

The logo for VG GENOMICS features a stylized 'V' on the left, composed of a grid of blue dots. To its right, the word 'VG GENOMICS' is written in a bold, blue, sans-serif font. The letter 'E' in 'GENOMICS' is uniquely styled with three horizontal bars: an orange bar at the top, a blue bar in the middle, and a green bar at the bottom. A small 'TM' trademark symbol is located at the top right of the word 'GENOMICS'.

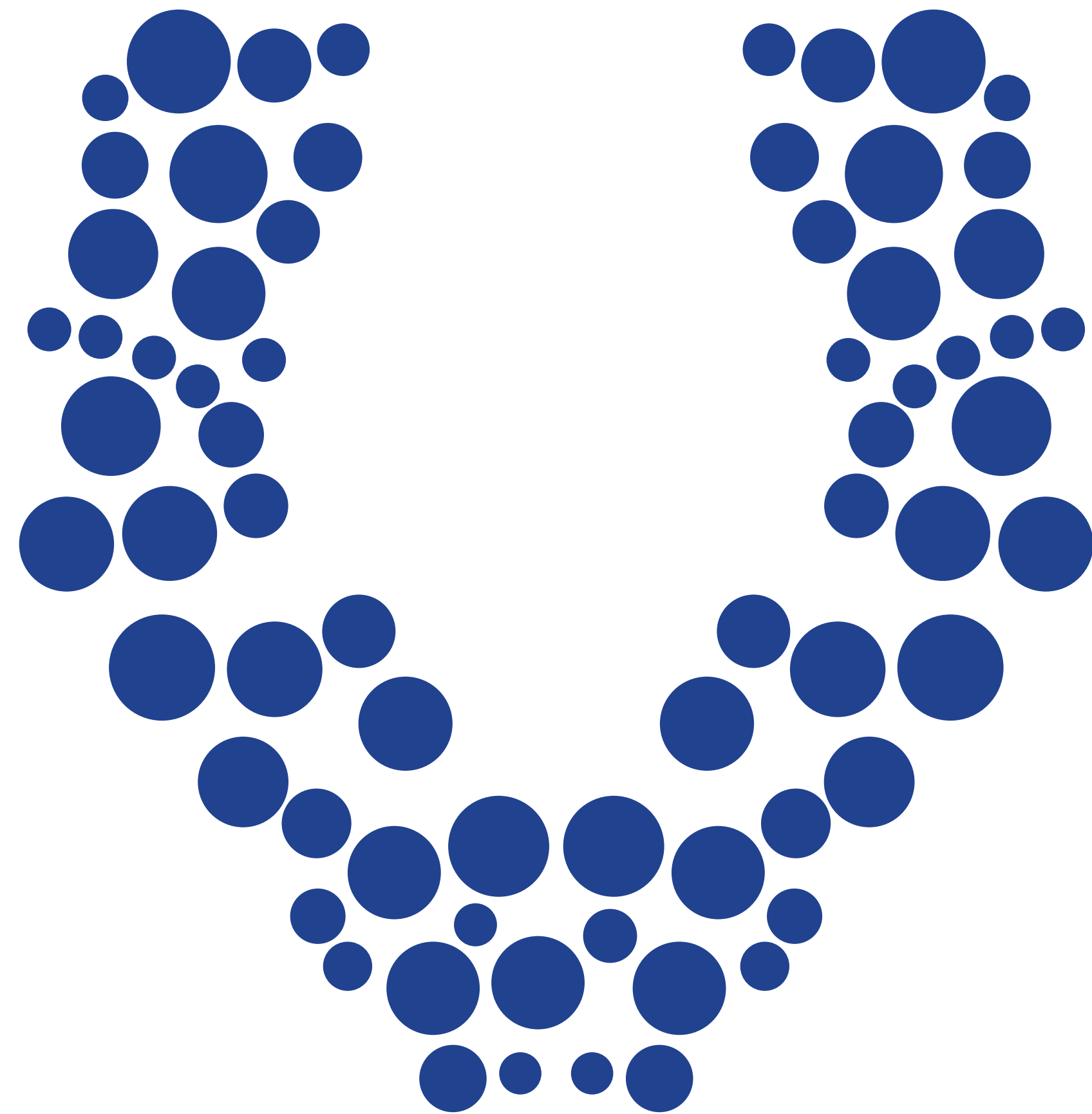
VG GENOMICSTM

Overview

Vgenomics develops diagnostic and therapeutic solutions for rare inborn genetic diseases.

