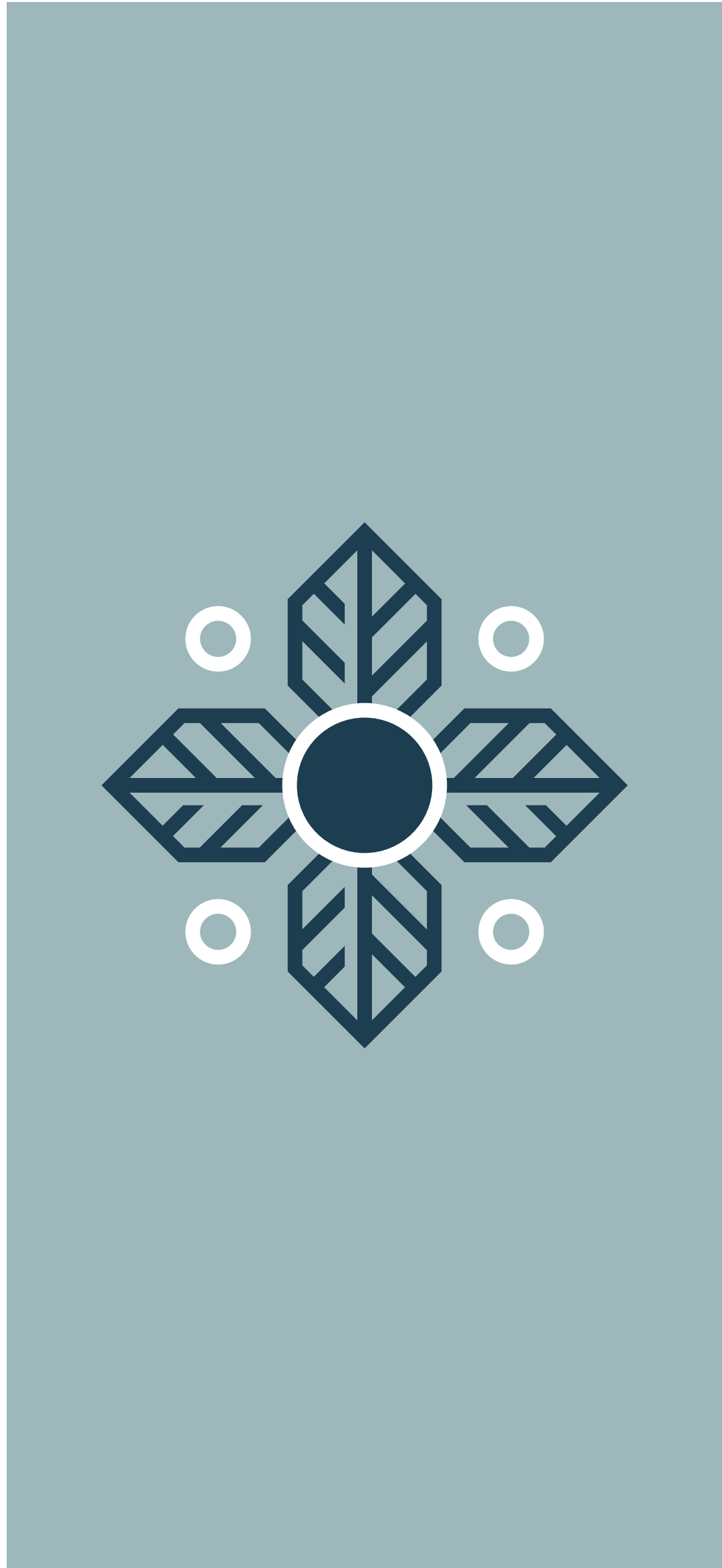
