Service-Learning: Renewal of Cancer Wellness House Logo, Business Card, Website Designs

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Cancer Wellness House

Established in 1997, the Cancer Wellness House is offering a free program of hope, learning and friendship for anyone whose life has been affected by cancer. 

Cancer Wellness House is established with the following mission:

Assist people whose lives have been affected by cancer in their quest for recovery by providing free psychosocial support as an adjunct to conventional medical treatments.

Promote a higher quality of living which includes greater control and less fear throughout the cancer experience.

Encourage individuals to actively participate with others in their quest for recovery. To help Cancer Wellness House be able to reach out for more, the identity design consisting of renewal of logo, business card, website design was completed.

The original black and white logo was redrawn in vector format (easy format to change sizes for printing) with colors.

The business cards were redesigned and structured with eye catching design with warm colors. The website has been redesigned for easy navigation along with implementation of cutting edge design trends.

I hope these design improvements help Cancer Wellness House in all areas of marketing and continue to be part of this wonderful program for years to come.