



Brand Identity

HealthPlix is India's largest and most trusted

EMR solution for doctor community

Client Name

HealthPlix

Project Duration

1 Month

Project Type

Brand Identity

Design Brief

1. To redesign the logo while keeping the form and the element intact.
2. To design Mascots for the Healthplix website in order to create proper communication and feedback channel.

Design Direction

The challenge was to give the logo a new look without affecting the brand identity in any way. Our design team played with the colours and made the old logo look new without changing much. The new colors not only added vibrancy but also better suited the nature of the business.

Old Logo



- Dull Colours
- Less contrast
- Colours do not effectively convey about the nature of business i.e. Medicine and Technology

New Logo



- Brighter Colours
- More contrast
- Associated with Medicine, Science and Technology.

Application of colours

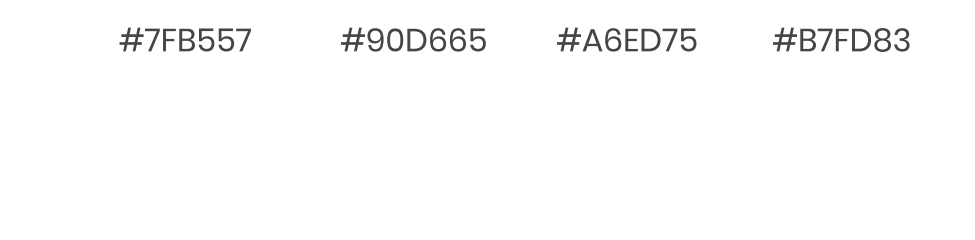
HealthPlix

HealthPlix

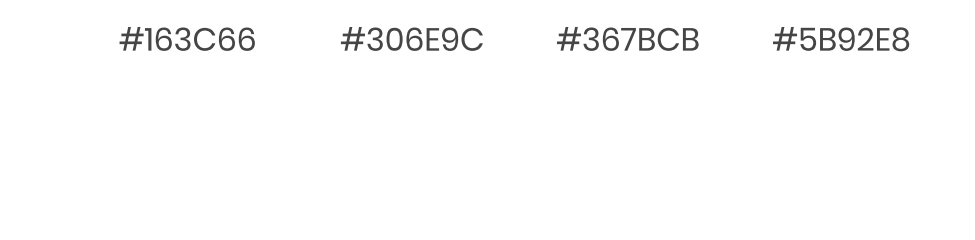
HealthPlix

Colours & Typography

Primary Colors



#77B557 #90D665 #A6ED75 #B7FD83



#183C66 #30669C #3678CB #5892E8

Raleway

Aa

Aa Bb Cc

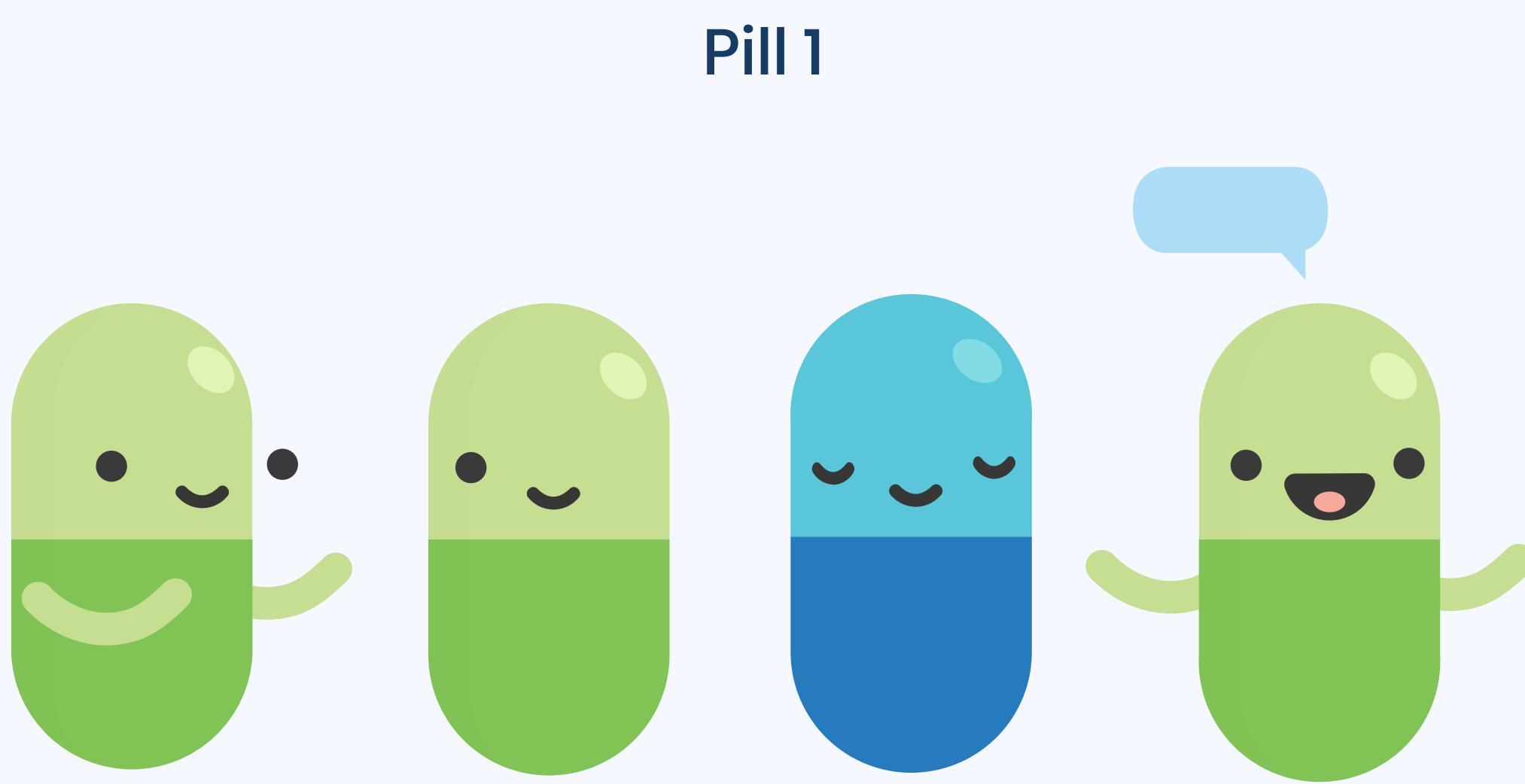
1 2 3 4 5 6 7 8 9 0

Professional | Elegant | Neutral

Mascot Design

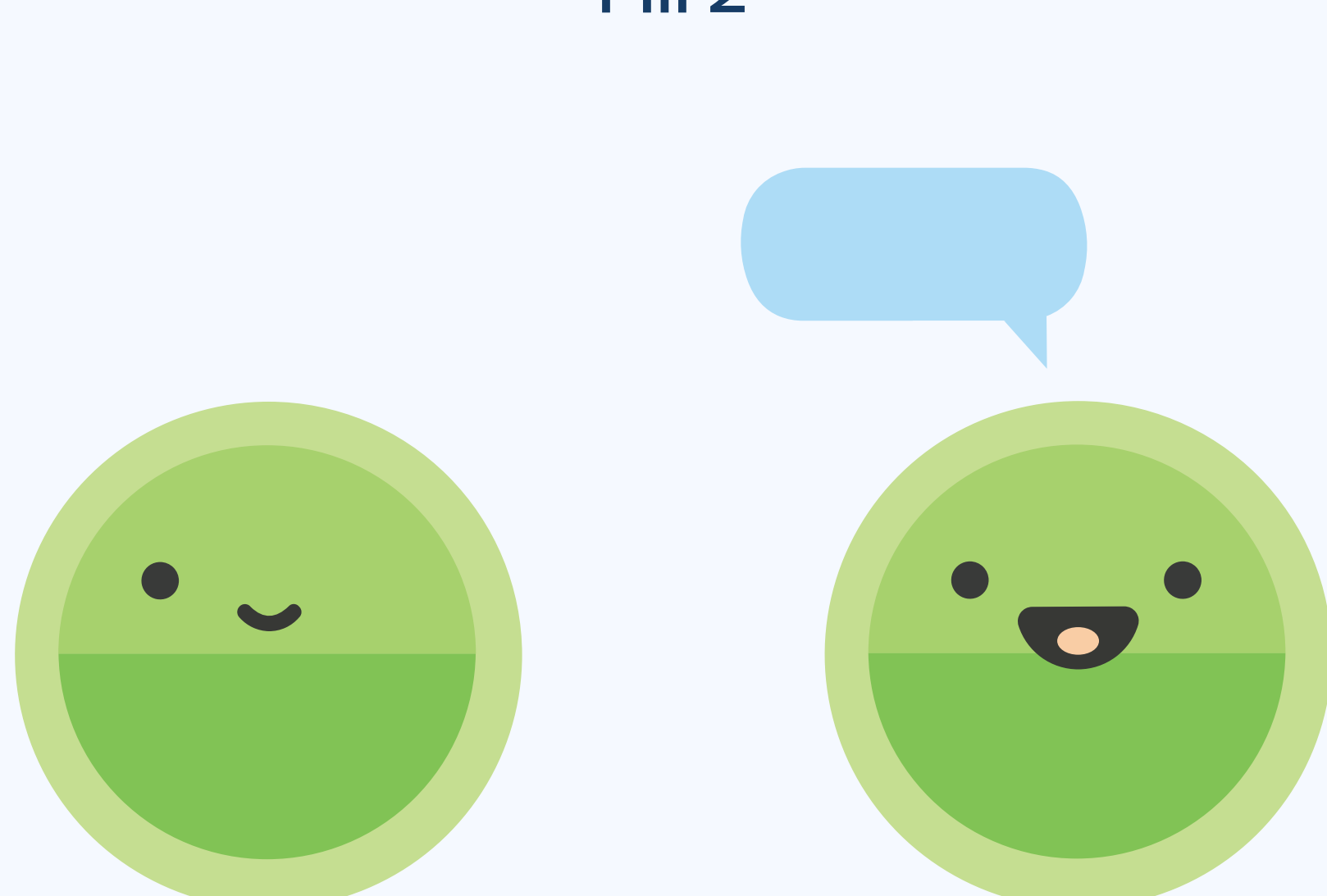
Mascots make the entire experience of visiting a website user-centric. It is believed that their presence strengthens the sense of attachment and belonging with the product/service. Keeping their purpose in mind, our design team designed mascots that look amicable, therefore impacting the visual senses of the user in a positive way.