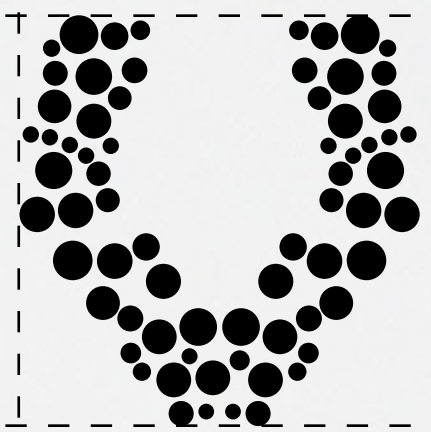
When we met them, they had a logo and brand colors, but were missing a brand message and visual identity.

Vgenomics secured seed funding from Mumbai Angels in January 2024.

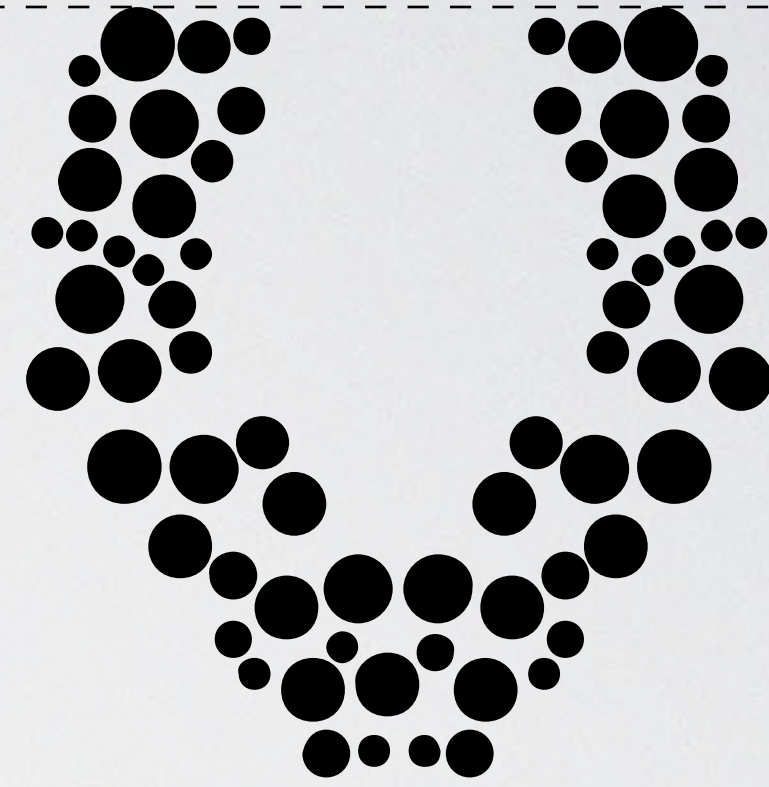


We set the brand message using the logomark. It represents the concept of rare diseases, which often appear in small, isolated clusters within specific populations.

When viewed together, these clusters form a much larger, unified image, symbolizing the critical healthcare challenges posed by rare diseases.



