BRAND IDENTITY · CASE STUDY

Vishalyakarani **Hospital**

A brand identity for a hospital founded by 10 senior doctors from West Bengal.

Satya Seva Nischitam



The VK Hospital brand book, designed by getSHIFT

01 · THE BRIEF

Ten senior doctors. **One shared vision.**

WHO

10

senior doctors from West Bengal came together to provide the best quality care to patients.

THE NEED

A unique brand identity that **stands out totally** in the West Bengal market.

THE AMBITION

An identity that holds up as the hospital gradually **expands nationally**.

02 · WHAT WE DID

Two workshops. **One identity system.**

01

Two workshops

Deep sessions with the founding doctors to draw out their vision, philosophy and objectives.

02

Brand foundation

Purpose, values and a Caregiver × Sage personality, distilled into one positioning: “Thoughtful care, delivered with precision and empathy.”

03

Identity system

The Care Nexus symbol, colour and type system, a Bengali logo variant and a full set of collaterals.

THE TAGLINE

Satya Seva Nischitam

Conceptualised with Indian roots in mind. Rooted yet authoritative, it promises care that is truthful, dependable and delivered with certainty.

03 · RESULTS

What the identity **delivers**

Distinct

A symbol-led identity and palette that set VK apart from dull government hospitals, glossy luxury chains and over-branded clinics.

Rooted

The name, the tagline and a Bengali logo variant carry Indian roots into every touchpoint.

Scalable

One system across stationery, signage, branded interiors and outdoor, ready as the hospital grows nationally.

9

brand colours, primary and secondary

8

gradient behaviours, each with a meaning

6

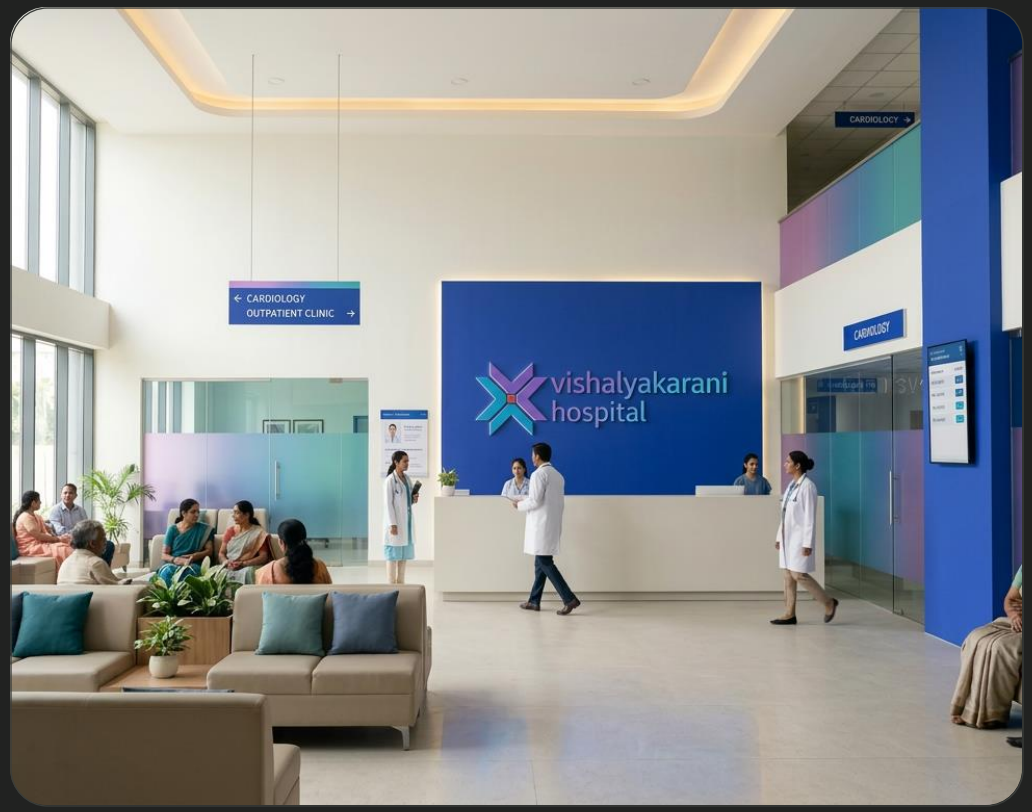
brand values, from integrity to reliability

2

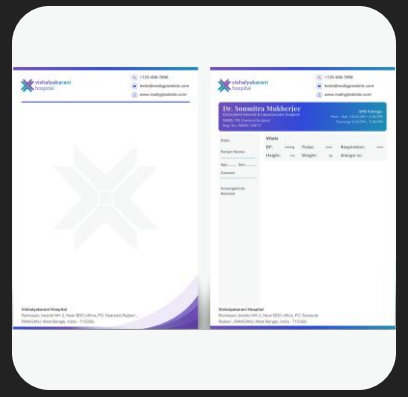
logo languages, English and Bengali

04 · BRAND VISUALS

One identity, **every touchpoint**









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