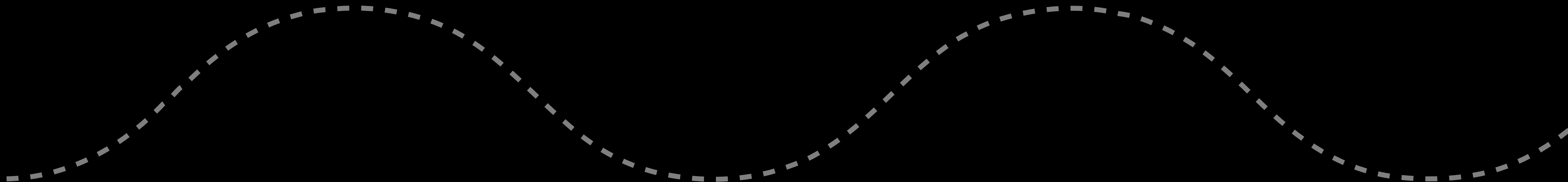


FIREFLY

LOGO DESIGN





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ABOUT LIGHTFULLY

Lightfully Behavioral Health™ is a leading provider of primary mental health care, dedicated to treating the whole person with compassion, clinical expertise, and a commitment to measurable results. Unlike traditional approaches that focus solely on symptoms or diagnoses, Lightfully emphasizes holistic, individualized care to support meaningful mental health transformation.

Lightfully offers a range of structured programs, including Residential Treatment, Partial Hospitalization, Intensive Outpatient, and Virtual Intensive Outpatient services. These programs are designed to provide varying levels of support, ensuring each individual receives the right treatment for their unique needs and goals.

With a mission to create a community where everyone is seen, heard, and valued, Lightfully fosters an environment of understanding and healing. Their dedicated Admissions Team helps guide individuals through the treatment process, offering expert support at every step of the journey.





FIREFLY MISSION

The mission at Firefly is to cultivate unity, teamwork, and connection among staff and adolescent clients at the Encinitas location. By fostering a supportive and inclusive environment, the Firefly team aims to inspire personal growth, resilience, and collaboration.

Firefly represents guidance and transformation, creating a space where every individual feels valued, empowered, and encouraged on their journey toward healing.

BRAND PURPOSE

The Firefly brand embodies unity, teamwork, and connection, serving as a unifying force within the Encinitas facility. More than just a name, Firefly represents guidance, resilience, and transformation, creating a shared identity that fosters collaboration and growth. Rooted in community, it illuminates the path toward healing, empowering both staff and adolescent clients to support one another. Through its strong visual and symbolic presence, Firefly reinforces a culture where everyone feels seen, valued, and inspired to thrive together.



