

Keener Logo & Branding Development

Table of Contents

01 UNDERSTANDING THE TASK

02 RESEARCH

- user research
- market research
- creative research

03 CREATIVE DIRECTION

- mood board
- logo style board
- logo options
- color palette

01

Setting the Task

A collection of information and detail to help establish our North Star to creating a logo and brand.

Nature of the product

Keener is a content-driven mobile app that will provide engaging and educational professional development videos to nurses. The content library will initially cover the following categories:

- Self Care
- Time Management
- Leadership
- Communication

Target Audience

- Millennial and Gen Z nurses
- Predominately women
- Tech savvy
- High expectations on design and user experience

The keywords representing the company’s character and identity

- Authentic
- Empowering
- Witty
- Confident
- Caring
- Energetic

Potential carriers and surfaces at which logo will be used

- Web/mobile platforms
- Possible PDF documentation

The need for consistency with existing corporate identity

- Keener will be an independent brand and product optimized for millennial and Gen Z users. It does not need to align with HealthStream corporate brand.

Preferred type of logo

- Word mark
- Letter mark
- Icon
- Combination Mark

02

Research

User Research

Market Research

Creative Research










Millennial (born 1981-1996)

- 82% return to news sites that regularly use visuals (AdWeek article, October 2017)
- 93% say that a business having up-to-date technology is an important factor when choosing a workplace
- 42% stated they would leave a company due to “substandard technology.” (Penn Schoen Berland report)
- 93% have purchased a product after hearing about it from a family member or friend (AdWeek article, August 13, 2014) 1. Training tool for healthcare professionals

Gen Z (born 1997-2012)

- Attention span is 8 seconds
- 60% indicated that they won’t use an app or website if it is too slow (COMMScope data cited in Entrepreneur magazine, November 2018)
- 59% say YouTube is their No. 1 preferred learning platform (Pearson report, 2018)
- 43% prefer a fully self-directed and independent approach to learning (LinkedIn Learning report, Dec 2018)

Popular apps used by Millennials and Gen Z

Web-based Online Learning (Healthcare)

These are home page screen shots of a few online learning tools used by healthcare professionals. Seeing the logos and a snapshot of comparable brands helps show us how we need to stand out in the marketplace of healthcare e-learning.



Critical Measures provides, identifies and addresses diversity and harassment issues through assessments, training, elearning, consultation and speaking. We apply interdisciplinary expertise and an evidence-based approach to everything we do.

- Website



DxR's software for healthcare education empowers instructors to assess and strengthen the clinical reasoning and critical-thinking skills of future doctors, nurses, physical therapists, and chiropractic professionals.

- Website



Healthcare Academy provides a dynamic array of innovative, powerful, online tools that can help long-term and post-acute care organizations dramatically improve educational efficiency, accuracy, quality, compliance, and satisfaction.

- Website



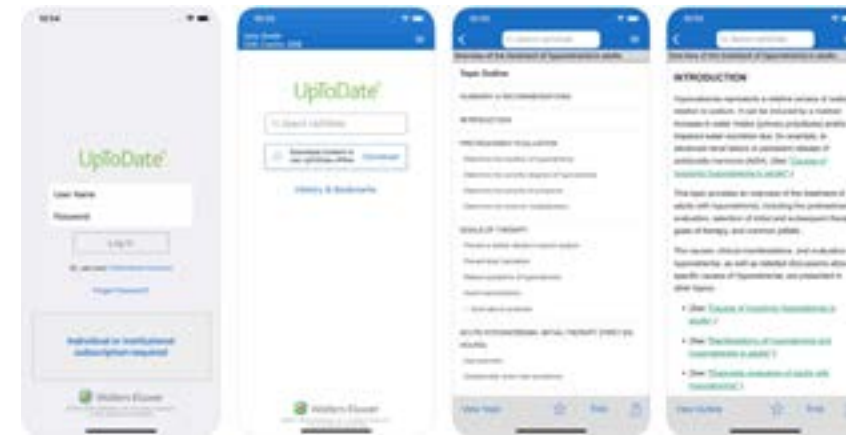
The mission of the National Association of School Nurses is to optimize student health and learning by advancing the practice of school nursing.