VGENOMICS

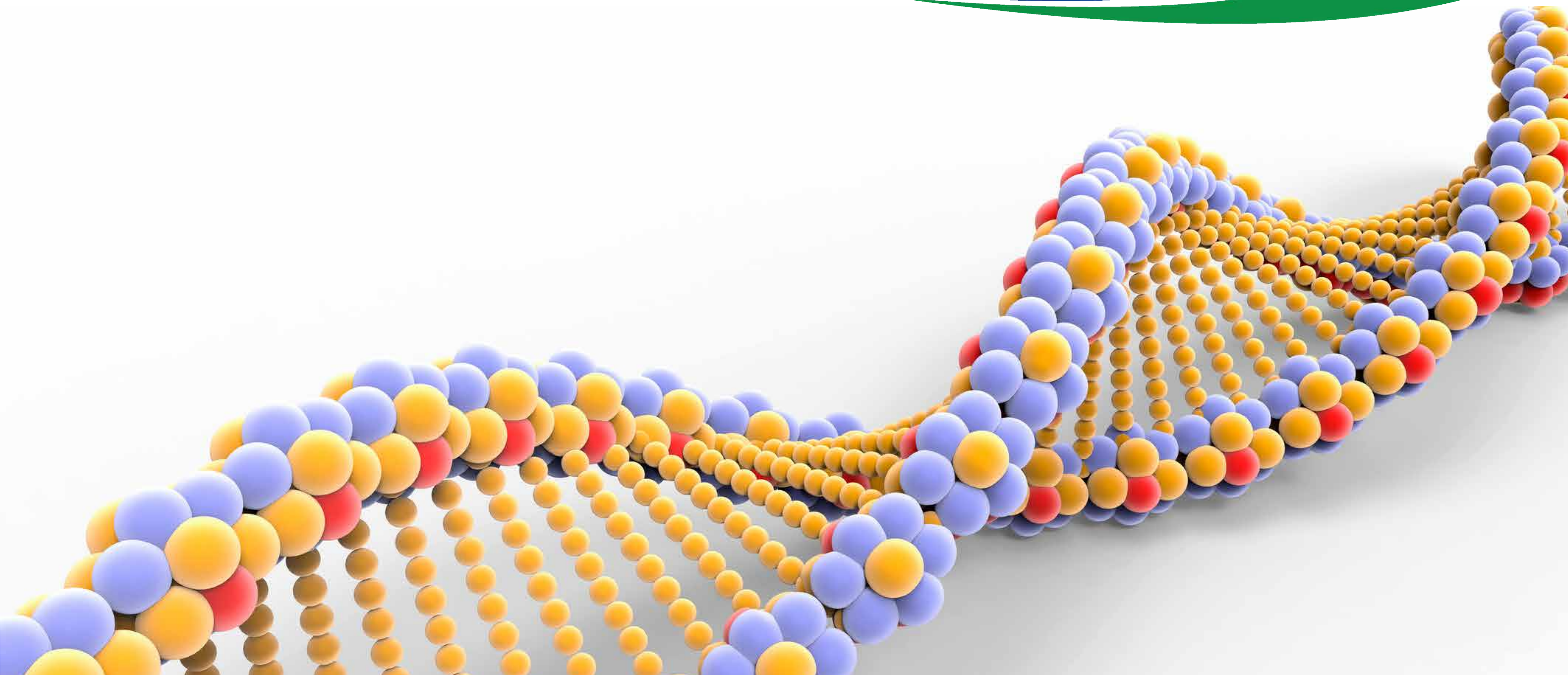


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