

Rock Harbor

Logo Proposal



Rock Harbor Research Institute

- Key Largo (Rock Harbor)
- Orthopedics & sports medicine
- Data analysis, scientific writing

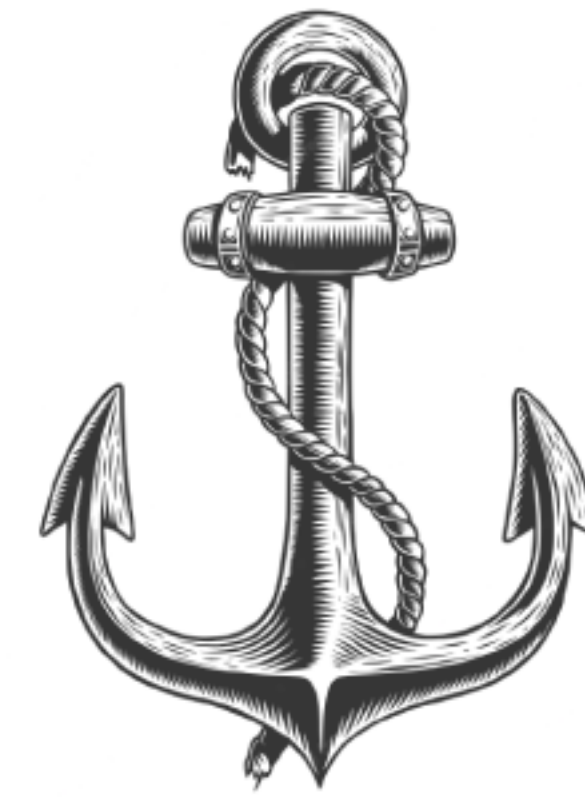
Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable.

