



DESIGN EVERYTHING

Elements

Inspiration

The periodic table of chemical elements has seven rows, each arranged to show trends. Grouped by similarities and differences, there are sections for discovered elements, some that occur naturally, and others that are only found in trace amounts. Though seven rows has been the norm, higher atomic numbers are being pursued, and as they are added, an eighth row will be added, potentially including not just elements that have been found, but new ones that have been invented.

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Elements

Concept

That desire to stay curious, and be unafraid to change what has always been, is where the periodic table aligns with Crossover. We, too, are organized in a way that develops relationships. We, too, use those relationships to predict behaviors and discover new things about all the “elements” of great care. And like the atomic numbers, electrons, and chemicals that come together on the table, we, too, are connected to each and every Member, and will continue to evolve, grow, and expand our care framework for health and wellness over time.

Artistic Execution

The creative execution of the periodic table is an opportunity, beyond just typography in squares, to really think outside of the proverbial box. Using photography compositing as the base of the design, we will then use color, overlays, and opacities to create each uniquely stunning finished piece of art. Each element gives the artist a chance for visual exploration and the chance to play with a variety of textures—metal, liquid, sand—to portray the elements described.

