



Excellence

الكفاية للحلول الطبيّة
Health Care Solutions

TOGETHER WE REACH SUCCESS

Brand Guideline



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Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.



Architecture

The logo is a graphic comprised of the **wordmark (logotype)** and **figurative mark (symbol)**.

The lettering is created using the **Neuzeit Grotesk** typeface for English name and **TheMixArab** typeface for Arabic Name.

The crossed pins (old logo elements) describe the infinity solutions that EHCS has, the main concept of life (both gender) and growth and prosperity, and the big partner chain that EHCS works with.

The logo can also be accompanied by a slogan.







Exclusion Zone



Legibility

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

The height of the “Infinity” of the symbol is taken as a guide to define the exclusion zone.

Minimum Size Online



Minimum Size Offline





Positive & Negative

The figurative mark must remain colored in positive and negative versions of the logo. This ensures the logo is recognizable.

The wordmark varies between navy and white depending on its application.

The grayscale and the monochromatic version have been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.

Positive Version



Negative Version



Positive Grayscale Version



Negative Grayscale Version



Positive Monochromatic Version



Negative Monochromatic Version





✘ Move Elements



✘ Remove Elements



✘ Stretch or Transform



✘ Add Elements



✘ Change Colors



✘ Outline



✘ Change Colors



✘ Change the Font



Don'ts

It is not allowed to alter the structure, color, proportions, elements, or direction of the logo.



Background Colors

You should always try to use the positive (main) version of the logo. However, when the background is the same color as an element of the logo you can use the negative version.

Avoid using the logo on a plain green background. If this cannot be avoided, use the white monochromatic version to ensure legibility.

Application Over Plain Color

Navy Background



White Background



Green Background





Application Over Plain Color

Dark Background



Light Background



Complex Background



Background Imagery

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds which do not contrast with the blue and green parts of the logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate color label behind the logo if there is no other option.



FavIcon & App Icon

The EHCS favicon graphic is linked with the EHCS website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon is not the brand logo and should never replace the logo.

It can be used as 40x40px.





Color Palette

PRIMARY COLORS

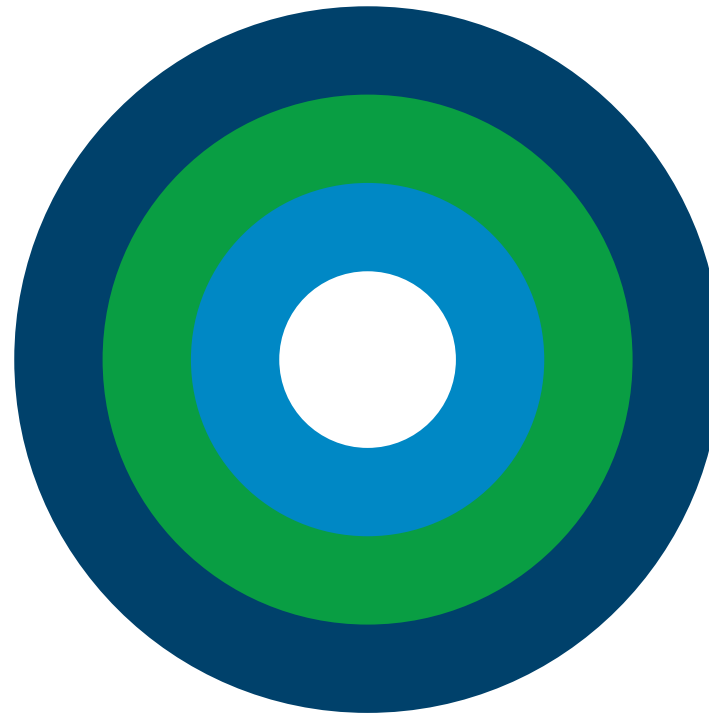
Navy (Pantone 111-16 C) is the main color of the EHCS identity so it has the strongest presence on our brand and it means power, authority, and importance.

Green (Pantone 148-16 C) complements the EHCS green color, creating balance and making the palette more distinctive and sophisticated and it means health, growth, prosperity, tranquility, and good luck.

Blue (Pantone 112-16 C) complements the EHCS green color, creating balance and universally associated with the sea and sky, a natural phenomena well-known the world over, blue instills a sense of inner stability.

SECONDARY COLORS

These colors provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.



PANTONE 111-16 C

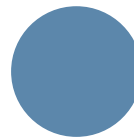
CMYK 100/35/0/60
RGB 0/65/107
HEX 00416B

PANTONE 148-16 C

CMYK 80/0/100/13
RGB 9/158/67
HEX 099E43

PANTONE 112-16 C

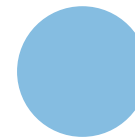
CMYK 80/0/100/13
RGB 9/158/67
HEX 099E43



PANTONE 111-12 C
CMYK 50/18/0/30
RGB 92/135/171
HEX 5C87AB



PANTONE 148-11 C
CMYK 40/0/51/7
RGB 147/196/144
HEX 93C490



PANTONE 112-11 C
CMYK 42/8/0/5
RGB 133/189/225
HEX 85BDE1



Typography

ENGLISH TYPOGRAPHY

The Neuzeit Grotesk family can be used in all weights. It uses as highlighted titles and sub-titles.

The Gill Sans family can be used in all weights. It solves hierarchy issues in an easy and clean way. Use Gill Sans Regular for generic content and Gill Sans Bold to highlight specific content.

The Arial family can also be used in all weights.

ARABIC TYPOGRAPHY

The TheMixArab family can be used in all weights. It uses as highlighted titles and sub-titles.

The Tahoma family can be used in all weights. It solves hierarchy issues in an easy and clean way.

The Arial family can also be used in all weights.

English- Neuzeit Grotesk Family

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789'?!"(%)#@/&<-+÷×=>\$€:;,.*

English- Gill Sans Family

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789'?!"(%)#@/&<-+÷×=>\$€:;,.*

Arabic- TheMixArab Family

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠١٢٣٤٥٦٧٨٩
-} , : ; \$ = + - < > & / @ # (%) ' ! ? , .

Arabic- Tahoma Family

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠١٢٣٤٥٦٧٨٩
-} , : ; \$ = + - < > & / @ # (%) ' ! ? , .



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Excellence Health Care Solutions logo design and brand guidelines designed and created by HABOO Agency.
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