

Brand
Guidelines.



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Vision
Values

02. Brand Strategy

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Audience

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Graphic Elements

03. Logo System

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Digital
Environmental

04. Visual Identity

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Typography



We believe in the power of
innovation to advance healthcare
with purpose.



We envision a future shaped by
intelligent technology and
compassionate care.



Brand Logo.



Logo Lockup

The Bharat Medtec Ascent logo is designed as a unified system combining the symbol and wordmark.

The primary lockup should always be used where possible to maintain brand consistency and recognition.

Clear space and proportions must remain unchanged to preserve visual integrity across all applications.

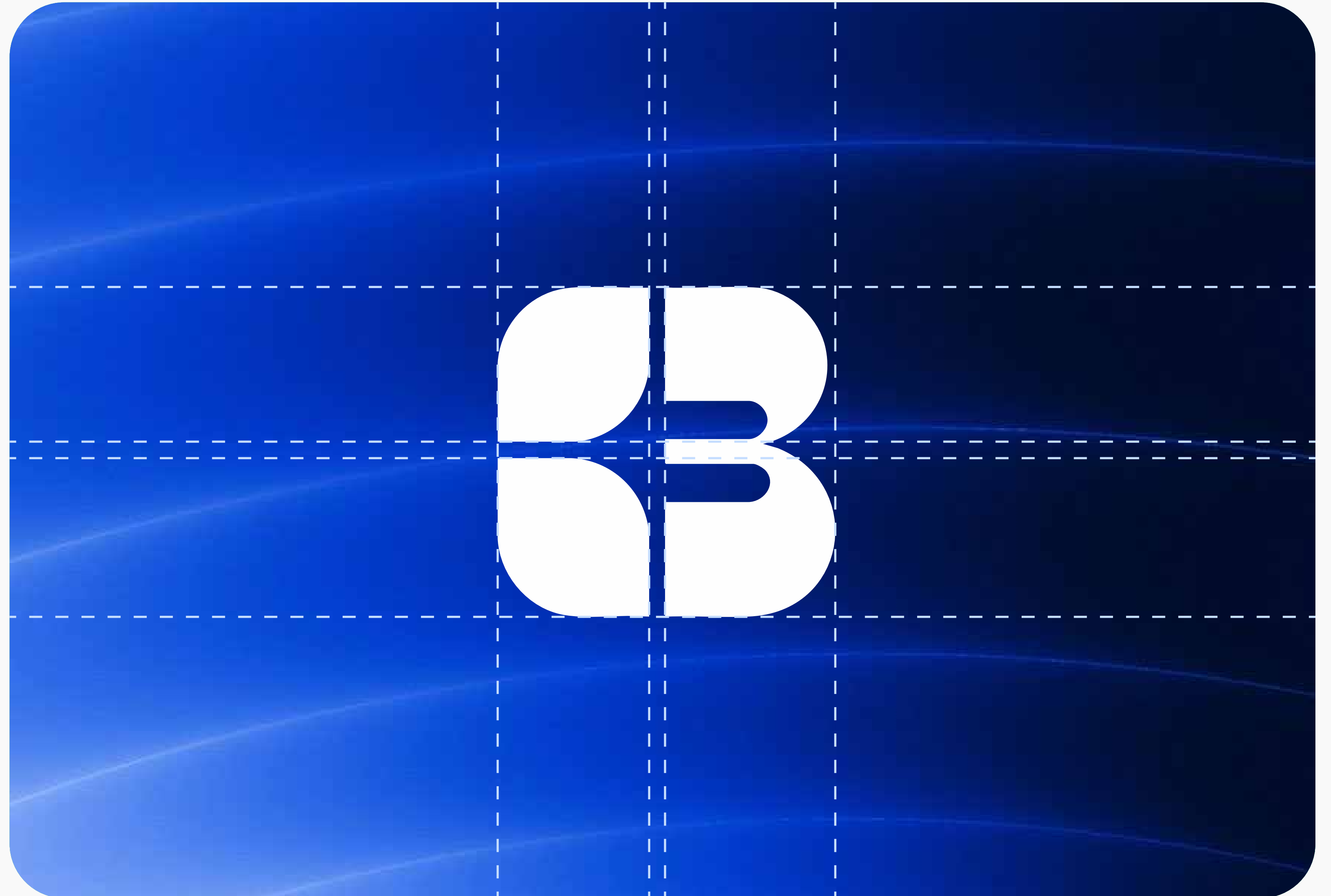


Construction Logo Mark.

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Horizontal Construction Logo Mark.

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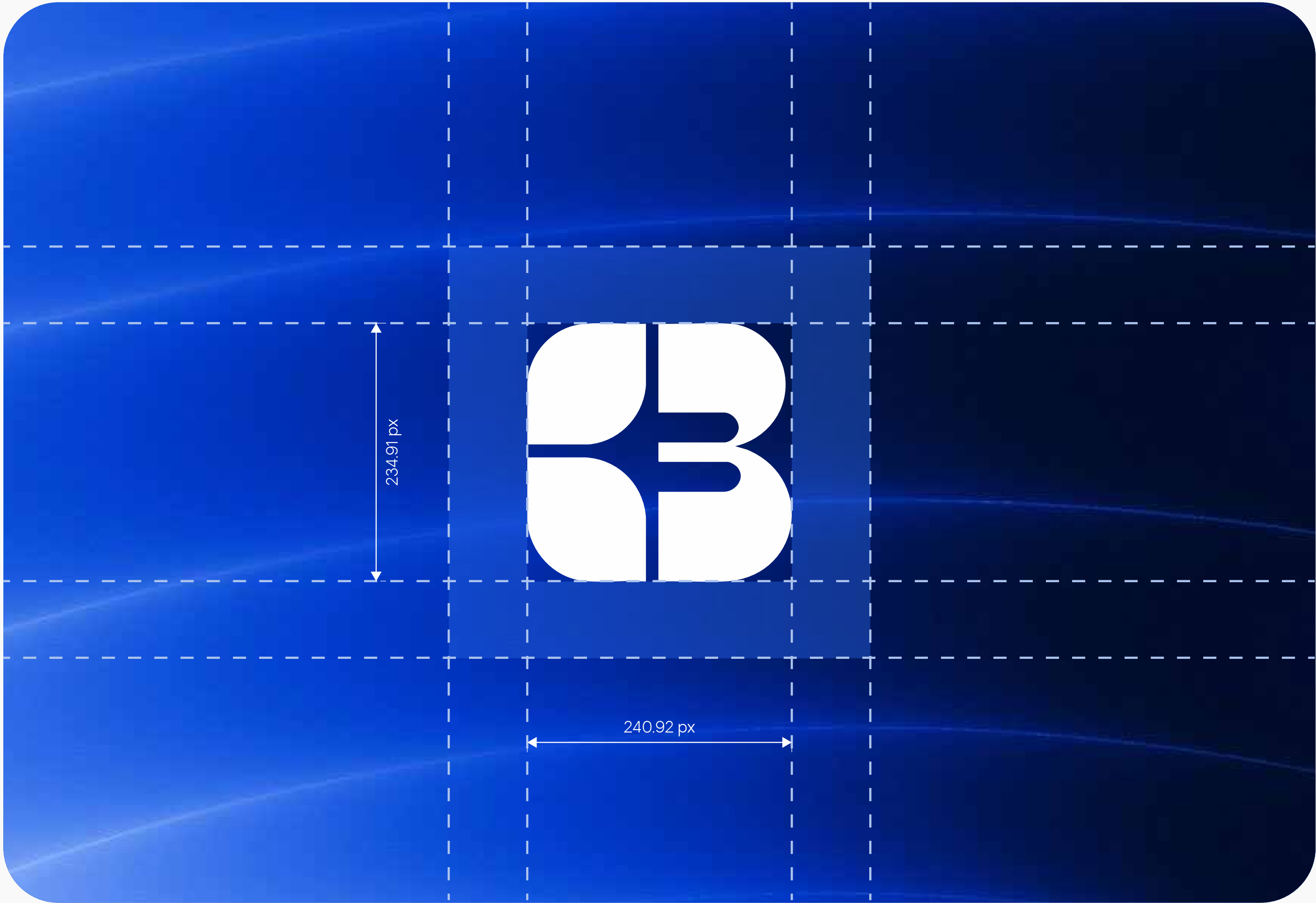
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Clear Space Logo Mark.

