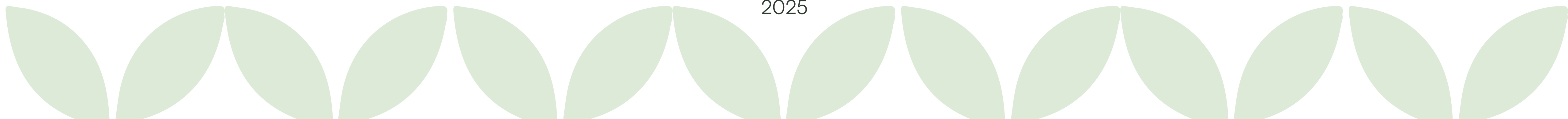


THE ESSENCE OF JADE



JADE SPECIALITY
H O S P I T A L S

2025





BRAND GUIDELINES

This guide serves as a blueprint for maintaining the integrity of our brand across all touchpoints. Whether you are designing marketing materials, digital assets, or corporate communications, these guidelines will help you align with the hospital's visual and verbal identity.



*At Jade, healing begins the moment you
feel cared for — where science meets soul, and
medicine is wrapped in compassion.*

WELCOME

THE ESSENCE OF JADE

BRANDGUIDE

At *Jade Specialty Hospitals*, we believe that healthcare is not just a service, it's a promise. A promise of compassion, trust, excellence, and healing that goes beyond medicine. Our brand is an extension of this promise.

This Brand Guide is a reflection of who we are, what we stand for, and how we bring our values to life visually, verbally, and emotionally. From our logo to our colors, from our tone to our typography every element has been thoughtfully designed to reflect the essence of Jade: nurturing, modern, trustworthy, and patient-first.

This isn't just a set of rules, it's our story, told with intention and heart.

Let's begin.

CONTENTS

THE ESSENCE OF JADE

INTRODUCTION

Who are we

Mission

Vision

Brand Values

Brand Pillars

Brand Essence

Tone of voice

BRAND ELEMENTS

Logo

Clear Space

Lockups

Tagline

Logo Misuse

Colours

Typography

BRAND IN USE

Photography

Stationery



WHO ARE WE?

Jade Specialty Hospitals is a modern, patient-first healthcare institution built on deep expertise, compassion, and innovation. *Jade Specialty Hospitals* is more than a medical facility, it's a sanctuary of care, compassion, and cutting-edge healthcare. Founded with the mission to bring world-class, affordable treatment to Kompally and surrounding communities, We combine advanced technology with deeply human care, ensuring each patient journey is filled with trust, comfort, and healing that goes far beyond the clinical.



OUR MISSION

What we do every day

We believe world-class healthcare shouldn't come at a world-sized price. At Jade, we offer the perfect balance of cutting-edge expertise, compassionate care, and infrastructure all thoughtfully priced to give you exceptional value without compromise. To provide accessible, high-quality, and patient-focused healthcare that blends medical excellence with a human touch.

Our mission is to be a reliable partner in every healing journey, offering care beyond curing, and empathy beyond treatment.



OUR VISION

What we aim to become

To be the most trusted name in specialty healthcare by setting new standards of compassionate care and clinical excellence. We dream of a hospital that feels like home, where healing is holistic, support is unwavering, and every patient feels seen, safe, and truly cared for.



BRAND VALUES

Our guiding beliefs, the principles that shape how we treat patients, make decisions, and build trust.

To be the most trusted name in specialty healthcare by setting new standards of compassionate care and clinical excellence. We dream of a hospital that feels like home where healing is holistic, support is unwavering, and every patient feels seen, safe, and truly cared for.

Teamwork & Collaboration	Patient-Centered Care	Compassion	Trust & Integrity
<i>Healing takes a village and we work in seamless harmony.</i>	<i>Every decision starts and ends with the well-being of our patients.</i>	<i>Our care is deeply human, personal, and heartfelt.</i>	<i>Our care is deeply human, personal, and heartfelt.</i>



BRAND PILLARS

The foundational strengths that support and define what we do, these are the core strategic focuses that support and uphold the brand’s promise. They reflect what Jade actively delivers in terms of service and experience.

