

The branding matches up to the clients request by being simple yet identifiable with a splash of color it is also simple enough to be used in a variety of applications. the concept was to make the logo show the aspects of a medical facility while still being friendly and inviting. The wings and stethoscope form a heart to make the main points of the hospital known being clean simple and caring. The logo shows symmetry and the use of color and value. The Splash of red really helps to pull attention to itself and the symmetry keeps it pleasing to the eye.

The new skills I learned are how to live trace which I used to trace and edit an imported image. I also learned how to glue a cylinder together. I enjoyed just playing with different ideas to try and make it look better. I feel the business card could still use some work there isn't anything special going on with it. overall though I like all of the products that I made