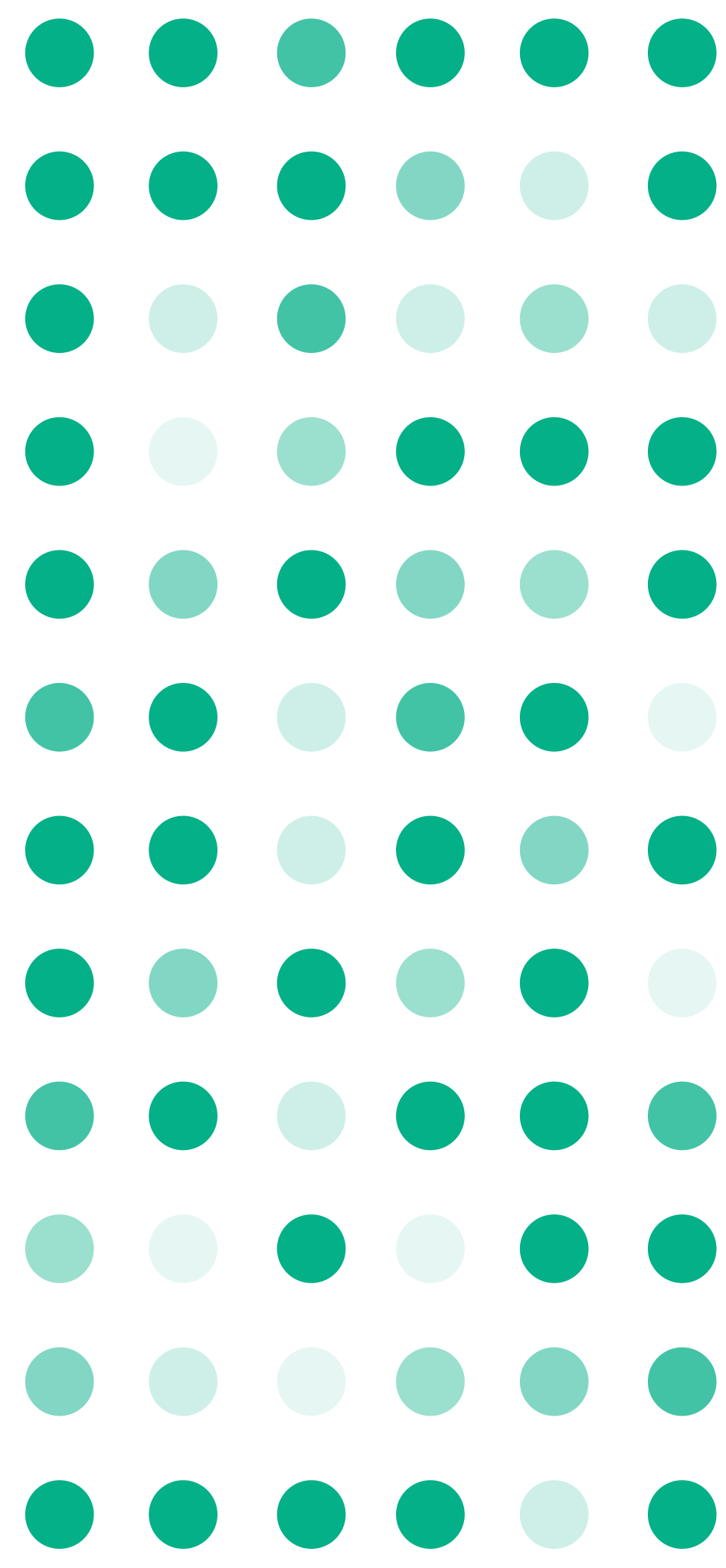




مختبر وأشعة الخليج GULF LABORATORY & RADIOLOGY

Gulf Laboratory and X-Ray is a leading Diagnostic Center in the State of Qatar with the most advanced and updated technology in the Laboratory, Radiology. It has the biggest private medical team available in the State of Qatar.

