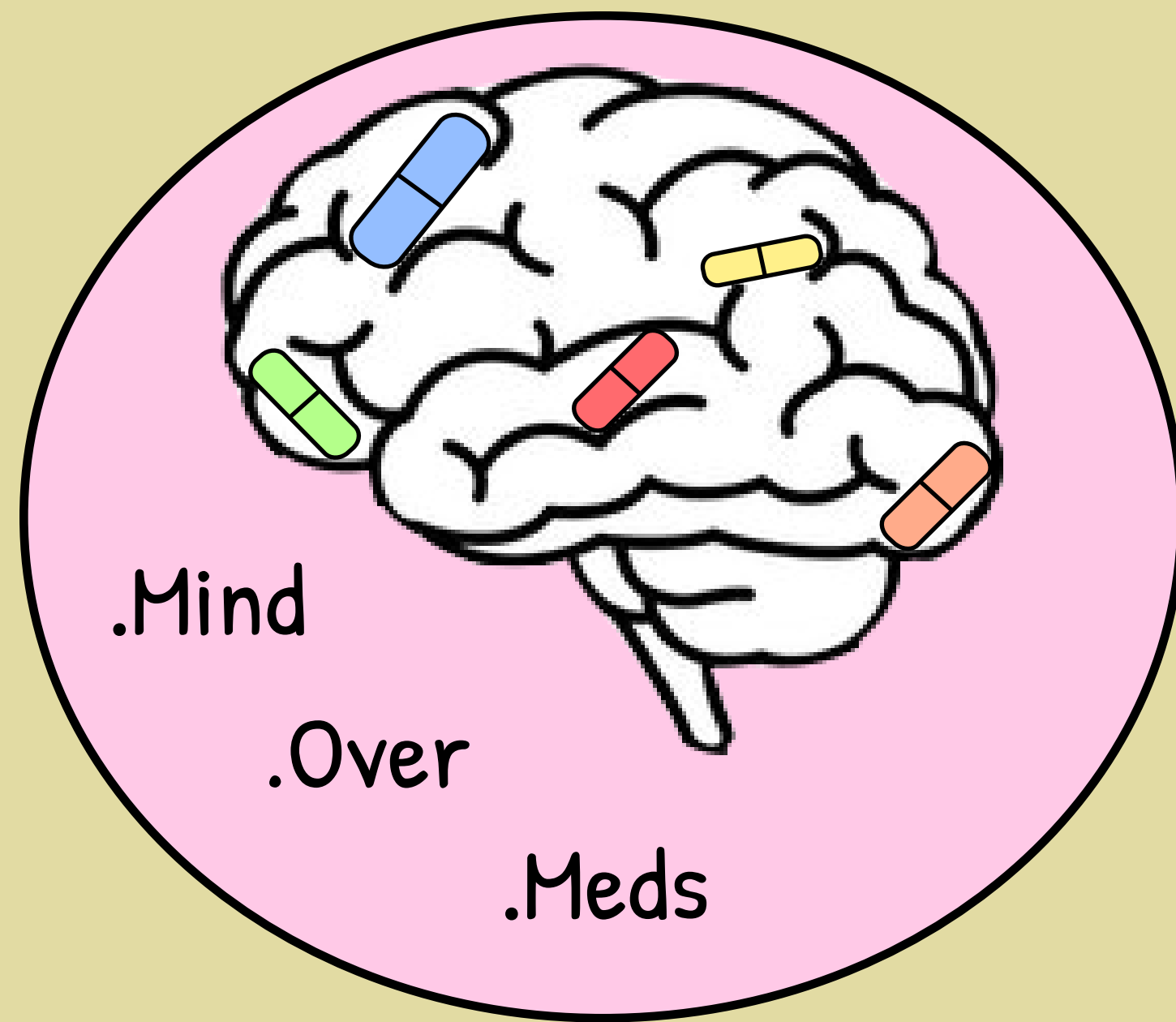


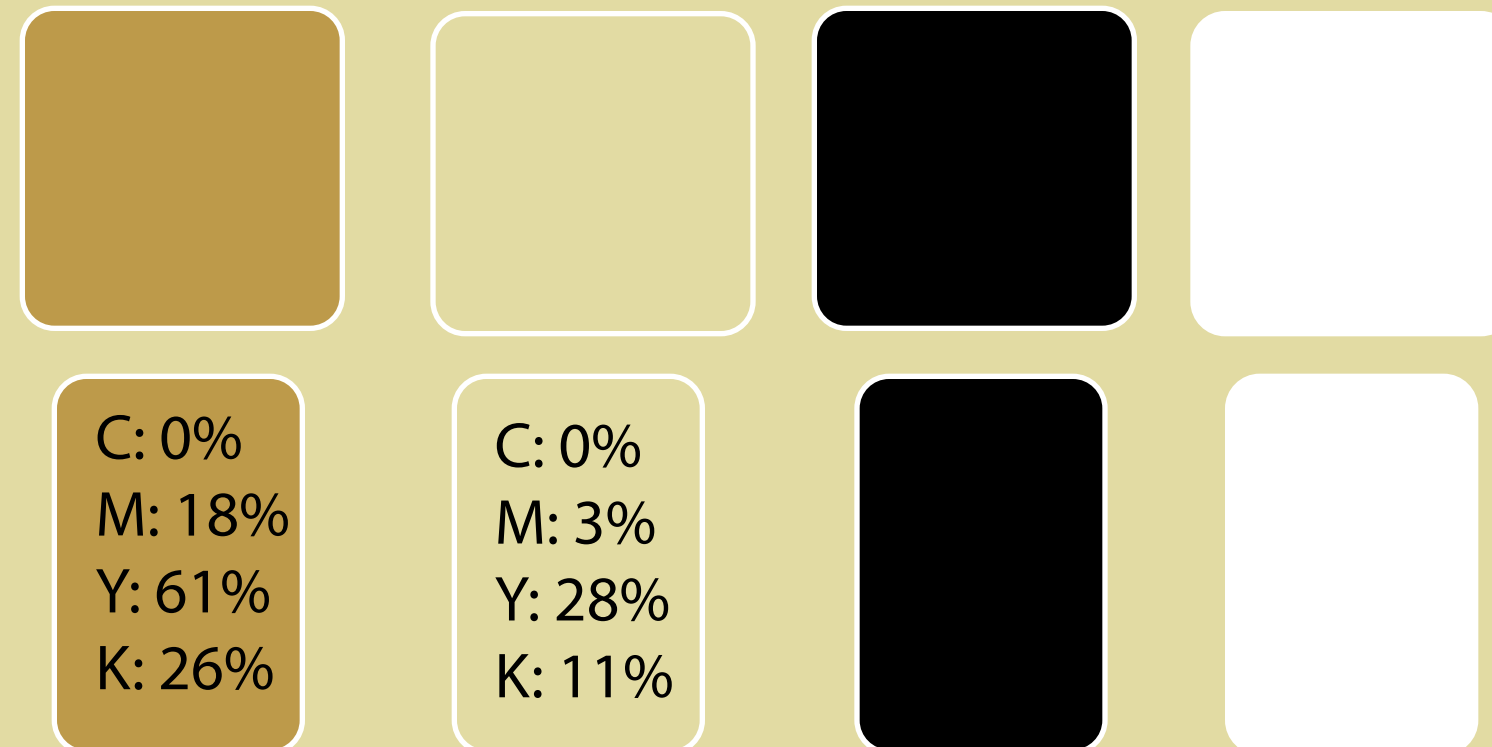
Logo

Mind Over Meds



The website I have created is based on the topic of placebo medicine—how fake medications can convince your mind that they are working. I won't dive too deep into the details, but this concept is central to my logo design. Placebo medicine works by the brain convincing itself, as opposed to regular medicine, which affects the stomach and organs directly. For this reason, my logo features a brain with various types of pills inside it. This design is a play on the idea that, instead of the medicine going to the stomach, the placebo goes directly to the mind and works there. I used bright colors for the pills to add vibrancy and visual pop to the logo. Additionally, the slanted logo text, 'Mind Over Meds,' complements the design and fills the remaining space.

