SIDDHASTHALI RURAL COMMUNITY HOSPITAL

BRAND GUIDELINE

Updated March 2022

LOGOS

The Siddhasthali Rural Community Hospital logo is comprised of two elements: the logo and the wordmark. The logo represents a lotus. A lotus is considered as a sacred flower. It grows in the deep mud, away from the sun. But, sooner or later, it finds a way to bloom and grow towards the light, symbolizing enlightenment. Despite growing in murky water, it has no stains showing the sign of purity. The geometric lines represent alliances: strength and forward-thinking. While lotus showcases many different colours, light blue represents healing, tranquility, intelligence, wisdom and knowledge. Finally, the central bud that holds the petal significies the centre of pure consciousness.

The wordmark of “SIDDHASTHALI” is set in Britanica Bold, Regular and “RURAL COMMUNITY HOSPITAL” is set in Helvetica. The wordmark font color is set in C=65, M=60, Y=59, K=44.

The logo and wordmark shall be in white when used on colorful background (primary or secondary color).

Just Siddhasthali

The logo can also be used alone without the wordmark using our primary or secondary color.

COLORS

PRIMARY COLOR

Light blue is our favorite color. We use this a lot.

SECONDARY COLOR

Our secondary brand colors are bright, just like our optimistic attitude.

C = 03
M = 46
Y = 00
K = 00

C = 03
M = 46
Y = 00
K = 00

C = 03
M = 46
Y = 00
K = 00

C = 03
M = 46
Y = 00
K = 00

C = 03
M = 46
Y = 00
K = 00

TYPOGRAPHY

Our two English fonts include Britannic for heading and Helvetica for body. The Helvetica font “families” may include weights like light, regular and bold.

For website we use Helvetica for Heading and Poppins for body.

For English Text	For Nepali Text
Britannic (Headings) **ABCDEFGHIJKLMNOPQRSTUVWXYZ**	Ganess (Headings) **ब्कपवमजाबजमककवबकपत्रधमचतजमजमवमजमजमजम**
Helvetica (Body, Quotes, Small Text) **ABCDEFGHIJKLMNOPQRSTUVWXYZ** ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ *ABCDEFGHIJKLMNOPQRSTUVWXYZ*	Ganesh (Body)

Occasionally we also use Preeti font for Nepali text.

बदअमभानजष्वपलयउत्रचकतगखधहथश

PHOTOGRAPHY

We use photo images to tell the story. We choose our photos carefully, thoughtfully, and compassionately. Our photography theme is possibility. We portray the people we help, harsh reality and differences we make.

STAMPS & EMBOSSER

STAMPS

Our seal stamps are most commonly used tool in all formal documents. The Siddhasthali seal is the impression of the Siddhasthali Rural Community Hospital inked stamp. It is used to represent Siddhasthali Rural Community Hospital and authenticate documents issued by the hospital.

Our stamp are inked rubber stamps that imprints required information – Siddhasthali Rural Community Hospital name, year of establishment and address.

EMBOSSER

We also use metal clamping device that produced a raised indentation of the Siddhasthali Rural Community Hospital information. They are used in sensitive documents such as contract, MoU documents and certificates.