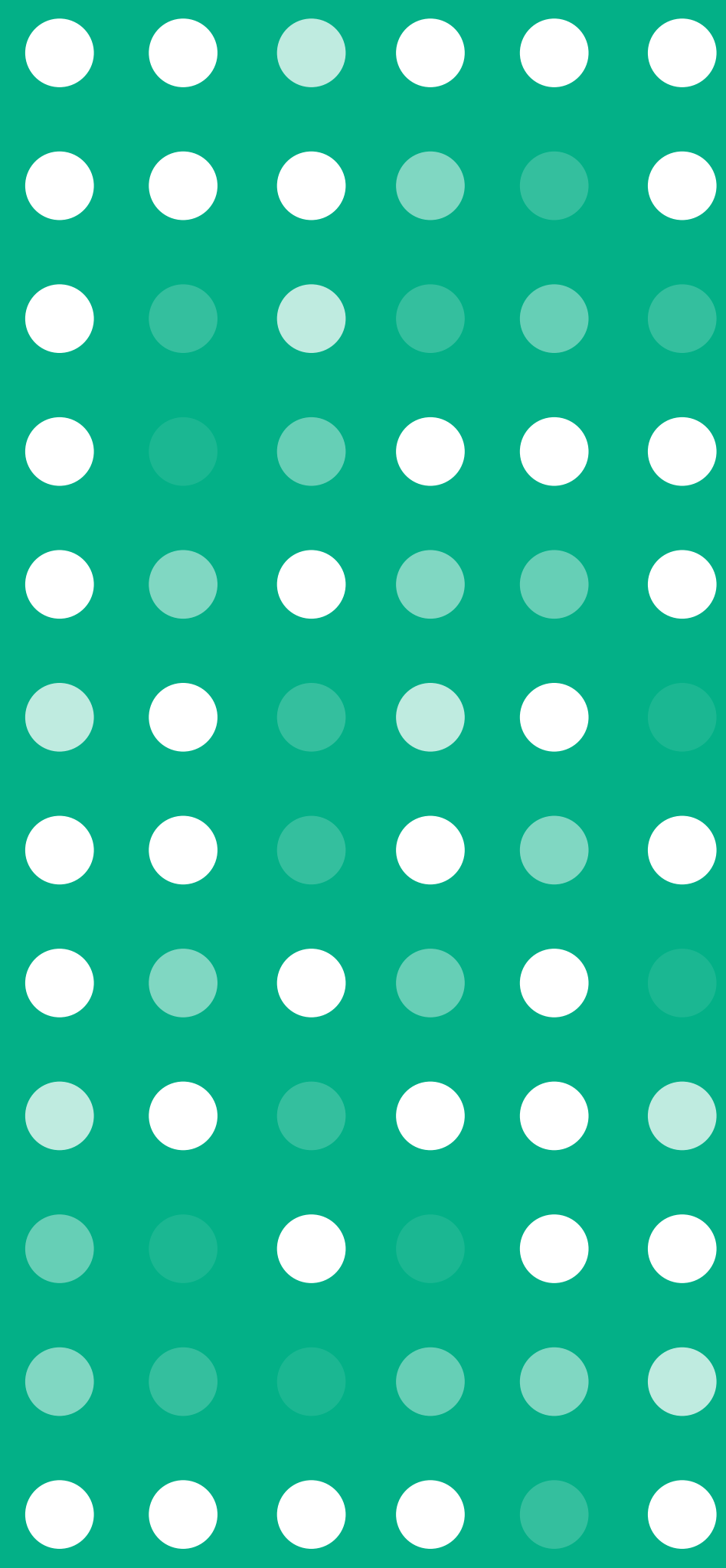
Rebranding | Option 2





The Logo Script.

The main ingradient of the whole redesignig process is to make a new logo, with the something creative and modern that would also remind the old glance of the logo.



The Logo itself.

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The font that is used here is specially designed.

Logo Mark



Word Mark

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GULF LABORATORY & RADIOLOGY

The Logo Aligns.

The different alignments of logo are shown here to get understand on when its used in different layouts.



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Vertical Align



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Horizontal Align

Logo Color Versions.

The different alignments of logo are shown here to get understand on when its used in different layouts.



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Look Back Old & New.

As the world is moving with more minimal and classy style, we should also have to upgrade and move on with the trendy designs keeping our value.



