



Branding Manual
June 2013

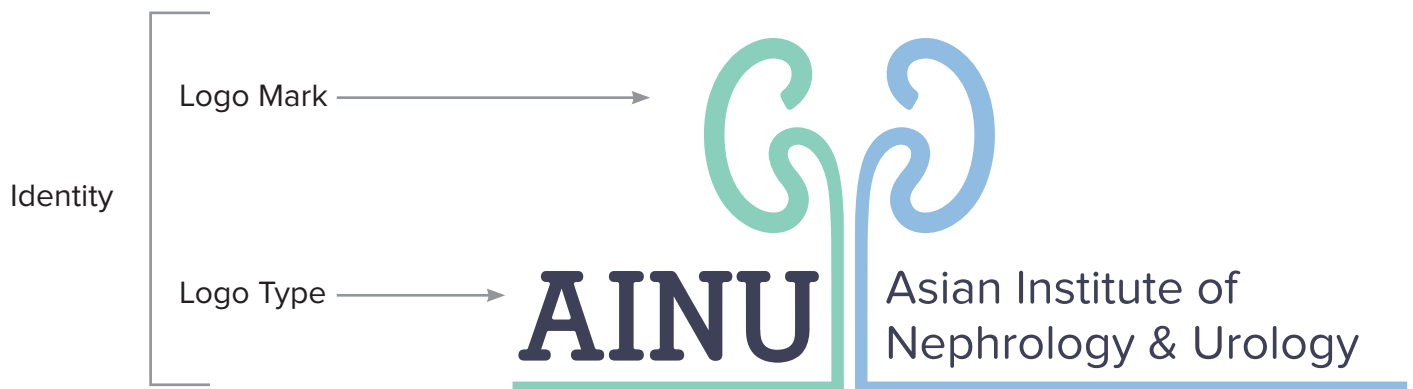
Branding Manual

June 2013

This manual provides guidelines to build a consistent brand image. The final application however will present unique issues which might have to diverge from what is put-down in this book.

These standards provide building blocks to put together a good visual communication system for AINU.

CONTENTS (Will be added later)

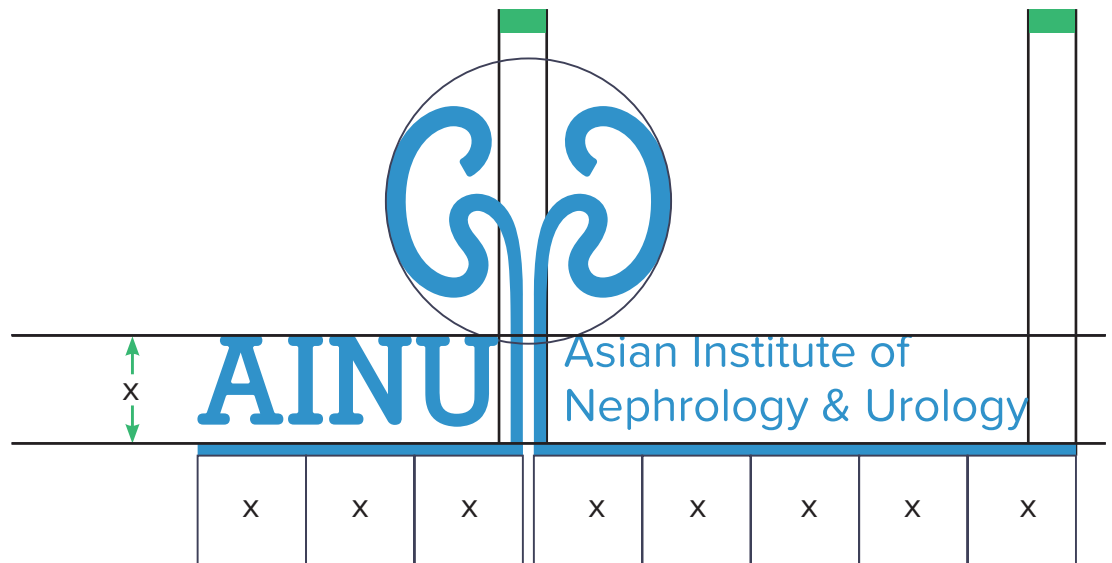


IDENTITY

AINU is a premium healthcare facility based in Hyderabad. This facility is backed by Asian Institute of Gastroenterology (AIG). AINU provides an Emergency Department with Ambulance support, OPDs for Urology and Nephrology, Diagnostic Services, Dialysis, Critical Care and Inpatient wards. It also provides minimally Invasive Surgical Procedures, diagnostics, patient support and administrative support which is largely paperless.

