

# JUBILEE

## Prosthetics and Orthotics

Logo Identity Presentation

July, 2024.

# WHat's In Store

**1- Project Recap**

**2- Developing**

**3- Ways Logo can be used**

# 1– Project Recap

Understand the task ahead.

## Jubilee Prosthetics and Orthotics

**Provides Prosthetics and Orthotics services to amputees and persons with neuromuscular and musculoskeletal deformities.**

## Project Recap

### Objective

Create a Modern, Combination Mark Logo that reflects, **Greatness, independence, Ability and championship.**

Logo should have an **illustration of someone using an artificial leg.**

## Design Preferences:

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### Preferred Logo Types:

Combination Mark

### Typography Preferences:

Clean, readable fonts that feels modern and conveys Championship, trustworthiness and health (e.g Rethink Sans).

### Layout Preferences:

Consideration for scalability and versatility (logo should work on uniforms, banners, and digital platforms)

# JUBILATING CHAMP.

Incorporate symbols or imagery associated with sports or someone using an artificial leg and projects **Championship**

Use Gold and other good colors that projects championship. while avoiding Red completely.

Balance between Modern and classic elements In designing of the Logo.

# Developing

bring ideas into life and visualize possible solutions

Logo Identity Presentation

# Developing

bring ideas into life and visualize possible solutions

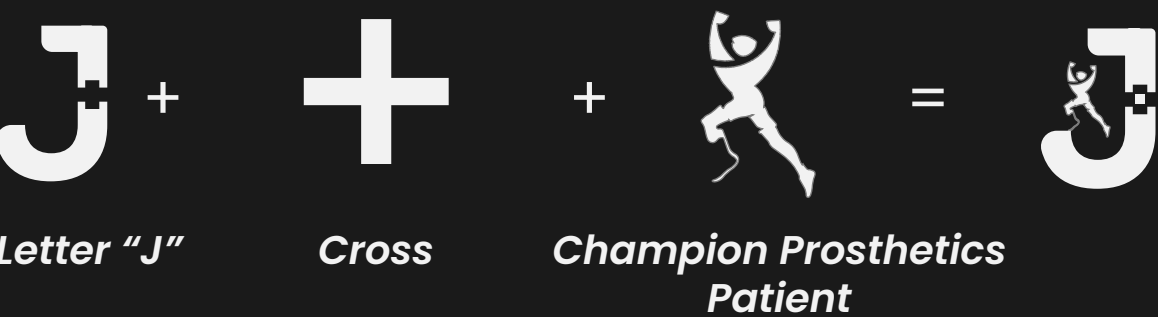
Logo Identity Presentation



# Concept Territory

## CONCEPT:

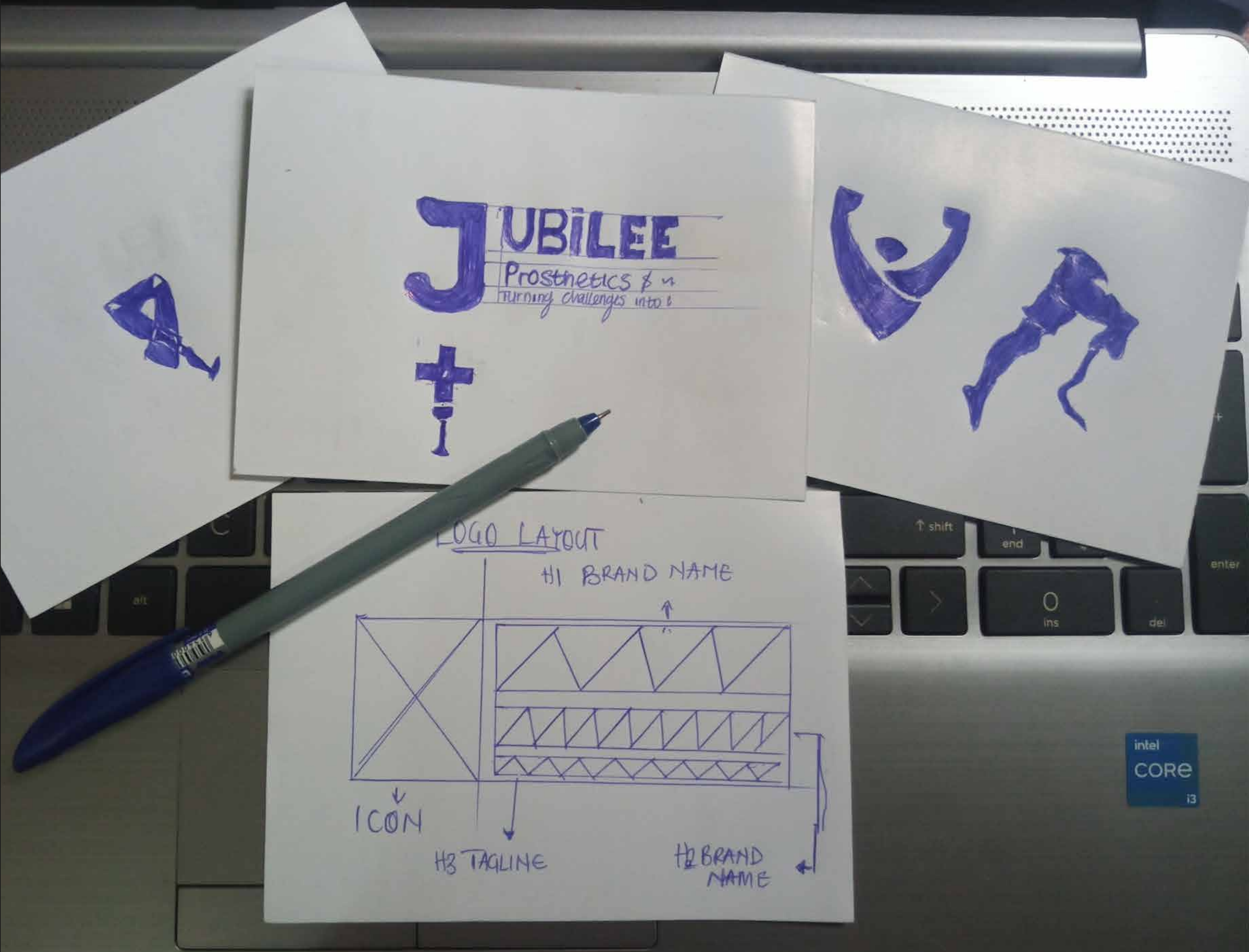
This territory will focus on the qualities listed to communicate the brands identity.



5%

## TYPOGRAPHY:

Cascadia Mono ABC 123  
Rethink Sans ABC 123



# Concept Territory

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This territory will focus on the qualities listed to communicate the brands identity.



## TYPOGRAPHY:

Cascadia Mono ABC 123  
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# Concept Territory

## Colour Palette



<p><b>GOLD:</b> Excellence, Quality, and Care.</p> <p>Hex: #FFD700 RGB: (255, 215, 0) CMYK: (0, 15, 100, 0)</p>	<p><b>NAVY BLUE:</b> Trust, Professionalism, &amp; Relability.</p> <p>Hex: #0C3E6B RGB: (12, 62, 107) CMYK: (100, 77, 32, 19)</p>
<p><b>DEEP GREEN:</b> Growth, Harmony &amp; Nature</p> <p>Hex: #2E8660 RGB: (46, 194, 96) CMYK: (80, 24, 71, 8)</p>	<p><b>RICH GRAY:</b> Balance &amp; Medical Technology</p> <p>HEX: #676767 RGBA: (103, 103, 103) CMYK: (56, 45, 45, 32)</p>

