

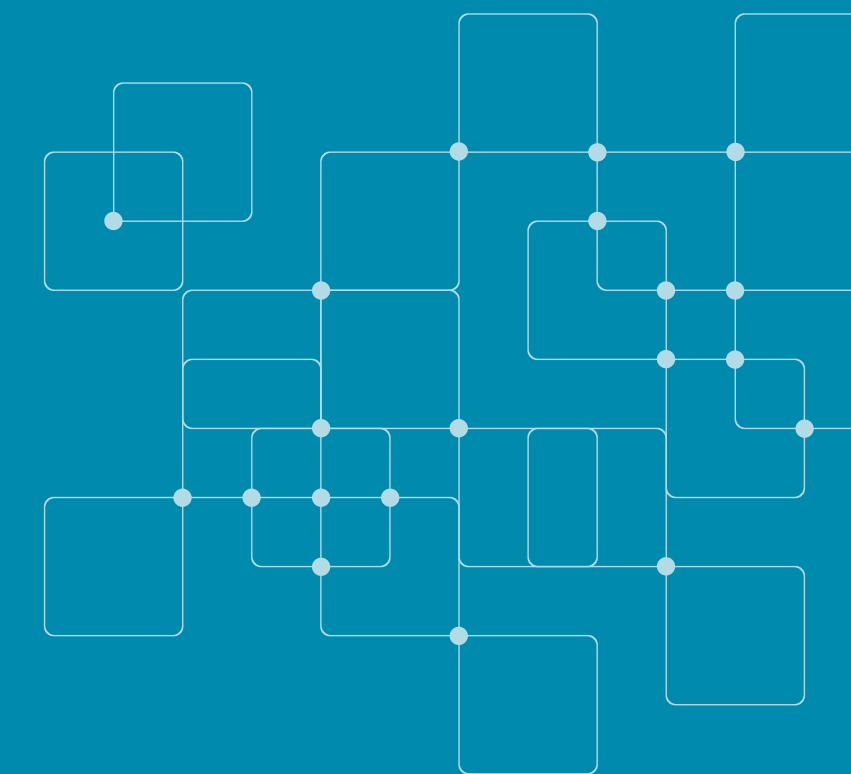
BRAND GUIDELINES

FAKEEH CARE GROUP

7th MARCH 2024

1

VISUAL IDENTITY ELEMENTS



LOGO TYPE	1.1
LOGO INVERSE	1.2
LOGO CLEAR SPACE	1.3
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LOGO TYPE

MAIN BRANDING

At Fakeeh, we stick to a bilingual logo approach, where both Arabic and English languages are always included. We don't make logos with only one language, whether it's Arabic or English. This is a practical rule we follow for all our branding. Descriptors are also used to add more information and support the logo.

فقيه.

WORDMARK

مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital
جدة Jeddah

DESCRIPTOR

LOGO INVERSE

ACCEPTABLE BACKGROUND

The figures demonstrate examples of permitted backgrounds for placing Fakeeh brand mark. The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding.

Fakeeh brand mark shall preferably appear on white background.

In certain instances, we encounter technical constraints, such as the internal sticker tagging of equipment, where the logo may need to be positioned against a black background. It's important to note that this particular application is exclusively intended for internal use.

فقيه.

مستشفى د. سليمان فقيه

Dr. Soliman Fakeeh Hospital

جدة Jeddah



فقيه.

مستشفى د. سليمان فقيه

Dr. Soliman Fakeeh Hospital

جدة Jeddah



فقيه.

