Logo Information:

The logo design I have created is to represent an Orthopedic surgeon in a classic, professional way that simply gets the point across well while still being individualized. The logo is represented on a white background but however can be placed on something transparent. Keeping the background simple helps with legibility for the clientele. .

Symbolism and Color palette:

To maintain the classical look I have chosen a simple knee bone with a target.I have seen in my research lots of basic one tone or two tone shapes to visualize the medical field. In order to create a more dynamic feeling logo that's more pleasant to the eye I used three colors with soft shades to avoid a “flashy” logo. With representing a surgeon I feel as if it is important to represent them in a friendly, more welcoming way. Clients that need surgery often have a hard time coping with it so having a friendly facw connected to that helps ease clients.

Typography:

For the lettering I needed the letters to be thick but did not want them to be too bold in order to cause a hostile feel. The letters are thick enough to have nice legibility when blown up big or small. To create contrast making it more interesting to the eye well still simple I used different shades for the words but only two different shades max.