# Concept Territory

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## Colour Palette



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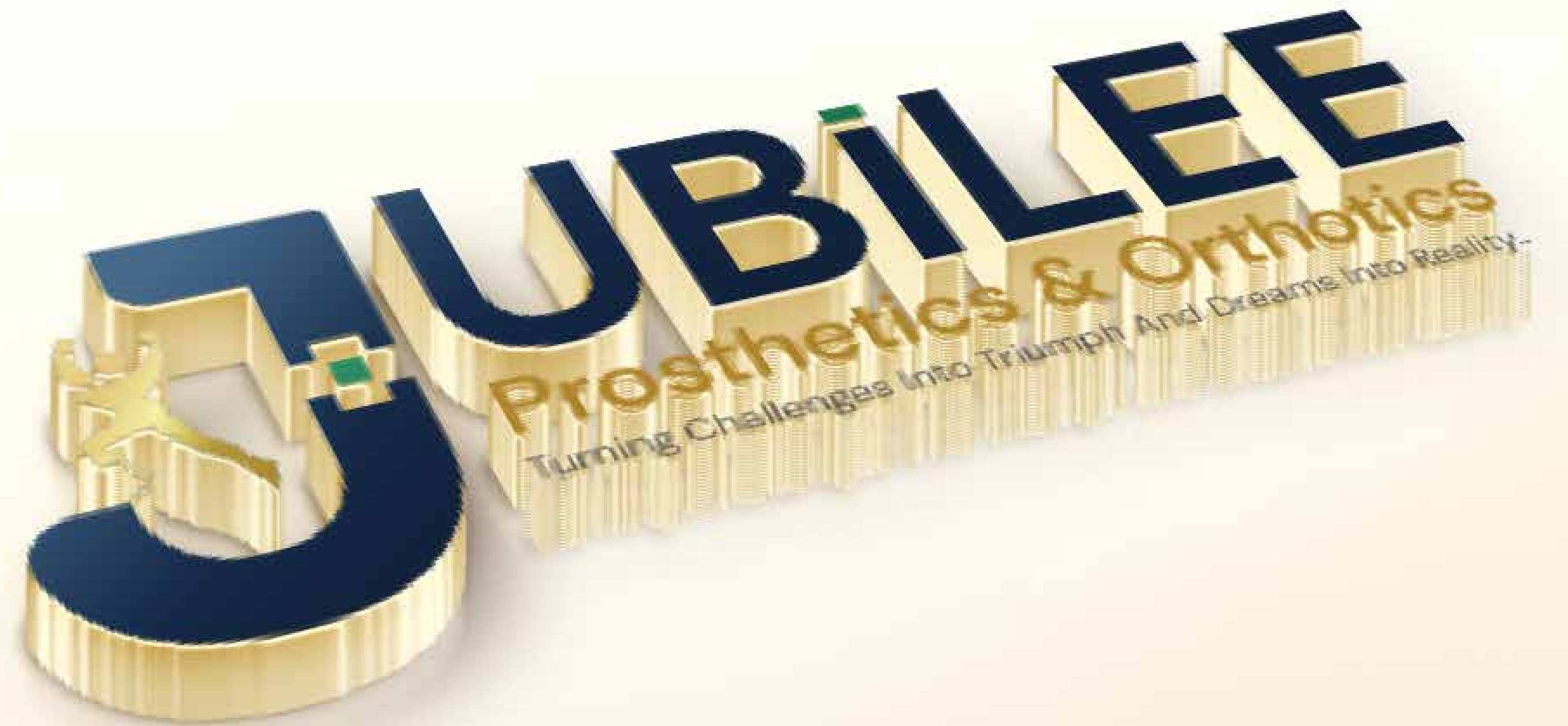
# Ways Logo can be Used



# Ways Logo can be used

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## Logo Mockups



# Ways Logo can be used

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## Logo Mockups



# Ways Logo can be used

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## Logo Mockups