Pill 1



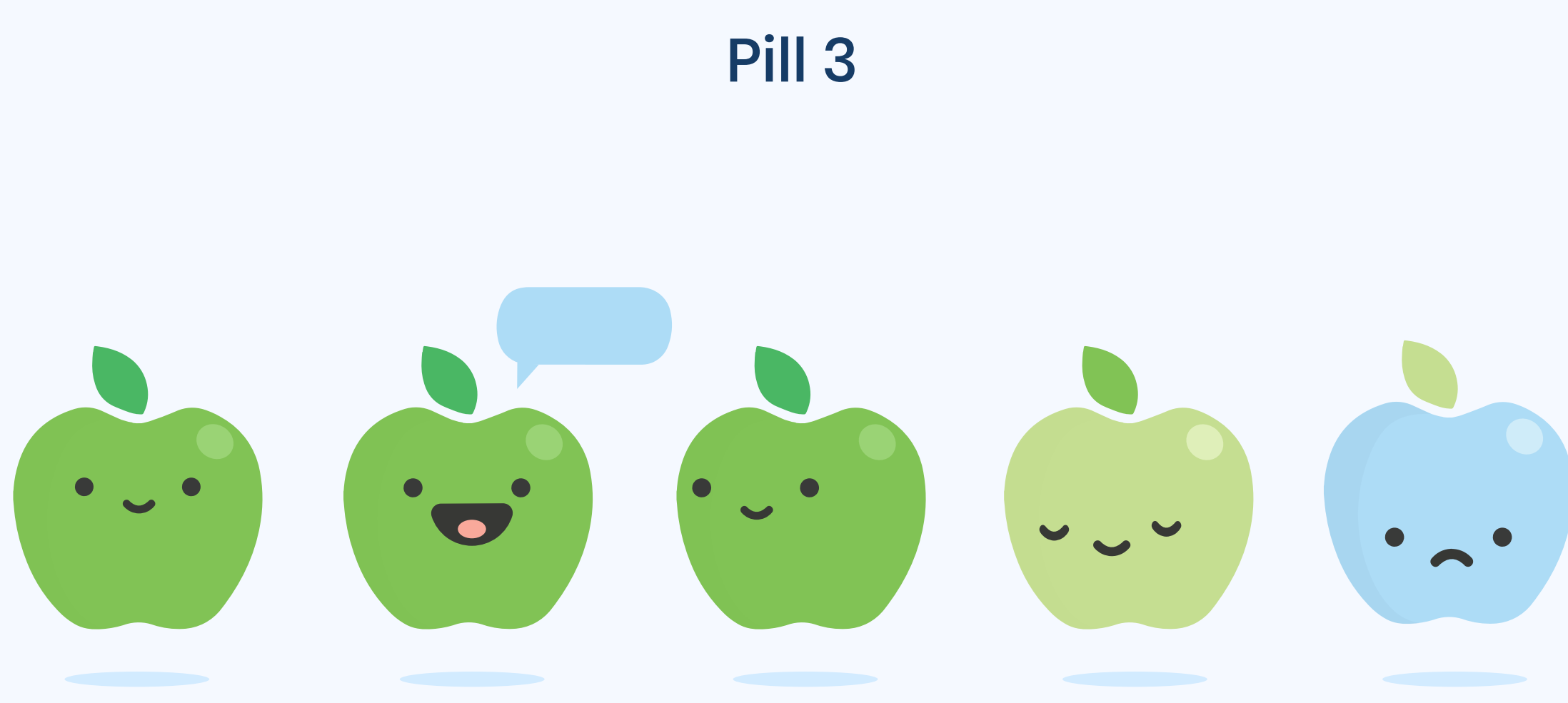
Simple | Friendly | Efficient

Pill 2