- Google Description

Mobile Tools for Clinicians

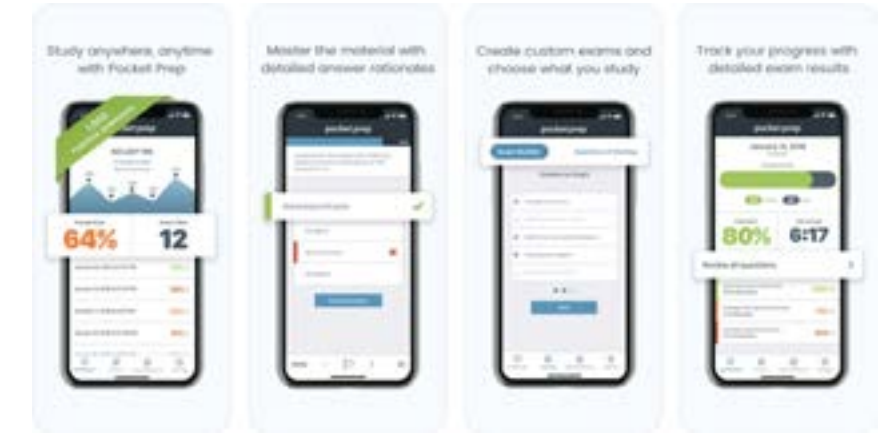
We are building a mobile experience that should meet and exceed the Keener user expectations. Looking at some of the popular mobile applications used by clinicians will help us create a logo that meets the high standards of millennials and Gen Zers when it comes to branding and user experience.

brushfire



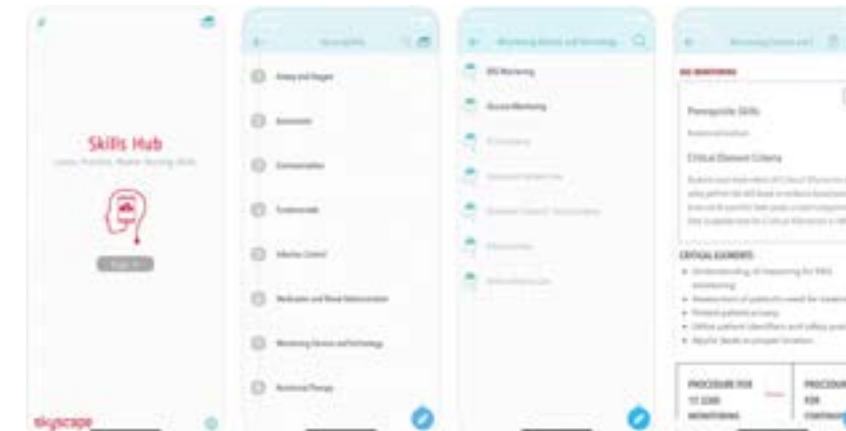
UpToDate is the leading clinical decision support resource with evidence-based clinical information – including drug topics and recommendations that clinicians rely on at the point of care.

- App Store



We love our users, especially those of you that study around the clock. Previously, the more you studied, the slower the Exam Readiness section was to load. Not anymore! Now, it loads even for the most studious of users. Keep working hard towards passing your exam and we will continue to improve the app for you!

- App Store



Skills Hub platform includes a FREE app and a web tool for tracking students progress. The web tool allows skills to be grouped into modules and distributed to cohort of students. Each skill in the database includes step-by-step instructions; instructional videos; links to evidence based research and five NCLEX style questions

- App Store

KEENER IS:

**Empowering
Authentic
Energetic**

03

Creative Direction

Mood Board

Logo Style Board

Logo Options

brushfire

Startup Vibe

Color

Palette require shades of blues, pops of vibrant greens, orange, and blue-green for contrast.

Illustration

Character illustrations bring a human touch to a digital product. Thin line icons with rounded corners.

