



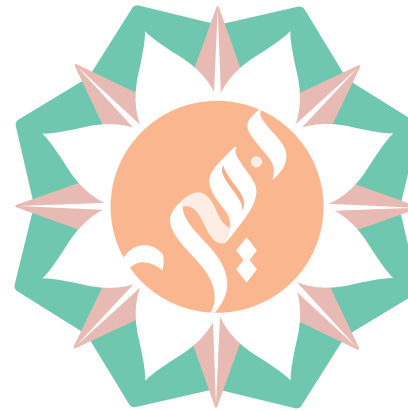
DR. MAI AL SHAMSI
BRANDING GUIDELINE

Introducing the Logo

This logo represents the central concept of Ayurvedic medicine when there is a balance between three fundamental doshas called Vata, Pitta and Kapha. There is also an arabesque element to the logo to portray Dr. Mai's culture and background to the branding.

The colors represented are a mixture of calmness and energy, while the arabic font is soft and delicate.

The text should always be using Gotham Bold and always in this lock up setting.



DR. MAI AL SHAMSI
INTEGRATED
CARE CENTER

Logo Treatment Options

Alternative logo options are available for use when the primary logo is not suitable or in specific applications.

Original logo:



Alternative logo:



Logo color Options

Alternative color options are available for use when the primary logo is not suitable or in specific applications.



Logo Core Colours

Green
Green is the signature colour of the branding. It symbolises: Natural, organic, earthy, growth, and trust.

Pastel Pink
This shade of pink e presents calmness and gentle-ness. Pink is associated with traditional feminine traits and is very warm, none threatening and com-passionate.

Coral
Coral represents creativity, optimism, emotional ex-pression and energy.



CMYK
C 52
M 0
Y 40
K 0

RGB
R 115
G 200
B 175



CMYK
C 9
M 29
Y 22
K 0

RGB
R 229
G 186
B 179



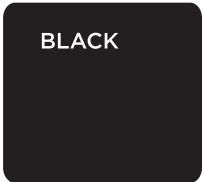
CMYK
C 0
M 33
Y 43
K 0

RGB
R 251
G 183
B 143



CMYK
C 0
M 0
Y 0
K 0

RGB
R 255
G 255
B 255



CMYK
C 100
M 0
Y 0
K 0

RGB
R 0
G 0
B 0

Secondary Colour Palette

Secondary Colour Palette

When additional colours are required in layouts, the following colour palettes can be used.

<div>PANTONE 277C</div>	<div>PANTONE 3245C</div>	<div>PANTONE 482C</div>	<div>PANTONE 182C</div>
CMYK	CMYK	CMYK	CMYK
C 27	C 34	C 5	C 0
M 7	M 0	M 11	M 26
Y 0	Y 19	Y 15	Y 10
K 0	K 0	K 0	K 0
RGB	RGB	RGB	RGB
R 181	R 166	R 239	R 250
G 213	G 219	G 223	G 200
B 240	B 212	B 210	B 203

Logo Do's & Don'ts

To ensure the logo is correctly and consistently displayed throughout, there are a few rules that must always be followed. These are:



The logo must never tilt either forward or backward off its set axis



The logo must never be distorted



The logo must never deviate from its guideline colour palette



The logo type graphic must always appear in the same colour, whether white or one of the guideline colors mentioned



The patterned graphic must never change sizes



The logo must never have an outline around its edge to darken it

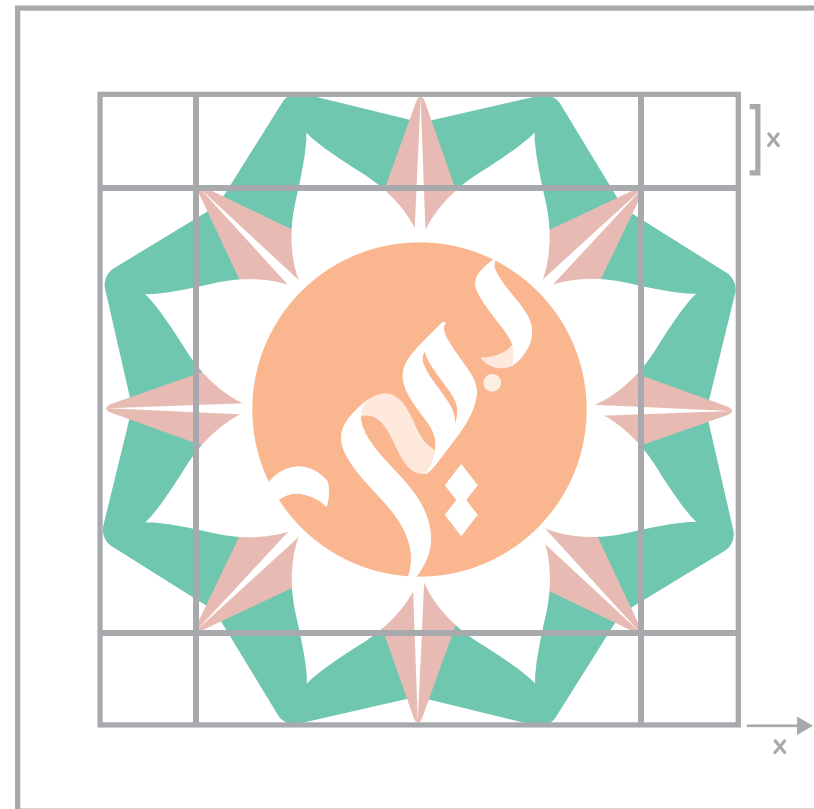
Clear Space

To ensure the prominence, stand-out and legibility of the logo it is important it stays a certain distance from other graphic elements, text or logos.

A minimum clear space area equal to x the height of must be maintained around the co-branding logo.

Minimum size

Please follow minimum size specifications below.



Stationary - Business Cards

Business cards can be printed in all colors of the core colors. One side must have the logo with a background and the other side must have the information in:

Headline: Gotham Bold

Subtext: Gotham Regular



Stationary - Collateral



Name: Rebecca Garcia Age: 27
Address: _____ Date: 15 Nov 2015

Drug name: _____
Form: _____
Dosage: _____

Tab: 200mg
Disp: 20 tabs

Sig: 1 tab per 4 h

Signature



Stationary - Collateral



Stationary - Collateral



DR. MAI AL SHAMSI
INTEGRATED
CARE CENTER



DR. MAI AL SHAMSI
INTEGRATED
CARE CENTER

MAI AL SHAMSI
CO-FOUNDER

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Logo Applications



Wallpaper Application



Typography - English

The typeface to be used in the communication in English is the Gotham Family (used on headlines, straplines, sub-headlines and body copy). The typeface has been chosen for its contemporary look, and possesses a curvaceous nature with echoes of a serif font.

TYPEFACE	APPLICATION
Gotham ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	To be use for headlines on all material
Gotham Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	To be used for body copy on all material.
Gotham ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	To be used for sub-headlines and body copy as a secondary option

Typography - Arabic

The typeface to be used in this communication in Arabic is the GE SS and GE Elegant Family (used on headlines, straplines, sub-headlines and body copy).

The typeface like their English equivalents, has been chosen for its contemporary look, and consistent style.

TYPEFACE	APPLICATION
GE SS Two Light 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 ١٢٣٤٥٦٧٨٩٠	To be use for headlines on all material
GE SS Light 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 ١٢٣٤٥٦٧٨٩٠	To be used for body copy on all material.
GE Elegant Medium 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 ١٢٣٤٥٦٧٨٩٠	To be used for sub-headlines and body copy as a secondary option