

# Brand Presentation

Initial Brand Identity

Dr. Rashmi Shrish

Designer: Anish

Prepared For: Dr. Rashmi Shrish

Feb  
25<sup>01</sup>

Welcome to the Dr. Rashmi brand presentation.  
This presentation is designed to help you bring  
the Dr. Rashmi brand to life.

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# Dr. Rashmi Shrish Brand

- Goal
- Strategy

Dr. Rashmi Shrish

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01

## Our Goal

**The goal of this brand identity is to establish a professional and approachable image for Dr. Rashmi Shrish, emphasizing her expertise in gynaecology, gynae aesthetics, fertility, and endoscopic surgery.**

*Dr. Rashmi Shrish*

## 1. Audience-Centric Design

The logo and overall brand identity are designed with the target audience in mind—patients seeking gynecological care, gyn aesthetics, fertility services, and advanced surgical expertise. The design conveys trust, compassion, and expertise while maintaining an approachable feel to foster comfort and connection with the audience.

## 2. Symbolism and Meaning

The gold leaf-like symbol above the name represents growth, care, and wellness, aligning with Dr. Rashmi Shrish's mission to nurture and empower her patients. The use of a handwritten-style font for her name adds a personal and human touch, highlighting the individualized care she provides.

## 3. Modern and Versatile Aesthetics

The sleek and minimalistic design ensures the brand can seamlessly adapt to various mediums, including digital platforms, clinic signage, marketing materials, and stationery. This versatility ensures consistency and recognition across touchpoints.

## 4. Trust through Sophistication

The choice of alpine and black in the color palette reflects sophistication, excellence, and trust—qualities that resonate strongly in the healthcare industry. The understated elegance creates a premium feel while maintaining a welcoming vibe.

## 5. Consistent Communication

This brand identity establishes a consistent visual language that helps in reinforcing the doctor's expertise and reputation. Whether patients encounter the logo on social media, a website, or clinic materials, it creates a cohesive experience that builds familiarity and confidence.

Dr. Rashmi Shrish

# The Logo & Types

- Primary
- Alternate
- Submark
- Favicon

### 1. Primary Logo

This is the main and most detailed version of the logo, used in prominent brand placements like websites, signage, and marketing materials. It includes the full design with all elements such as text, symbol, and tagline.

### 2. Alternate Logo

A simplified or rearranged version of the primary logo. It is used for flexibility in design, such as horizontal or vertical layouts, ensuring the logo fits different spaces and mediums effectively.

### 3. Submark

A minimal and compact version of the logo, often just the symbol or initials. It's ideal for small spaces, such as watermarks, social media profile images, or stamps.

### 4. Favicon

The smallest and simplest representation of the logo, typically a square or circular symbol or icon. It is used for web browsers (in the tab or address bar) and mobile app icons.

*These variations ensure the brand maintains consistency and adaptability across all visual touchpoints.*

*Dr. Rashmi Shrish*

### 1. Primary Logo



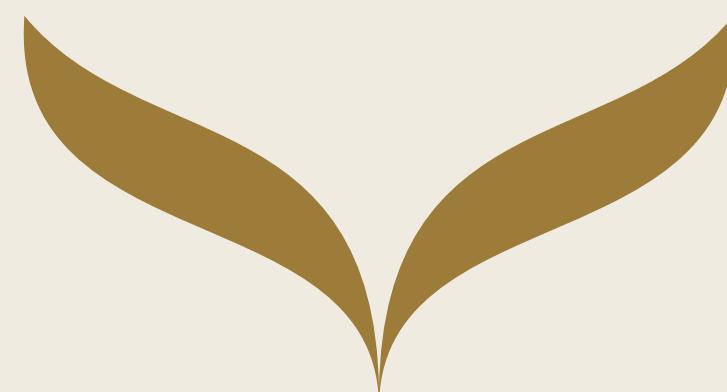
### 2. Alternate Logo



### 3. Submark



### 4. Favicon



- Color Selection
- Neutral Colors

# colorgraphy



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# Color Selections

## Dark Grey

Hex:#666666

RGB:102,102,102

CMYK:60,51,51,20

### 1. Alpine

Often associated with luxury, success, and high quality. It conveys a sense of sophistication and steadiness, which is ideal for a healthcare professional who wants to build trust and authority.

## Alpine

### 2. Dark Charcoal

It represents authority, elegance, and timelessness. It is often used in professional designs to highlight seriousness and reliability.

### 3. Dark Grey

Dark grey is often associated with balance, neutrality, and understated elegance. It serves as a complementary tone to highlight other primary colors like alpine and black without overpowering them.

