



**CARDIOLOGY
INTEREST GROUP
of JERUSALEM**

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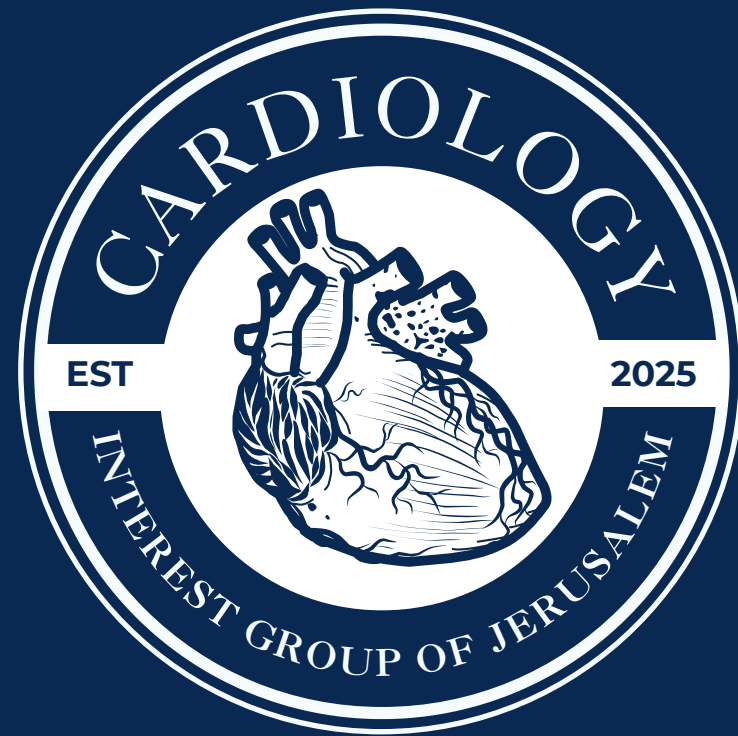
1st Edition

July 2025



Brand Manual
CARDIOLOGY INTEREST GROUP of JERUSALEM

فلسطين



At the heart of our journey lies a steadfast vision: to become a distinguished beacon of cardiology scholarship and service, forging generations of principled, skilled, and visionary medical professionals devoted to the betterment of cardiovascular health in Palestine and across the globe.

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Rooted in tradition, driven by excellence — our logo reflects the pulse of CARDIG-Jerusalem’s mission and spirit.

Legal notice and relevant bylaws

This is the official CARDIG-Jerusalem Brand Manual, as mandated by the CARDIG-Jerusalem Constitution & Bylaws in the following sections:

- 1.03(d).** The Brand Manual shall be developed and maintained by the Cardiology Brand Officer (CaBO) in English only.
- It shall outline standards for visual identity, messaging, and medical terminology, and apply to digital, printed, and branded materials.
 - It must be submitted for Executive Board approval and updated annually.
 - All officers, assistants, and divisions are required to adhere to the Manual in all official communications and materials.
- 1.03(e).** Unauthorized use of the seal, insignia, or branding deviations is prohibited and subject to sanctions as per Article VIII.

Use of the official CARDIG-Jerusalem visual identity must strictly comply with this Brand Manual.

Introduction

Our vision

To become a leading center of excellence in cardiovascular education, research, and service at Al-Quds University — cultivating a generation of skilled, compassionate, and visionary cardiologists who advance public health in Palestine and beyond.

Our mission

CARDIG-Jerusalem is dedicated to advancing the field of cardiovascular medicine by integrating education, clinical exposure, and research. The group fosters leadership, professionalism, and ethical responsibility among medical students and interns, while actively serving the community through outreach programs, public health campaigns, and cardiovascular initiatives. In every effort, it remains aligned with the values and standards of the Faculty of Medicine at Al-Quds University and the American College of Cardiology.

Introduction

Our Objectives

- **To organize** at least four (4) academic seminars and two (2) symposia per year.
- **To conduct** no fewer than three (3) community service events per semester focused on cardiovascular health.
- **To achieve** an annual membership growth of at least 10%.
- **To maintain** collaboration with the ACC and participate in regional or international cardiology-related initiatives.
- **To ensure** adherence to ethical, academic, and branding standards across all activities.

