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Branding and Signage Design Consultants

Grey To Mauve Design Private Limited is a dynamic agency that specializes in integrated and comprehensive project branding solutions. Our wide experience helps us to design unique program for Brand Identity, covering various aspects of architectural as well as experiential way finding, regular and mandatory/statutory signage's along with graphic solutions for all environments.

Our design approach is to establish aesthetically driven, well integrated and comprehensive creatives. We combine innovative and sustainable materials to deliver high quality, resilient and long lasting customized signage solutions with optimum use of latest trends in technology and materials. You can count on us, to receive the best services ever promised and delivered in the trade.

On each assignment undertaken, we become an integral part of the client's team in order to try and imbibe the value & philosophy of the brand, while providing the perfect solution to the client. We extend complete support to clients, vendors and industry partners with genuine collaborations at every stage of the project. We take initiative in delivering high quality standards deliverables with dedication and integrity. We believe no two brands are the same, even within the similar segment, therefore we dive deeply into uncovering what makes our clients stand apart from their peers and competitors, in terms of their architecture, interiors, logo colors, history, their people, their products or services and craft solutions that elevate these special qualities.

We work with our clients to understand their brand, in order to create dynamic and meaningful environments that engage and energize. It has been our privilege to be associated with various brands across diverse categories of segments, like, Healthcare, Malls, Education/Institutions, Hospitality, Real Estate, Life Style/Leisure, Townships, Corporates, Media and Entertainment, IT Parks, Architects and Designers, for both design consultancy and execution services through our scientific approach.

Our Holistic approach from start to completion of the project includes, understanding brand, sequencing all the requirements, designing practical, innovative, cost effective yet futuristic designs, detailed submissions and time bound fabrication and installations

Grey To Mauve Design is committed to fostering long-term relationships with clients, vendors, internal team and various business associates. Functionality, Innovation, Futuristic and creative designs, user friendly material propositions, extensive pictogram library, bilingual artworks, extensive data of environment specific pictograms, industry specific guidelines like NABH and NABL for Healthcare, fire and safety graphics for retail space like Mall and client retention are among our expertise.



MISSION AND VISION



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Our Mission

Grey to Mauve Design is dedicated to providing our clients highest quality standards of creativity and deliverables, best customer services ever promised and delivered in the trade. Our customers entrust us as we add value to their business. Our focus is customer oriented and we do everything we can, to deliver results, to ensure that our clients meet their timelines in their respective projects by collectively contributing to the brands we associate with.

Our Vision

Grey to Mauve Design is journey and destination, for the brands looking for highest standards of deliverables in branding & communications. It is an endeavor to spread happiness in the process of being associated with our partners, clients, associates and our colleagues while accomplishing our goals.





Process of Project Branding :Designed and Executed Projects

Healthcare

- Max Hospitals
- Artemis Hospital
- B.L.Kapur
- Sahara Hospital
- Action Cancer Hospital
- Saket City Hospital
- Panacea Hospital
- GNH Hospital
- Venkateshwar Hospital

Malls

- DLF Promenade Mall
- Parasvnath Mall
- Global Foyer
- Shipra Mall
- Logix City Centre Mall
- The Great Mall of Kota

Entertainment

- DT Cinemas

Retail

- Diakin
- Four Square
- Voltas
- Seasons Furnishing

Corporate

- Punj Lloyd
- DLF
- P.L.Engineering
- Apollo Towers
- Ahluwalia Contracts India Ltd

Government Clients

- NBCC
- India Embassy

Luxury / Lifestyle

- Asian Roots
- Varya
- Kama Ayurveda

Industrial

- Diakin Neemrana
- Mectech Filters
- Sk E&C
- Simon Carves

Township

- Alpha International, Karnal
- Odeon Builders

Hospitality

- Taj - Hotels - Vivanta
- Kainoosh
- Café Diva
- Auma
- Urban Curries

Ongoing

- The Pulse Hospital
- KW Delhi 6



Our Approach

- Project Branding aims at highest level of functionality for any brand
- Quintessential and aesthetically driven designs to merge and add significant value to the environment
- Use of universal pictograms, standards of the industry and bilingual propositions taken into account
- The entire branding design proposed is well integrated and comprehensive
- Longevity and easy maintenance of choice of materials proposed
- Sustainable designs in terms of execution
- Turnkey solutions from design concepts to execution
- Post installations services provided