The identity of AINU is clean, minimal and fresh.

AINU



■ = Line extension length beyond the Logo Type.

IDENTITY PROPORTIONS

The proportions used to create the identity can be taken forward in other areas of communication.

1.



2.



IDENTITY ALTERNATIVES & DETERMINING USAGE

To ensure that the AINU identity is always legibly and accurately reproduced, there are two variations of the Identity. When the size or space available is less, option 2 can be used as a signature.

AINU



25% Grey

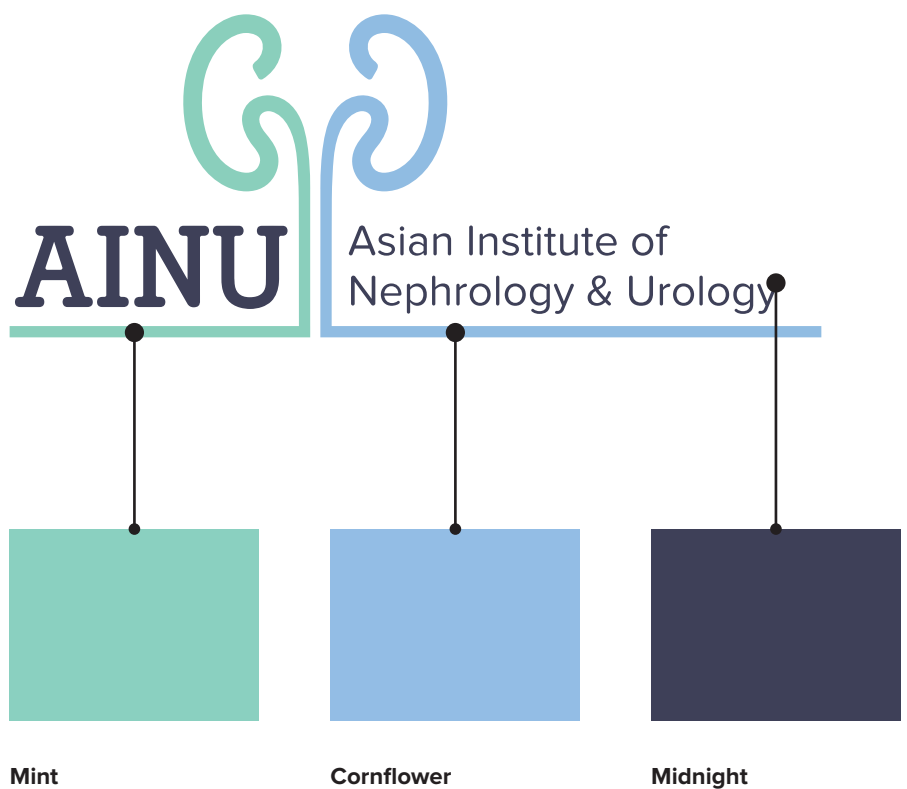


40% Grey



95% Grey

Always Use identity on a white background. Do not place on images. If paced, make sure it's placed within a white container.



IDENTITY COLOURS

The colour palette for AINU has been picked create a friendly, clean and lively atmosphere that will help in creating a suitable environment for the patients.