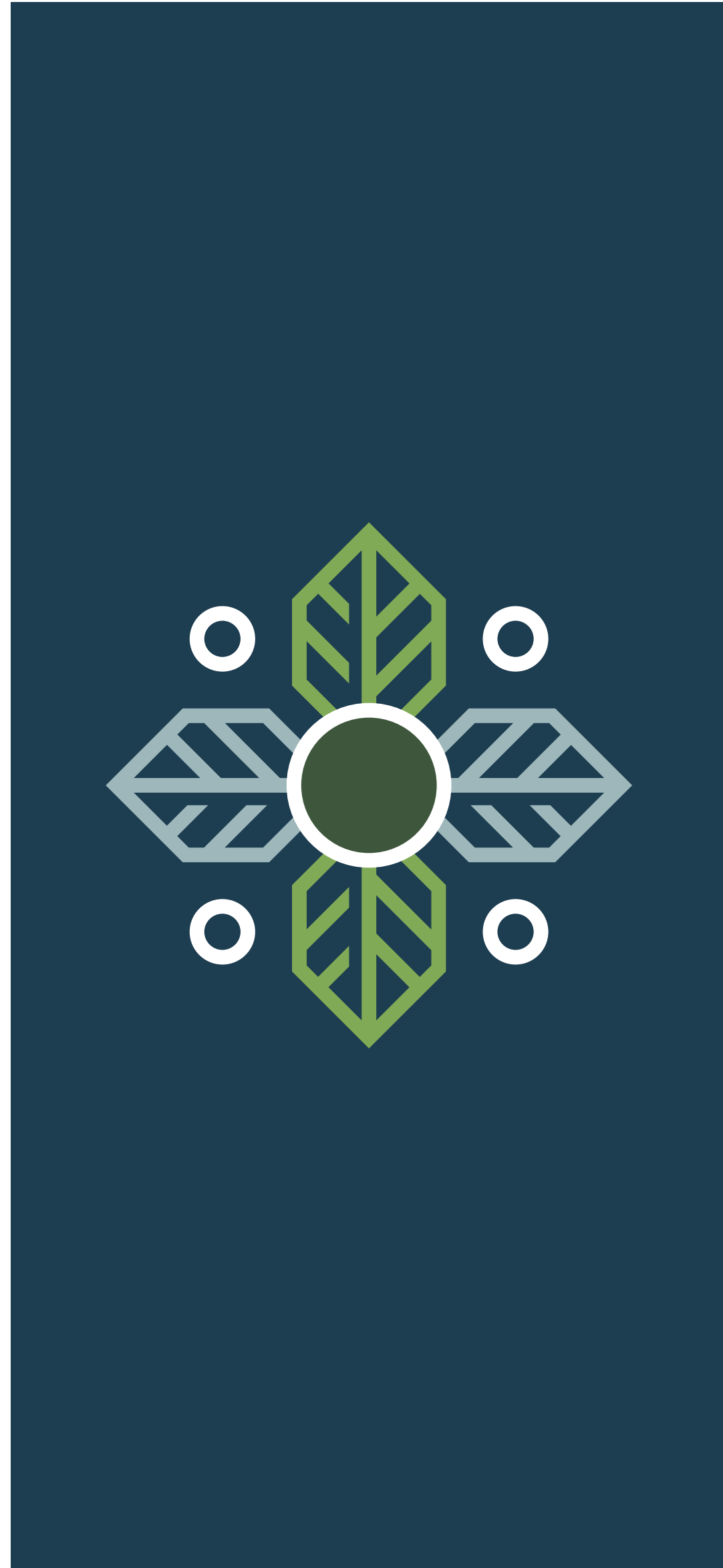