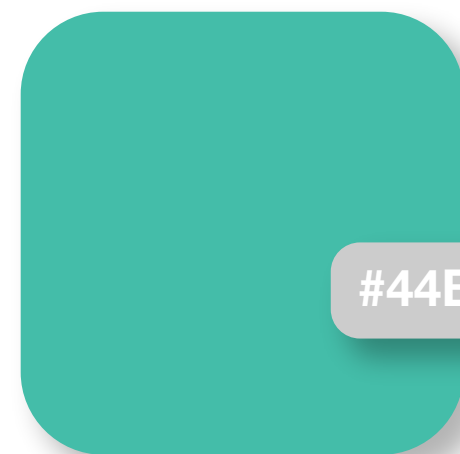
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The Color Swatches.

Colors are the elements that brings a matter into life, and for the branding of the Gulf Laboratory the main color swatches are the following.



#44BDA9



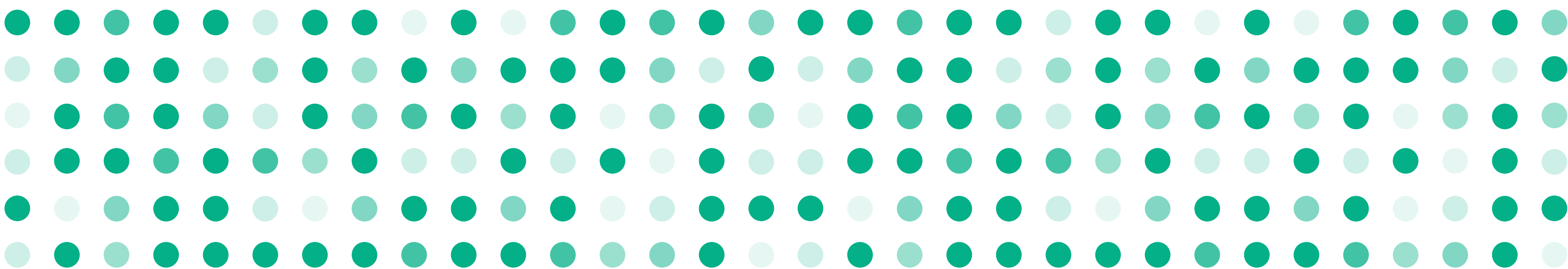
#03B087



#CCCCCC

The Graphic element.

The graphics elements enhance the beauty of branding and the theme. The element conveys the dock of test tubes and pipette in a laboratory



Color Version.

The Graphic element.

The graphics elements enhance the beauty of branding and the theme. The element conveys the dock of test tubes and pipette in a laboratory



Monochrome Version.

The Brand Typography.

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Gulf Lab communications.

Main Font

Arial Nova - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Arial Nova - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Arial Nova - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Secondary Font

PF Din Text Arabic - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

PF Din Text Arabic - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

PF Din Text Arabic - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

The Brand Stationaries.

The look and feel of all the apperals in the bradning stationaries.
Brand stationaries include letterheads, bussines cards, etc.





مختبر وأشعة الخليلج
GULF LABORATORY & RADIOLOGY

Date

Addressee's Name
Company
Street Address Line 1
Street Address Line 2
City, State, Zip

Salutation,

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and visual reference only.

Atem fuga. Commolore est, sunt quam ille est, si conet andendi vendis porerium repe qui a sa non sed mini int, expere ex earhic iendia volori audant labo. Nem et esciisim et adi dolor sequam rest, sum ut mil ea quistrumqui doloreh endandunt qui doloreh porpost, quaestrun porpost, quaestrunia incto idernatem. Bus est utaeste mporum velectae est utaeste mporum velectae illaborro qua od esequi cus et lit quatur am fuga. Dolori nus dundant ut et qui cultup porpost, quaestrunia incto idernatem.

Bus est utaeste mporum velectae illaborro qua aectemp efratis abo, illaborro qua porpost, quaestrunia incto idernatem. Bus est utaeste mporum velectae illaborro qua tia incto idernatem. Bus est utaeste mporum velectae illaborro quaerup tusdam, sit as porpost, quaestrunia incto idernatem. Bus est utaeste mporum velectae o quaerup tusdam, sit as porpost, quaestrunia incto idernatem. Bus est utaeste mporum velectae illaborro qua perum as nullacc ullupta ideles aditi officate nime simotae. Ad ma porepbat aspernat.

