



The Role of Visual Branding and Design Thinking in Positioning Healthcare Brands:

A Strategic Study of Medivisual Healthworld Campaigns

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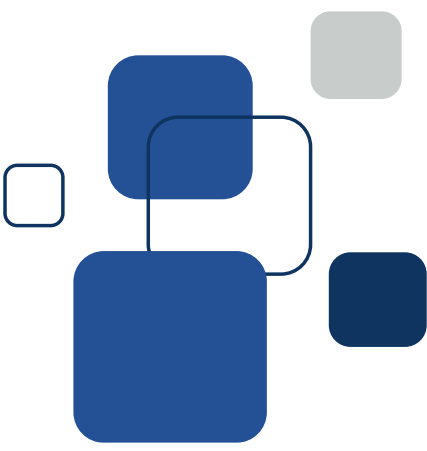
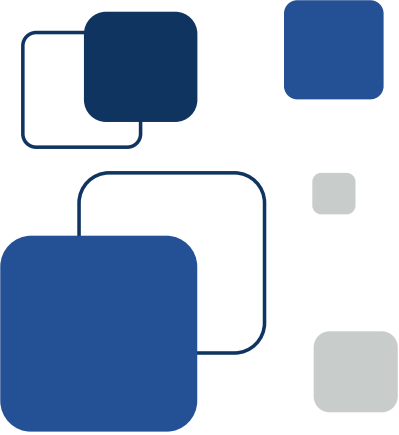
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EMPOWER

IT'S WHAT WE DO

We empower healthcare brands with insightful communication that drives growth and "Experience Happiness" while excelling in the healthcare industry.

ABOUT OUR COMPANY

We empower healthcare brands with insightful communication that drives growth and “Experience Happiness” while excelling in the healthcare industry.

Our Expertise



Branding & Identity

Logo And Packaging, Pre Launch Inputs, Launch Inputs, Post Launch Inputs, Half Yearly or Yearly Brand Planning Inputs, Print Inputs such as LBL, Visual Aid, Tent Cards, Wobblers, Dangers, Posters etc.



Medical Communication & Writing

Medical/ Lifesciences Manuscripts, Medical Abstracts, Review Articles, Medical Content Writing



Digital & Social Marketing

Web Portals, Apps Development, E Mailers, Facebook Posts, Audio Visual Infographics, Jingles



Web Development

Website Development, Portal/Application Development, Responsive Design



Audio & Video

Creative Videos Creations, Animation Videos, GIF's



Corporate Packaging

Logo And Packaging



Healthcare Branding in a Changing Landscape

- Branding in healthcare is no longer just about **visibility**—it's about **trust, empathy, and strategic positioning**.
- Especially vital in sensitive sectors: **IVF, diagnostics, wellness, and specialty care**.
- **Patient-centered care** requires branding that reflects emotional needs and core values.
- Visual branding significantly shapes **patient perception, brand loyalty, and recall**.
- **Medivisual Healthworld**, a leading Indian healthcare branding agency, is the focus of this study.

Today's patients are informed, emotional, and value-driven—they seek brands that feel trustworthy and compassionate.

Visual identity (color, typography, layout, imagery) must evoke comfort, empathy, and credibility.

Many brands struggle with disconnected messaging and generic visuals.

The Role of Visual Branding & Design Thinking

1

Empathy-driven storytelling
by user research

2

Co-created brand experiences
by Mood board prototyping

3

Iterative, patient-centric
innovation by content testing

Visual Brand Assets



Logo

Main Logo & Variations

- memorable
- not trendy
- makes impression



Colors

Color scheme & Complements

- no more than 4 main colors
- consider color psychology
- complementary palettes



Fonts

Fonts & Typography

- don't be too trendy
- use a good font combination
- use at most 3 fonts



Visuals

Photography & Other Visuals

- stick to your brand colors
- outsource original material

Psychology of Colors in Brands

RED

EMOTION

Strength
Passion
Excitement




Use In Marketing

- Used extensively in food industry to trigger appetite
- Conveys strong energy and high confidence
- Attracts attention and adds high visibility to the brand

