

Summer Training at
Delcure Lifesciences, Mumbai
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REPORT
(PART 1)

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With great pleasure I express my most cordial, humble and gratefull thanks to **Mr. Harishankar Sahu**, Senior Product Executive Delcure Lifesciences Ltd. for giving opportunity to do my internship and also for inspiration and valuable suggestions.

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I wish to express my cheerful thanks to all our classmates and seniors for their encouragement for the successful completion of this Summer Training.

Bhavana Upadhyay

Student

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COMPANY PROFILE

Delcure Lifesciences Limited headquartered in Mumbai, established since 2013. A pharmaceutical company exclusively belongs to several range of finished dosage form in which includes therapeutic segments and specialities and works for endeavour provides safe, effective and quality medicines with customized information and support to help complex treatment options.

Delcure Lifesciences Limited is a healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities that are as per international standards. All this greatly backed by a strong distribution network and research work has placed us the amongst India's fastest growing healthcare organizations. The company founded by Mr. Prashant Kumar Pathak, the company manufacturing collaboration with Akums Drugs and Pharmaceuticals, Internationally Recognized, WHO-GMP certified units in oral solid dosage forms, Injectables and ointments, liquid orals, ointments and food supplements Nutraceuticals. DLL has revenue of \$ 5 million and more than 500 employees are associated with it.

Delcure Lifesciences Ltd. has two divisions – Winspire and Delvoice. Winspire division has operations in paediatrics, ENT and Chest specialities While Delvoice is a 2nd division with a focus towards orthopaedics, Gastroenterologists and consulting physicians. DLL has products for pain management, nutritional, GI, anti-infective, bone and joint health. Some of the top brands from the company are SPAFAST D, COMBIPART, STIFEASE PLUS, MALENDIA and so on. Delcure is credited to bringing innovative new products which are new to the country.

DLL has taken an initiative to give respect to doctors who are necessary part of the society. The initiative was named as “*Honour Your Doctor.*”

Company's Vision

“To become the most respected, uniquely positioned leading pharmaceutical company in the chosen areas or specialty verticals in India and abroad with distinct value-based characteristics.”

Purpose, Culture and Value

Delcure Lifesciences strongly believe in promoting the purpose of Happiness and Creating the culture of Helpfulness for DLL family members and the society, with the learning from promoting sustainability and augmenting life with growth. DLL firmly believe in value of Truthfulness.

International collaboration

Company already has four international collaborations mentioned below

- Pharmabase, Switerland
- Helixor, Germany
- Cymbiotics, USA
- Amarillo Biosciences, USA

INTRODUCTION

SPAFAST D Injection is a combination of two drugs Diclofenac and Thiocolchicoside which is used in treatment of pain due to muscle spasm. It is not only improving the movement of muscles but also provides relief from pain and discomfort associated with muscle spasms.

SPAFAST D 2MG/37.5MG INJ is a Schedule H drug i.e. available on prescription only. It is generally given After Food. The drug is available in various dosage forms in the market. It is an anti-inflammatory painkiller. This non-steroidal drug is used to alleviate symptoms of arthritis such as inflammation, pain, fever and swollen joints.

The potential working mechanism of comprising drugs are act as a muscle relaxant & are used in the symptomatic treatment of painful muscle spasm. Thiocolchicoside is a muscle relaxant with anti-inflammatory action. It acts as a GABA- A receptor antagonist and similarly it also acts upon glycine receptor antagonist with the same potency. On the nicotinic acetylcholine receptor, it should be acting as a much lesser extent.

Moreover, Diclofenac sodium is responsible for the anti-inflammatory, antipyretic and analgesic action which acting on inhibition of prostaglandin synthesis by inhibition of cyclooxygenase (COX). It exhibits bacteriostatic activity by inhibiting bacterial DNA synthesis.

Product Name	Price	Composition
SPAFAST D 2MG/37.5MG INJ	INR 59.13 for 1 INJECTION	DICLOFENAC SODIUM 37.5 MG, THIOLCHICOSIDE 2.0 MG

Table 1: Product of Delcure Lifesciences

This combination of drugs is generally growing in number of other indications in speciality to treat: Rheumatoid Arthritis, Osteoarthritis, Ankylosing Spondylitis and also prescribes in the Lumbar pain or Lower back pain. Diclofenac Sodium works by obstructing the production of cyclooxygenase, which synthesizes the compound called prostaglandin, this compound is responsible for symptoms of arthritis such as pain, swelling and inflammation. The infusion of SPAFAST -D INJ reduces the symptoms such as pain, swelling and inflammation associated with condition of patients towards analgesic with muscle relaxant effect. Some of the literature reported effect of the SFAFAST-D INJ.

