



DR. NANDI BRAND IDENTITY STANDARDS

INTENTION

Stimulate discussion, prompt provocative thought, and provide information so people can be empowered and get the information—in sickness and in health—that they need to live longer, happier and healthier lives. Dr. Nandi's credo is that if you know better you can do better and become your own #HealthHero.

Dr. Nandi

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BRAND STANDARDS

This document establishes the standards for all Dr. Nandi branded visual communications.

It defines who we are, what we stand for and what true objectives we hold as a global brand.

This guide should be followed when commissioning, designing or delivering any kind of visual touch point.

BRAND VALUES

- ♥ Empowerment/Being your own health advocate (health hero)
- ♥ The best of East and West—ancient principles meet modern medicine
- ♥ Demystify and simplify health and medicine
- ♥ Cornerstones of true health, joy and vitality—Nutrition, Movement, Spirituality, Purpose, Tribe
- ♥ As a Doctor he advocates for the patient (“I’m here for you not the other way around—far too often patient feels like they work for the doctor.”)
- ♥ Dr. Nandi is always the student



BRAND PERSONALITY

- ♥ Authoritative
- ♥ Inspiring
- ♥ Surprisingly funny/“normal” (for instance - loves pop culture, back up dancer for Milli Vanilli)

GOALS

- ♥ Be the go to person that they can TRUST to maintain and live their lives. Become the “Google of health & wellness” - “I wonder what Dr. Nandi would say about this.” - “You have the power within to take back your health. Nothing artificial and won’t sell them anything they don’t need. Honest and genuine.”
- ♥ Make information accessible to support everyone being their own health hero. Curate information!!! “So much BS out there - absolute lack of information.”
- ♥ Leading lab coat authority.



WE PROVIDE INFORMATION

Curated information! “There is so much BS out there and there is an absolute lack of verified information.”

- ♥ Disease specific information (how to advocate for yourself and friends/family)
- ♥ Latest research
- ♥ Five pillars (Nutrition, Movement, Tribe, Spirituality and Purpose)
- ♥ Proven information
- ♥ Timely, relevant health and wellness topics

PARTHA'S PERSONAL PASSIONS

(this was from original discussion in late 2016 - may have expanded to include Stroke, care-taking for a family member/parent):
Digging into parent's role in children's lives. There is a problem of the two extremes of our population, day care/adult care. Kids just want your time. Elderly need community and activity.

DEMOGRAPHIC

- ♥ Current: 60+ female
- ♥ Target: 25 - 54 female
- ♥ Would like to learn more by platform
- ♥ Facebook demo
- ♥ Website
- ♥ TV
- ♥ Health Hero Members
- ♥ And by country (potentially develop product/
content for these specific audiences)



ELEMENTS OF THE DR. NANDI WORLD

- ♥ Practicing Physician (Leading Gastroenterologist)
- ♥ Author
- ♥ TV Personality
- ♥ Speaker
- ♥ Thought Leader
- ♥ Philanthropist
- ♥ Family Man



BRAND NAMES

- ♥ Partha Nandi MD
- ♥ Dr. Nandi
- ♥ Partha's Rx / Partha's Prescription
- ♥ Ask Dr. Nandi / The Dr. Nandi Show
- ♥ Health Hero / #HealthHero
- ♥ Dr. Nandi's Health Hero Magazine
- ♥ Dr. Nandi's Health Hero Masterclass
- ♥ Dr. Nandi's Charities



LOGOS

In keeping with our brand personality, our logo is clean and authoritative yet friendly by pairing hues of blues with a vivid gradient in conjunction with our heart icon. It is rendered to maximize visual appeal and effectiveness.

The heart icon reflects our goals and reveals the transparency of our brand, we heart our audience and the public at large.

The proportion of the type treatment in combination with any supportive graphical element or icon should never be compromised or modified in any way. Both the color and reverse versions of each logo system may be used as the primary logo for that Dr. Nandi brand property. Alternates can be used as-a-needs-fit basis if deemed neccassary for the specific use (e.g. when a primary element is used in a repetative manner, such as bullet points).