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2.0

Vertical Logo



Lorem ipsum bupsum asdl

Brand Guideline

2026

001

Vertical Logo.

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Bharat Medtec
A S C E N T



2.0

Horizontal Logo



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Brand Guideline

2026

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Horizontal Logo.

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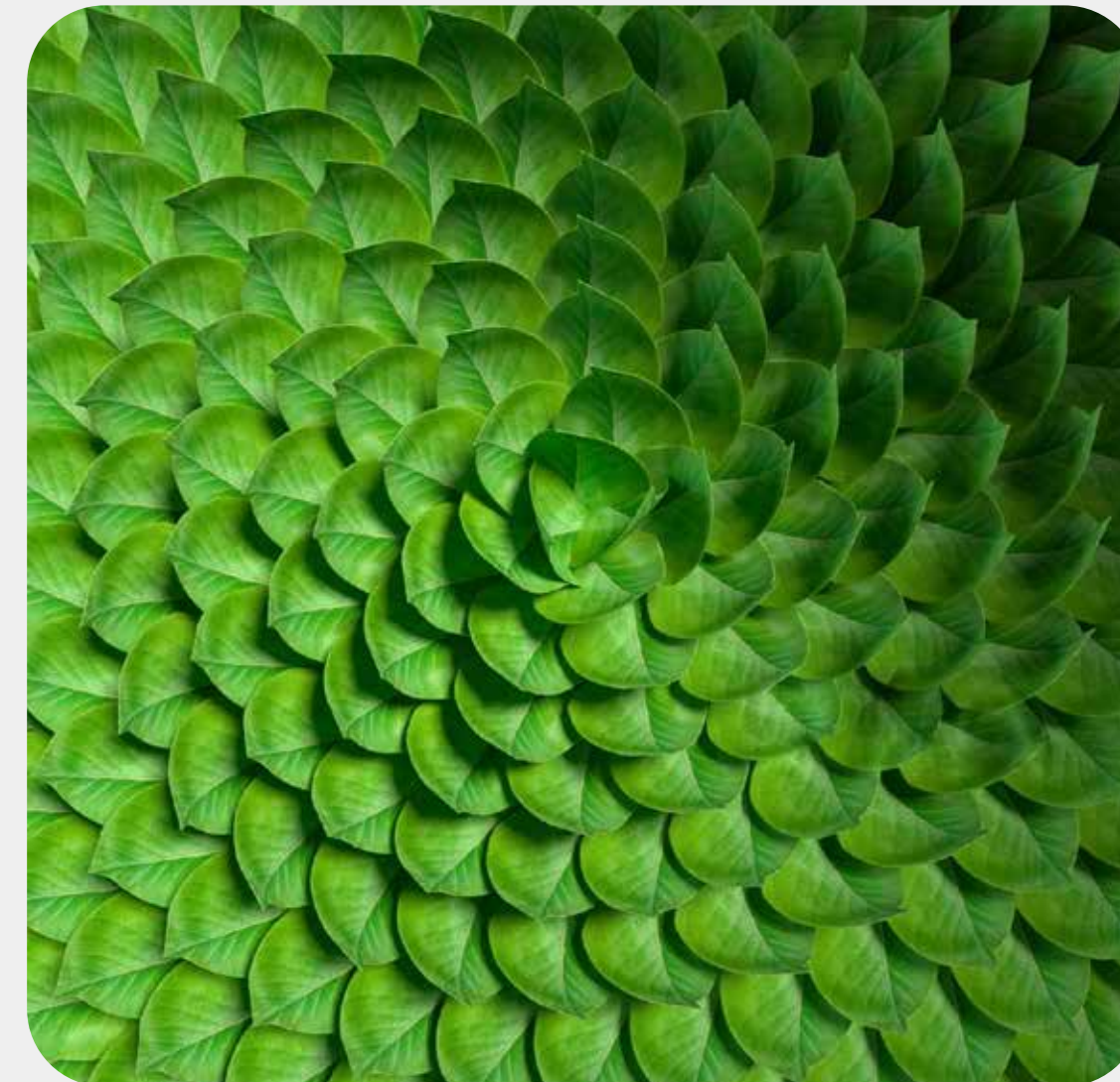


India's Pathway to Global Medtech

The Bharat Medtech Ascent identity is built around enablement, quiet, precise, and essential. Rather than representing invention itself, the form reflects the structures that allow innovation to progress through stability, clarity, and guided movement. Subtle organic cues, inspired by a leaf, introduce life and care, while disciplined geometry reinforces trust, quality, and medical credibility. The leaf symbolises nurtured progress, positioning BMA as an enabler that creates the right conditions for ideas to mature, scale, and translate into real-world healthcare impact.

Ascent and growth are expressed through negative space, where separation between forms creates a natural upward pathway without relying on overt symbols. This restrained approach reflects how meaningful growth in healthcare occurs, through structure, guidance, and trust.