Chat | Notify

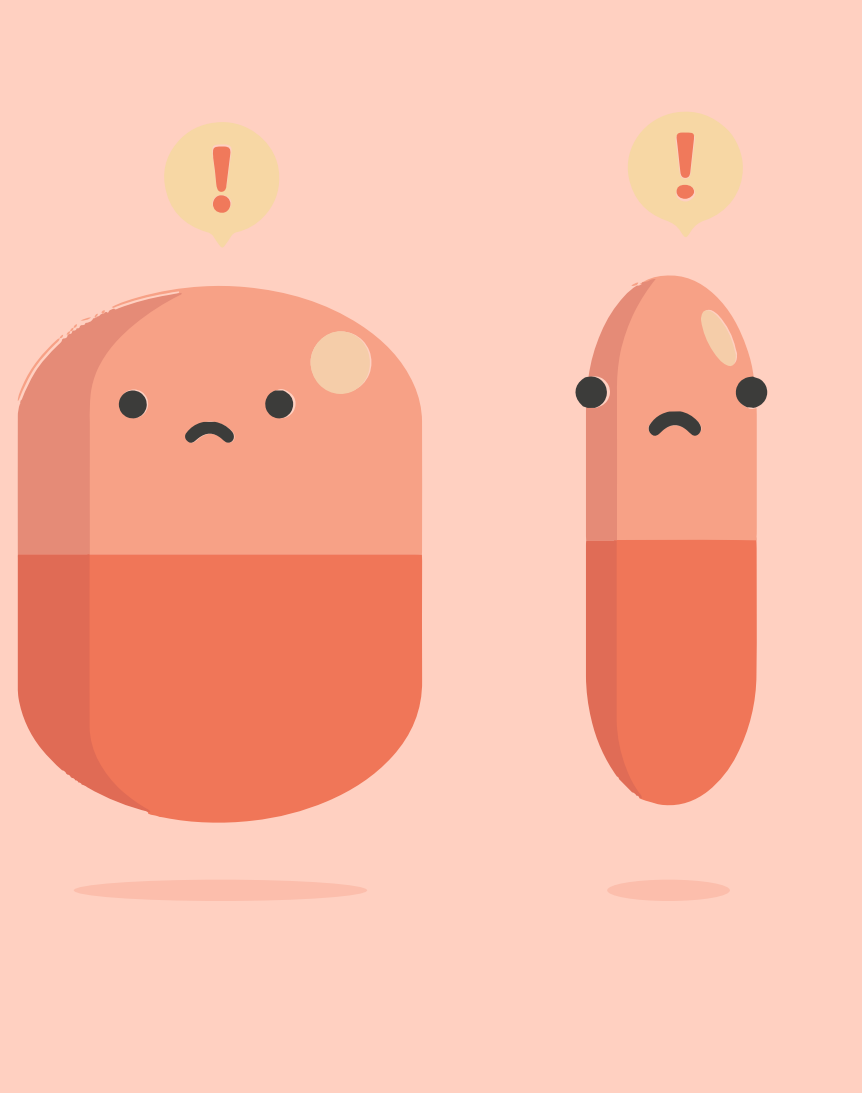
Pill 3



Health | Friendly | Motivate