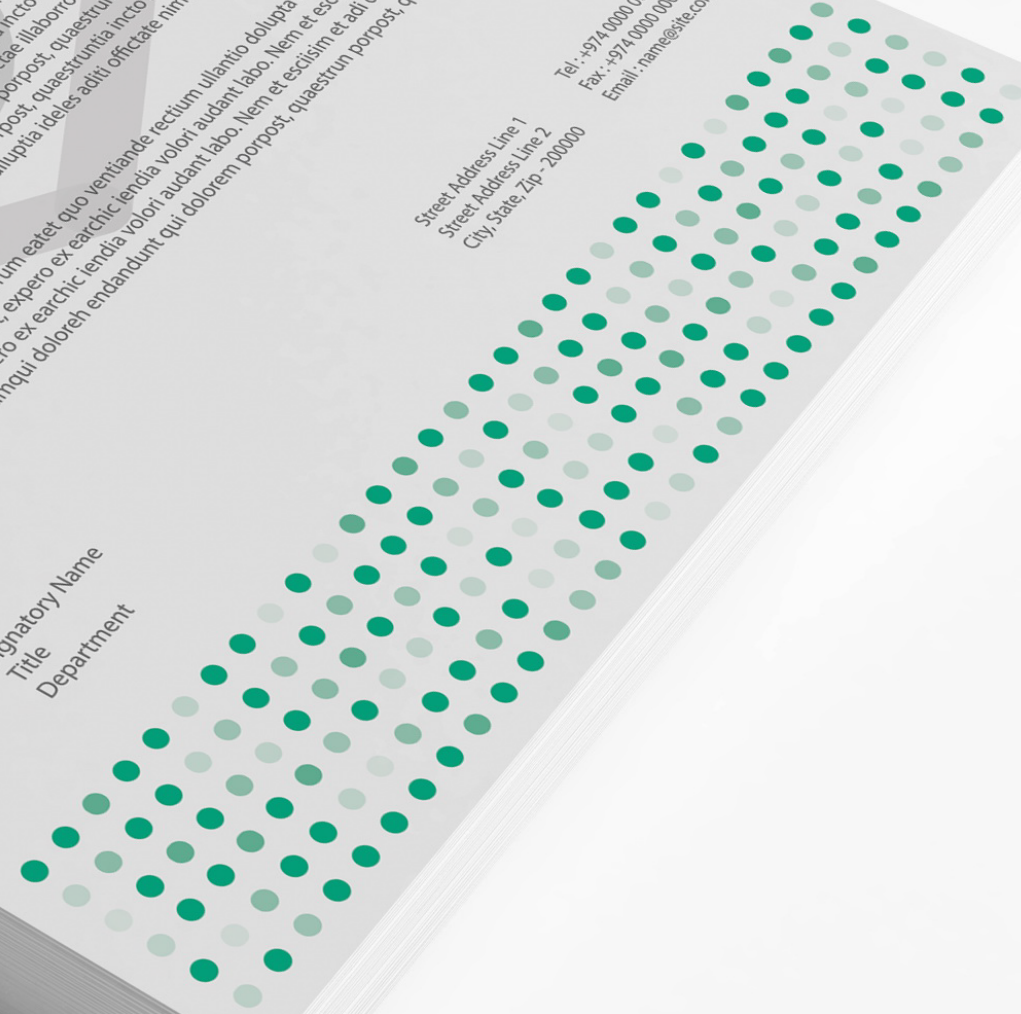
Agnist, aut offic tem endersp isituntorum eatet quo ventiane rectum ullantio dolupta dolupti que non-seque vel molorio non sed mini int, expere ex earhic iendia volori audant labo. Nem et esciisim et adi dolor rest, sum ut mil ea quistrumqui doloreh endandunt qui doloreh porpost, quaestrun porpost, quaestrunia incto idernatem.