The visual language remains calm and purposeful, balancing precision with humanity. Clean geometry, intentional spacing, and a clinical yet adaptable palette ensure clarity across hospital, institutional, and global contexts, resulting in a system that feels reliable, progressive, and quietly authoritative.



Brand Colors.

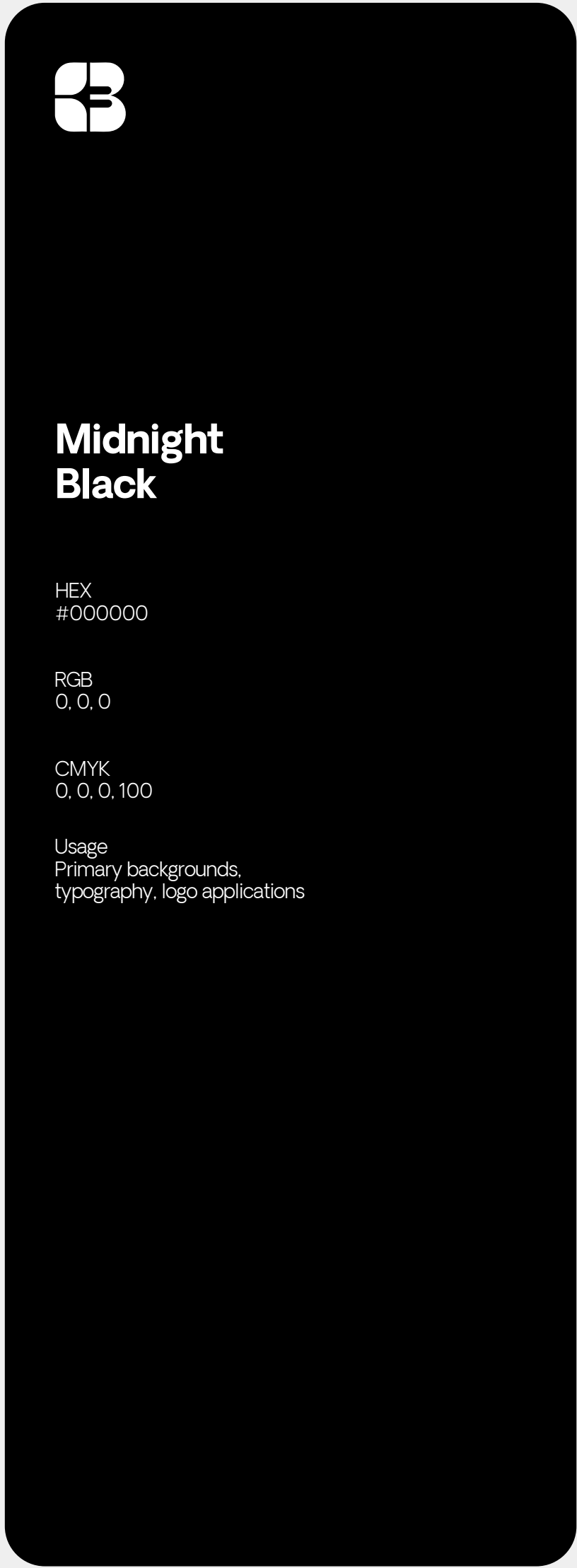


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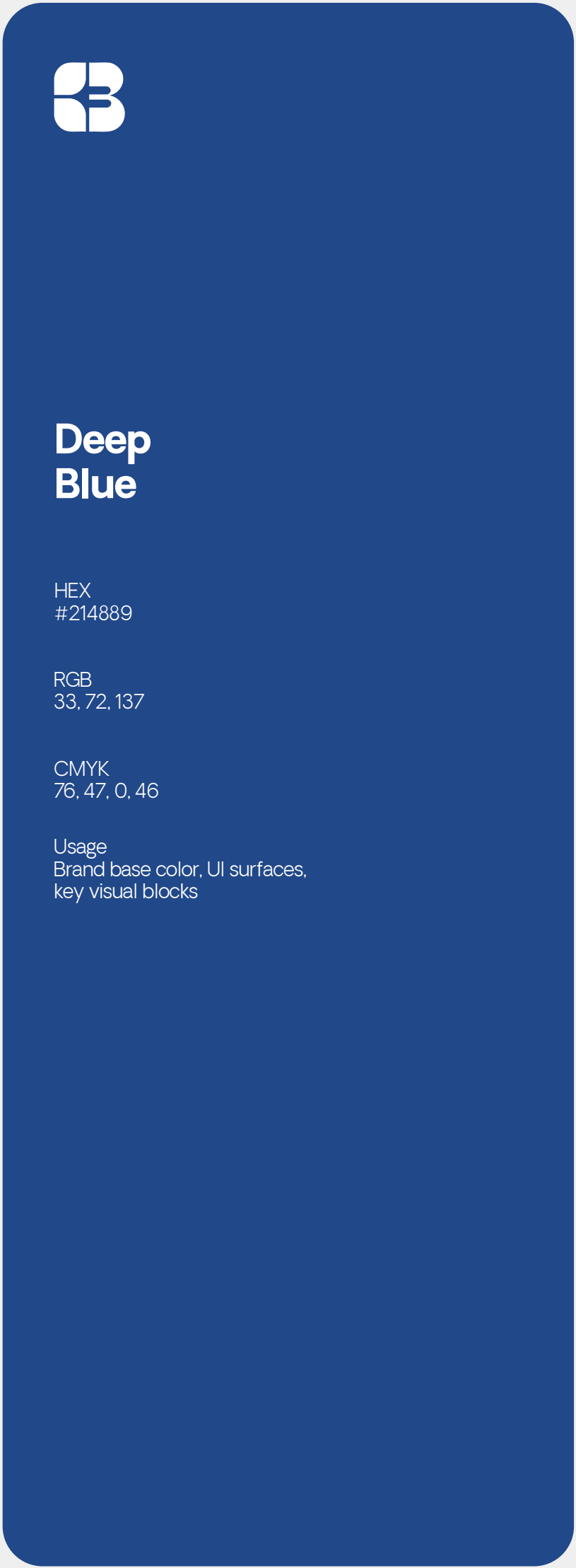
Midnight Black