Our Tagline

**From the heart of Jerusalem to the future
of cardiology.**

Introduction

Our Personality

The personality of CARDIG-Jerusalem is grounded in focus, humility, and a genuine drive to learn and contribute. As a student-led group rooted in the heart of Jerusalem and affiliated with the American College of Cardiology, we blend tradition with forward thinking. We are curious, committed, and care deeply about our role in medicine and in the community around us.

We believe that how we do things matters just as much as what we do. That’s why we aim to act with integrity, communicate with clarity, and represent our group with respect and purpose. We hold ourselves to high academic and ethical standards — not to impress, but because our work, and the people we serve, deserve nothing less.

We may still be students, but we know that our words, actions, and presence carry weight. Our personality is **calm, intentional**, and **human**. Not loud, **not showy** — just **real, thoughtful**, and led by heart.

Tone of Voice

At CARDIG-Jerusalem, we like to keep our voice clear, respectful, and real. We’re medical students speaking to our peers, mentors, and community — so we write the way we’d talk: with care, confidence, and purpose.

We avoid sounding too formal or too casual. We don’t use slang, but we also don’t try to impress with big, complicated words. Whether we’re sharing an event, writing a caption, or putting together a presentation, we want our message to be easy to understand and true to who we are.

Our tone is friendly but focused, warm but thoughtful — just like us.

Example:

Instead of: “CARDIG-Jerusalem is thrilled to announce a groundbreaking cardiology symposium.”

We’d say: “We’re excited to invite you to a cardiology session designed for curious students — come learn, ask questions, and connect.”

Official Name

Official Name (English)

The official name of the organization, as defined in Article I, Section 1.01 of its constitution, is:
Cardiology Interest Group – Jerusalem

Official Abbreviation

The official abbreviation, as defined in Article I, Section 1.01, is:
CARDIG-Jerusalem

Official Translation (Arabic)

For bilingual and cultural contexts, the approved Arabic rendering of the group’s name is:
رَابِطَةُ طِبِّ الْقَلْبِ وَالْأَوْعِيَةِ الدَّمَوِيَّةِ - الْقُدْس

Official Logo

Elements of the Logo

The official logo of CARDIG-Jerusalem is more than just a design — it’s a reflection of who we are.

At the center is a stylized anatomical heart, symbolizing our dedication to cardiology and scientific integrity.

The circular shape takes inspiration from classic academic seals, giving the logo a formal and unified feel. Around it, the words “Cardiology Interest Group of Jerusalem” clearly state our identity and where we come from.

The “EST 2025” marks the year we began, while the serif typeface adds a timeless and professional touch.

Official Logo

Logo Versions (For Dark Backgrounds)

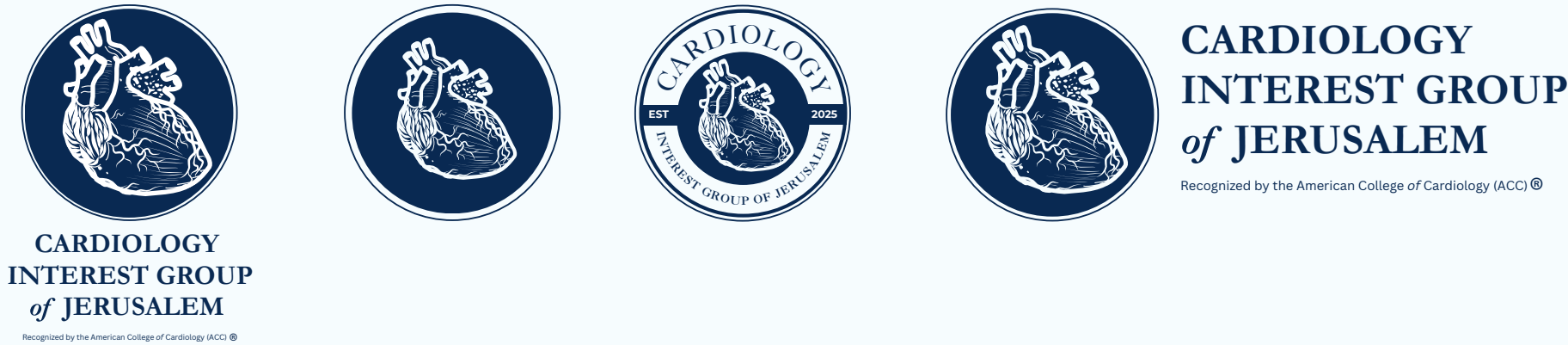
These white logo versions are optimized for use on navy or dark-colored backgrounds.



