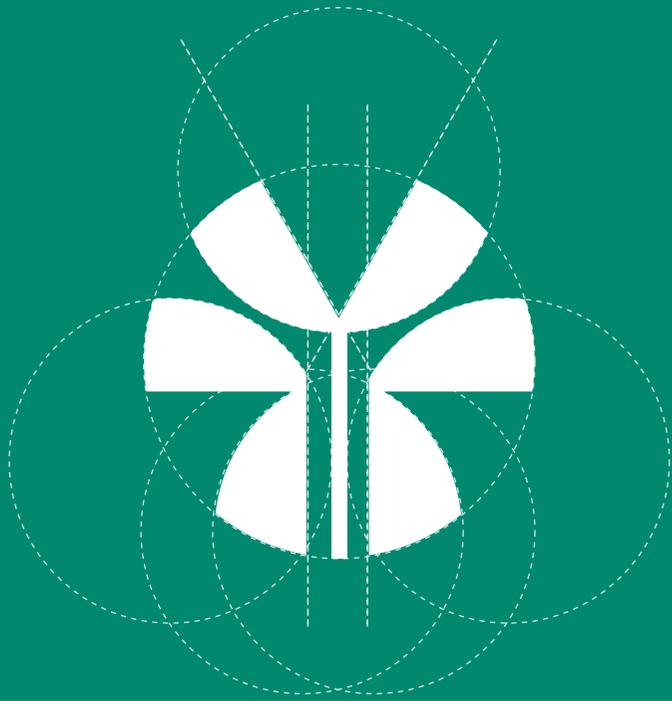




**SRI SAI GANESH**

**WOMEN & CHILDREN'S HOSPITAL**

## Golden Ration



This logo presents a balanced composition that merges organic shapes and geometric precision. At its center, a vertical green form resembles a stem or trunk, anchoring the design and providing a clear sense of symmetry. The top green shape fans out like a leaf or bloom, echoing a botanical theme while remaining abstract enough to feel modern and versatile.

Flanking this central element are two orange shapes, each formed with rounded arcs that evoke petals or wings. Their placement in the left and right quadrants creates a mirrored effect, reinforcing the design's symmetry and guiding the eye around the composition. The interplay between the orange and green elements suggests growth, renewal, and forward momentum—qualities that can symbolize innovation or positive change.

The golden ratio underpins the overall proportions, lending the logo a sense of natural harmony. The perfect circles used in its construction help maintain a clean, refined look and ensure that every curve feels intentional. The interplay of contrasting colors—warm orange against cool green—enhances its visual impact, while the precise geometry speaks to a brand that values both creativity and structure.

## How the Golden Ratio is Applied in This Typography?

# SRI SAI GANESH

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Your logo follows a structured hierarchy using **twice the golden ratio (3.236)** for a balanced and visually appealing design. The icon on the left, created with perfect circles and golden proportions, serves as a strong foundation. The text on the right is scaled proportionally, with **"Sri Sai"** being **3.236 times smaller** than **"Ganesh"**, and **"Multispeciality Hospitals"** further reduced by the same ratio. This ensures a smooth transition and a natural reading flow.

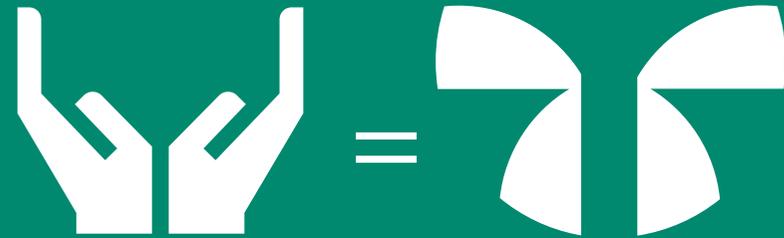
The proportional scaling enhances **clarity and hierarchy**, making **"Ganesh"** the focal point while maintaining balance. The golden ratio creates a visually pleasing effect, while the **green and orange color contrast** adds vibrancy and professionalism. The structured typography ensures readability without overcrowding the design.

Using **3.236 scaling**, the logo achieves **mathematical precision and artistic elegance**. Its adaptability across **digital, print, and signage** makes it both **timeless and effective**. The well-thought-out proportions reflect **trust, care, and excellence**, reinforcing the hospital's strong and credible identity.

# Icon Description

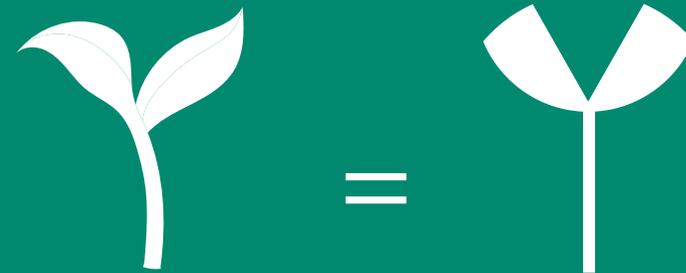


The logo features a shape resembling both opening hands and a budding plant, symbolizing trust, growth, and new beginnings. The opening hands represent support and reliability, reinforcing a strong foundation of trust and integrity. At the same time, the budding plant signifies progress, continuous improvement, and a commitment to nurturing success. This harmonious blend of elements visually communicates a brand that is trustworthy, forward-thinking, and dedicated to long-term growth.



## Trust

This part of Icon features a shape resembling opening hands, symbolizing trust, openness, and reliability. The open hands represent transparency and honesty, fostering a sense of security and dependability. This design reflects a welcoming and supportive approach, reinforcing the brand's commitment to strong relationships and unwavering integrity. By visually embodying care and reassurance, the logo builds an instant connection, ensuring that trust remains at the heart of the brand's identity.



