

Fakeeh Care Group		Document #:		
Title: LOGO PROTECTION POLICY, FCG-GMO	Classification: <input type="checkbox"/> CPP <input type="checkbox"/> APP <input type="checkbox"/> OPP <input type="checkbox"/> IPP	<input checked="" type="checkbox"/> New	<input type="checkbox"/> Revised	<input type="checkbox"/> Renewal
	High Risk: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Version: 1	Issue Date: 24-07-2023	
	Replaces:	Effective Date: NA	Expiry Date: NA	
Applicability: To everyone from executives, managers to interns and freelancers of Fakeeh Care Group				

1. Purpose of a group logo protection policy:

- 1.1. **Logo usage policy:** this policy outlines the rules and regulations for using the logos of FCG and related companies.
- 1.2. **Consistency:** ensuring that the right and relevant brand logos are used consistently across all marketing and branding materials. This will ensure establishing our brand identity and make it easier to protect our logos.
- 1.3. **Applicable to all employees:** It applies to everyone in the organization, from the CEO to interns.

2. Definitions/Abbreviations:

- 2.1. **Logo Protection Policy** Fakeeh Care Group and its brand map consisting of all group company logos are a visual representation of its corporate brand and unit brand's identity and values. It can help customers recognize and trust a business, as well as differentiate it from its competitors. Therefore, the policy ensures to protect our identity from unauthorized use, misuse, or new creation or imitation of the company logos.
- 2.2. **Group Marketing Office:** planning, marketing strategy, creation and circulation of key marketing communication are all done by one centralised office to different unit offices for execution.
- 2.3. **Fakeeh Care Group:** Renowned healthcare chain in the Kingdom of Saudi Arabia with its flagship hospital, Dr. Soliman Fakeeh Hospital located in Jeddah. Founded in 1978, FCG has completed 45 glorious years. Along with the hospital chain across KSA and UAE, the company also operates ambulatory care centres, pharmacies, medical retail, health tech, construction, and facility management services through its subsidiaries in KSA and UAE.
- 2.4. **FCG:** Fakeeh Care Group
- 2.5. **FCG-GMO:** Fakeeh Care Group- Group Marketing Office
- 2.6. **GMO:** Group Marketing Office
- 2.7. **KSA:** Kingdom of Saudi Arabia
- 2.8. **UAE:** United Arab Emirates
- 2.9. **SBU:** Strategic Business Unit(s)

3. Scope: scope and guidelines

Scope & Guidelines	
3.1.	<p>3.1. Incorrect Variations:</p> <p>3.1.1. Do not reverse the logo - reversing the logo can make it difficult to read and can confuse consumers.</p> <p>3.1.2. Do not change the color(s) - changing the color(s) of the logo can make it look unprofessional or can even mislead consumers.</p> <p>3.1.3. Do not rotate the logo - rotating the logo can make it look distorted and can confuse consumers.</p> <p>3.1.4. Do not stretch or alter the proportions - stretching or altering the proportions of the logo can make it look unprofessional or can even mislead consumers.</p> <p>3.1.5. Do not change the arrangement of the logo - changing the arrangement of the logo can make it look confusing or can even mislead consumers.</p> <p>3.1.6. Do not apply gradients, shadows, or other effects - applying gradients, shadows, or other effects to the logo can make it look unprofessional or can even mislead consumers.</p> <p>3.2. Partner Variations</p> <p>3.2.1. Fakeeh Care logos should be above and larger in proportion to all other partner logos- please refer to the approved templates for better understanding.</p> <p>3.2.2. To be careful about giving permission to use your logo. Only give permission to use your brand logo to reputable companies that you trust.</p> <p>3.2.3. Keep a record of all uses of your logo. This will help you to track down unauthorized use and to take legal action if necessary.</p> <p>3.3. Colour Variations</p> <p>3.3.1. The Fakeeh Care Group logos must be used in its original form, with the specific colors, fonts, and other elements. Any unauthorized changes to the logo, including color variations, are prohibited.</p> <p>3.4. Size Variations</p> <p>3.4.1. The logo may be scaled up or down to fit different sizes of documents or products.</p> <p>3.4.2. The logo may be used in different sizes on different marketing materials, such as a larger logo on a billboard and a smaller logo on a business card.</p> <p>3.4.3. The logo may be used in different sizes on different digital platforms, such as a larger logo on a website and a smaller logo on a social media profile display picture.</p> <p>3.5. Unauthorised creation of new logos or extensions of the existing logos</p> <p>3.5.1. The creation of new logos or logo extensions are prohibited and unauthorized. This is to protect the intellectual property of the Fakeeh Care Group and to ensure that the logo is used consistently across all marketing materials and branding.</p> <p>3.5.2. Only SBU Marketing Teams can put forward a formal request to GMO recommending or suggesting newer options or brand extensions.</p>