Each version of the CARDIG-Jerusalem logo offers flexibility to suit different formats and design needs. The horizontal and stacked layouts adapt well to both formal and creative contexts, depending on space and composition.

Logo Versions (For Light Backgrounds)

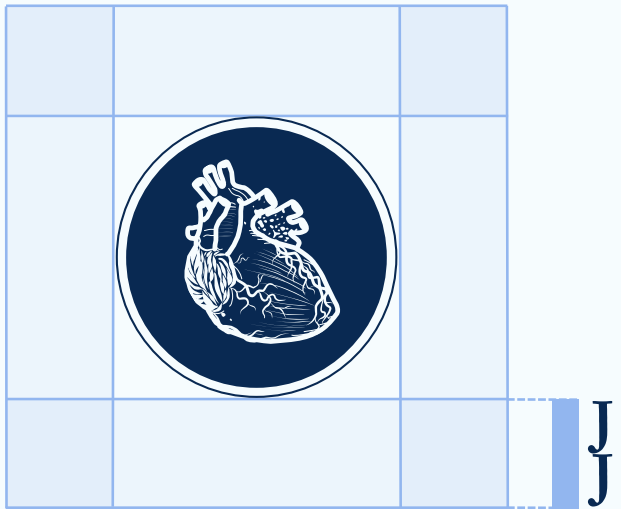
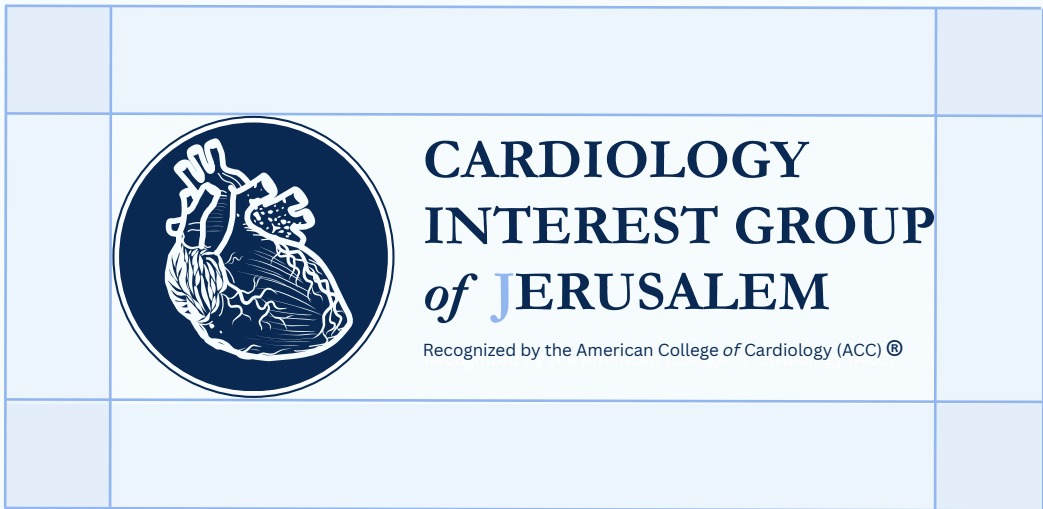
Use these versions only on white or light backgrounds to maintain clarity and contrast.



The icon-only version provides a simplified alternative, ideal for minimal branding or digital use. The chosen logo format should complement the design setting while preserving the logo's clarity and alignment with the brand's visual language.

