



DR. HUIZENGA LOGO DESIGN



Dr. Robert Huizenga, known warmly as “Dr. H,” is a practicing internist in Beverly Hills, California, and Associate Professor of Clinical Medicine at UCLA. For more than 20 years, Dr. H has been the go-to expert, not only for A-list patients, but also among Hollywood writers, producers, and executives in need of a medical consultant or doctor behind-the-scenes.

Dr. H is a world-leading expert in fitness. He is the former physician for the NFL Raiders, the medical advisor on the hit TV show *The Biggest Loser* for 17 seasons in a row, as well as many other shows, and he is often called upon by top media for commentary. Dr. H is also an accomplished athlete who truly lives his brand daily, with a combination of eating whole foods and daily rigorous exercise

After completing Dr. Huizenga’s brand foundation, the Spotlight design team created Dr. H’s new logo. To represent the powerful brand with a mission to “set the record straight” on health and fitness, Spotlight selected two complementary power colors for the logo to communicate Dr. H’s dynamism.

Blue was chosen to represent Dr. Huizenga’s medical expertise. A bright green was chosen because it complements the blue and also that particular shade of green is often used in fitness wear. The logo features a stylized and modern letter H to represent Dr. Huizenga’s name and to communicate that Dr. H is contemporary and relevant to today’s audience.

To see Dr. H’s new logo and new website, please visit our Portfolio page and click on Websites, or click on Branding Case Study.