HEX
#000000

RGB
0, 0, 0

CMYK
0, 0, 0, 100

Usage
Primary backgrounds, typography, logo applications



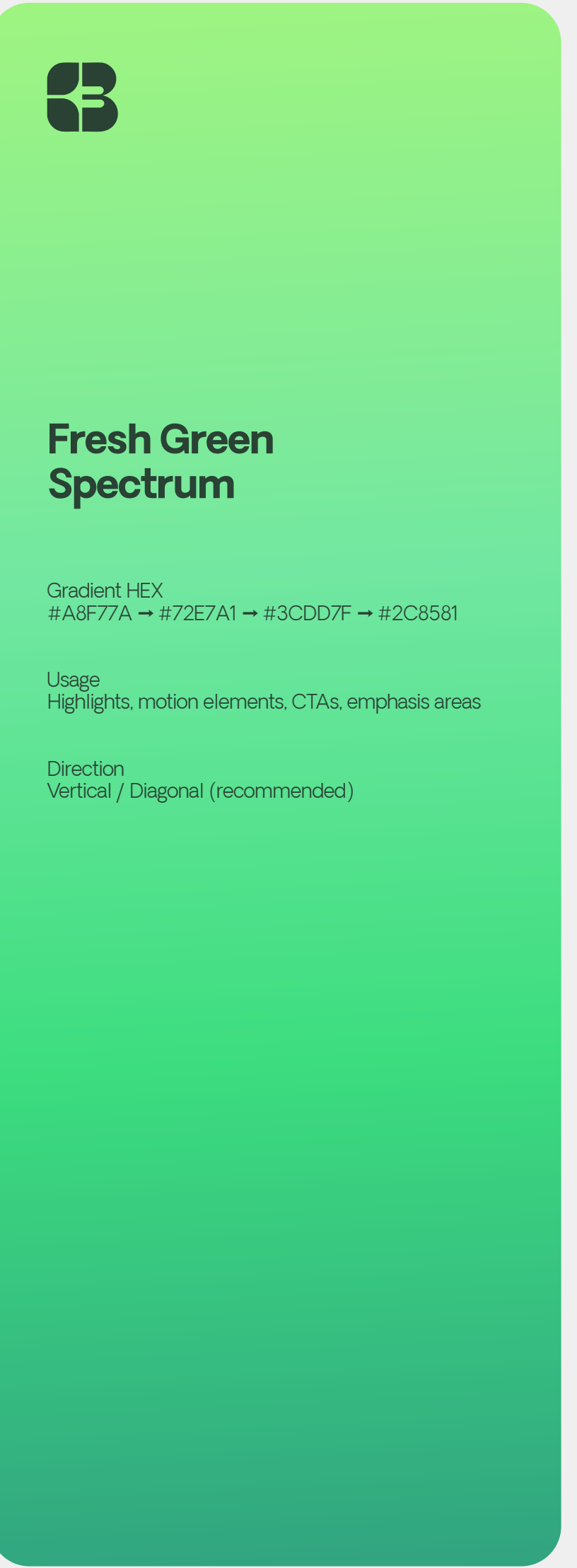
Deep Blue

HEX
#214889

RGB
33, 72, 137

CMYK
76, 47, 0, 46

Usage
Brand base color, UI surfaces, key visual blocks

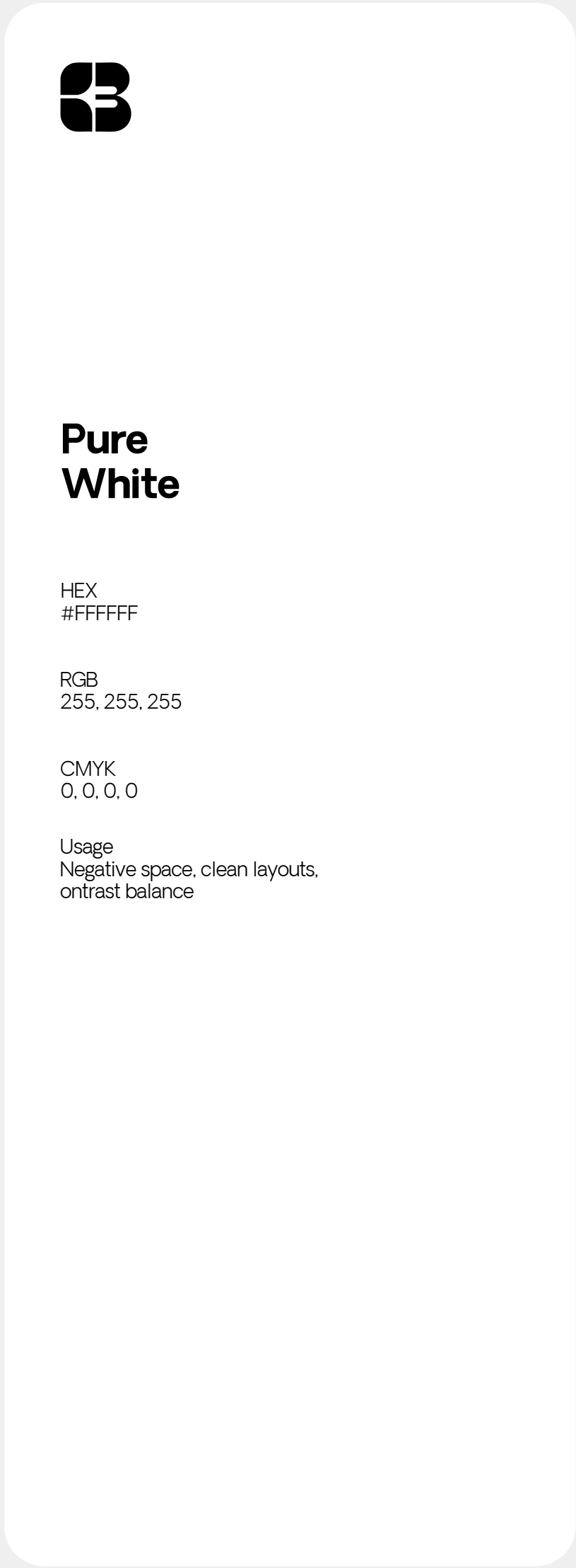


Fresh Green Spectrum

Gradient HEX
#A8F77A → #72E7A1 → #3CDD7F → #2C8581

Usage
Highlights, motion elements, CTAs, emphasis areas

Direction
Vertical / Diagonal (recommended)



