



FOR WHAT MATTERS MOST

Dr. Salman Fakihi Group
Brand Guidelines

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IT STARTED WITH ONE DOCTOR AND A SIMPLE BELIEF

Before Fokeeh became a group of hospitals, it was one doctor with a clear conviction: healthcare must combine medical excellence with genuine human care.

Dr. Sulman Fokeeh devoted his life to raising the standard of medicine in the Kingdom, investing in knowledge, training, and advanced facilities – always with the patient and their family at the center. His name has since become a reference for trust, ambition, and compassion in Saudi healthcare.

"Our heritage spanning more than 47 years, allows us to serve the residents of the Kingdom with the highest quality of healthcare."

Dr. Sulman Fokeeh

To honor that legacy in today's world, we are evolving from being seen only as a hospital brand to being experienced as a partner in life – advancing medicine while keeping real human moments at the center. We express this evolution in a simple, powerful promise:

For What Matters Most | لما هو أهم

THE PROMISE AT THE HEART OF FAKEEH

For What Matters Most | لما هو أهم

This is our brand philosophy, promise, and slogan.

"For What Matters Most | لما هو أهم" expresses how we see our role in people's lives: not only delivering treatment inside the hospital, but protecting the moments, relationships, and futures that live beyond it.

From now on, every decision, design, and experience at Fakeeh must answer one question:

Does it serve what matters most?

If the answer is yes — to patients, to families, to the future of healthcare — then it belongs in the Fakeeh world.



WHAT MATTERS MOST ISN'T ONLY IN THE HOSPITAL

It lives in family gatherings, solo walks, career milestones, and quiet mornings.

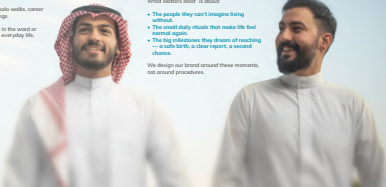
Our new brand doesn't start in the ward or the waiting room. It starts in everyday life, outside hospital walls.

FOR THEIR PEOPLE. FOR THEIR MOMENTS.

For our patients and their loved ones, "For What Matters Most" is about:

- The people they can't imagine living without.
- The small daily rituals that make life feel normal again.
- The big milestones they dream of reaching — a safe birth, a clear report, a second chance.

We design our brand around these moments, not around procedures.



FOR THE SYSTEM THAT MAKES THOSE MOMENTS POSSIBLE

For Fakhriyah, "For What Matters Most" means focusing on:

- Better health outcomes and safer care.
- Dedicated healthcare workers and their craft.
- Data, research, and education that advance medicine.
- Innovation and technology that turn insight into action.

Behind every everyday moment is a system of care working quietly in the background.





01

LOGO
NARRATIVE



LIFE & VITALITY

Symbol of life and vitality which
are what matters most.



PUTTING OUR NAME ON WHAT MATTERS MOST

When the pulse meets a name,
it becomes a promise.

The red dot joins the iconic "فقيه", the most recognizable
element in our identity and the one that carries the
greatest equity in people's minds and hearts.

This is why "فقيه" must always lead. It is the boldest,
clearest, and most human part of the mark — the anchor
that patients, families, and partners instantly recognize.

In every composition, every application, and every
touchpoint, "فقيه" holds the primary stage. Everything
else follows its lead.



د. سليمان فقيه
Dr. Soliman Fakeeh

HONORING A LEGACY, DEFINING OUR FIELD

Beneath the familiar "فقيه", Dr. Soliman Fakeeh
adds clarity and legacy.

It makes clear who we are — a healthcare
institution, not a firm or entertainment brand —
and honors the man whose vision helped shape
healthcare in the Kingdom.

Keeping his name in the logo keeps his impact
present at every entrance, on every report, and
in every story we tell.

1.1 Logo

The Identity Core

The logo is the primary identifier of the brand, composed of two core elements: the symbol and the Wordmark. The symbol acts as a distilled visual shorthand, while the wordmark provides clear, bilingual identification. This balanced relationship ensures the brand is instantly recognizable and maintains high legibility across all physical and digital mediums.



Symbol

د. سليمان فقيه
Dr. Soliman Fakeeh

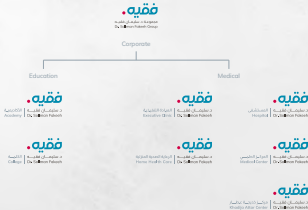
Wordmark

1.2

Branding System

Architecture

This section outlines the modular structure of the identity across different sectors, by maintaining a consistent symbol and typographic style while varying the business line descriptor, the system creates a cohesive family of brands. This hierarchy ensures that specialized entities—ranging from educational to medical services—retain institutional recognition while clearly defining their individual roles within the wider ecosystem.



HOW WE DELIVER ON OUR PROMISE

Our promise is made real through three pillars:



Clinical Excellence

Safe, advanced, consistent care.



Knowledge Authority

Research, education, and continuous learning.



Humanized Experience

Empathy, dignity, and genuine warmth in every interaction.

02

LOGO USAGE



2.1

Logo Anatomy

Structural Elements

The logo is a precise composition of mathematically aligned components engineered for technical clarity and professional authority.

Symbol: The primary visual anchor and distinctive shorthand for the identity.

Wordmark: Custom typography in both scripts, balanced for uniform weight and rhythm.

The Industry: A descriptor providing essential context for the primary sector.

Business Line: A modular sub-descriptor used to distinguish specific departments or specialized services.



2.2

Logo Variations

Main Logo

The Main Logo is the primary signature of the brand. It is the preferred version for all standard communications, offering a balanced arrangement of the icon, tagline, and descriptor. Use this version whenever space allows to ensure maximum brand recognition.

Horizontal & Vertical Orientations

To ensure the identity fits seamlessly into any layout, the logo is provided in two structural configurations:

Horizontal Logo: Engineered for wide, narrow spaces such as website navigation bars, letterheads, and horizontal banners. It maximizes legibility by spreading the elements laterally.

Vertical Logo: Optimized for centered compositions or narrow vertical spaces like social media stories, vertical signage, and posters. This stacked arrangement provides a compact footprint while maintaining high visual impact.



Main Logo

Horizontal Logo



Vertical Logo



2.3.

Logo Versions

Functional Hierarchy

The system includes four variations optimized for different scales and digital environments:

Main Logo: The standard for formal and high-visibility applications.

Icon: A minimalist shorthand for small-scale use, such as social avatars.

Short Brand: A streamlined version for marketing and internal collateral.

Digital Logo: A stacked configuration optimized for mobile headers and square digital assets.



2.4.

Logo on Different Backgrounds

Contrast & Legibility

To maintain visual integrity, the logo version is selected based on background value.

Light Backgrounds: Use the primary full-color logo for a clean, professional look.

Dark/Brand Backgrounds: Use the reversed white version to ensure maximum contrast.

Imagery: Apply the logo only over low-detail areas of a photo to prevent visual noise from obscuring the mark.



2.5.

Logo Placement

Primary Placement

The primary position is the Top Right of the layout. This ensures the brand mark is the first element identified in standard scanning patterns, establishing immediate recognition and a clear header structure.

Secondary Placement

The secondary position is the Bottom Right. This serves as a "seal of quality" to anchor the composition. It is used when the top header must remain clear for titles or high-impact visual content.



Horizontal



Vertical

2.6.

Clear Space

To ensure clarity, visibility, and brand integrity, the Dr. Soliman Fakeeh Hospital logo must always be surrounded by a defined area of clear space. This clear space protects the logo from visual interference and ensures it remains legible and recognizable across all applications.

The minimum clear space is defined by "X", which is based on a proportional element of the logo itself. No text, imagery, graphic elements, or page edges may enter this protected area. This rule applies to all logo versions, including bilingual, Arabic-only, English-only, and symbol-only configurations.



2.7.

Co-branding

Visual Partnerships

When the brand appears alongside partner identities, it is essential to maintain clear visual separation and equal weighting. This ensures that the primary identity remains distinct while acknowledging the collaboration.



2.8. Incorrect Usage

Preserving Visual Integrity

To maintain a consistent and professional brand presence, the logo must never be altered or distorted. Precise adherence to the following rules ensures that the identity remains legible and impactful across all mediums.

Prohibited Actions

Configuration: Do not rearrange the symbol, logotype, or descriptors.

Proportions: Never stretch, condense, or change the size relationship between elements.

Orientation: Do not rotate or tilt the logo.

Styling: Avoid using the logo as an outline or applying unauthorized effects like shadows or gradients.

Color: Never apply unauthorized colors to any part of the logo.

Backgrounds: Do not place the logo on low-contrast gray or red backgrounds, or over complex, "crowded" imagery that obscures the mark.



Don't rearrange the logo.



Don't change the size.



Don't stretch the logo.



Don't change the logo colors.



Don't rotate the logo.



Don't use the logo as an outline.



Don't use gray background.



Don't use red background.



Don't use a crowded background.



03

ICONS

3.1 Inspiration

Knowledge Authority

Inspired by the organic complexity and structural intelligence of nature, this pillar represents the commitment to growth, academic rigor, and the foundational science of life. The imagery reflects an environment where evidence-based knowledge leads to continuous advancement.

Clinical Mastery

Driven by the intersection of human expertise and technical precision, this pillar symbolizes the rigorous standards of accuracy required in high-stakes environments. It highlights the seamless integration of advanced tools with clinical skill to ensure optimal outcomes.

Humanized Experience

Rooted in the core values of human connection and empathy, this pillar emphasizes the patient-centric approach, focusing on safety, comfort, and the supportive relationships that define the journey of care. The imagery captures the warmth and protection provided throughout the recovery process.



3.2

Brand Pillars

Fakeeh's Essence Symbol

The secondary visual system is rooted in the structural DNA of the primary identity. By isolating and abstracting the fluid curves of the brand symbol, we derive the Essence Symbol—a versatile geometric form that serves as the foundation for the entire graphic language.

From identity to element this derivation process ensures a seamless transition from the core logo to supporting visual assets. The resulting shape retains the organic rhythm of the original mark while offering a simplified silhouette. This unified approach guarantees that every icon, pattern, and layout element remains intrinsically connected to the brand's visual origins, fostering a consistent and recognizable aesthetic across all touchpoints.



3.3.

Brand Pillars

Knowledge Authority

Inspired by the organic complexity and structural intelligence of nature, this pillar represents the commitment to growth, academic rigor, and the foundational science of life. The imagery reflects an environment where evidence-based knowledge leads to continuous



3.4. Brand Pillars

Clinical Mastery

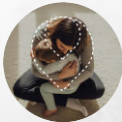
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3.5. Brand Pillars

Humanized Experience

Rooted in the core value of human connection and empathy, this pillar emphasizes the patient-centric approach, focusing on safety, comfort, and the supportive relationships that define the journey of care. The imagery captures the warmth and protection provided throughout the recovery process.



3.6. Brand Pillars

The Essence Symbol

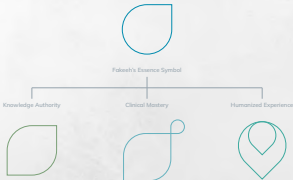
The core visual identity is built upon a primary geometric foundation known as the Essence Symbol. This organic, fluid shape represents the brand's central philosophy of holistic care. From this singular form, three distinct pillars are derived, each representing a core value of the institution's service model.

Value-Driven Geometry

Knowledge Authority: Represented by a structured, leaf-like form, this pillar symbolizes growth, academic excellence, and the continuous pursuit of medical advancement.

Clinical Mastery: Defined by a precise, interconnected line, this pillar embodies technical expertise, surgical accuracy, and the seamless integration of smart healthcare technologies.

Humanized Experience: Visualized as a nested, protective shape, this pillar reflects the patient-centric approach, emphasizing empathy, safety, and a supportive environment for recovery.



04

BRAND COLORS



4.1 Inspiration

Visual Origin

The color palette is derived from the core environments of professional service and care.

Trust & Calm: Deep blues represent stability and authority.

Vitality: The signature red accent symbolizes life and focused attention.

Clarity: White and neutral tones provide a sterile, high-contrast foundation for information.



4.2

Primary Colors

The Core Palette

The brand utilizes a sophisticated five-color palette designed to project professionalism, vitality, and clinical precision. Each color is mathematically defined for consistent reproduction across all digital and print platforms.

Strategic Color Ratio: To maintain a balanced visual identity, colors should be applied according to the established ratio.

Gradient Application: When depth is required, the primary blue may be used as a linear gradient. This transition adds a modern, dynamic feel to digital interfaces and large-scale backgrounds without compromising the core brand identity.



Primary Blue

RGB: 0, 126, 171
CMYK: 100, 0, 10, 100
HEX: #0079A8



Carmine

RGB: 209, 0, 66
CMYK: 18, 87, 100, 0
HEX: #D00042



White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF



Grey

RGB: 129, 129, 173
CMYK: 10, 0, 4, 10
HEX: #8080A0



Black

RGB: 63, 63, 63
CMYK: 75, 10, 11, 0
HEX: #333333

Gradient



Color Ratio

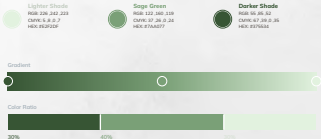


4.3. Secondary Colors

Knowledge Authority

This secondary palette is reserved for the “Knowledge Authority” pillar. It utilizes a spectrum of greens to represent growth, balance, and academic excellence.

The integrated gradient and specific color ratio (30/40/30) allow for a cohesive transition between shades, ensuring this sub-sector remains distinct yet harmoniously linked to the primary brand ecosystem.



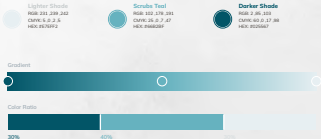
4.4

Secondary Colors

Clinical Mastery

This palette utilizes specialized teals to evoke a sense of professional precision and the clean environment of modern healthcare.

The integrated gradient and specific color ratio (30/40/30) allow for a cohesive transition between shades, ensuring this sub-sector remains distinct yet harmoniously linked to the primary brand ecosystem.



4.5. Secondary Colors

Humanized Experience

This palette is dedicated to the "Humanized Experience" pillar, utilizing soft aqua tones to evoke feelings of safety, comfort, and compassionate care.

The integrated gradient and specific color ratio (30:40:30) allow for a cohesive transition between shades, ensuring this sub-sector remains distinct yet harmoniously linked to the primary brand ecosystem.



Gradient



Color Ratio



4.6

Color Palette

Primary Colors

Fakeeh Blue



RGB: 0, 109, 171
CMYK: 50, 0, 19, 50
HEX: 0066A6



White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: FFFFFF



Carmina
RGB: 209, 0, 98
CMYK: 19, 97, 100, 0
HEX: D00063



Gray

RGB: 129, 129, 129
CMYK: 50, 50, 50
HEX: 808080



Black

RGB: 63, 63, 63
CMYK: 75, 59, 11, 0
HEX: 333333

Secondary Colors



Sage Green

RGB: 120, 160, 109
CMYK: 37, 26, 0, 38
HEX: 77AA77



Lighter Shade

RGB: 229, 242, 200
CMYK: 6, 0, 0, 7
HEX: E2F0D9



Darker Shade

RGB: 66, 96, 52
CMYK: 67, 29, 0, 36
HEX: 426334



Scrubs Teal

RGB: 100, 179, 191
CMYK: 26, 0, 7, 27
HEX: 66B2BF



Lighter Shade

RGB: 221, 239, 242
CMYK: 6, 0, 0, 5
HEX: D9E2E3



Darker Shade

RGB: 2, 96, 100
CMYK: 99, 0, 17, 99
HEX: 006063



Aqua Embrace

RGB: 61, 170, 169
CMYK: 39, 6, 0, 36
HEX: 3DBAAB



Lighter Shade

RGB: 226, 244, 245
CMYK: 4, 0, 0, 4
HEX: E2F0F0



Darker Shade

RGB: 0, 99, 96
CMYK: 95, 0, 100
HEX: 006360

05

BRAND FONTS



5.1 English Typeface

Mulish

Mulish is the primary English typeface, selected for its minimalist geometry and exceptional legibility across both digital and print platforms. Its clean, sans-serif structure reflects a modern approach to professional care and technical precision.

The typeface includes a versatile range of weights—from Light to Bold—allowing for a disciplined typographic hierarchy. This variety ensures that information remains accessible and organized, whether used for high-level headlines or detailed body text. The balanced proportions and open counters of Mulish maintain clarity at all scales, supporting a sophisticated and functional visual experience.

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 0 1 2
3 4 5 6 7 8 9 ! @ # \$ % ^ & * () + -

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 0 1
2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () + -

MEDIUM

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 0
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () + -

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 0
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () + -

5.2

English Usage Sample

Mulish

Mulish is the primary English typeface, selected for its minimalist geometry and exceptional legibility across both digital and print platforms. Its clean, sans-serif structure reflects a modern approach to professional care and technical precision.

The typeface includes a versatile range of weights—from Light to Bold—allowing for a disciplined typographic hierarchy. This variety ensures that information remains accessible and organized, whether used for high-level headlines or detailed body text. The balanced proportions and open counters of Mulish maintain clarity at all scales, supporting a sophisticated and functional visual experience.

WEIGHT - BOLD

STYLE - UPPERCASE

65 PT

THIS IS A SAMPLE
HEADLINE TEXT

WEIGHT - MEDIUM

STYLE - CAPITALIZED FIRST LETTERS

40 PT

This is a Sample
Sub-Headline Text

WEIGHT - REGULAR / LIGHT

STYLE - REGULAR CASE

20 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut commodo consequat.

5.3.

Arabic Typeface

Almarai

Almarai is the primary Arabic typeface, selected for its modern, clean, and highly legible structure. Its geometric design reflects a commitment to technical precision while remaining approachable and professional across all physical and digital touchpoints.

Bilingual Harmony: This typeface was chosen specifically to harmonize with the English primary font, ensuring a consistent visual weight and aesthetic rhythm in bilingual layouts. The diverse range of weights—from Light to Bold—facilitates a clear information hierarchy, ensuring that complex clinical data and administrative content are easy to navigate for all users.

LIGHT

أ ب ت ث ج ح خ د ذ ر ز س ش ص ط ظ ع
ف ق ك ل م ن ه و ي ا ء آ إ ا ب ج د ه
و ز ح ط ي ك ل م ن ه و ي ا ء آ إ ا

REGULAR

أ ب ت ث ج ح خ د ذ ر ز س ش ص ط ظ ع
ف ق ك ل م ن ه و ي ا ء آ إ ا ب ج د ه
و ز ح ط ي ك ل م ن ه و ي ا ء آ إ ا

MEDIUM

أ ب ت ث ج ح خ د ذ ر ز س ش ص ط ظ ع
ف ق ك ل م ن ه و ي ا ء آ إ ا ب ج د ه
و ز ح ط ي ك ل م ن ه و ي ا ء آ إ ا

BOLD

أ ب ت ث ج ح خ د ذ ر ز س ش ص ط ظ ع
ف ق ك ل م ن ه و ي ا ء آ إ ا ب ج د ه
و ز ح ط ي ك ل م ن ه و ي ا ء آ إ ا

5.4.

Arabic Usage Sample

Almarai

Almarai is the primary Arabic typeface, selected for its modern, clean, and highly legible structure. Its geometric design reflects a commitment to technical precision while remaining approachable and professional across all physical and digital touchpoints.

Bilingual Harmony: This typeface was chosen specifically to harmonize with the English primary font, ensuring a consistent visual weight and aesthetic rhythm in bilingual layouts. The diverse range of weights—from Light to Bold—facilitates a clear information hierarchy, ensuring that complex clinical data and administrative content are easy to navigate for all users.

WEIGHT : BOLD

STYLE : UPPERCASE

65 PT

هذا نص
عنوان تجريبي

WEIGHT : MEDIUM

STYLE : CAPITALIZED FIRST LETTERS

40 PT

هذا نص
عنوان فرعي تجريبي

WEIGHT : REGULAR / LIGHT

STYLE : REGULAR CASE

20 PT

هذه طبعة خفيفة من هذا الخط، وهي أن المحتوى المطلوب لطباعة
سليمي الخارج عن التركيز على الشكل الداخلي للنص أو شكل توضع
الشعارات في الصفحة التي يقرأها. ولذلك يتم استخدام طبعة ليبري
إيسوم لأنها تعطي توزيعاً دقيقاً إلى حد ما للأحرف.

هذه طبعة مثقبة من هذا الخط وهي أن المحتوى المطلوب لطباعة
سليمي الخارج عن التركيز على الشكل الخارجي للنص أو شكل توضع
الشعارات في الصفحة التي يقرأها. ولذلك يتم استخدام طبعة ليبري
إيسوم لأنها تعطي توزيعاً دقيقاً إلى حد ما للأحرف.



06

PHOTOGRAPHY

6.1 Photography

Authentic Human Connection

Our photography style prioritizes genuine, candid moments that evoke trust and emotional well-being. By utilizing natural lighting and real-world settings, we move away from clinical coldness toward a humanized narrative. This approach emphasizes empathy, the joy of recovery, and the supportive environments we provide.

Visual Principles

Warmth & Empathy: Focus on authentic interactions and the caregiver-patient relationship.

Natural Lighting: Use soft, ambient light to create a welcoming and approachable atmosphere.

Narrative Focus: Select imagery that tells a story of protection, safety, and holistic health.



6.2. Photography

Authentic Human Connection

Our photography style prioritizes genuine, candid moments that evoke trust and emotional well-being. By utilizing natural lighting and real-world settings, we move away from clinical coldness toward a humanized narrative. This approach emphasizes empathy, the joy of recovery, and the supportive environments we provide.

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6.3. Photography

Environmental & Architectural

Institutional Scale & Precision Architectural imagery should reflect the brand's status as a modern, high-tech institution. These visuals focus on the structural integrity and expansive nature of our facilities, utilizing clean geometric lines to project a sense of stability, reliability, and technical advancement.

Interior Environments Interior photography must emphasize order, cleanliness, and the seamless integration of technology. By using wide-angle perspectives and a crisp, high-contrast aesthetic, we showcase our environments as sterile yet welcoming spaces designed for optimal efficiency and professional care.



07

VISUAL COMMUNICATION



FROM PHILOSOPHY TO PRACTICE

The following design principles translate this philosophy into concrete visual rules — so every KV, post, and film frame not only looks like Palanck, but behaves like “For What Mothers Most”.



7.1 Design Principles

Our visual identity is more than a logo system. It is a way of seeing and showing the world of Fokesh. These principles guide every key visual, social post, billboard, brochure, and screen — so that no matter the format, the brand always feels like Fokesh.

1. Start from the Human Moment

At the center of every composition sits a human moment: a glance, a gesture, a breakthrough, a quiet relief.

2. One Clear Hero, Never Competing Icons

3. Layered Stories, Not Static Frames

The viewer's eye must land here first. The hospital, equipment, interfaces, and data live around this moment as supportive context, never as the hero themselves.

4. One Core Palette, Many Dimensions

5. Thinking in 3D



7.2

Design Principles

Our visual identity is more than a logo system. It is a way of seeing and showing the world of Falekesh. These principles guide every key visual, social post, billboard, brochure, and screen — so that no matter the format, the brand always feels like Falekesh.

1. Start from the Human Moment

2. One Clear Hero, Never Competing Icons

3. Layered Stories, Not Static Frames

4. One Core Palette, Many Dimensions

5. Thinking in 3D

Each visual has one clear focal point. When we are telling a brand story, the logo is the strongest graphic on the page and nothing competes with it — no extra icons, badges, or shapes.

When we highlight something else (an award, a piece of equipment, a data point), that subject moves to the center and becomes the hero, while the logo steps back to its signature role. This preserves visual hierarchy and keeps the message sharp.



7.3. Design Principles

Our visual identity is more than a logo system. It is a way of seeing and showing the world of Faleesh. These principles guide every key visual, social post, billboard, brochure, and screen — so that no matter the format, the brand always feels like Faleesh.

1. Start from the Human Moment

2. One Clear Hero, Never Competing Icons

3. Layered Stories, Not Static Frames

4. One Core Palette, Many Dimensions

5. Thinking in 3D

Our images should feel alive, never flat or staged. We use layering — foreground, midground, and background — to gradually reveal context and tell a richer story.

