



**Brainstorm
Med Tv**

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INTRODUCTION

Brainstorm Med TV is a medical knowledge and support platform founded to empower young medics and aspiring healthcare professionals. The brand provides resources, mentorship, student support programs, and community outreach initiatives, both online and offline, with a mission to equip the next generation of medics with tools, guidance, and confidence to thrive. Rooted in values like compassion, innovation, growth, and authenticity, Brainstorm Med TV is committed to making healthcare accessible, supporting medical students mentally and academically, and creating opportunities for career advancement. With a vision to become a leading global network for medical students and professionals, Brainstorm Med TV is building a strong, hopeful, and connected medical community that will redefine the future of healthcare.

This document defines how Brainstorm Med TV looks, speaks, and presents itself. It covers the logo, colors, fonts, imagery, and tone of voice, ensuring the brand is consistent, professional, and recognizable across all platforms. It's a simple guide for anyone working with the brand to keep its identity strong and unified.

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BRAND STORY

- Overview
- Mission
- Vision

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OVERVIEW:

Brainstorm Med TV is a medical knowledge and support platform founded to empower young medics and aspiring healthcare professionals. The brand provides resources, mentorship, student support programs, and community outreach initiatives, both online and offline, with a mission to equip the next generation of medics with tools, guidance, and confidence to thrive.

MISSION:

Empowering young medics with tools, resources and support.

VISION:

We aim to become the leading medical brand supporting healthcare and professionals in order to revolutionize medical education and support to create a global network for medical students and professionals.



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BRAND STRATEGY

— Essence
— Positioning

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ESSENCE:

“Empowering Future Medics, Transforming Global Healthcare”

Brainstorm Med TV exists to inspire, educate, and support the next generation of medical professionals. At its core, the brand represents knowledge, mentorship, and compassionate impact, a trusted source where medical students find guidance, growth opportunities, and a community that truly understands their journey.

POSITIONING:

For aspiring and practicing medical professionals who seek knowledge, mentorship, and real-world opportunities, Brainstorm Med TV is a transformative medical education and support platform that equips young medics with the resources, guidance, and confidence to excel, while making healthcare accessible to communities in need. Unlike traditional medical content platforms, Brainstorm Med TV combines education with outreach, mental health support, and career advancement initiatives, creating a global network of empowered medics.



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VERBAL IDENTITY

- Values
- Target Audience
- Personality

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VALUES:

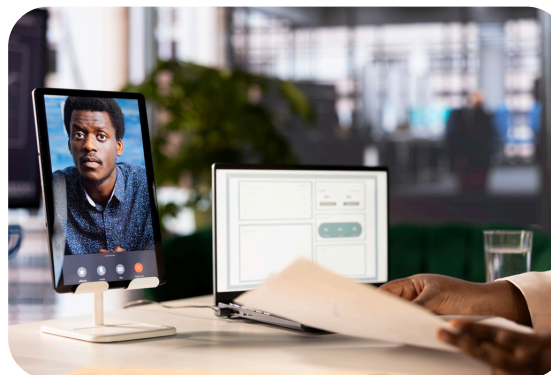
- **Empowerment** – Providing tools and mentorship to help young medics grow.
- **Compassion** – Caring for medical students’ mental health and underserved communities.
- **Innovation** – Delivering fresh, practical medical knowledge and resources.
- **Authenticity** – Sharing real, relatable medical experiences and solutions.
- **Excellence** – Upholding high standards in education, outreach, and partnerships.
- **Community** – Building a strong, hopeful, and connected network of medics.

TARGET AUDIENCE:

- **Primary Audience:**
- Medical students and young healthcare trainees seeking mentorship, knowledge, and support.
- Aspiring healthcare professionals preparing for a medical career.
- **Secondary Audience:**
- Practicing healthcare workers who want continuous learning and networking.
- Health-conscious individuals interested in basic medical tips and outreach programs.


PERSONALITY:

- 👉 **Inspiring-** Motivates young medics to aim higher and create impact.
- 👉 **Supportive-** Acts as a trusted mentor and friend to medical students.
- 👉 **Knowledgeable-** Shares credible, up-to-date medical information.
- 👉 **Compassionate-** Shows care through outreach and mental health programs.
- 👉 **Dynamic-** Adapts to the evolving world of medicine and student needs.



Medics.
Empowering Global
Health.

The future of medics is in the safe hands with us.



