
LOGO PRESENTATION

Scott Anderson

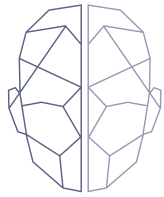
Option 1:



A few points I have put together when designing this logo

- I have taken a more simplistic approach and paired back the level of detail whilst still keeping part of the original idea.
- I found the exploding part of the head, in the original was negative imagery due to the nature of your business so I have not kept that. Instead I have kept a look of fractures lines in the head for a more subtle way of referencing trauma.
- I have the head in two parts, subtly referencing the right and left cerebral hemispheres of the brain.

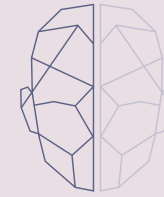
Option 1: Colour



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Psychological Services



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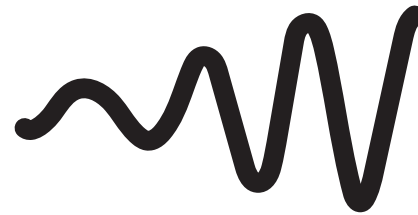
Calming Lavenders with medical blues





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Option 2:



A few points I have put together when designing this logo

- In my research I looked at visuals of the brain and brain waves. I came across ALPHA brain waves where our mind is physically and mentally relaxed. I like the concept of this and the idea of your practice being a place of solace and a place to feel mentally relaxed.

I have come up with the visual icon from these waves.

Option 2: Colour



More medical style colours of greens and blues





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Option 3:

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A few points I have put together when designing this logo

- I went super simple and traditional with this logo. It's always good to have this kind of an option so you can see for yourself if is something you would like to explore.

Option 3: Colour

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A mixture of the above colors work in harmony together





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