



The visual signature of the “Check Up From The Neck Up” program is a stylized acorn. Like the veterans’ poppy and the Cancer Society’s daffodil, it conveys an appropriate message in several different ways. And over time, we expect it to gain similar impact and understanding.

The acorn is a familiar, natural, everyday object with quick and easy recognition in the North American context. More important, it is a symbol of untapped potential and growth – “Great oaks from little acorns grow.” This reinforces the overall intent of the program: to stimulate people to take charge of their own health and thus free themselves to achieve whatever they can.

The acorn also bears a significant resemblance to the human head, particularly in early autumn when it wears its little beret/cap. As presented in the “Check Up” logo, it has a jaunty, carefree look, suggesting to the viewer that “taking care of yourself from the neck up” should be a normal part of life, comfortable and not to be feared.