

HEALTH NEXT CASE STUDY

Branding a Healthier Tomorrow

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PROJECT OVERVIEW



For this project, I need to create a unique visual identity for the Health Next conference. This included creating the branding revolving the client, as well as, the advertisements for the conference, promotional material, and banners for key areas of the conference. I went through the process of researching, conceptualizing, and designing for this conference in a way that would best fit the client and their taret audience.

CLIENT

Health Next

PROJECT TYPE

Branding

ROLE

Graphic Designer

TIMEFRAME

Jan. 14 – Feb. 12

RESPONSIBILITIES

- Research Client & Competitors
- Design a Logo for the Client
- Create a Brand Style Guide
- Design 2 Advertisements
- Design 3 Promotional Materials
- Deisgn 3 Banners

PROJECT OVERVIEW



CLIENT PURPOSE

HealthNext is a conference that focuses on innovations in healthcare and wellness. This conference explores cutting-edge advancements in medical technology, telemedicine, mental health, and holistic wellness practices.

TARGET AUDIENCE

Men and women within the medical field who are between the ages of 26 to 55 and are college educated. They want to be in the know about new advancements and are open-minded about implementing changes to better the field.

THE CHALLENGE

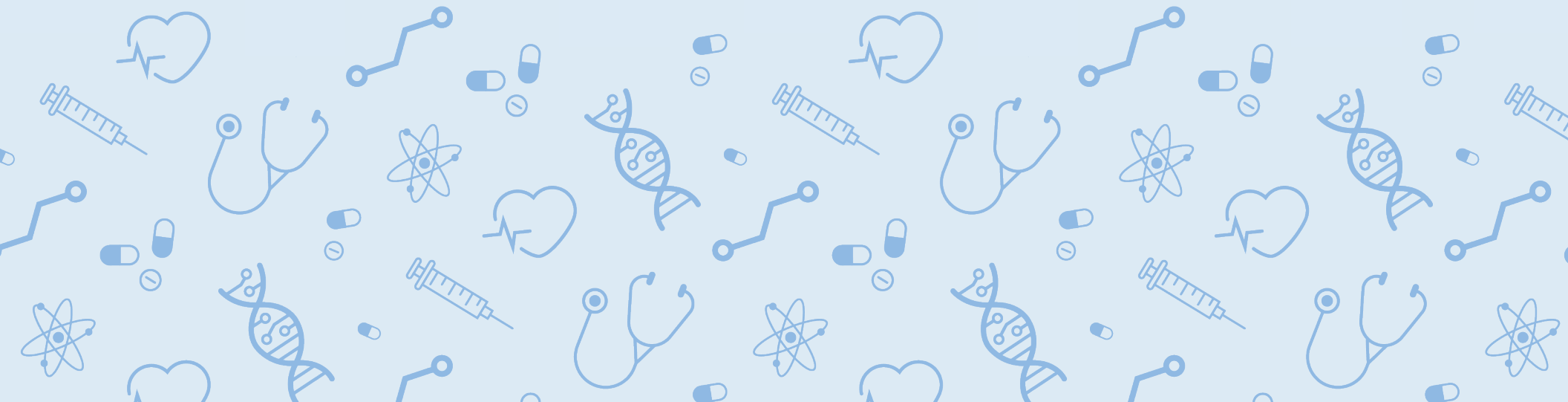
Create the branding for a conference. The branding and advertisements need to benefit and engage the target audience to convince them to attend the conference. Develop promotional materials that make sense for the conference and audience. The conference branding needs to be memorable and unique.

GOAL

Develop a compelling brand identity with visually engaging materials that reinforce the conference brand and enhance the attendee experience.

