

REFERENCE MANUAL

Facade branding for Health & Wellness Centres

Ayushman Bharat Scheme

2 MAY 2018 | VERSION 2 | DISCARD ALL PREVIOUS VERSIONS

LOPEZ DESIGN

3 Introduction

13 Type A Design

- 14 STEP 1 - Planning the design
- 18 STEP 2 - Making the design template
- 26 STEP 3 - Painting your local craft
- 29 STEP 4 - Painting the illustration
- 33 Examples

62 Design specifications

- 63 Colours
- 67 Patterns
- 69 Illustrations
- 79 Logo

38 Type B Design

- 39 STEP 1 - Planning the design
- 43 STEP 2 - Making the design template
- 50 STEP 3 - Painting your local craft
- 53 STEP 4 - Painting the illustration
- 57 Examples

Introduction

India is a vast, diverse and a highly populated country. Its problems are complex and unique to itself. It is a challenge to reach out to vast different regions across India as local beliefs, culture and practices influence every region's outlook.

Under the Ayushman Bharat Scheme 1.5 lakh Sub Health and Primary Health Centers will be transformed to Health and Wellness Centers (HWC).

To disseminate their services optimally, the centers must be accessible and appealing, providing a sense of comfort and belonging to the people of the regions where they are located.

Our branding approach reflects the intent of the Ayushman Bharat program, which advocates **“a powerful, people-centric and humanistic branding at the grassroots level.”** It is unified across regions by a common graphic template of a rectangle and circle. It is simultaneously an open and flexible model, allowing every community to be involved by painting the facades of the Centre and bringing their own expressions to the Health and Wellness Centres.

Such a diverse yet distinct branding of health and wellness centres brings the services of the HWC closer to the people it is meant to serve.

The essence behind the design of branding graphics on the facade is:

- A. Circles which hold the communication graphics about health and wellness - **these graphics are fixed** for all centres and there are a **total of 6** to choose from in priority (given on slide 69 of this manual)
- B. A rectangle which encircles the windows and doors of the building, which will be embellished by patterns of the region - **these graphics are flexible** within the format, variable for every centre and created locally.
- C. **Two design options to choose from**, for how these graphics can be manifested.

There are two designs –
Type A and **Type B**.

One can use either of the designs.

Type A

The rectangle form and circular forms **are connected**.



Type A

Close up view

The rectangle form and circular forms are connected.



Type B

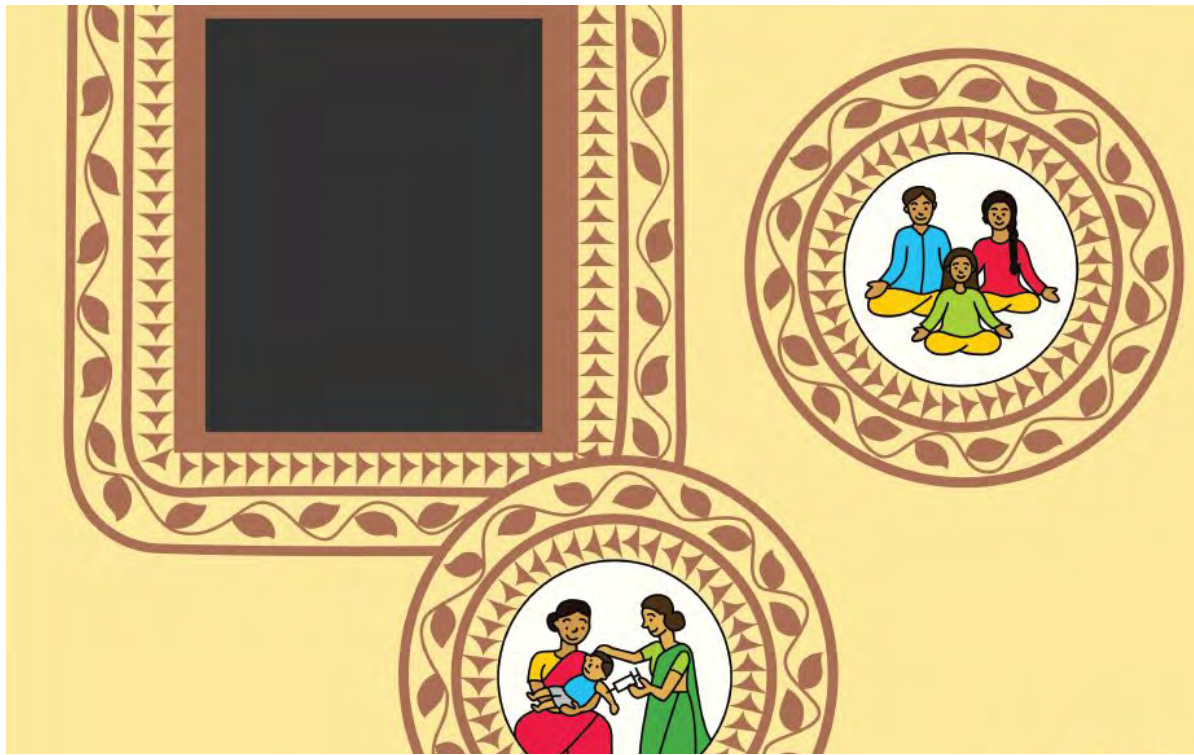
The rectangle form and circular forms **are not connected**.



Type B

Close up view

The rectangle form and circular forms are not connected.



Type A Design



Type A

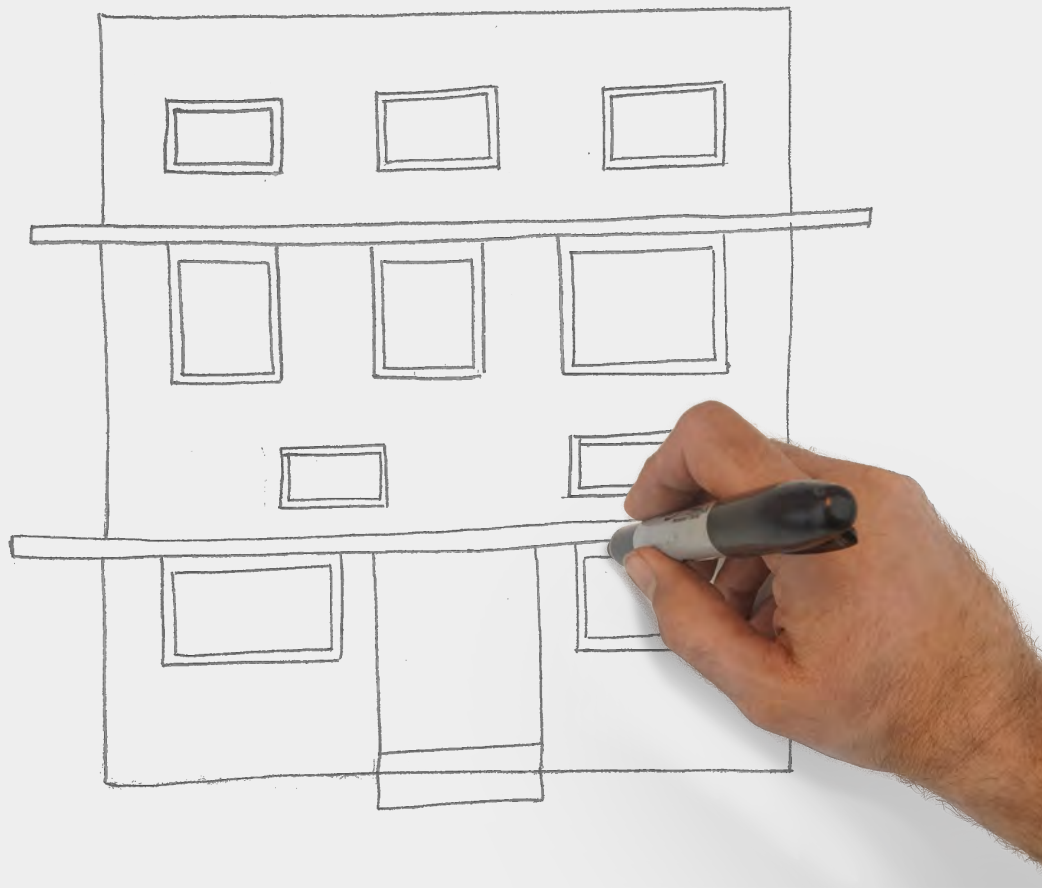
STEP 1

Planning the design

Take a printout of the HWC building front.

If you do not have a printout make a simple drawing of the building facade with doors and windows as shown.

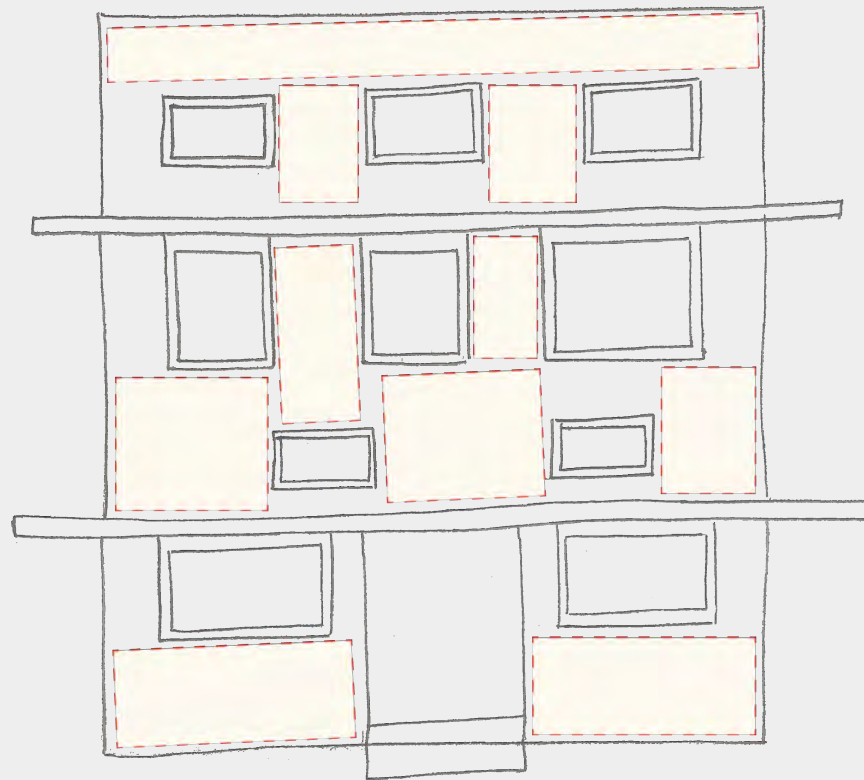
An example is shown here.



Roughly identify the free space on the building where you can make graphics..

Free space around doors and windows is preferred.

An example is shown here.