The study of diclofenac with thiocolchicoside which reported the efficacy of drug molecule was assess in ortho patient groups which were administered a combination therapy for observing symptoms of ortho patients. The combination of diclofenac + thiocolchicoside used to treat different types of symptoms such as spasticity from upper motor nerve syndroms and muscular pain or spasm from peripheral musculoskeletal conditions and the results obtained are-1). Enhanced therapeutic outcome was obtained as decrease in pain due to muscle relaxation with NSAIDS. 2). Increased pronounced improvement in pain management, muscle stiffness, physical functions of orthopaedic patients (**Raut Asawari, 2013**). 3). It is used in moderate or severe lower back pain to identified results of injection as measured a maximum relief in management of pain, muscle stiffness and physical functioning of the body. 4). It was found very effective in resolution of muscle contracture and this treatment also well tolerated in terms of adverse effects with improving patient compliance. (**Sproviero E, 2018**)

(**Irianni et al., 2016**) In this study, the invention relates to a stable injectable aqueous solution containing diclofenac and thiocolchicoside that are used for the treatment of painful and inflammation in the rheumatic or traumatic circumstances of the joints, muscles, tendons and ligaments. It demonstrates that diclofenac is a substance containing a mixture of propylene glycol and polyethylene glycol. While preparing a liquid composition containing diclofenac and thiocolchicoside, it has been found that it is necessary to overcome a number of technological difficulties, the most important requirement is to prevent the degradation of one or both of the active ingredients when formulated in a single unit dose solution.

STUDY RATIONALE

By assessing the acceptance of the product in the market, pharmaceutical companies make promotional strategies. These promotional strategies are key motivator for future growth and innovation. It determines the scope of an enterprise how it will further place its position in the market. By assessment and understanding the scope, acceptance of a product and competition in the industry, Pharmaceutical industry can determine and frame the strategies for them.

By collection of specific data-base from Doctors as respondents the scope and acceptance can be tracked.

OBJECTIVE

To find out acceptance and scope of thiocolchicoside+ diclofenac injection in Trauma/critical care unit.

RESEARCH METHODOLOGY

Research Design – The research study conducted was Descriptive.

Sampling method- Randomised sampling.

Sample population- The speciality was targeted including 200 orthopaedic Doctors on which study was conducted and the area for study was PAN India.

Data collection

Tools

Structured Questionnaire was designed for doctors which was used.

Techniques

Phone calls interviewing and online Google forms were employed as a survey technique.

Duration of study- 2 months

Data Analysis-

The gathered data was entered the Microsoft Excel sheet and was analyzed.

FINDINGS AND INTERPRETATIONS

In order to access the acceptance and scope of SPAFAST D this study was taken feedback through the questionnaire from different orthopaedics of all over the India undertaken to know the perception about the product.

The data recorded through the survey of total 154 doctors were responsive and gave productive data.

1. Diclofenac injection prescription



Fig 1. Representation of prescription of diclofenac injection.

Preference of Diclofenac prescription	Percentage Frequency
Yes	92.6%
No	8.45%

Table 2. Prescription percentage of diclofenac injection.

INTERPRETATION- The above pie chart shows majority of orthopaedic doctors prefers Diclofenac injection. On an average more than 70% diclofenac is used to manage pain and more than 90% responses are recorded in this study for prescribing diclofenac inj.

Separately. On the other hand, minority of doctor is not prescribing diclofenac injection in some conditions.

2. Thiocolchicoside Injection prescription

Thiocolchicoside injection

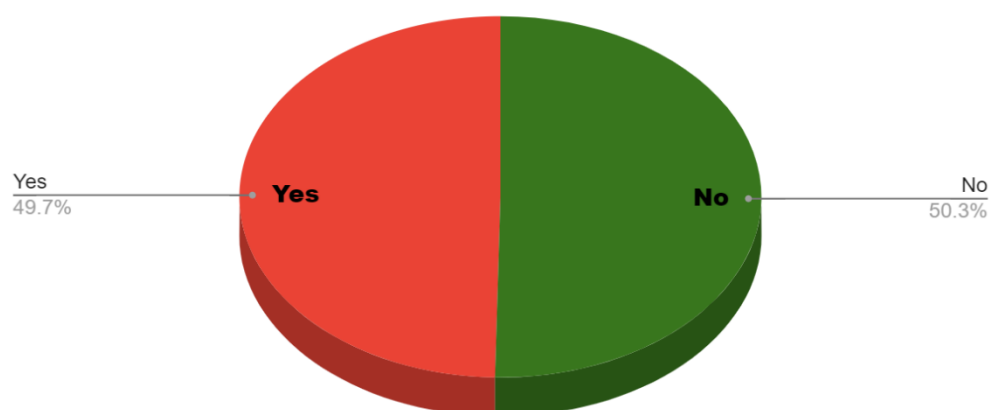


Fig. 2 Prescription of thiocolchicoside injection.