PRIMARY



Mint

CMYK : 45, 0, 30, 0
HEX : #8ACFBF



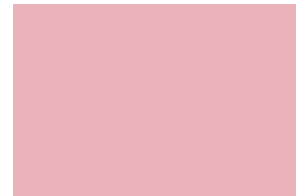
Cornflower

CMYK : 40, 15, 0, 0
HEX : #93BDE5



Midnight

CMYK : 78, 72, 43, 32
HEX : #231F20



Blush

CMYK : 5, 35, 15, 0
HEX : #EAB1B9

SECONDARY



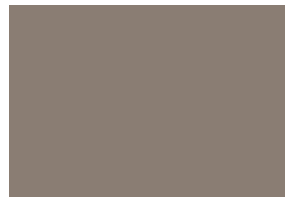
Dark Green

CMYK : 75, 40, 70, 35
HEX : #385D49



Dark Dodger Blue

CMYK : 100, 70, 40, 30
HEX : #00425E



Earth

CMYK : 45, 45, 50, 10
HEX : #8B7D74



Deep Salmon

CMYK : 25, 85, 50, 10
HEX : #AE445C

COLOUR PALETTE

It's advisable to use the primary palette as much as possible and use the secondary colours only for emphasis. Blush can be used for the neonatal wing.

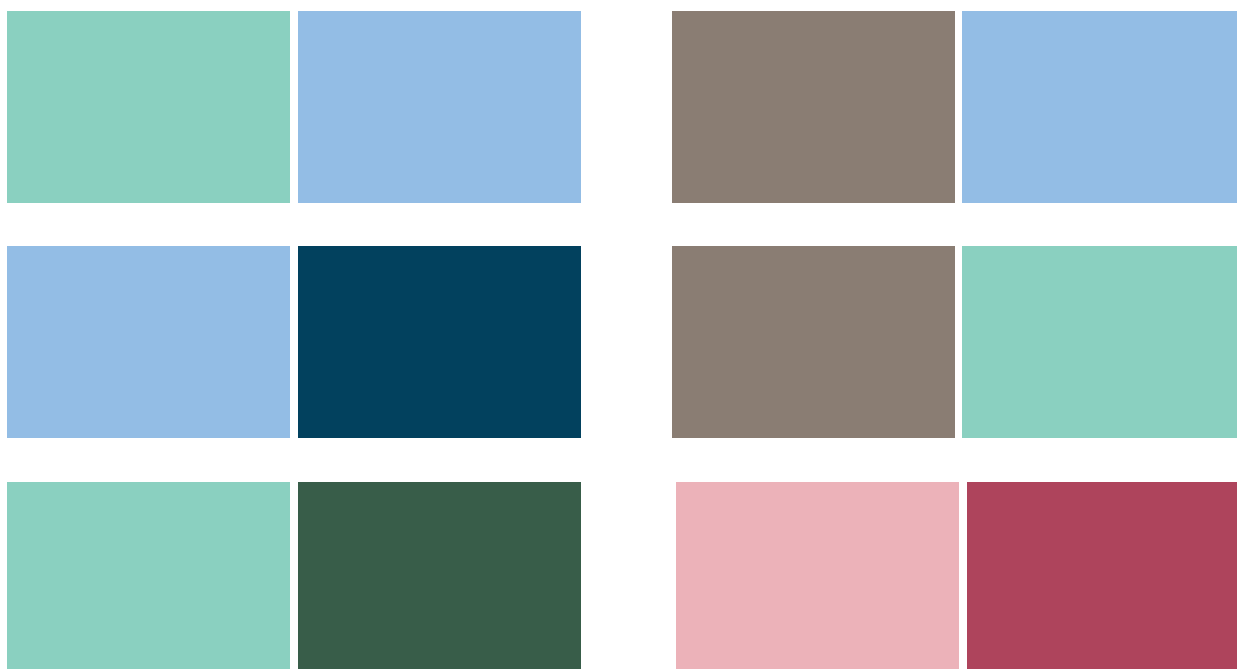
Primary
Secondary
Accent
Metallics



COLOUR USAGE

The AINU colour palette can be combined in various ways. Colours to be used together in pairs and three colour sets are shown here along with the text colour on a any one of the colour backgrounds.

AINU



Preferred colour for Text :



Midnight

CMYK : 78, 72, 43, 32

HEX : #231F20

Text On Colour Options :



TYPOGRAPHY



Proxima Nova Font

Proxima Nova Font is required to be used in all communication materials. Proxima Nova Regular for body text and Proxima Nova Bold for Headings. Do not use Proxima Nova Light in smaller font sizes. The minimum font size for this should be 18pt.