THE DESIGN DIRECTION

DESIGN DIRECTION

TYPOGRAPHY

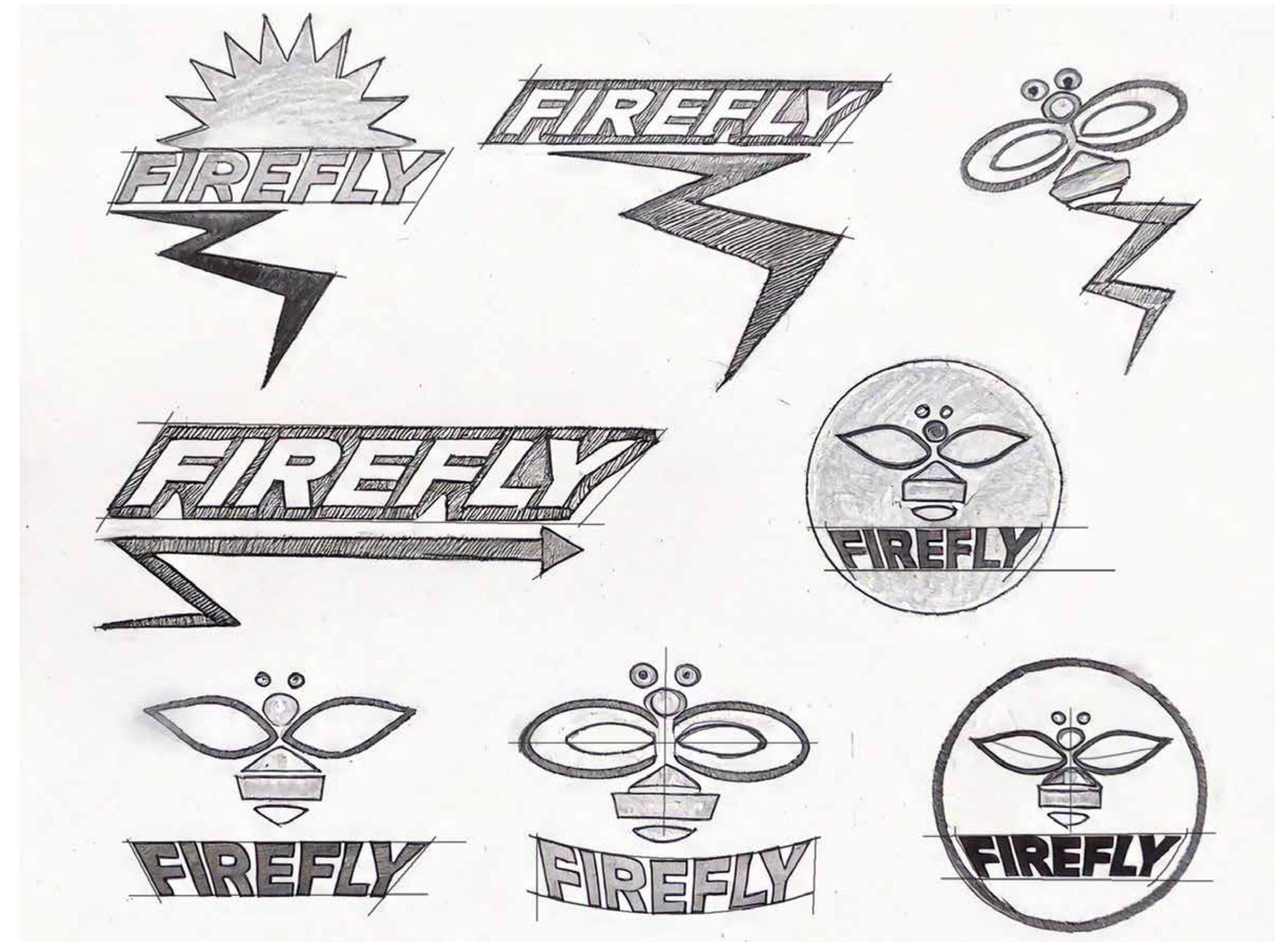
The typography was inspired by team building, sports design, and the overall theme of sportsmanship. Ultimately, a bolder font was chosen to contrast the thinness of the Lightfully logo and appeal to a younger audience.

MARKS

Wanting to explore sports design elements such as mascot logos, geometric sports emblems, and the firefly motif, I incorporated movement by utilizing a “light trail” element alongside a symmetrical firefly design.

COLORS

The color scheme was inspired by the existing palette used in the Lightfully logo and website (see next section for details).