Pure White

HEX
#FFFFFF

RGB
255, 255, 255

CMYK
0, 0, 0, 0

Usage
Negative space, clean layouts, ontrast balance



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Deep Blue

HEX
#002087

RGB
0, 32, 135

CMYK
100, 76, 0, 47



Electric Green

HEX
#3CDD7F

RGB
60, 221, 127

CMYK
73, 0, 43, 13



Neon Mint

HEX
#80FFB3

RGB
128, 255, 179

CMYK
50, 0, 30, 0



Electric Blue

HEX
#013BCA

RGB
1, 59, 202

CMYK
100, 71, 0, 21



Royal Blue

HEX
#6172C9

RGB
97, 114, 201

CMYK
52, 43, 0, 21



Mint Green

HEX
#72E7A1

RGB
114, 231, 161

CMYK
51, 0, 30, 9



Forest Green

HEX
#2A9354

RGB
42, 147, 84

CMYK
71, 0, 43, 42



Midnight Navy

HEX
#010A2B

RGB
1, 10, 43

CMYK
98, 77, 0, 83



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Ice Grey

HEX
#EADF8

RGB
234, 237, 248



Mist Grey

HEX
#D3D6DF

RGB
211, 214, 223



Cloud Grey

HEX
#BDC2D0

RGB
189, 194, 208



Slate Grey

HEX
#6D7282

RGB
109, 114, 130



Steel Grey

HEX
#6D7282

RGB
109, 114, 130



Charcoal

HEX
#3D3E4C

RGB
61, 62, 76



Graphite Black

HEX
#1B1A20

RGB
27, 26, 32



True Black

HEX
#020206

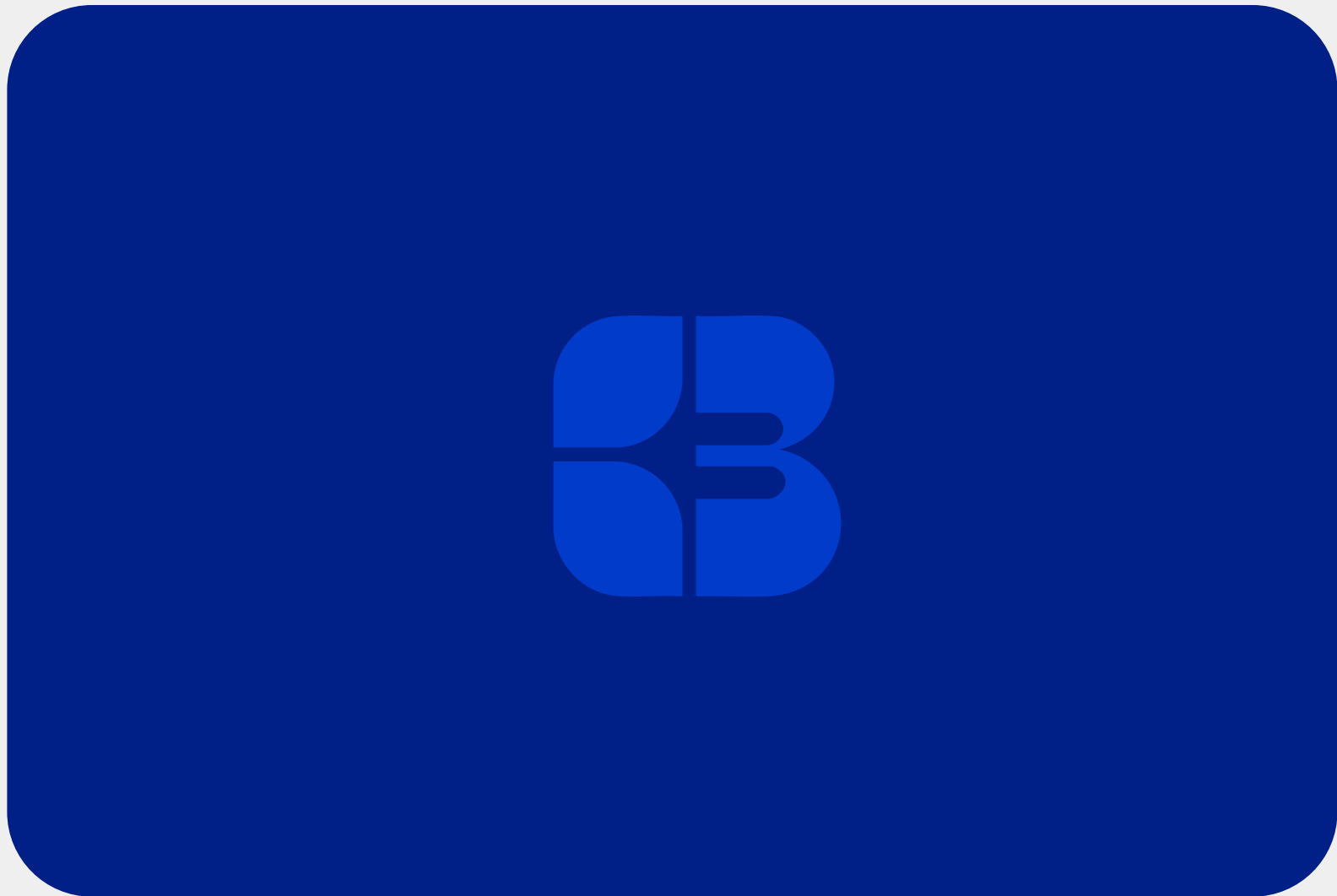
RGB
2, 2, 6



