



The daddy | The baby | The mommy

Brand Identity Story

Dr. Varshali's Gynecology Clinic

Our story. Our Purpose.

www.drvarshaliclinic.com

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Trademark Registration: No. 5217237, Class 44



Every brand represents a story. A story well crafted, a story well connected, and a story that defines the brand's purpose. We, too, have a story of our brand. A simple one but connected deeply to our heart and our way of being. There are three beautiful, connected pieces in our story. The father, the mother, and off-course, the baby.

The Father

Pregnancy is a beautiful journey. A journey of about nine months. Conventionally, it is assumed that the father does not have a role or is at least not emotionally connected to the baby during this journey. WE ABSOLUTELY DON'T BELIEVE THAT. We want to change this perception. Why should only the mother have an emotional roller-coaster? Why only she gets all the fun. The father deserves to enjoy this unique, once-in-lifetime experience. So, our brand identity has half of the part dedicated to the father.



The Mother

Mother is the one who carries the baby in her womb. A protector, a source of life for the baby. From the day she knows she is pregnant to the day she gets to see the shining face of the baby, all her life moves around the life within her. The news of being pregnant, the first sonography, the first heartbeat, the first kick, she goes through an ocean of emotions. She keeps herself happy, eats healthy, walks carefully, and keeps away the wrong things to ensure that baby gets the best of all. So, the other half of our brand identity, a crucial half, is dedicated to the mother.



The baby

Off-course, the third piece of our story is the baby. For nine months, the mother's womb is her home. She jumps, turns, kicks, and has all the fun. She has not seen her mother's face but knows that her mother is loving, caring, and waiting for the day. She understands when her mother says, "I will not eat this ice cream as you will feel cold". She knows when to kick and when not to (especially when her father puts his hand on her mother's tummy and says kick once, dear 😊). Waiting to come out and hug the parents, the baby is the central part of our brand identity.



The heart

The nine months of the journey is filled with love. The love for the baby, the love between father and mother. A man and a woman, a husband and a wife, seeing the dream of a family. Seeing the dream of being a father and mother. The two parts, the father and the mother, form the heart shape. A heart represents the love of the father and the love of the mother. The love for the baby. The heart also means a protective and caring envelope for the baby. So, the brand identity takes the shape of a heart, carrying the baby within. The baby is little towards the mother as she is, off-course, more connected and dependent on the mother.



The heartbeats

What connects better than a heart-to-heart connection? A connection of two hearts by heartbeat. A heartbeat of a father is connected to the heartbeat of a mother. Forming an envelope of love. That's the complete story of our brand. A story of love for the baby. Love of a father and love of the mother, TOGETHER.



The purpose

What is more satisfying than being part of bringing life to this world? What could be a better purpose than making this journey memorable? The purpose of Dr. Varshali's Gynecology Clinic is to make:

"Stress-free, safe and enjoyable pregnancy journey"

By making an accurate diagnosis, by providing effective medication, by providing timely treatment, and by spreading smiles in every visit and interaction.



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Tread mark application number: 5217237

Tread mark certification number: 2983117

Tread mark class: 44

Tread mark holder: Dr. Varshali Mali



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