INTERPRETATION- The above pie chart shows the result of survey in which 49% responses of orthopaedic prospects for prescribing thiocolchicoside inj. while majority of up to 50% doctors are not prefer thiocolchicoside inj. due to various reasons such as availability and lack of clinical success.

3. Prescription of Thiocolchicoside + Diclofenac Injection

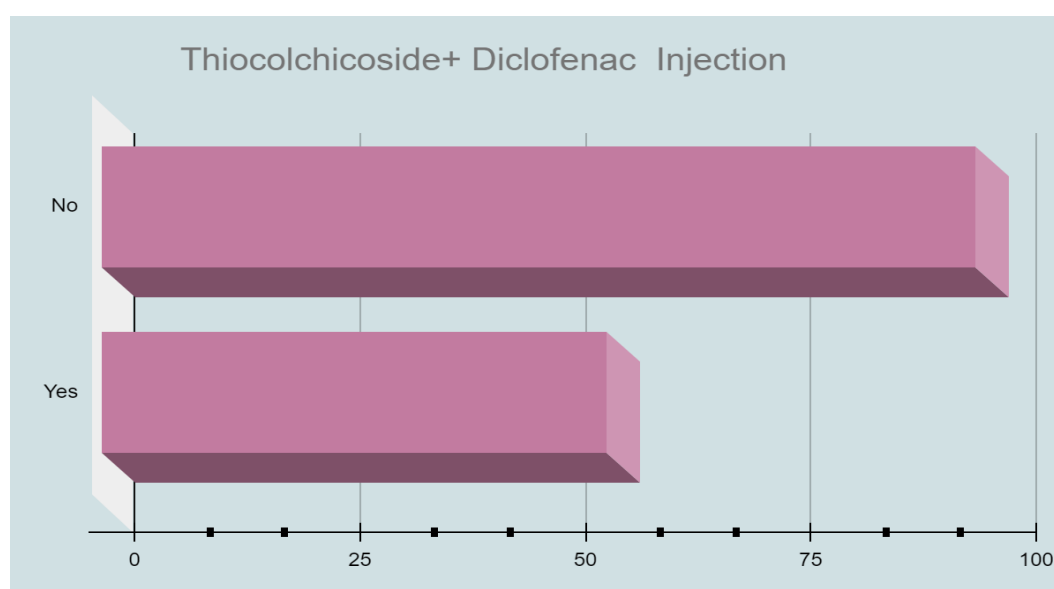


Fig. 3. Comparison of combination.

INTRPRETATION- The above bar graph shows the result of the survey that proportion of more than 60% of the orthopaedician responds for not prescribing the combination of two drugs diclofenac and thiocolchicoside. One of the reasons was combine formulations of injectables are risky in some patients. While the minority of up to 40% doctors prescribes this combination for more effective treatment.

