Creative Solution

If we come together, we can make someone smile.



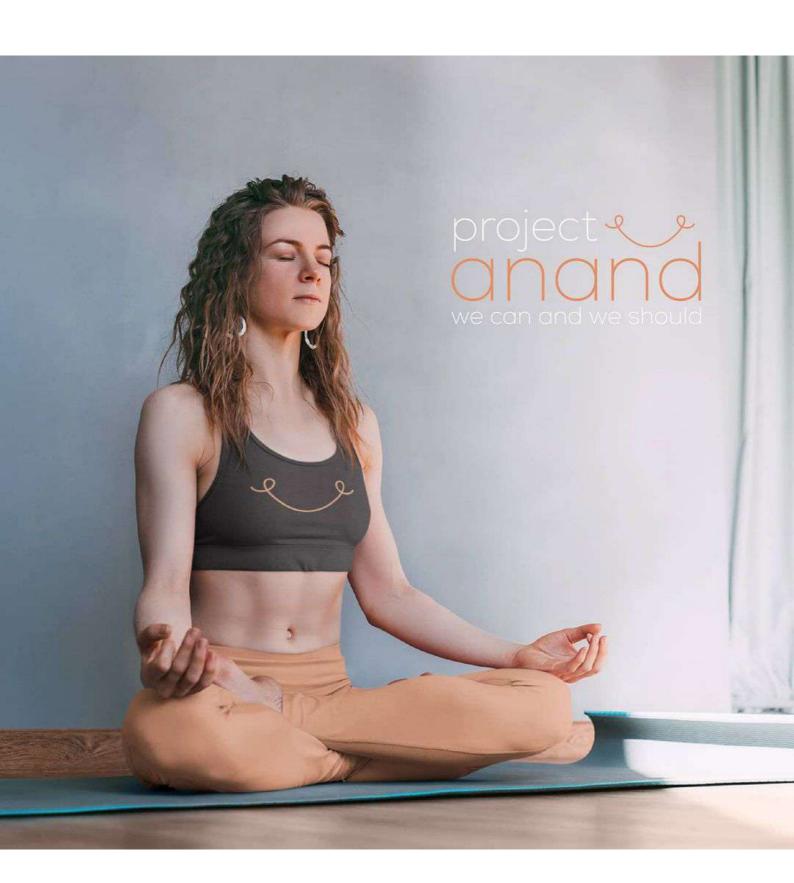


Challenge

In order to support the fund raising drive for the project. An identity was required to communicate the message clearly of how together we can add happiness in the lives of these cancer patients.

About

Project anand is an infrastructural facility envisioned at Kaivalyadham to provide better staying amenities for the cancer healing patients who come there from across the world.











Impact

The identity was able to communicate the message in a very simplified manner and adding right value in the fund raising drive.