LVDHC
Lac Vieux Desert Health Center



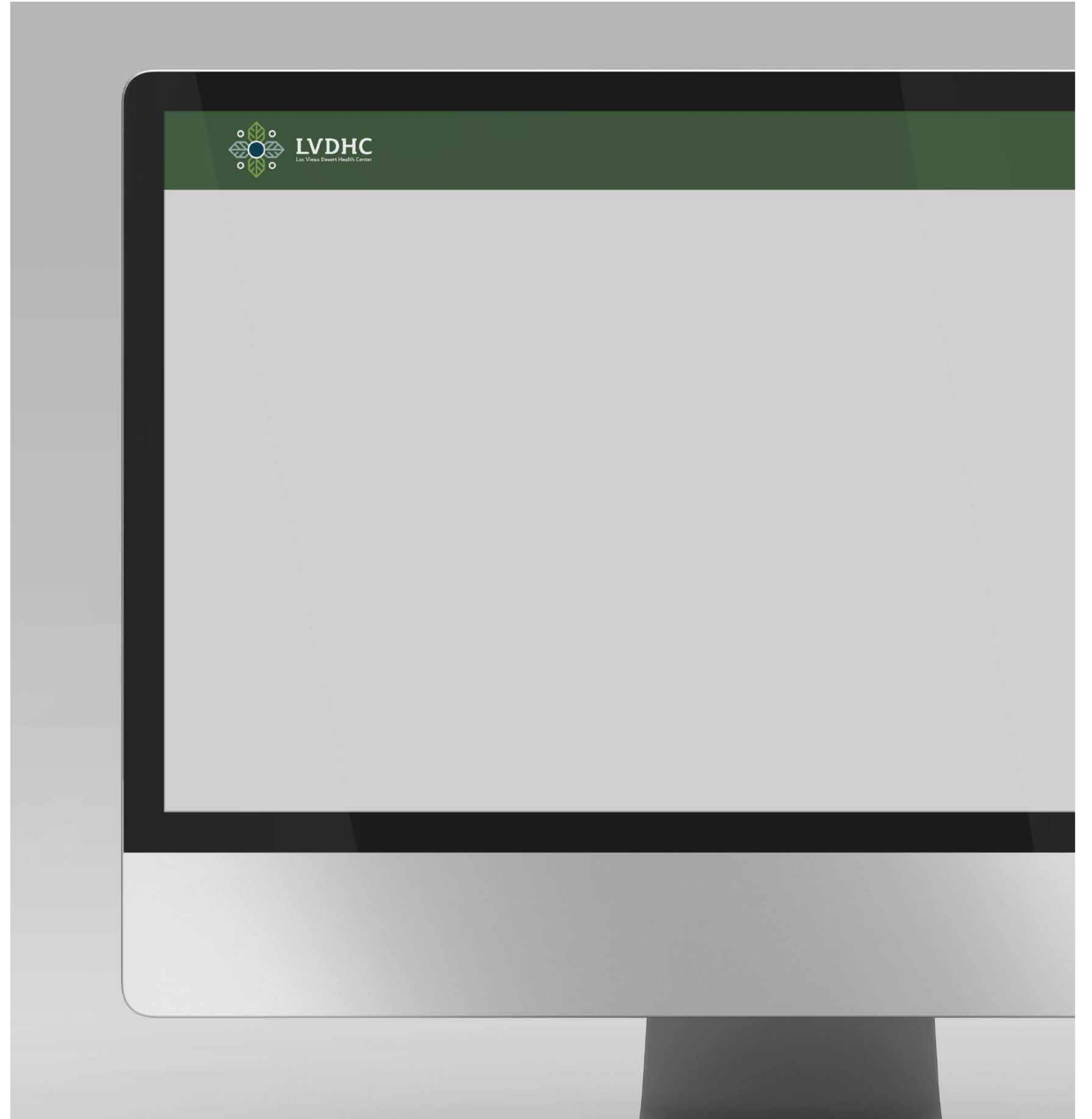
LVDHC
Lac Vieux Desert Health Center



Real World Mockups

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





Concept 3

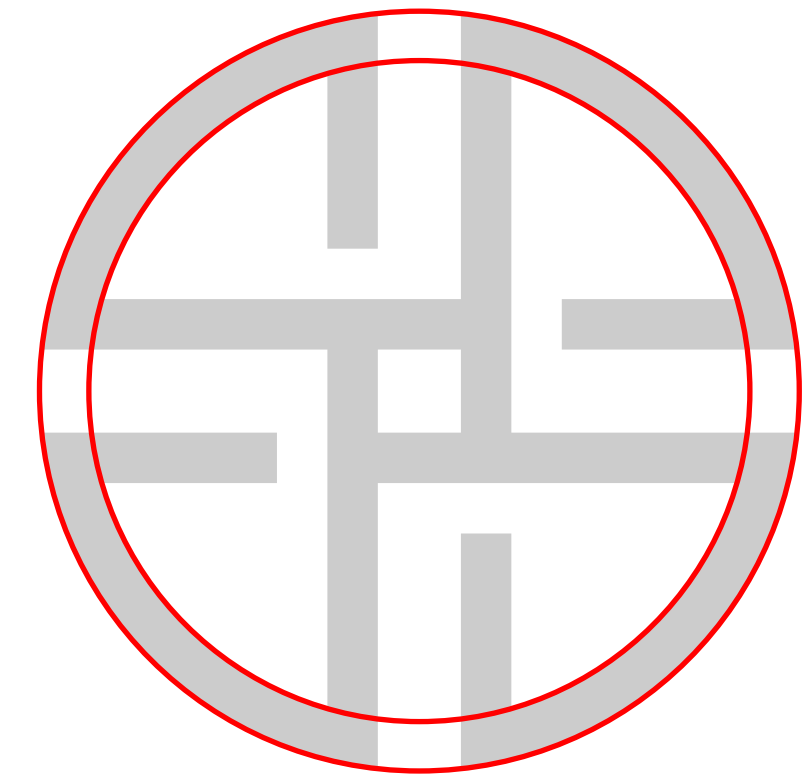
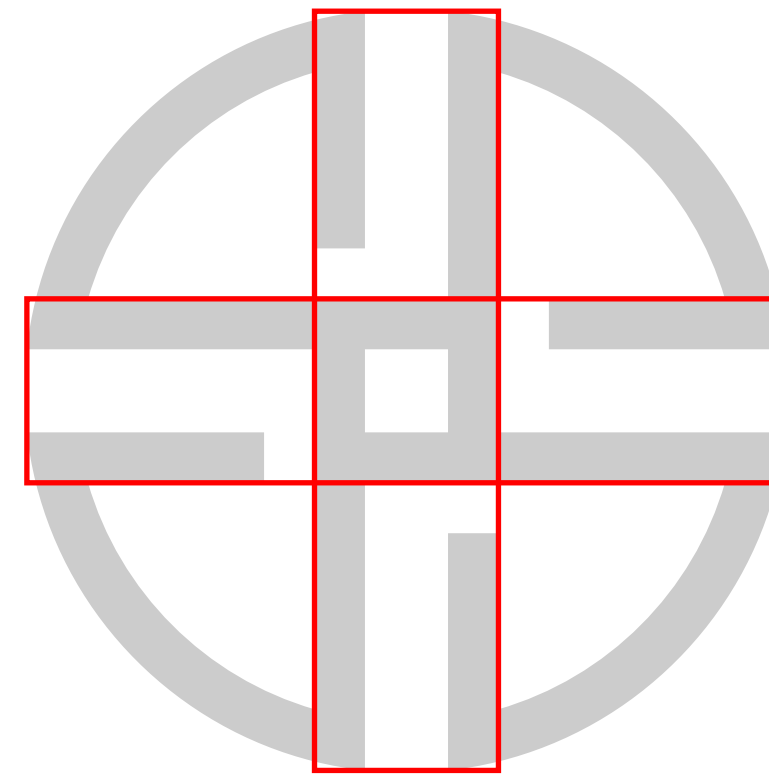
Icon

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) A cross serves as a connection to medical & health care. Anyone, anywhere will recognize this as a universal symbol of well-being. 2) A circle represents life and its various cycles.



Wordmark

Our icon paired with our name as most people will come to know our brand.





LVDHC
Lac Vieux Desert Health Center



LVDHC
Lac Vieux Desert Health Center



Real World Mockups

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