Typography

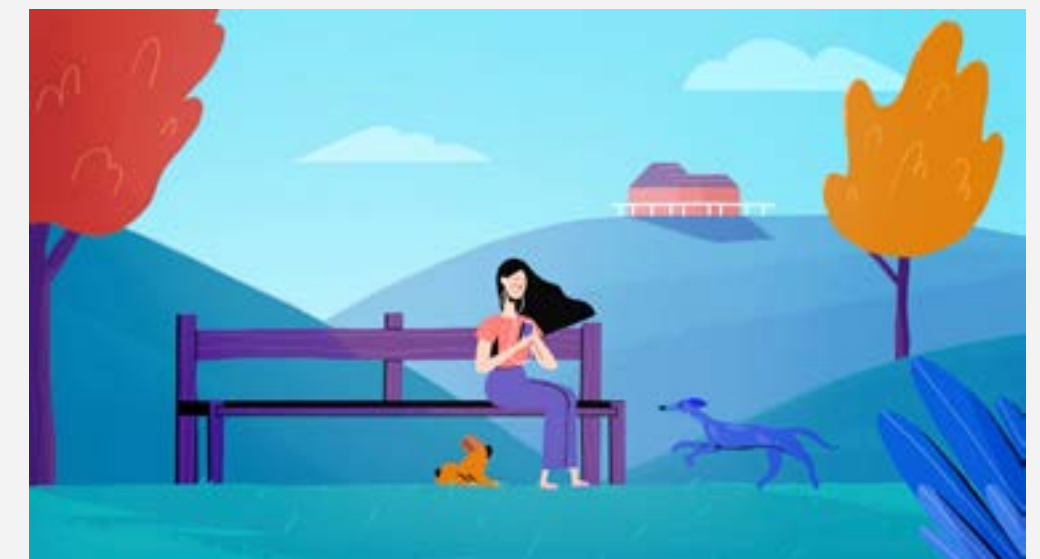
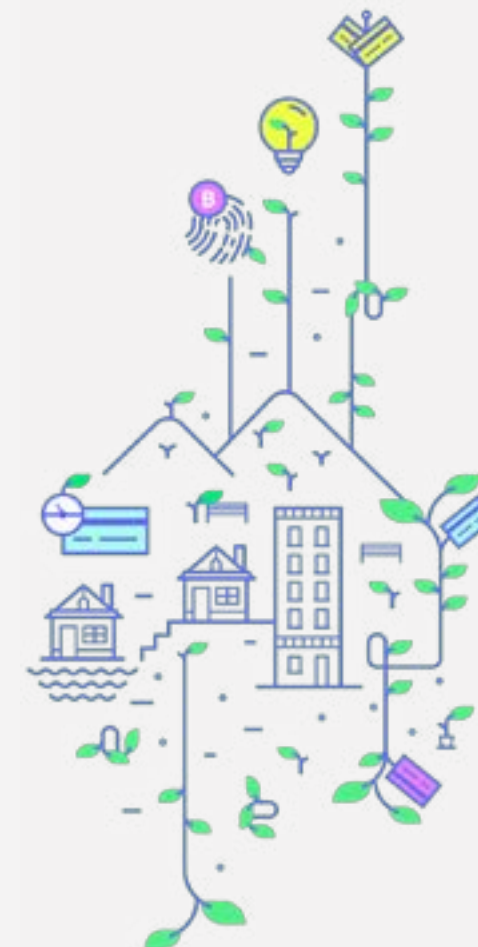
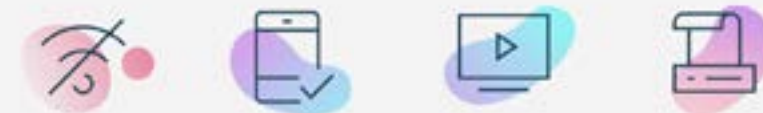
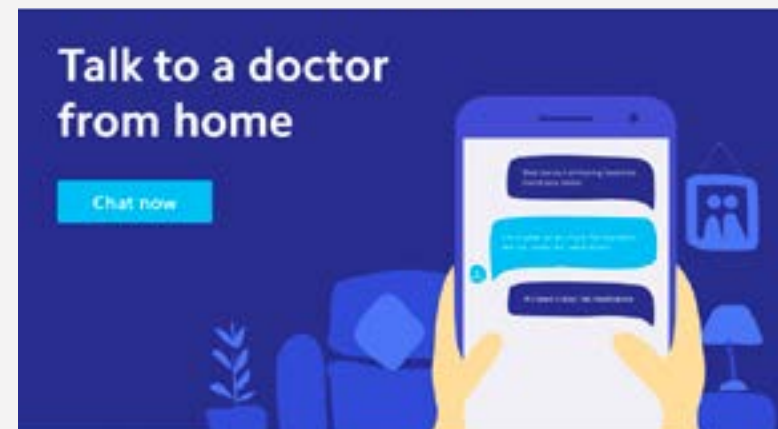
Clean serif and san serif font combination.

oscar



**Save on health care.
Get a whole lot more.**

Get more for your premium – more savings, more perks, and more of the stuff that gets Oscar a customers satisfaction rating that's 2x the industry average.¹



Logo Style Board

This is a collection of logos found online and grouped by the style of typeface: Sans Serif and Script.

The Keener logo could go many different directions. The curation of these logos help narrow the range of logo styles and guide us as we develop a logo for the Keener brand.

Our final logo should fit under its respective style on the right.



