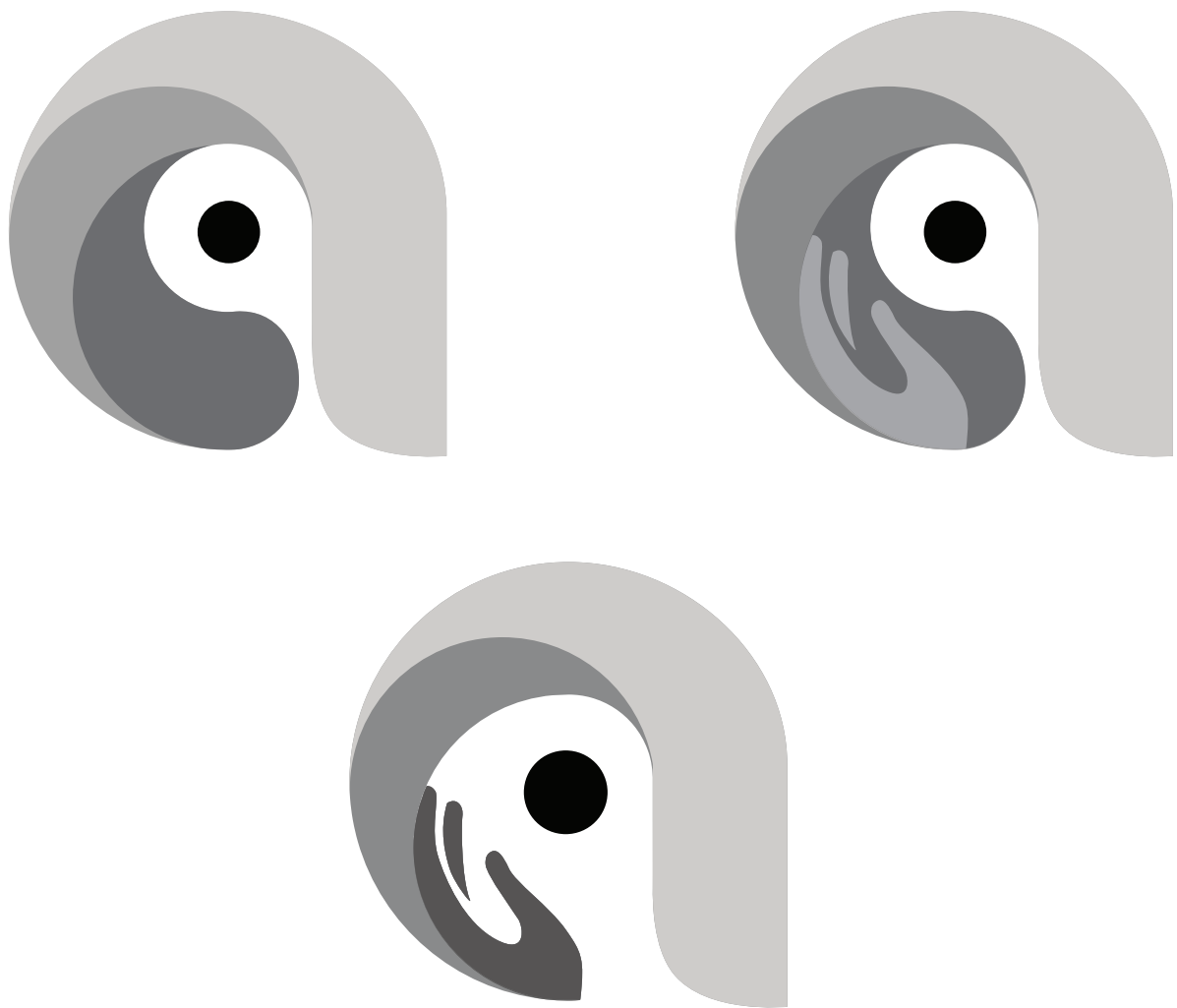




I wanted to keep that care theme as the number one objective, I used hands to depict that tone. I didn't want to use typical symbols you see in health care, such as, hearts, stethoscopes, crosses, and etc. I used a circle instead to symbolize patients and the community. Additional circles branching outward towards the hands symbolize the outreach of communication and connection. In addition, the hands are in position to form an "A" to represent "Amulet Health."



The following logo designs depict more of an organic shape. The first logo is more abstract, while the other two are more literal with depicting the hand. Again, I used a circle in the center to symbolize patients and the community. The hand is cradling the circle to symbolize care and comfort. The flow of the twisting shapes symbolize communication, connection, and sharing. Again, the shape of logo forms an “A” to represent “Amulet Health.” An Amulet has many different forms of symbols depending on which region or country you are in. One of the most popular symbols is “evil eye” warding off evil, symbolizes protection. In each of my logos the eye can be scene in the center, symbolizing protection.



This logo is a little more literal with the hand protecting the circle or “community/patient.” A roof is illustrated, depicting protection and taking care of this community. Again, the roof over the circle forms an “A” to represent “Amulet Health.”