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EXCELLENCE IN  
PEDIATRIC HEART CARE



# WELCOME

Welcome to Saloni Heart Foundation Brand & Communication Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better and the impact.

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# MISSION & VISION

01



## OUR VISION

Every child with a complex heart condition should have access to heart care.



## OUR PILLARS

- Patient Consultation
- Advancing Medical Expertise
- Medical Education & Research

# Our inspiration

Our story began with the heartbreaking loss of our beloved daughter, Saloni, who was born with congenital heart disease. Our mission is inspired by Saloni's determined spirit, her dreams, and the lack of specialized pediatric cardiac care in India, which tragically resulted in Saloni's untimely passing in 2018 at the age of 13.

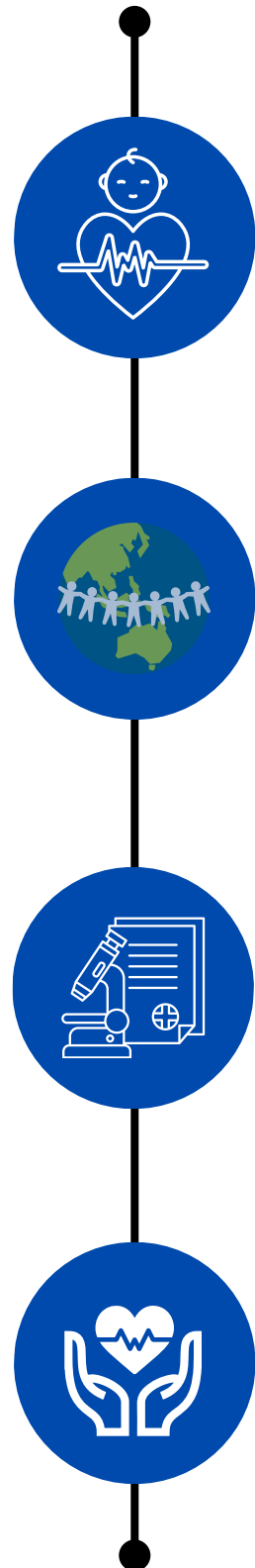
“Together, we can bring hope and healing to our children and their families, by giving them gift of life..”

*milli & himanshu*





# Our Focus



## **Saving Children's lives with CHD**

Saloni Heart Foundation, USA is dedicated to saving children's lives born with Congenital Heart Disease (CHD). Did you know 1/100 or 1.33 million children are born with CHD worldwide & >95% don't have access to pediatric cardiac healthcare. 240,000 children are born with CHD per year in India & 20% need intervention to survive the 1st year.

## **Access to Care for all CHD children**

In India there are only 10 large Pediatric cardiac centers with <15,000 children in total getting treatment annually. Saloni Heart Center (SHC), Excellence in pediatric heart care and medical second opinion from world's best doctors. SHC will help children across the world not just in India.

## **Training & Research**

Enable delivery of high standards of patient care, contextual research & capacity building in India for the world. Facilitate training by US based team of healthcare professionals including surgeons, doctors, technologists, nurses and paramedical staff to build a robust pediatric heart program

## **Leading Pediatric Cardiac Hospital**

At full capacity, SHC with 200 beds plans to perform 5,000 life-saving surgeries, manage 10,000 medical cases annually, and train 1,500 medical professionals, making it the world's largest pediatric cardiac healthcare center. It will create holistic care through other super specializations housed in SGPGI, Lucknow







# How we are different



## We are saving lives of children born with CHD by building

- **World's best infrastructure and medical staff**
- **Investment in training and research**
- **Outcome driven holistic patient care**

First SHC will generate ~1500 jobs and shall further support jobs in allied and local community businesses

# 02 TONE OF VOICE

# Tone of Voice

compassionate, empathetic , inspiring, simple and hopeful

<b>IS</b>	<b>IS NOT</b>
warm	indifferent
personal	dismissive
supportive	exclusive
credible	authoritative
trustworthy	boastful



