Medical & Pharmaceutical Company

Dr. Anthony Bradshow

* Classic, sophisticated, very business-like, not quite corporate feel though
* Serious and professional
  + Medical
* Simple with a standing-out factor
  + Minimalist vibe
* Geometric and economical
  + Simple shapes
* Nice, simple colour palette; however, the palette idea looks different compared to the colour used on the docker medical building that's practice location. They want to match
  + Need to match the vibe.
    - On the building, The letters are Red and white
    - The building is dark grey with black and white accents
    - Pallete inspo is orange-like peachy colours with brown, black, and white and would clash with the building
* Orthopaedic surgery focused on lower limbs
  + Joint replacements- hip and knee, foot and ankle, lower limb sports surgery
* Design inspo is very classy
  + Short text with a simple icon
* Specially lower
  + Sports, active, throbbing, ibuprofen, pain
  + Regain, fix it, Felix
  + Bones
  + muscles
  + Old people can't read well
    - Old people might go here
    - Old people athletes
    - Young athletes might go here
    - Orthopedics are mainly older white guys
  + Wagga Wagga sounds funny

Competition

* One medical has a very nice branding colour is very gentle on the eyes but not overly dark
  + The font is big and bold but not in your face about it
  + The logo is simple shapes it gives off chill, relaxed vibes
  + Feels comforting and welcoming
* Common phrases in logos
  + Body First
  + Recovery
  + Be more than pain

Reflection:

This is a surgical practice for lower limbs. The doctor specialized in neuromuscular medicine. It seems to me that his focus is on fixing what he can. It seems like he just wants to do his part in helping others. It’s an important area of the body that, even though we understand it well, it can be difficult to treat symptoms. Surgery has its many benefits and risks, but it feels like he just wants to improve people's quality of life. There's a good starting point here. The design must represent care and a welcoming environment like the doctor. The design really should mostly stay in one colour with possibly different shades but not too many, with black and white accents where needed. It needs to be very easily readable and pleasant to look at. The icon is also kept simple with maybe an outline of bones or something or shapes.