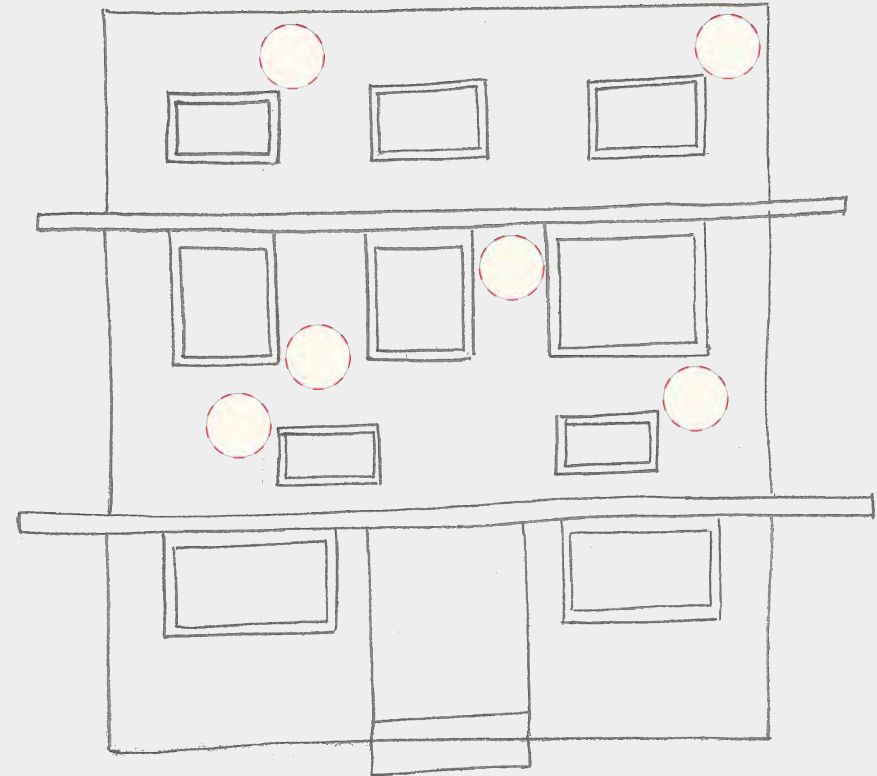


6 standard illustrations depict the various facilities at the HWC's. Corresponding to these, you can compose up to six circular spaces.

Place the 6 circles in the free space you have identified.

If there is not enough space to accommodate all six, place fewer circles in the order of priority.

Note Refer to slide 69 to see the 6 illustrations and the priority.



Type A

STEP 2

Making the
design template

Paint the outer surface of the building in yellow paint. Use only the specified shade of yellow.

Paint the windows, doors and their frames in the brown shade. Use only the specified shade of brown.



YELLOW METAL
7920



ETHNIC BROWN
8589



With a pencil, draw a circle of 24 inch diameter on the building and place it according to your rough master sketch next to window.

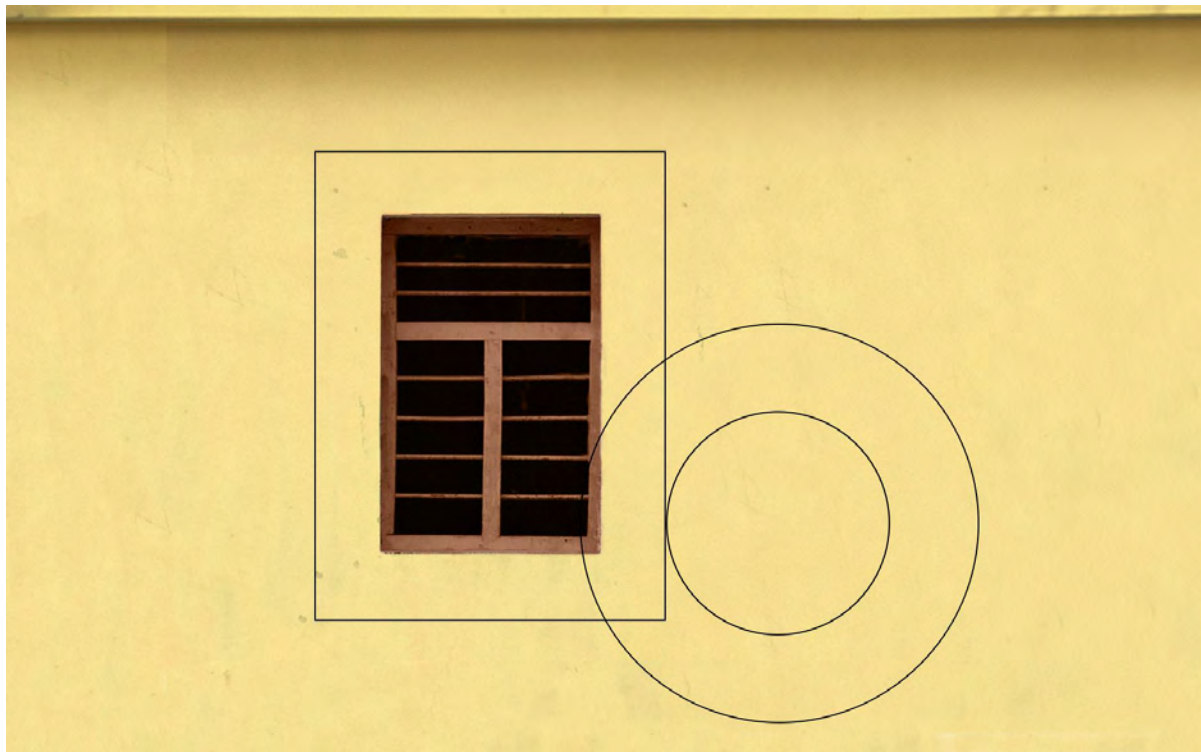
(You can make a circle template using a cardboard and use it to draw the circle on the wall - this will allow you to work faster)

An example is shown here.



With a pencil draw an outline of 10 inches away from the window and the circle as shown.

An example is shown here.



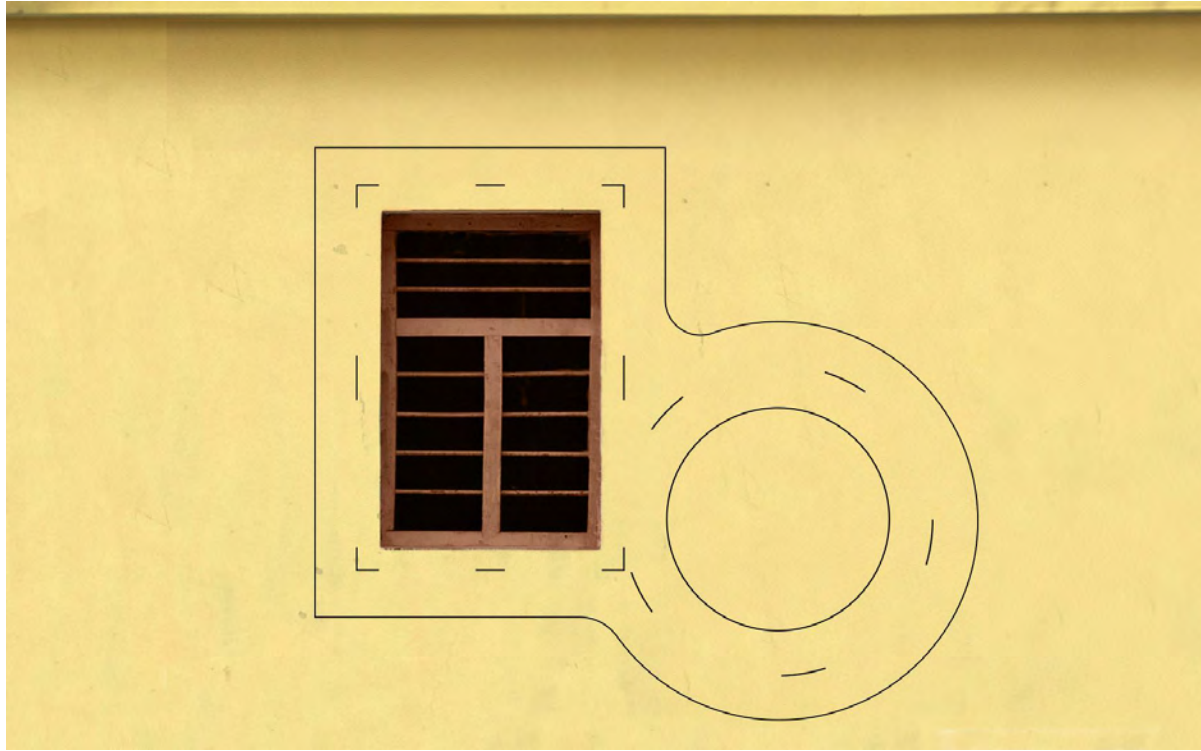
With a pencil, connect the rectangle and circle in a smooth outline.

An example is shown here.



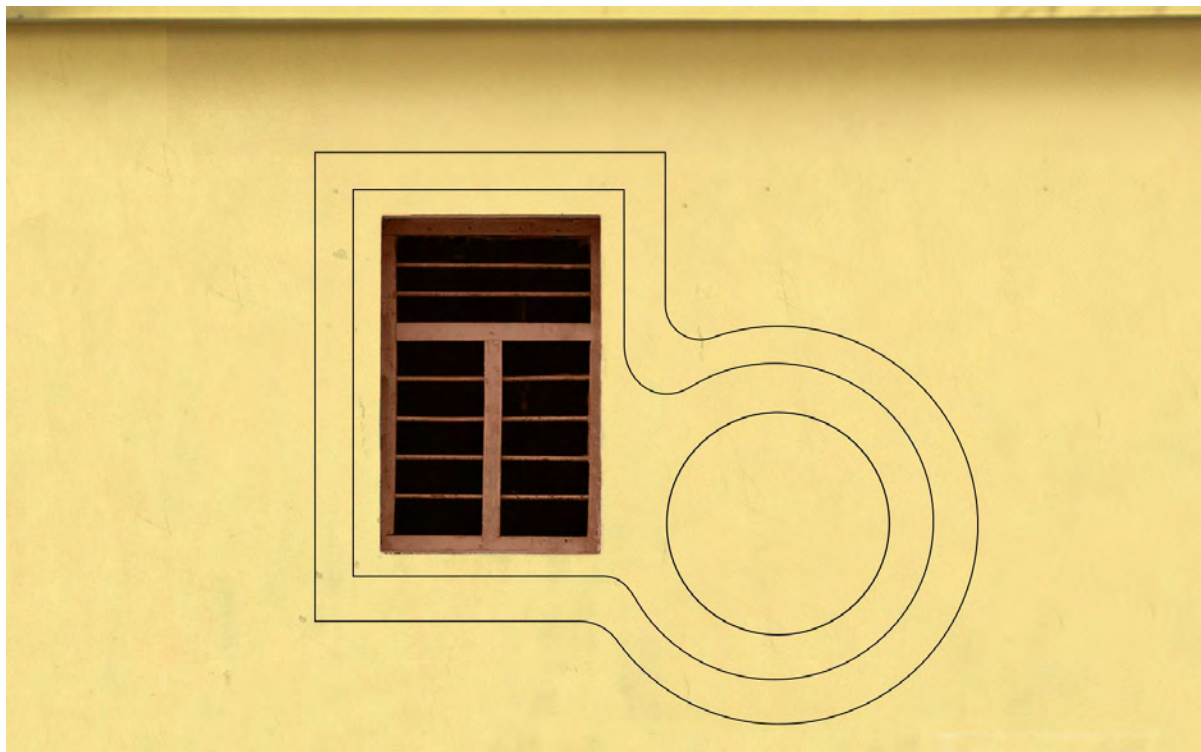
Now mark 5 inches inside, ie within the outline you have already drawn.

