

“None shall be denied”— Case Study: The CiplaHIV Identity.

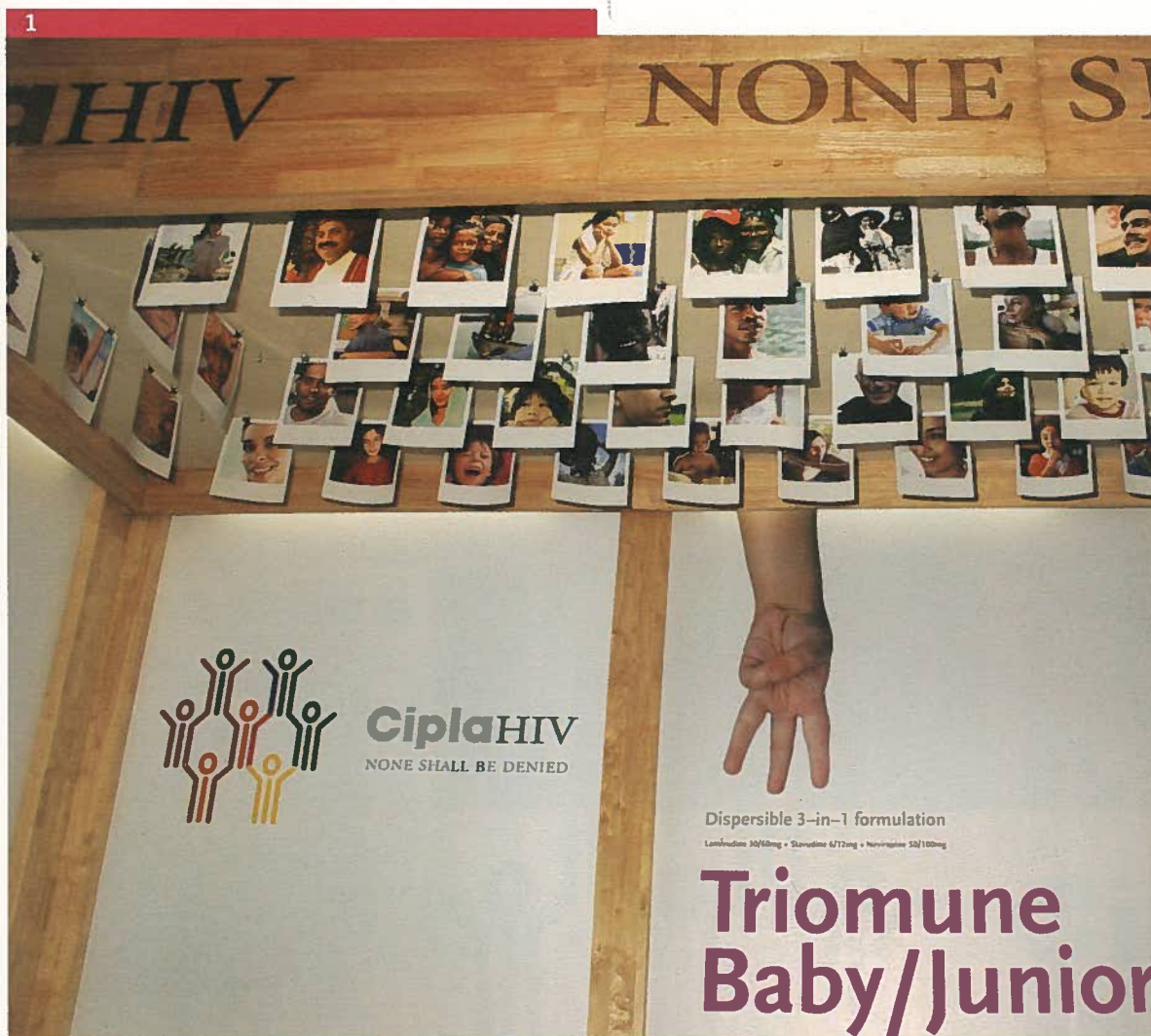
mCube was approached by Cipla for an identity development project in early 2006. “None shall be denied” was the challenge placed in front of us... a pledge that promises to brighten-up the world for all those struck by the dreaded HIV virus.