مستشفى د. سليمان فقيه

Dr. Soliman Fakeeh Hospital

جدة Jeddah




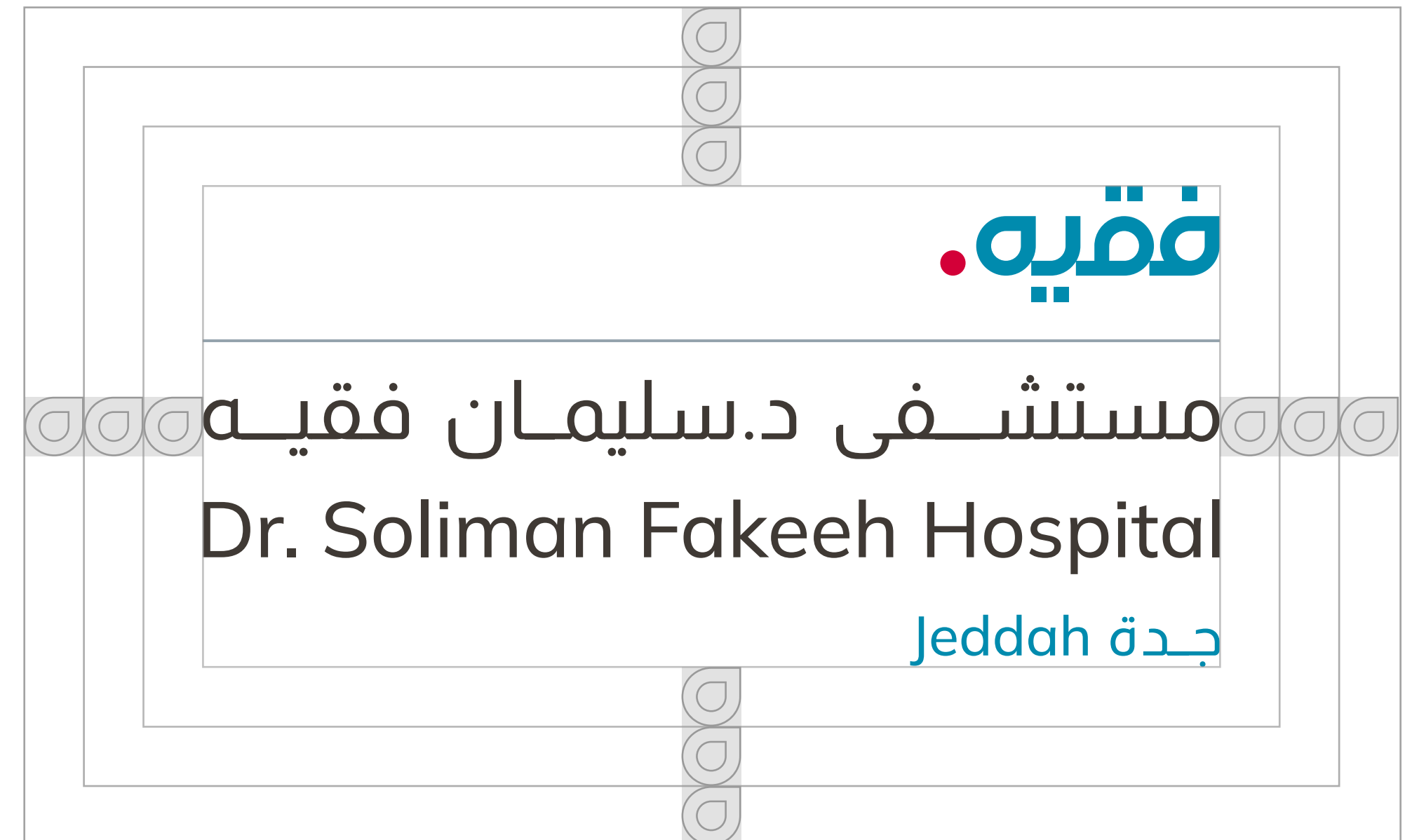
LOGO CLEAR SPACE

The figures demonstrate examples of permitted backgrounds for placing Fakeeh brand mark. The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding.

Fakeeh brand mark shall preferably appear on white background.

In certain instances, we encounter technical constraints, such as the internal sticker tagging of equipment, where the logo may need to be positioned against a black background. It's important to note that this particular application is exclusively intended for internal use.

INDICATOR — 



TYPESETTING

ARABIC

Following our brand's established guidelines, it's essential to keep the corporate typefaces unchanged. Please avoid skewing, condensing, or extending the text or adding effects like drop shadow. When using typography, use a mix of capital and lowercase letters instead of all capitals. Do not replace the corporate typefaces with different fonts. These typography rules help maintain a consistent and recognizable brand identity.

Our chosen typefaces are thoughtfully selected for clarity, and we recommend appropriate font sizes to ensure comfortable reading across various materials. We also stress the importance of keeping enough spacing between the lines and around the text to enhance readability, preventing text from appearing cramped.

ARABIC TYPEFACE

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 0123456789	ALMARAI LIGHT
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 0123456789	ALMARAI REGULAR
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 0123456789	ALMARAI BOLD
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 0123456789	ALMARAI EXTRABOLD

TYPESETTING

ENGLISH

Following our brand's established guidelines, it's essential to keep the corporate typefaces unchanged. Please avoid skewing, condensing, or extending the text or adding effects like drop shadow. When using typography, use a mix of capital and lowercase letters instead of all capitals. Do not replace the corporate typefaces with different fonts. These typography rules help maintain a consistent and recognizable brand identity.

Our chosen typefaces are thoughtfully selected for clarity, and we recommend appropriate font sizes to ensure comfortable reading across various materials. We also stress the importance of keeping enough spacing between the lines and around the text to enhance readability, preventing text from appearing cramped.

ENGLISH TYPEFACE





MULISH LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
MULISH MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
MULISH BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
MULISH BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

PRIMARY COLORS

Fakeeh umbrella brand uses 4 color tones to signal the brand, called the primary colors.

The primary set of colors occupies first rank in the brand space and shall be visible on applications faces to always link to Fakeeh brand.

We want to emphasize the significance of consistently utilizing our primary colors. These specific colors have been thoughtfully chosen to encapsulate our brand's identity and values. By incorporating them consistently across all mediums, whether it's in print or online, we ensure a unified and easily recognizable visual presence. Staying faithful to our primary color palette not only reinforces our brand's identity but also establishes a strong and enduring memory of who we are in the minds of our audience.

BLUE		CARMINE	
R0 - G138 - B171 WEB-SAFE : 008AAB		R168 - G22 - B63 WEB-SAFE : A8163F	
BLACK		LIGHT GREY	
R 61 G 57 B 53		R152 - G163 - B173 WEB-SAFE : #98A3AD	

ORIGINAL



DARKER SHADES



LIGHTER SHADES



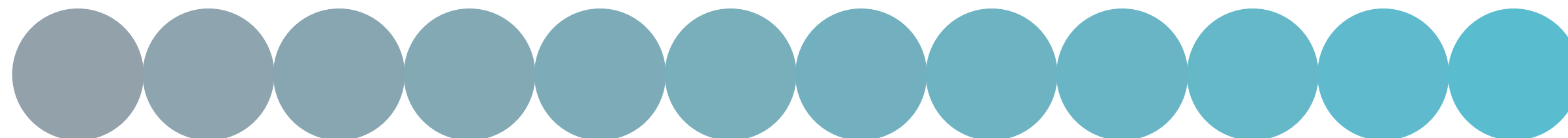
GRADIENTS CAN BE MADE USING THE SHADES

EXTRA LIGHT SHADES



CAN BE USED IN PRINTED MATERIALS
BACKGROUNDS

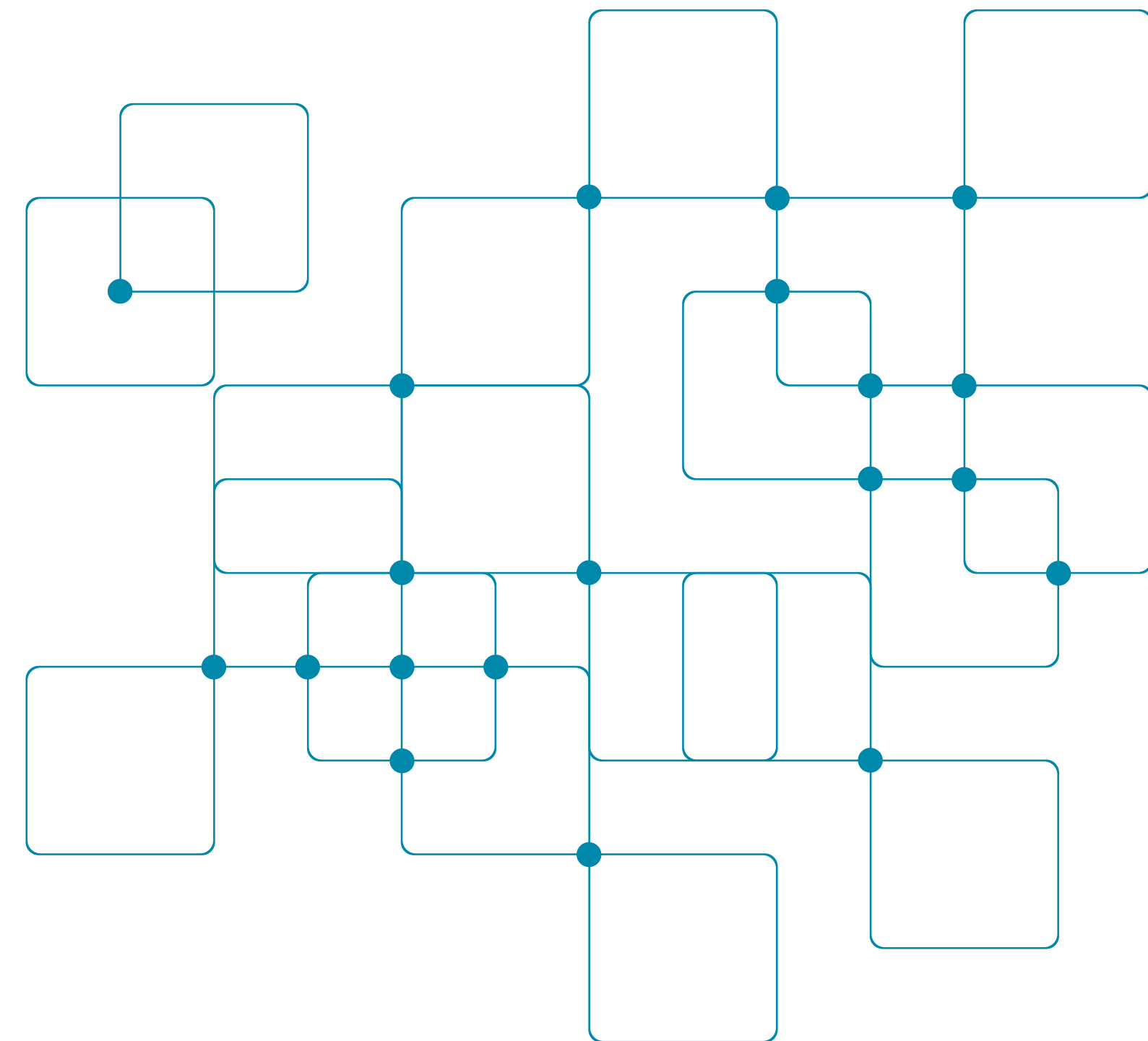
OTHER GRADIENTS

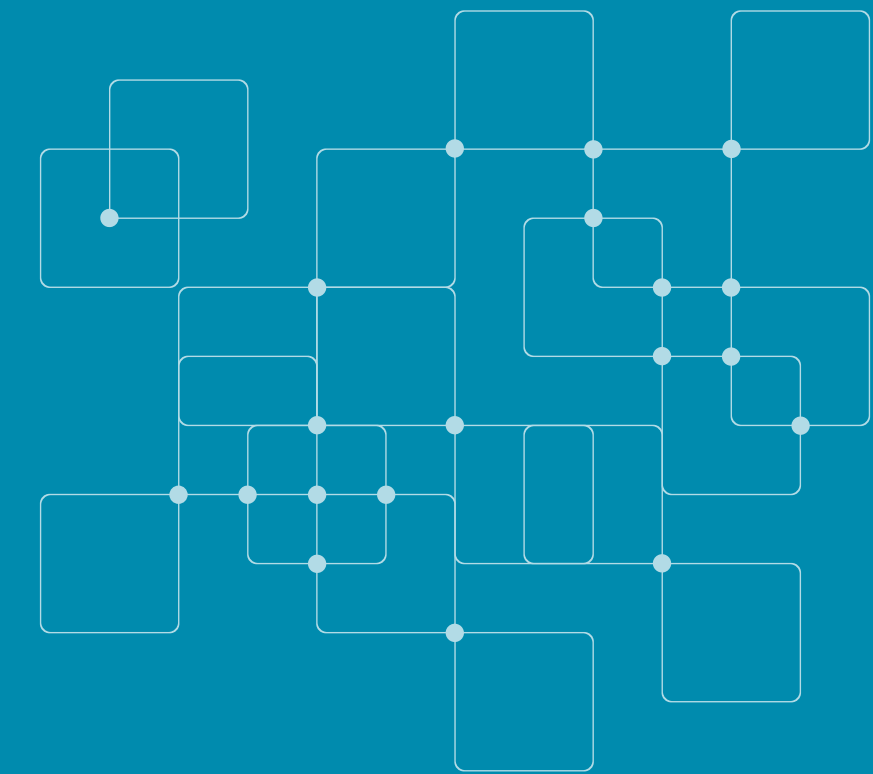


PRIMARY PATTERN

TECHNOCARE PATTERN

Incorporating the technocare pattern into artworks is a powerful way to highlight the core values of Fakeeh care group. By seamlessly blending this pattern as a background or decorative element, we create a balanced and visually appealing design that represents teamwork, emotional connection, and innovative solutions. The dots signify empathy, while the interconnected round boxes symbolize support, adding depth and meaning to the artwork. This intentional fusion not only enhances the artwork's overall look but also showcases our dedication to overall well-being and technological progress. It leaves a lasting impression on viewers while maintaining a consistent brand image across different artworks.