Light :

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular :

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold :

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Soft Font

Proxima Nova Soft can be used as an alternative in signages and secondary brands.

Regular :

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold :

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CLEAR AREA FOR BANNERS & SIGNS

Reproducing the AINU Identity in sign applications often requires more flexibility. For banners, building façades, directory signs, monument signs, etc., Provide a clear area equal to or greater than ' $\frac{1}{2}X$ '. The space from the base line to the top of the Logo type is ' X '.



CLEAR AREA FOR PRINT & WEB

Keep the clear area to each side of the AINU Identity equal to or greater than ' X '. Follow this standard for all media except signs, banners, etc.

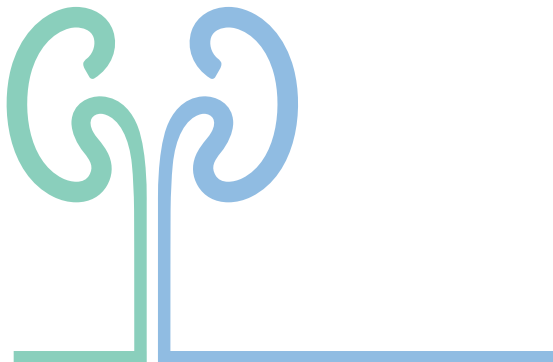


DO NOT :

Do not stretch or resize the Logo



Do not use just the symbol



Do not change the colour of the logo



DO NOT :

Do not place the logo on colour backgrounds or images



Do not use the identity in angles or other orientations.



SIGNAGE DIRECTIONS



Neonatal

J108 - J203



N100 - N120



M100 - M134



Zone 1



Zone 2

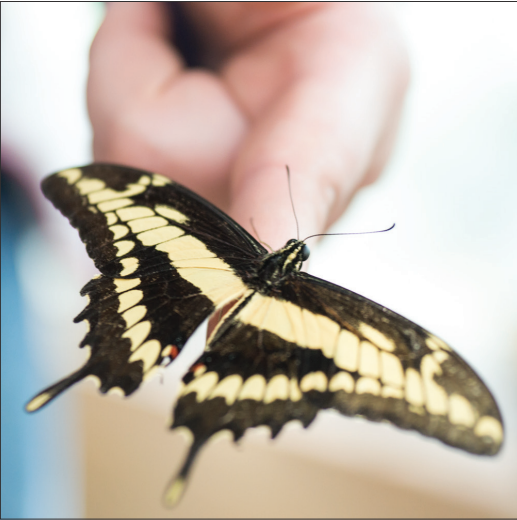


Zone 3



Zone 4





	Zone 1	
	Zone 2	
	Zone 3	
	Zone 4	

STATIONERY

Visiting Card One side Printing :



Front and Back Printing (Optional) :



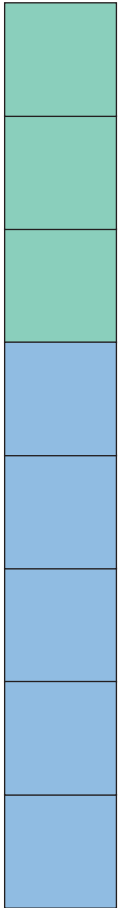
LETTERHEAD A4 Paper, Letterhead Grid :

 Asian Institute of Nephrology & Urology	7 cms	Dr Purna Chandra Reddy M.S; M.Ch. (Urology) Managing Director S-3-562/A Erramanzili Colony, Somajiguda Hyderabad, 500 082 India purnachandrareddy@gmail.com +91 98490 51234 ainuindia.org
Dear Mr. Mahesh, Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. General Information Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Sincerely,  Name of the Person		

IDENTITY ELEMENTS

3:5 Proportions

The identity has proportions 3:5 and can be applied to various visual elements. If using identity colours, the shorter segment needs to be Mint and the longer one Cornflower.



Soft Edges

Rounded Corners and Soft edges will complement the AINU logotype and can be used as a branding element wherever relevant.

Clean

As much as possible, communications need to have clean layouts and simple language. The colours used should be pleasing and soft. White should be the predominant colour and the brands colour palette needs to be used as an accent to bring about visual interest. Images used should reflect this.

Examples of Images :

