HMS
HEALTHCARE MARKETING STRATEGY

Hospital Branding Guide

Choose a name, logo and tagline, build one consistent brand, and run 50 practical branding ideas, inside the NMC rules.

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Edition 1, 13 November 2026

50

Branding ideas, scored and prioritised.

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Branding is trust, not decoration.

Hospital branding is every consistent signal, visual, verbal and experiential, that tells a patient what to expect before they meet a doctor.

Patients decide under stress and cannot easily judge clinical quality. A hospital that looks disorganised raises quiet doubt, even when the care is excellent. Branding is one of the few things a patient can actually observe.

Trust
in a crowded market

Credibility
before the first consult

Difference
your care proposition

Branding works like a diagnosis.

Define the problem (what patients need), prescribe the solution (name and identity), monitor the outcome (how patients perceive you).

- ✓ Fix consistency first: one logo, one set of colours, one way of writing your name.
- ✓ Then patient touchpoints, then digital and community work.
- ✗ Branding must not become promotion: no superlatives, guarantees or offers.

Para 8.1

Rx

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Walk through your hospital with this guide. Note every place the name or logo looks different.

Part 1

Choosing a hospital name.

- ✓ Short, easy to say, easy to spell.
- ✓ Focus on a benefit or specialty, not only a founder's name.
- ✓ Check trademark conflicts and any naming limits under your hospital registration law. Take legal advice.
- ✓ Confirm the domain and social handles are free before you commit.
- ✗ No names that imply a guarantee or cure, such as 'Miracle Care Hospital'.
  Para 8.1(iii)
- ✗ No superiority in the name: 'Best', 'No. 1', 'Top'.
  Para 8.1(ix)

Name test: score each 0 to 2

	Question	Score
1	Can a stranger say it correctly after hearing it once?	0 1 2
2	Is it distinct from the hospitals near you?	0 1 2
3	Is the domain available, and the handle?	0 1 2
4	Does it say what you do, or who you serve?	0 1 2
5	Would a lawyer find no conflict?	0 1 2

Rx

HMS Prescription

Write your top three names. Score each. Check the trademark and domain of the winner before any design work.

Part 2

Building a logo.

A logo is a promise of consistency. It should look the same on a building and on a phone.

Do

- Keep it simple, with a symbol that supports your mission
- Test it at signage size and at app-icon size
- Set clear-space rules and a simplified version
- Make a version for light and dark backgrounds

Avoid

- Visuals that confuse or mislead
- Patient imagery without consent
  Paras 6.1 to 6.4
- Medical claims inside the logo
  Para 8.1
- Several versions of the same logo in use

Logo file pack

File	Used for
Full colour, horizontal	Website, letterhead, reports
Full colour, stacked	Signage, brochures
One colour, white	Dark backgrounds, uniforms
Icon only	App icon, social profile

HMS Prescription

Collect every logo file in use. Delete the old ones. Keep the pack above in one shared folder.

Part 3

Writing a tagline.

A tagline is your value proposition in about six words. One benefit, easy to recall, emotionally true without hype.

Patterns that work

"Your Partner in Lifelong Care"

"Compassionate Healing, Advanced Medicine"

"Where Families Find Health and Hope"

Clichés and risks

"5-star care", "highest quality": stale and unprovable
Para 8.1(ix)

"100% safe", "guaranteed cure"
Para 8.1(iii)

"Best in the city"
Para 8.1(ix)

Tagline test

	Check	Score
1	One benefit only	0 1 2
2	Six words or fewer	0 1 2
3	True on a bad day, not only a good one	0 1 2
4	No superlative, guarantee or comparison	0 1 2
5	Says something a competitor could not	0 1 2

Rx

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Write three tagline options. Score each. Drop any that fail the fourth check.

Part 4

Your positioning statement.

Every name, logo and tagline should come from one sentence. Write it first.

> **For [target patients] who [need], [Hospital name] is a [type of hospital] that [primary benefit]. Unlike [alternatives], we [difference].**
>
> Use facts you can show. No claims of being best.

Example (fictional)

Positioning draft

For families in [city] who need maternity and child care close to home, [Hospital] is a 60-bed hospital that keeps one team with a family from antenatal visits to paediatric follow-up. Unlike a general multispecialty hospital, we run one patient journey for mother and child.

Check it

- ✓ Can staff repeat it in their own words?
- ✓ Can you prove each phrase?
- ✗ Does it contain a superlative or guarantee? Remove it.
  Para 8.1

Rx HMS Prescription

Write the statement in 30 minutes with two other leaders. Read it aloud to a front-desk colleague.

Part 5

Brand guidelines on one page.

A short document any staff member can open and follow.