Official Logo

Exclusion Zone

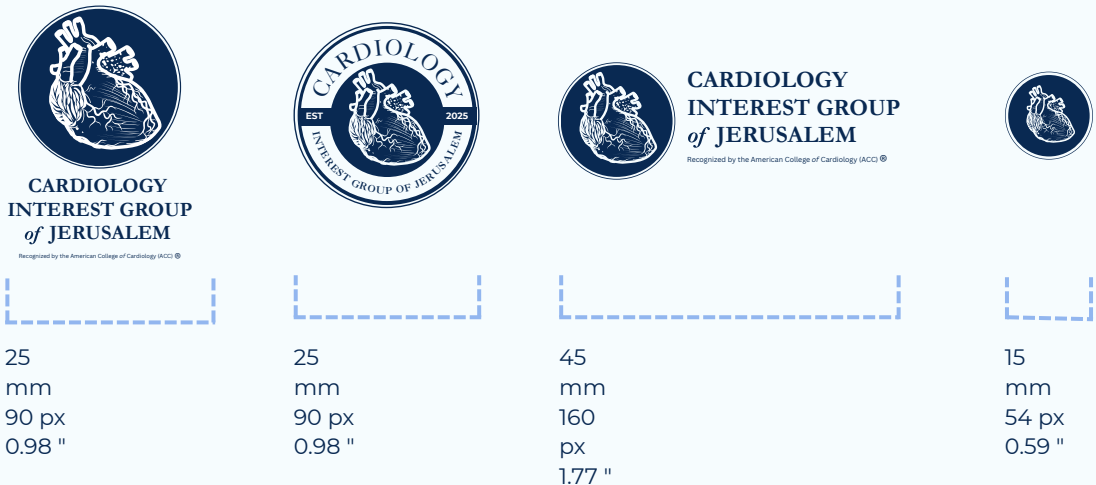


Clear space around the logo

To preserve the logo’s visual integrity and ensure readability, a clear space must always surround the logo. This exclusion zone prevents any text, graphic, or element from encroaching too closely. The minimum required space on all sides is equal to twice the height of the letter “J” in the logo mark.

Minimum Size

To maintain clarity and legibility across all applications, the logo must never be displayed below the minimum size thresholds. These limits ensure that all elements of the logo — especially the text — remain readable and visually balanced.



These values apply to all versions, whether circular, stacked, or horizontal. When scaling for digital media, double the screen minimum (e.g., 180 px) is recommended for high-resolution (retina) displays.

Official Logo

Unacceptable Logo Use

1



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Versions

- 1 - Do not flip the lockup

2 - Do not distort horizontally

3 - Do not distort vertically

4 - Do not outline

5 - Do not apply dropshadow
- 6 - Do not resize single elements

7 - Do not place symbol above horizontal wordmark

8 - Do not apply any gradient

9 - Do not use different angle

Logo on Solid Background



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Color backgrounds

For all the CARDIG-JERUSALEM logo versions to be legible, it should always be used on a background color that offers great contrast. In lighter solid colors the logo should be navy blue. In darker colors, the logo should be white.

This scheme is also applied if the background contains other different colors. In short, the logo has to create a good contrast with any background.



Color Palette

- Primary colors
- Secondary colors

Color Palette

The official color palette of CARDIG-Jerusalem reflects professionalism, clarity, and our academic identity, and must be used consistently across all digital and print materials to maintain visual cohesion and brand integrity.