Brainstorm Med Tv

VISUAL IDENTITY

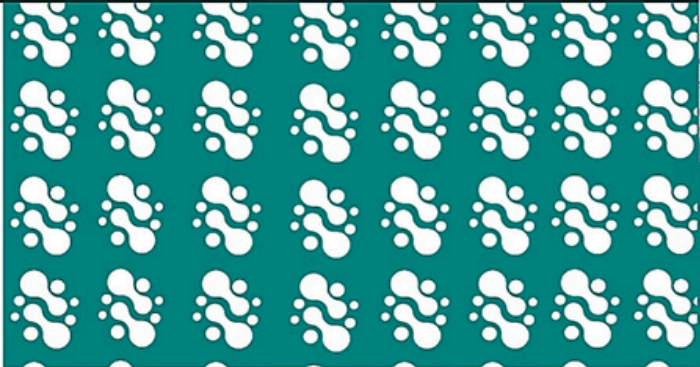
Your top rated
community for
all medics and
paramedics

Visual Overview

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LOGO OVERVIEW

Your top rated
community for
all medics and
paramedics

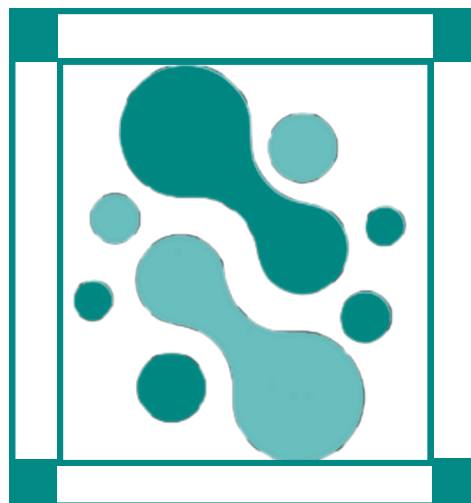
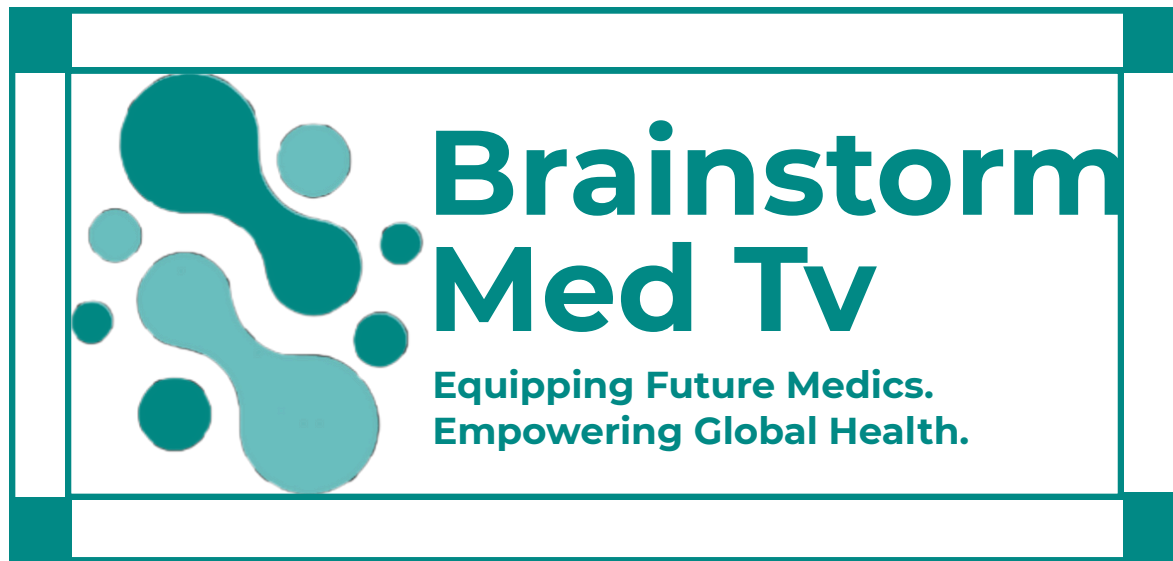
- Clear Line Spacing
- Logo Usage
- Logo Design

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CLEAR LINE SPACING:





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Empowering Global Health.



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COLOR OVERVIEW

Color Palette

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HEX: #6ABEBE

R: 106

G: 190

B: 190

HEX: #018985

R: 1

G: 137

B: 133

HEX: #0F3232

R: 15

G: 50

B: 50

HEX: #0C2F2F

R: 12

G: 47

B: 47

HEX: #FFFFFF

R: 255

G: 255

B: 255

HEX: #000000

R: 0

G: 0

B: 0



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BRAND TYPOGRAPHY

Primary Font

Secondary Font

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PRIMARY FONT:

Montserrat is a bold and clean serif typeface that reflects confidence, modernity, and elegance. Its strong, structured letterforms communicate the brand's boldness and premium feel, making it ideal for headings, signage, and logo applications.

MONTSERRAT:

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789**

Aa

Thin

ExtraLight

Light

Regular

Medium

Semibold

Bold

Extrabold

Black



SECONDARY FONT:

Garet is a bold and clean serif typeface that reflects confidence, modernity, and elegance. Its strong, structured letterforms communicate the brand's boldness and premium feel, making it ideal for headings, signage, and logo applications.

GARET:

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789**

Aa

Book

Regular

Black

Bold

Extrabold



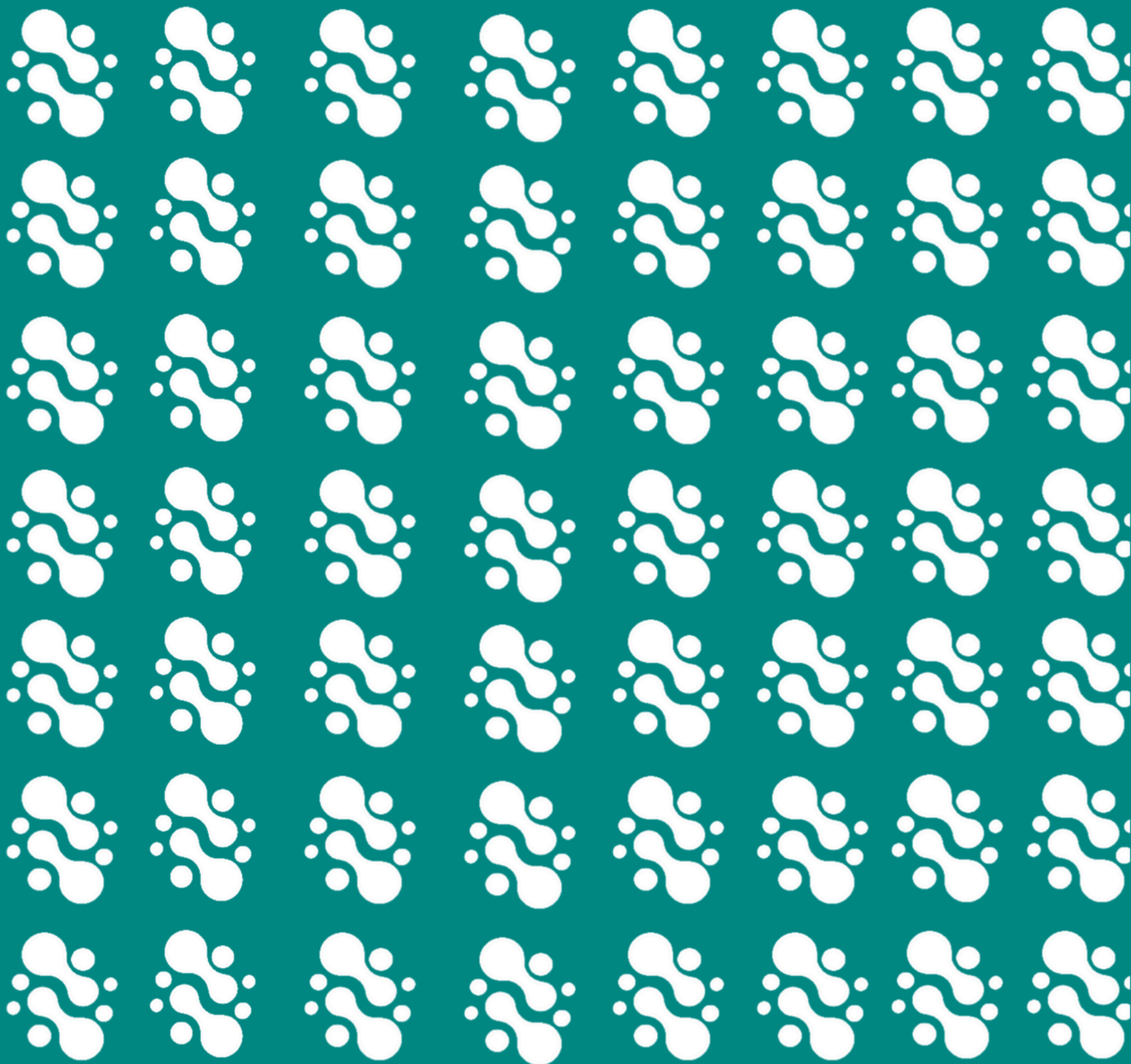
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BRAND IN ACTION

—— Brand Pattern

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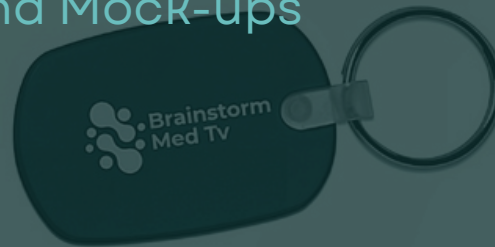
Your top rate
community for
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professionals



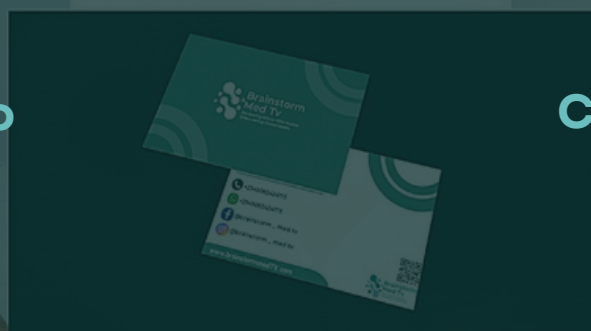
BRAND APPLICATION



Brand Mock-ups



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THANK YOU FOR VIEWING!

Please review this document thoroughly and analyze its contents, applying the rules outlined within. I would appreciate your thoughts on these brand guidelines, as your feedback will be instrumental in enhancing our understanding and expertise in branding. Ultimately, this will assist us in delivering greater value to business owners like yourself.