Process of Project Branding

- Synthesizing and establishing brand guidelines i.e colour, typography, logo
- Project site survey
- Identifying positioning strategy of the brand and giving design consultation:
 - Creating Designs Theme
 - General Arrangement drawings (GAD) – Mapping signage locations on the architectural plans
 - Schedule preparation – Establishing signage category, quantity, size and related details
- Artwork Making
- Materials Specification
- Fabrication Drawings and details
- Prototyping the approved designs
- Preparation of Bill of quantities
- Fabrication & Installation.





Process of Project Branding : Synthesizing Brand Guidelines

CMYK Shades :

	C.00	M.65	Y.100	K.00
	C.100	M.70	Y.00	K.40
	C.51	M.00	Y.31	K.00
	C.00	M.00	Y.00	K.100

Caring for you- Rotis sansSerif
-Regular 18

Healthcare- 85 Helvetica Heavy



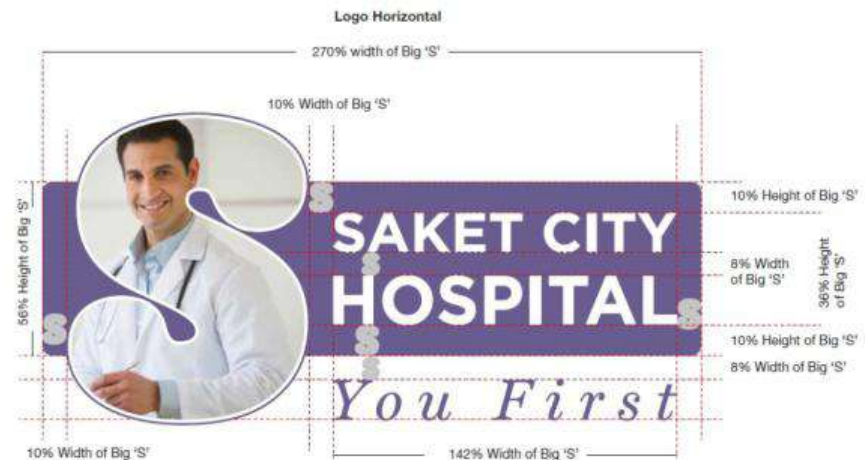
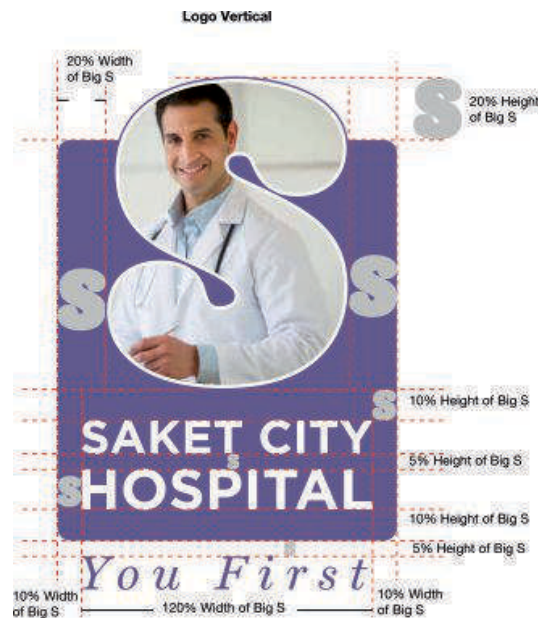


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PROCESS

Process of Project Branding : **Synthesizing Brand Guidelines**





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SITE SURVEY

Process of Project Branding : Project Site Survey



Diakin
Neemrana



NBCC - New Moti Bagh Complex



Alpha International City
Karnal



DLF



Kainoosh - DLF Promenade





Process of Project Branding : Creating differential identity of the project through Design Theme