YELLOW

EMOTION

Intellect
Joy
Energy



Use In Marketing

- Conveys positivity, high energy and optimism
- Stimulate creativity and attracts consumer attention
- Indicates fun, cheerfulness and a "happy" brand image

BLUE

EMOTION

Loyalty
Trust
Intelligence



Use In Marketing

- Considered as the most popular brand color
- Suggests high loyalty and precision
- Closely associated to intelligence and trust

GREEN

EMOTION

Freshness
Growth
Safety



Use In Marketing

- Is considered as the easiest color for human vision
- Used to project a relaxing image and environment in stores
- Extensive usage to indicate an environment friendly approach

RED

MEANING

Power
Passion
Energy
Action
Danger
Excitement

EXAMPLES



ORANGE

MEANING

Creative
Enthusiastic
Cheerful
Freedom
Warmth
Confident

EXAMPLES



PINK

MEANING

Energetic
Femininity
Youthful
Romantic
Sentimental
Bold

EXAMPLES



GREEN

MEANING

Nature
Peaceful
Health
Sustainability
Calming
Prosperity

EXAMPLES



YELLOW

MEANING

Happiness
Optimistic
Playful
Motivating
Youthful
Cheerful

EXAMPLES



PURPLE

MEANING

Royal
Sophisticated
Creative
Wise
Luxury
Mysterious

EXAMPLES



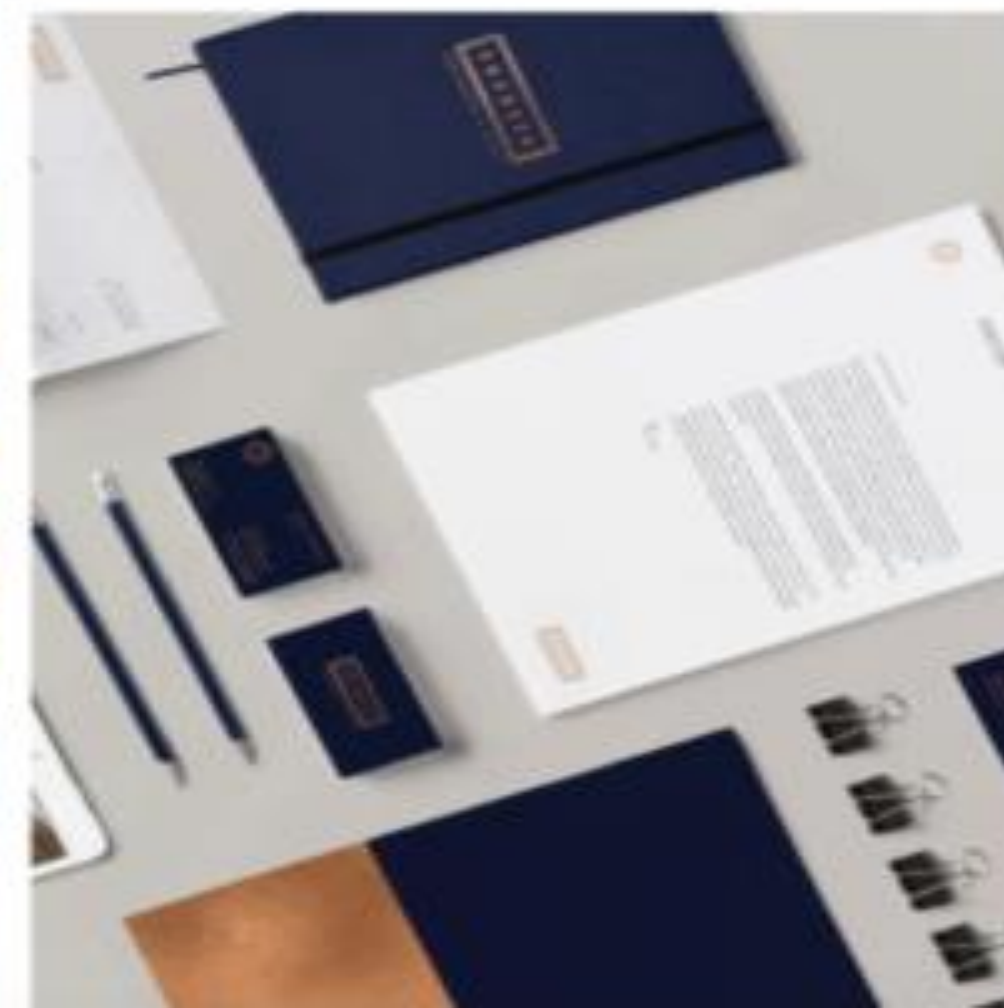
BLUE

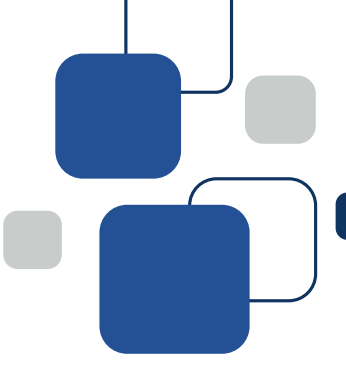
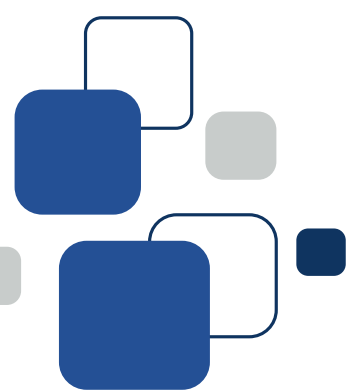
MEANING

Trustworthy
Strength
Dependable
Security
Positivity
Cleanliness

EXAMPLES







Research Problem