A hand, a screen, a room, a city, a data overlay: each layer adds meaning without clutter.

This sense of depth and motion reflects the reality of healthcare at Faleesh — dynamic, interconnected, and human.



7.4. Design Principles

Our visual identity is more than a logo system. It is a way of seeing and showing the world of Fakhrah. These principles guide every key visual, social post, billboard, brochure, and screen — so that no matter the format, the brand always feels like Fakhrah.

1. Start from the Human Moment
2. One Clear Hero, Never Competing Icons
3. Layered Stories, Not Static Frames
- 4. One Core Palette, Many Dimensions**
5. Thinking in 3D

The primary palette is always the Fakhrah essence palette — the colors of the core symbol and logo. This is the anchor of the brand and should be present in every major communication.

The pillar palettes (Knowledge, Clinical Excellence, Humanized Experience) are secondary, flexible extensions of this core. Their purpose is to bring dynamism and range to the system — to stretch the palette for richer layouts, better contrast, and more nuanced moods — while still feeling like one cohesive Fakhrah world.

Designers choose a secondary palette based on what the message is about (knowledge, clinical, human), but always in harmony with the primary Fakhrah essence colors, not in competition with them.



7.5. Design Principles

Our visual identity is more than a logo system. It is a way of seeing and showing the world of Fakhri. These principles guide every key visual, social post, billboard, brochure, and screen — so that no matter the format, the brand always feels like Fakhri.

1. Start from the Human Moment
2. One Clear Hero, Never Competing Icons
3. Layered Stories, Not Static Frames
4. One Core Palette, Many Dimensions

5. Thinking in 3D

Fakhri is not a one-dimensional brand. We do this by defining which pillar we highlighting in this communication and accordingly selecting the visual language (symbol / pattern), a 3-dimensional brand.





08

LAYOUT

8.1 Composition

Layouts are constructed using a depth-of-field strategy to create professional, high-impact visuals.

Back Drop

Provides environmental context through a wide-angle, atmospheric setting.

The Subject

Focuses on the primary architectural or focal element, isolated to create a clear visual hierarchy and a point of interest.



Back Drop



The Subject

8.2

Communication

The Framing System

To unify imagery with the brand identity, the license symbol is applied as a graphic framing device. This geometric anchor integrates the subject into the brand's DNA, providing a structured area for text and logo placement.

Communication

The resulting "Communication" layout balances imagery and information. By adhering to this grid-based approach, all vertical assets—from digital stories to physical posters—maintain a consistent, sophisticated, and professional appearance that is instantly recognizable.



Fakseh's Essence Symbol



Communication

8.3.

Visual Layout

Structural Hierarchy

To maintain a professional and organized aesthetic, all layouts utilize a consistent vertical grid. This system ensures that the viewer's eye is led naturally from high-level institutional statements down through the central visual anchor to the final call-to-action and contact information. This structured approach guarantees that every piece of communication is functional, legible, and distinctly aligned with the brand's visual identity.

Component Logic

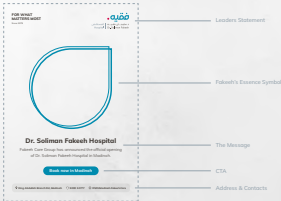
Leaders Statement: Positioned at the top for high-level, strategic messaging.

Essence Symbol: Serves as the central geometric frame for the primary subject or imagery.

The Message: The core content area designed for clear, detailed information.

CTA (Call to Action): A high-visibility button designed to drive user engagement.

Address & Contacts: A functional footer providing essential institutional reference details.





09

APPLICATIONS

Business Cards



Letterhead



Folder



ID Card



Lanyard



Mug



Mousepad



Pen



Pin



Cap



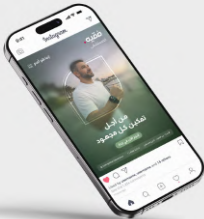
T-Shirt



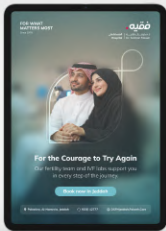
Website



Social Media



Social Media



App Page



Reception



Uniform





Signboard





Billboard



Stand



Flag