4. The reasons which restricts in prescribing a combination of Diclofenac+ Thiocolchicoside Injection.

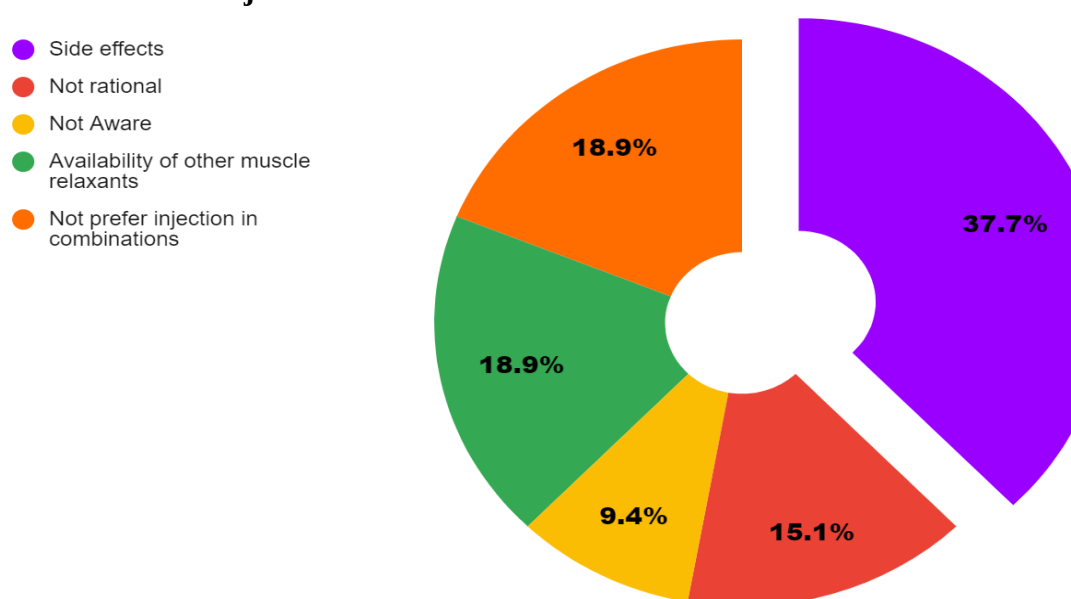


Figure 5- Factor limits the prescription of combination.

INTERPRETATION: In the above pie chart, it shows the result of survey there are various factors that restricts doctors to prescribes a combination of drugs. The major factor found was side effects such as cardiac effects and in long term use it causes kidney damage. On the other side, some doctors said it's not rational due to lack of clinical success. About 9% of doctors are not aware of such combination and more than 18% respondents told injectables are risky in combinations. The rest of about 18% doctors said they were not prescribing this combination because of availability of other muscle relaxants which gives same effect orally.

5. The major indications in which prescribe Thiocolchicoside + Diclofenac Injection.

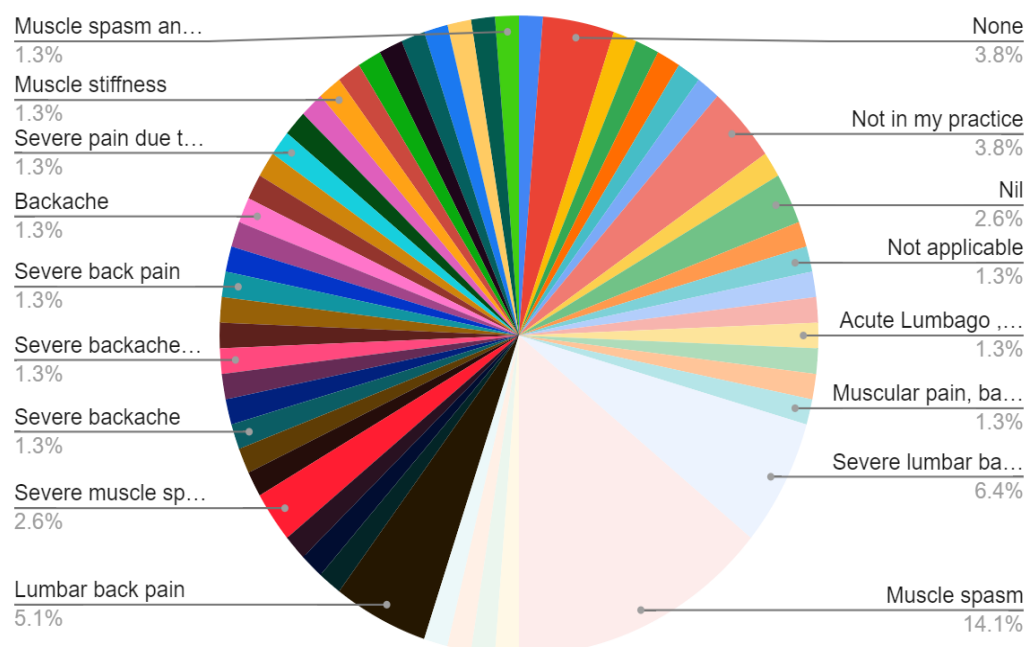


Fig. 5 Various indications for combination.

INDICATIONS	FREQUENCY RANGES
Acute or Low back pain/ Lumbar pain	20 - 25
Muscle spasm/ stiffness	40 - 45
Severe pain and trauma	5 - 8

Table 3. Major indications for prescribing combination.

INTERPRETATION - The above pie chart shows the results that different indications are obtained in which mostly doctors prescribe the combination of both diclofenac+ thiocolchicoside for treating symptoms like muscle spasm up to 50% prescribes more than 25% prescribes in lumbar pain or acute low back pain.