Excellence in Healthcare

We don’t settle, we lead, we innovate, and improve constantly.

Innovation & Growth

We embrace medical advancement to better serve every patient.

Sustainability in Healthcare

Our commitment to care extends to the planet and our community.



BRAND ESSENCE

The soul of the brand — what we truly stand for and how we make people feel.

“Rooted in Care. Driven to Cure.”

Jade stands for care that is contemporary yet compassionate. Sophisticated yet deeply human. We don’t just treat illnesses, we restore dignity, comfort, and quality of life. Our brand essence is rooted in trust, warmth, and the quiet strength of a team that believes in healing with heart.

We Promise to deliver personalized healthcare that heals the body, comforts the mind, and respects the environment.



tone of voice

How we sound and speak

REASSURING

At Jade, we understand that visiting a hospital often comes with anxiety and uncertainty. Our tone is calm, comforting, and steady, like a hand to hold in difficult times. Whether we're delivering diagnoses, explaining procedures, or responding to queries, our words are always chosen with care, empathy, and clarity. Patients and their families should always feel supported, heard, and safe.

APPROACHABLE

No jargon. No judgment. Just real conversations with real people. We want patients and families to feel that they can ask anything, say anything, and always receive a response that's respectful, clear, and helpful. Whether it's at reception or on social media, our brand always feels human, never corporate.

UPLIFTING

Jade is a space of hope, healing, and recovery. Our tone reflects optimism and positivity even in the toughest moments. We want to empower our patients with information, uplift them with encouragement, and remind them that better days are ahead.



Your brand is the silent ambassador of your
values let every dot, line, and hue speak with purpose.



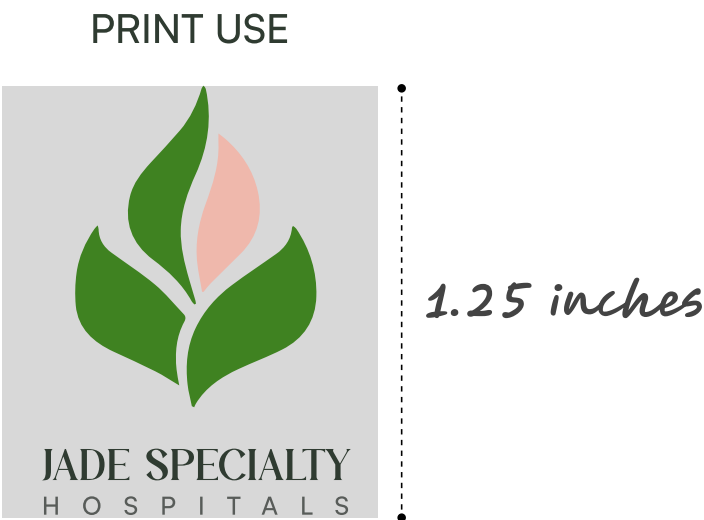
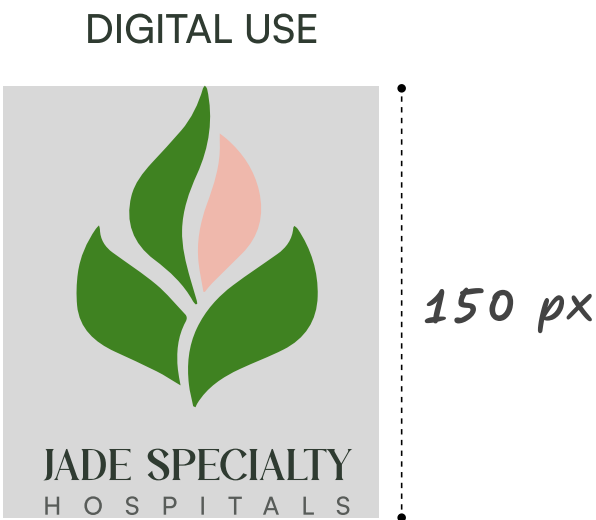
LOGO

The logo symbolizes growth, healing, and care through its leaf inspired design. The green elements represent renewal and vitality, while the soft pink petal conveys compassion and warmth, embodying the hospital’s commitment to nurturing healthcare.