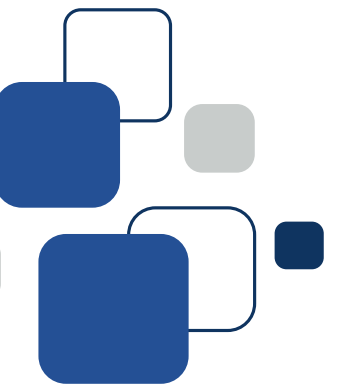
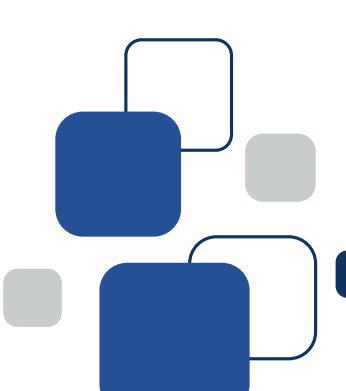


Research Question

How do visual branding and design thinking influence the positioning and perception of healthcare brands in India?



Objectives

- To assess the visual branding strategies used by Medivisual Healthworld in healthcare campaigns.
 - To examine the application of design thinking principles in brand development.
 - To analyze how visual branding and design thinking affect brand positioning in the minds of healthcare consumers and decision-makers.
 - To propose strategic recommendations for enhancing brand positioning through visual and design-led approaches.
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LITERATURE REVIEW

Authors	Year	Study Location	Sample Size	Sampling Technique	Salient Features
Wheeler	2017	USA	N/A	N/A	Established the foundational principles of visual branding and brand identity design across industries.
Brown	2009	USA	N/A	N/A	Introduced design thinking as a transformative approach for innovation and user-centric problem-solving.
Kotler et al.	2008	Global	N/A	Literature-based	Highlighted strategic marketing frameworks in healthcare and the role of brand trust in consumer decisions.
Sharma et al.	2019	India	N/A	Systematic review	Reviewed healthcare marketing trends in India; emphasized design, empathy, and emotional resonance in branding.