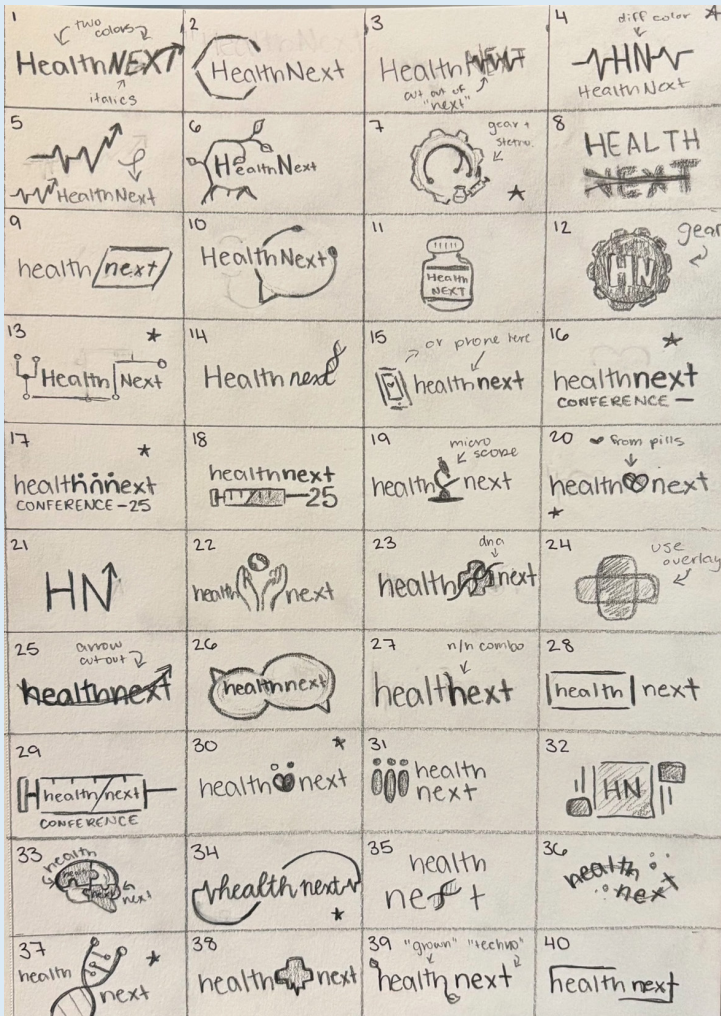
THE DESIGN PROCESS

From Sketches to Reality



LOGO

SKETCHES



For my sketches, I wanted to experiment with all types of logos. I focused on wordmarks, pictorals, lettermarks and more. My main goal was to get as many unique ideas out that best matched Health Next's purpose and target audience.

For the digital roughs I chose the four best sketches. I felt that these best coincided with Health Next's purpose. From these roughs I decided that the fourth logo worked the best and was the most unique. I then took feedback from the client and my peers to further develop the logo.

DIGITAL ROUGHS

health next

health next
CONFERENCE 25

health next
CONFERENCE — 25

health next

health next

health next
build a healthier
tomorrow

LOGO

For the final logo, it was important that it incorporated both the human side of health care with focus on mental health and holistic medicine while combining the medical advancements in technology. I did this visually with a DNA strand. The DNA strand starts out normal to showcase human health then starts to develop peices of wire-frame or code to intertwine the importance of technology with this conference. I decided to keep the typeface clean and modern to best fit the target audience. I made adjustments to the "e", "x", and "t" in "next" to have a futuristic feel. Additionally, I felt that the blue color best fit with the conference due to it's trustworthy and calming pschycology.

FINAL LOGO



FINAL LOGO & TAGLINE



BLACK & WHITE



BRAND STYLE GUIDE

TYPOGRAPHY & LOGO PAIRING



INNOVATIONS IN HEALTHCARE & WELLNESS

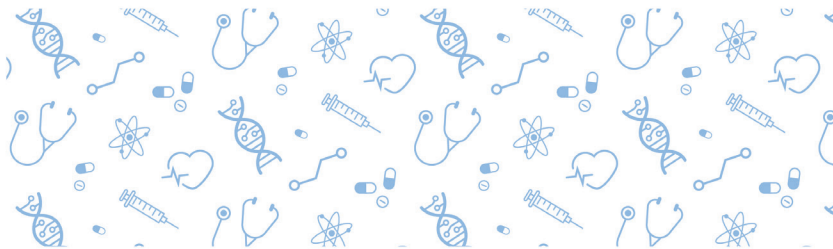
HealthNext will explore cutting-edge advancements in medical technology, telemedicine, mental health, and holistic wellness practices.

PATTERN 1



*pattern can be altered by adjusting colors and directions.

PATTERN 2



*pattern must remain one color but can be changed to another color in official color palette; pattern can be placed on a background color, just ensure it is still legible.