The whole logo is to be used as a unit. The brand mark can be used without the word mark, however, the word mark cannot be used without the brand mark.

Minimum logo size

Breadth to be adjusted proportionately



THE ESSENCE OF JADE

Logo
Mark



Logo
Unit

Logo
Type

JADE SPECIALITY
H O S P I T A L S



LOGO MARK

The Jade Bloom

Our primary identity would be defined by our brand mark : *The Jade Bloom*, Unlike typical healthcare logos, the Jade Bloom stands out with its simplicity and elegance. It's neither generic nor cold, it balances professionalism with approachability, making it distinctive and instantly recognizable.

It can be used independently without the word mark to establish a strong brand presence and recall factor based on a primary visual. This brand mark lends its characteristics to the overall visual language of the brand as well





CLEAR SPACE

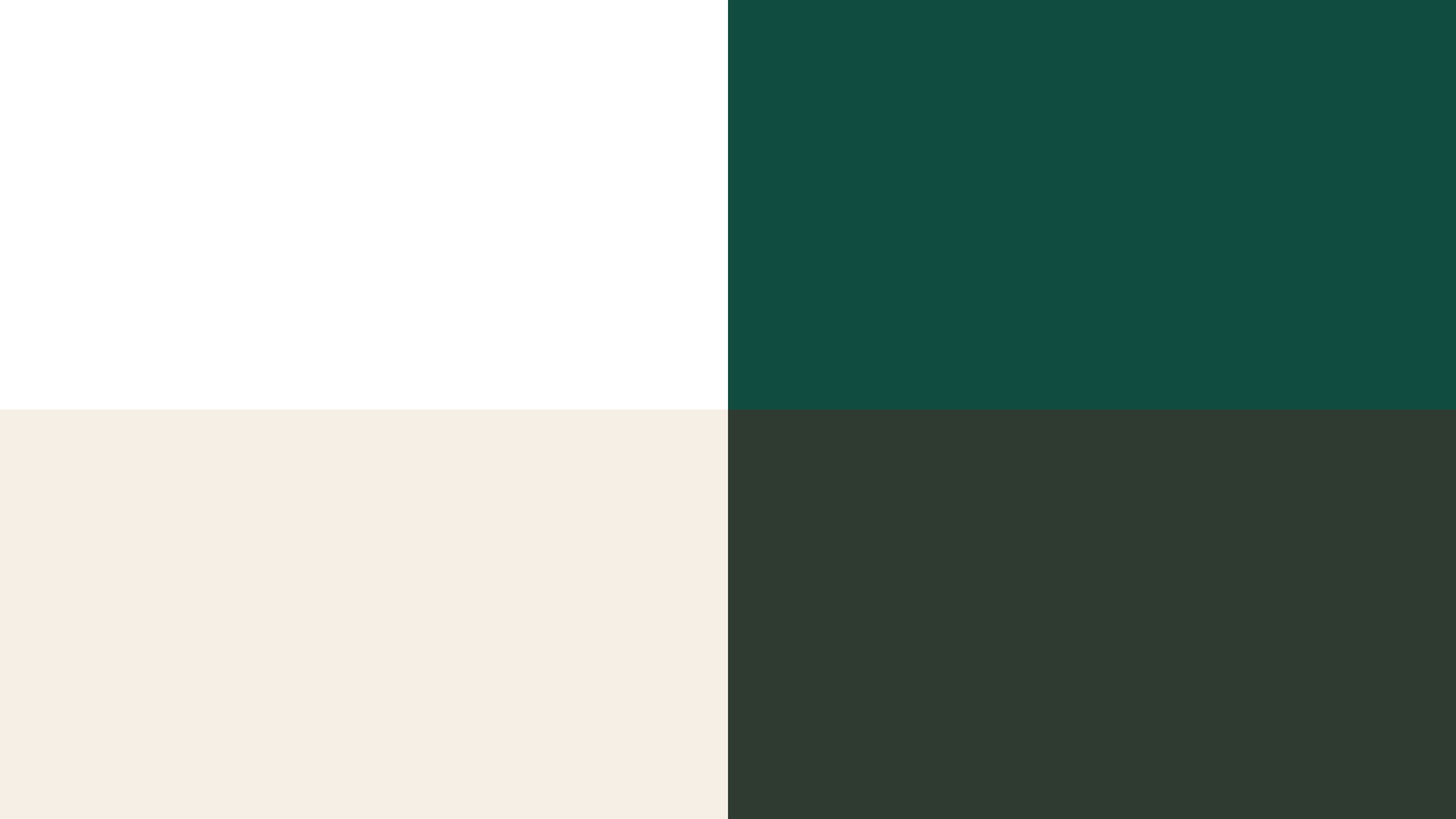
The Jade Bloom

Clear space around the logo would be imperative for its usage on different mediums and formats.

We've made it easy by giving a relative measurement based on parts of the logo itself.

For Full logo unit: x = Height of Breadth of the pink petal







LOCKUPS

Primary logo

The primary logo is the most complete expression of *Jade Specialty Hospitals* identity, featuring the Jade Bloom symbol, logotype, and color scheme. It should be used wherever the brand needs maximum recognition and impact.

Guidelines

- Ensure sufficient clear space around the logo to maintain legibility.
- Use the colored version on light or white backgrounds.
- For dark backgrounds, use the white or inverted version as needed.



JADE SPECIALITY
H O S P I T A L S



LOCKUPS

Secondary Logo

The secondary logo is derived from the Jade Bloom icon, is a simplified visual that still retains brand recognizability. It's great for smaller spaces or where the logotype might not be necessary.

Guidelines

- Use in brand colors (Green or Rose) or white, depending on background.
- Never distort or rotate the icon; it should always face upright.
- Ensure minimum size is respected to maintain clarity.