DR. NANDI

PRIMARY

SQUARE



HORIZONTAL



ALTERNATE



Refer to the [Logos](#) page for proper usage.

THE DR. NANDI SHOW

PRIMARY

SQUARE



HORIZONTAL



ALTERNATE



Refer to the [Logos](#) page for proper usage.

HEALTH HERO

PRIMARY

SQUARE



ALTERNATE



Refer to the [Logos](#) page for proper usage.

HEALTH HERO APPROVED & APPROVAL STAMP

PRIMARY

CIRCLE



SQUARE



ALTERNATE



The Health Hero Approved and Approval Stamps are the only Dr. Nandi logos that can be rotated for presentation. For all additional direction please refer to the [Logos](#) page.

DR. NANDI'S HEALTH HERO MAGAZINE

PRIMARY

SQUARE



HORIZONTAL



ALTERNATE



Refer to the [Logos](#) page for proper usage.

DR. NANDI'S HEALTH HERO MASTERCLASS

PRIMARY

SQUARE



HORIZONTAL



ALTERNATE



Refer to the [Logos](#) page for proper usage.

DR. NANDI CHARITIES

PRIMARY

SQUARE



HORIZONTAL



ALTERNATE



Refer to the [Logos](#) page for proper usage.

LOGO SPACING



Logo spacing is the clear area that is required around the outside of our logos. It must be kept free of any other graphic elements such as headlines, text, images and/or the outside edge of printed materials and digital frames. The minimum required clear space for our logos is defined by the measurement “x” as shown. This measurement is equal to the x-height* of the primary word mark.

** the height of a lower-case x, considered characteristic of a given typeface or script.*

COLOR

Our friendly palette uses vibrant saturation that proves appealing to our audience. Our color system is anchored by our "clinical blues," an ownable hue with a strong visual impact. Our color palette, including supporting colors, brings vitality and a positive impact to all Dr. Nandi visual touch points.

COLOR

PRIMARY COLORS



BLUE

C100 M88 Y10 K1
RGB 9-59-149
HEX #093b95



DARK BLUE

C100 M93 Y30 K18
RGB 34-47-104
HEX #222F68










RAINBOW

Applied from the upper left to the lower right hand corner of an element in the following order:

Envy (0), Dark Blue (25), Maroon (50), Brick (75), Juice (100)

SUPPORTING COLORS

	COLOR NAME	CMYK	RGB	HEX
	Envy	C63 M27 Y100 K9	107-141-59	#6B8D3B
	Grape	C59 M98 Y36 K26	103-33-86	#672156
	Maroon	C45 M99 Y43 K28	119-26-77	#771A4D
	Brick	C29 M98 Y95 K34	133-27-29	#851B1D
	Juice	C7 M56 Y100 K0	232-133-31	#E8851F
	Text Dark	C69 M63 Y62 K58	51-51-51	#333333
	Text Lite	C60 M51 Y51 K20	102-102-102	#666666

TYPOGRAPHY

Typography is a strong extension of our branding system. We use both Oswald and Open Sans for Dr. Nandi as our primary global typefaces. This clean and flexible typeface pairing allows us to communicate ideas simply and trustfully across all of our properties.

TYPOGRAPHIC FORMATTING

HEADLINE & SUBHEAD

All headlines are in uppercase with tracking set to 62 (thousandths of an em)

OSWALD EXTRALIGHT ≥ 42 PT

OSWALD REGULAR 26PT – 41PT

OSWALD MEDIUM ≤ 25 PT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

STANDARD PARAGRAPH

Open Sans Light ≥ 16 pt

Open Sans Regular ≤ 15 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

GRAPHICS & PHOTOGRAPHY

The thoughtful use of both graphics and photography is one way we give our visual system a distinctive look and personable narrative. We use our visual system as a design language to help connect with our audience by establishing an emotional and authentic voice.

IMAGE OVERLAY AS A BACKGROUND

HEART ICON

Heart icon is positioned above a solid or gradient color and set to 10-15% opacity and used to help balance primary elements.



PHOTO

Photo is positioned above a solid or gradient color, luminosity blending mode and an opacity of 7-100% depending on application.

