



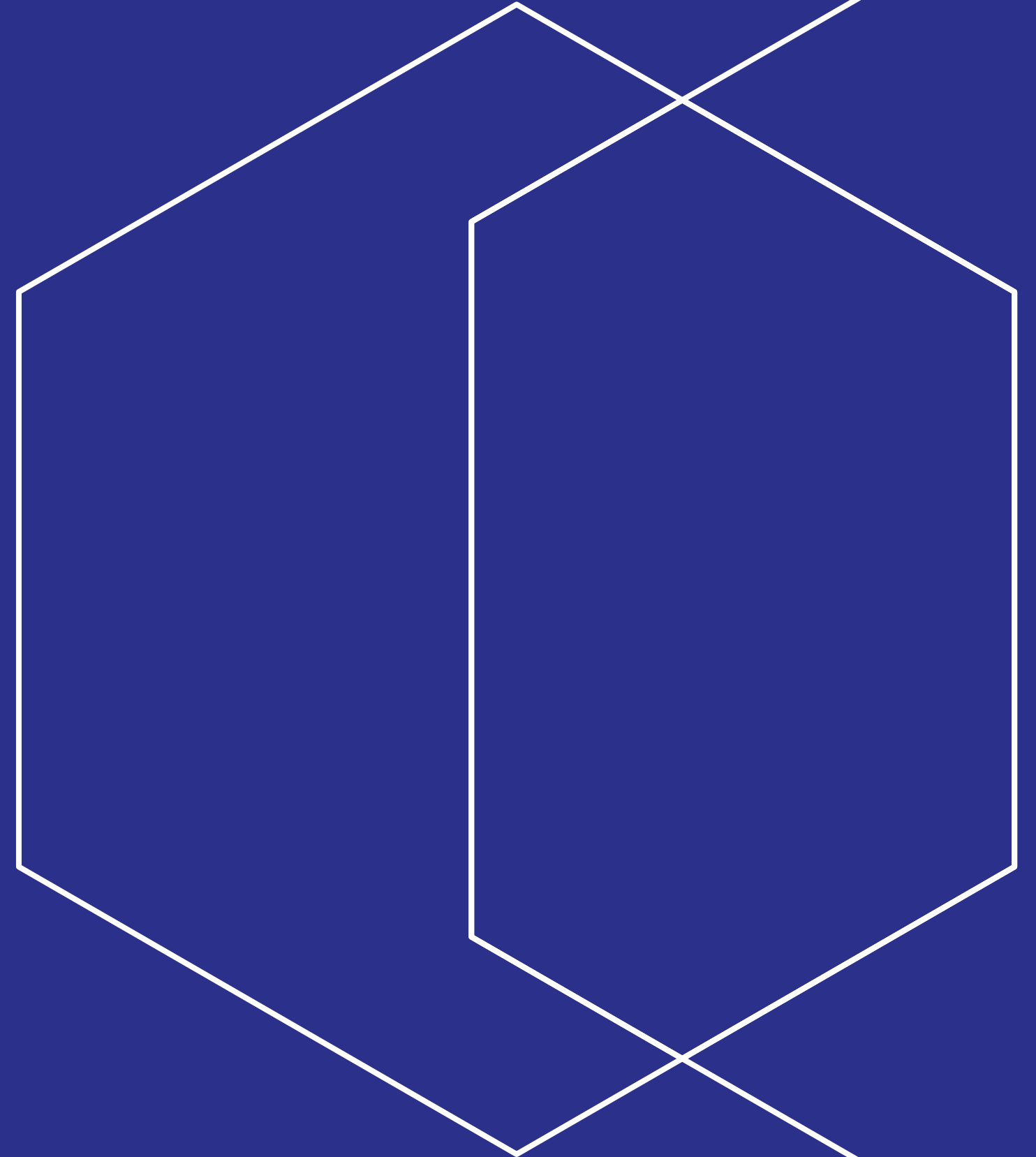
الجميل للخدمات الطبية
AL JAMEEL MEDICAL SERVICE

Rebranding | Option 1

1.

The Logo Script.

The main ingredient of the whole redesigning process is to make a new logo, with 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

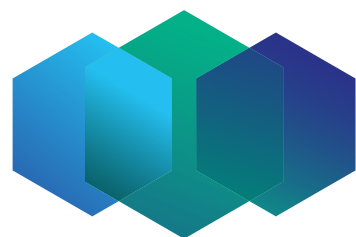


Word Mark

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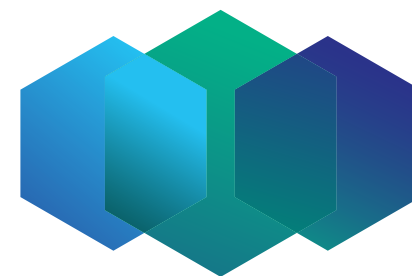
The Logo Aligns.