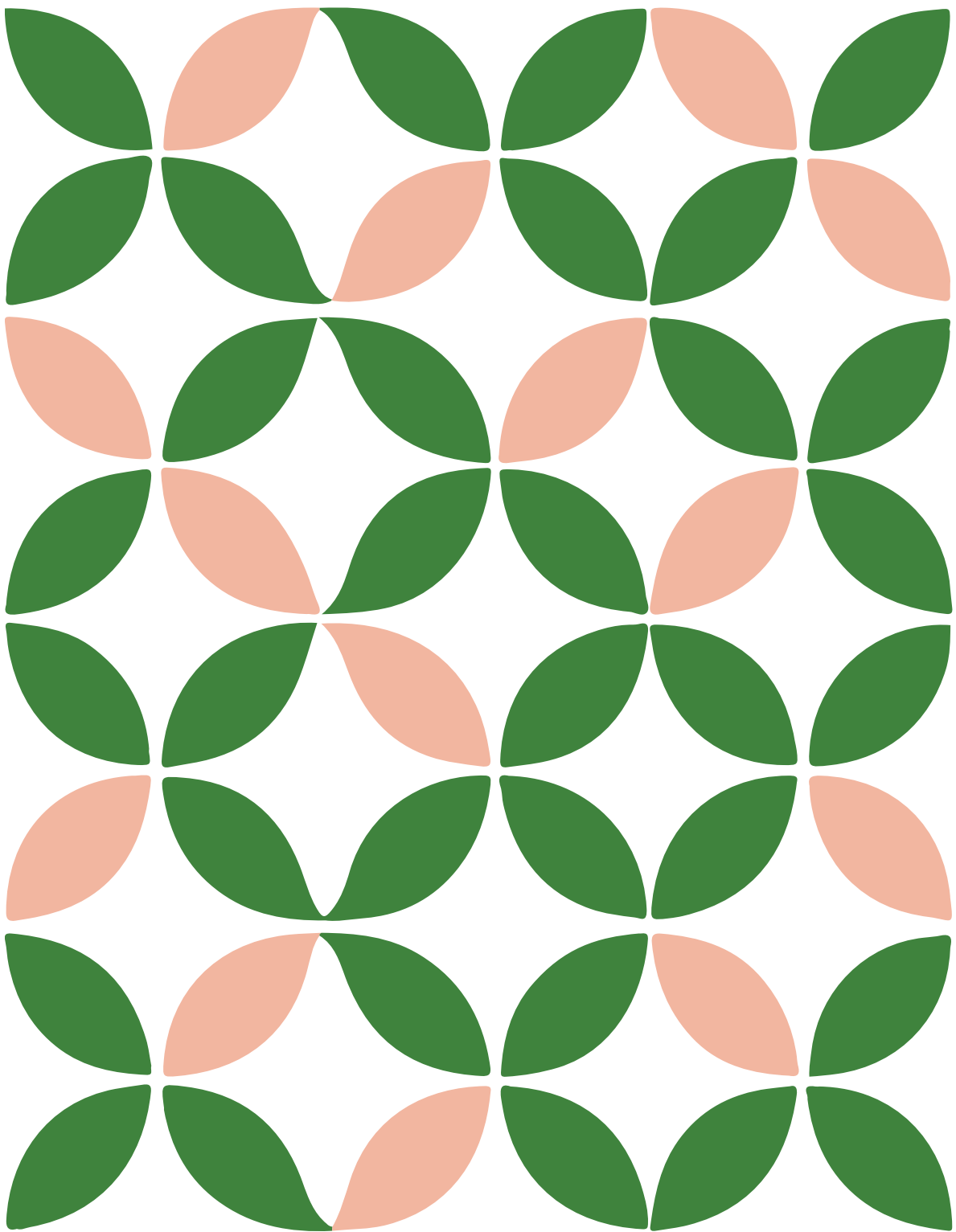
LOCKUPS

Logo-inspired Pattern

The grid motif is a visual extension of the Jade Bloom, abstracted into a pattern or backdrop to subtly reinforce brand identity.

Guidelines

- Use in low contrast behind text or visuals to avoid distraction.
- Can be used tone-on-tone (e.g. different greens) for subtle elegance.
- Can also be enlarged and cropped for abstract compositions.





TAGLINE

“Healing, Redefined”

Guidelines

- The tagline should always complement, not overpower the primary logo.
- Use clean, minimal typography that harmonizes with the main logotype (suggested: a sans-serif font like Helvetica or Satoshi Light).
- Keep ample white space between logo and tagline to maintain clarity and impact.
- Ideal for formal brand usage, including website headers, printed materials, and brochures.
- Use a smaller font size than “HOSPITALS” to create hierarchy.

Avoid

- Avoid placing the tagline above the logo.
- Don’t use all caps or bold styles for the tagline.
- Avoid cramping the tagline too close to the logo — always maintain breathing space.
- Don’t stack the tagline on multiple lines unless required for layout balance.



Bottom-Centered
(Primary Placement)



LOGO ALIGNMENT

Portrait Logo



JADE SPECIALITY
H O S P I T A L S

Best Used For:

- Social media profile images
- Mobile headers
- Tote bags, notebooks, and giveaways
- Posters / hoardings with narrow vertical space
- Presentation opening slides
- Signboards where vertical space is more dominant

Landscape Logo



Best Used For:

- Website headers
- Letterheads
- Emails & e-signatures
- Signage (wide formats)
- Digital banners / LinkedIn headers
- PowerPoint / Google Slides templates
- Printed brochures (horizontal or wide formats)



LOGO MISUSE



Do not stretch the logo vertically or horizontally.