Hex:#9D7C39

RGB:157,124,57

CMYK:35,46,91,13

## Dark Charcoal

Hex:#333333

RGB:51,51,51

CMYK:69,63,62,58<sub>10</sub>

Dr. Rashmi Shrish

Beige



FERTILITY SPECIALIST . ENDOSCOPIC SURGEON  
GYNECOLOGIST . GYNAE ASTHETICS .

#F5F5EC

Albescent White



FERTILITY SPECIALIST . ENDOSCOPIC SURGEON  
GYNECOLOGIST . GYNAE ASTHETICS .

#E4DDCA

Orange Family Group



FERTILITY SPECIALIST . ENDOSCOPIC SURGEON  
GYNECOLOGIST . GYNAE ASTHETICS .

#EBD9D1

Silver Foil



FERTILITY SPECIALIST . ENDOSCOPIC SURGEON  
GYNECOLOGIST . GYNAE ASTHETICS .

#ACB5AF

# Typography

- Primary Type
- Secondary Type

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## Primary Type

The cursive, handwritten style communicates a personal and approachable vibe. It suggests that the doctor provides individualized care and builds strong relationships with her patients.

Customers may perceive the brand as warm, empathetic, and attentive to their unique needs. This style also adds elegance, which aligns with the alpine color for a premium feel.

Dr. Rashmi Shrish

## Ruthligos

Aa Bb Cc  
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  
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

## Secondary Type

The clean, modern sans-serif font used in the tagline represents clarity and expertise. It contrasts well with the handwritten font, ensuring readability and focus.

This choice reassures customers of the doctor's skill and reliability, creating an impression of precision and trustworthiness.

*Dr. Rashmi Shrish*

### Trend Sans One Regular

A A B B C C

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

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

# clearspace

- Definition
- Illustration

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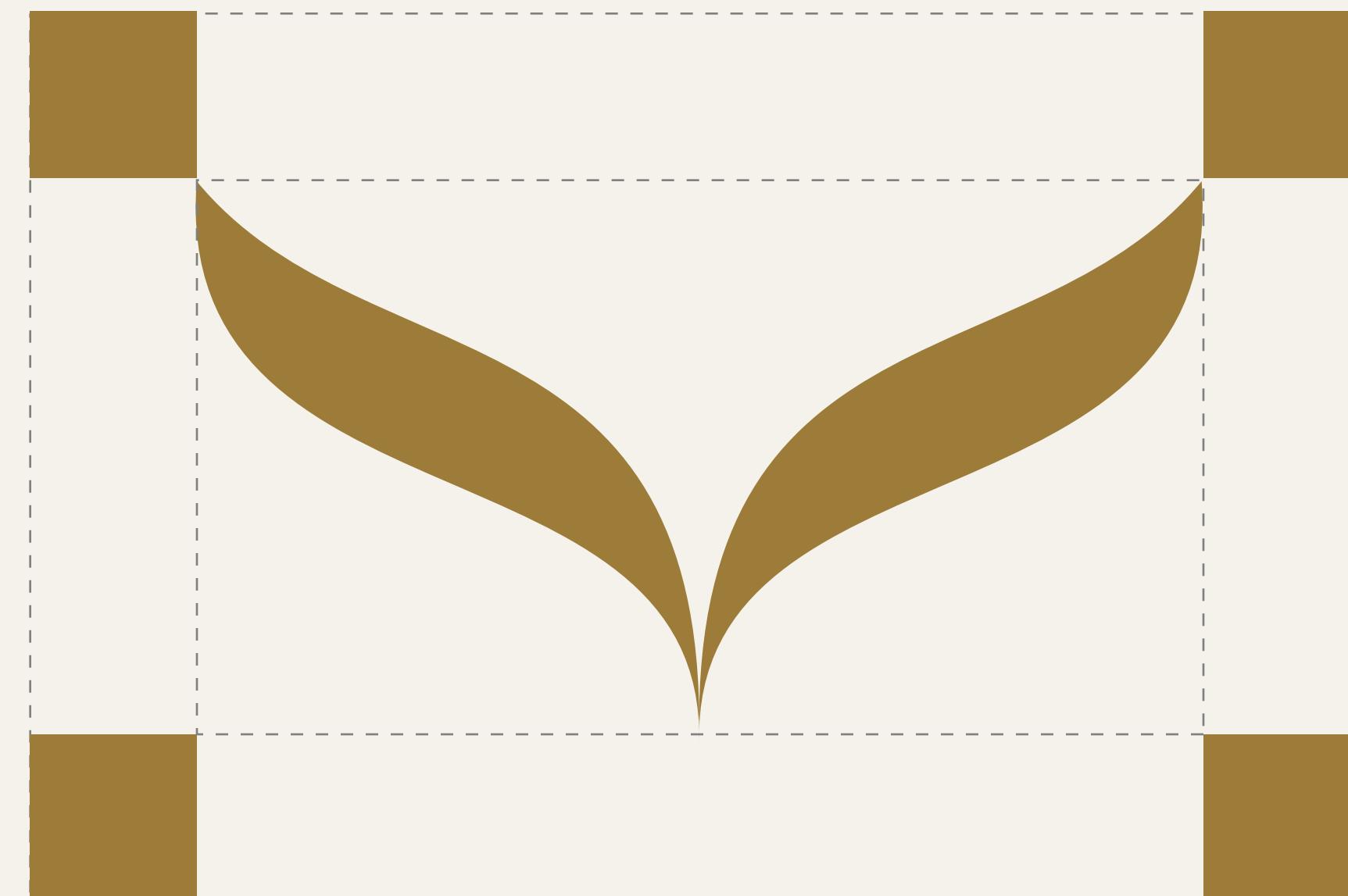
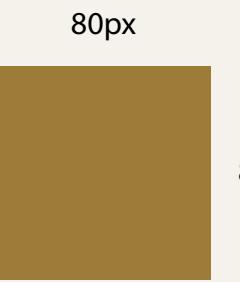
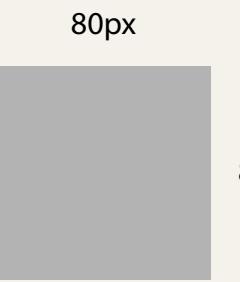
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# Clear Space

