

Helmier

Synergising success for an aspiring medtech firm

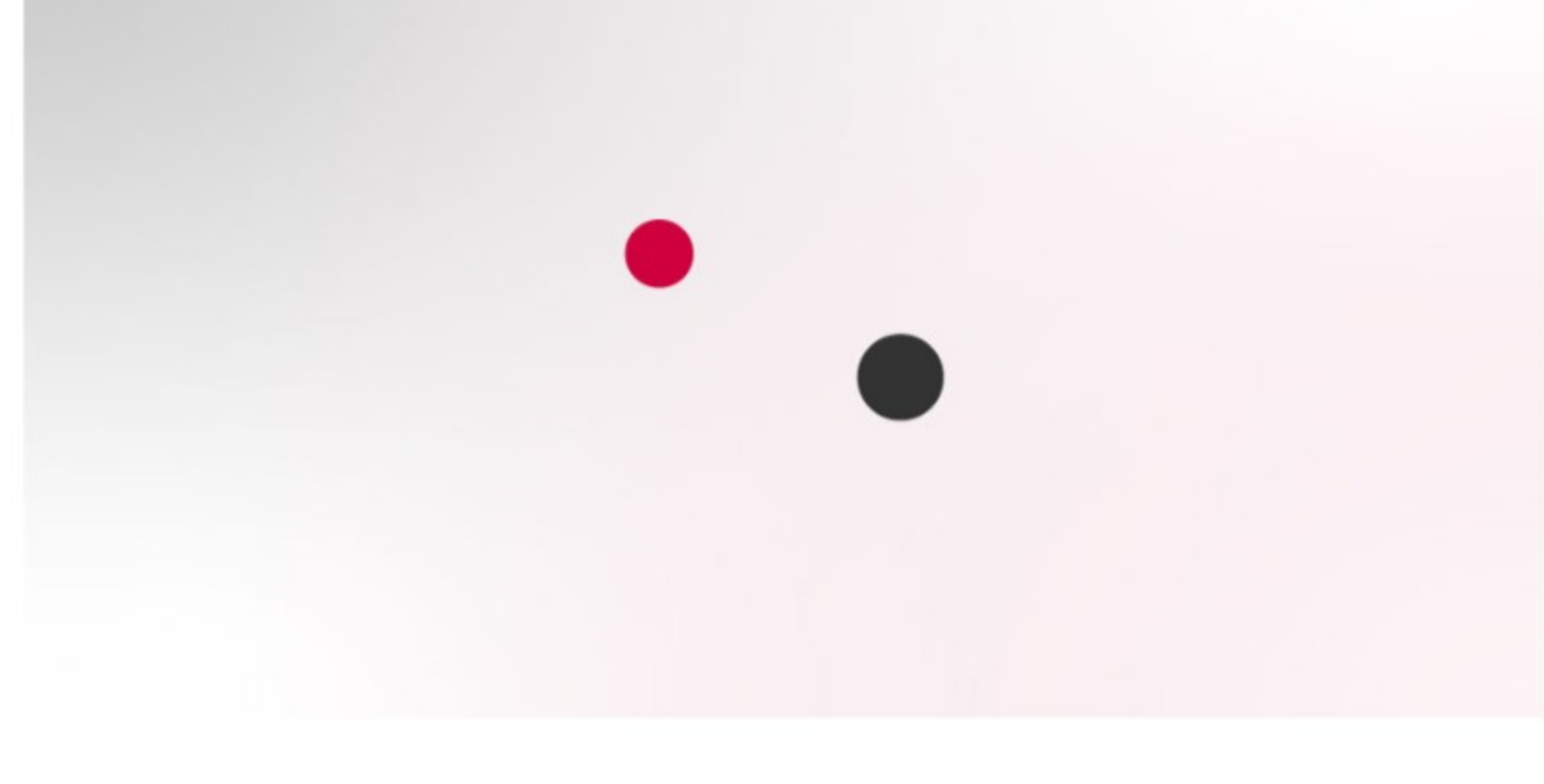
Naming, Positioning, Communication Strategy, Brand Identity, Branding Collaterals, Launch Strategy

Helmier is a medical disposables and equipment company focused on Anesthesia, Critical Care and Rehab Robotics.