LOGO

03

# Logo

Utilize when referring to and speaking about the wholistic foundation

## Primary



keep the icon and the type face together

## Secondary



utilize when you have more space



# Logo

Utilize when referring to the Saloni Heart Center Specifically

## Primary



keep the icon and the type face together

## Secondary



utilize when you have more space

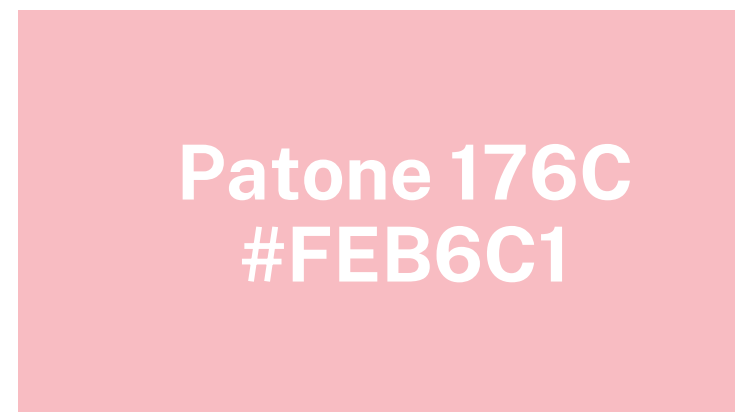
# COLOR PALLET

04

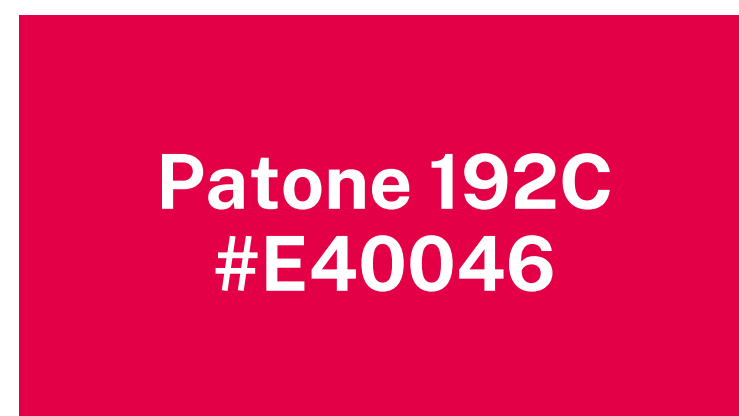
# Color Palette



Primary Colors



Secondary Colors



Accent Colors

# TYPOGRAPHY

05

# Typography

Heading

Aleo

Subheading

Aleo

Body

Public Sans

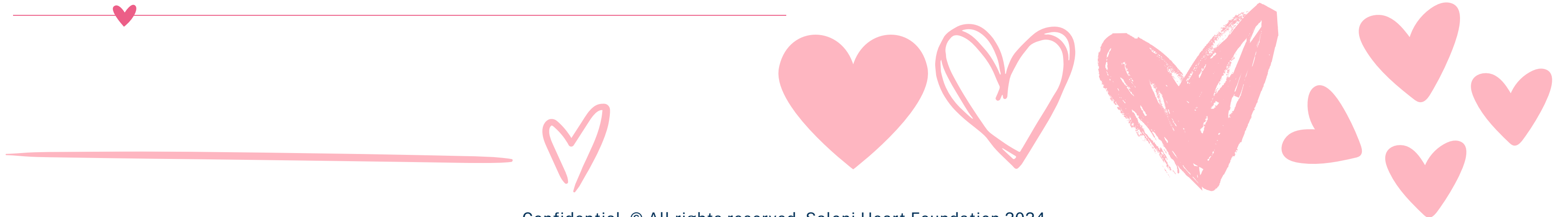
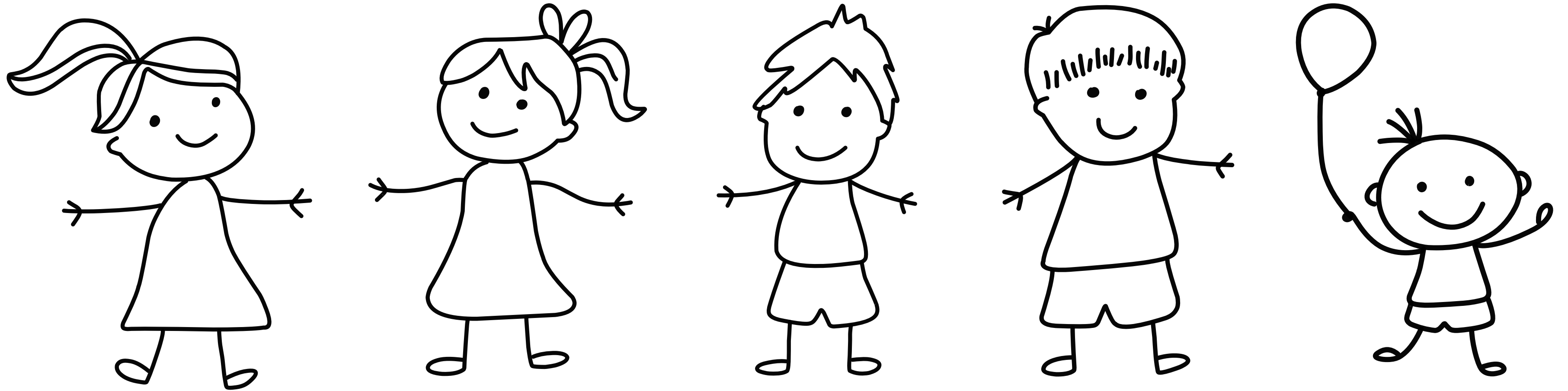
*Signature*

Quote

# ICONOGRAPHY

06

# Iconography



# IMAGERY

06



# Imagery: Partnership

Referencing Saloni Heart Foundation & Sanjay Gandhi Post Graduate Institute of Medical Science (SGPGIMS) in Lucknow, India,





# Imagery: Saloni Heart Center

## Referencing Saloni Heart Center





# Imagery: About

Referencing Story Behind Saloni Heart Foundation



[Download](#)

"Saloni Heart Foundation is a beacon of hope for thousands of parents in India grappling with the challenges of their children's heart care. We are committed to helping parents going through this and want them to know they are not alone anymore and with SHF they have a place to help their children get world class treatment"

- MILLI SETH (PRESIDENT & FOUNDER)

# THANK YOU!