An example is shown here.

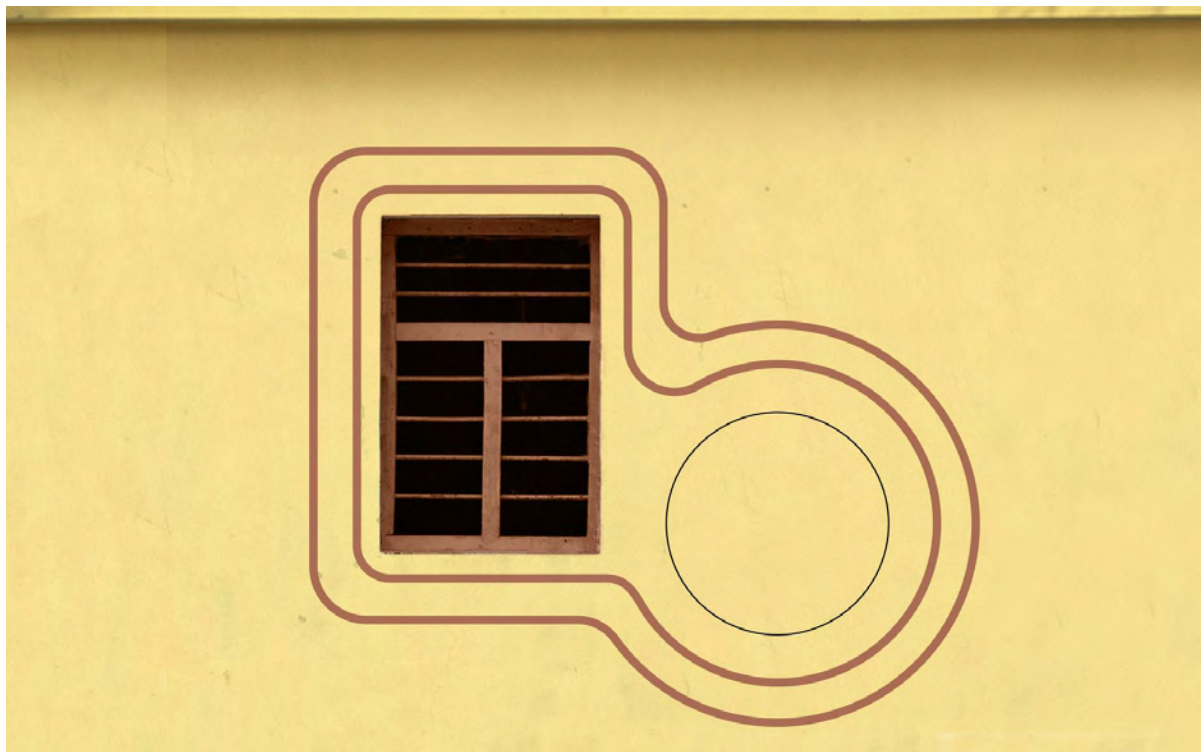


With the pencil, draw the second parallel line as shown

An example is shown here.



Now paint both these lines in
1 inch thick brown colour.
Use only the specified shade
of brown colour



ETHNIC BROWN
8589

Type A

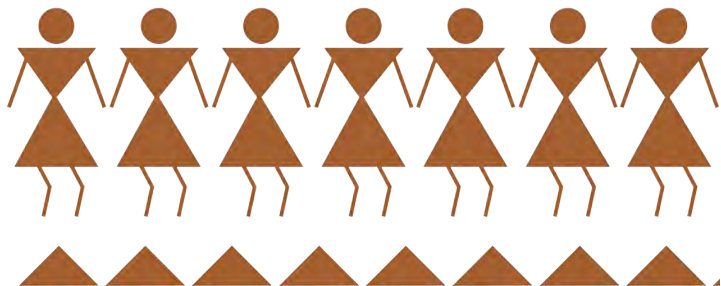
STEP 3

Painting your
local craft

Take a simple pattern from a craft **belonging to your region only**. This will make your centre truly local.

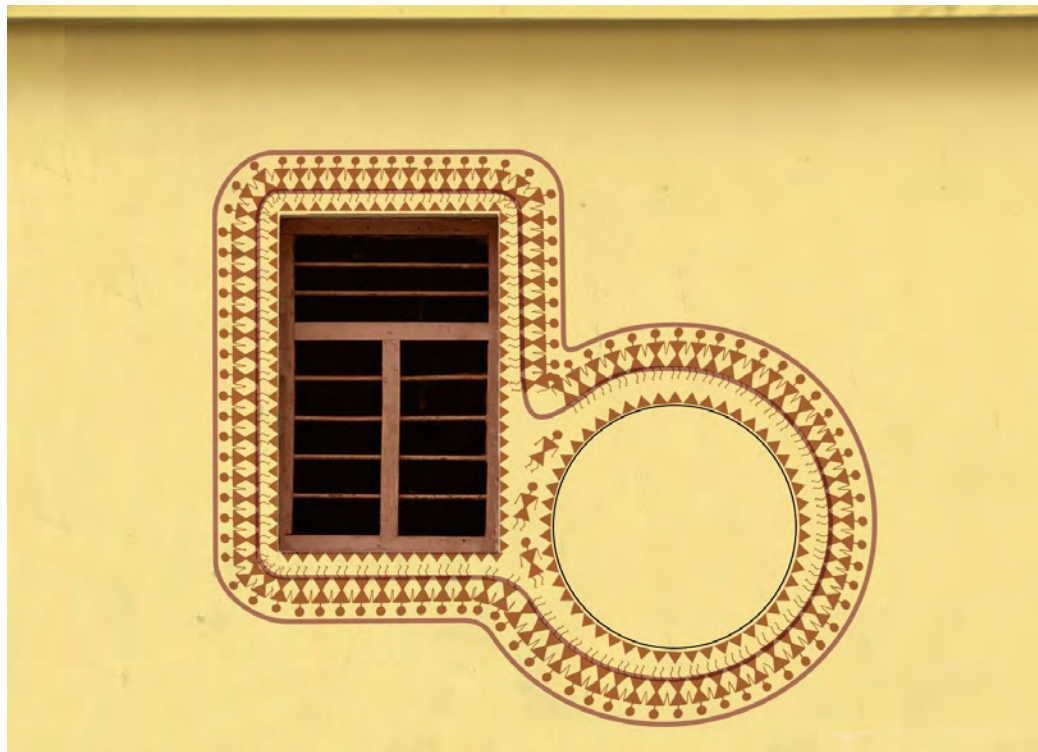
Make sure that the pattern is simple to draw. You should be able to draw it large about 5 inches tall.

Example shown as reference:
Warli art for Maharashtra region



Paint your craft pattern in the space between the lines. You can freely apply other small patterns from your local craft. Use only brown colour as specified.

*Example shown for reference:
Warli art for Maharashtra region*



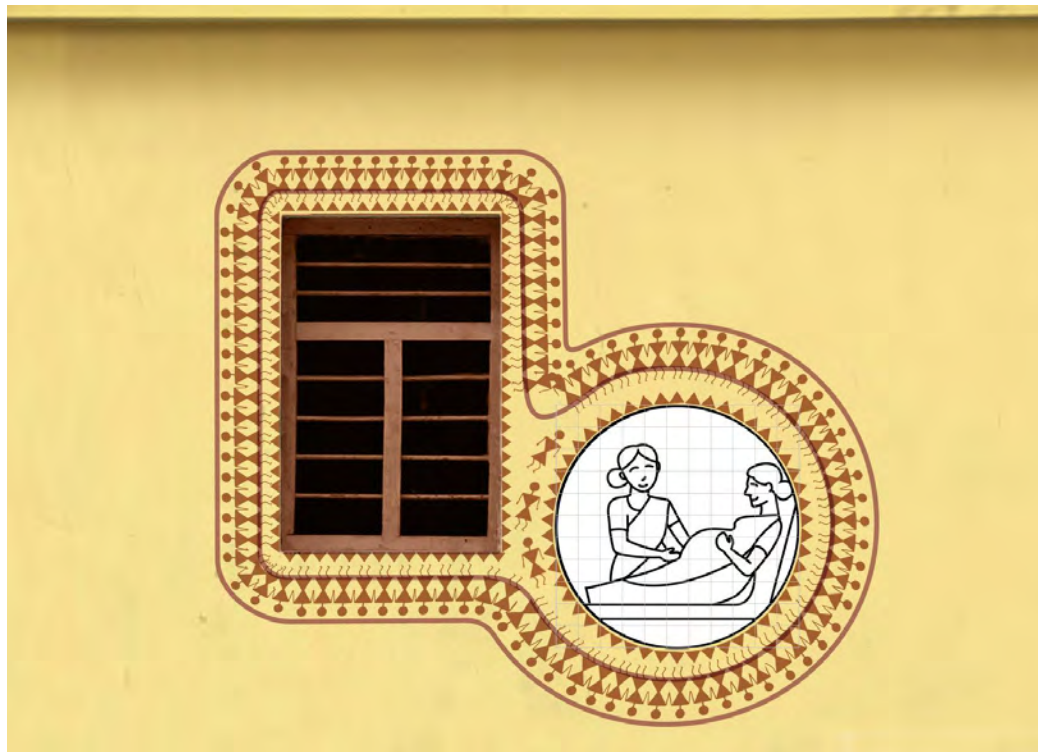
Type A

STEP 4

Painting the
illustration

Paint the circle white and make the grid using a pencil as shown on pages 72 to 77 for each illustration. Carefully draw the illustration using the grid as a reference. Paint the illustrations with the colours shown on page 66

Example of illustration 1.



Paint the illustrations with the colours shown on page 65

Example of illustration 1.



Similarly all the components can be completed on the total building as planned.

Example of a complete building using the clay relief art of Chhattisgarh .



Type A

Examples

Examples of three different crafts from their respective regions —

Note: Use craft only from your region.