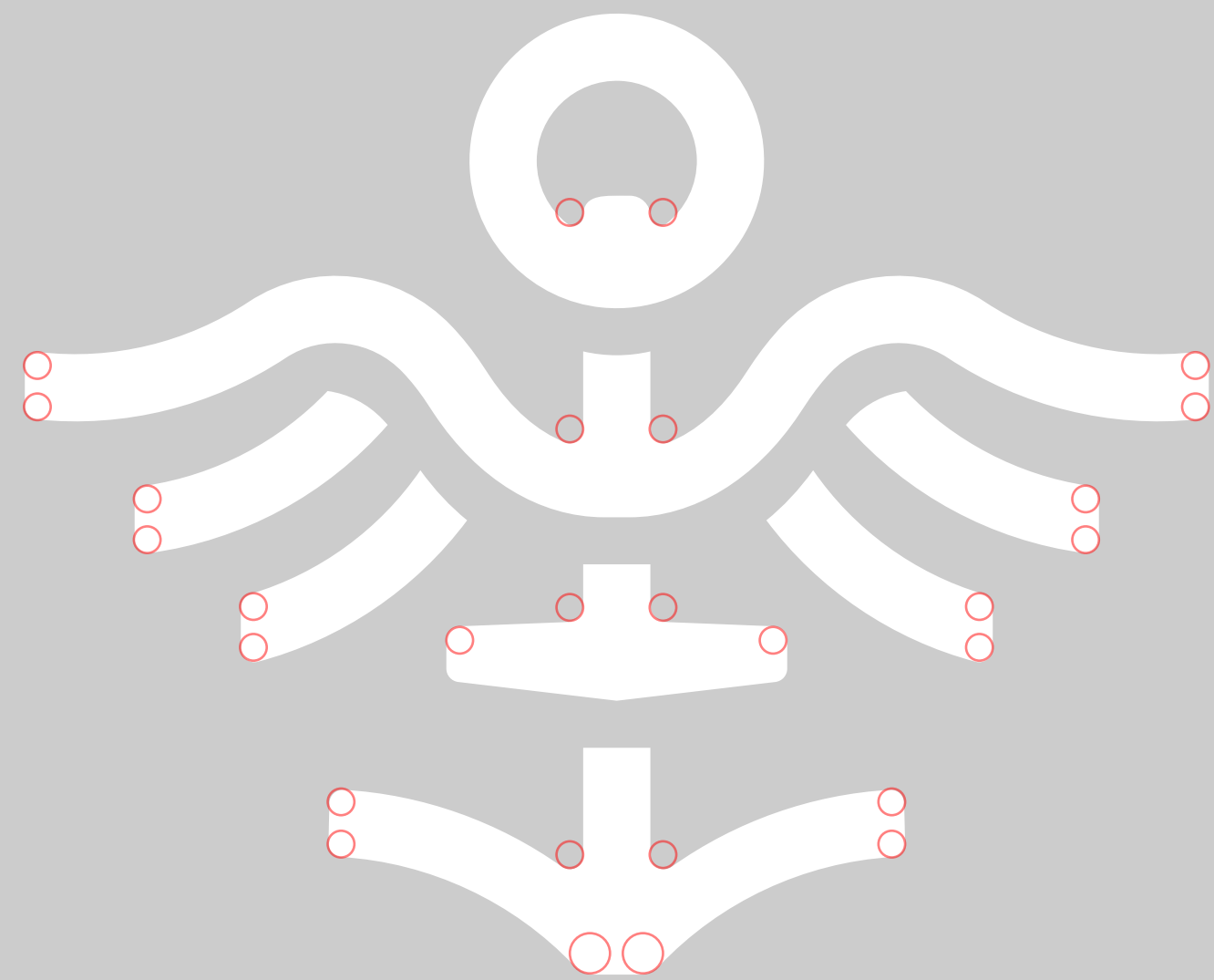
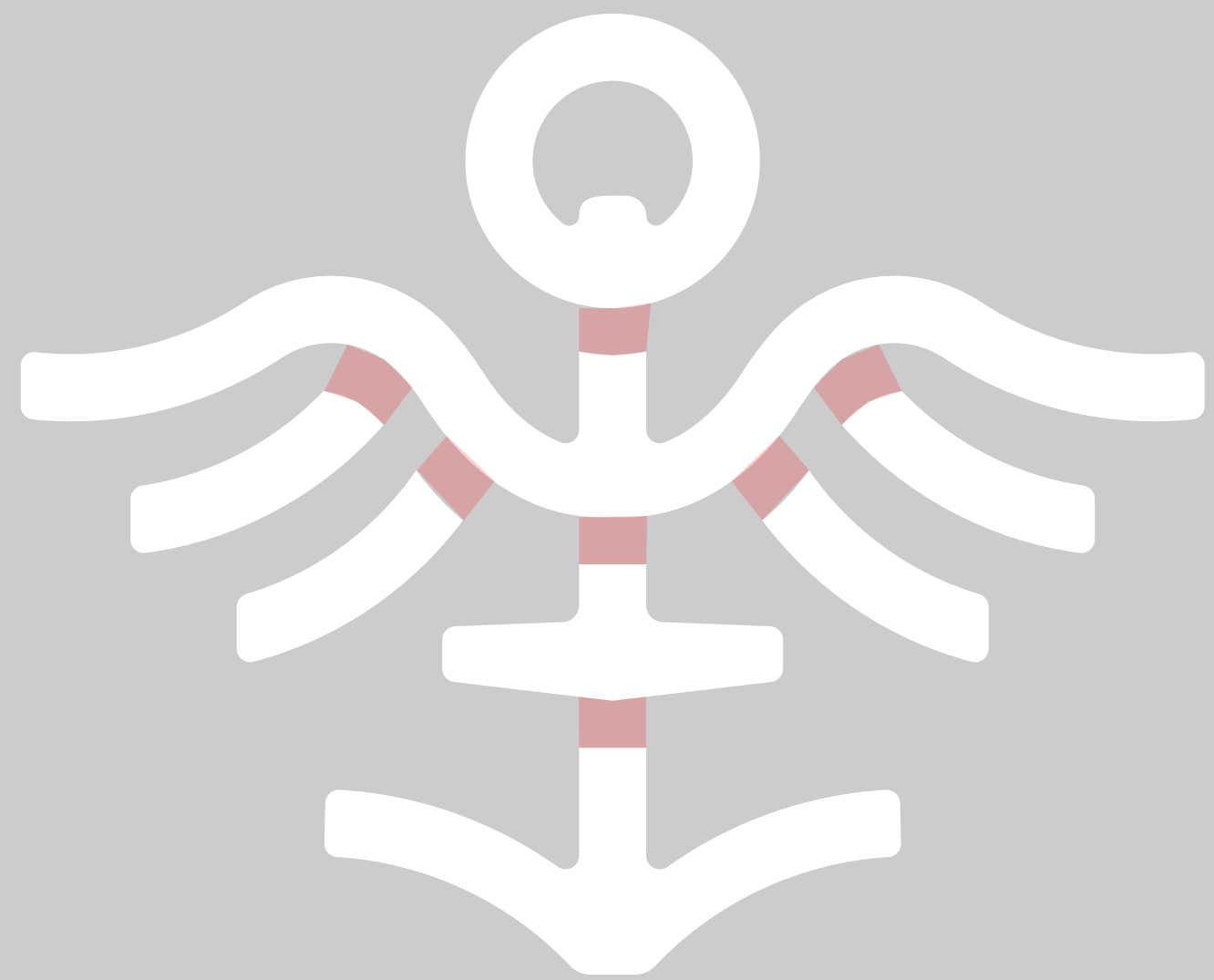




Caduceus



Anchor





Wordmark

Our 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.

ROCK HARBOR
RESEARCH INSTITUTE



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Color

Our colors are humble & seafaring.



Teal (Pantone 550)



Rock (Black 7)



Fog (7632)





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