About

Project Anand is an infrastructure initiative at Kaivalyadham that offers improved accommodation for cancer patients seeking healing treatments from around the world.

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Problem

The Project Anand aims to raise funds to enhance accommodation and facilities for cancer patients seeking healing treatments at Kaivalyadham, Lonavala. The challenge is to create a logo that effectively conveys the message of bringing happiness and healing to the lives of cancer patients, emphasizing the idea that collective efforts can make a significant difference.

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Creative Solution

The logo design for Project Anand uniquely embodies the essence of the initiative. Two cancer awareness ribbons gracefully intertwine to form a gentle, comforting smile. This representation signifies the power of unity and collaboration in bringing smiles to the faces of cancer patients. The well-thought-out identity takes into account the perspective of cancer patients, symbolizing hope and support. The design evokes a sense of empathy and compassion while effectively communicating their needs to potential investors.

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Logo Breakdown

Two cancer awareness ribbons gracefully intertwine to form a gentle, comforting smile.

Logo Construction

Typography

Aa

All Round Gothic Thick

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brand Colors

Hex Code: #3E3F3A		Hex Code: #E5AC89	
R: 62	C: 66%	R: 229	C: 9%
G: 63	M: 59%	G: 172	M: 36%
B: 58	Y: 64%	B: 137	Y: 46%
	K: 51%		K: 0%

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Impact

The logo's carefully crafted symbolism has played a crucial role in the success of the fundraising campaign. Its meaningful representation of unity, hope, and healing has resonated with corporates, encouraging them to invest in this noble cause. Together, we have made a significant positive impact on the lives of cancer patients, bringing smiles and healing to those in need.