Warli, Maharashtra

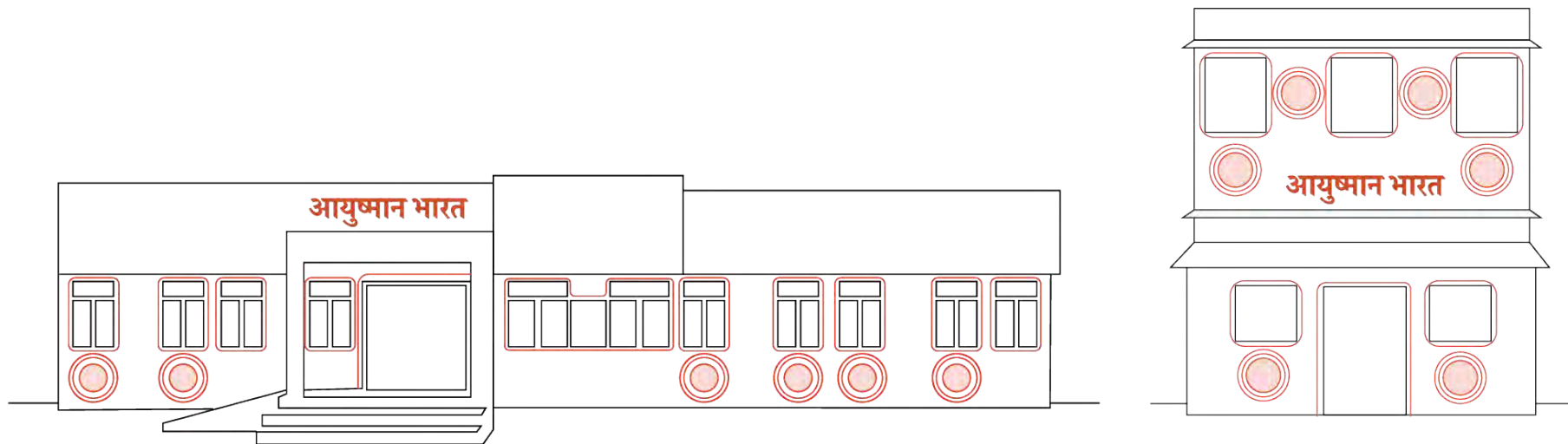


Gond Art, Madhya Pradesh

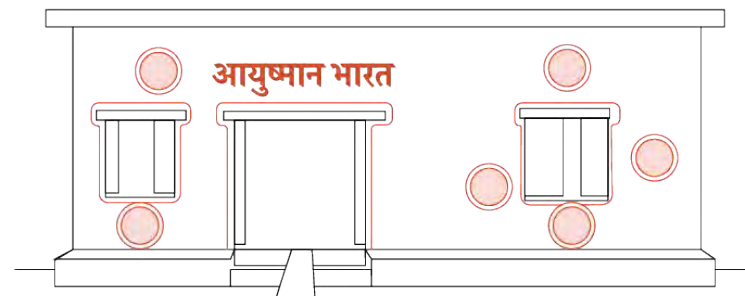
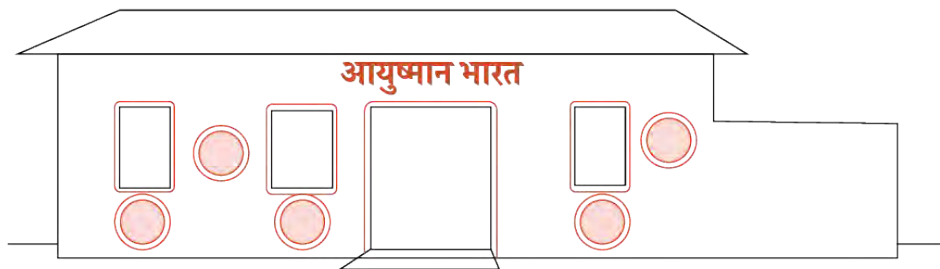


Aipan, Uttranchal

Example of how the design works on different building facade layout & sizes



Example of how the design works on different building facade layout & sizes



Examples of how each centre can look different within the same region. This will allow every building to have a unique design which is attractive and meaningful.



Type B Design



Type B

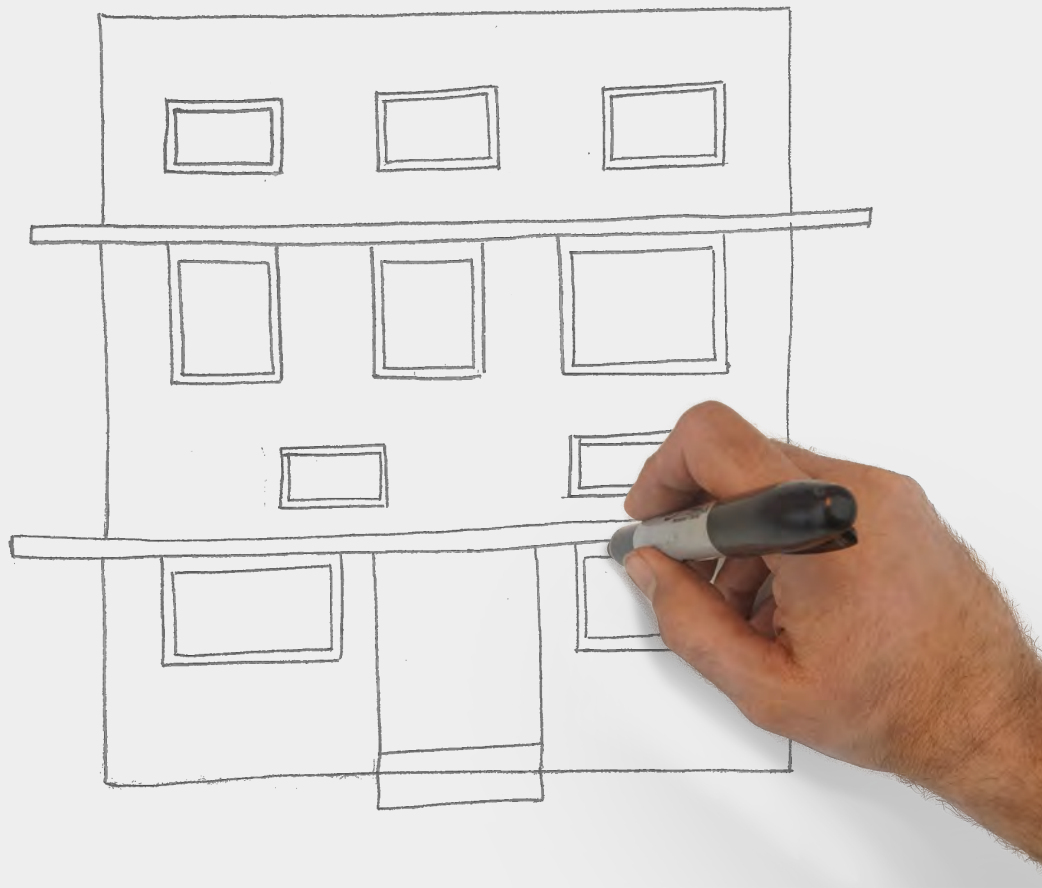
STEP 1

Planning the design

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If you do not have a print out make a simple drawing of your building facade with doors and windows.

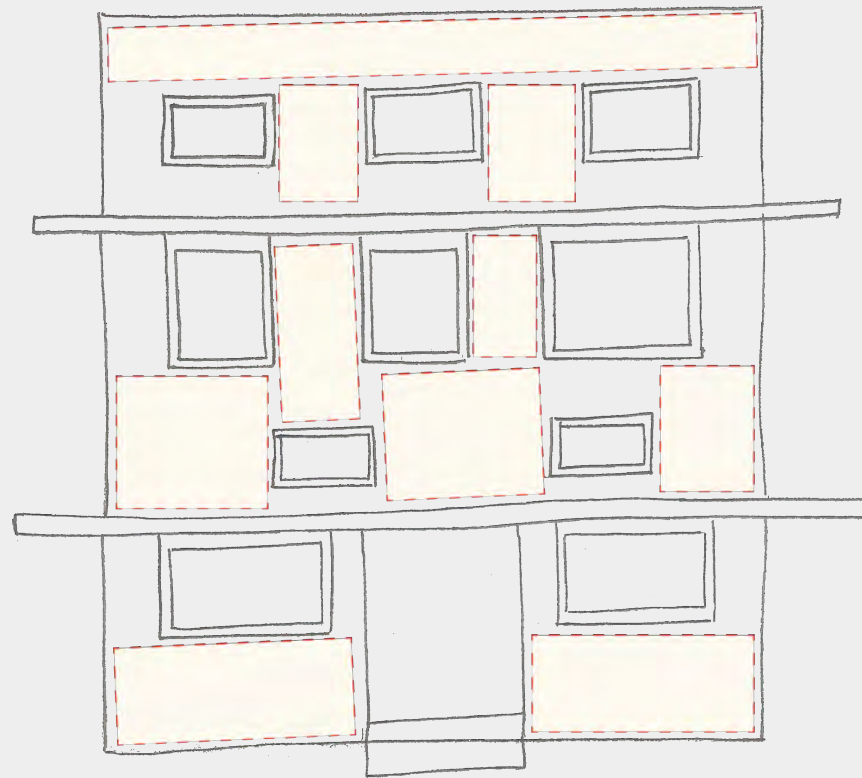
An example is shown here.



Roughly identify the free space on the building where graphics can be painted.

Free space around doors and windows is preferred.

An example is shown here.

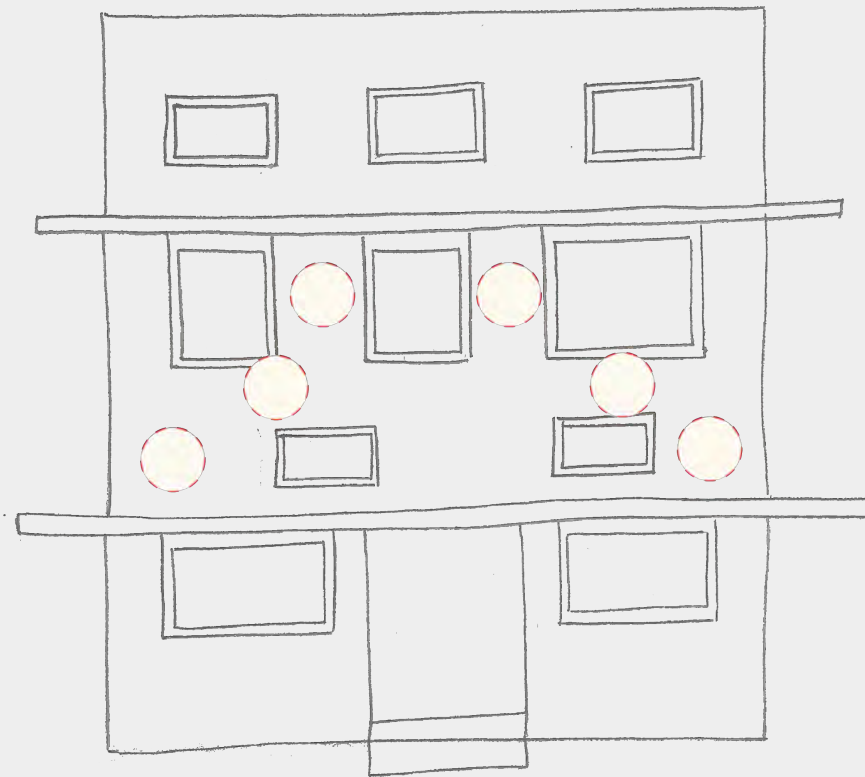


There are 6 circles that represent the 6 illustrations depicting the various facilities at the HWC's.

Place the 6 circles in the free space.

If there is not enough space to accommodate all six, place fewer circles in the order of priority.

Note Refer to slide 69 to see the 6 illustrations and the priority.



Type B

STEP 2

Making the
design template

Paint the outer surface of the building in yellow paint. Use only the specified shade of yellow.

Paint the windows, doors and their frames in the brown shade. Use only the specified shade of brown.



YELLOW METAL
7920



ETHNIC BROWN
8589



With a pencil draw a circle of 24 inch diameter on the building and place it according to your rough master sketch next to window.

