MAITRI

BRIEF

1 out of 5 women suffer from PCOS or Polycystic Ovarian Syndrome. It directly affects the menstrual cycle and can cause several other problems like alopecia, infertility, diabetes etc. And worse case is, most of the women are not aware of it and are not comfortable talking about it.

Maitri is a platform where women can take a primary test to check if they are prone to PCOS. And also it helps you deal with your abnormal menstruation journey.

IDEATION

Woman

This is to denote women suffering silently because of Menstruation

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Menstrual blood

This is to represent the irregular menstrual cycle

+

'M' from Maitri

This is also represents the first letter of the brand 'M'.

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Final Logo

LOGO DESIGN

TYPOGRAPHY

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWER CASE

a b c d e f g h i j k l m n o p q r s t u v w x y z

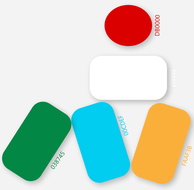
ALPHABET SPACING

167

MAITRI

maitri

COLOR PALETTE



- I used this shade of red to represent periods
- I used white to denote positivity and peace
- Lighter shade of mustard yellow symbolises optimism and hope
- I used to blue since Maitri is a hospice for PCOS patient
- Green is used to denote good health and prosperity

MOCKUP

By Dikshita