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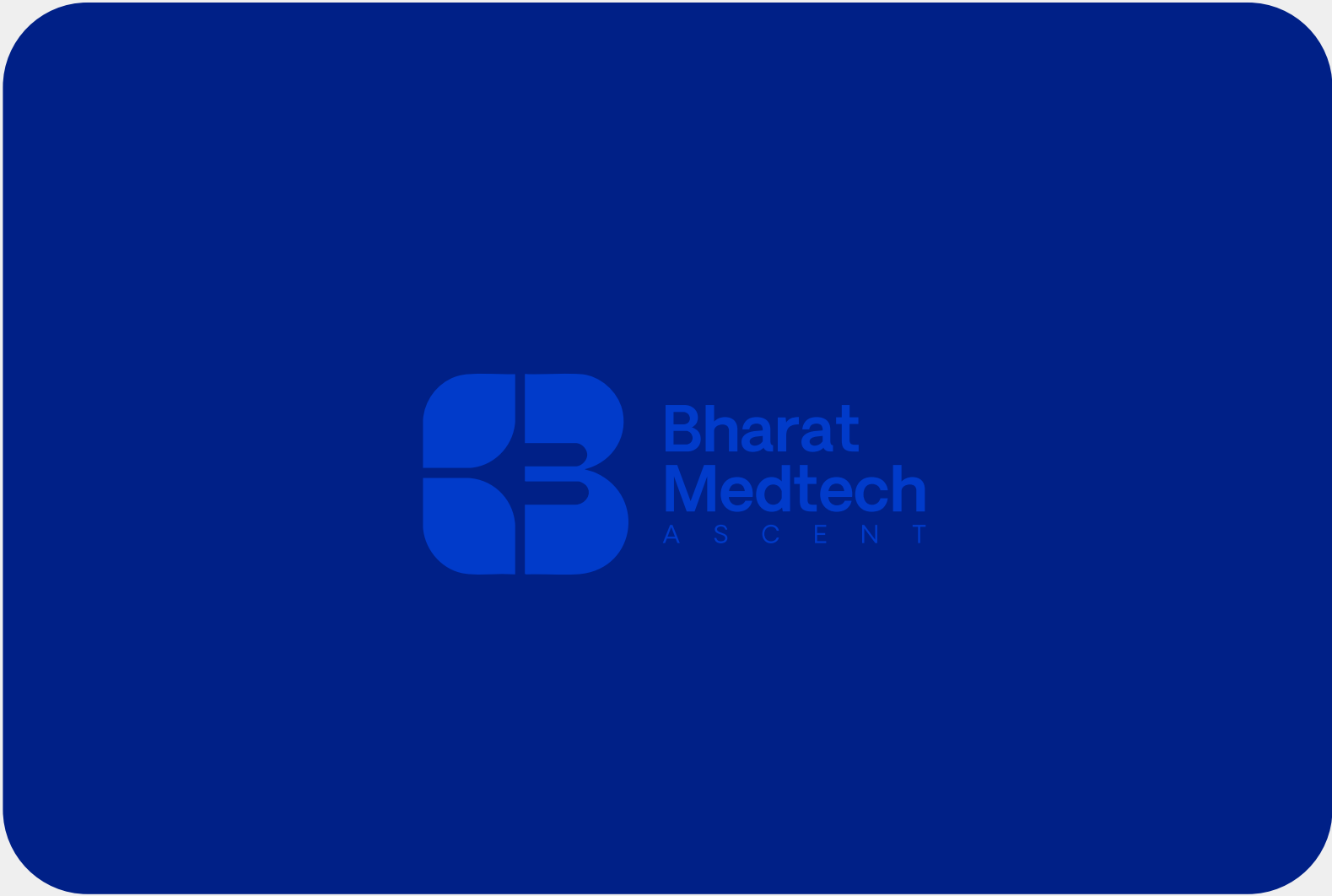
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Primary Typography.



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Font Name

Oakes Grotesk Light

Oakes Grotesk Light Italic

Oakes Grotesk Regular

Oakes Grotesk Italic

Oakes Grotesk Medium

Oakes Grotesk Medium Italic

Oakes Grotesk Semibold

Oakes Grotesk Semibold Italic

Oakes Grotesk Bold

Oakes Grotesk Bold Italic



Secondary Typography.



Secondary Typography.

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Font Name
IBM Plex Sans Extra Thin
IBM Plex Sans Thin
IBM Plex Sans Regular
IBM Plex Sans Medium
IBM Plex Sans Semibold
IBM Plex Sans Bold



2.0

Brand Elements.



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Brand Guideline

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001

Brand Elements.

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Brand Elements.

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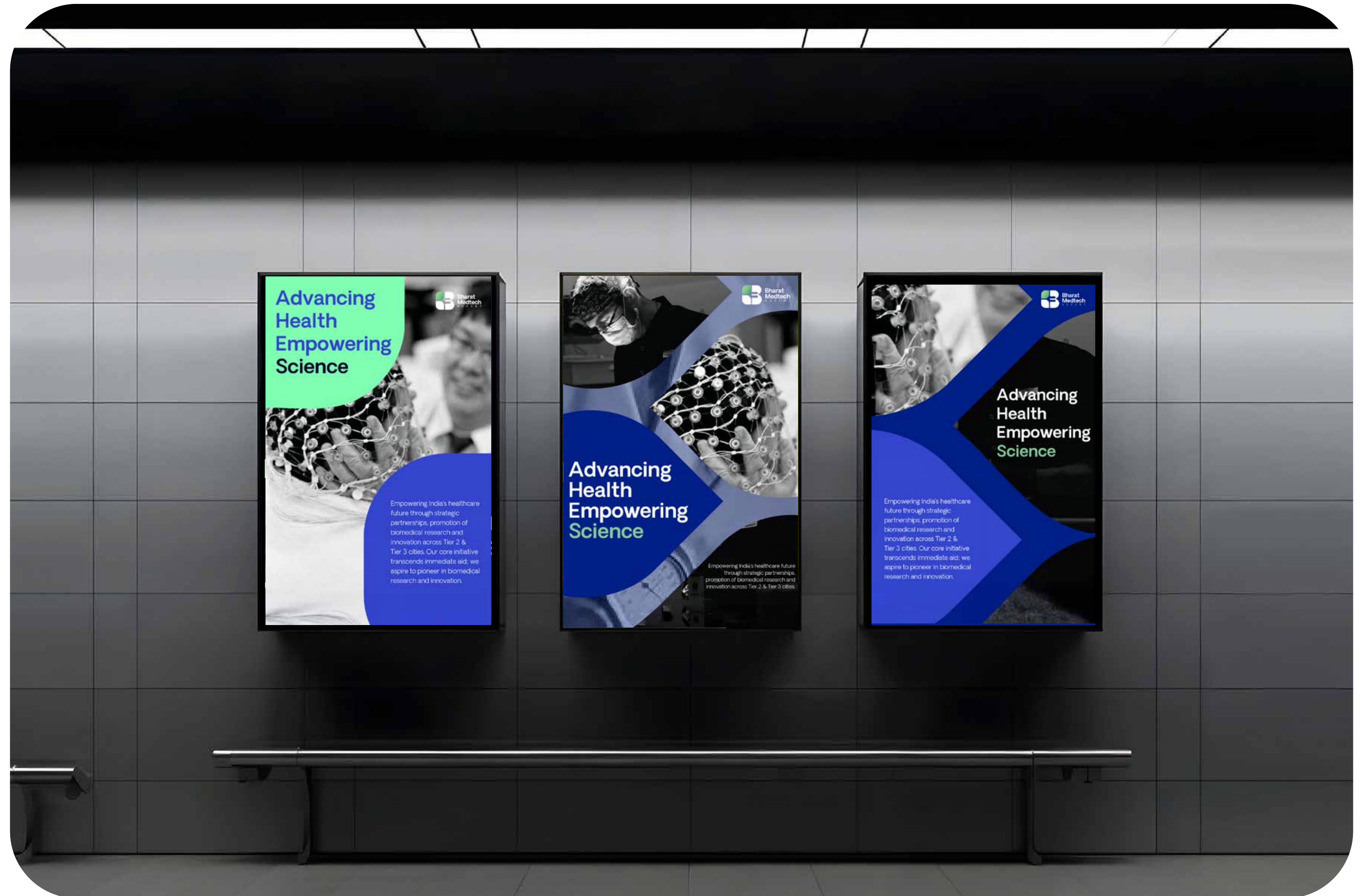


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2.0

Brand Mockups.