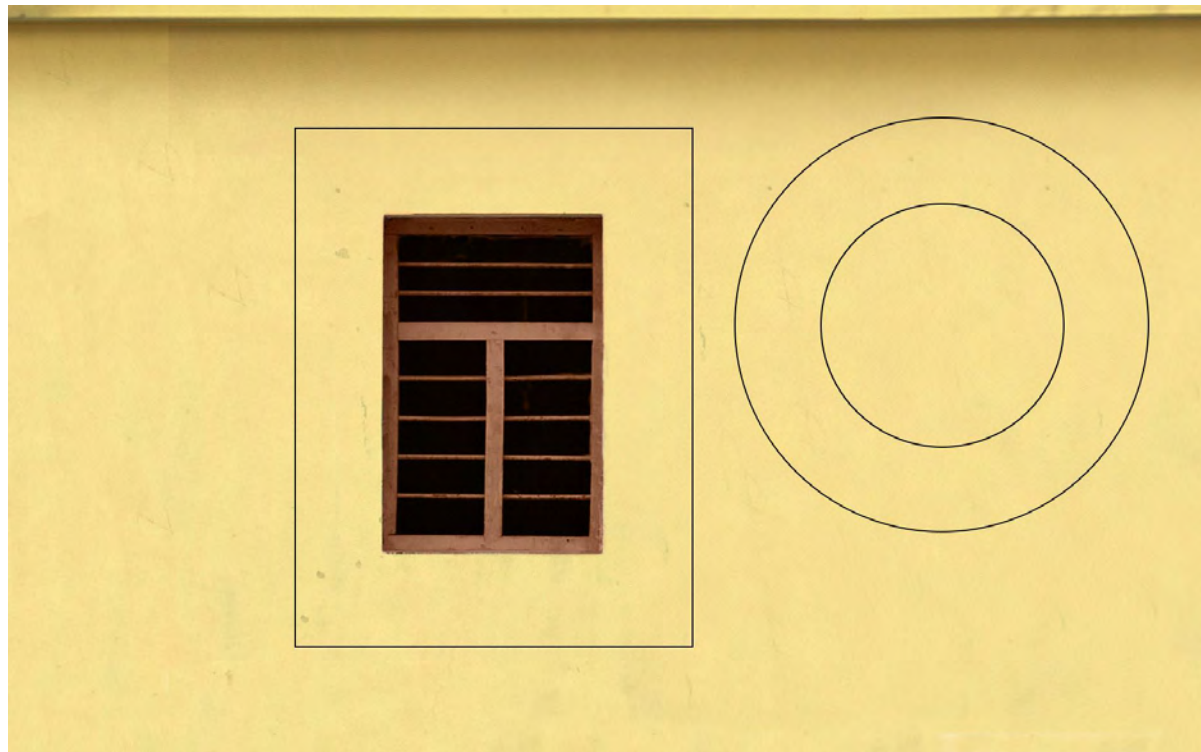
(You can make a circle template using a cardboard and use it to draw the circle on the wall - this will allow you to work faster)

An example is shown here



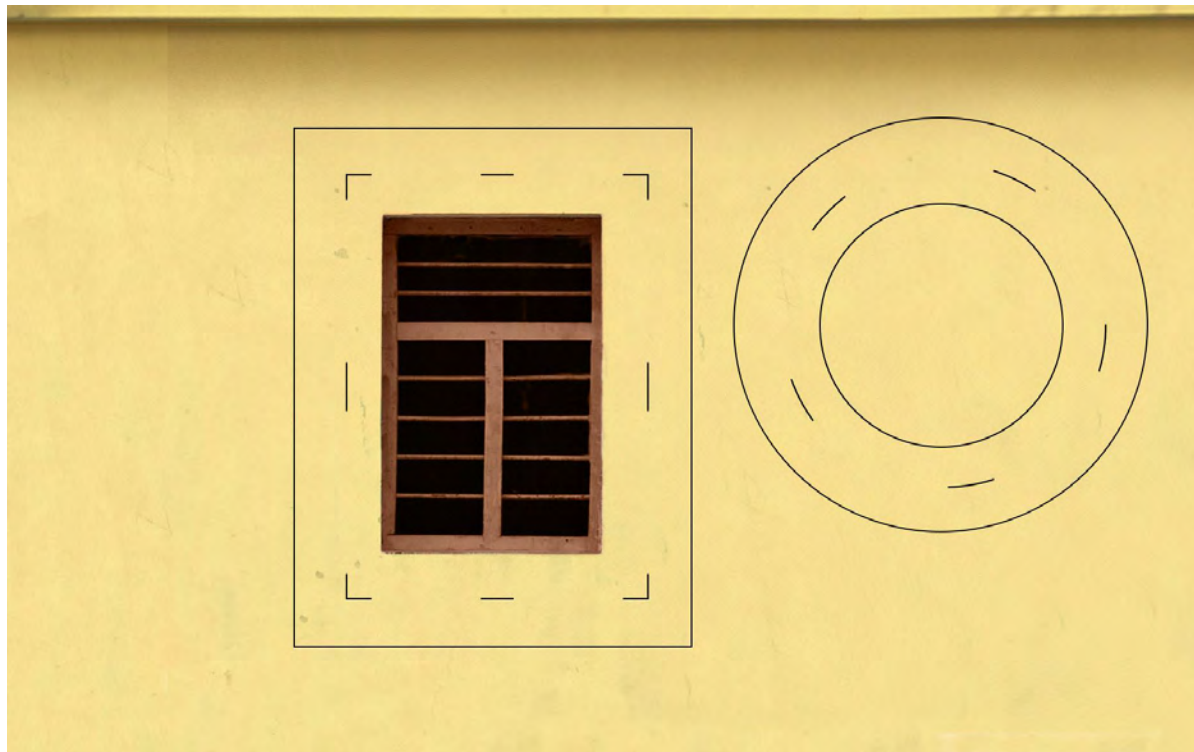
With a pencil draw an outline of 10 inches away from the window and the circle as shown.

An example is shown here



Now mark 5 inches away **on the inside** parallel to the outline you have already drawn.

An example is shown here



With the pencil, draw the second parallel line as shown

An example is shown here



Now paint both these lines in 1 inch thick brown colour.
Use only the specified shade of brown colour



ETHNIC BROWN
8589

Type B

STEP 3

Painting your
local craft

Select a simple pattern from a craft belonging to your region only. This will make your centre truly local.

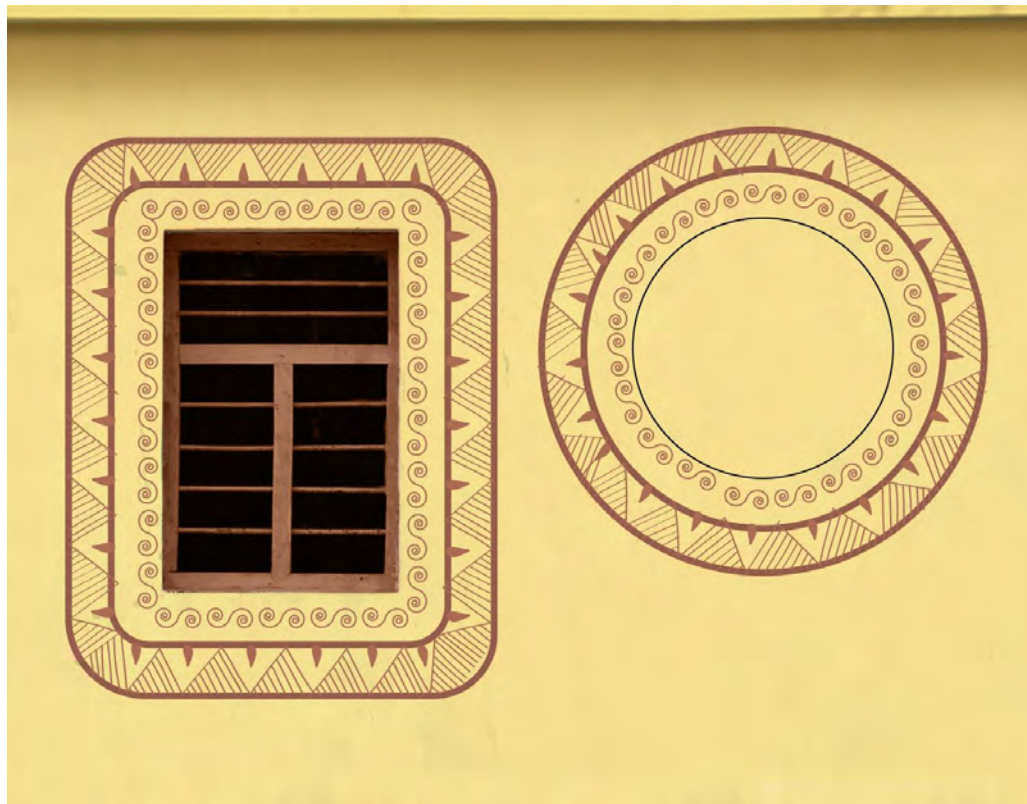
Make sure that the pattern is simple to draw. You should be able to draw it large about 5 inches tall.

Example of Aipan for Uttarakhand region is shown.



Paint your craft pattern in the space between the lines. You can apply other small patterns from your local craft. Use only brown colour as specified.

Example of Aipan art for Uttarakhand region is shown.



Type B

STEP 4

Painting the
illustration

Paint the circle white and make the grid using a pencil as shown on pages 72 to 77

Draw the illustration using the grid as a reference.

Paint the illustrations with the colours shown on page 65

Example of illustration 1 is shown



Paint the illustrations with the colours shown on page 65

Example of illustration 1 is shown.



Similarly all the components can be completed on the total building as planned.

Example of a complete building inspired by clay relief art of Chhattisgarh



Type B

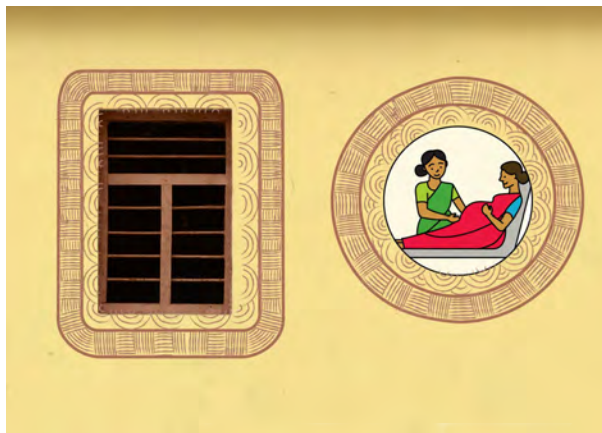
Examples

Examples of three different crafts —

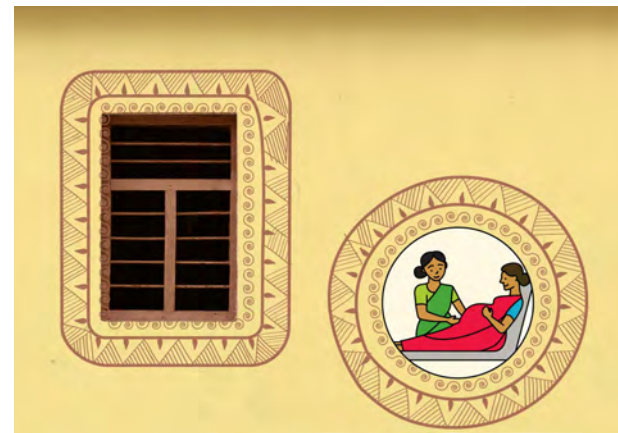
Note: Use craft only from your region.