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The Challenge

- ABND was tasked to guide established senior professionals to come together to build their entrepreneurial dream. The goal was to build a new-age medical devices
- To bring new-age medical device solutions and services
 - To support doctors deliver their best to patients
 - To become the first dialled number and an all-weather partner for any requirement in therapy areas



The Solution

The exercise was long drawn, yet detailed at every step, with Team ABND and Helmier closely working in sync from the 'blueprint days' to the 'out in the sun' moment.

Multiple workshops, collaborative activities, deliberations, scenario and use-case building and future-gazing lead us to develop a brand that encapsulated the founders' vision, the market need and an inspiring call to action – No Tomorrow for Care. This is the foundation of the business philosophy that is actively percolated among all stakeholders within to become a superior offerings organization in the medical space.

Helmier®

No tomorrow for **care**

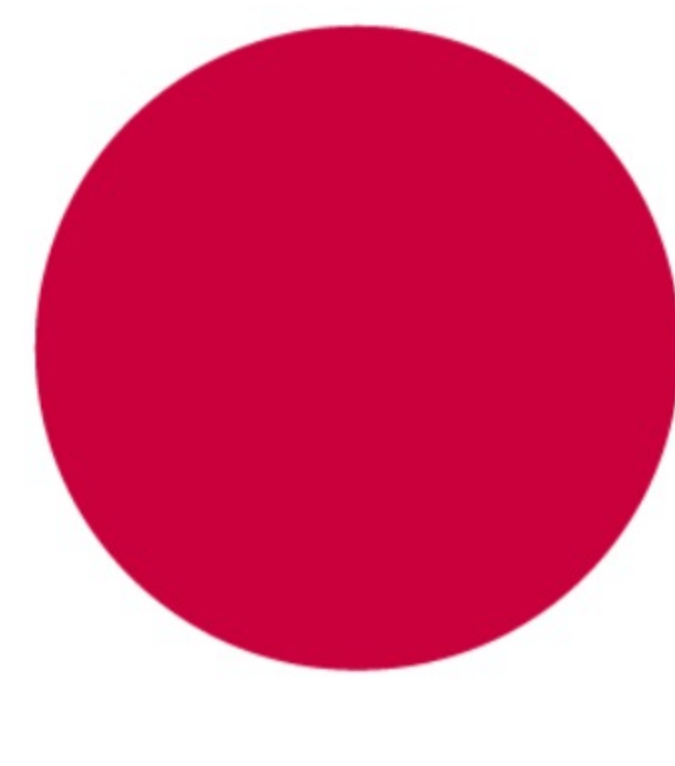


We created a brand-new visual identity based on an element that indicates excitement, urgency and action with a clear and consistent focus.

