



Moorland Home Link
Signage



let's get creative



A New Chapter for Moorlands Home Link

A Proposal for a Vibrant and Inviting Visual Identity

Moorlands Home Link is a charity dedicated to supporting older people in the Staffordshire Moorlands region. Their unique and bespoke approach focuses on preventing social isolation, loneliness, and maintaining independence in the home for as long as possible. Through professional care and quality services.

Our Approach

Is to update the current logo and bring it to life. Our proposed logo update features vibrant colours and subtle design elements reflecting their mission and values.

The colours reflects warmth, energy, and vitality, enhancing their ability to connect with their audience and convey a sense of positivity and optimism.

Original



Visual Identity Evolution proposal

Enhancing the Logo and Design Elements

we propose an alternative version with a heart at the centre. This addition **symbolises deep commitment to compassion and care in the community**, further reinforcing your dedication to supporting older people and enriching lives.



Moorlands

Home Link

Oranges: Symbolizes energy, optimism, and warmth.

Yellow: Represents vitality, happiness, and connection.

Greens: Evokes growth, renewal, and harmony.

Blues : Signifies stability, trust, and calmness.



Harmony & Vitality

Sunshade Orange
Mantis Green
Deep Blue



Tranquillity & Comfort

Flat Blue
Green Blue
Silver



**Elegance
& Sophistication**

Warm Beige
Gentle Green
Sunset Orange



Tranquillity & Comfort

Soft Lavender
Purple
White



**Elegance
& Sophistication**

Ash Grey
Deep Sea Blue
Coral



Nature & Renewal

Forest Green
Sky Blue



**Compassionate
Connection**

Sunrise Orange
Dark Teal



Joy and Energy

Yellow
Indigo
White

Option1



Option 2



Spec 1 – Sign to Left of building – 1800mm x 600mm
Printed DiBond sign – wall fix



Spec 2 – Main Signage
Option 1 – 6500mm w x 1080mm h
Printed DiBond sign – wall fix



Spec 2 – Main Signage
Option 2 – 2000mm w x 3000mm h



Spec 3 – Angle wall facing roundabout
2440mm x 1220mm – portrait
Printed DiBond sign – wall fix





Moorlands
Home Link

**Supporting
Older People
& Enriching Lives**



Moorlands
Home Link

Heartfelt Connections & Community Strong

01538 750511 Registered Charity No: 1158361

Thank you



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