Warli, Maharashtra

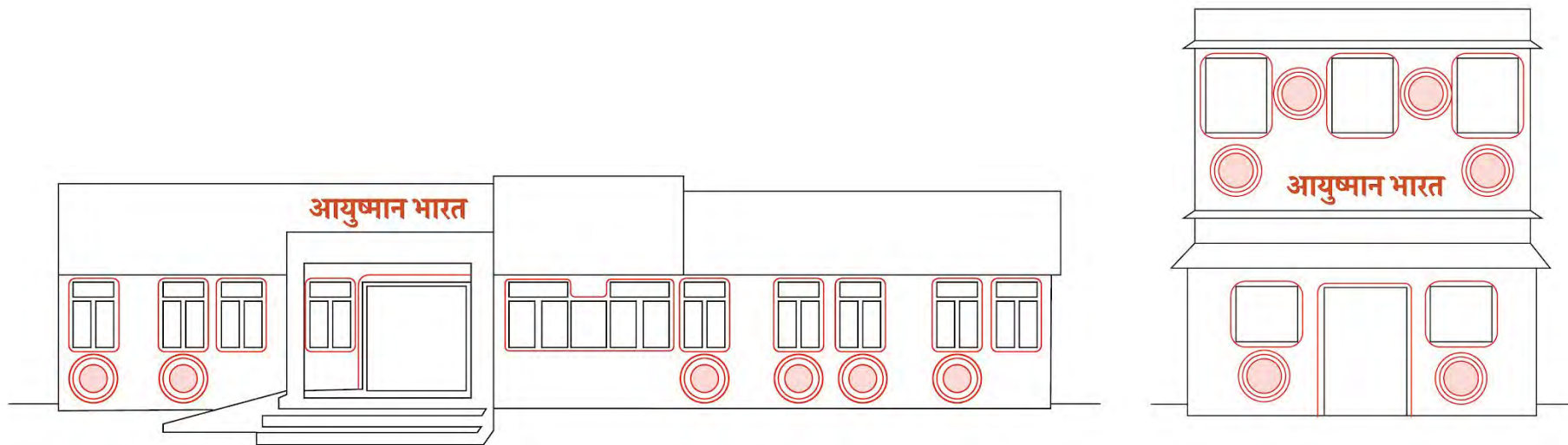


Gond Art, Madhya Pradesh

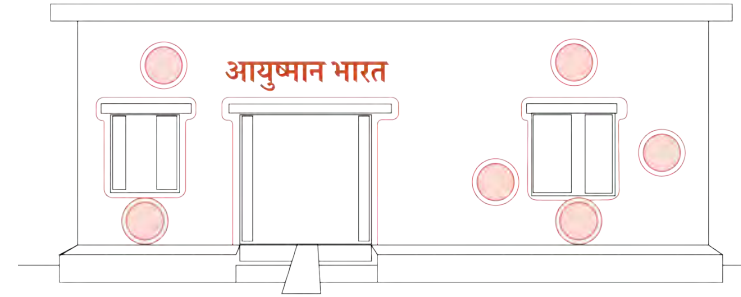
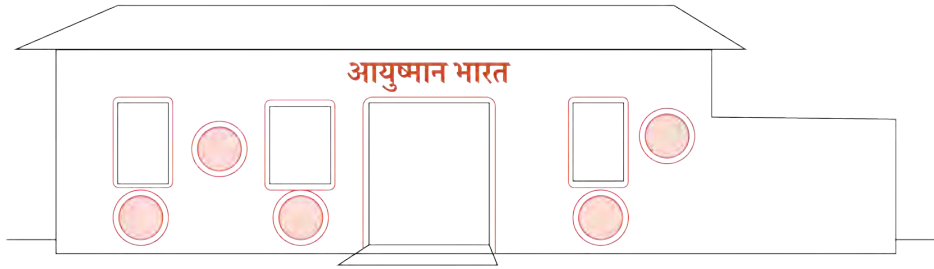


Aipan, Uttranchal

Example of how the design works on different building facade layout & sizes



Example of how the design works on different building facade layout & sizes



Examples of how each centre can look different within the same region. This will allow every building to have a unique design which is attractive and meaningful.



Design specifications

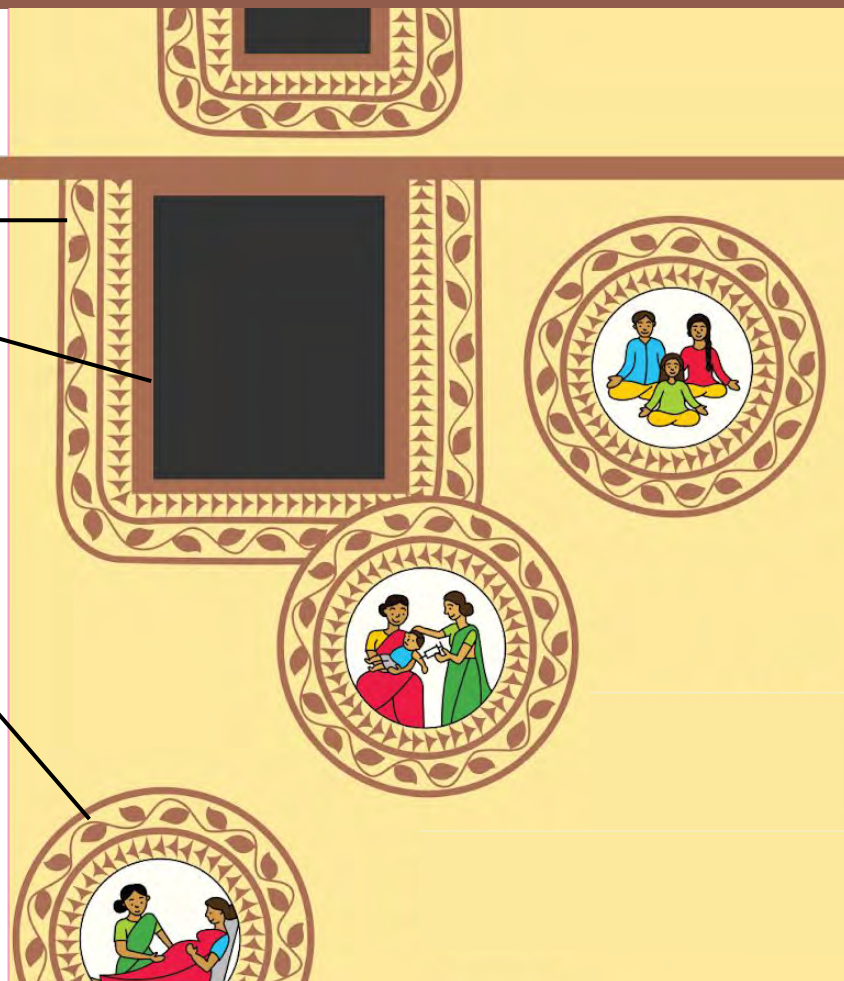
Design specifications

Colours

YELLOW METAL 7920



To match shade card
ETHNIC BROWN 8589





C1: Pure Red 8093



C1: Mango 7909



C3: Lemon Blast 9365



C4: Forest Glade X158



C5: Azure Sky 7407



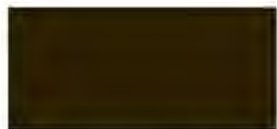
C5: Shocking Pink 8126



C7: Peanut Butter 8559



C8: Cafe Latte 8549



C9: Bravo 8429



C10: Silver Trinket 8298

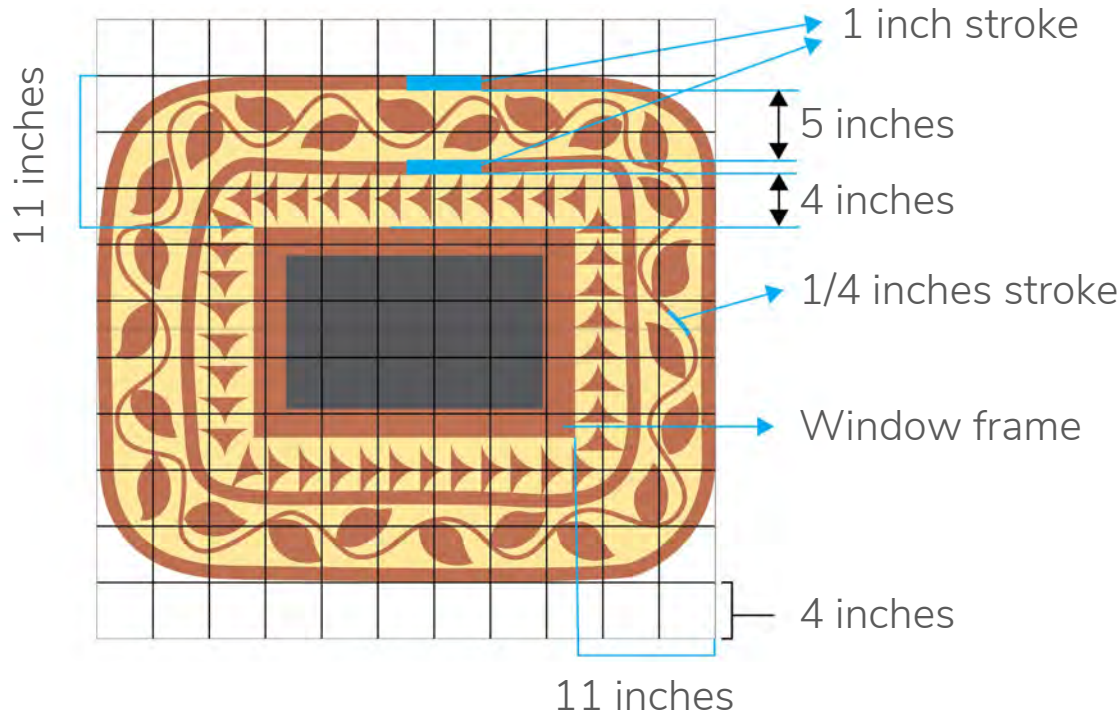


C11: Blank Canvas 7932

Design specifications

Patterns

Draw the pattern using the grid and dimensions given below —



Design specifications

Illustrations

There are six illustrations to be drawn on the facade. Priority is from 1 to 6 with 1 as high priority and 6 as the least. If you have less space, leave out the lower priority numbers from the list.



