



QUANBAO DEVOTES ITSELF TO DELVING INTO MEDICAL KNOWLEDGE EARNESTLY AT GUIPING MATERNAL AND CHILD HEALTH HOSPITAL EVERY DAY. INTELLIGENT AND KIND-HEARTED, IT ALWAYS EXTENDS A HELPING HAND TO THOSE IN NEED IN ITS SPARE TIME, CONVEYS WARMTH, AND DOES ITS UTMOST TO ASSIST EVERYONE WHO IS EAGER FOR HELP AND SUPPORT.



品牌院训：仁爱、和谐、德高、业精
设计理念：滋养、孕育、成长

巧妙融入桂平独有的地域文化（如西山、乳泉）
提取当地特有的乳泉为设计原型，将IP的头部设计为水滴形状，使其与医院“滋养、孕育、成长”的理念相契合，为整体形象增加品牌记忆点和辨识度。
可爱的造型，提升了整体形象的亲和力，服装造型上凸显出医院的品牌调性。

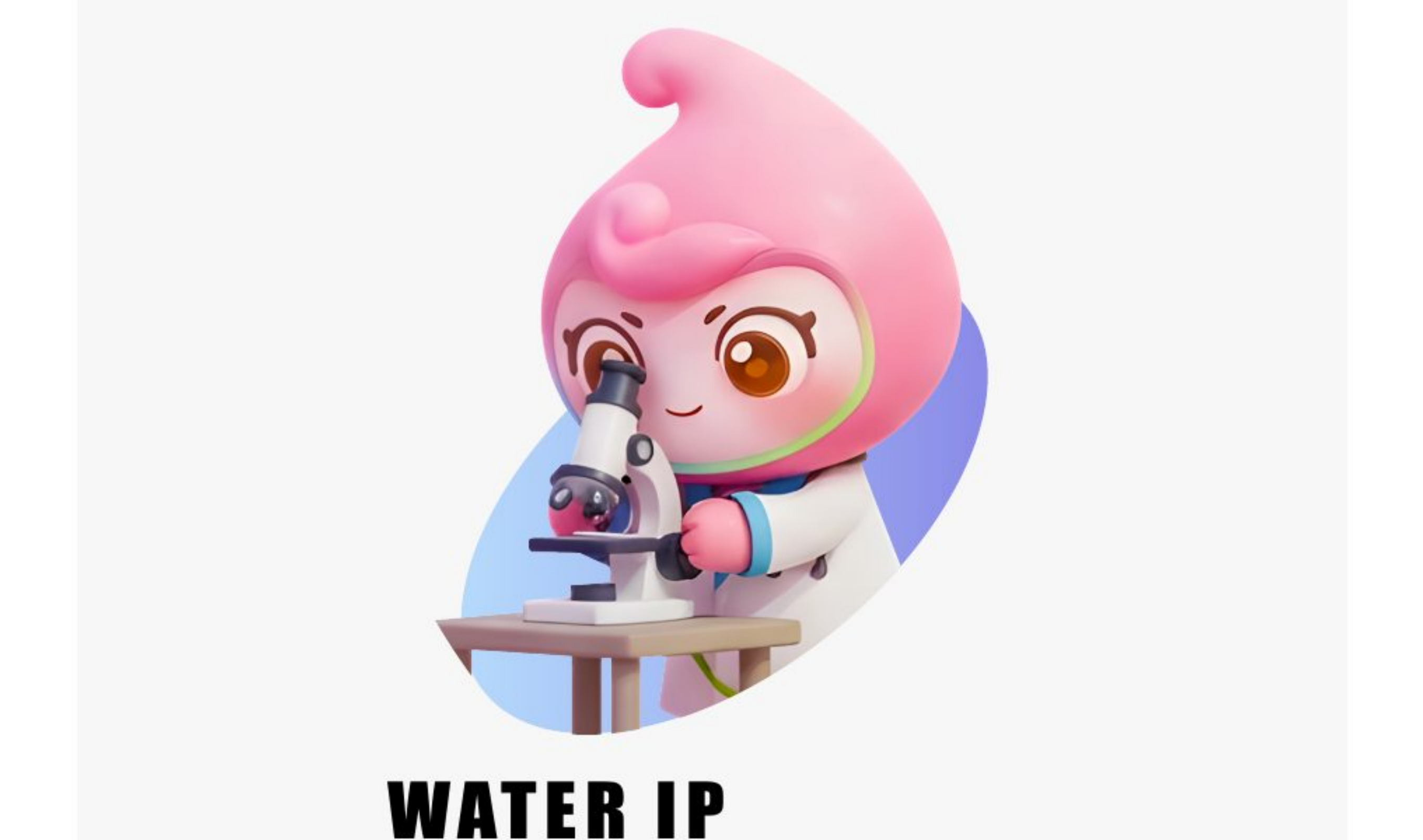
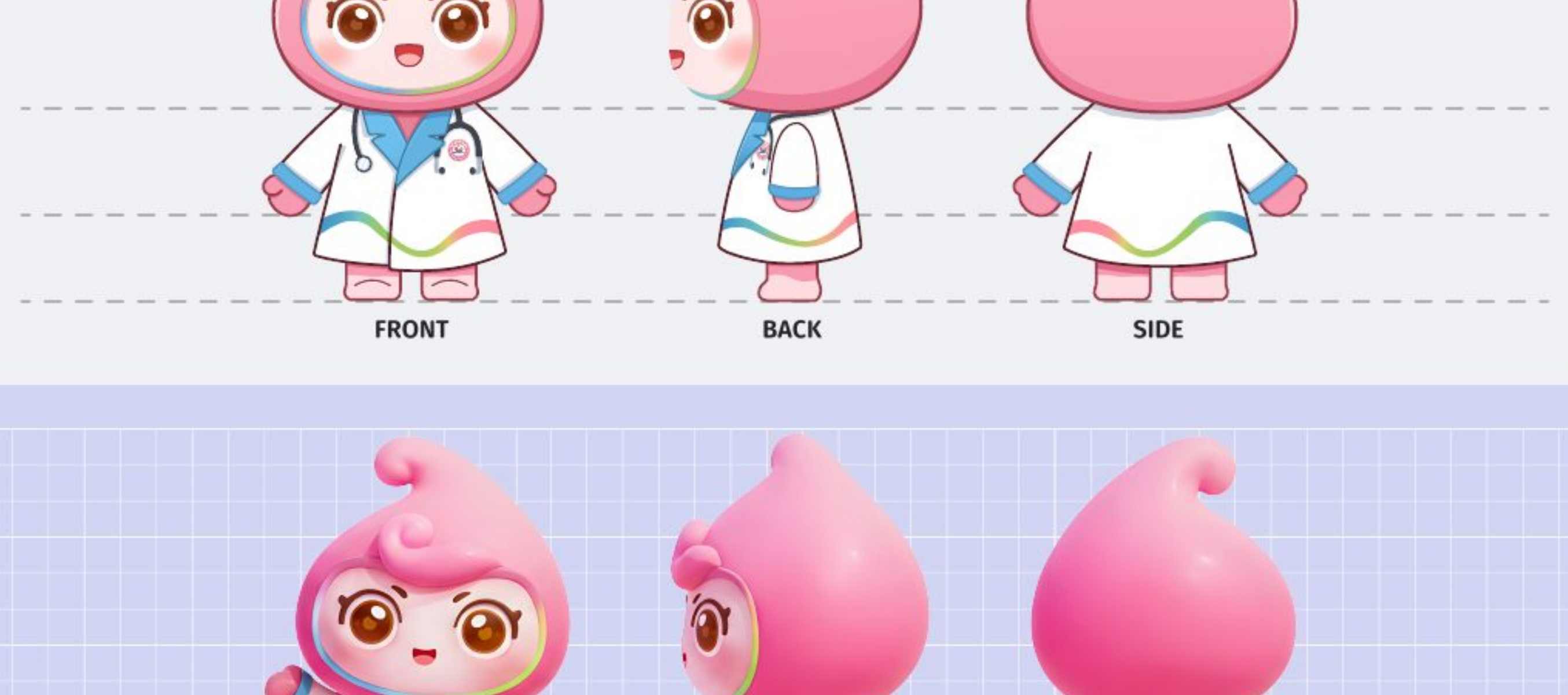
THIS TIME, WE DESIGNED THE IP IMAGE FOR GUIPING MATERNAL AND CHILD HEALTH HOSPITAL. WE EXTRACTED THE UNIQUE LOCAL MILK SPRING AS THE DESIGN ELEMENT, DESIGNED AN IP IMAGE IN THE SHAPE OF WATER DROPS, AND DESIGNED THE IP HEAD IN THE SHAPE OF WATER DROPS, SO AS TO MAKE IT CONFORM TO THE CONCEPT OF "NOURISHING, GESTATING AND GROWING", AND ALSO INCREASE THE BRAND MEMORY AND RECOGNITION FOR THE OVERALL IMAGE, AND ADD BUSH AND SMILE TO THE FACIAL EXPRESSION TO ENHANCE THE AFFINITY OF THE OVERALL IMAGE. THE GOWN WORN BY DOCTORS IN CLOTHING MODELING CAN HIGHLIGHT THE HOSPITAL BRAND TOTALITY OF IP.