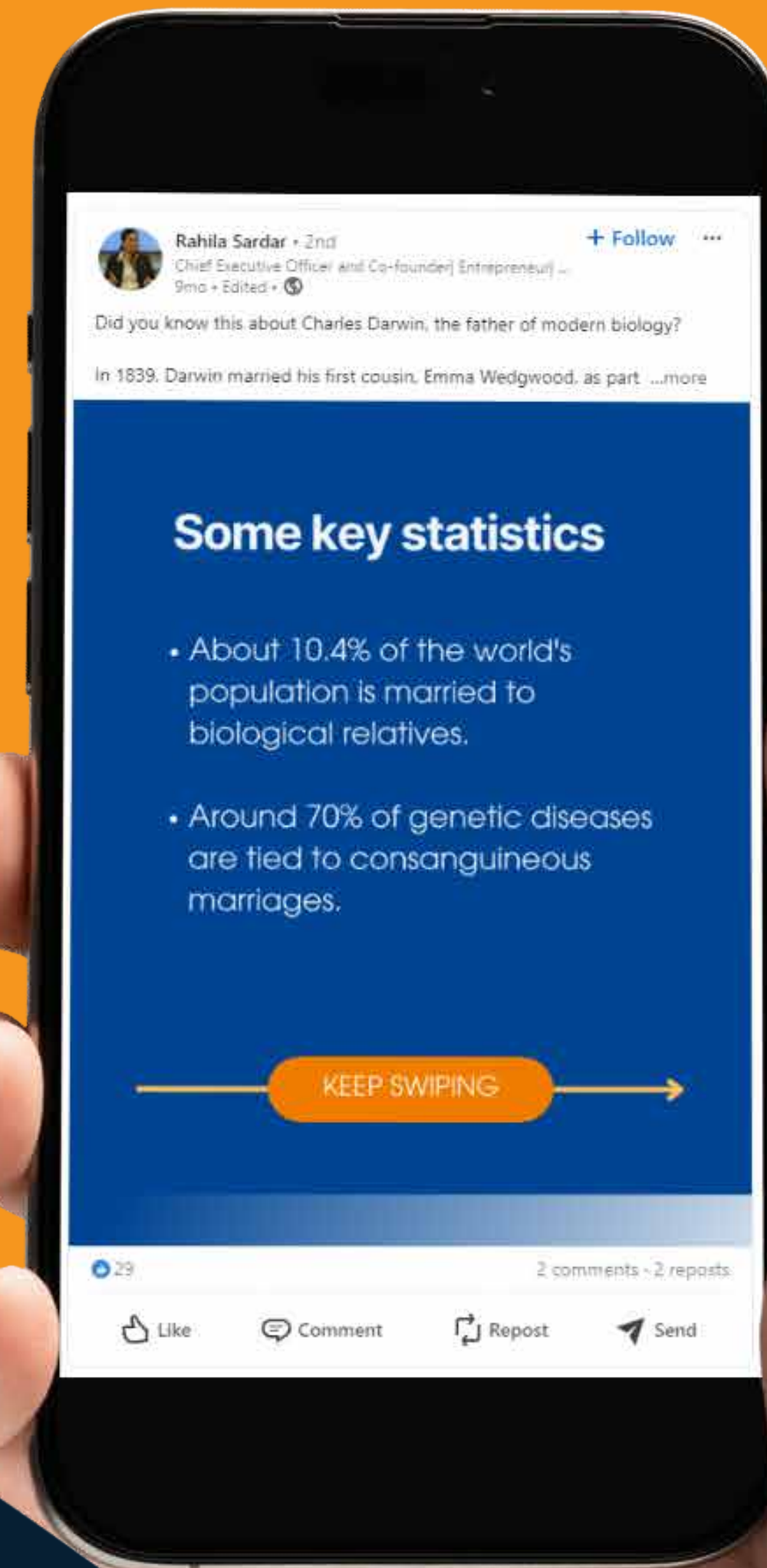
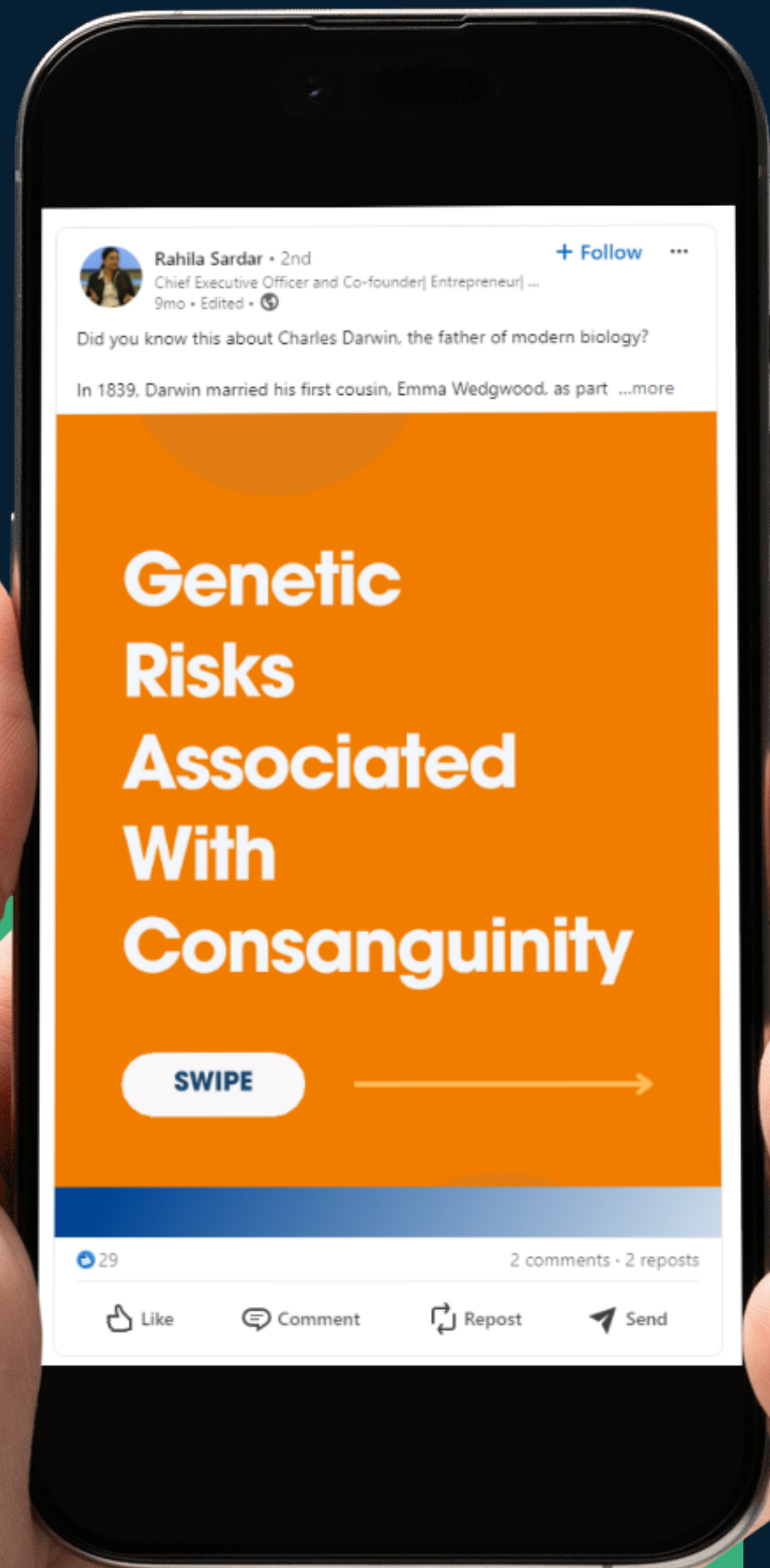
Brand Identity

