

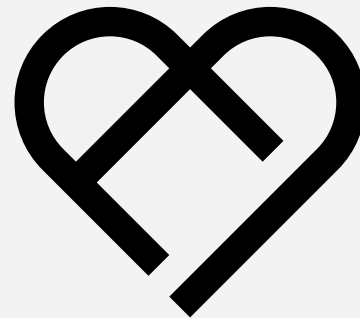
Access Doctor

Facelift Logo



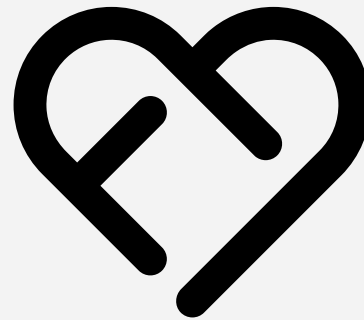
Original Logo

Issues to resolve: The original logo uses an outdated colour palette and font, as well as inconsistent spacing in between letters. Also hard for the average user to see the hidden letters A/D in the heart.



Refining the heart

We have recreated the heart and have increased the spacing within the gaps of the logo emblem. The gaps are now equal to the width of the lines that make up the heart logo. Overall, this makes the heart look more tidy.



Adding a modern touch

We have rounded the edges of the heart to bring it more inline with modern standards. Also, there is an added gap in the heart to make the 'A' more visible to the average user.



Adding colour and text

We've added a subtle gradient of teal and green to the heart to enhance its modern look. Alongside this, we've picked a clean font to accompany the heart, with equal spacing between all letters.



Alternate positions

The new logo is versatile with the heart emblem and can be placed in numerous positions to best suit it's platform of choice.



Alternate backgrounds

The new logo is also versatile in colour. The logo can be placed on light and dark backgrounds and can still be easily readable, without compromising on the colour of the heart.



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