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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What's New

A blend of new gradient colors and designs, 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.



#03B087



#2B318A



#24BFF0

The Graphic element.

The graphics elements enhance the beauty of branding and the theme. The branding element for the Gulf Laboratory is the following.

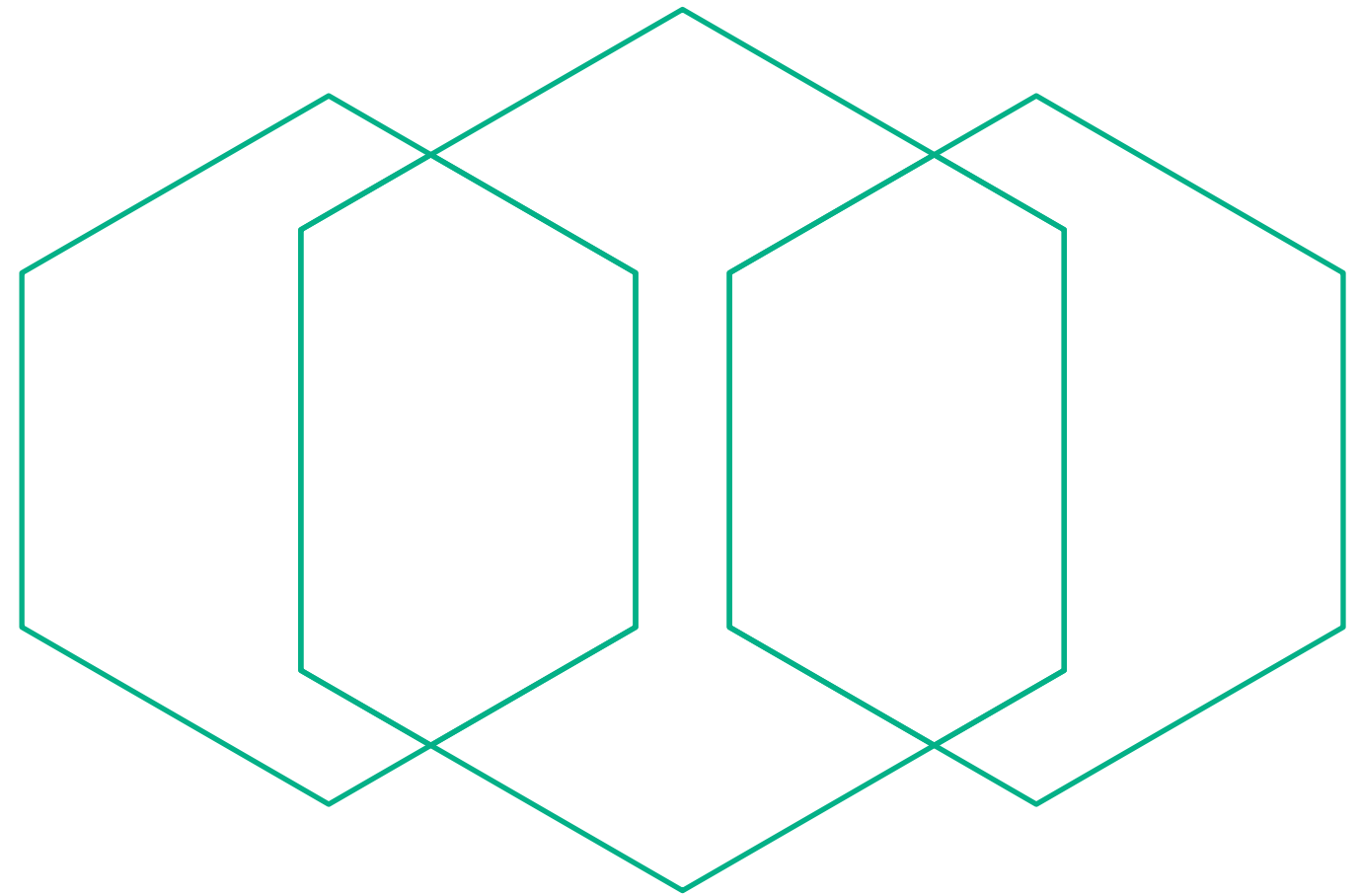
Color Version.



The Graphic element.

The graphics elements enhance the beauty of branding and the theme. The branding element for the Gulf Laboratory is the following.

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.











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Full Name
Designation

Company

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Email : name@site.com Web : www.site.com





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Thanks

Hope you enjoyed the presentation.

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VISUAL ARTS AND DESIGN STUDIO