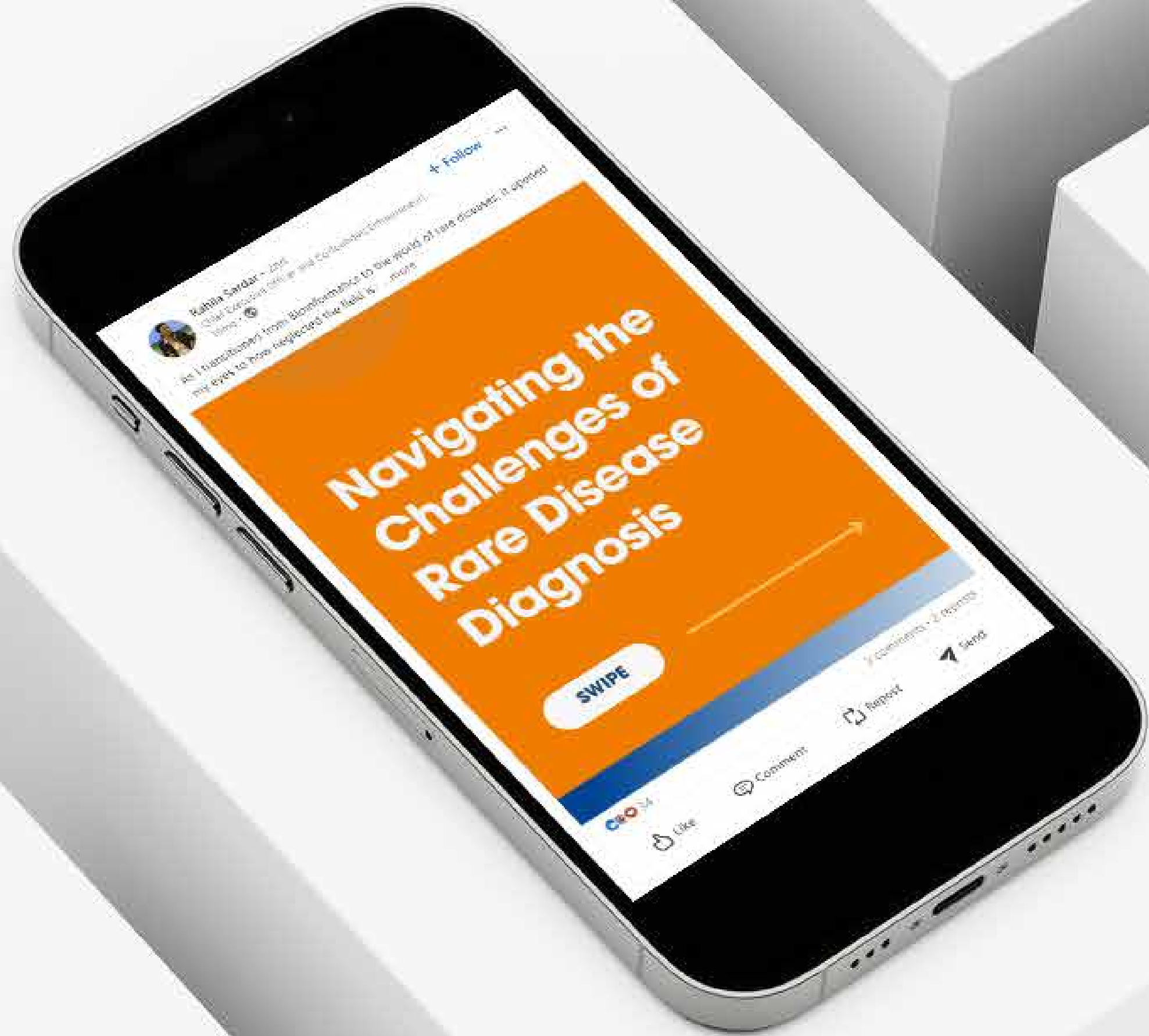
We built upon Vgenomics' existing logo and brand colors to keep consistency. We redesigned the logo with a new logomark in different placements and color variations keeping in mind different usecases.