CM-D3-2 SIDE B



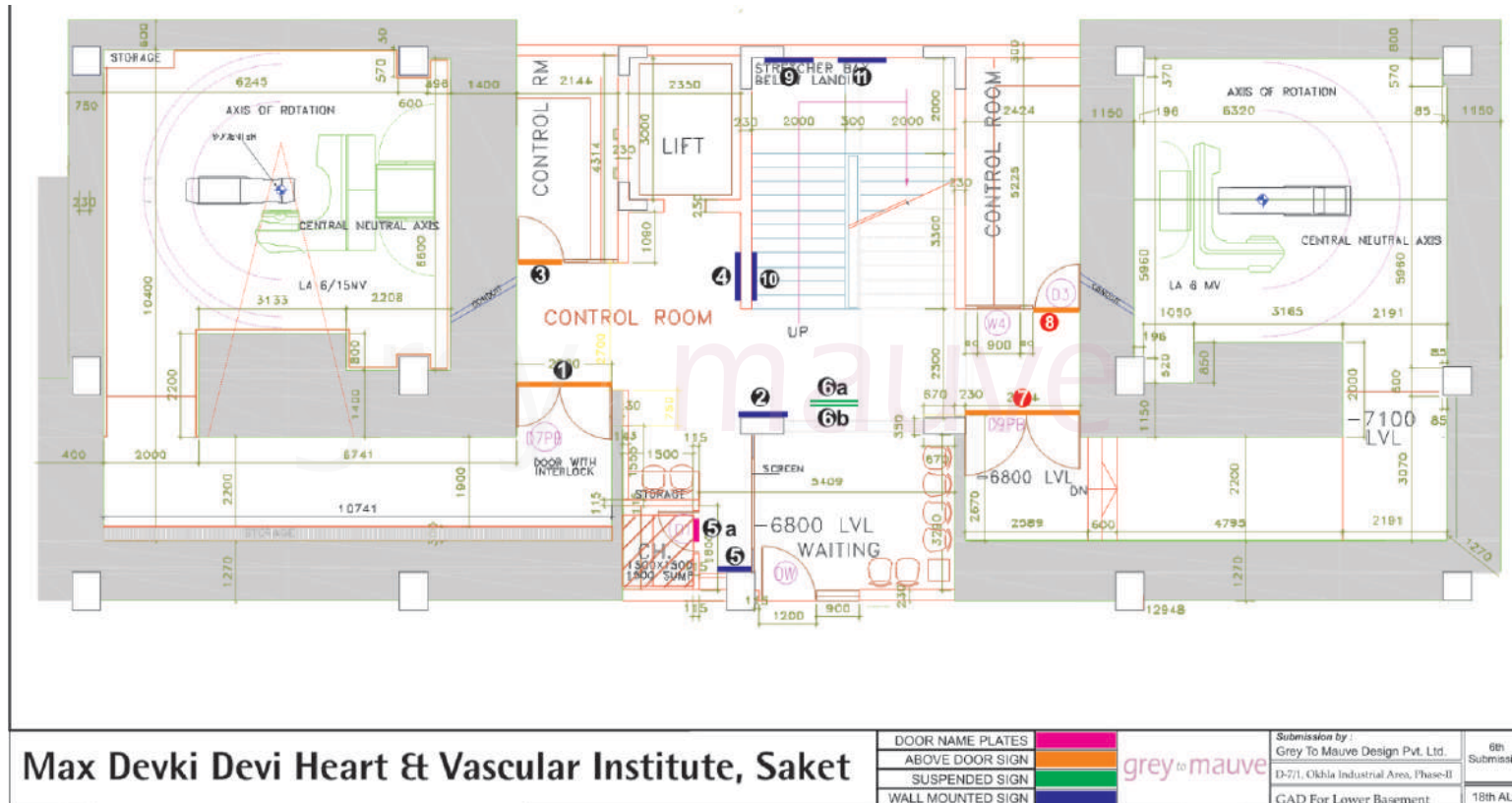


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GAD

Process of Project Branding : Submission of General Arrangement Drawings (GAD), for location mapping





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SCHEDULE

Process of Project Branding : Submission of Schedules for all floors and Landscape