Stretching the logo even the slightest would make it look distorted.



Do not interchange the colours of the jade bloom and word mark. The bloom cannot be represented in its logo form in secondary colour palette either.



Do not interchange the positions of the jade bloom and the word mark.



Do not change the font used in the logo.



LOGO MISUSE



JADE SPECIALITY
HOSPITALS

**Do not use just the word mark
as logo representation.**

The full logo unit should be used
for all brand communication.



JADE SPECIALITY
HOSPITALS

**Do not change the proportions
of the Jade Bloom and word
mark.**



JADE SPECIALITY
HOSPITALS

**Do not rotate The Jade
Bloom** when used as logo.



BRAND COLOURS

PRIMARY BRAND COLORS (CORE IDENTITY)

These are non-negotiable and define the brand's essence.

SPRING

HEX	RBG
408221	64 130 33



Symbolizes health, trust, and expertise.

ROSE
FOG

HEX	RBG
EFB9AC	239 185 172



Represents warmth, nurturing care, and compassion.

VIBRANT SECONDARY COLORS (SUPPORTING & VERSATILE USE)

THE ESSENCE OF JADE

These add depth, contrast, and adaptability to different applications.

EVERGLADE

Authority & Credibility

A refined green used for professional settings and text accents.

HEX	RBG
1D453C	29 69 60



MUTED SAGE

Calm & Healing

Light, airy green for soft backgrounds and elements.

HEX	RBG
7AA876	122 168 118



ATOMIC TANG

Optimistic

Adds vibrancy and energy for call-to-action buttons, signage, and promotional material.

HEX	RBG
F4A261	255 153 102



DUSTY SKY

Professional & Refreshing

A refreshing tone, great for medical uniforms, stationary design, and secondary branding.

HEX	RBG
90B4BC	144 180 188



NEUTRAL & UTILITY COLORS (FOR BALANCE & ACCESSIBILITY)

Used for backgrounds, text, and corporate materials to maintain elegance.

MILK WHITE

Ensures clarity and contrast.

HEX	RBG
FFFFFF	255 255 255



LINE

Friendly, welcoming backgrounds

HEX	RBG
F8F3E8	168 213 186



CHARCOAL

Typography and professional applications.

HEX	RBG
303C32	255 153 102



WARM SAND

To balance the vibrancy of other colors

HEX	RBG
F5E3DA	76 181 174





TYPOGRAPHY

The brand uses **Gemora** for headings and **Satoshi** for body text, ensuring readability, modernity, and consistency across all communication.

GEMORA Primary Display Typeface

REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY
DOG, PACKING MY BOX WITH FIVE DOZEN
LIQUOR JUGS, AND QUAINLY CRAFTING CWM
FIORD BANK GLYPHS VEXT QUIZ.





Satoshi

Modern Sans Serif for Subheads

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

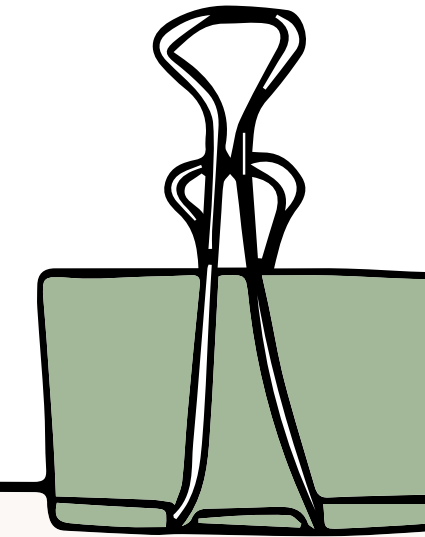
Bold

Bold Italic

Black

Black Italic

The quick brown fox jumps
over the lazy dog, packing my
box with five dozen liquor jugs,
and quaintly crafting cwm fjord
bank glyphs vext quiz.