Clear space, also known as white space or negative space, is a deliberate amount of empty space in a design. It can be used to create balance, visual hierarchy, and emphasis.



Dr. Rashmi Shrish



Dr. Rashmi Shrish

# Mockups

- Brand in Action

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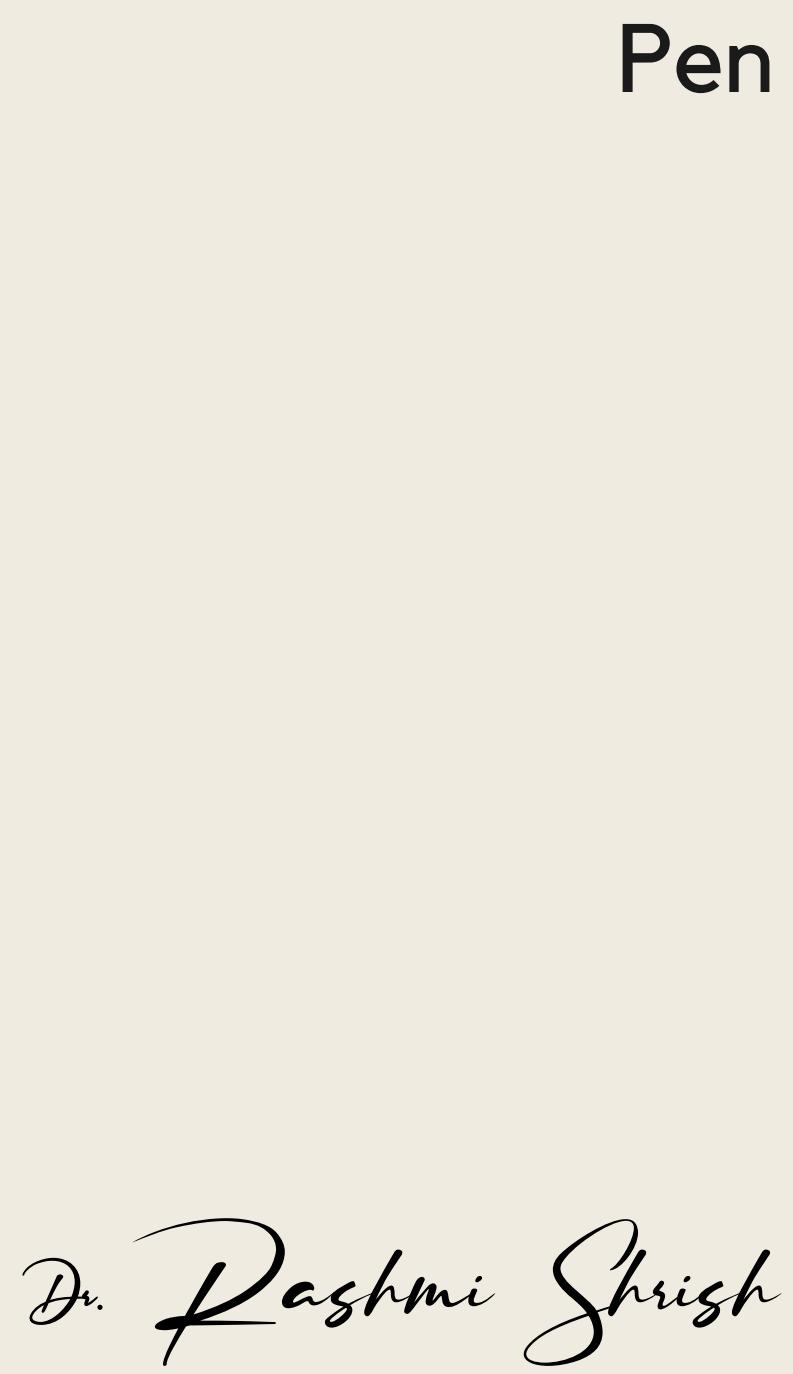
Prepared For: Dr. Rashmi Shrish