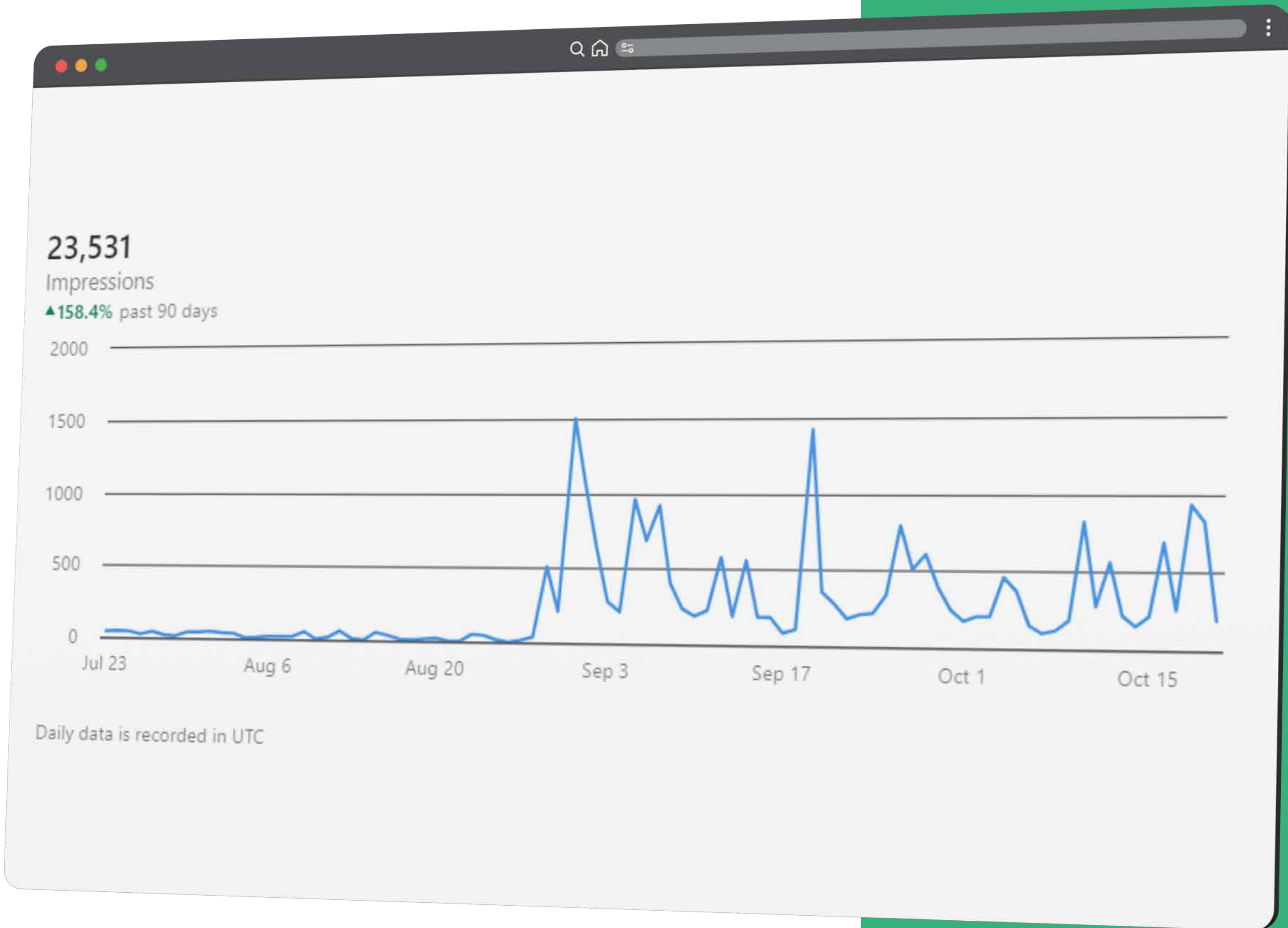
We also designed an element in the shape of a helical strip inspired by the DNA helix which visually signifies their molecular diagnosis' services.











