

**Brand Identity** kit for  
**Upasana Hospital**



**UPASANA**  
HOSPITAL



**UPASANA**  
HOSPITAL



**UPASANA**  
HOSPITAL

## Project Overview and Objectives

**Upasana Hospital under RP Group  
serving for more than 50 years  
in providing quality healthcare.**

The objectives are

- To rebrand Upasana Hospital
- To make quality healthcare accessible to more people, especially in the Kollam district
- To be the most trusted healthcare brand that upholds the principles of service and commitment
- Gift a reviving and reassuring experience for patients at the hospital with a humanistic approach.
- Consistency in quality
- Maintaining an individual brand identity

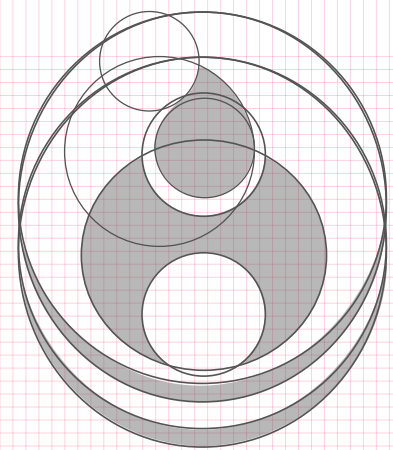


**UPASANA**  
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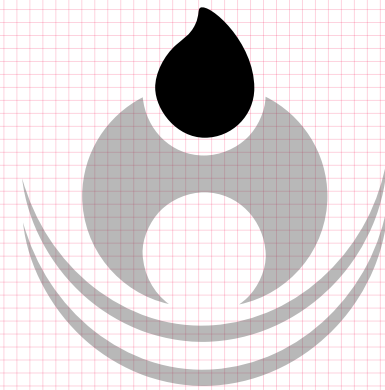
Logo Concept  
**Upasana Hospital**

# Logo Evolution

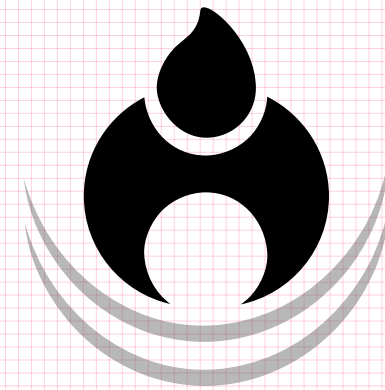
## Upasana Hospital



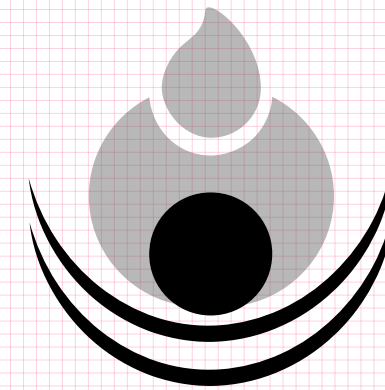
**Golden Ratio**



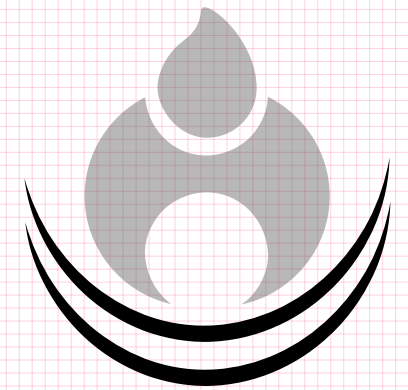
**Torch**  
A representation  
of light/cure which attracts  
one seeking it.



**Hugging Mother**  
A symbol of selfless love,  
comfort, patience and trust  
build-within oneself represents  
medical professionals.



**An active child**  
Entrusting upon motherly love increases  
respect and esteem of her child towards her.  
This love can heal any ailment.  
It represents the patients.



**Parallel Curves**  
Smiles of the healed



<https://www.aspiromtechnologies.com/>

# About the Logo

## Upasana Hospital

Our Brand Identity Is Based on



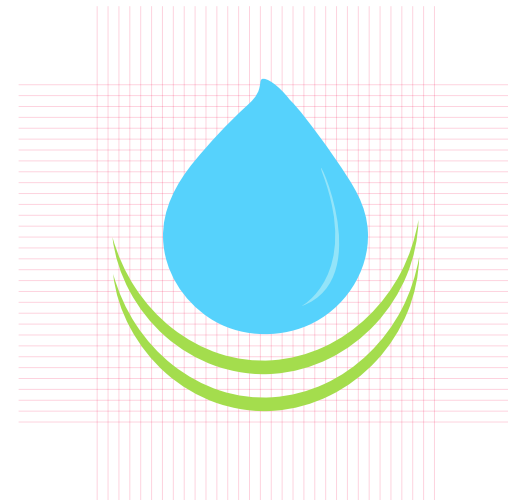
A mothers Hug symbolizing *Selfless love, Trust, comfort* and *Patience*



# About the Logo

## Upasana Hospital

Our Brand Identity Is Based on



Life giving dew



## About the Logo

# Upasana Hospital



Our Brand Identity is based on

- 1. Motherly-Care.***
- 2. Child's trust upon the parent.***
- 3. Expectation in returns aren't high***
- 4. Life-giving dew.***







Logo - Stands  
with all colour  
combinations  
you can use it as per  
requirements the  
option used here is  
Persian Green &  
Dark Green





Logo - Stands  
with all colour  
combinations  
you can use it as per  
requirements the  
option used here is  
Carrot Orange &  
Dark Green





Logo - Stands  
with all colour  
combinations  
you can use it as per  
requirements the  
option used here is  
Summer Sky &  
Dark Green







What Causes Acne  
During Pregnancy?