Use for:

- Logo (HOSPITAL)
- Subheadings
- Website navigation, forms, and clean layouts

Clean, versatile, and legible for both print and screen.



Figma Head

For all that friendly communication

Regular

Bold

The quick brown fox jumps over
the lazy dog, packing my box
with five dozen liquor jugs, and
quaintly crafting cwm fjord
bank glyphs vext quiz.

Use for:

- Social media graphics
- Brand storytelling
- Posters, internal messaging, or community-facing materials

Adds approachability and warmth to brand messaging, reflecting the human-first care philosophy.



Playfair Display

Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

The quick brown fox jumps over
the lazy dog, packing my box
with five dozen liquor jugs, and
quaintly crafting cwm fjord
bank glyphs vext quiz.



Use for:

- Inspirational quotes
- Magazine-style layouts or brochures

Elegant and classic, perfect for
compassionate storytelling or long-form
content that feels elevated.



Helvetica (System Font)

Regular

Bold

Oblique

Bold Oblique

The quick brown fox jumps
over the lazy dog, packing my
box with five dozen liquor jugs,
and quaintly crafting cwm fjord
bank glyphs vext quiz.

Use for:

- Internal documents (Word, PPT)
- When custom fonts are unavailable

Safe, neutral, and universally accessible.



FONT USAGE HIERARCHY

Purpose	Font	Style	Size
H1 - Primary Heading	Gemora	All Caps	48px — 60px
H2 - Secondary Heading	Satoshi	Medium	32px — 40px
H3 - Section Subheading	Satoshi	Medium	24px — 28px
Body Text (Paragraphs)	Satoshi	Regular	16px — 18px
Quotes / Highlights	Playfair Display	Italic	20px — 24px
Internal Docs / Digital	Helvetica	Regular	16px — 18px



FONT USAGE HIERARCHY SAMPLE

WELCOME TO JADE SPECIALTY HOSPITALS

Redefining Healthcare with Compassion and Precision

Jade Specialty Hospitals is committed to delivering advanced, affordable, and deeply human healthcare. With a team that brings together over 200+ years of combined experience, we go beyond clinical treatment to offer a patient experience rooted in trust, warmth, and care. From high-risk pregnancies to neonatal and pediatric care, our focus is on holistic healing — where patients feel supported every step of the way.

Here for your health — every moment, every story, every heartbeat.

This is a placeholder version using a system font for standard documentation, forms, or when custom fonts are unavailable.



*Design is not just how it looks, but how it lives
in the world — in every smile, sign, and story.*