Identity

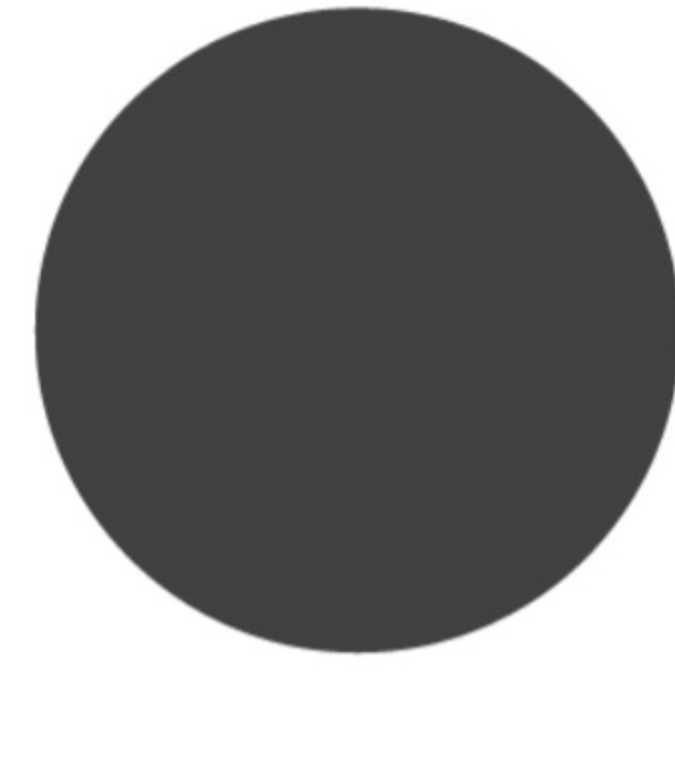
Helmier™

Colours



ACTION PINK

PANTONE: 1935 C
 RGB: 202, 0, 81
 CMYK: 14, 100, 74, 4
 HEX: #CA005D



CARING GREY

RGB: 66, 65, 66
 CMYK: 67, 67, 67, 45
 HEX: #424142

Typography

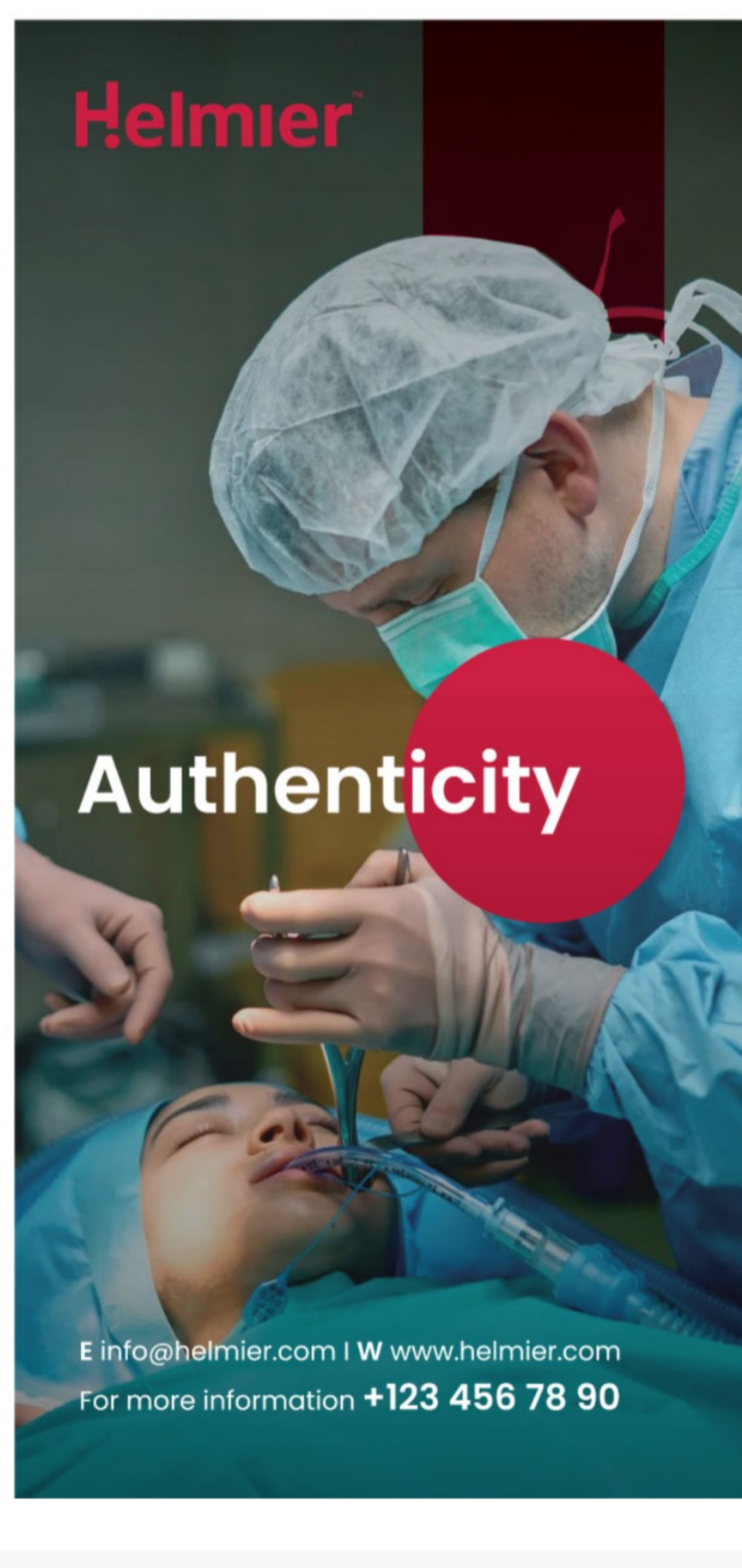
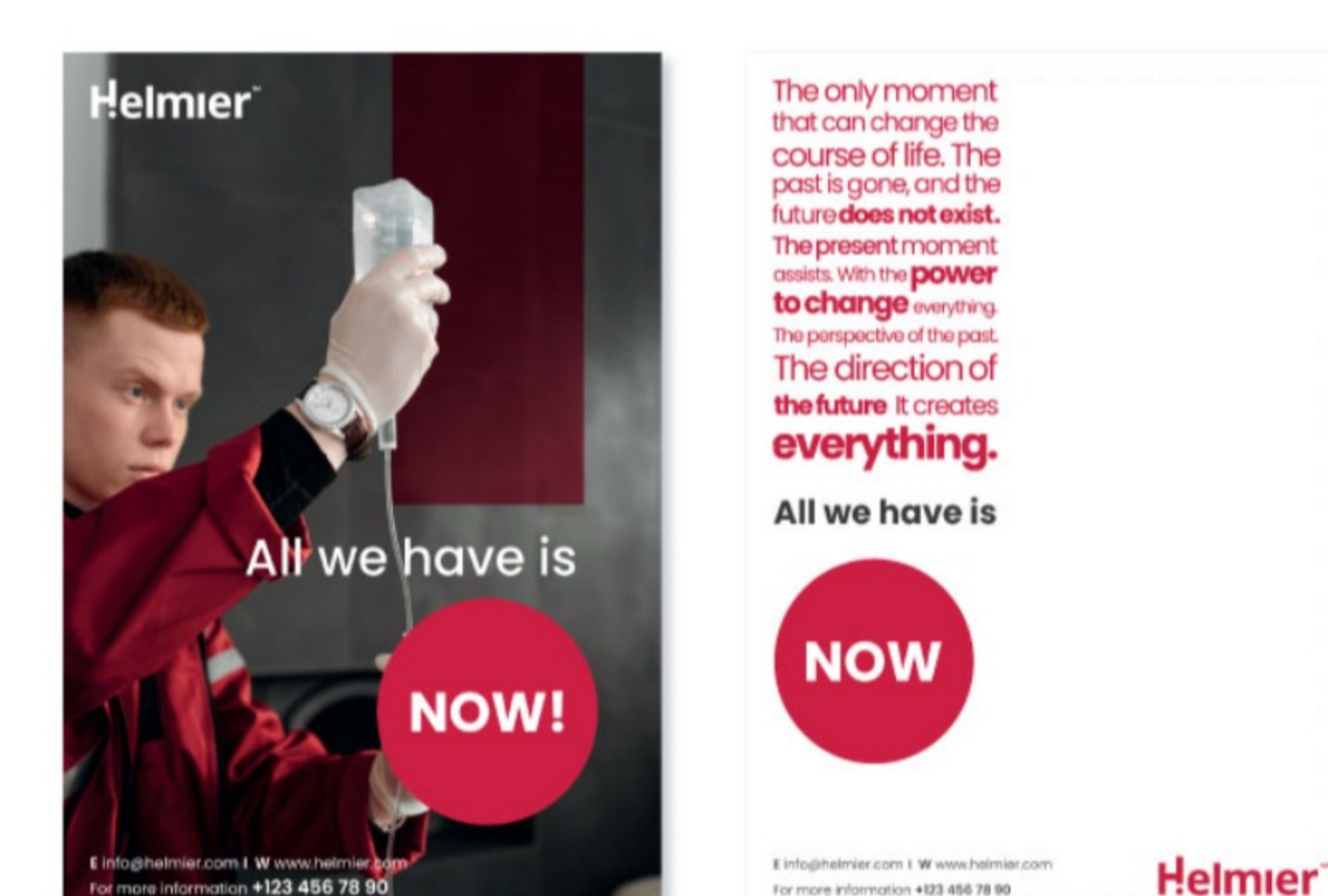
Poppins

Poppins Light
 Poppins Regular
 Poppins Medium
 Poppins SemiBold
 Poppins Bold

AaBbCcDd 0123456789

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No tomorrow for **care**



Impact

An energetic launch and a growing Helmier. The brand has begun stakeholder engagement, and this is only the start. ABND continues advisory services for Helmier. Projects include sale pitch deployment collaterals, sonic branding, phased launch on social media and website development



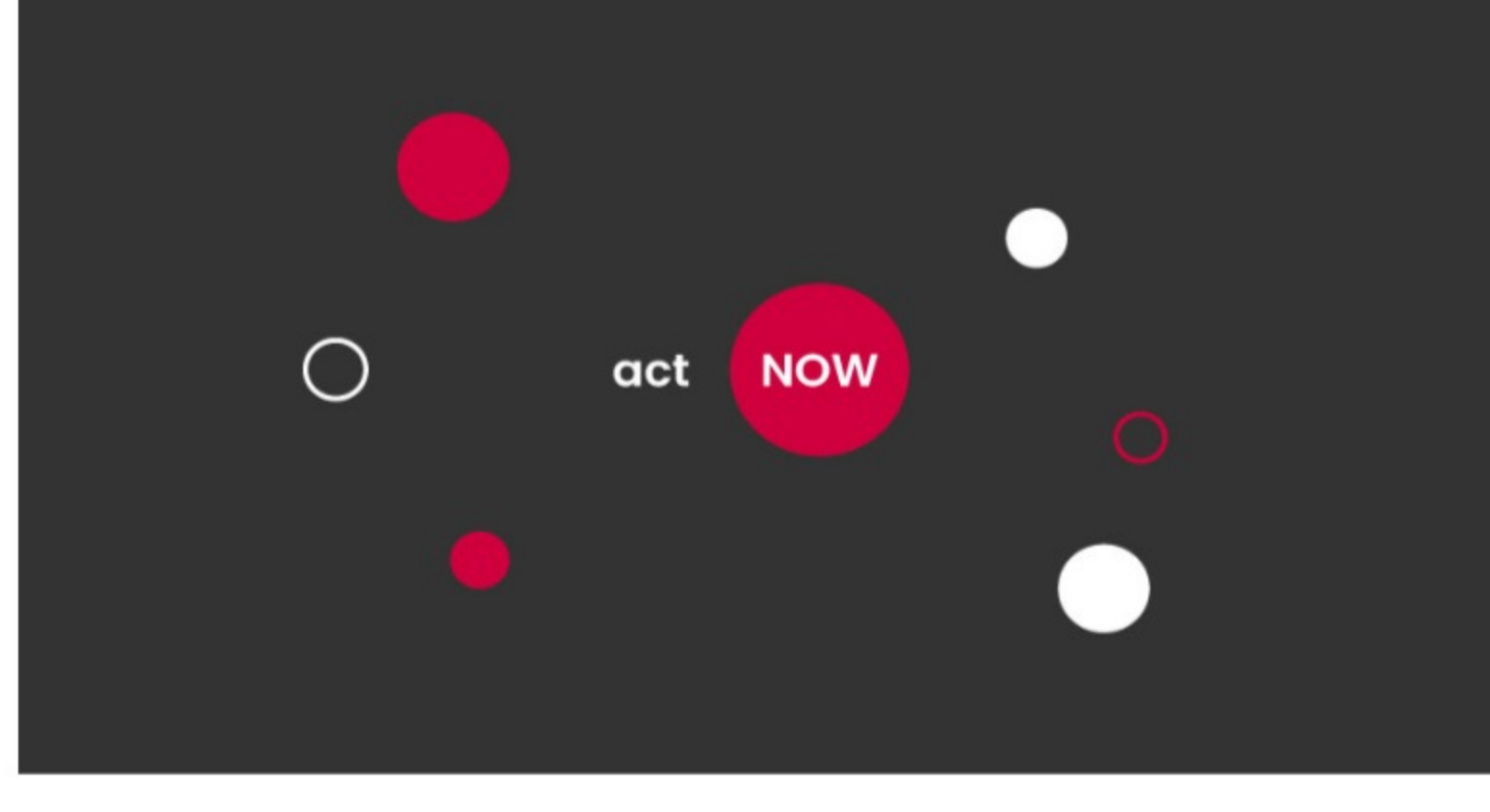
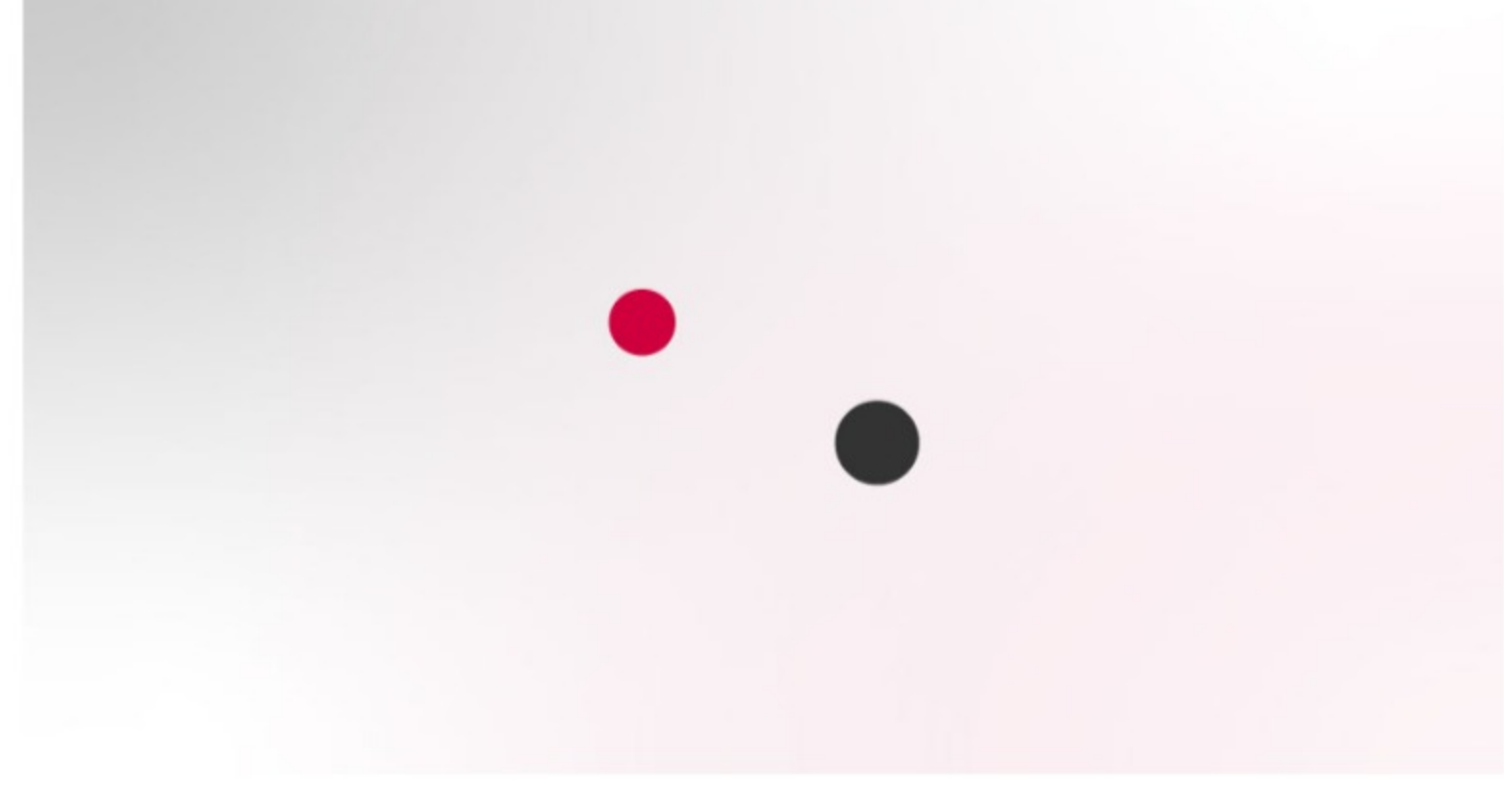
Sales pitch deployment



Sonic Branding



Website Development



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