6. Number of prescriptions for Thiocolchicoside + Diclofenac Injection in a month.



Fig. 5 Number of prescriptions prescribes by Doctors for combination of diclofenac +thiocolchicoside.

INTERPRETATION- The above line graph shows the result of the survey in which one of the orthopaedic Doctor prescribe up to 50 prescriptions for this combination in a month. Furthermore, the majority of number of prescriptions in between 10 to 25 and rest of minority of responses for below 10 prescriptions in a month.

7. Doctors preference in the combination of thiocolchicoside + diclofenac injection, if in near future a new brand will launch with the same combination

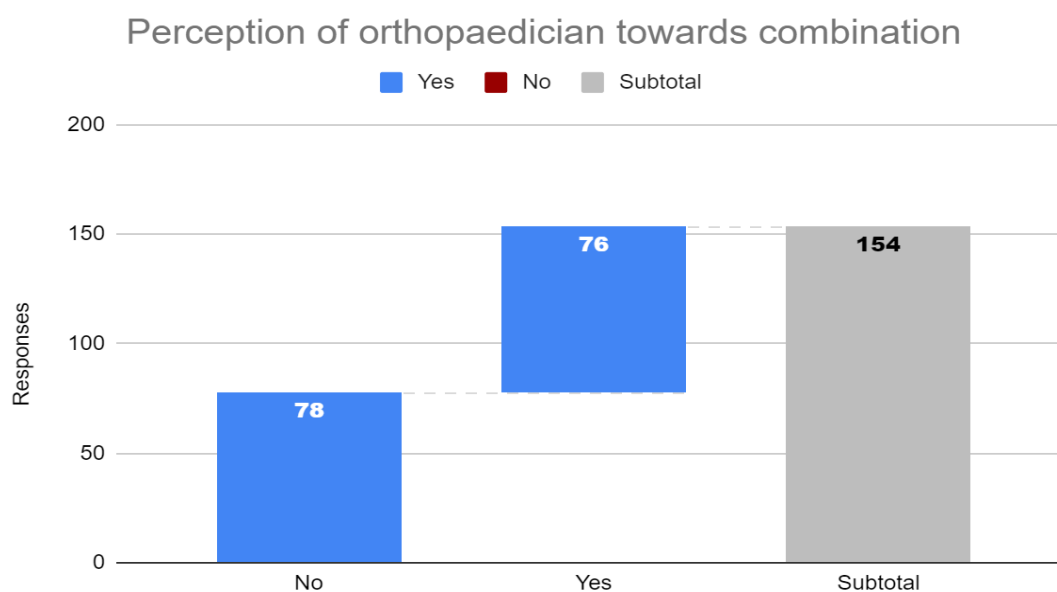


Fig. 6 Future Preference of combination of diclofenac with thioclchococide.

INTERPRETATION – The above graph shows the results of the doctor's perceptions for the future preference of combination of diclofenac with the thiocolchicoside. In the survey, the majority of 50% responses of doctors said No due to different reasons. While more than 45% of doctors said they will prefer this combination in future because of effectiveness of the combination drugs.

RESULT AND DISCUSSION

Based on the survey, orthopaedic segment in various cities in all over the India. It has been found that there is widespread usage of SPAFAST- D in other off- label indications like acute lumbar pain and severe backache as well. After interacting 160 doctors it was concluded that Diclofenac injection is more acceptable than Thiocolchicoside injection individually. There are so many reasons for said No to Thiocolchicoside injection only. It depends on Doctors opinions like some of them are said Thiocolchicoside Inj. has potential cardiac side effects and some respondents said it causes drowsiness and pain at the site of injection which is associated with skin rashes.

The Diclofenac + Thiocolchicoside Inj. is act as the first line choice of drug for indications such as Muscle spasm. Some of Doctors preferred it in the Lumbar pain or Lower back pain as well as in Muscle stiffness and symptoms such as pain, swelling and inflammation associated with condition of patients towards analgesic with muscle relaxant effect. From the study, it was found that some of the doctors are not prescribe the combination of drugs in the injectables. Instead of injectables they preferred oral dosage form in the combinations.

In the discussion, only Doctors preference was availability, awareness and efficacy of drug molecules and its usage widely depends on condition of the patient. The average prescriptions for the combination of drugs are less in numbers. The findings revealed that the current market scenario for the specific product the performance can be boosted by the company, if they focus on removing some existing gaps such as low market coverage, limited doctors outreach due to which many doctors are even don't aware of the combination as well as product and low availability of the product. In future, the doctors will prescribe the combination of Diclofenac+ Thiocolchicoside Injection if they are satisfied with the results of clinical trial or success in clinical studies.