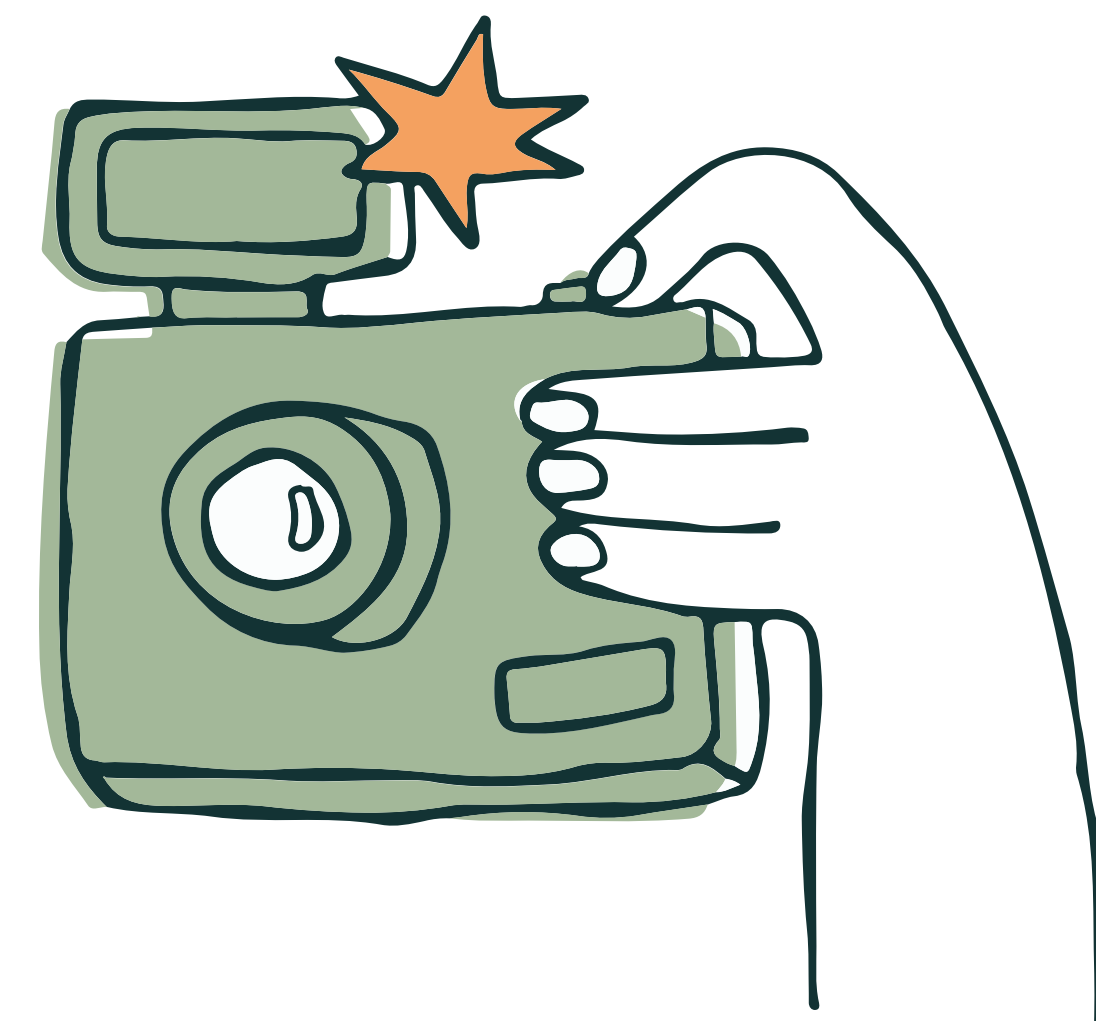


PHOTOGRAPHY

Photography is a powerful medium to communicate *Jade Specialty Hospitals* warmth, expertise, and deeply human approach to care.

Every image used should embody trust, compassion, and the calm assurance of healing.

Avoid heavily stylized or stock-heavy imagery. Authenticity is key.





Brand Communication

- Capture people in action: a nurse comforting a patient, a doctor consulting with a family, support staff helping.
- Use soft focus backgrounds to draw attention to emotion and interaction.
- Ensure a clean, de-cluttered environment.



Portraits

Who

Doctors, nurses, support staff, and even patients (with consent).

How

Smiling or calm expressions, direct or candid eye contact, captured in natural light.



Storytelling

- Go beyond the hospital—show families reuniting, recovery milestones, follow-up home care.
- Use natural light and contextual backgrounds (home, hospital gardens, etc.)
- Focus on emotion and authenticity, not perfection.



Clothing

- Doctors/nurses in clean, well-fitted uniforms or lab coats with Jade logo subtly visible.
- Staff in brand color accents (soft green, neutral tones).
- Avoid busy patterns or loud prints. Keep it professional and warm.



THANK YOU FOR WALKING WITH US

You've reached the end of the brand guide but this is just the beginning of how *Jade Specialty Hospitals* shows up in the world.

Every color, curve, word, and detail in this book was crafted with heart, just like the care we give every day. Whether you're designing a brochure, setting up a stall, or drafting a social media caption, remember: you're helping someone feel Jade before they ever walk through our doors.

So stay thoughtful. Stay consistent.

Stay human.

And most importantly — always lead with care.