LITERATURE REVIEW

Authors	Year	Study Location	Sample Size	Sampling Technique	Salient Features
Jewitt et al.	2016	UK	N/A	Thematic review	Discussed multimodal communication and how visual modes (images, layout) influence meaning-making.
Kress & van Leeuwen	2006	Global	N/A	Conceptual analysis	Developed the grammar of visual design and its implications for visual communication and branding.
IDEO.org	2015	Global	N/A	Field Guide	Provided practical application of human-centered design and empathy in service design and branding.
Choudhury & Bhatt	2021	India	250	Purposive sampling	Analyzed patient perceptions of visual branding in Indian diagnostic chains. Found strong links to trust and recall.

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LITERATURE REVIEW

Authors	Year	Study Location	Sample Size	Sampling Technique	Salient Features
Kapoor & Menon	2020	India	180	Stratified sampling	Investigated brand loyalty in IVF clinics, revealing visual branding as a driver of emotional engagement.
Singh & Verma	2022	India	Case study (5 orgs)	Case-based	Studied the integration of design thinking in healthtech startups for improved user experience and branding.
Sharma et al.	2019	India	N/A	Systematic review	Reviewed healthcare marketing trends in India; emphasized design, empathy, and emotional resonance in branding.

METHODOLOGY

STUDY SETTING



- Medivisual Healthworld HQ (Mumbai).
- Online surveys to consumers in Mumbai, Delhi, Bengaluru

STUDY POPULATION



- Medivisual employees:
Strategists, designers, analysts.
- Healthcare consumers: Engaged with Medivisual-branded platforms.
- Healthcare administrators:
Client-side stakeholders
(marketing heads, admins).