Logo Presentation on a corridor



What Causes Acne  
During Pregnancy?



Logo Presentation on a corridor





Logo Presentation on Print Media





**UPASANA**  
HOSPITAL

# **YOUR HEALTH IS OUR PRIORITY**

Much More a Medical  
Services Center



**Logo Presentation on Street Billboard**





**UPASANA**  
HOSPITAL



**ASPIROM**  
TECHNOLOGIES



UPASANA  
HOSPITAL





LOREM IPSUM DOLOR SIT AMET, CON

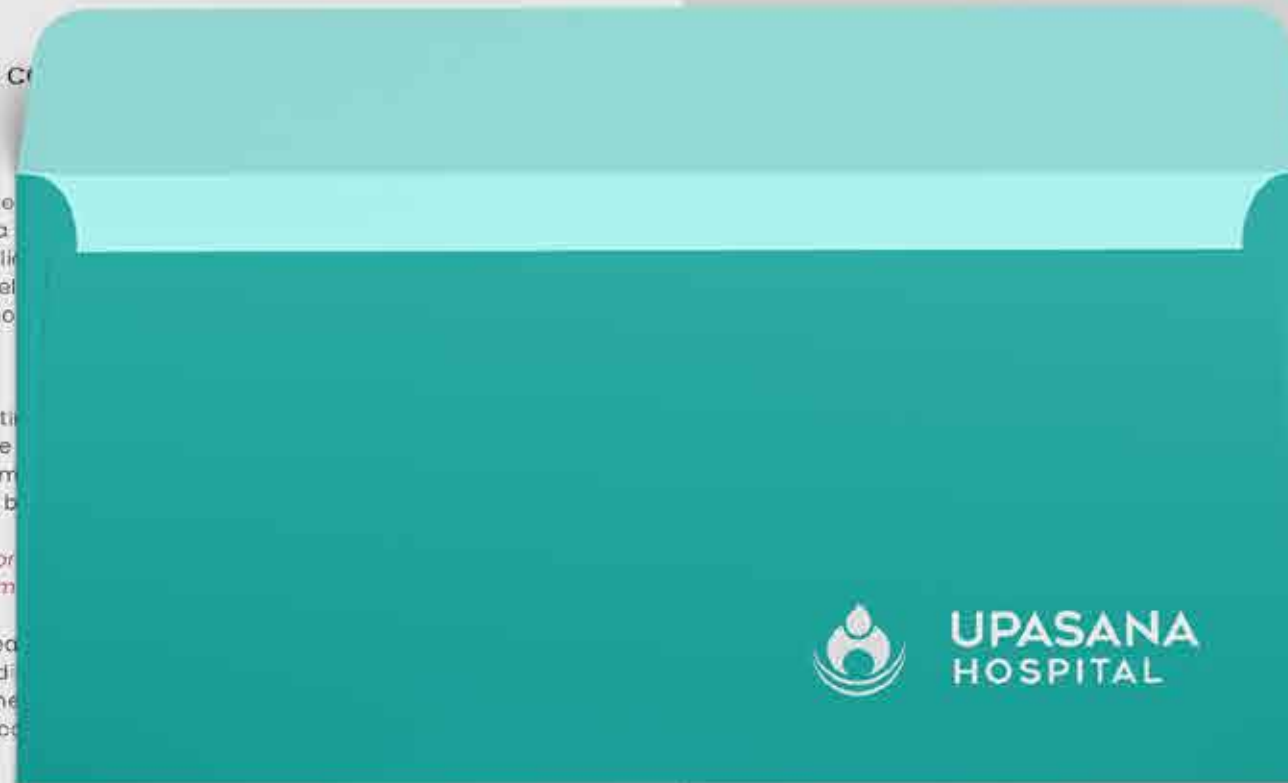
Lorem ipsum dolor sit amet, consectetur  
incididunt ut labore et dolore magna  
exercitation ullamco laboris nisi ut aliquip  
dolor in reprehenderit in voluptate velit  
Excepteur sint occaecat cupidatat non  
mollit anim id est laborum

Lorem ipsum, or lipsum as it is sometimes  
graphic or web designs. The passage  
century who is thought to have scrambled  
Maiores for use in a type specimen book.

*"Lorem ipsum dolor sit amet, consectetur  
incididunt ut labore et dolore magna*

The purpose of Lorem Ipsum is to create a  
paragraph, page, etc.) that doesn't draw  
controversy, laying out pages with meaning  
focus is meant to be on design, not on

The passage experienced a surge in popularity during the 1960s when Letraset  
used it on their dry-transfer sheets, and again during the 90s as desktop publishers  
bundled the text with their software.



HELLO MY NAME





ICU ↑  
WARD →



UPASANA  
HOSPITAL

## Brands we Served