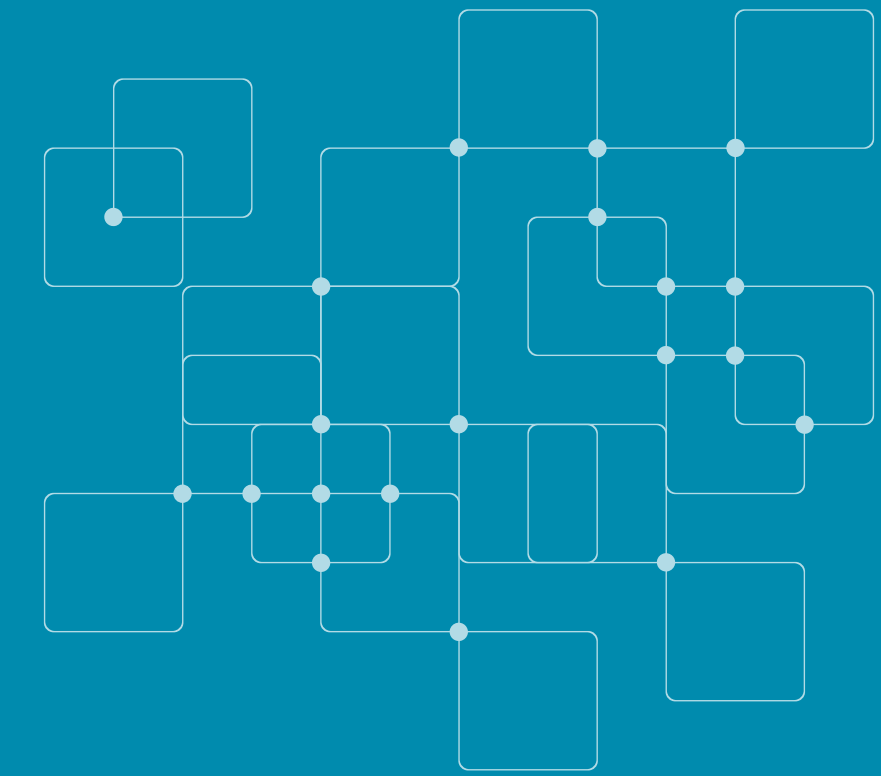
2

BRAND COLLATERAL AND ASSETS

Corporate Stationary	2.1
Branded Merch & Accessories	2.2
Digital Layouts & Assets	2.3
Offline Templates	2.4
Vehicles Branding	2.5

2.1

CORPORATE STATIONARY



Business Card	2.1.1
Letterhead	2.1.2
C4 Envelope	2.1.3
DL Envelope	2.1.4
Notebook	2.1.5
ID CARD	2.1.6

LETTERHEAD

DIMENSIONS

A4 - 21.0 X 29.7 CM - (WXH)

PAPER TYPE & WEIGHT

COTTON / LINEN PAPER - 100 GSM

GENERAL GUIDELINES

Incorporate a bilingual full-format address, displayed separately.
Ensure that the address and other elements are aligned with the provided margins in the original file.
Include website and call center information.
When placing the entity logo, ensure it's at a scale referenced to the original document.
the address and other elements should be aligned to the provided margin in the original file



BUSINESS CARD

DIMENSIONS

8.89 CM X 5.08 CM - (WXH)

PAPER TYPE & WEIGHT

COATED CARDSTOCK - MATT FINISH - 400/500 GSM

GENERAL GUIDELINES

Incorporate a bilingual full-format address, displayed separately.
Ensure that the address and other elements are aligned with the provided margins in the original file.
Include website and call center information.
When placing the entity logo, ensure it's at a scale referenced to the original document.
the address and other elements should be aligned to the provided margin in the original file

فقيه.
مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital
جدة Jeddah

First Name & last Name
Designation

☎ Mobile: +966 000 000 00
✉ Email@fakeeh.care

Dr. Soliman Fakeeh Hospital, P.O Box 2537, Palestine Street, Al Hamra District Jeddah 21461, Kingdom of Saudi Arabia.

فقيه.
مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital
جدة Jeddah

🌐 DSFHJEDDAH.FAKEEH.CARE ☎ 777 12 9200

ID CARD

DIMENSIONS

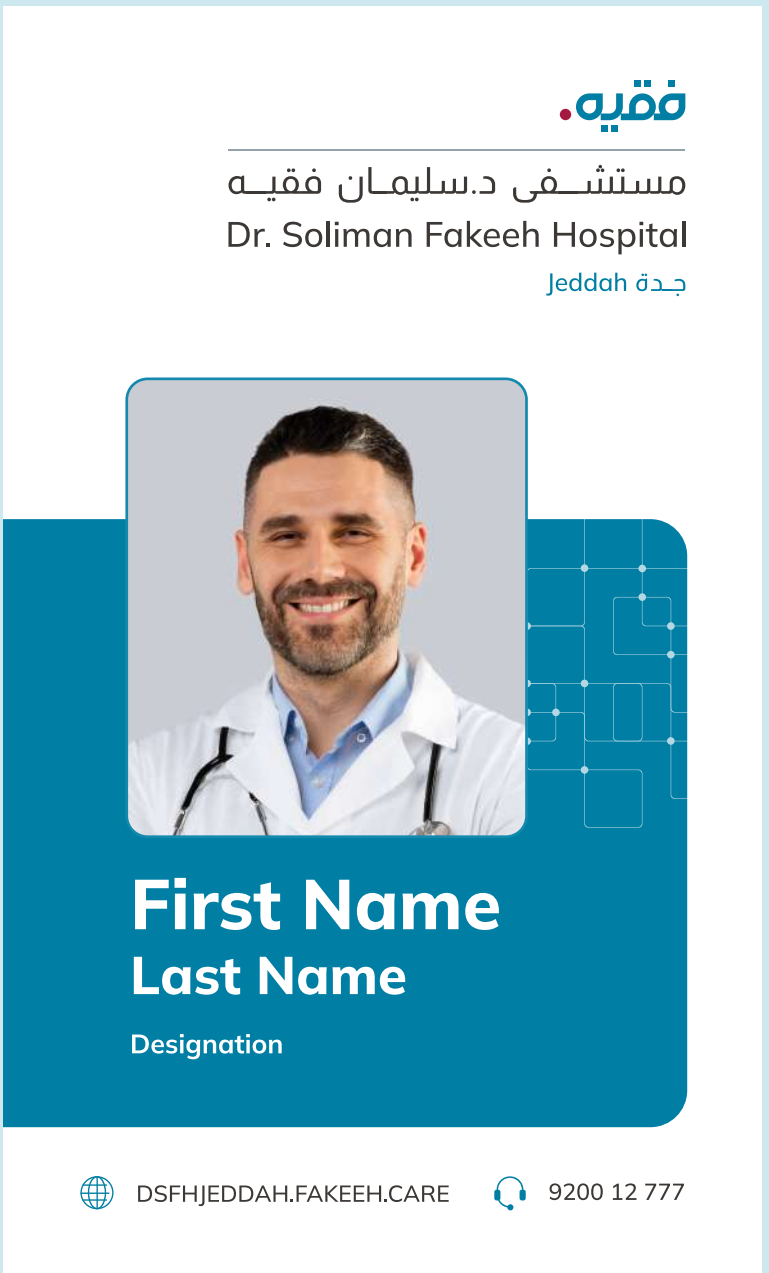
8.56 X 5.4 CM - (HXW)