TYPOGRAPHY

FILICUDI SOLID (TO BE USED AS TITLES AND TO CREATE EMPHASIS)

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ **.,!?**

Arboria (font family to be used for headers, body text, captions, etc.)

abcdefghijklmnopqrstu**vw**xyz

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ **.,!?**

OFFICIAL LOGO



BLACK & WHITE LOGO



COLOR PALETTE



CMYK:
100/75/38/27
HEX:
#063F61
*logo color



CMYK:
42/16/0/0
HEX:
#8EB9E3
*logo color



CMYK:
12/3/1/0
HEX:
#DCE8F3



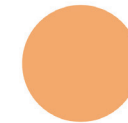
CMYK:
58/10/31/0
HEX:
#69B5B3



CMYK:
39/4/20/0
HEX:
#99CCCC



CMYK:
14/0/5/0
HEX:
#D8EFFF



CMYK:
3/38/62/0
HEX:
#F1AA6E



CMYK:
3/28/54/0
HEX:
#F3BD81



CMYK:
3/8/25/0
HEX:
#F4E4C3

TAGLINE

build a healthier tomorrow

TAGLINE & LOGO COMBO



BLACK & WHITE TAGLINE



ADVERTISEMENTS

PRINT AD

This print advertisement would be found in healthcare magazines. It is highly informational, it summarizes the conference and the highlights. It goes over why this conference is unique and encourages healthcare professionals to register. Health Next's target audience consists of healthcare professionals between the ages of 26 and 55. This design should appeal to both young and old and the conference highlights will appeal to them as well.

health next
build a healthier tomorrow

NETWORK. LEARN. INNOVATE.

MARCH 06 - 08 2025 **REGISTER NOW AT**
HEALTHNEXT26.COM **SAN FRANCISCO, CA**
MOSCONE CENTER

Join industry leaders, innovators, and wellness experts at Health Next as we explore the latest breakthroughs shaping healthcare. From AI-driven diagnostics to cutting-edge treatments, this is your chance to stay ahead of the curve!

CONFERENCE HIGHLIGHTS

MENTAL HEALTH & DIGITAL WELL-BEING
The latest in therapy tech, mindfulness, and emotional health solutions

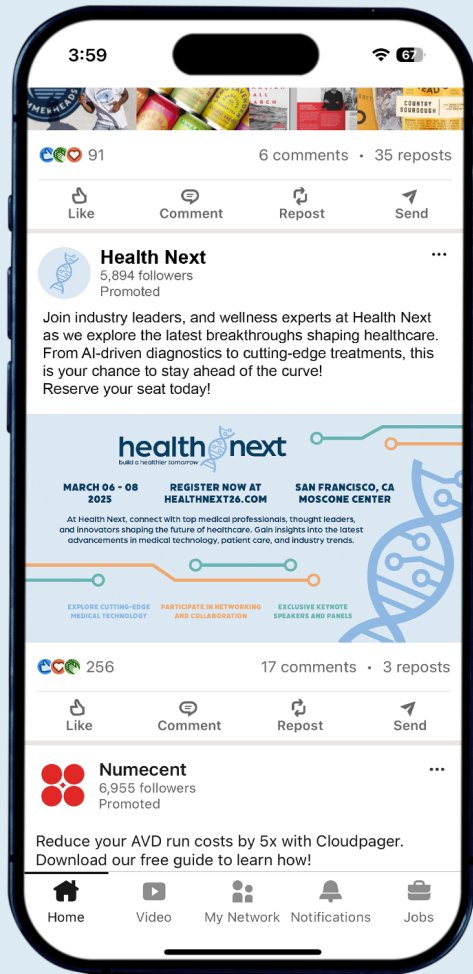
MEDICAL TECHNOLOGY & TELEMEDICINE
AI, robotics, and virtual care revolutionizing patient treatment

HOLISTIC & PREVENTATIVE WELLNESS
Integrative medicine, nutrition, and lifestyle strategies for optimal health

BREAKTHROUGH INNOVATIONS
Cutting-edge research, biotech, and personalized medicine

SECURE YOUR SPOT TODAY!
Be part of the discussion that will influence the future of healthcare systems worldwide.
Register today at healthnext26.com

ADVERTISEMENTS



LINKEDIN AD

The LinkedIn advertisement will appeal to both the younger and older healthcare professionals. Out of all the social media platforms, LinkedIn is the most common among healthcare professionals. I kept it simple and easy to understand.