PRELIMINARY SKETCHES

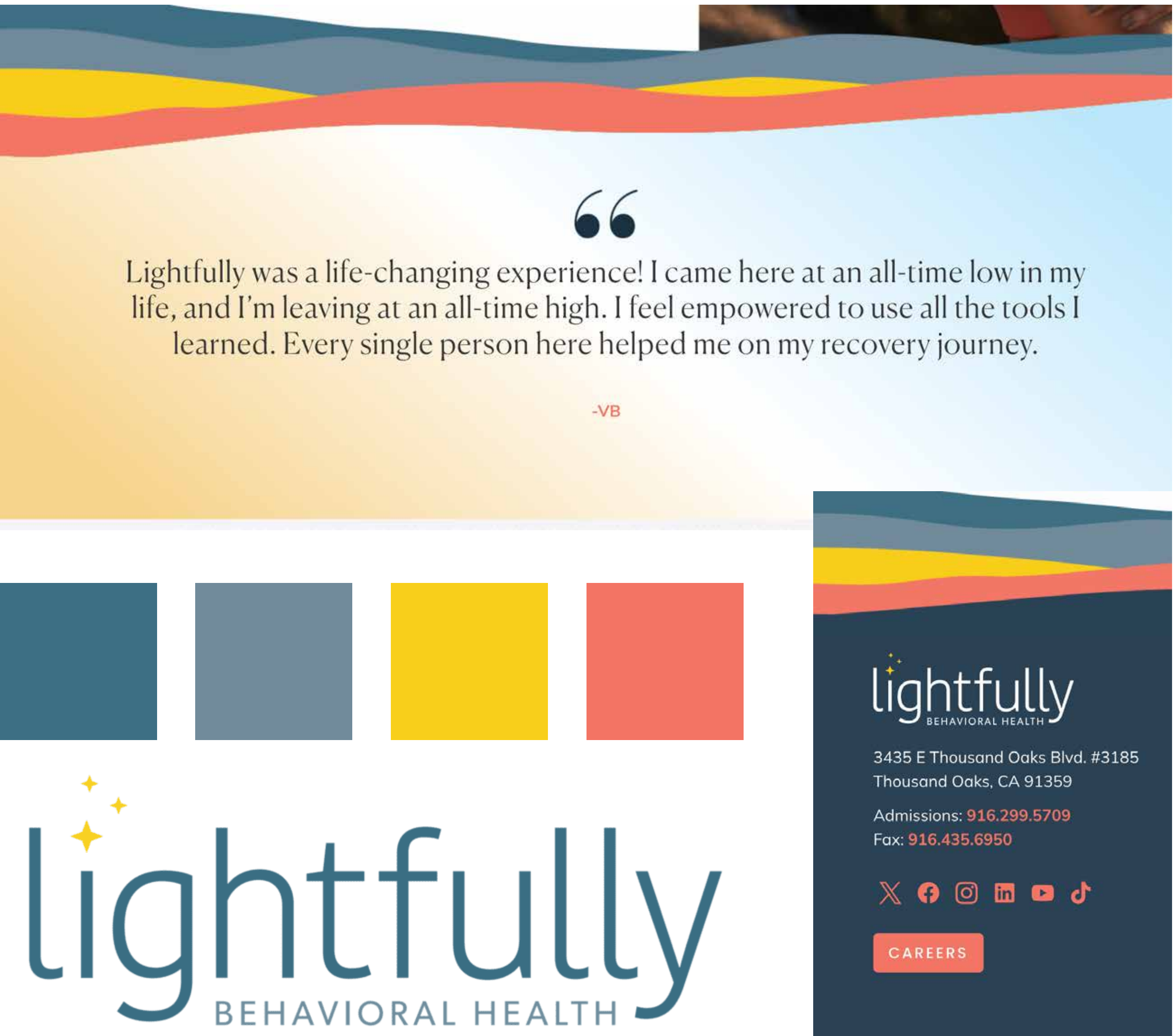


COLOR PALETTE



COLOR INSPIRATION

The color scheme draws inspiration from the existing palette used in the Lightfully logo and website, ensuring a seamless visual connection. With a strong emphasis on dark blue—prominently featured in both the logo and website—the design maintains consistency while enhancing legibility and brand recognition. This deep, grounding hue conveys stability, trust, and professionalism, reinforcing Firefly’s mission. Complementary accents were thoughtfully incorporated to create balance, contrast, and visual interest, while also appealing to a younger audience through vibrant, energetic tones that evoke warmth, creativity, and a sense of connection.