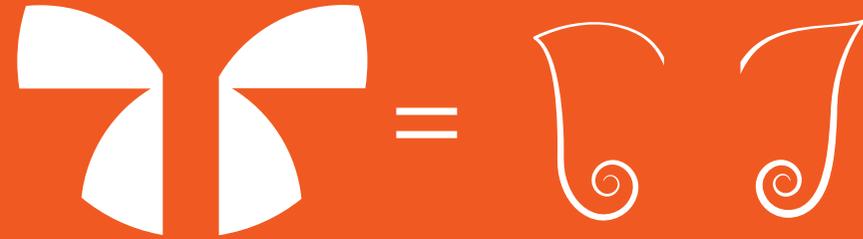
## Growth

The logo features a shape resembling a budding plant, symbolizing growth, renewal, and potential. Just as a young plant flourishes with the right care, this design represents continuous progress, resilience, and new beginnings. It reflects a commitment to development, sustainability, and long-term success, making it a powerful visual statement for a brand focused on innovation, evolution, and future possibilities.

## Icon Description (Spiritual)

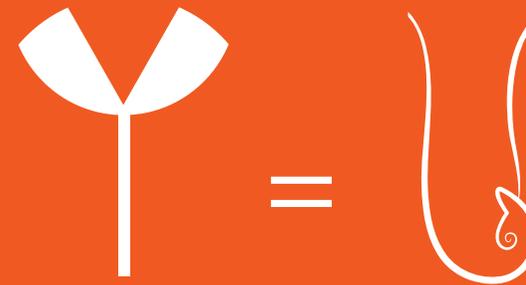


Together, the face and ears of Lord Ganesha in the logo symbolize a harmonious blend of wisdom, guidance, and attentiveness. The central face represents divine intelligence and success, while the ears emphasize the power of listening and understanding. This combination creates a strong visual identity that signifies growth, problem-solving, and an enlightened approach to challenges, making it an ideal representation of a brand or concept built on knowledge, progress, and spiritual strength.



## Lord Ganesha's Trunk

The middle part of the logo symbolizes the face of Lord Ganesha, representing wisdom, prosperity, and success. Ganesha is revered as the remover of obstacles and the harbinger of new beginnings, making this element a powerful symbol of positivity and divine blessings. The design embodies spiritual guidance and intellect, ensuring that the brand or concept associated with it is rooted in auspiciousness, strength, and clarity of vision.



## Ears of Ganesha

The two side parts represent Ganesha's ears, which are traditionally associated with listening, wisdom, and knowledge absorption. In Hindu mythology, Ganesha's large ears signify the ability to hear everything with patience and discernment, highlighting awareness, inclusivity, and understanding. This design element reflects the importance of attentiveness, learning, and open-mindedness, which are essential qualities for personal and professional growth.

# SRI SAI GANESH

## WOMEN & CHILDREN'S HOSPITAL

Font:

Aa

Montserrat Bold

AA

BEBAS NEUE REGULAR

The Poppins font, with its elegant and modern feel, brings a touch of sophistication while maintaining clarity and warmth—an ideal choice for a multispeciality hospital logo. Its rounded edges and smooth curves enhance readability while conveying a sense of trust and care, essential in the healthcare industry. The font's balanced proportions create a professional yet welcoming brand identity.

By incorporating the Bebas Neue Regular font, the design gains a soft, approachable, and modern feel, complementing the elegance of Casser. Arima's rounded edges and slightly playful structure add a touch of warmth and friendliness, making the logo more inviting and trustworthy—an essential trait for a multispeciality hospital. The smooth transition between Casser's sophistication and Arima's fluidity ensures a balanced composition that is both professional and welcoming. This blend creates a strong visual hierarchy, making key elements stand out while maintaining an effortless reading experience.

The text alignment follows a structured layout, ensuring a smooth visual flow. By placing the text strategically, the design maintains symmetry and readability, guiding the viewer's eyes naturally across the logo. The Golden Ratio's proportional placement ensures that the spacing and positioning feel organic, preventing any element from looking out of place.

Using the Golden Ratio (1.618:1) for size reduction adds a natural sense of balance and aesthetic perfection to the typography. This method ensures that the text elements scale down smoothly, creating a hierarchical flow without abrupt changes. The gradual reduction in size enhances visual rhythm, making the design look more harmonious and structured. The Golden Ratio is often found in nature and art, making it a timeless design principle that subtly enhances the overall appeal.

# Colour Theory

## Teal Green

Hex Code - #00896F

### Growth & Healing

The teal green (#00896F) color in the logo symbolizes growth, renewal, and vitality, making it a perfect representation of a multispeciality hospital's commitment to progress and well-being. This shade, derived from the harmony of blue and green, reflects both trust and healing—essential qualities in the healthcare sector. Just as nature flourishes in shades of green, this color in the logo signifies continuous advancement, patient care, and holistic development, reinforcing the hospital's dedication to medical excellence and innovation.

## Vivid Orange

Hex Code - #F05A22

### The Spark of Energy & Innovation

The color #F05A22 in the logo strongly represents trust and dependability, essential qualities for a multispeciality hospital. Its warm and inviting nature creates a sense of assurance and reliability, helping patients feel safe and confident in the care they receive. Orange, often linked to positivity and connection, fosters a bond of trust between the hospital and its patients, reinforcing the institution's commitment to unwavering support and compassionate healthcare.

# Logo Variants



# Icon Variants