MATERIAL

PVC

GENERAL GUIDELINES

- Personal Information: Include the individual's First and Last Name only.
- Photograph: Utilize a high-resolution, professional photograph with a light grey background for a polished appearance.
- Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.
- Contact Details: Include only the website and the designated call center information for clarity and simplicity.



NOTEBOOK

DIMENSIONS

A5 - 14.8 X 21.0 CM. - (WXH)

MATERIAL

POLYURETHANE - WHITE COLOR

GENERAL GUIDELINES

Incorporate a bilingual full-format address, displayed separately in the back side

Include website and call center information in the front page.

When placing the entity logo, ensure it's at a scale referenced to the original document.



ENVELOPE

DIMENSIONS

C4 - 22.9 CM X 32.4 CM - (WXH)

PAPER TYPE & WEIGHT

STANDARD WHITE PAPER - 120 GSM

GENERAL GUIDELINES

Incorporate a bilingual full-format address, displayed separately.
Ensure that the address and other elements are aligned with the provided margins in the original file.
Include website and call center information.
When placing the entity logo, ensure it's at a scale referenced to the original document.
the address and other elements should be aligned to the provided margien in the original file



ENVELOPE

DIMENSIONS

DL - 11.0 CM X 22.0 CM - (HXW)

PAPER TYPE & WEIGHT

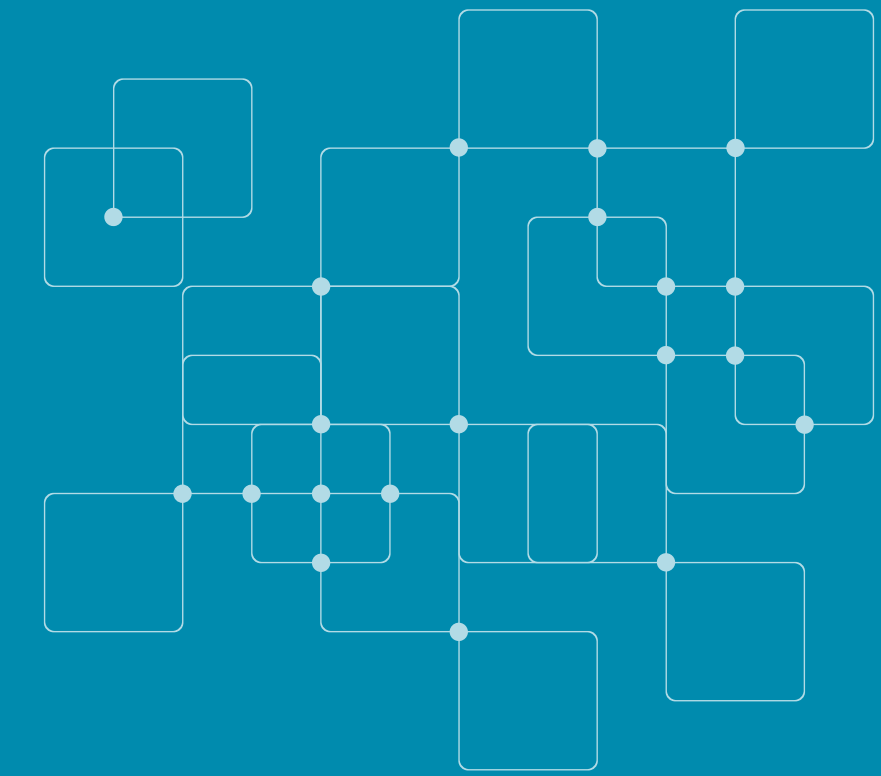
STANDARD WHITE PAPER - 120 GSM OR HIGHER

GENERAL GUIDELINES

Incorporate a bilingual full-format address, displayed separately.
Ensure that the address and other elements are aligned with the provided margins in the original file.
Include website and call center information.
When placing the entity logo, ensure it's at a scale referenced to the original document.
the address and other elements should be aligned to the provided margien in the original file



2.2



BRANDED MERCH & ACCESSORIES

Mug	2.1.1
Pen	2.1.2
Water Flask	2.1.3
Fakeeh Logo Pin	2.1.4
Tissue Box	2.1.5
Desk Flag	2.1.6
Pin	2.1.7

MUG

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: Include only the website and the designated call center information for clarity and simplicity.

One side should contain the official pattern above the contact details



PEN

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: The website on one side and the designated call center information on the other for clarity and simplicity.

The entity name should be placed next to the fakeeh unit. one side should mention the name in arabic and the other english

The entity name doesn't mention the location; the website name alone indicates the unit.



FLASK

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: Include only the website and the designated call center information for clarity and simplicity.

One side should contain the official pattern above the contact details



DESK FLAG

GENERAL GUIDELINES

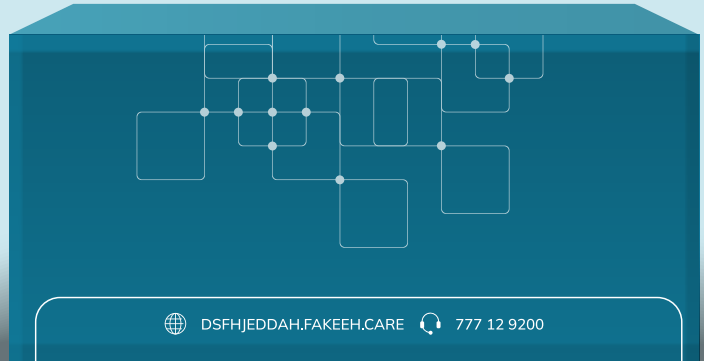
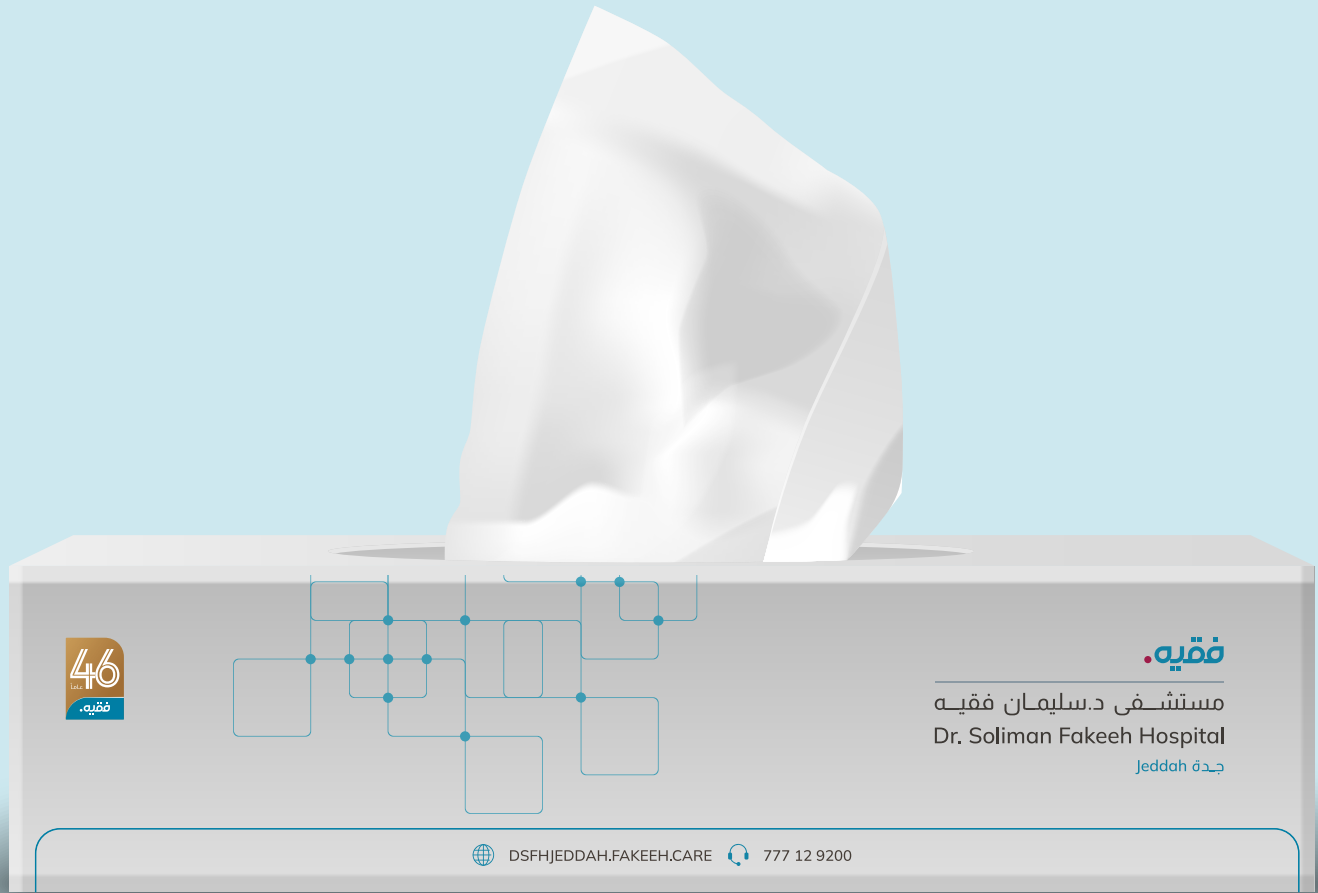
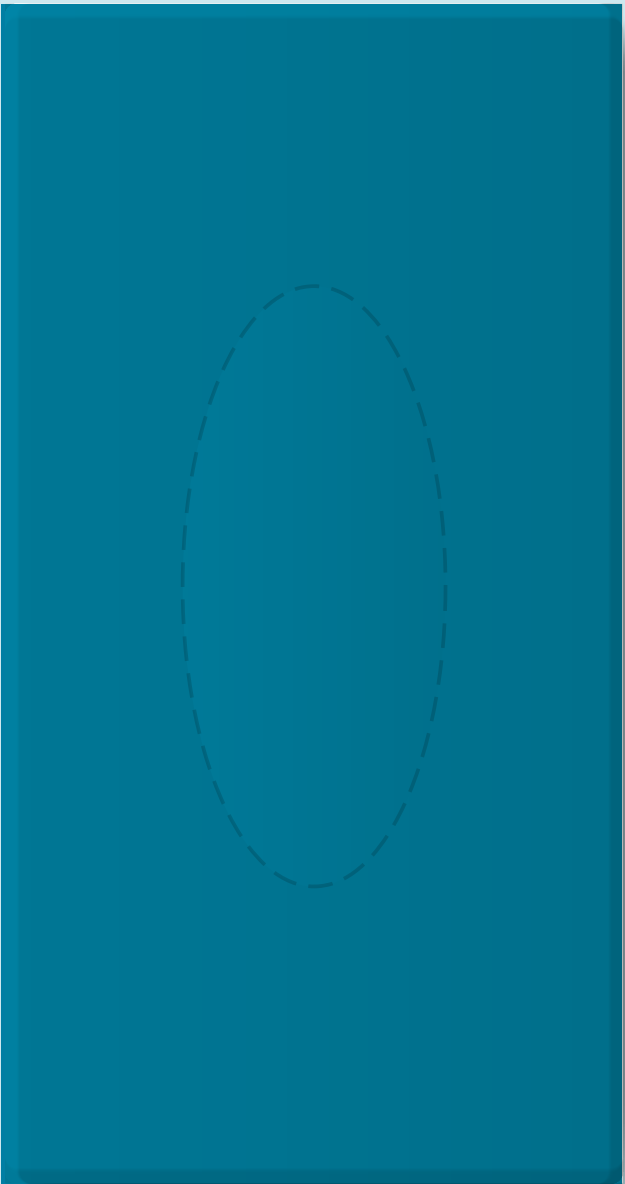
Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.



TISSUE BOX

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.
Contact Details: Include only the website and the designated call center information for clarity and simplicity.



FAKEEH CARE PIN

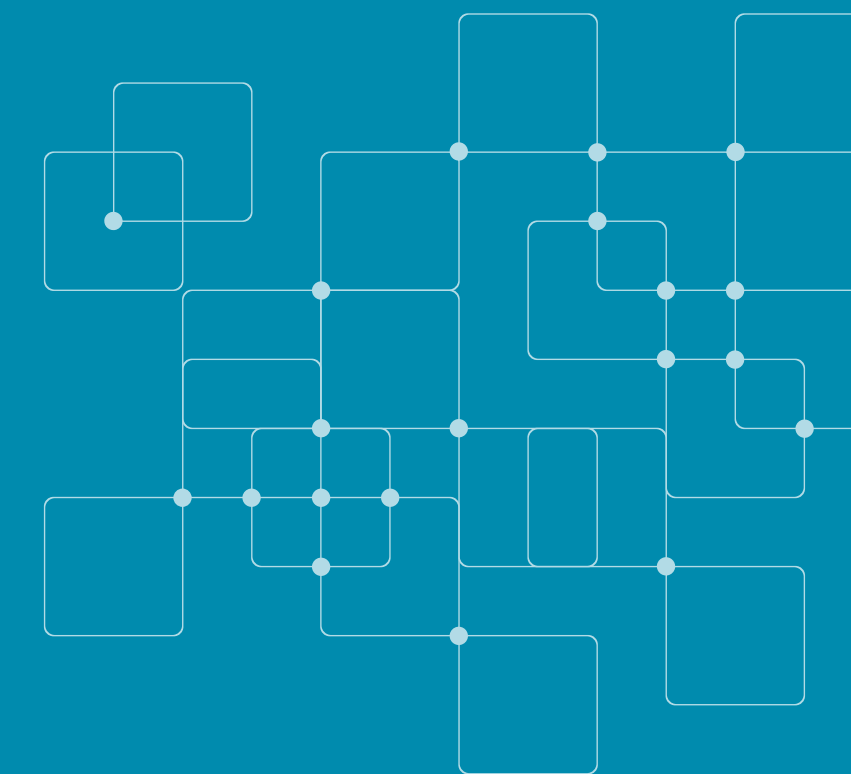
GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.



2.3

DIGITAL LAYOUTS & ASSETS



Social Media	2.3.1
Emailer	2.3.2
Newsletter	2.3.3
Website banner	2.3.4
Internal Screens	2.3.5
E-Signature	2.3.6

SOCIAL MEDIA POSTS

DIMENSIONS

1920X1920

PLATFORM

INSTGRAM | FACEBOOK | LINKEDIN

GENERAL GUIDELINES

The header and footer should be clear of any 3rd party logo should not be placed next to fakeeh intity logo and can be Included inside artwork frame if required.

The logo should be placed on the right side above the patch.

The patch or the footer position cannot be changed.

The text should be clear and without any shadow effects. shading can be added while Using regular photo for more text clarity

Typography placement should be ideally on bottom left or top left for English and the oppsite for Arabic



INTERNAL SCREENS

LANDSCAPE

DIMENSIONS

1920 X 1080

GENERAL GUIDELINES

The header and footer should be clear of any 3rd party logo should not be placed next to fakeeh intity logo and can be Included inside artwork frame if required.

The logo should be always placed on the right side above the patch.

The text should be clear and without any shadow effects. shading can be added while Using regular photo for more text clarity

Typography placement should be ideally on bottom left or top left for English and the oppsite for Arabic