158%

Increased social media engagement since handling their social media and managing the founder profile

Brochures

Our aim with the content and design of the brochures was to reinforce Vgenomics' expertise and credibility in addressing rare diseases.

We focussed on a clean and sophisticated design to present all the necessary information in a structured, easy-to-navigate format, ensuring clarity.

VGENOMICS
NEW BORN
SCREENING
(NBS) AND GENETIC TESTING



Your partner in
NEWBORN HEALTHCARE

Seeking answers in the genome?

Vgenomics Can Be Your Partner For

SEQUENCING

- Whole genome sequencing
- Whole exome sequencing
- Transcriptome sequencing
- Targeted sequencing

DATA ANALYSIS AND INTERPRETATION

RESEARCH COLLABORATIONS

Embarking on groundbreaking genomic research?

Vgenomics will equip you with

- Expertise in bioinformatics
- Data insights
- Research support
- Publication and deep analysis support

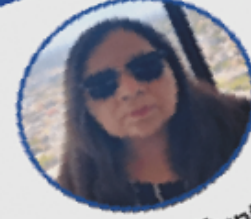
Why Work With Us?

- Extended scientific team that understands your needs
- Data privacy with robust security protocol
- Reanalysis of patient data for newly identified variants to stay up-to-date with latest scientific findings

Our Scientific Team



Dr. Rahila Sardar
8+ years in Genomics



Dr. Preeti Gupta Lal
30+ years in Bioinformatics



Dr. Abdul Khalique
National Institute of Health (NIH)



Dr. Abhinav Kaushik
Harvard University

are with you
every step of the
way and beyond...



We are happy with the design and the DNA inspired strip created using our brand colors. The numbers on our LinkedIn also look good.

Sameer Malik

Co-founder and CBO, Vgenomics

