

Siro Clinpharm undergoes a brand refresh

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Siro Clinpharm has announced a refresh of its core brand elements. Reflecting the growth and evolution of Siro as India's leading CRO (Clinical research organisation), the brand elevates the focus on dependability, progressiveness, being scientific, and best in industry.

This brand refresh syncs with the next phase of Siro's evolution. In this phase, Siro will focus on doubling the India team to 500 resources in three years, establish a strong operational presence in the US and invest heavily in technology and automation.

The new bold and vibrant logo in purple and lime green embodies the characteristics of the company's committed team of employees. The colour is mainly used to convey credibility and evoke associations of quality, strength and steady determination. The logo employs an eye which symbolises an eye for detail, and an eye for humanity, resulting in the endeavour to achieve the highest standards in quality.

Akshay Daftary, Director, Siro Clinpharm said "We are excited for the brand refresh the company has undergone. Our refreshed logo and streamlined brand architecture convey the continuing evolution and growth of our business, and proudly display the characteristics we want to communicate to our stakeholders about our brands.