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Brand Guideline

2026

001

Brand Mockups.

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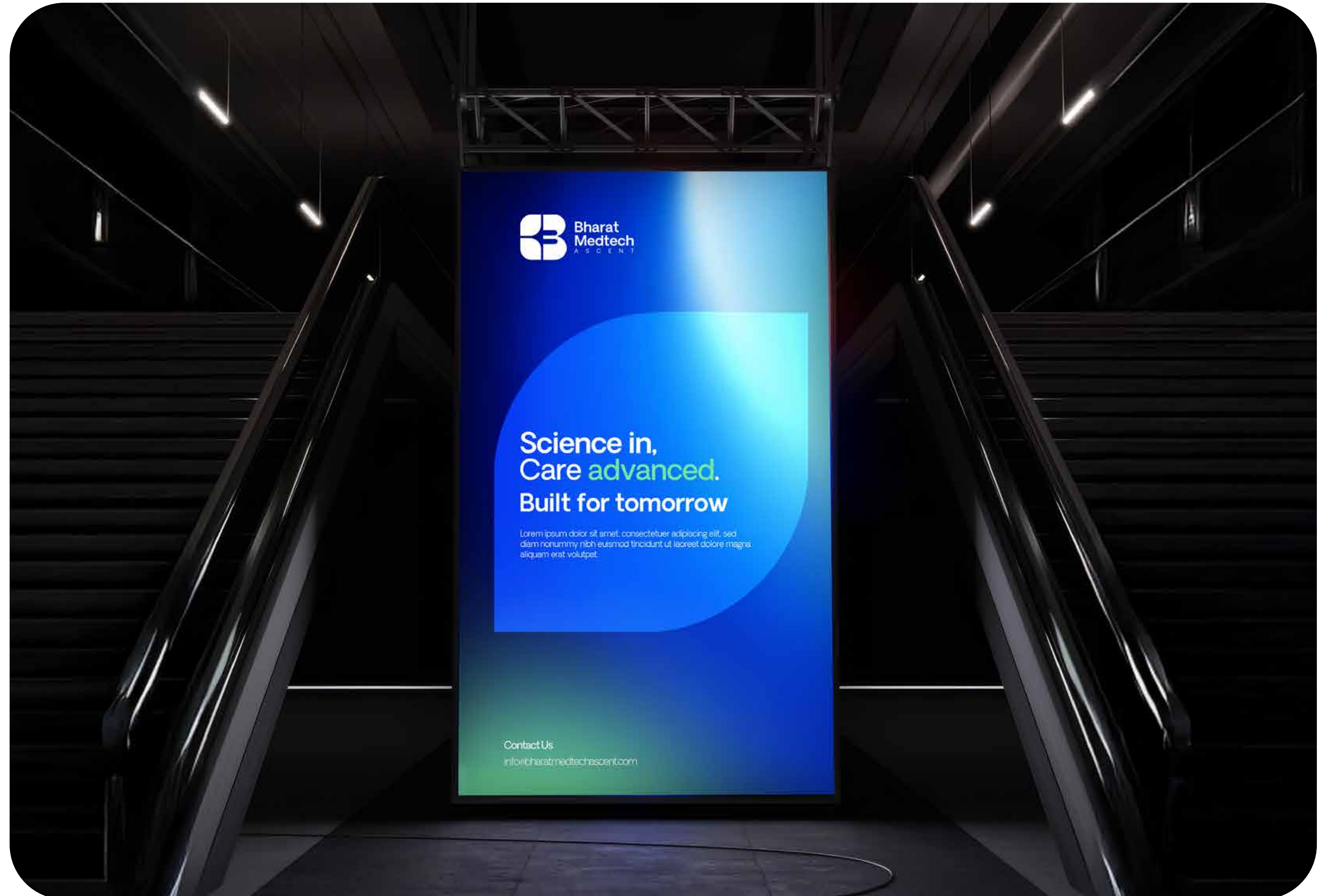


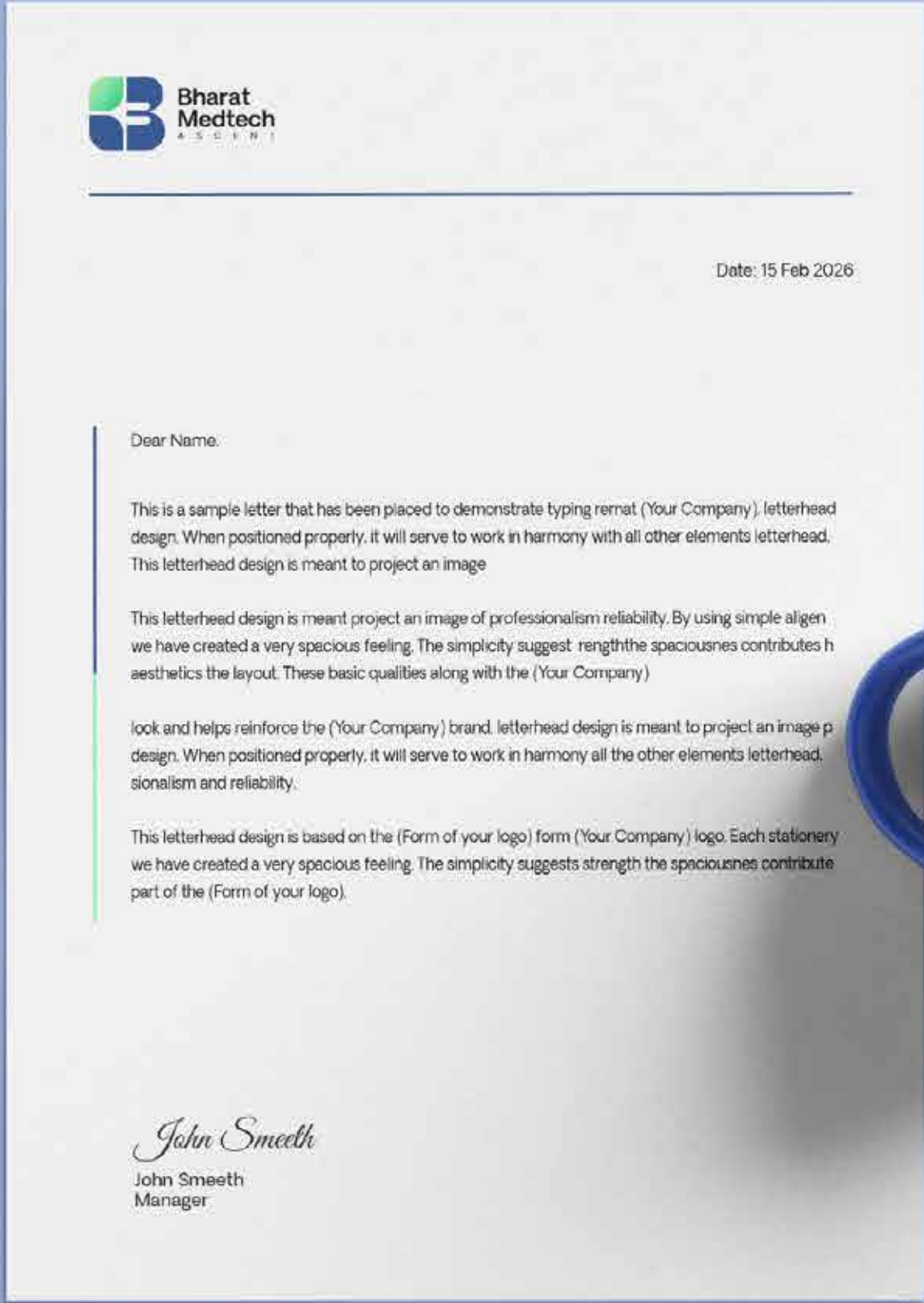
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Science in, Care **advanced.**