PROMOTIONAL MERCHANDISE

I wanted to design promotional merchandise that best fit for Health Next's conference and for their target audience. Since the conference is geared towards healthcare professionals, pens, hand sanitizer, and a tote bag seemed the most reasonable. I didn't want to simply place the logo onto merchandise, rather I felt it was important to create a unique design. I decided this would be a good opportunity to include the brand's patterns to make the items more personable. I felt like hand sanitizer was a unique promotional material, and for a healthcare conference I thought that it would be perfect to include. Also, I wanted to make pens with the logo because of how universal they are. They can be used to take notes during the conference itself or used while at work. It is small and a great way to promote the conference. I also felt that the tote bag would be perfect for promoting the conference and for the professionals to carry around all of their swag.

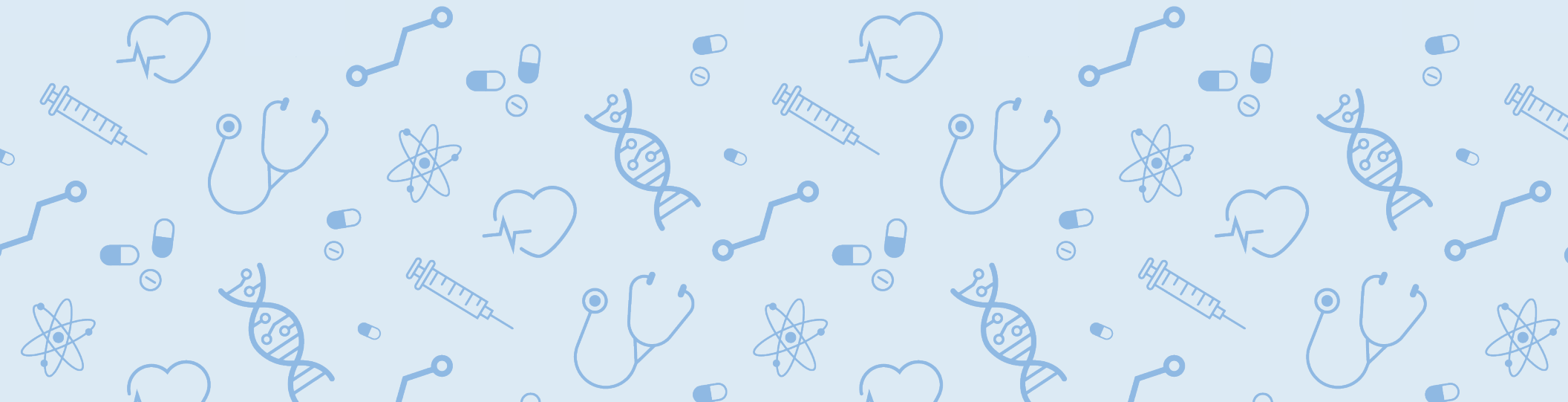


BANNERS



REFLECTION

Outcome & Reflection



PROJECT OUTCOME



REFLECTION

Through this project, I learned a lot about conferences and the branding that goes on behind the scenes. At a conference, everything needs to be cohesive from the banners to the merchandise to the social media presence because it is one large organization. I also gained more knowledge about creating effective mockups and making designs that are more than a logo on a t-shirt but rather designs that feel meaningful. My time management and organization skills were put to the test with the multitude of steps that were involved with this project, along with the deadlines each week. Overall, I enjoyed this project and I really enjoy the outcome I created with the logo and the branding. It feels cohesive, well-built, and effective for my target audience.

LESSONS LEARNED

Through this project, I learned to manage my time and organization skills. With so many components of this project due at different times, I knew I needed to stay organized. I kept everything in a planner along with the due dates and would cross items off as I completed them. Additionally, I learned the importance of feedback. The feedback from my peers were very helpful when deciding which logo worked the best and how to make my advertisements and merchandise the most effective for the conference and my target audience.

NEXT STEPS?

I would love to further develop this conference by creating more promotional merchandise. I would like to create note pads, pins, lanyards, and stressballs. I think all of these work well for the conference and would be appreciated by the attendees. Additionally, I would like to create Power-Point slides for the conference speakers and panels.