105a	Suspended	Wayfinding	Nonlit	1	1500mm x 320mm	Right arrow - Cardiology, up right - Emergency, up right - Apex CCU, Up Left Fire Exit	
105b						Left Cardiology, up left - Radiology, up - IPD, Up - Lift	
109a	Suspended	Information	Nonlit	1	1200mm x 160mm	Echo/TMT/ECG - Up arrow	
109b			Photoluminescent			Up arrow - Fire Exit	
110	On door	Information	Nonlit	1	200mm x 210mm	Store	
111	Suspended	Information	Nonlit	1	900mm x 160mm	Reception	
112	Door Mounted	Information	Nonlit	1	225mm x 125mm	Doctor's Door Name Plate	





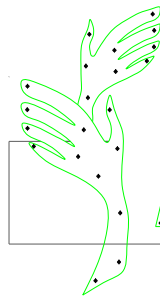
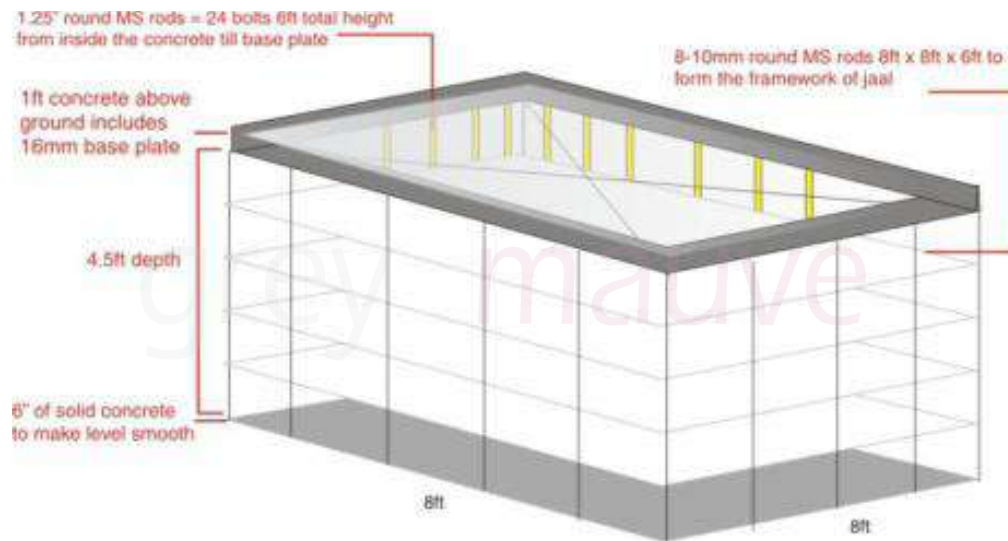
SCHEDULE

Process of Project Branding : Submission of Schedules for all floors and Landscape

Artemis Health Sciences Schedule for External								
Sign No.	Signage No.	Signage	Signage Name	Colour Code	Type	Qty	Size	Remarks
001	10	Wall Mounted	Wall Mounted Unit	Red	Sign	1	100 x 100	ARTEMIS HEALTH SCIENCES the art of healthcare
002	11	Wall Mounted	Emergency signpost	Blue	Sign	1	100 x 100	Emergency
003	12	Wall Mounted	Self Standing Infector	Blue	Sign	1	40 x 100	Entry
This is the property of Artemis Health Sciences		Approved by Client			Submitted by			Date
Project Submission		Prepared By	Checked By	Approved By	Submitted By	1.2 Jan 2017		



Process of Project Branding : Fabrication details and Drawings



ARTEMIS HEALTH INSTITUTE GURGAON



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PROTOTYPING

Process of Project Branding : Prototyping



Aluminium



Corian



Channel Letters

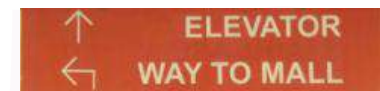


ACP with backlit

Stainless Steel



Acrylic



Wooden



LED Letters



Prototyping



Process of Project Branding : **Submission of BOQ**

Bill Of Quantities is the complete detailed analysis of quantity, size materials, location of external and internal signage's with cost



Government Projects



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Process of Project Branding : Fabrication and Installation - NBCC





Process of Project Branding : **Fabrication and Installation** - For Indian Embassy