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 diam nonummy nibh euismod tincidunt ut laoreet dolore magna
 aliquam erat volutpat.



Liked By Jhone and others
Creative Design looks Good

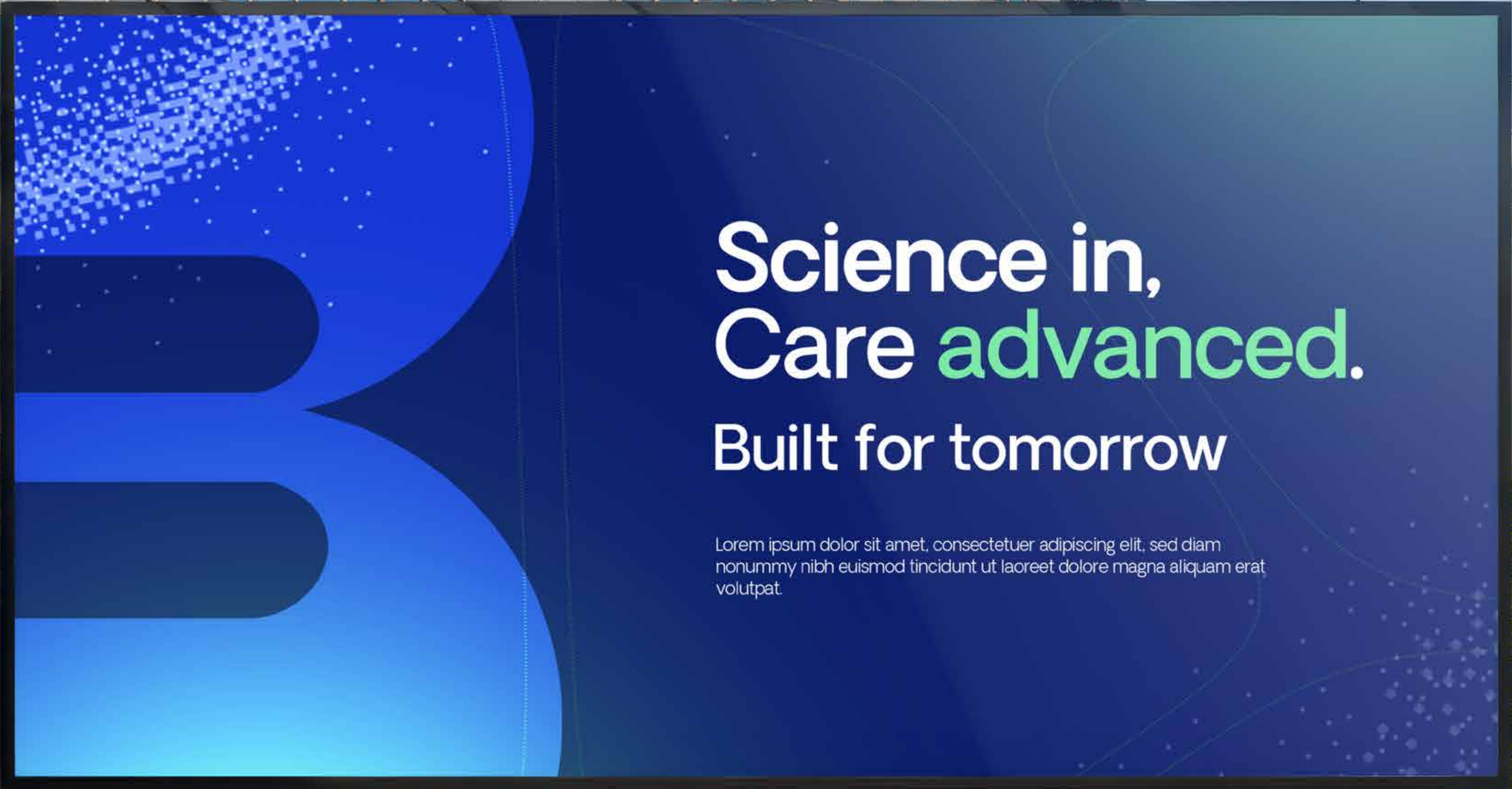


Science in, Care **advanced.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
 diam nonummy nibh euismod tincidunt ut laoreet dolore magna
 aliquam erat volutpat.



Liked By Jhone and others
Creative Design looks Good

A large billboard is mounted on a grey stone wall. The billboard has a dark blue background with a large, stylized white letter 'B' on the left side. The top of the 'B' is filled with a pattern of small white dots. To the right of the 'B', the text 'Science in, Care advanced.' is written in white, with 'advanced.' in a light green color. Below this, the text 'Built for tomorrow' is written in white. At the bottom of the billboard, there is a line of small, light green text that reads: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.' The billboard is set against a backdrop of modern glass skyscrapers and lush green trees. The scene is brightly lit, suggesting a sunny day.

Science in, Care **advanced.** Built for tomorrow

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Science in,
Care **advanced.**
Built for tomorrow

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 aliquam erat volutpat.

Contact Us
info@bharatmedtechascend.com