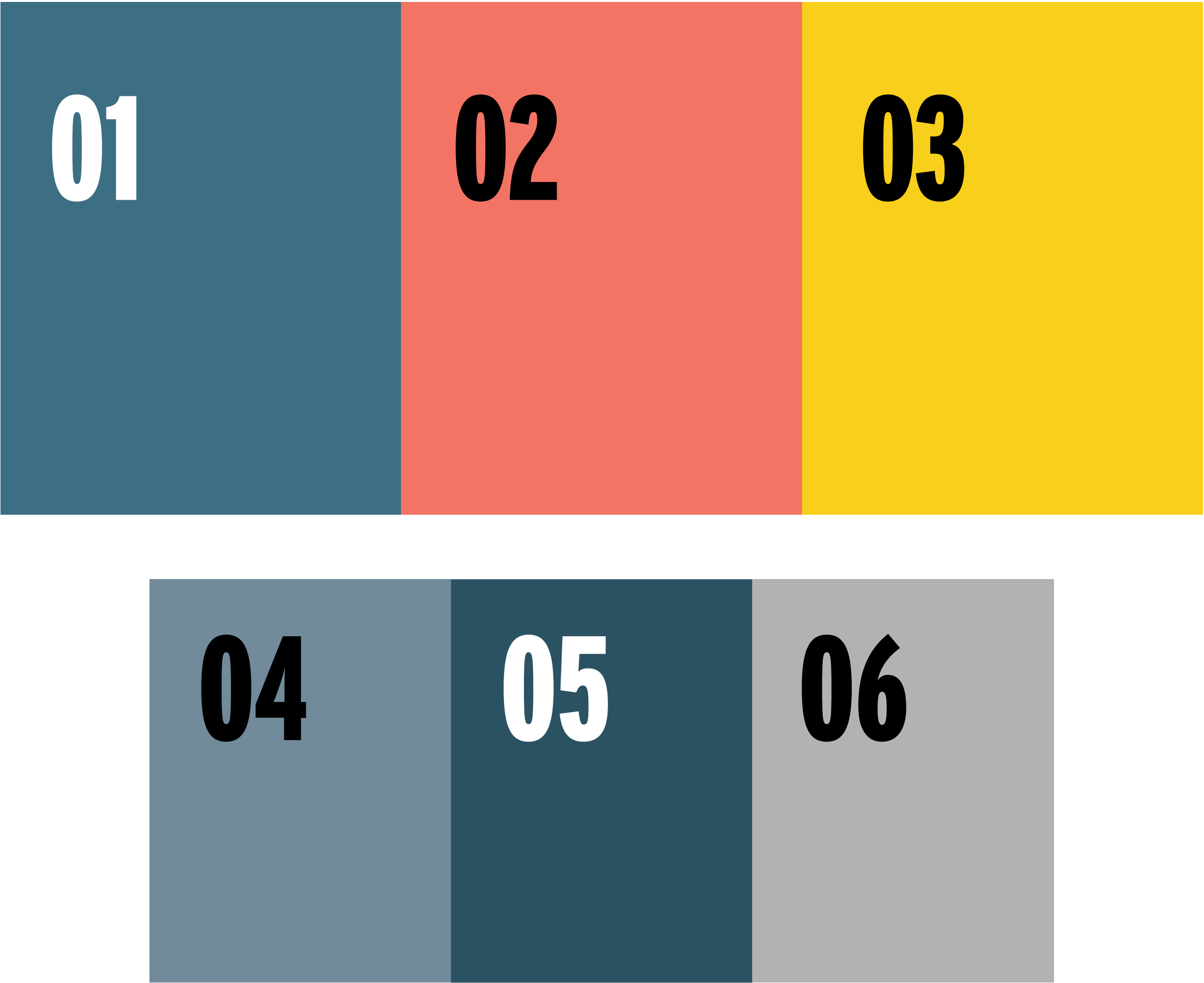
COLOR PALETTE

PRIMARY COLOR PALETTE

The three bold hues—blue, yellow, and red—create a timeless foundation for the Firefly Team’s visual identity. These distinct yet subdued shades provide a dynamic and modern twist, ensuring high visibility and contrast. Designed to stand out against white or light backgrounds, this palette enhances legibility, energy, and impact, making the logos both eye-catching and enduring.

SUPPORTING COLOUR PALETTE

The lighter blue, darker blue, and gray provide balance and versatility, complementing the primary colors. This palette adds depth, contrast, and flexibility, ensuring adaptability across various applications while maintaining a cohesive and professional look.