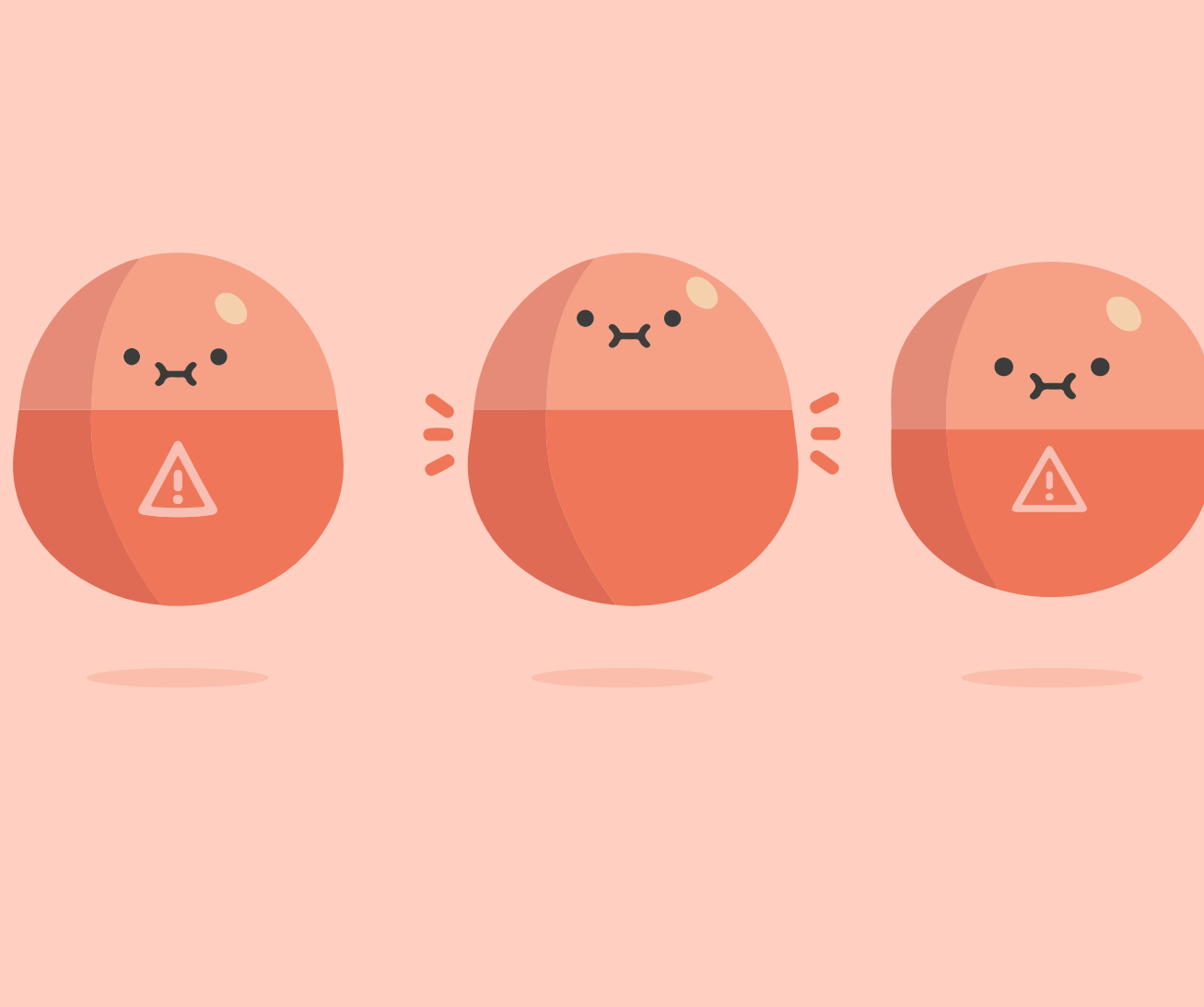
"An Apple a day, keeps doctor away"

