

Creative Solution

If we come together, we can make
someone smile.





project
onand
We can do it! We should!

We came up with an identity
that reflected the cancer point
of view and also justified their

When you present it well
in front of the right in-
vestors, the communica-
tion will be fruitful and
our identity designed



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.



project 
anand
we can and we should





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Impact

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