



MOVEMENT // BRAND STORY

This design direction is inspired to elevate the human potential through movement and strength. We can utilize movement through the mind, body and soul to create strength in the recovery process.

To emphasize this message, I want to use powerful black and white imagery of people in movement, whether that’s working out, meditating, preparing meals, or getting involved in the community. I also like the idea of the image on the top left corner, using these images of movement to create the face of someone in recovery, showing how they can grow and elevate through these actions making them who they are today.

As for the brand colors, I chose the color yellow for the main pop as it stands for positivity, clarity, energy and enlightenment. This vibrant addition to the greyscale color pallete also brings a sense of vitality and power.

The logo should be kept simple, either with a clean mark or sans serif typography treatment.

To accent the simple logo, other aspects of the brand’s content (like quotes or callouts) can be emphasized with a messy, handwritten font. Adding that human element to the brand will help keep the look & feel grounded in the people of recovery.

Overall, the aesthetic of this concept is aimed to be inspirational yet edgy, rooted in the confidence of sobriety.



ELEVATE
RECOVERY HOMES

Vertical Version



ELEVATE
RECOVERY HOMES

Horizontal Version