Cipla, one of India’s largest pharmaceutical companies, had a division for HIV care that had been created with the goal of combating HIV virus by providing easily accessible medication and education about the disease and its treatment. They were looking for a design team to develop a brand for this division, which was going to be called CiplaHIV.

mCube was referred to Cipla by a colleague and after studying our portfolio, they were convinced that we were up to the task. We were assigned the responsibility of crafting an identity for CiplaHIV. The identity had to personify not only Cipla’s core value of providing quality drugs at affordable prices, but also the motto of the CiplaHIV division, “None shall be denied”.

The challenge here was to design a logo for a subject associated with death, tragedy, isolation and expense. We had to develop a logo that would evoke feelings of life, hope, togetherness, strength and affordability. Being a difficult-to-treat disease with a social stigma attached to it, we had to also bear in mind the sensitivity of the issue. Cipla is doing everything in its power to combat this disease and they also wanted the logo to reflect the rising survival rate amongst its patients.

Since Cipla makes available its products in 160 countries worldwide, it was important that the brand should be able to evoke these very feelings across diverse cultures. Additionally, we had to be careful that the brand did not even remotely convey any negative connotations in any country or culture.





Dispersible 3-in-1 formulation
Lamivudine 150mg + Zidovudine 300mg + Nucleoside 300mg

Triomune Baby/Junior

Giving HIV infected children a new lease of life.

World's First

Clinton praises

Thank you for welcoming me, and for your wonderful work and vision, to our partnership to save lives.

Bill Clinton
18 February 2001



The team in charge at CiplaHIV was determined to make a difference with the cause they had taken up. The medicine that costs thousands of Dollars per year per patient in USA is available for only a few hundred Rupees per year per patient. In places like India, Africa etc. where people cannot afford HIV medication, Cipla has made it possible for them to afford it. Cipla is focused on treating patients and were willing to go the distance. They needed mCube's assistance to support their passion. We were only too happy to be able to do so.

At the kick-off meeting, Cipla provided mCube with voluminous amounts of research material. Before beginning any design activity, the team spent days reading newspaper articles, in-depth literature, and watching documentaries, recorded testimonials and promotional movies. We voraciously read and watched everything we could get our hands on that would help us understand the virus, the disease, and the medication provided by Cipla.

Needless to say, within days we were intensely emotionally involved with the project. Every bit of the research material exposed us to the world of HIV+ patients and their silent suffering.

We have noticed that often designers working on a medical related subject tend to get so caught up in the complexity of the topic that they resort to a safe tried-and-tested approach. This safe approach has started a, what we call, pharmaceutical art movement within the industry. That is, most of the pharmaceutical related designs have similar font selection, similar colour palettes, usage of cross-based symbology, unnecessary informational clutter, etc. We made a conscious decision to stay away from this approach.

After exploring different concepts, one design clearly stood head and shoulders above the rest. Not only was it our favourite, but it tugged at Cipla's heartstrings as well.

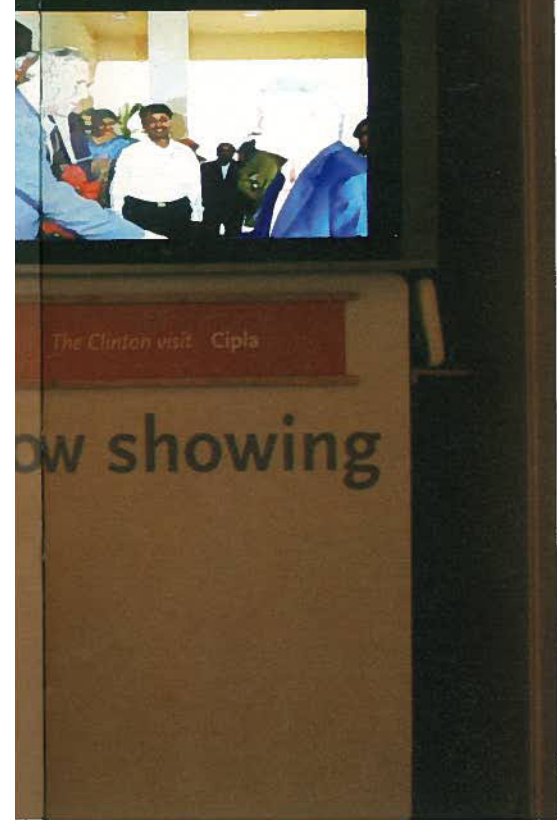
The logo consists of seven standing figures, each depicting

a continent. Their clasped hands symbolize their coming together for mutual support and strength for a shared battle.

