



EXCELLENCE IN
PEDIATRIC HEART CARE

Platinum
Transparency
2024

Candid.

WELCOME

Welcome to Saloni Heart Foundation Brand & Communication Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better and the impact.

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MISSION & VISION

01

OUR VISION

Every child with a complex heart condition should have access to heart care.



OUR PILLARS

- Patient Consultation
- Advancing Medical Expertise
- Medical Education & Research



Our inspiration

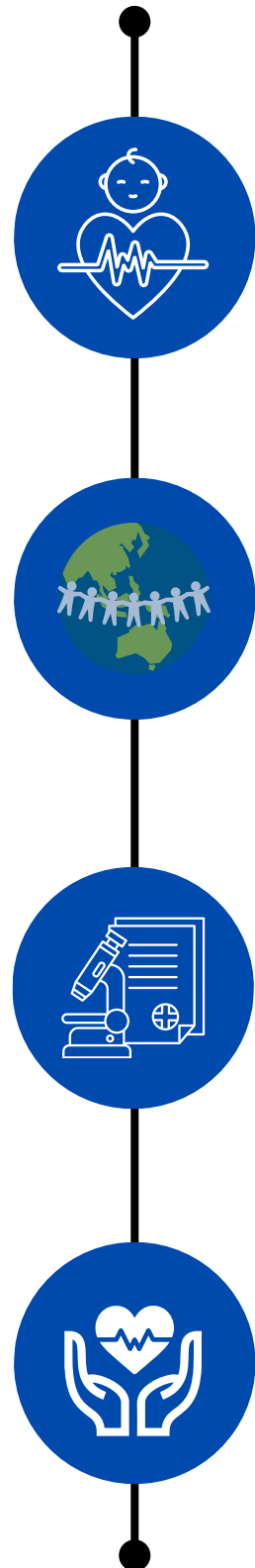
Our story began with the heartbreaking loss of our beloved daughter, Saloni, who was born with congenital heart disease. Our mission is inspired by Saloni's determined spirit, her dreams, and the lack of specialized pediatric cardiac care in India, which tragically resulted in Saloni's untimely passing in 2018 at the age of 13.

“Together, we can bring hope and healing to our children and their families, by giving them gift of life..”

milli & himanshu



Our Focus



Saving Children's lives with CHD

Saloni Heart Foundation, USA is dedicated to saving children's lives born with Congenital Heart Disease (CHD). Did you know 1/100 or 1.33 million children are born with CHD worldwide & >95% don't have access to pediatric cardiac healthcare. 240,000 children are born with CHD per year in India & 20% need intervention to survive the 1st year.

Access to Care for all CHD children

In India there are only 10 large Pediatric cardiac centers with <15,000 children in total getting treatment annually. Saloni Heart Center (SHC), Excellence in pediatric heart care and medical second opinion from world's best doctors. SHC will help children across the world not just in India.

Training & Research

Enable delivery of high standards of patient care, contextual research & capacity building in India for the world. Facilitate training by US based team of healthcare professionals including surgeons, doctors, technologists, nurses and paramedical staff to build a robust pediatric heart program

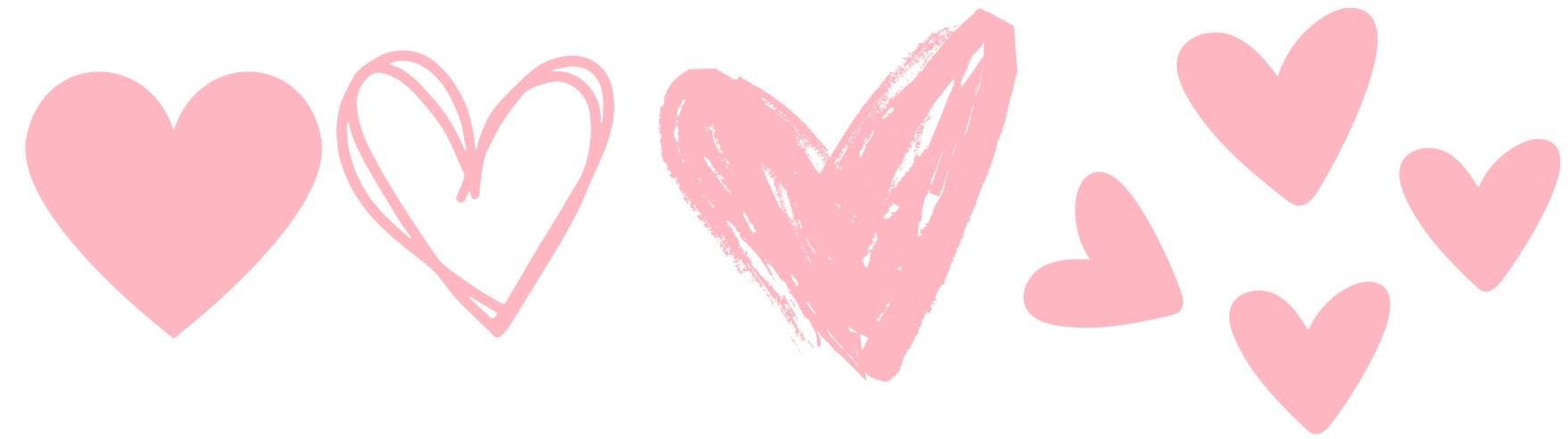
Leading Pediatric Cardiac Hospital

At full capacity, SHC with 200 beds plans to perform 5,000 life-saving surgeries, manage 10,000 medical cases annually, and train 1,500 medical professionals, making it the world's largest pediatric cardiac healthcare center. It will create holistic care through other super specializations housed in SGPGI, Lucknow





How we are different



We are saving lives of children born with CHD by building

- **World's best infrastructure and medical staff**
- **Investment in training and research**
- **Outcome driven holistic patient care**

First SHC will generate~1500 jobs and shall further support jobs in allied and local community businesses

02 TONE OF VOICE

Tone of Voice

compassionate, empathetic , inspiring, simple and hopeful

IS	IS NOT
warm	indifferent
personal	dismissive
supportive	exclusive
credible	authoritative
trustworthy	boastful

LOGO

03

Logo

Utilize when referring to and speaking about the wholistic foundation

Primary



keep the icon and the type face together

Secondary



utilize when you have more space

Logo

Utilize when referring to the Saloni Heart Center Specifically

Primary



keep the icon and the type face together

Secondary



utilize when you have more space

COLOR PALLET

04

Color Pallet



Marine
#033158



Azure Dragon
#05347E



Indigo Hamlet
#213e8C

Primary Colors

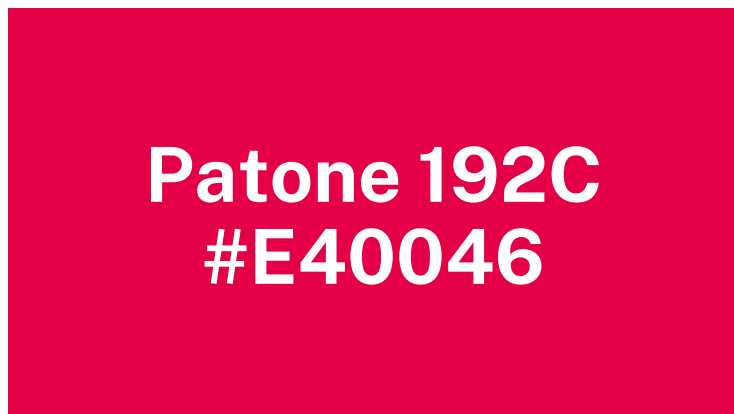


Patone 806C
#FF3EB5

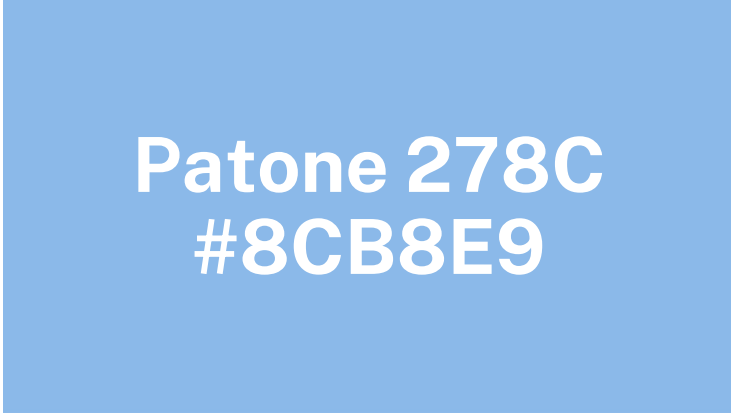


Patone 176C
#FEB6C1

Secondary Colors



Patone 192C
#E40046



Patone 278C
#8CB8E9

Accent Colors

TYPOGRAPHY

05

Typography

Heading Aleo

Subheading Aleo

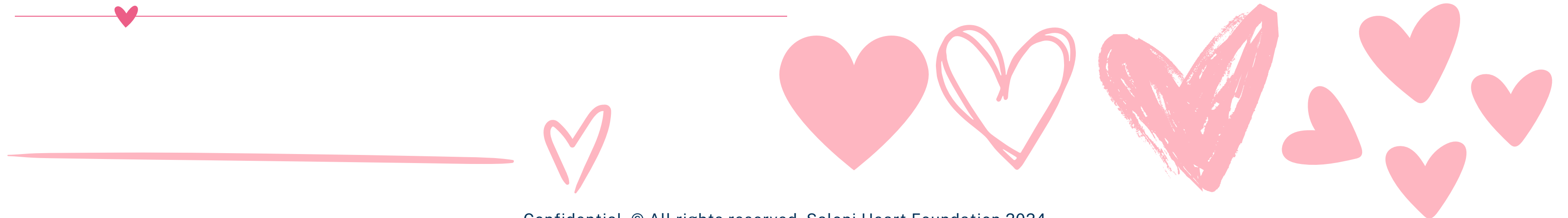
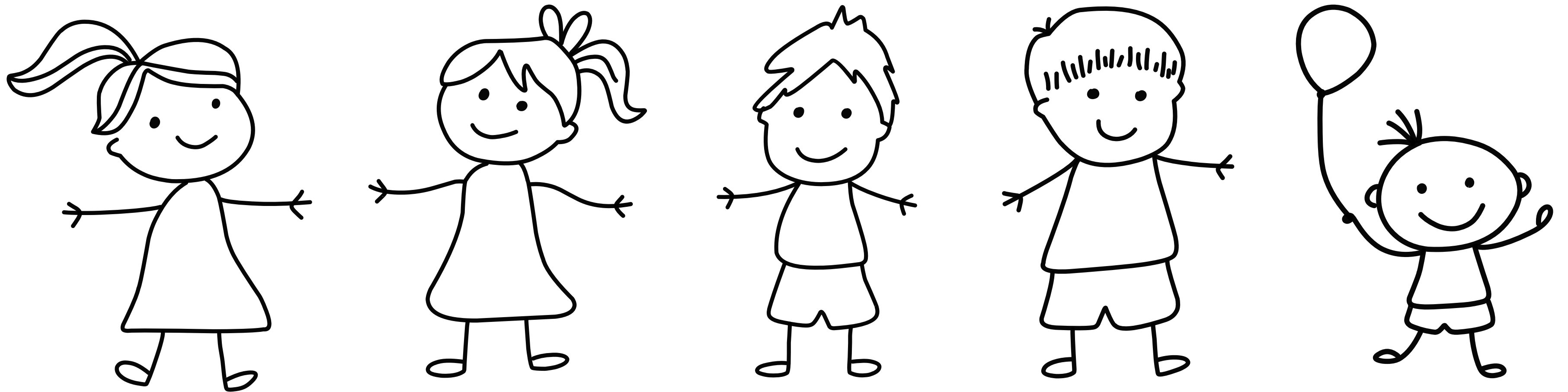
Body Public Sans

Signature Quote

ICONOGRAPHY

06

Iconagraphy



IMAGERY

06

Imagery: Partnership

Referencing Saloni Heart Foundation & Sanjay Gandhi Post Graduate Institute of Medical Science (SGPGIMS) in Lucknow, India,



Imagery: Saloni Heart Center

Referencing Saloni Heart Center



Imagery: About

Referencing Story Behind Saloni Heart Foundation



[Download](#)

"Saloni Heart Foundation is a beacon of hope for thousands of parents in India grappling with the challenges of their children's heart care. We are committed to helping parents going through this and want them to know they are not alone anymore and with SHF they have a place to help their children get world class treatment"

– MILLI SETH (PRESIDENT & FOUNDER)

THANK YOU!