Pill 4



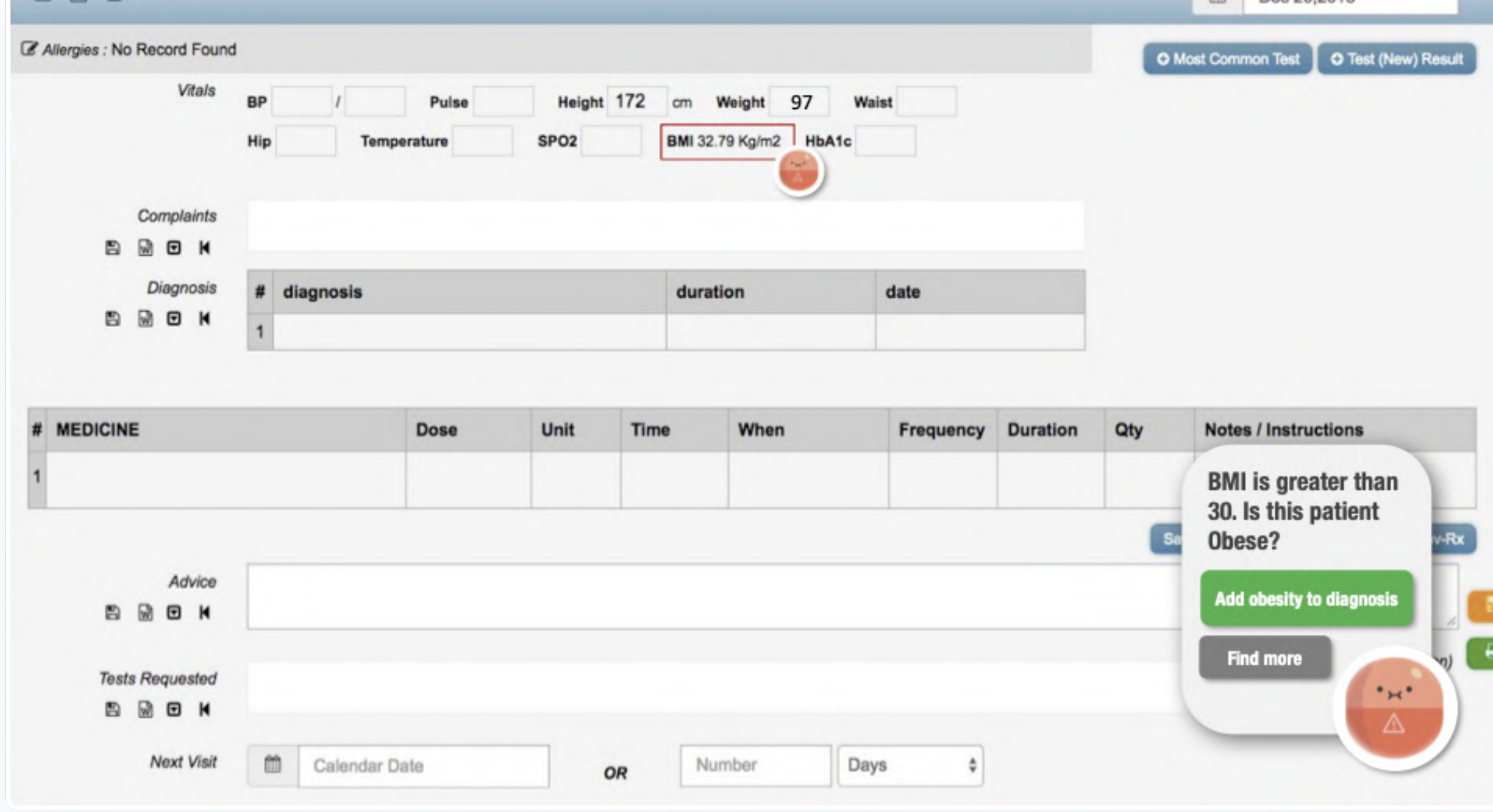
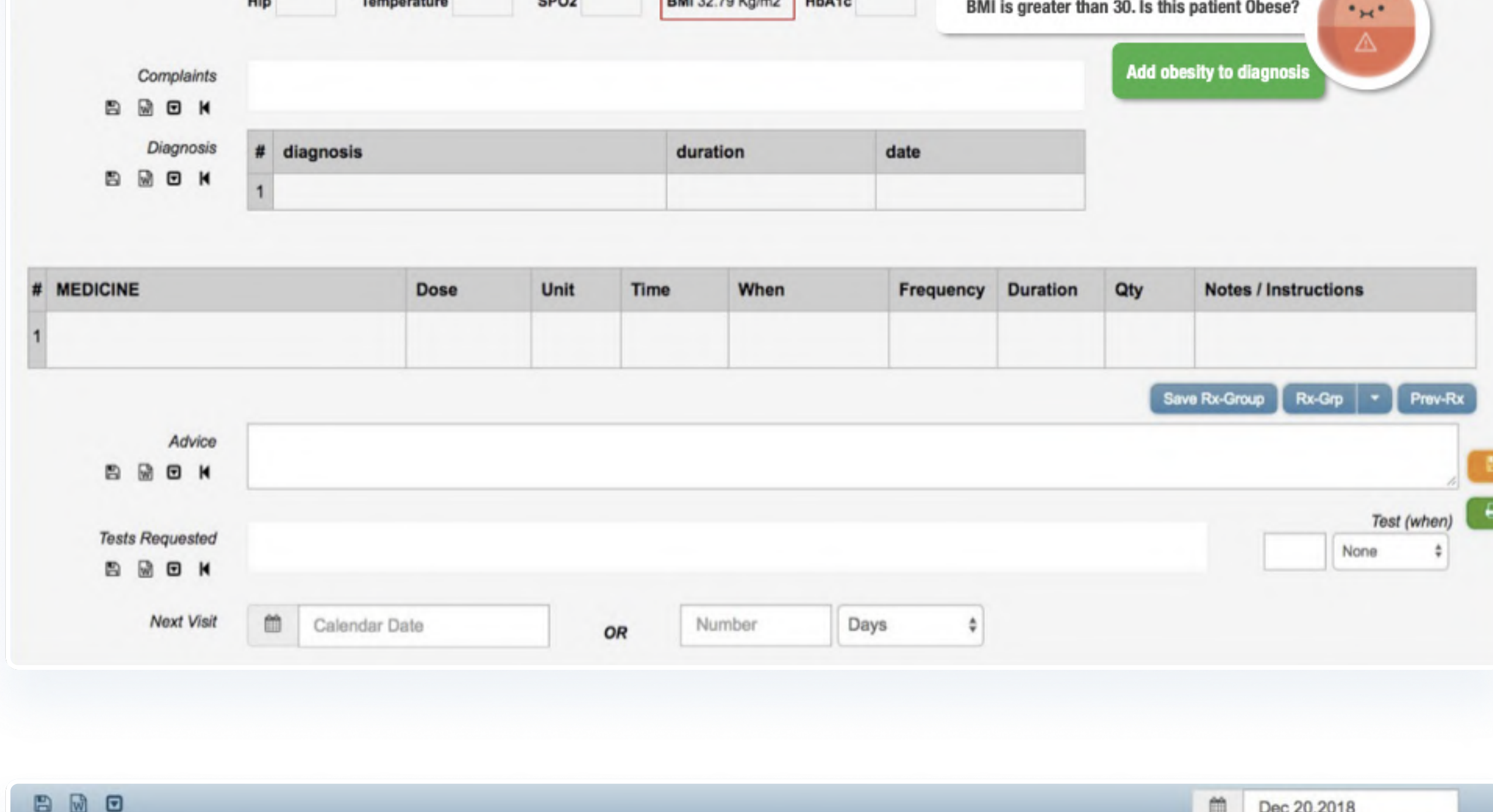
Alert | Caution

Pill 5



Unhealthy | Obese

Graphic Element Application



20+ Mascot Iterations

1 Extraordinary Designer