4. Fakeeh Care Group: Company brand map and approved logos

	JEDDAH جدة dsfhjeddah.fakeeh.care	RIYADH الرياض dsfhriyadh.fakeeh.care	MADINA المدينة dsfhmadina.fakeeh.care	DUBAI دبي fuh.care
HOSPITALS	<p>فقيه.</p> <p>مستشفى د. سليمان فقيه Dr. Soliman Fakeeh Hospital جدة Jeddah</p>	<p>فقيه.</p> <p>مستشفى د. سليمان فقيه Dr. Soliman Fakeeh Hospital الرياض Riyadh</p>	<p>فقيه.</p> <p>مستشفى د. سليمان فقيه Dr. Soliman Fakeeh Hospital المدينة Medina</p>	<p>فقيه.</p> <p>مستشفى فقيه الجامعي Fakeeh University Hospital</p>
AMBULATORY CARE CENTERS	<p>فقيه.</p> <p>مركز د. سليمان فقيه الطبي Dr. Soliman Fakeeh Medical Center</p> <p>فقيه.</p> <p>عيادة فقيه التنفيذية Fakeeh Executive Clinic</p> <p>فقيه.</p> <p>فقيه ميدكال Fakeeh Medical</p>			<p>فقيه.</p> <p>مركز فقيه الطبي الجامعي Fakeeh University Medical Center</p>
AMBULATORY CARE SERVICES	<p>فقيه.</p> <p>فقيه للرعاية الصحية المنزلية Fakeeh Home Healthcare</p> <p>طوارئ MedE EMERGENCY MEDICAL SERVICES خدمات الطوارئ الطبية</p>	<p>فقيه.</p> <p>فقيه للرعاية الصحية المنزلية Fakeeh Home Healthcare</p>	<p>فقيه.</p> <p>فقيه للرعاية الصحية المنزلية Fakeeh Home Healthcare</p>	<p>فقيه.</p> <p>فقيه للرعاية الصحية المنزلية Fakeeh Home Healthcare</p>
	Kingdom of Saudi Arabia المملكة العربية السعودية			United Arab Emirates الإمارات العربية المتحدة

MEDICAL EDUCATION	<p>فقيه.</p> <p>كلية فقيه للعلوم الطبية Fakeeh College for Medical Sciences</p>	<p>فقيه.</p> <p>مركز خديجة عطار Khadija Attar Center</p>
MEDICAL RETAIL	<p>فقيه.</p> <p>فقيه الطبية التكمالية Fakeeh Complementary</p>	<p>بصريّات فقيه Fakeeh Vision</p>
HEALTH TECH	<p>فقيه.</p> <p>تقنيات فقيه Fakeeh Tech</p>	
OTHERS	<p>AHC</p> <p>شركة آي.إتش.إف. سي. سي. سي. Advanced Horizons Contracting Company</p>	<p>الفراريح اللوجستيات Alfarabi Logistics</p>
	Kingdom of Saudi Arabia & United Arab Emirates المملكة العربية السعودية و الإمارات العربية المتحدة	

1. Monitoring:

Policy Indicator Measure (if applicable)	Source of Data	Responsible
<ul style="list-style-type: none"> Regular Audit for unauthorized use of logo 	Online and from SBU	SBU Marketing Teams and everyone in the company

2. Forms/Attachments/Flowcharts: N/A

3. Material/Equipment: N/A

4. References/Links to External Sources: N/A

Reference	Hyperlink to External Source or Reference if Available

4.1. Approvals:

9.1. Prepared by:

 Name, Designation

Date:

9.2. Reviewed by:

 Name, Designation

Date:

9.3. Approved by:

 Name, Designation

Date: