



مدينة دبي الطبية
Dubai Healthcare City

Brand Core Elements
Dubai Healthcare City



The Brand Signature

The Dubai Healthcare City brand signature is unique. The brand signature consists of the brand mark and the word mark. No modifications to the position, size, proportions or colour of any elements of the brand signature are allowed, unless expressly defined in this Visual Standards Guide.

Always use the digital artwork provided.

Brand Signature - English



Brand Signature - Arabic



Brand Signature - Bilingual



Vertical Logo

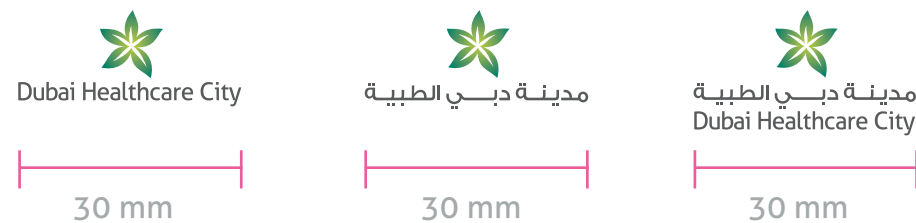
Clear Space

An area of protection has been defined surrounding our Signature. This area of protection or exclusion zone is defined by the value x present in the Signature.

To protect the integrity and legibility of the Signature this exclusion zone should be kept clear at all times, no graphic elements should stray into this area.

Minimum Size

Our Signature retains its visual strength in a wide range of sizes. To retain legibility, printed reproduction of the logo is restricted to the minimum sizes shown below.



Horizontal Logo

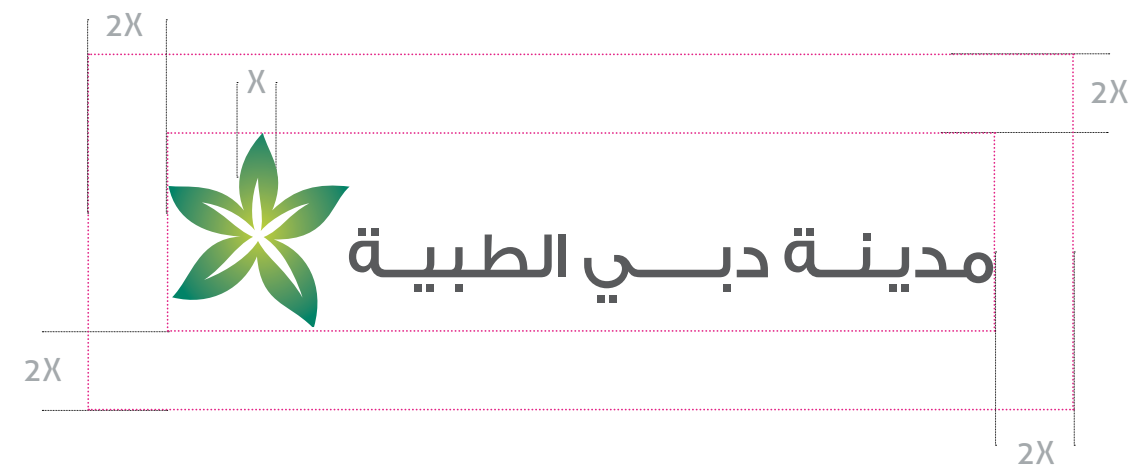
Clear Space

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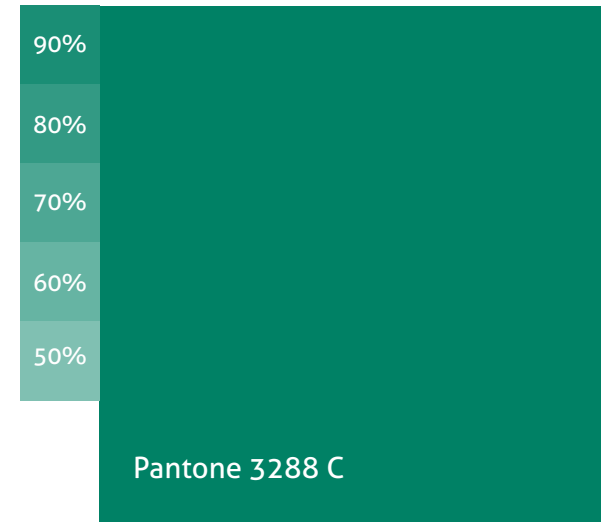
Minimum Size

Our Signature retains its visual strength in a wide range of sizes. To retain legibility, printed reproduction of the logo is restricted to the minimum sizes shown below.



Primary Color Palette

A primary colour palette has been selected which best reflects the brand values. This colour palette should be used in all communications.



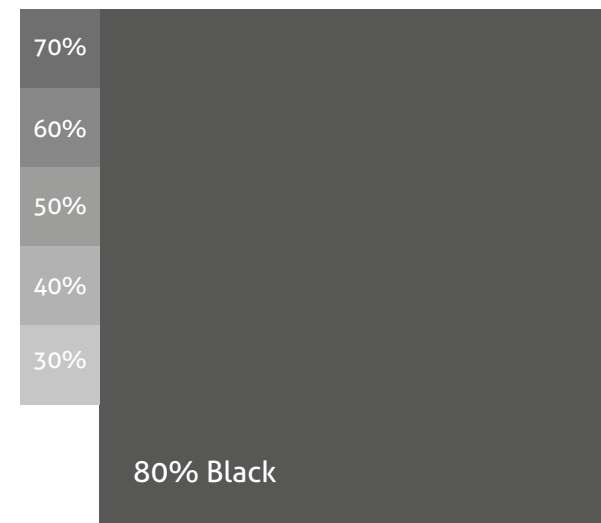
C	87	R	0
M	27	G	129
Y	71	B	101
K	11		

web color: 008064#



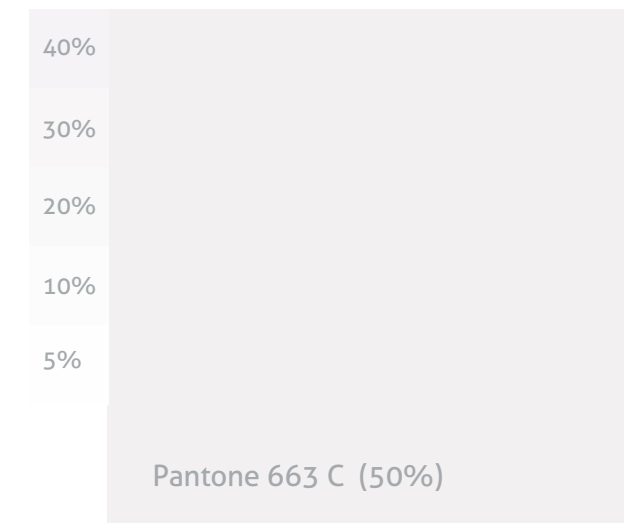
C	28	R	195
M	1	G	214
Y	100	B	46
K	0		

web color: #C3D500



C	0	R	50
M	0	G	50
Y	0	B	50
K	80		

web color: 323232#



C	5	R	243
M	6	G	240
Y	7	B	242
K	0		

web color: #F3F0F2

Graphic Elements

Acceptable Usage



Graphic Elements

Unacceptable Usage



Logo should not be applied on a busy background



Proportions of the logo should not be distorted



Colors of the logo should always be solid and sharp



Do not use drop shadow



The name should never be applied separately without the emblem.



Do not tilt the logo