The illustrations can be drawn in three simple steps —



A. LIGHTLY DRAW GRAPHIC

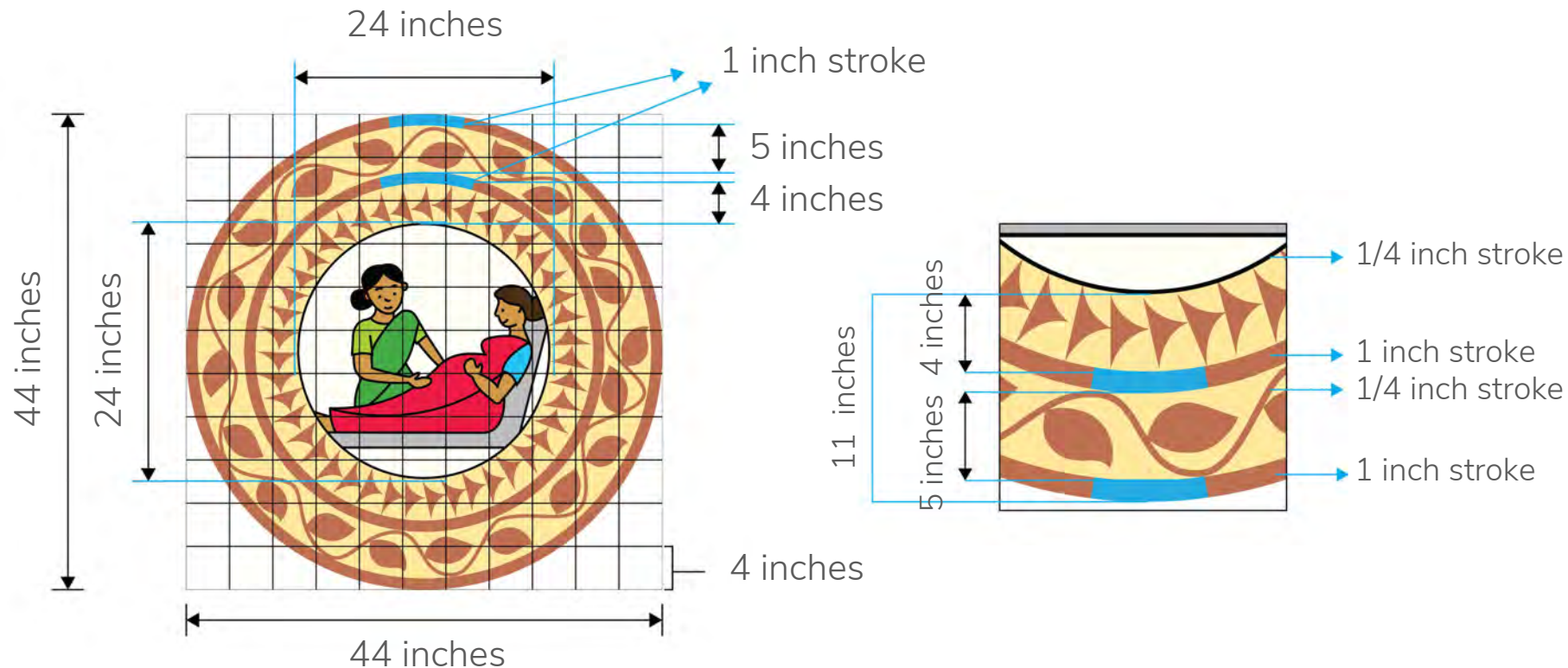


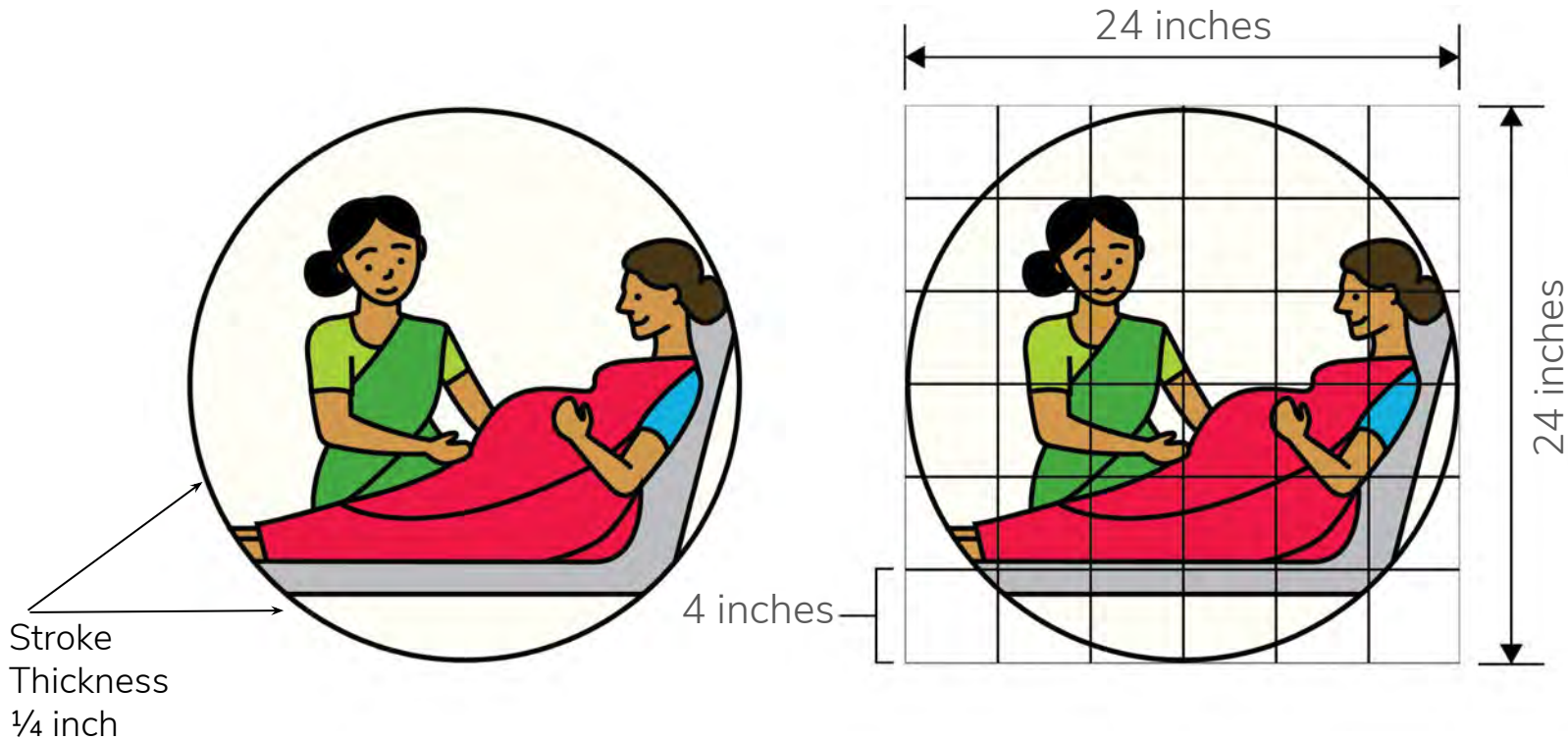
B. FILL THE COLOURS



C. FINISH BLACK OUTLINES

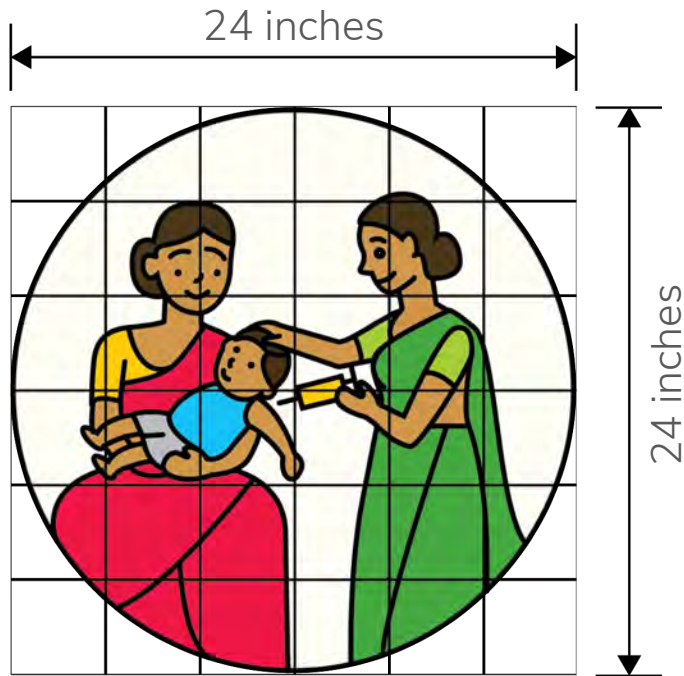
Draw the illustration using the grid and dimensions given below —