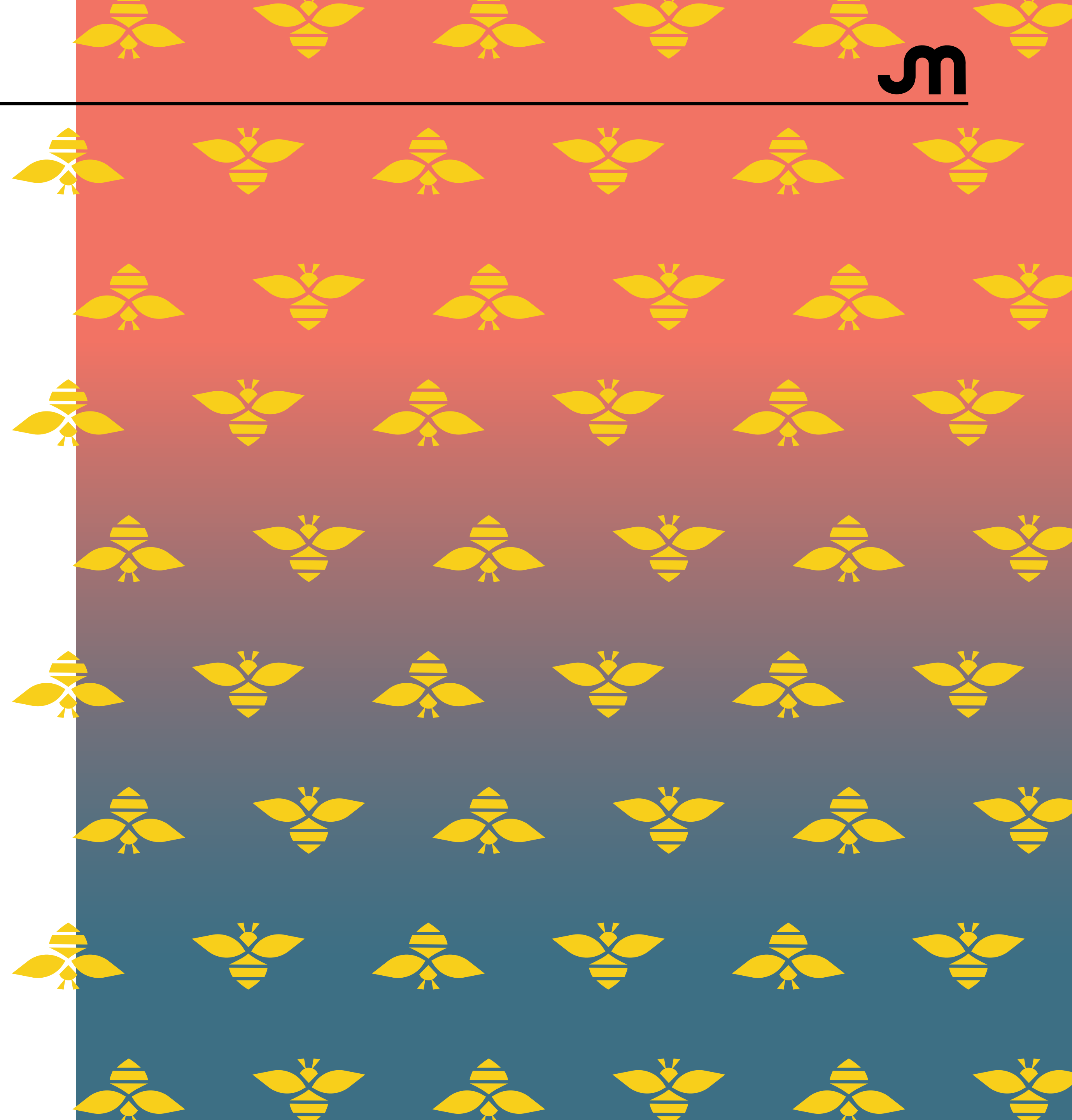


THE LOGO DESIGN CONCEPT

LOGO RATIONAL

The Firefly Team logos are designed to be versatile, engaging, and highly legible, utilizing gradients and geometric shapes to appeal to a younger audience. Rooted in teamwork and sportsmanship, these logos symbolize unity, resilience, and growth, reinforcing Firefly's mission to foster connection and collaboration.

Each logo variation serves a specific purpose, allowing for flexibility across different applications, from digital media to merchandise. The cohesive visual identity ensures that the Firefly Team can build a strong, recognizable brand while maintaining adaptability, as outlined in the Logo Lockups section. Are you ready to see them all?





LOGO LOCKUPS

HORIZONTAL LOCKUP

Optimal Uses:

Websites | Billboards | Email Signatures | Clothing Graphics

STACKED LOCKUP

Optimal Uses:

Portrait Applications | Promo Materials | Social Media | Wall Decals | Signage

STICKER VARIANT

Optimal Uses:

Die Cut Stickers | Bumper Stickers | Vinyl Decals | Pocket Prints | Button Pins

LOGO MARK & EMBLEM VARIANT

Optimal Uses:

Favicons | App Icons | Stationary | Packaging | Vinyl Decals | Embroidery

HORIZONTAL LOCKUP



STACKED LOCKUP



STICKER VARIANT



LOGO MARK & EMBLEM VARIANT



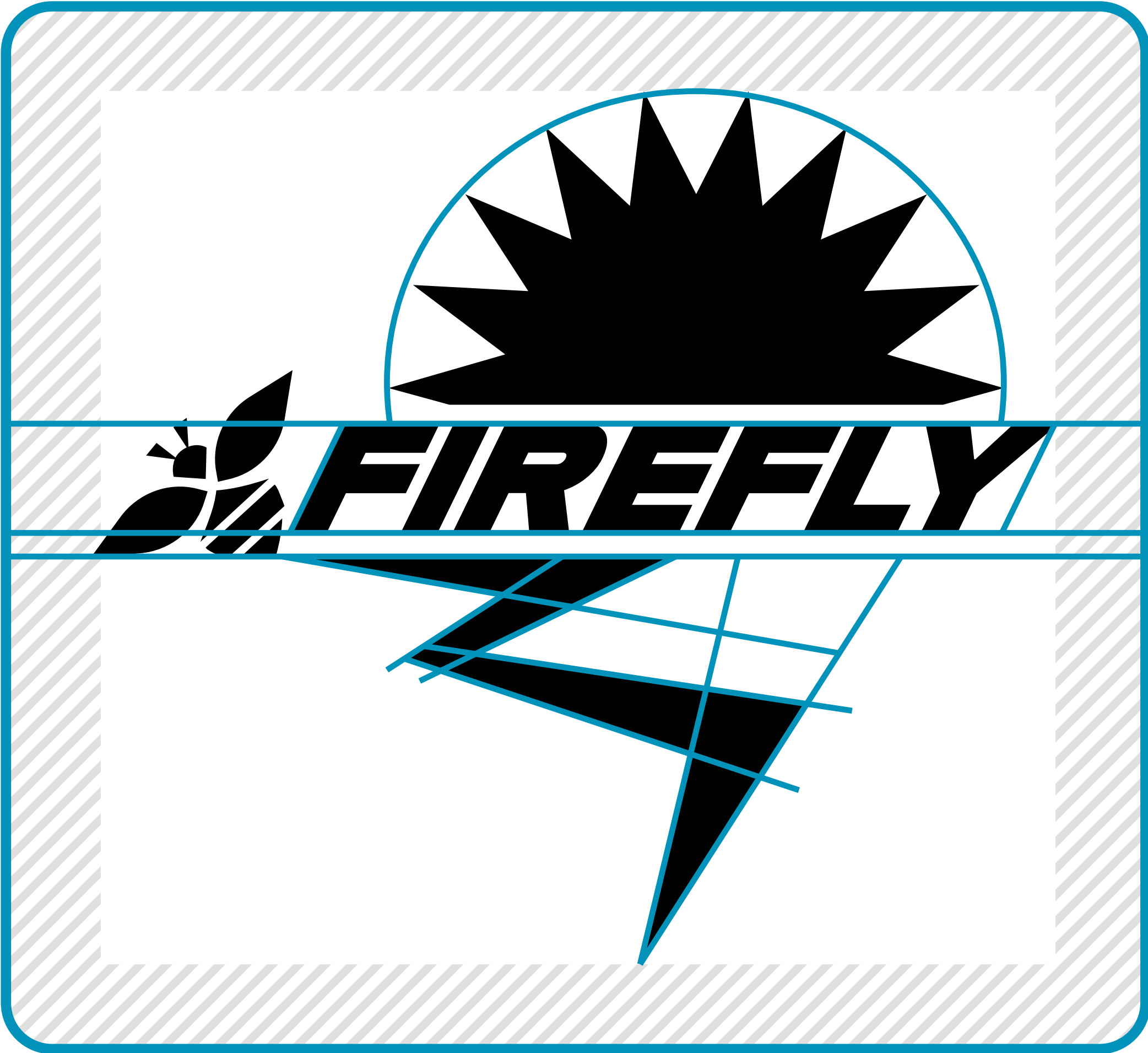
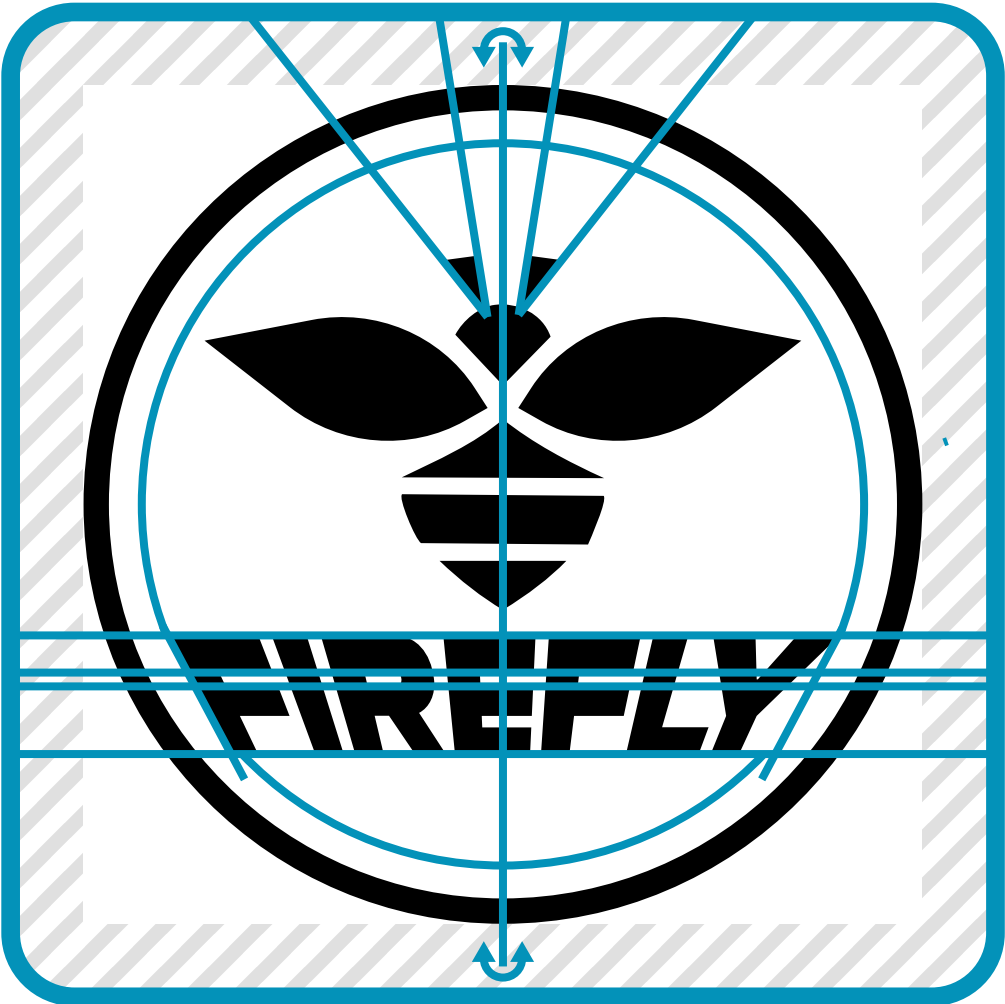
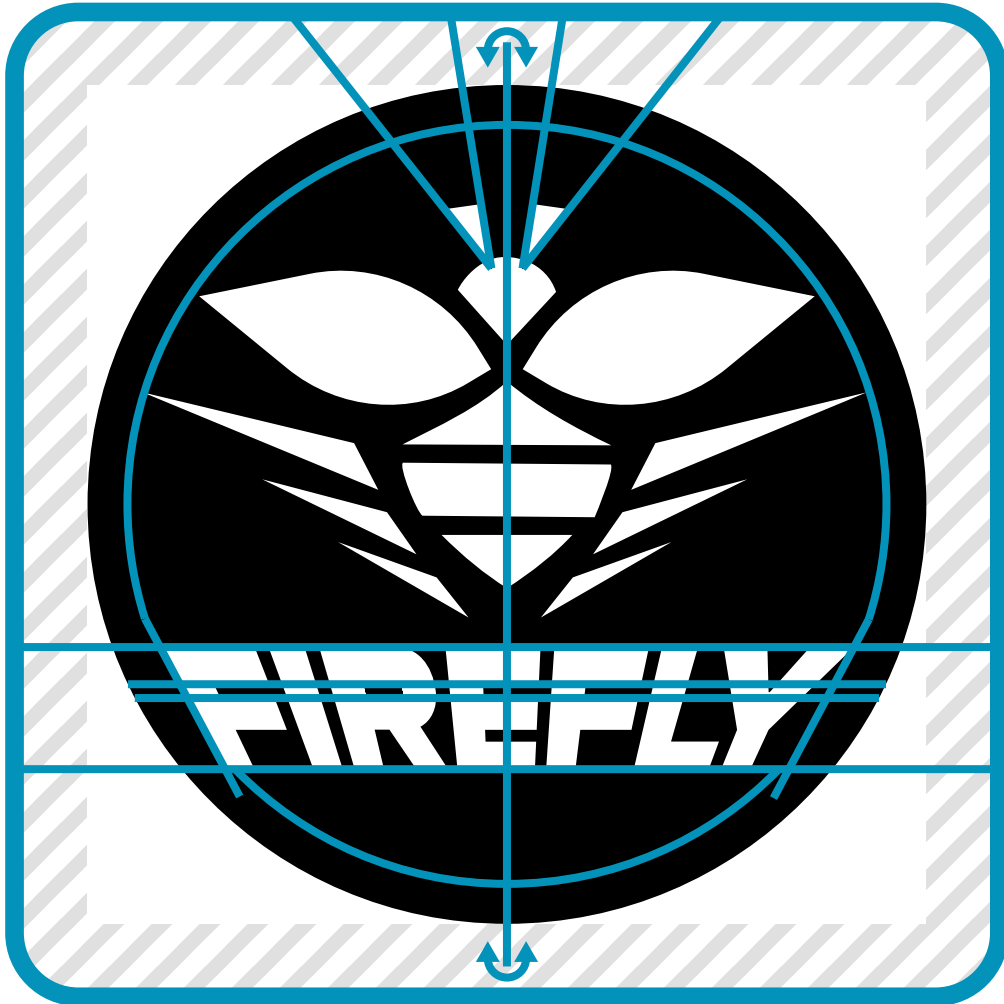


STICKER VARIANT



EMBLEM VARIANT

LOGO BREAKDOWN - GRID SYSTEM & CLEARSPACE

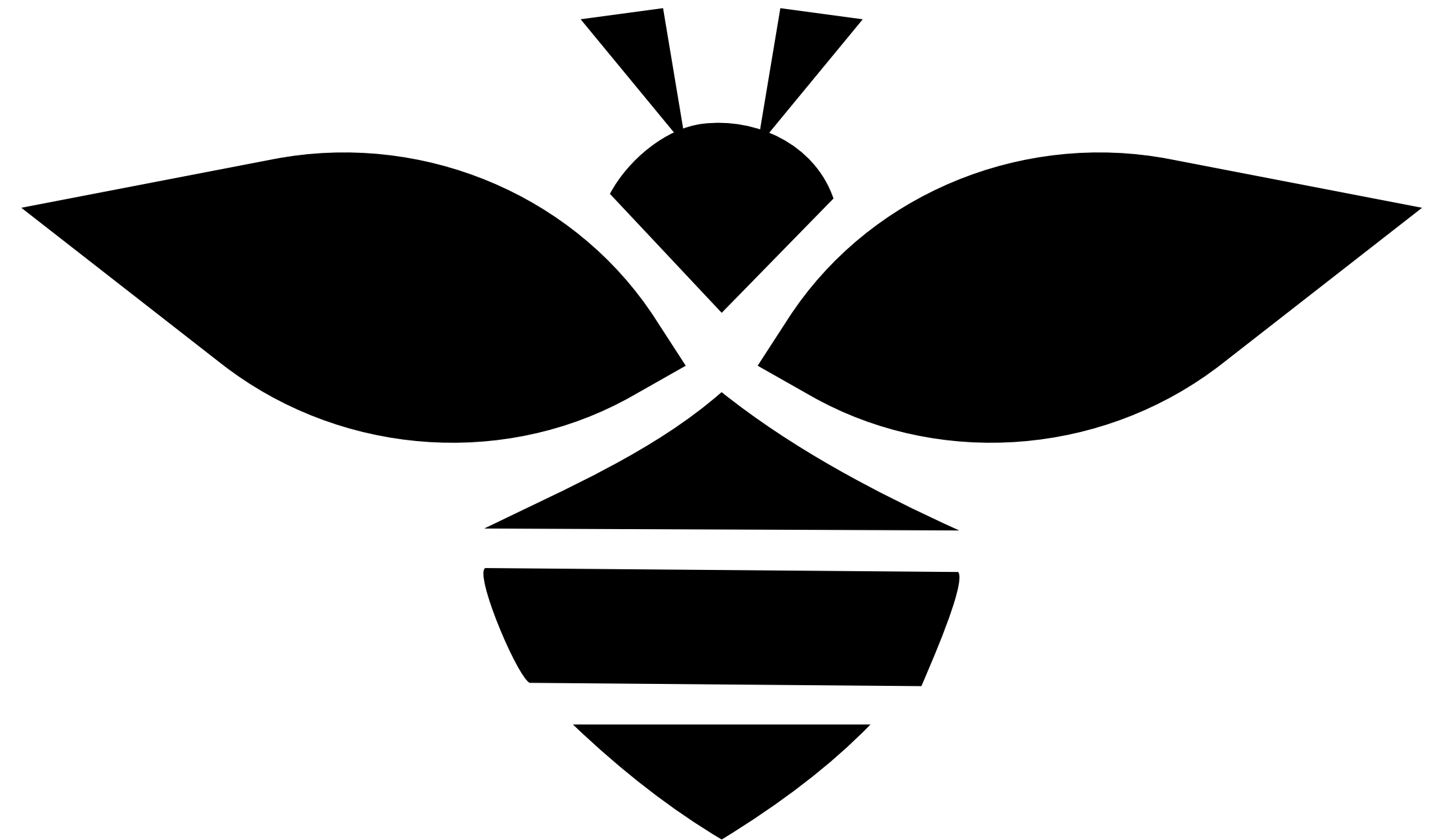


THE LOGO MARK

ILLUMINATING THE WAY

The firefly represents hope, resilience, and transformation, shining even in darkness—just as individuals grow through challenges. Its glow symbolizes guidance and self-discovery, illuminating the path to healing and personal growth.

In mental health, the firefly embodies renewal and strength, encouraging perseverance and self-acceptance. Its synchronized light mirrors unity and connection, reflecting the power of community and support. Together, fireflies remind us that healing happens when we uplift one another, creating a space where everyone feels seen, valued, and empowered.



LOGOS

IN ACTION





THOUGHTS, FEELINGS & FEEDBACK

