



# alan::co

INNOVATION WITH IMAGINATION

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LOGO CONCEPT 1

# **“Alignment”**

## LOGO CONCEPT 1

# **“Alignment”**

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- Minimal  
Simple, clean imagery to associate with the brand
- Monoline  
Implies experience, expertise, and planning
- Conceptual  
“Tulip,” “continuous”

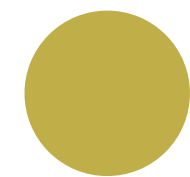


# Tulua Health

LOGO CONCEPT 1

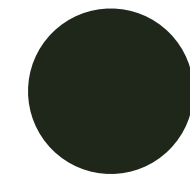
## Color Psychology

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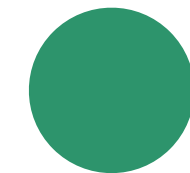
#BFAE48 ("Old Gold")

Advancement, authority, loyalty, polish



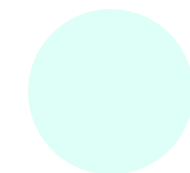
#1F271B ("Black Olive")

Serious, rational, refined, stable, reliable



#1F271B ("Illuminating Emerald")

Harmony, peace, tranquility, healing, endurance



#DDFFF7 ("Mint Cyan")

Good luck, health, freshness, creativity



Tulua Health



Tulua Health



Tulua Health



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LOGO CONCEPT 1

## Typeface

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### Ofelia

- Geometric sans serif that performs well in almost any situation
- Versatile, comes in two optical sizes: display (large) and text (small)
- Has more character than most sans serif typefaces (like the shape of the negative space in the lowercase “a”)

Tulua  
Health









Tulua Health





Tulua Health







LOGO CONCEPT 2

**“In Bloom”**



## LOGO CONCEPT 2

# **“In Bloom”**

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- Abstract  
Shows creativity, implies a unique approach or perspective
- Geometric  
Clean shapes imply precision, attentiveness
- Symbolic  
Not a continuous shape; disconnected pieces forming a cohesive whole

**Tulua**  **Health**



LOGO CONCEPT 2

## Color Psychology

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-  #38182F (“Dark Plum”)  
Depth, nobility, luxury
-  #0B4F6C (“Dark Cerulean”)  
Trust, stability, security, tranquility
-  #06BCC1 (“Tiffany Blue”)  
Harmony, peace, tranquility, healing
-  #E9D985 (“Flax”)  
New beginnings, uplifting, freshness
-  #DFE0E2 (“Chinese White”)  
Good luck, health, freshness, creativity

Tulua  Health

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LOGO CONCEPT 2

## Typeface

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### Visby Sans

- Stark and clean; inspired by the jagged geometry of the Arctic
- Versatile; friendly in lowercase, chic in uppercase
- Has both precision as well as a unique warmth

Tulua  
Health

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LOGO CONCEPT 3

**“Pollen”**



## LOGO CONCEPT 3

### **“Pollen”**

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- Asymmetrical  
Creates visual interest; hints at something new and unconventional
- Monoline  
Implies experience, expertise, and planning
- Symbolic  
Implies the release of something positive that promotes growth





# Tulua Health

## LOGO CONCEPT 3

# Color Psychology

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-  #272838 (“Gunmetal”)  
Strength, modern, mysterious
-  #0F7173 (“Skobeloff”)  
Refreshing, restful, secure
-  #EE6C4D (“Burnt Sienna”)  
Comfort, simplicity, somewhat sensual
-  #E5FFDE (“Nyanza”)  
Enthusiasm, nature, growth





LOGO CONCEPT 3

## Typeface

---

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Tulua  
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IT ALL STARTS  
WITH A CALL...





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