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HEALTHCARE

Process of Project Branding : Fabrication and Installation - Max Healthcare



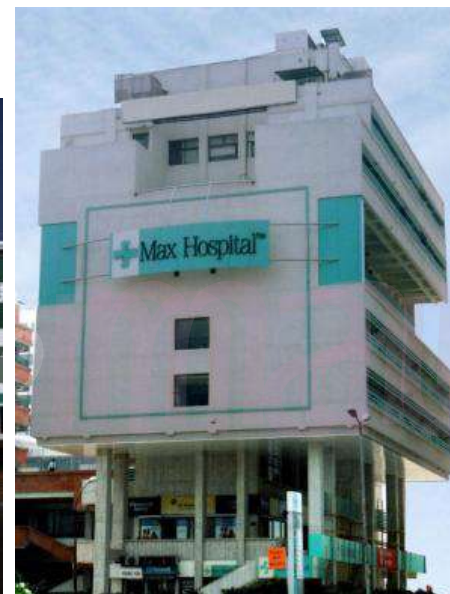


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HEALTHCARE

Process of Project Branding : **Fabrication and Installation** - Max Healthcare





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Process of Project Branding : Fabrication and Installation - Max Healthcare





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Process of Project Branding : **Fabrication and Installation** - Max Healthcare





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Process of Project Branding : **Fabrication and Installation** - Artemis Hospital





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HEALTHCARE

Process of Project Branding : Fabrication and Installation - GNH Hospital

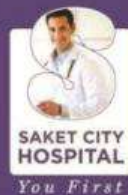




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Process of Project Branding : **Fabrication and Installation** - Saket City Hospital



Glimpses of the inauguration
of OPD and Diagnostics
at Saket City Hospital
on 22nd January, 2013
by
His Excellency Tejendra Khanna
Hon'ble Lieutenant Governor, Delhi





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MALL

Process of Project Branding : Fabrication and Installation - DLF Promenade Mall

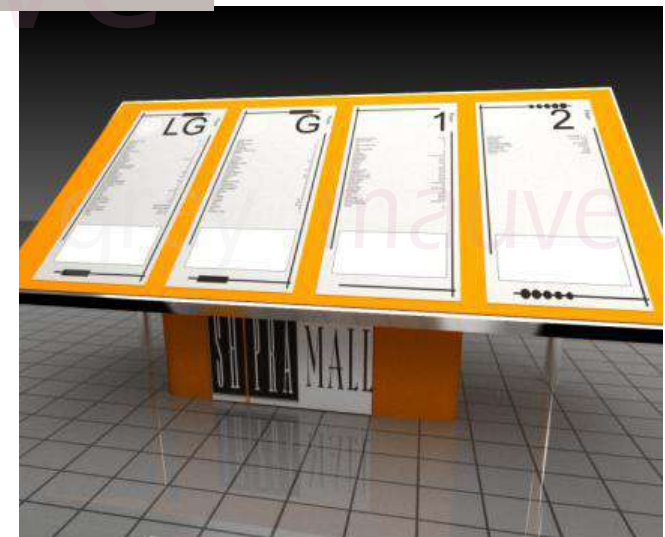




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Process of Project Branding : **Fabrication and Installation** - Global Foyer, Parasvnath and Shipra Mall





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Process of Project Branding : **Fabrication and Installation** - Logix City Centre Mall - Noida





Process of Project Branding : **Fabrication and Installation** - DT Cinema





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Process of Project Branding : **Fabrication and Installation** - Alpha International City, Karnal





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TOWNSHIP

Process of Project Branding : Fabrication and Installation - Alpha International City, Karnal





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TOWNSHIP

Process of Project Branding : **Communication and advertising design** - Alpha International City, Karnal





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Process of Project Branding : **Fabrication and Installation** - Asian Roots