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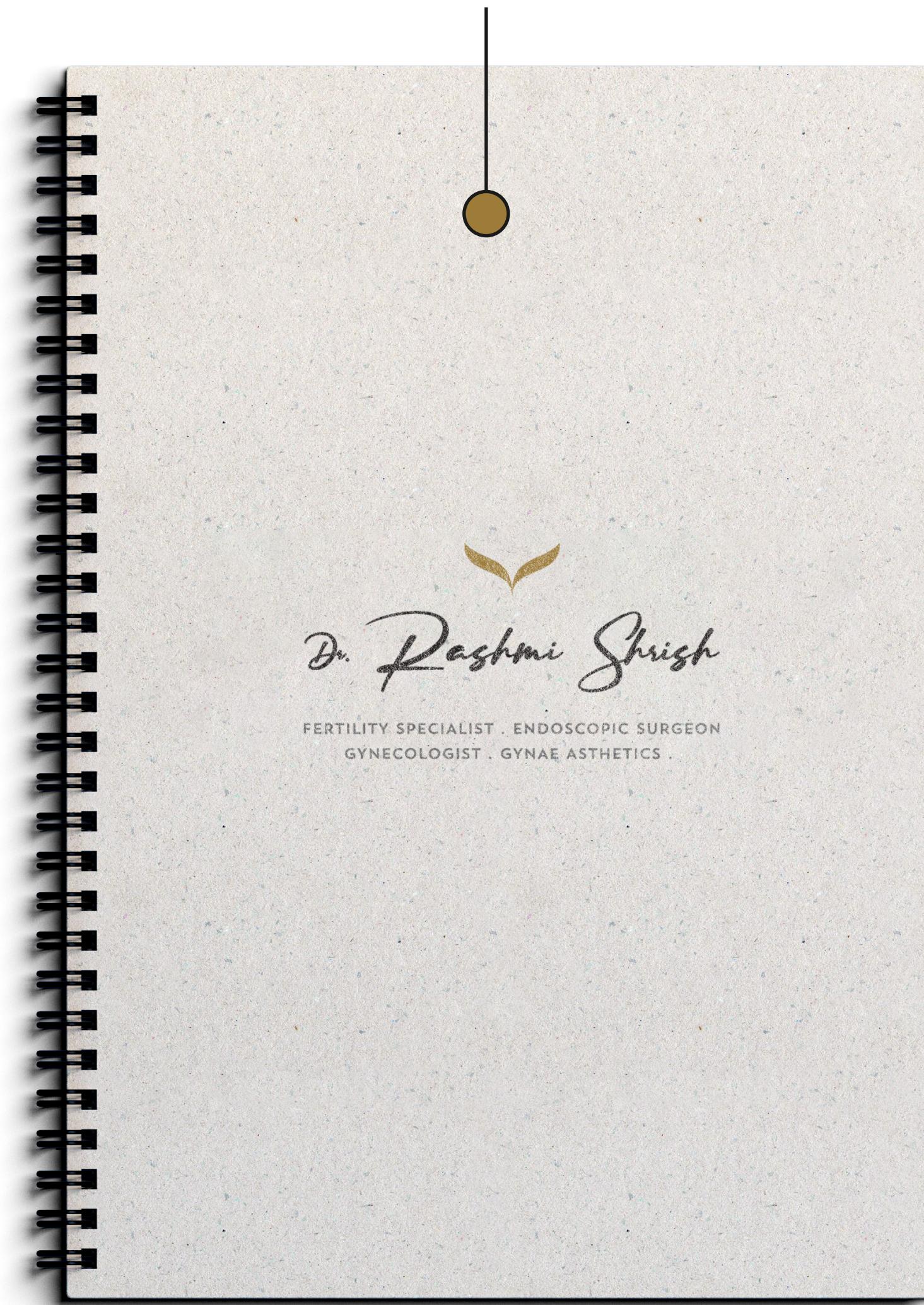
## Visiting Card



Dr. Rashmi Shrish



Notebook



Pen Holder



Scrub



Coat





## Key Chain



Mug





Bag

Dr. Rashmi Shrish



Stethoscope

Dr. Rashmi Shrish



Door Name Tag

Dr. Rashmi Shrish

T-Shirt



Cap



Dr. Rashmi Shrish

# Thank You

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