泉宝

性格：温柔、善良、体贴
年龄：3岁
爱好：热爱医学、乐于助人
原型：乳泉泉水
喜欢的颜色：粉色、蓝色

IP三视图/VIEW



WATER IP IMAGE DESIGN

QUANBAO

泉宝是一个聪明、善良、乐于助人的医生，目前在桂平市妇幼保健院努力学习医学知识，聪明善良的他在学习之余总会为需要他的人提供帮助、送去温暖。它希望能让人们都见健康康康，免受病痛。



以泉水为原型
体现滋养的寓意
是对妇幼医院文化很好的寓意



QUANBAO

IN THE IP DESIGN OF GUIPING MATERNAL AND CHILD HEALTH HOSPITAL, WE DESIGNED THE EXTENSION OF WESTERN MEDICINE, CHINESE MEDICINE, NURSES AND OTHER CLOTHING IN COMBINATION WITH THE INDUSTRY ATTRIBUTES OF THE HOSPITAL.

QUANBAO IP 2024



3D IMAGE EXTENDED

IP 2024

#01 ROLE DISPLAY

IN THE IP DESIGN OF GUIPING MATERNAL AND CHILD HEALTH HOSPITAL, WE DESIGNED THE EXTENSION OF WESTERN MEDICINE, CHINESE MEDICINE, NURSES AND OTHER CLOTHING IN COMBINATION WITH THE INDUSTRY ATTRIBUTES OF THE HOSPITAL.



3D IMAGE EXTENDED

IP 2024

#02 ROLE DISPLAY

IN THE IP DESIGN OF GUIPING MATERNAL AND CHILD HEALTH HOSPITAL, WE DESIGNED THE EXTENSION OF WESTERN MEDICINE, CHINESE MEDICINE, NURSES AND OTHER CLOTHING IN COMBINATION WITH THE INDUSTRY ATTRIBUTES OF THE HOSPITAL.



3D IMAGE EXTENDED

IP 2024

#03 ROLE DISPLAY

IN THE IP DESIGN OF GUIPING MATERNAL AND CHILD HEALTH HOSPITAL, WE DESIGNED THE EXTENSION OF WESTERN MEDICINE, CHINESE MEDICINE, NURSES AND OTHER CLOTHING IN COMBINATION WITH THE INDUSTRY ATTRIBUTES OF THE HOSPITAL.





ESTABLISH A FRIENDLY AND FRIENDLY DOCTOR IMAGE.

GARMENT EXTENSION

(服装 延展)



2024 IP DESIGN

CHARACTER INTRODUCTION

ACENARIO EXTENSION

(场景 延展)



ESTABLISH A FRIENDLY AND FRIENDLY DOCTOR IMAGE.

2024 IP DESIGN

CHARACTER INTRODUCTION

NATURAL HEALING

(中医 疗养)

2024



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WENSTERN MEDICINE

(西医 治疗)

2024

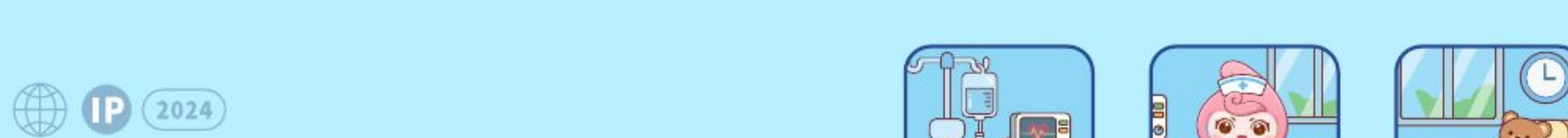


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CARE WITH HEART

(中医 疗养)

2024



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EXPAND THE SURROUNDINGS

IP 2024

(文创
延展)

多饮温水暖在心头~

WARMTH IN YOUR HEART~



营养满格

水润活力~