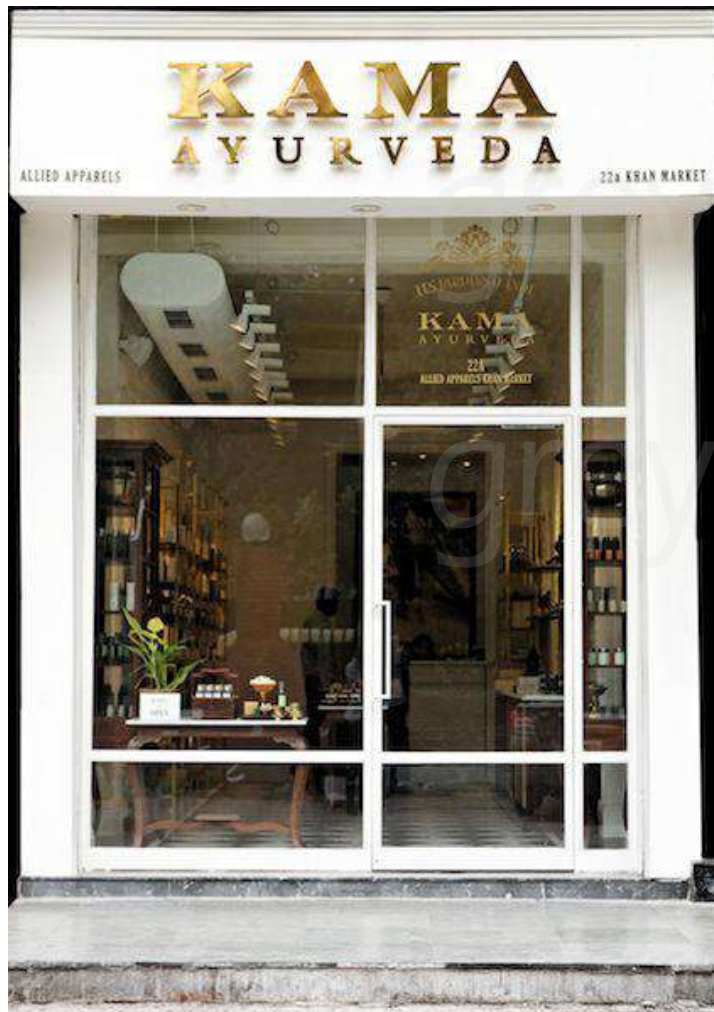




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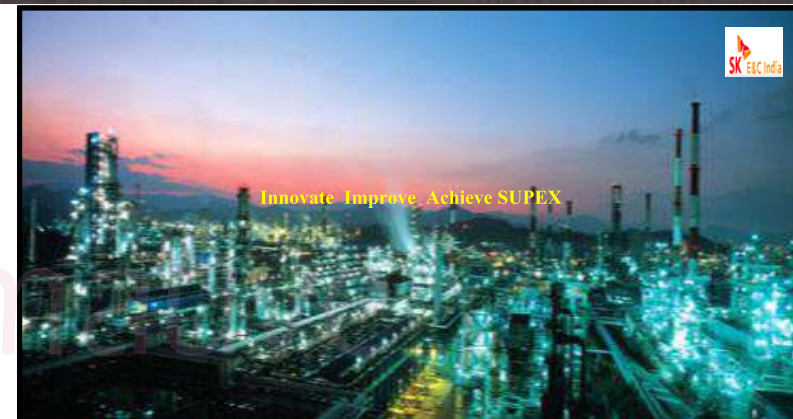
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Process of Project Branding : Fabrication and Installation - Varya and Kama Ayurveda





Process of Project Branding : **Fabrication and Installation** - Daikin, Mechtech Filters and SK E&C

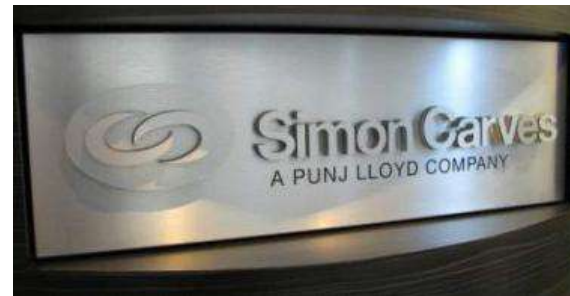




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Process of Project Branding : **Fabrication and Installation** - Apollo, DLF, Punj Lloyd and Simon Carves