Section	What to define
Name	Exact spelling, abbreviation, how it is written in full
Logo	Versions, clear space, minimum size, what never to do
Colour	Primary and secondary, with hex codes
Type	One or two fonts, sizes for print and web
Voice	Plain, warm, factual. Three words to use, three to avoid
Imagery	Real photography of your facility, not generic stock
Access	Colour contrast and legible sizes for every patient
Compliance	No superlatives, guarantees, offers or patient imagery

- [ ] Share it with the front desk, nursing, marketing and every agency.
  Para 4.4
- [ ] Review it every year.

Rx

HMS Prescription

Draft the one-page guideline this month. Send it to every vendor and department head.

Ideas 1 to 8

Ideas: visual identity

Score each: 0 not done, 1 partly, 2 done and consistent.

	Idea	Score
1	One logo file used across every platform, no stretched or outdated versions	0 1 2
2	Exact brand colours defined with hex codes	0 1 2
3	One or two brand fonts used everywhere	0 1 2
4	A simple brand guideline any staff member can use	0 1 2
5	Tagline shown wherever the logo appears	0 1 2
6	Real photography of your facility, not generic stock	0 1 2
7	Hospital name written the same way everywhere	0 1 2
8	Consistent letterhead and prescription pad format	0 1 2

Total: ____ / 16

HMS Prescription

Circle the three lowest scores. Those go on your 30-day list.

Ideas 9 to 16

Ideas: patient experience

Score each: 0 not done, 1 partly, 2 done and consistent.

	Idea	Score
9	Front-desk staff trained on one warm greeting script	0 1 2
10	Phone calls answered the same way in every department	0 1 2
11	A simple patient welcome kit or information folder	0 1 2
12	Waiting areas match the identity used in marketing	0 1 2
13	Signage uses patient-friendly language, not jargon	0 1 2
14	Follow-up after the visit is personal, not a generic template	0 1 2
15	Discharge instructions match your other branded materials	0 1 2
16	A feedback method that is actually reviewed and acted on	0 1 2

Total: ____ / 16

HMS Prescription

Circle the three lowest scores. Those go on your 30-day list.

Ideas 17 to 24

Ideas: digital

Score each: 0 not done, 1 partly, 2 done and consistent.

	Idea	Score
17	Website uses the same colours, fonts and logo as print	0 1 2
18	Google Business Profile name, photos and details match your brand	0 1 2
19	A consistent visual template for social posts	0 1 2
20	On-brand email signature for all staff	0 1 2
21	WhatsApp Business profile matches the brand	0 1 2
22	Branded video: facility tours, doctor introductions, educational talks	0 1 2
23	Consistent caption style and hashtags	0 1 2
24	Brand facts correct and consistent for AI search tools	0 1 2

Total: ____ / 16

HMS Prescription

Circle the three lowest scores. Those go on your 30-day list.

Ideas 25 to 32

Ideas: signage and environment

Score each: 0 not done, 1 partly, 2 done and consistent.

	Idea	Score
25	Outdated or faded exterior signage replaced	0 1 2
26	Directional signage inside is clear and consistent	0 1 2
27	Brand colours used in wayfinding and department signs	0 1 2
28	Parking and entrance signage is professional and current	0 1 2
29	Subtle branded touches in waiting areas, not overly commercial	0 1 2
30	Staff badges and uniforms reflect brand colours	0 1 2
31	Reception desk matches the identity	0 1 2
32	Signage kept in good physical condition	0 1 2

Total: ____ / 16

HMS Prescription

Circle the three lowest scores. Those go on your 30-day list.

Ideas 33 to 39

Ideas: staff and internal

Score each: 0 not done, 1 partly, 2 done and consistent.

	Idea	Score
33	New hires briefed on the brand promise at onboarding	0 1 2
34	Staff who live the patient-experience standards are recognised	0 1 2
35	Marketing updates shared inside, not only with the marketing team	0 1 2
36	Doctors encouraged, not forced, to keep their own profiles consistent	0 1 2
37	Simple rules for how staff represent the hospital on their own social media	0 1 2
38	Staff consulted on branding changes that affect their daily work	0 1 2
39	Internal signage and notices match the brand	0 1 2

Total: ____ / 14

HMS Prescription

Circle the three lowest scores. Those go on your 30-day list.

Ideas 40 to 50

Ideas: community and PR

Score each: 0 not done, 1 partly, 2 done and consistent.