CONCLUSION

The combination of the Diclofenac + Thiocolchicoside Inj. is used for broad array of indications because of therapeutic mechanisms. It is widely used to treat symptoms like pain, inflammation and muscle spasms. Many of the doctors suggested oral combinations for treatments rather than injectables in combination. The data from this study suggested that there was lack of awareness about the product among the doctors. The opinion of doctor is different for the first line of drug in treatment but it could be concluded that being Diclofenac + Thiocolchicoside Inj. doesn't remain the drug of choice.

To become a drug of choice. There are many loopholes in the market position and demand-supply of the product. The positioning will in terms, to influence the doctors by doing promotional activities from time to time. The company should also strengthen its sales team and focus more on the deliver product details with proper clinical trial success. The company should also promote the product with the help of awareness programs and via CME's this will helps in achieving more sales of the product. It was realized the brand equity of competitors of the Delcure was greater and almost all the cities covered in India.

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ANNEXURE I

FIND OUT ACCEPTANCE AND SCOPE OF THIOLCHICOSIDE + DICLOFENAC INJECTION IN TRAUMA/CRITICAL CARE UNIT

Dear Respondent,

The following study is conducted by Bhavana Upadhyay, a 1st-year student of MBA Pharmaceutical Management, IIHMR UNIVERSITY Jaipur. I am conducting this survey as a part of my summer internship project.

This questionnaire aims to understand the scope and acceptance of diclofenac sodium and thiolchicoside injection. I will make sure to protect your recorded response. Please read every statement carefully and take out your valuable time to fill the most appropriate answer.

Thank you for your participation.

Dr Name

Speciality

Qualification.....

Contact.....

Place.....

Date.....

1. Do you prescribe Diclofenac Injection?

Yes

No

If No – Reason

2. Do you prescribe Thiocolchicoside Injection?

Yes

No

If No- Reason

3. Do you prescribe Thiocolchicoside + Diclofenac Injection?

Yes

No

If no- Question 4 & 7, If Yes- Question 5.

4. What restricts you to use Thiocolchicoside + Diclofenac injection?

.....
.....

5. What are the major indications in which you prescribe Thiocolchicoside +
Diclofenac Injection?

.....
.....

6. How many patients do you prescribe Thiocolchicoside + Diclofenac Injection in a month?

.....
.....

7. Will you prefer combination of thiocolchicoside + diclofenac injection, if in near
future a new brand will launch with same combination?

.....

8. Any other comments/suggestions:

.....
.....

PART

2

Online course

BRAND IDENTITY AND STRATEGY

COURSE DESCRIPTION

The course is delivered by Rhodes Scholar winning Professor, Dr Maria Eizaguirre, a member of IE Business School's faculty. This course is very helpful to adopt creative approach and empowering brand.

The journey of that course starts with the understanding What actually the brand is and how can we build it effectively, simultaneously it explores segmenting appropriate customers. This course beautifully explains, A brand is consumer experience which creates fundamental to long term growth and starts with promise of a brand. The author explicated the different types of Brand Pillars and key components of brand health. It determined the strategy for introducing a brand with Rational positioning and Emotional touch of branding to design a brand with expressions of company strategy.

The course explores positioning and its importance to successful brands looking at perceptual maps and the well-known iceberg model. It culminates in development of real brand houses, which can be applied to the working world, and how picking the right name, colors and logo can be instrumental to a brand's success. This course found creative and interesting as well due to in depth knowledge of branding in simple ways.

OBJECTIVES

To understand a brand and how it built.

To identify consumer insight as the future brand strategy.

To understand elements of segmentation and positioning of a brand.

COURSE CONTENT

BASIC TERMINOLOGIES

- Brand identity – a name, symbol or design that identifies a product, service or entity from others.
- Brand image – a set of associations attached to a brand identity in the minds of its stakeholders.
- Brand promise – the customer value proposition or benefits communicated by the brand to the customer and/or consumer.
- Brand purpose – this answers the question of why a brand exists with respect to the positive difference it aims to make in people's lives.
- Brand value – the incremental Net Present Value (NPV) of future cash flows stemming from a branded compared an unbranded business and product via its effect on all stakeholders (e.g., customers, employees, suppliers, financiers, channel partners, etc.). In simpler terms, what deploying the brand is worth to management, the bottom line, and shareholders.
- Branding – the creation of names, symbols, characters, and slogans that (1) help identify a product (2) create unique positive associations that differentiate it from the competition by (3) creating additional meaning (value) in consumers' minds.