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RETAIL

Process of Project Branding : Fabrication and Installation - Daikin

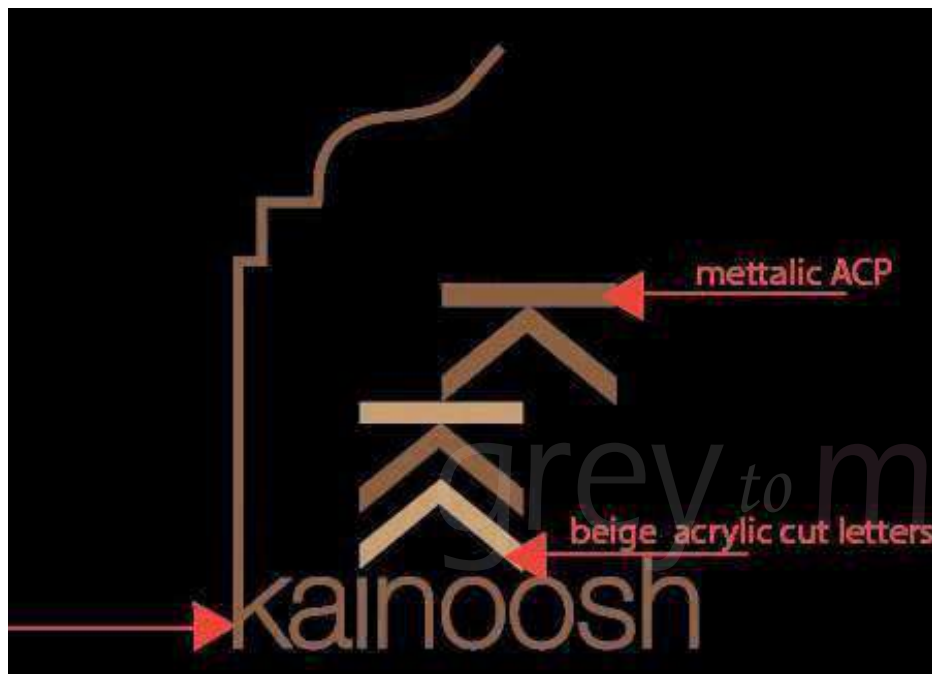
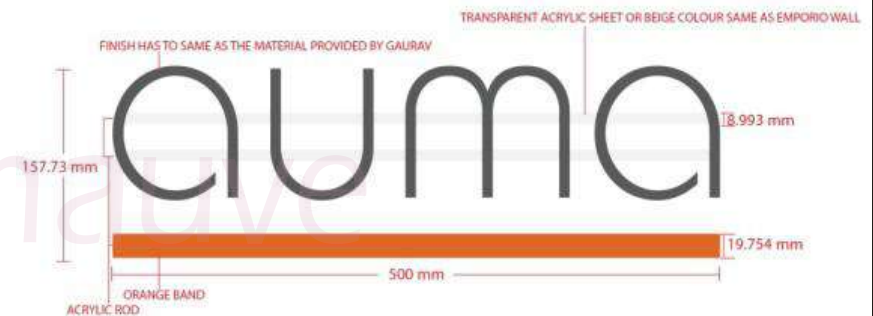




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Process of Project Branding : Fabrication and Installation - Taj Vivanta, Auma, Kainoosh and Café Diva