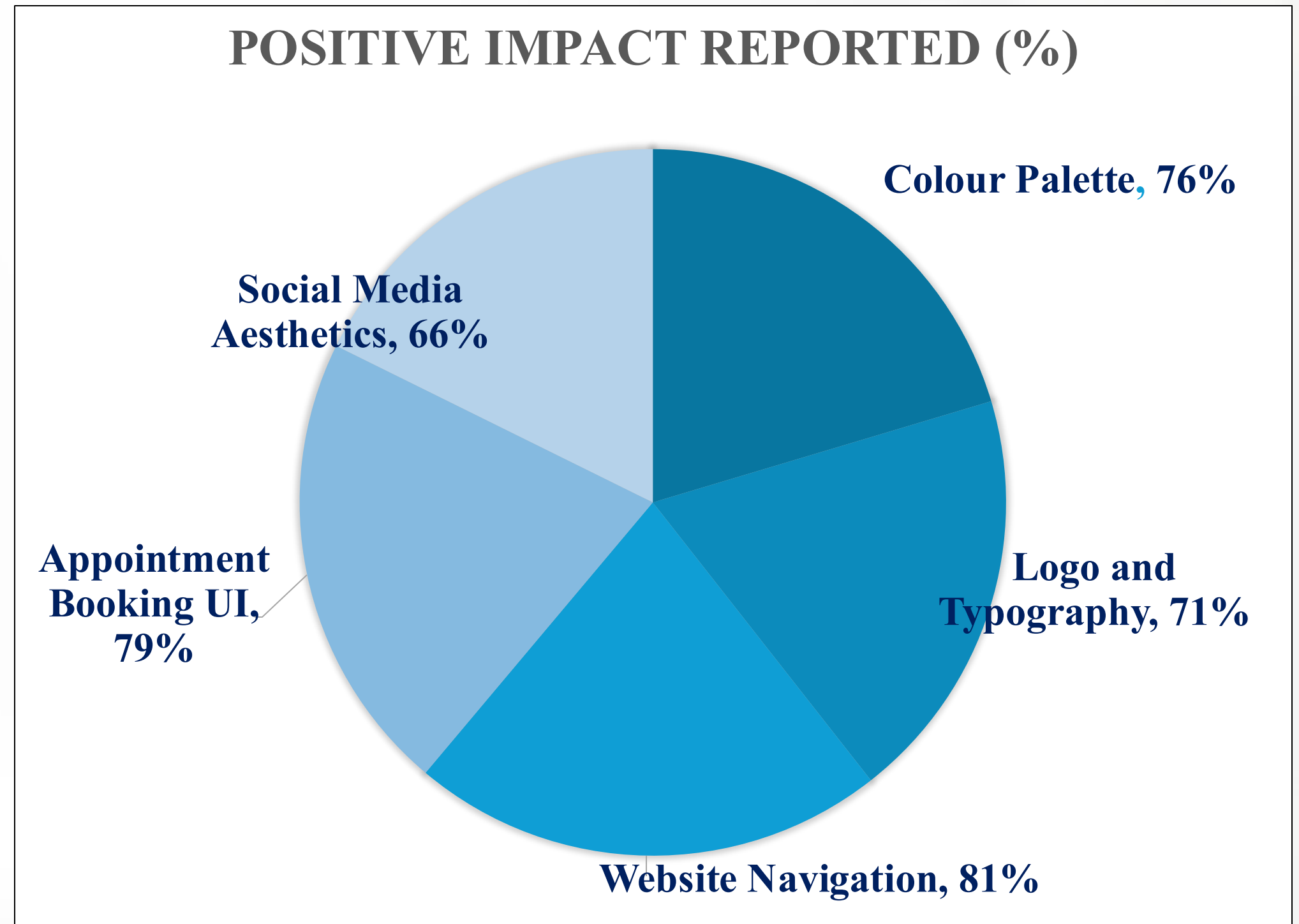
METHODOLOGY

- Purposive and convenience sampling.
- Aims to provide holistic understanding of visual branding and design thinking in healthcare.
- Qualitative: In-depth interviews with Medivisual team and healthcare administrators.
 - 10 semi-structured interviews (8 staff, 2 clients).
 - Thematic analysis used to extract key branding themes.
- Quantitative: Structured surveys with healthcare consumers. Ensures both contextual depth and empirical validation.
 - Survey of 120 healthcare consumers. 20-question instrument (Likert + MCQs).
 - Pilot tested with 10 users for clarity and reliability.

RESULTS

KEY INSIGHTS FROM THE SURVEY

- Visual Appeal and Trust: 82% of respondents stated that visual branding significantly influenced their trust in a healthcare provider.
- User Experience: 77% reported that well-designed digital interfaces (websites, appointment forms, etc.) made them more likely to engage with the service.
- Brand Recall: 68% remembered the brand due to consistent design elements such as logos, colours, and typography.



A pie chart showing the relative impact of various branding elements on consumer perception

RESULTS

KEY INSIGHTS FROM THE SURVEY

- 85% of consumers preferred healthcare providers with clear and modern visual branding.
- 70% linked branding quality with service credibility.
- 59% reported they would recommend a provider based on their first impression of online platforms.

Consumer Perceptions of Branding Elements

Outcome	Percentage Reporting Improvement
Patient Inquiries via Website	52%
Appointment Conversions	45%
Social Media Engagement	39%
In-Hospital Signage Consistency	63%

RESULTS

Statement	Agreement (%)
I trust healthcare providers more when branding looks professional	82%
Visual consistency improves my overall digital experience	78%
I'm more likely to return to a healthcare website with good design	74%



A line graph comparing monthly patient inquiries before and after rebranding

DISCUSSION

- 82% of survey respondents felt professional branding enhanced trust in healthcare providers.
- Design thinking tools (personas, journey maps, testing) led to emotionally resonant campaigns.
- Rebranding led to measurable ROI—higher web traffic, appointment bookings, and patient engagement.
- Consistent branding across touchpoints built patient confidence and trust.
- Conclusion: Visual branding, supported by empathy and analytics, drives both patient behavior and institutional performance



THANK YOU