Introduction to branding: Segmentation.

Brands themselves behave as people, and learning to decode their language, and shift from the most rational exercises like building a brand to the most emotional ones like summarizing the brand in symbols and identarian elements, is a constant source of wonder. They find their way into people's lives, become a part of them, and are able to elicit love and hate. That brands are like people that our relationship with brands is emotional, and key aspects of brand-building include relevance, experience, perceived quality, and liking.

The process by which brands reach this person is called segmentation. There are basically four types of segmentation: demographic, geographic sometimes comes in there as well, behavioral, psychographic, and motivational. The market segment to which brand address their value proposition is called their target.

ICEBERG MODEL- The value of recognizing the unseen parts of the iceberg is a critical role in helping to make the right decisions. In branding we focus on two big words; needs and motivation. A need is a state of deprivation and can be both physical and psychological. Motivations are the internal drivers that push people to resolve a problem or reduce a need.

CONSUMER BASED POSITIONING

The Positioning of the brand creates differentiated value for target consumers and segments and what positions it wants to occupy in those segments. Consumers will rarely re-assess products and brands each time they need to buy. A product's position is this, it's the complex set of perceptions, and impressions, and feelings the consumer has for the product when compared to competing products.

A positioning statement is a statement that summarizes the brand positioning decided by the organization. It belongs inside the organization, and it is made evident to consumers in many different ways, not exclusively using marketing tools.

Positioning statements take four key elements into account are target, frame of reference, point of difference, reasons to believe.

Understanding what consumers are substituting your brand or products with is critical for reframing your frame of reference. The competitive frame of reference provides the context for positioning. This makes it more difficult to introduce new products that are not in line with the original set. For example, if a product is a creamy cheese you might want to establish your position within the cream cheese category.

How Consumer views the market

The realities that consumers will compare new products to other products that they know or have experienced with. The points of parity are those elements that are considered mandatory for a brand to be considered a legitimate competitor in specific category. All those associations that are shared with other brands, but we should determine your capacity as a brand to compete well.

There are two main approaches to constructing a perceptual map. The first is used it is where management of the organization utilizes their collective the knowledge and experience of the

market to construct a perceptual map, and the second approach is where you have access to the results of a suitable market research study.

The determinant attribute are those attributes that the consumer relies upon in their purchase decision. In other words, determinant attributes are quite important to them and the consumer uses them to help differentiate competitive offerings.

As a rough guide, some likely determinant attributes in different product categories are shown in the following table:

Product Category	Likely Determinant Attributes
Shoes	Comfort, design/style, quality, functionality
Instant coffee	Flavor/taste, country of origin, variety, quality
Breakfast cereal	Healthiness, sugar level, variety, fun/boring factor
Holiday destination	Temperature, travel distance, culture difference, facilities

BRAND HOUSE

A brand house puts art into brand strategy. It is a blueprint for communicate about the brand. The purpose of a brand house is to articulate what the brand aspires to stand for in the hearts and minds of consumers. It defines the enduring foundation that delivers on that aspiration, informing how the brand is brought to life over time. It captures the business ambition of the brand and combines it with the brand's most salient truth, making it resonate with consumers.

This powerful combination helps assure future success in maxing all stakeholders' connections to the brand in what we call brand love. It also provides an ongoing foundational touchstone for everyone who interacts with the brand and inspires and shapes the creation of meaningful brand experiences. The centerpiece of all brand houses brings in three core elements: targets ,core insight and competitive environment

Consumer insights are points of deep emotional leverage that brands can connect to in order to drive action. Insights will tend to be psychological, empathetic, and explanatory. Consumer insight, a category insight is explanatory and distils a deep understanding of why a brand picks up certain market dynamics beyond its market indicators like market share. Category insights

should be based on behavior and trends as to where the market is going and implicit in any good category insight. In order to get to a proper category insight, brands will focus on the implications behind market trends and market dynamics. The category insight highlights the customer's motivational relationship.

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate. This personality is a qualitative value added that a brand gains in addition to its functional benefits. Brand personality provides a unique collection of emotional triggers that people can connect with. It is a framework that helps a company, or an organization shape the way people feel about its product, service or mission. On dimensions, there are five dimensions to brand personality. These are: excitement, sincerity, ruggedness, competence, and sophistication.

Brand values are so important to a brand. They are at the center from which everything radiates, and these include communications, design, voice, tone and feel, and customer service amongst others. Most practitioners argue, brand values help to capture the three P's of a brand.