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EVENTS

Event - Women's Golf Club event for Seasons Furnishing at DLF Golf Club, Gurgaon





Event - At Le Meridien, Jaipur





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PRODUCT LAUNCH

Event - Product Launch for DS Group and Movado Watches



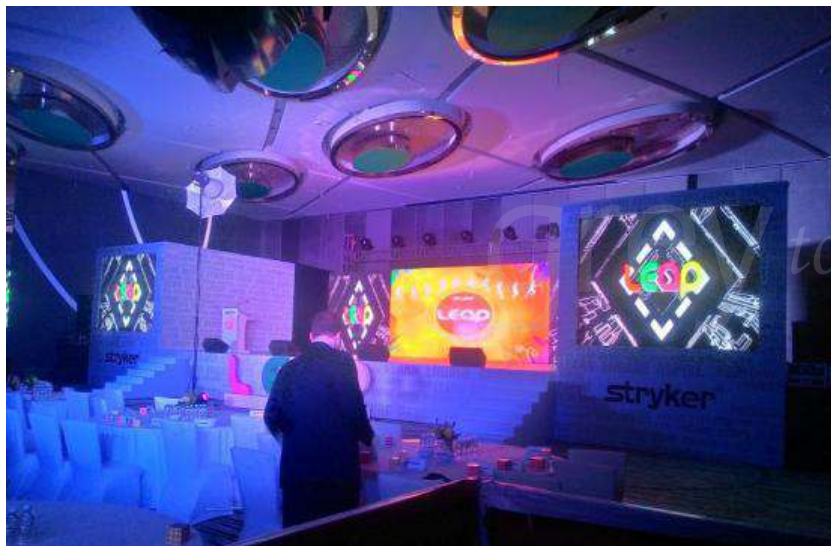


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CORPORATE EVENTS

Corporate Events - Dunhumby and Stryker





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EXHIBITION

Exhibition - Voltas India





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Artemis Health Institute, Gurgaon (Dr Atamjot Grewal - Head Operations)

I had a long experience of working with Grey To Mauve and especially with Rajwant, a true professional. I have worked with her initially at Max Hospital where she did the entire branding job. After that I had an opportunity to work with her at Artemis Health Institute, where she did the entire rebranding with respect to NABH guidelines.

The best thing about Rajwant and her company is the way they pursue their task. Their professionalism in terms of dedication, quality and meeting deadlines were a few reasons that after working at Max Hospital with her, I had no glitch calling her for another branding job at Artemis. Keep it up

Artemis Health Institute, Gurgaon (Anurag Srivastava - Brand Manager)

I joined Artemis almost two years back, being a Brand and MARCOM person, I wasn't able to control myself and during my interview itself, I asked the person interviewing me about the company who has done the branding with such precision. Not a centimeter here and there in sizes, not even half a point of difference in font size and everything just perfect. When I was made incharge of taking up the rebranding project as per NABH, I couldn't think of any other company except Grey To Mauve and Rajwant, about whom I just heard of till then.

I would appreciate the way Rajwant takes her job forward, she goes into the minutest details. During her job she works as part of the company and not any outsourced person. She takes care of the deadlines and makes sure before giving an OK to the company that she herself takes a round to check if everything is OK. That is what I call a perfectionist...that was Rajwant is !! Excellent Work!!.

Max Healthcare (Jasrita Dhir - Manager Marketing Communication & PR)

Grey To Mauve (Rajwant Kaur) have been very professional in their dealings with us. They have suggested 'out-of-the' box solutions and have value added the signage branding initiative of the organization significantly, over the past 5 years. I recommend them to anyone who is looking for effective solutions, Best Regards



DLF Services Ltd (Vandana Soin - Mall Manager)

Working with Grey To Mauve Design especially Rajwant was an outstanding experience as far as branding goes. They were able to interpret our requirements and objectives in the best possible manner with outstanding and highly functional signage design and execution. The level of personalized customer service is also rare and is greatly appreciated. Timeline pressures have been immense but their quality and services, met the schedules very effectively. I find it very easy to work with her spearheading her team as she personally takes every aspect inspected before any decision is made. I strongly recommend Grey To Mauve Design services to anyone having work in retail and project domain for branding and related requirements. Thank you Rajwant, it has been a pleasure working with you.

Punj Lloyd, Gurgaon (Tapas Khastagir - Additional General Manager)

Grey To Mauve has made our signages for our new company, P.L.Engineering and Simon Carves (Gurgaon) and it is to our satisfaction. I wish them good luck for their future endeavours!

Mahindra & Mahindra (Girish Nair - Brand Manager)

Working with Grey To Mauve Design has been a pleasure. Their designers are knowledgeable, patient and very creative. They have your best interest at heart and create with you in mind. Thank you for all the amazing work....!!!

Saket City Hospital (Dr. Mahesh Inder Vir Singh - CEO)

Grey To Mauve Design Pvt.Ltd, works in a thorough professional manner and has an ability to deliver projects on time in spite of constraints. Personal involvement of Ms Rajwant Kaur in every small detail brings in quality of execution. I wish Grey To Mauve all the success.