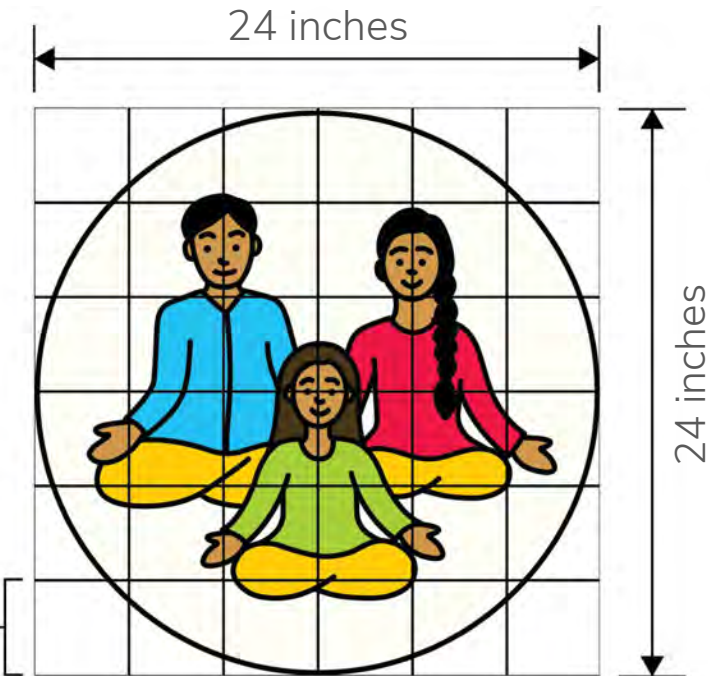


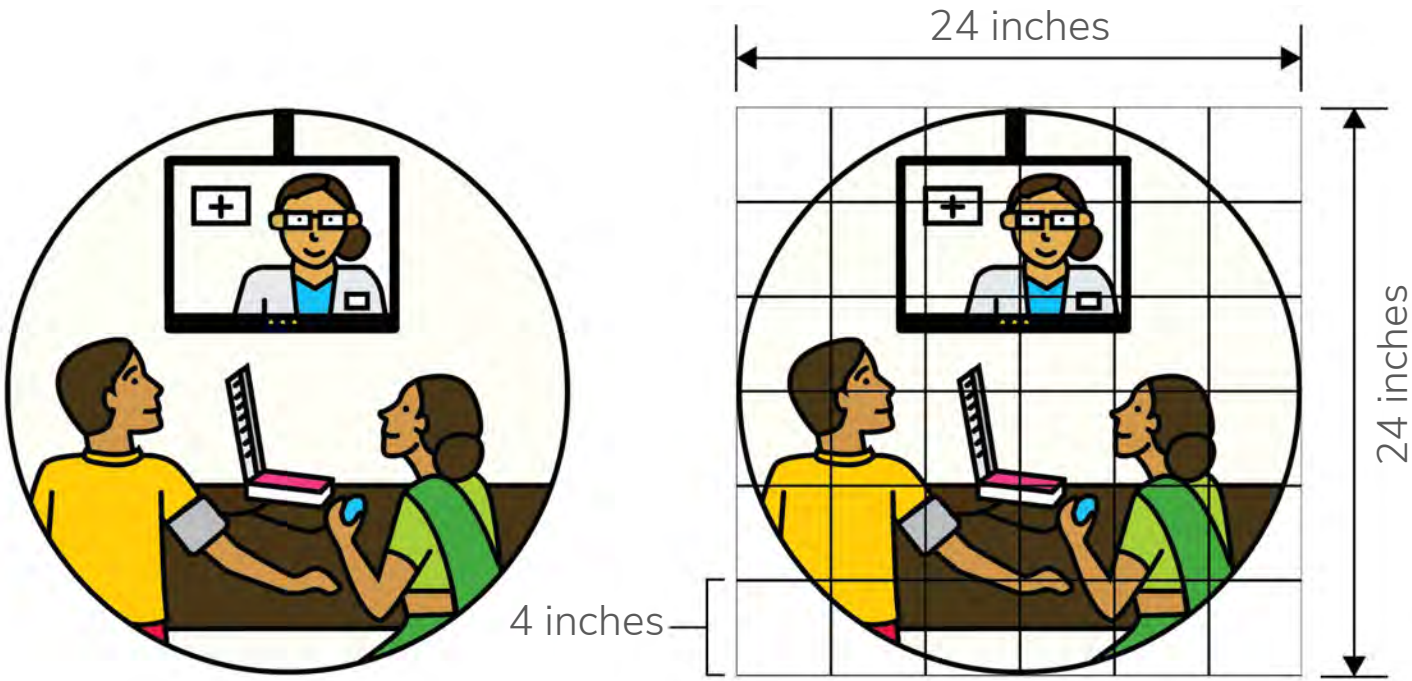


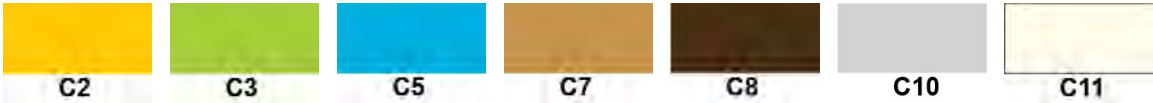
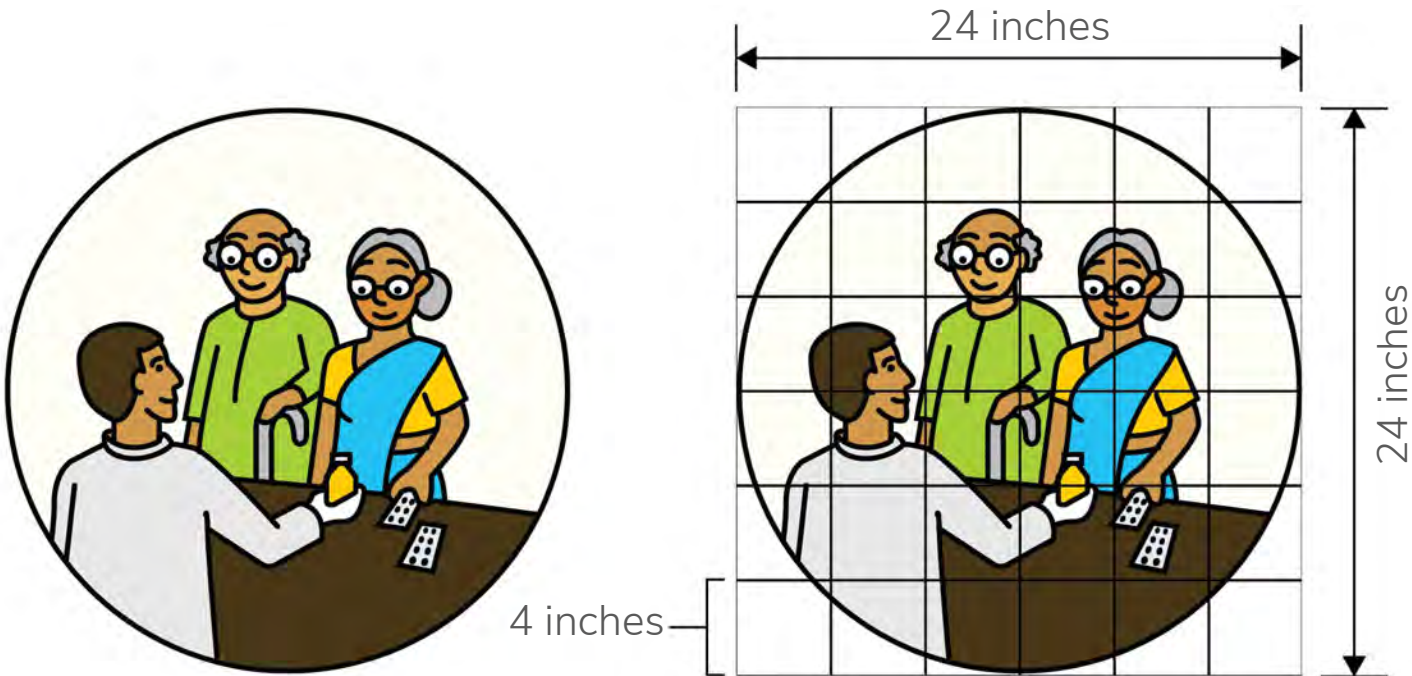


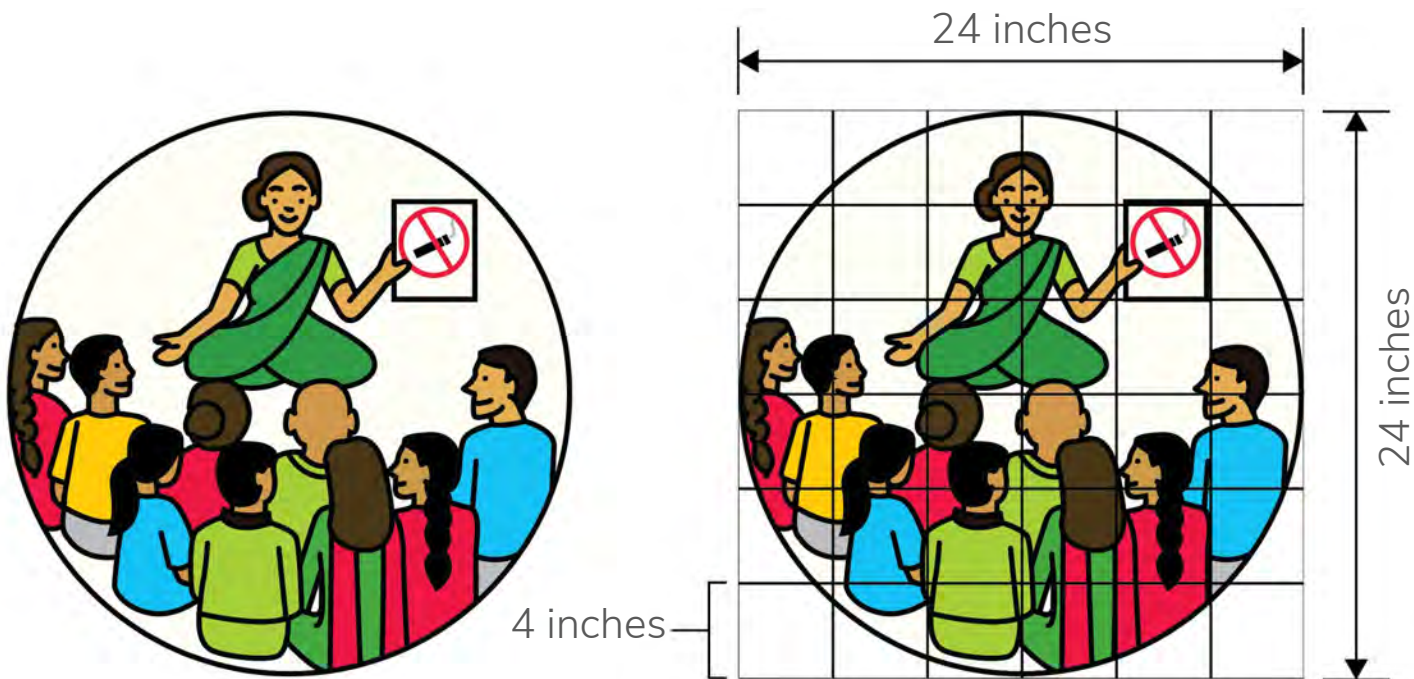
4 inches







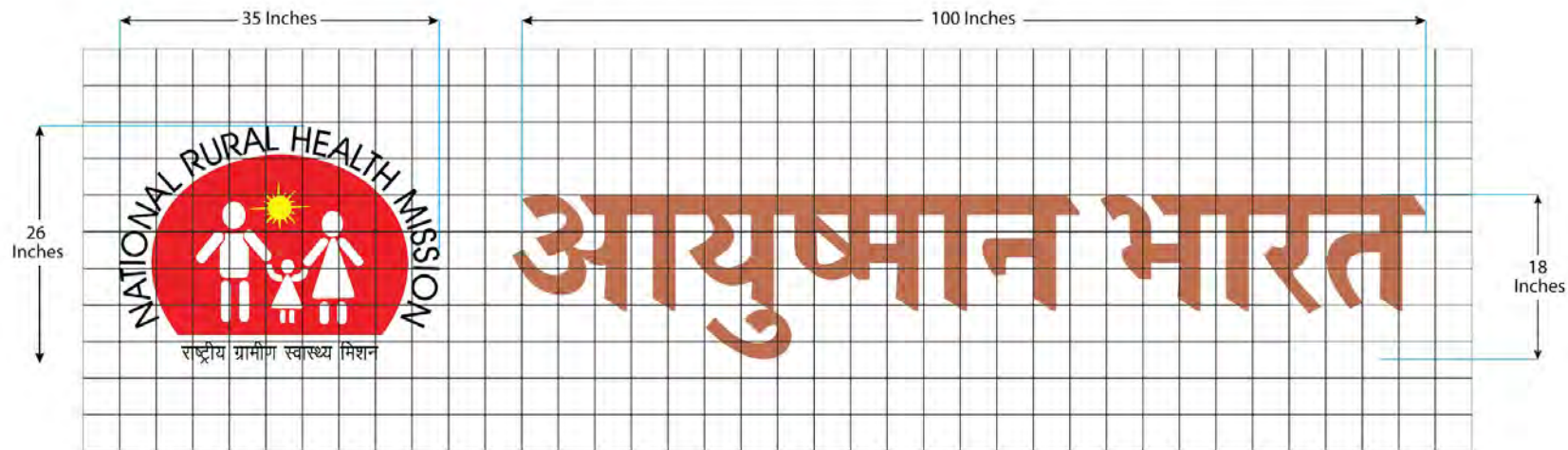




Design specifications

Logo

Draw the National Health Mission logo and Ayushman Bharat logotype using the grid and dimensions given below —



For any clarifications contact
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www.lopezdesign.com