Colors



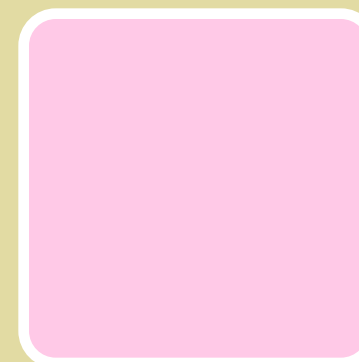
Main/Background Color #BD9A4A- I chose this color because the main goal of my site is to be a calm, informative website, while still keeping a bit of energy to impact my reader. I didn't want to use brighter or stronger colors because I feel they make too bold of an impression and don't portray the environment I want for my calm and informative site.

Container Colors/Secondary Color #E2DBA3 - I chose this color to complement my background color. Although the colors are very similar, I feel the contrast between the dark and light shades helps make my black text pop more on the lighter surface. Furthermore, in keeping with the mood set by my background, I believe this color fits into the category that conveys a calm environment, while still being distinct enough to make the text and other elements stand out.

Text Color: Black - I chose black for my text color because of the nature of my other colors. First, since my primary and secondary colors are lighter, black text will be easy to read, and I feel that having easy-to-read text and complementary colors creates a calmer environment, rather than using bright or clashing text colors. Second, because my primary and secondary colors are light, black text will stand out more, creating a strong contrast with the lighter tones of the rest of the website.

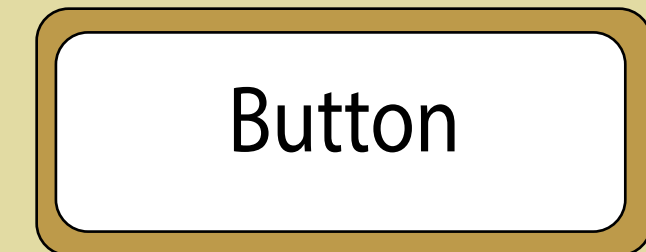
Container outline/Details Color white - I chose white to outline my containers and specific details because it fits the lighter color scheme and highlights the primary and secondary colors better than black.

I explained why I made the pills in my logo different colors. However, since I've already mentioned this, and because the pills are very small and the only elements on the site with those colors, I don't think I need to include them in the colors section.



On the other hand, the large pink background is highly visible and an important aspect of my logo. I experimented with different colors for the logo, changing the color of the brain multiple times. I realized I didn't like how the brain looked with the text next to it, so I decided to place it inside a large circle and started testing different fill colors. Light pink worked very well because it ties back to the color of the brain, which is the main element of my logo. It also evokes a sense of health and medicine, even if that's a bit of a stretch.

Link Design



This is a very simple design, but I feel it will contrast well against my secondary color, as mentioned above, and stay true to the overall feeling of the website and

Fonts

Fonts - I know this is getting repetitive, but the goal of my website is to be calming, easy to navigate and read, and relatively low-effort. Because I want the design to be both energetic and appealing, I decided to look for fonts that are bubbly and rounded, rather than sharp and harsh. Although I like the look of the rounded shapes and feel they align with my goal, they do seem somewhat unprofessional to me. Therefore, I plan to present a few font options to get feedback on where they fall between too bubbly and too professional.

Text Fonts

Text Font 1: Sour Gummy

Text Font 2: Chewy

Text Font 3: Atma

Text Font 4: Just Another Hand

Header Fonts

Header Font 1: BioRhyme Expanded

Header Font 2: Stylish

Header Font 3: Patrick Hand