Closing,

Signatory Name
Title
Department

Street Address Line 1
Street Address Line 2
City, State, Zip - 200000

Tel.: +974 0000 0000
Fax: +974 0000 0000
Email: name@site.com





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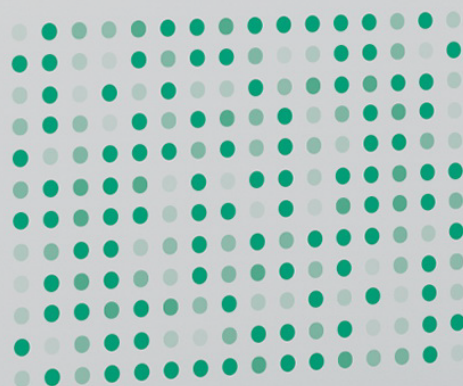




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GULF LABORATORY & RADIOLOGY



PLAY EVERY
MOMENT AND
STAY HEALTHY

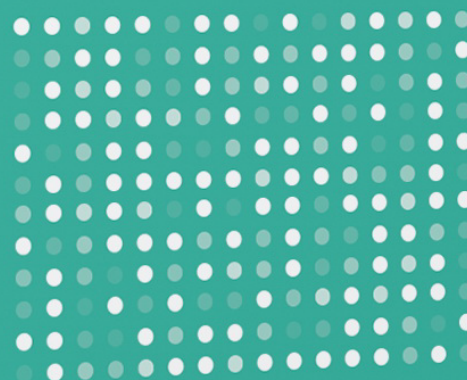


www.gulflab-xray.com

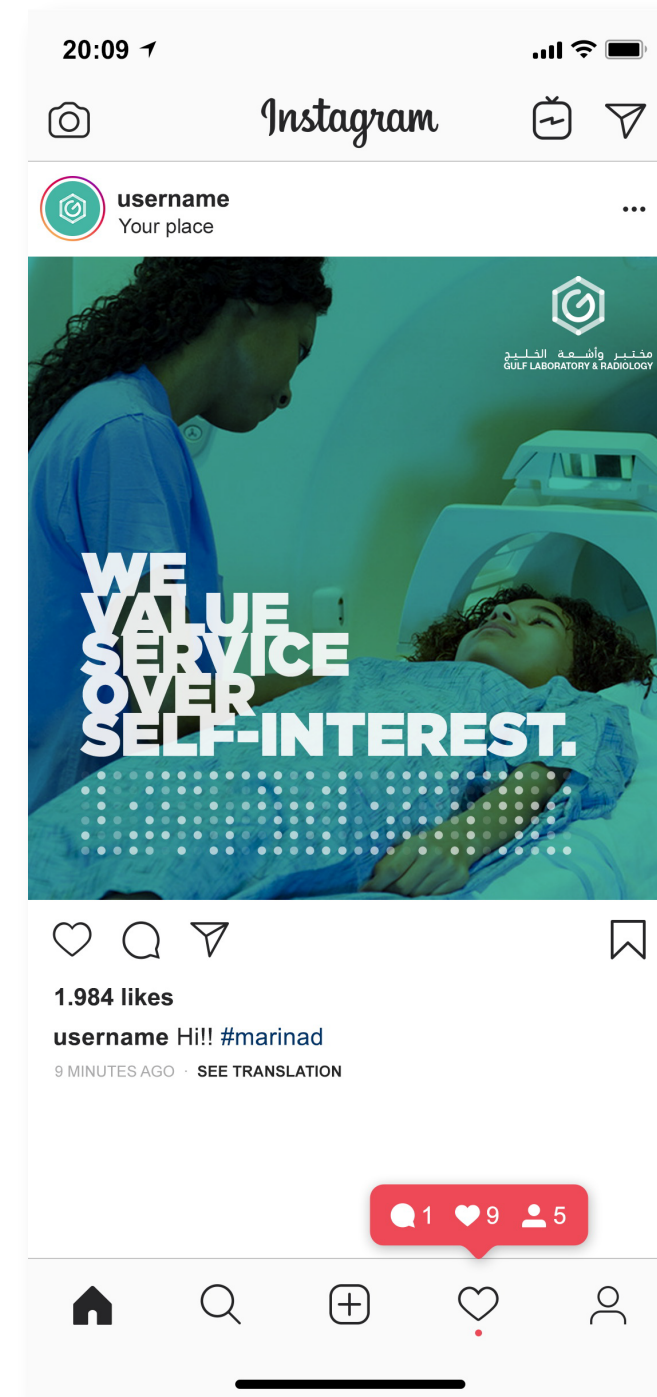
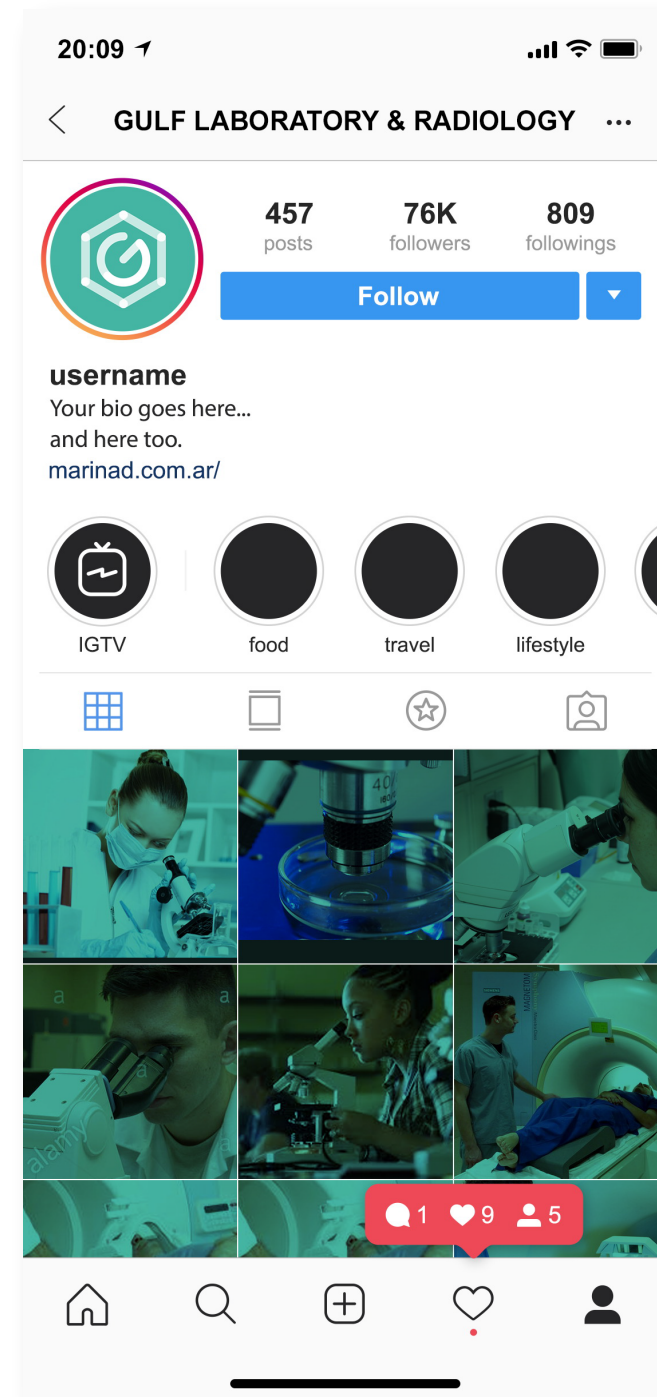


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GULF LABORATORY & RADIOLOGY

GET
THE
BEST
RESULT
IN FAST &
ACCURATE



GULF LABORATORY & RADIOLOGY IS A LEADING DIAGNOSTIC CENTER IN THE STATE OF QATAR ESTABLISHED IN 1989 WITH THE MOST ADVANCED AND UPDATED TECHNOLOGY IN THE LABORATORY, RADIOLOGY, ULTRA-SONOGRAPHY, COMPUTED TOMOGRAPHY (CT SCAN), LATEST OPEN MRI (SIEMENS), PANORAMIC X-RAY, MAMMOGRAM ASPECTS. THE DIAGNOSTIC CENTER IS RUN BY CONSULTANTS IN CLINICAL PATHOLOGY AND RADIOLOGY WITH HIGHLY QUALIFIED TECHNICIANS





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DIAGNOSTIC
CENTER



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LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILIS. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILIS.

Thanks

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