The seven colours are that of the rainbow and depict the bringing back of colour into the lives of patients from the bleak black and white existence that they had been thus far condemned to. The background was deliberately chosen to be white to highlight the seven colours of the logo.

The arrangement of the seven standing figures itself holds significance as it closely resembles the molecular structure of the Benzene ring. Six of the seven figures take the place of the six Hydrogen atoms in the Benzene molecule, with the seventh figure forming the core of the molecule.

With this branding effort, we had successfully created an unconventional logo that conveyed CiplaHIV's message and yet stayed away from the typical pharmaceutical look and feel without losing touch of CiplaHIV's healthcare mission.



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CiplaHIV

NONE SHALL BE DENIED

Overall, the logo is not just a pretty image, but one whose every facet has deep significance. mCube and Cipla both agreed, this logo emphatically proclaims, "None shall be denied!"

The unveiling of the new CiplaHIV brand took place at the 2006 HIV Congress Conference held in Mumbai. mCube was tasked with designing everything that would showcase the new division. As we had developed a strong attachment to the brand, we eagerly plunged ourselves into the task of designing the whole show. Everything, the entire booth, the panels, the take-away gifts, carry bags, the directional signage, and even the dress codes for the Cipla

representatives were carefully crafted to convey the desired message.

We wanted the CiplaHIV booth to exude warmth, simplicity, vibrancy, and yet drive home the message conveyed by the brand. So we came up with the concept of having a wooden floor while covering the ceiling of the booth with portrait shots of AIDS survivors. The idea was to overwhelm the viewer when they entered the booth. Each panel around the booth had a simple message that spoke of Cipla's efforts in the field of HIV care.

For the freestanding directional signage we decided to use plain mirror on both sides with the tagline applied over it. Any person looking at

the sign would see themselves in the mirror with the call to arms "None shall be denied" clearly visible. The idea was to make the viewer feel like an integral part of this fight. We all believed that if we are to win this war, everyone, including doctors, patients, volunteers, you and me, all of us will have to get involved.

We wanted the take-away gift to have several qualities. We didn't want it to be just a showpiece or something that people would place in their closet and forget about. It had to be useful. Yet, it had to be simple while possessing a certain quiet elegance. Lastly, this was another opportunity to once again convey CiplaHIV's mission

of bringing colour and light into people's lives. To this end, we designed and custom-produced a set of seven round candles to be handed out to each visitor to the booth. The seven candles were in the seven colours of the rainbow. This not only reinforced the new CiplaHIV brand, but also symbolized the hope that CiplaHIV was determined to provide.

We knew the design solutions we had come up with were simple and efficient to the point of being risky in the world of pharmaceuticals, where every square inch of available space is used to send out messages. But deviating from the convention has certainly paid off!

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8



- 1 Conference booth ceiling
- 2 Conference booth ceiling
- 3 Conference booth
- 4 Directional Signage
- 5 Pen & notepad
- 6 Visual identity
- 7 Representative dresscode
- 8 Carry bag
- 9 Take-away gift

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mCube is a design studio consisting of three creative people. We are a small team that brings to the table a wide range of expertise and experience in Annual Reports, Books, Booth & Signage, Branding & Identity, Brochures, Catalogues, Direct Mail, Invitations, Packaging, Point-of-Purchase, Posters, Promotions and Websites.

mCube prides itself in creating concept-oriented designs that carry a deeper significance for the client and its customers. Additionally, solutions provided by mCube are conceptualized and individualized for each client. We are able to achieve this by forging a deep personal relationship with each client.

At the start of each new relationship, mCube spends a considerable amount of time and effort to develop a complete understanding of the client's product, business, industry and even their competition! Being able to walk in our client's shoes is critical to understanding their requirements and designing the perfect solution.

For more information about mCube, please visit www.mcubedesign.com, or call Neha Mehta at 98331.63423 in Mumbai, Rachana Shah at 98811.49445 in Pune, or Mehl Mehta at +1.415.350.3701 in San Francisco.