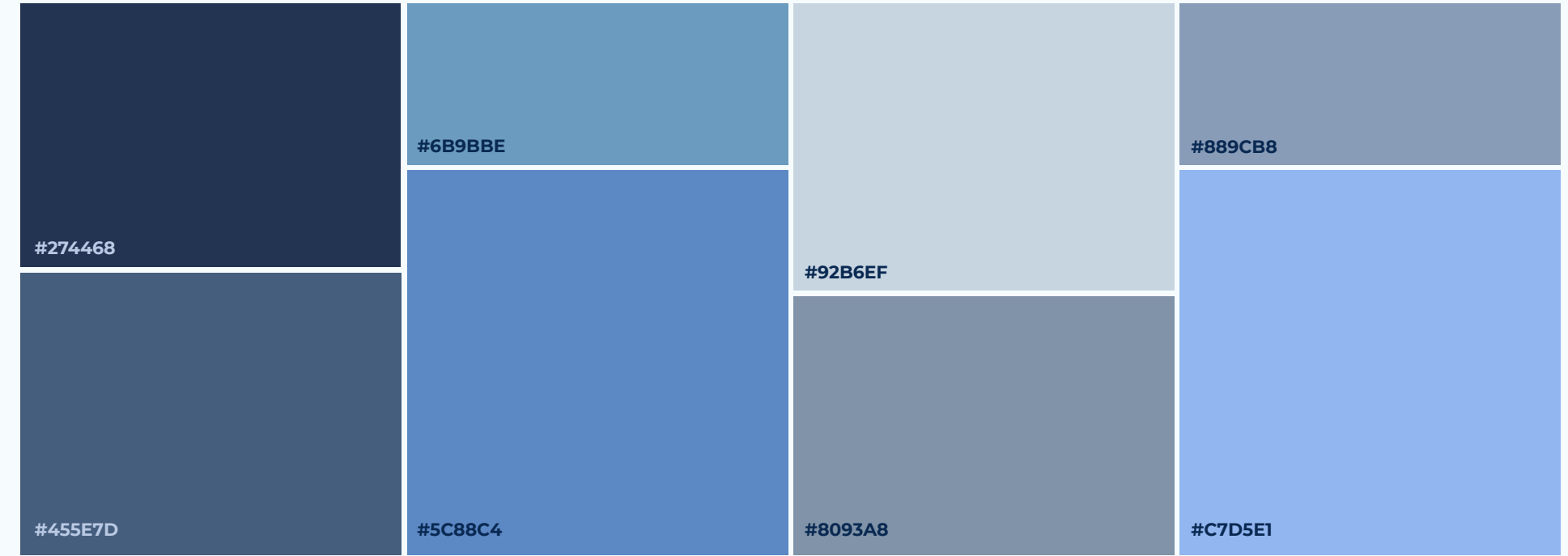
Primary Colors

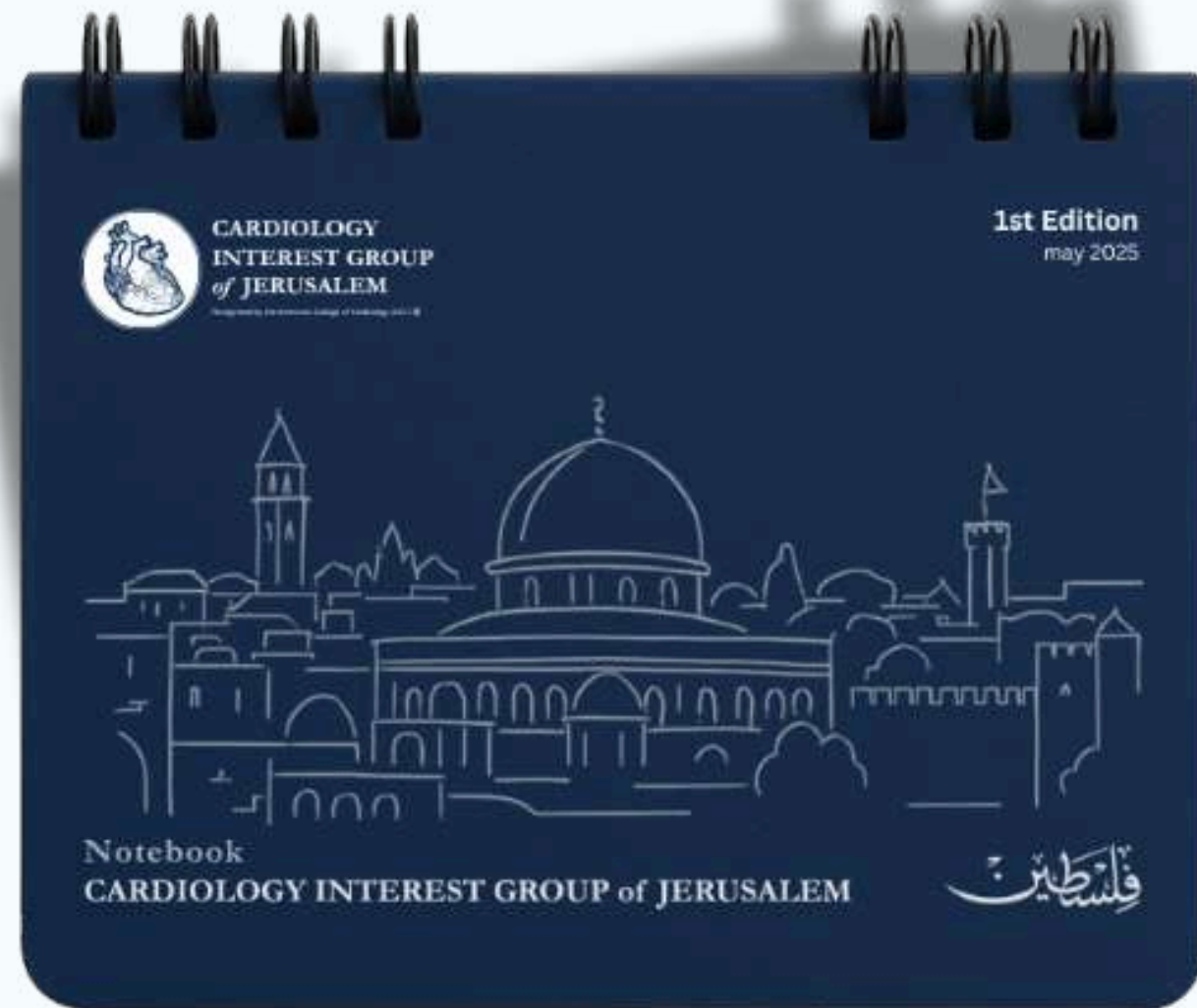
The primary color palette defines the core visual identity of CARDIG-Jerusalem. These colors must be used consistently to maintain recognition, professionalism, and visual harmony across all materials.