	Idea	Score
40	Local health awareness events under one consistent brand	0 1 2
41	Press coverage that reinforces your specific positioning	0 1 2
42	Steady presence at healthcare conferences and community events	0 1 2
43	A brand-consistent template for health camp materials	0 1 2
44	Partnerships with local organisations that match your values	0 1 2
45	Doctors invited to guest-lecture or join panels under the hospital identity	0 1 2
46	One consistent voice in press releases and public statements	0 1 2
47	Referral doctors receive brand-consistent communication	0 1 2
48	Milestones marked publicly in a way that fits the brand	0 1 2
49	A simple annual review that shows transparency	0 1 2
50	Branding refreshed every 2 to 3 years, not rebuilt every year	0 1 2

Total: ____ / 22

Rx

HMS Prescription

Circle the three lowest scores. Those go on your 30-day list.

How to prioritise the 50.

You do not need all fifty. Treat the list as a menu. An internal walk-through usually surfaces the 8 to 10 that matter most.

1	**Fix consistency** Logo, colours, name, signage. Costs little, shows quickly.
2	**Fix patient touchpoints** Greeting, phone, welcome kit, follow-up. Higher impact, moderate effort.
3	**Build digital and community** Ongoing, longer-term investments.

Your score sheet

	Category	Score
1	Visual identity	___ / 16
2	Patient experience	___ / 16
3	Digital	___ / 16
4	Signage and environment	___ / 16
5	Staff and internal	___ / 14
6	Community and PR	___ / 22

Total ___ / 100. Below 50: start with category 1. 50 to 79: tighten categories 2 and 3. 80 and above: protect and measure.

NMC rules for names, logos and taglines.

The guidelines of 6 October 2026 cover hospitals and medical institutions.

Element	Keep it	Basis
Name	Factual. No cure, miracle or superiority words.	8.1(iii), (ix)
Logo	No patient imagery without consent. No medical claim.	6.1 to 6.4; 8.1
Tagline	One honest benefit. No superlative.	8.1(ix)
Doctor profiles	Name, qualification, registration on every electronic post.	3.2, Expl. III
Social and web	Education, not offers or results.	5.1; 8.1(x)
Agencies	You approve everything issued in your name.	4.4
Referrals	No payment or gift tied to patient referrals.	8.1(vii), (viii)

? Trademark and naming rules vary by state and registration law. Take qualified legal advice. This guide does not cover them.

? Some branding items, such as event sponsorship or signage with services listed, are not detailed in the paragraphs HMS has relied on. Keep to facts and take the cautious reading.

Rx

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Check your name, logo and tagline against this table. Fix anything in the 'Keep it' column that you break.

Roadmap and measurement.

30	**Days 1 to 30: Consistency** Collect every logo, set colours and fonts, write the one-page guideline, correct the name everywhere.
60	**Days 31 to 60: Touchpoints** Greeting script, phone standard, welcome kit, follow-up message, signage fixes.
90	**Days 61 to 90: Digital and community** Align the website, Google profile and social templates. Plan one community activity. Re-score.

Measure, privately

Measure	How
Brand awareness	Patient survey, search trends for your name
Engagement	Social growth, shares, saves
Consistency	Quarterly brand-usage audit across touchpoints
First impressions	Patient comments and front-desk notes

HMS Prescription

Re-score the 50 ideas at day 90. Compare with today. Keep the numbers private.

Get a branding plan

Want a hospital brand audit and rollout plan?

HMS Healthcare Branding Strategy audits consistency across every touchpoint, fixes the highest-impact gaps first and builds a realistic rollout, not a full rebrand where targeted fixes work better.

Healthcare Branding Strategy	**hmsconsultants.in, Services, Healthcare Branding Strategy**
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About the author

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HMS Consultants is a healthcare marketing consultancy, not a law firm. Trademark and naming rules vary; take qualified legal advice.

> **Knowing is Knowing, Doing is Doing™**

Sources and disclaimer.

Primary text

NMC Ethics and Medical Registration Board, Public Notice No. R-13014/01/2024-Ethics, 6 October 2026: *Guidelines on Ethical Advertising and Public Communication by Hospitals/Medical Institutions and Registered Medical Practitioners*. Paragraph numbers refer to it. The text was read from the copy published by Medical Dialogues.

medicaldialogues.in/pdf_upload/2026/10/07/nmc-guidelines-on-ethical-advertising-and-public-communication-478642.pdf

Related HMS guides

Hospital Marketing Audit Checklist. NMC Compliance Guide for Doctors. 50 Hospital Branding Ideas to Build Patient Trust and How to Select a Name, Logo and Tagline (HMS blog). hmsconsultants.in/blog

How to use this guide

The ideas are HMS's practical advice. Items marked grey area are not NMC positions. Where the guidelines are silent, HMS suggests the cautious reading.

Disclaimer

This guide is general information. It is not legal advice, and HMS Consultants is not a law firm. The NMC may issue clarifications. Take legal advice on your specific content and arrangements. Edition 1, 13 November 2026.

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