The three P's of a brand are: proposition, personality, and purpose.

BRAND MARKS AND VISUAL EXPRESSION

Brand identity refers to the physical form of the brand's personality. Brand identity standards are an ongoing commitment by a brand to maintain authenticity of the brand and help build and sustain its equity through time.

It provides consistency and quality, which ultimately revert not only brand knowledge but also brand esteem. It is the process involved in creating a unique image for a brand in consumers' minds. And if the brand is new, it helps also create a unique name.

Overall, it is important to remember the brand identity ensures the brand design encompasses just so much more than a logo. It is intended to present the core idea of a brand with impact, brevity and immediacy. As such, it expresses the values and the ambitions of the brand that it encapsulates its very DNA.

There are, however, other touchpoints that brands cannot afford to overlook when they are looking at the brand identity system. These touch points include typography, colors, layout, photography and illustrations, tone of voice, and sounds. All of these different touch points together, they should work together to increase brand recognition, and build what Byron Sharp has eloquently named mental availability. The way to increase mental availability is to create distinctive assets in all of these, brand identity played a huge role.

Typography is very valuable. It adds differentiation from competitors and it's central not just to the logo, but any corporate communication element including visiting cards. Color is important, and it tend to focus on a corporate color. A good way to establish a strong brand vocabulary, and brand system is through layout. This ensures flexibility, consistency, and coherence for a brand. Through photography and illustrations, consumers learn about the brand essence in a context. The tone of voice is the way the brand expresses itself verbally. And how brand personality is brought to life

A good logo should protect those values that are most relevant to the target audience, and that should always aim to maintain three fundamental pillars. In order to keep with the above, a logo must be: One, simple and very easily described. Two, memorable and unique. Three, timeless for it will need to stand the test of time even if it can evolve., it must be versatile, which means scalable and effective without color.

The logo is central to the brand identity system, and requires that we spend some time going over all the different elements that one need to take into account when designing a logo, that encompasses the necessary meaning for a brand and fully leverages its brand essence. There are three elements you need to consider when designing a logo. Typography, color, and symbol. Essentially, there are three different categories of typefaces script, serif, and sans serif. Script fonts typically appear with join letters and are often looked as they are handwritten or calligraphic in nature, like a signature.

Good examples of script fonts include Coca-Cola, Ford, Johnson and Johnson, Kellogg's, Budweiser, and social media brands like Pinterest or Instagram.

Serif font are denoted by small feet at the bottom of individual characters. This makes them easier for the human eye to read and tend to refer to formal, established brands that are also classical and elegant like IBM or Tiffany & Co, Giorgio Armani, or Vogue, even Zara.

Sans serif fonts lack the feet at the bottom of the individual characters. They are typically blocky in nature, and work to put across clean, minimal, friendly, modern, sometimes even innovative values.

Selecting a color palette is one of the most impactful choices you can make while developing your brand aesthetic generally. Choosing the right logo colors can highlight your business strengths and help grow your brand. Color is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. Choosing a color for a new identity requires a good understanding of color theory, a clear vision of how the brand needs to be perceived and differentiated and a big ability to master consistency and meaning over a broad range of media, and colors will change in different media.

Some key points to remember. Use color to facilitate recognition and build brand equity. Colors have different connotations and different cultures, and you need to be careful of this.

Yellow-It transmits clarity and warmth.

Orange - Is the color for challengers.

Red- Is the color of excitement, passion, and boldness. It is the color most associated to daring and pioneer brands like CNN or The Rolling Stone or Lego or Nintendo.

Purple- Is the color of power and status. It brings wisdom to a brand, certain superiority versus other brands in the market. This is the color of Capri or Barbie, or New York University.

Blue – Is the color of trustworthy, dependable, strong brands like Volvo.

Green is associated with peace and it is used by brands who focus on growth, be it personal growth or otherwise, or health like Tropicana or Starbucks or the petroleum brand VP.

Black- Is a balance and control. This is Honda, New York Times, Nike, even Apple.

Symbols are powerful elements of a brand identity system that extend beyond the logo.

They are a way to create a visual shorthand to connect and engage with customers, very much in line with icons for apps in your iPhone. Their job is to connect with the consumer and convey meaning in the shortest possible time.

LEARNING METHODOLOGY

Video lecture

Assignments

Reading material

Key learning from the course

From the course we understood the

- Brand building and its components with the help of Iceberg model.
- Customer insights for the need.
- Brand positioning with their key elements and segmentation process.
- Brand strategy as per future aspects.
- Understands the consumer prospects towards market as well as on the brand.