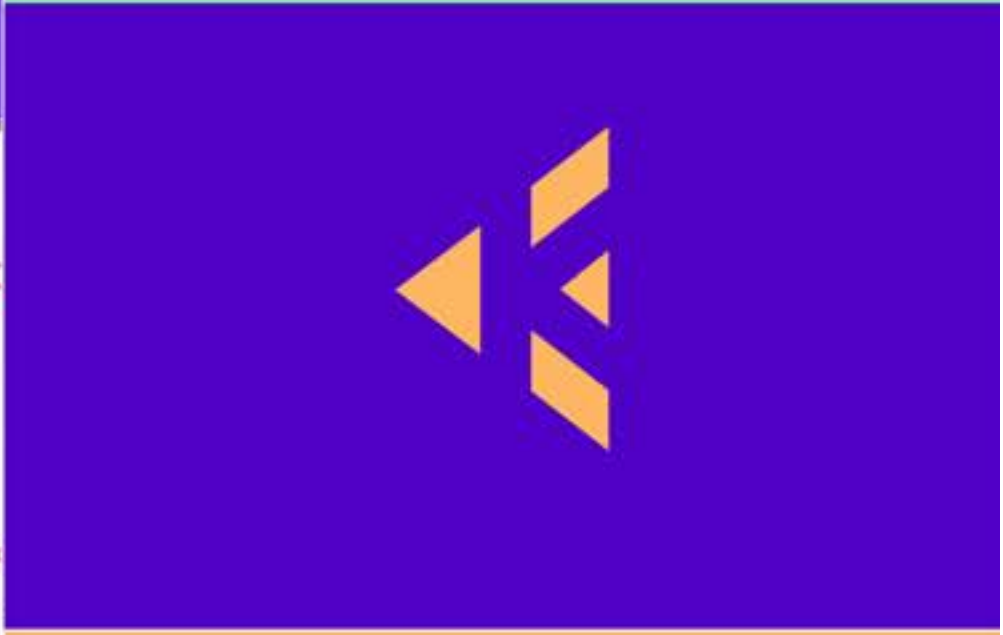
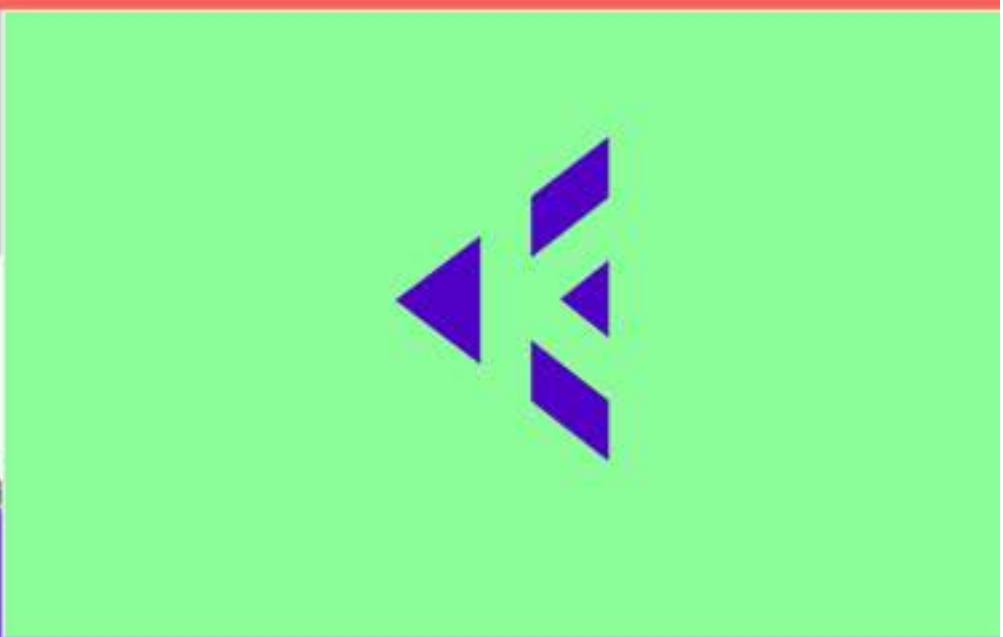
Logo Option 1

AKA Geometricity.

The 'k' in the negative space should be clear.

What is exciting about this mark is the potential for brand elements used from the individual shapes. Imagine the shapes or fragments floating then animating to form into the mark. That's one idea to use motion graphics with this mark.





Logo Option 2

This logo option was inspired by the many scripted style fonts found online. Some of them are included in the style board.

This font is virtually untouched. There is so much personality in this typeface that there was very little needed to be customized. This logo option also has a lot of potential for great visual elements to be used throughout the Keener brand.



keener



Logo Option 3

Behold, the only logo option with a uppercase K.

The mark is simple; two circle quarters converging at one point. What is interesting is the missing back or stem of the K. The eye naturally identifies the letter as K. One reason might be because the custom logo mark is incorporated into the K in the Keener word mark.

“See” for yourself. :)