Secondary Colors

The secondary colors support the primary palette and provide visual flexibility across various applications. They are intended to highlight, complement, or enhance layout elements without distracting from the core identity of CARDIG-Jerusalem. To maintain brand consistency, these colors should be used sparingly and with purpose.





Typography

-Primary Typeface

-Body Typeface

Typography

Primary Typeface: **Calisto MT**

Calisto MT is the official display typeface of CARDIG-Jerusalem. With its classical serif style, it reflects academic heritage and formality. It should be used primarily for titles, logos, certificates, and ceremonial documents — not for body text.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

Body Typeface (Text): **Montserrat**

For all digital and print text, Montserrat is the recommended body typeface. Its modern geometric form ensures optimal readability and pairs well with Garamond’s classical display style.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

merchandise

- Navy blue shirts
- white shirts







Official Templates

- Social media
- Official papers
- Presentations
- Certificates

Official Template

Instagram Story Templates



Instagram Story Templates



Official Template

Instagram Post Templates

For optimal display on Instagram, use the 1080×1350 px (4:5) template. Ensure the official logo is clear and easy to read.



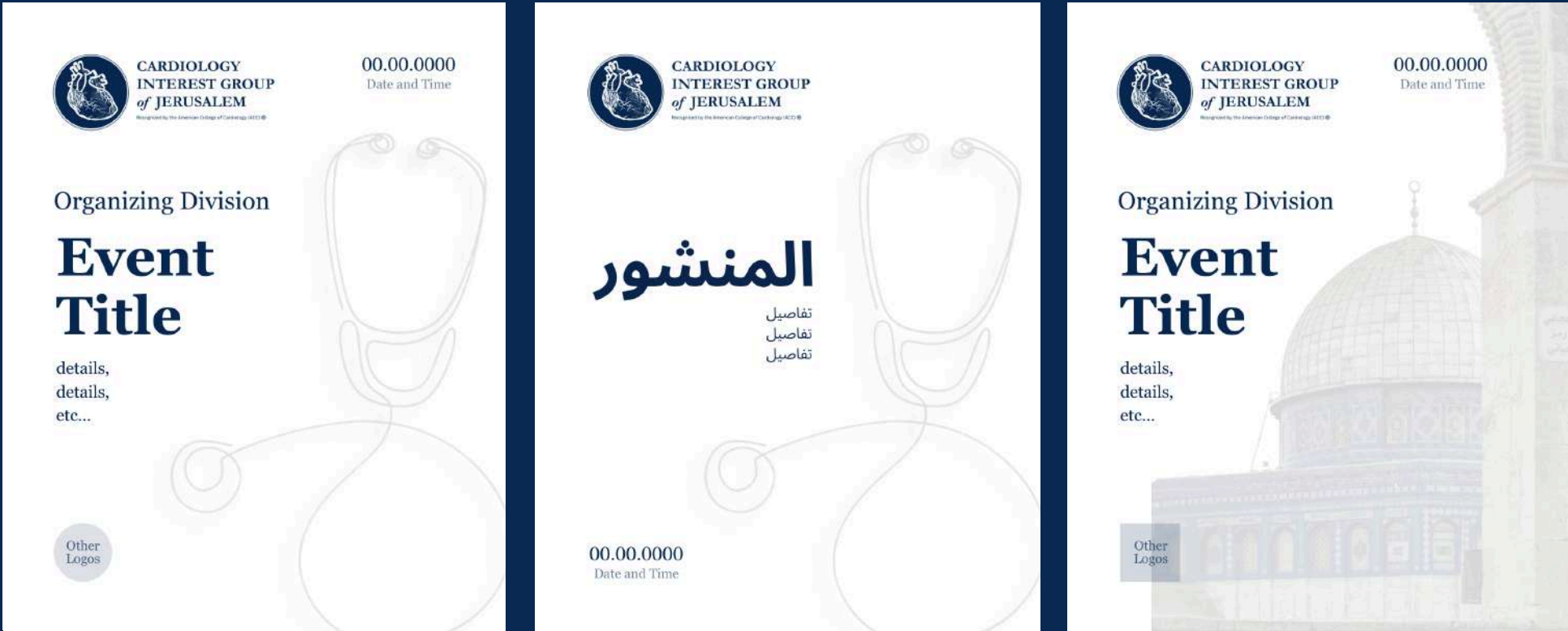
Instagram Post Templates



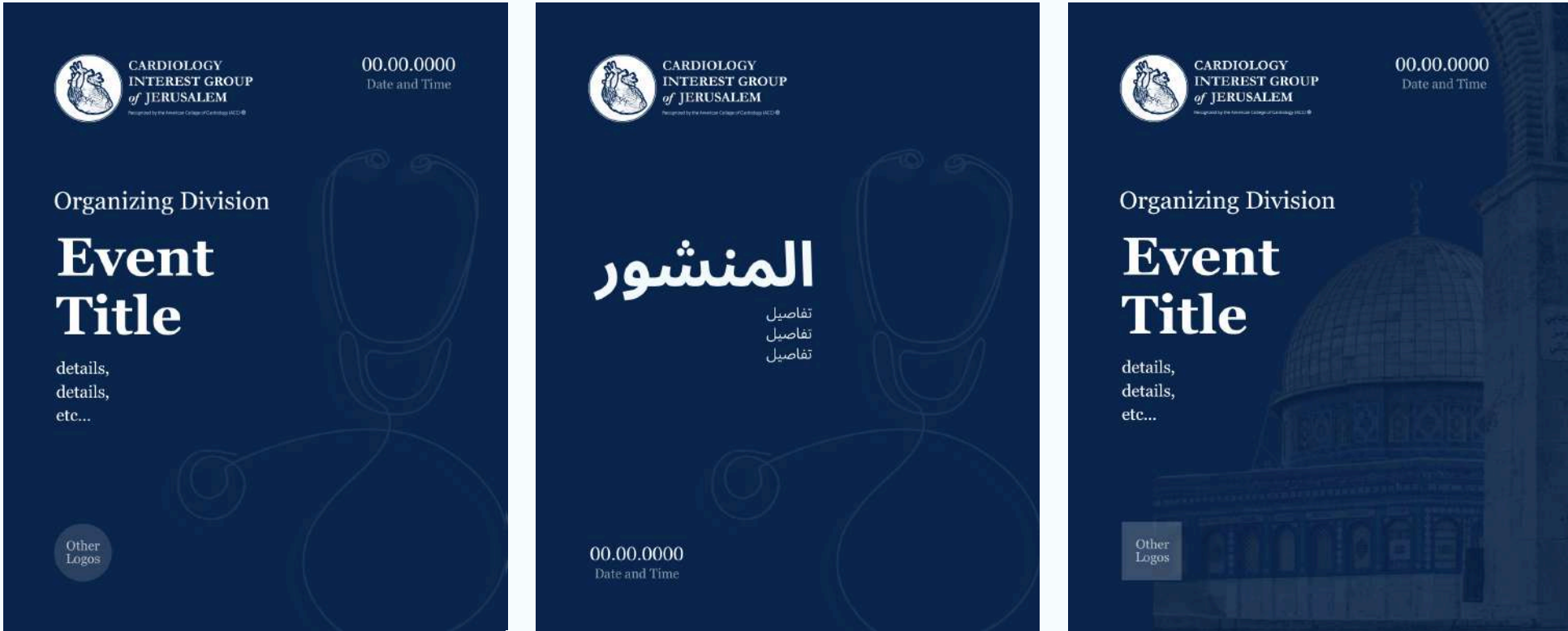
Official Template

Facebook Post Templates

For optimal display on Facebook, use the 1200×1500 px (4:5) template. Ensure the official logo remains clear and easy to read.



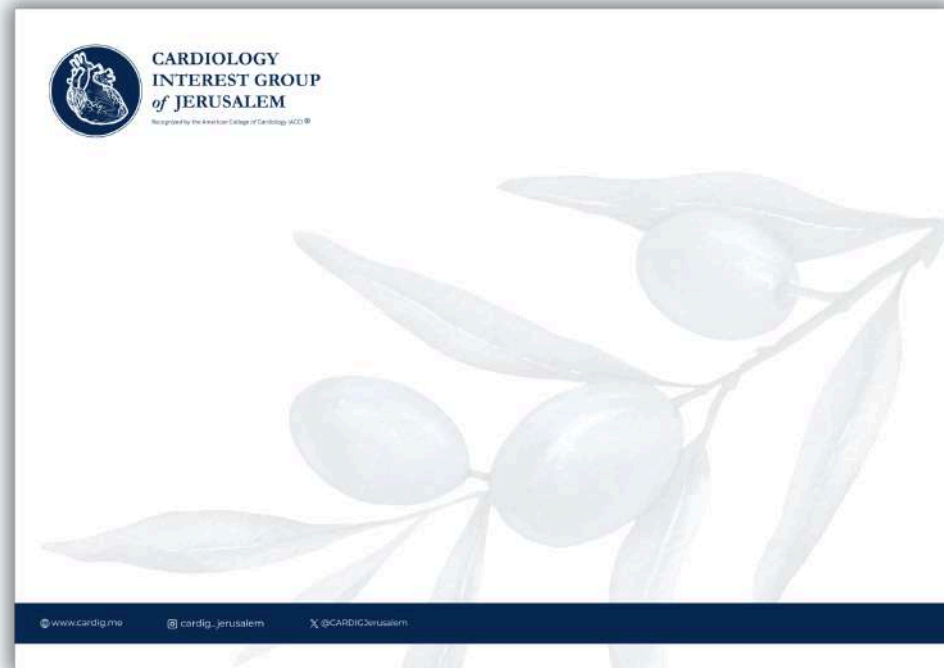
Facebook Post Templates



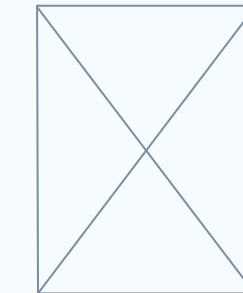
Official Template

Official papers

These templates are designed for all official documents of CARDIG-Jerusalem.



Presentations (PowerPoint / Canva Slides)

[illegible]

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<https://www.cardig-jerusalem.org/>



Official Template

Certificate

These templates are designed for all official certificates issued by CARDIG-Jerusalem.



Thank you

