

Integrine

Visual identity

Client

HTP Medical is a Romanian company that offers solution integration services in the sanitary - construction, equipment, financial and management consulting for hospitals and other medical institutions.

Challenge

HTP Medical contacted Grapefruit for consulting services regarding a rebranding process because the company was often seen solely as a medical equipment supplier.

Solution

The graphic signature created by Grapefruit is part of the Integrine visual identity, being the main differentiating element.

Consisting of a visual group based on an abstract symbol resembling a wheel in motion or a sphere made of combined elements, and a logotype written in a personalized font, the main graphic signature hints at the company's uniqueness, guaranteed by the integrated services it offers its clients.

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