INTERNAL SCREENS

PORTRAIT

DIMENSIONS

1080X1920

GENERAL GUIDELINES

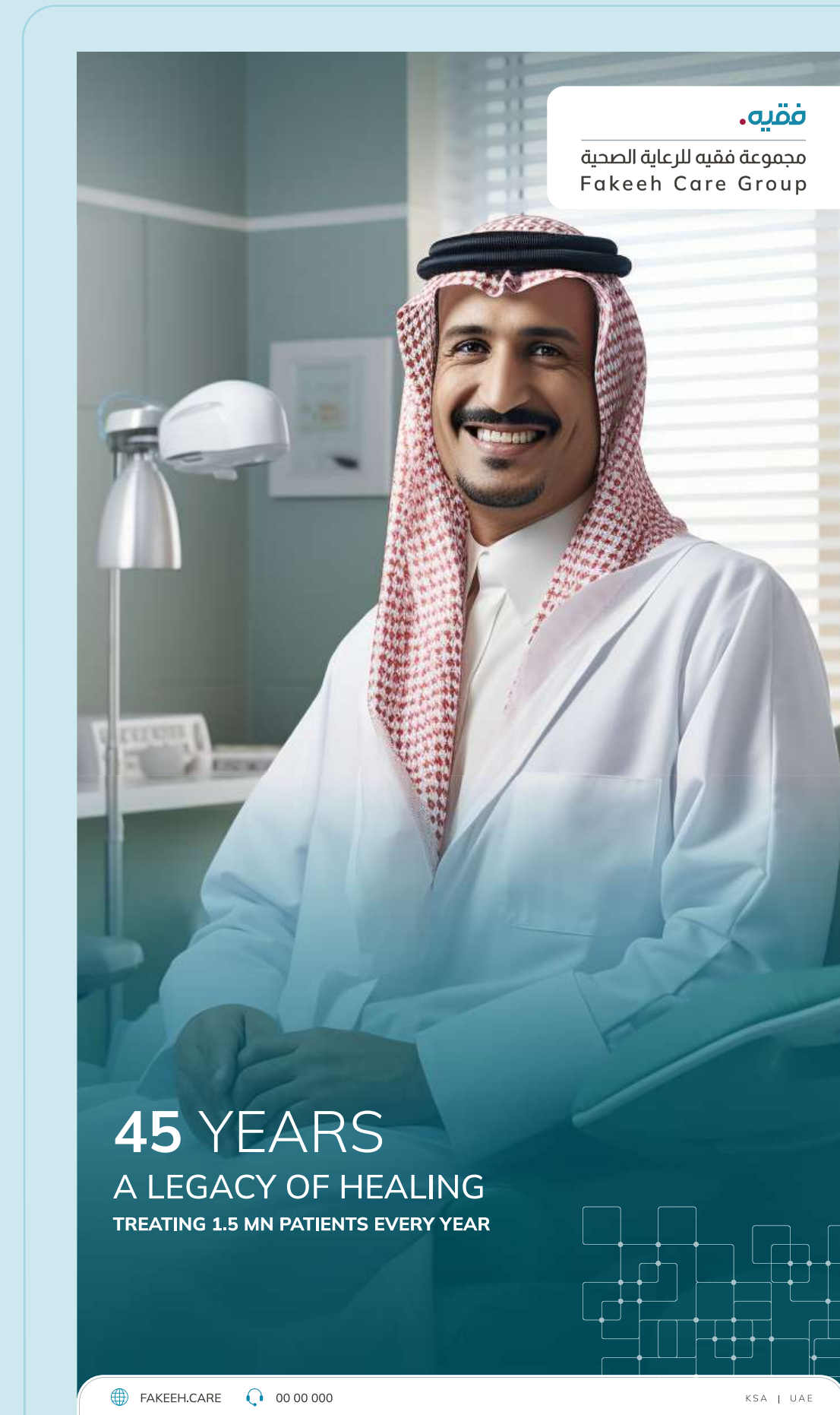
The header and footer should be clear of any 3rd party logo should not be placed next to fakeeh intity logo and can be Included inside artwork frame if required.

The logo should be placed on the right side above the patch.

The patch or the footer position cannot be changed.

The text should be clear and without any shadow effects. shading can be added while Using regular photo for more text clarity

Typography placement should be ideally on bottom left or top left for English and the oppsite for Arabic



EMAILER

DIMENSIONS

1080 X 1920

GENERAL GUIDELINES

The header and footer should be clear of any 3rd party logo should not be placed next to fakeeh intity logo and can be Included inside artwork frame if required.

The logo should be placed on the right side above the patch.

The patch or the footer position cannot be changed.

The text should be clear and without any shadow effects. shading can be added while Using regular photo for more text clarity

Typography placement should be ideally on bottom left or top left for English and the oppsite for Arabic

The body copy should be contained in a blue patch.



NEWSLETTER

DIMENSIONS

1080 X HEIGHT CAN VARY

GENERAL GUIDELINES

The header and footer should be clear of any 3rd party logo should not be placed next to fakeeh intity logo and can be Included inside artwork frame if required.

The logo should be placed on the right side above the patch.

The patch or the footer position cannot be changed.

The text should be clear and without any shadow effects. shading can be added while Using regular photo for more text clarity

Typography placement should be ideally on bottom left or top left for English and the oppsite for Arabic

The body copy / Atricals should be contained in the boxes section below the main photo and message,

Depending on the photo's style in the artical section, it can simply pop out of the frame for an extra visual boost, adding an easy yet striking touch to the layout.



WEBSITE BANNER

DIMENSIONS

2400 X 940

GENERAL GUIDELINES

The content area and artwork focus area should be visible for mobile and desktop as shown the image.



EMAIL SIGNATURE

WITHOUT ADV

GENERAL GUIDELINES

1 - Entity logo placed on the right side and technocare pattern on the left side

2 - Website and call center number followed by a thin line reaching the edge of the logo

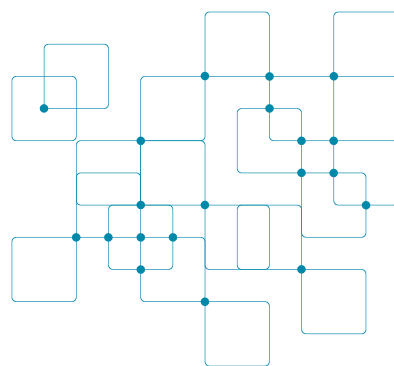
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

FIRST & LAST NAME

DESIGNATION

MOBILE: 00000000 | EMAIL@FAKEEH.CARE

1



فقيه.

مجموعة فقيه الطبية
Fakeeh Care Group

2

FAKEEH.CARE

00 000 000

EMAIL SIGNATURE

WITH ADV

GENERAL GUIDELINES

1 - Entity logo placed on the right side and technocare pattern on the left side

2 - Website and call center number followed by a thin line reaching the edge of the logo

3 - Current campagin advertisment visual & main messge in gif/jpg format and leading to the website once clicked

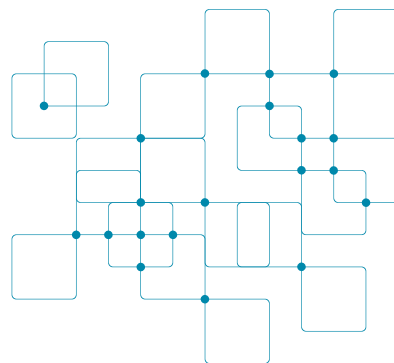
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

FIRST & LAST NAME

DESIGNATION

MOBILE: 00000000 | EMAIL@FAKEEH.CARE

1



فقيه.

مجموعة فقيه الطبية
Fakeeh Care Group

2



FAKEEH.CARE



00 000 000

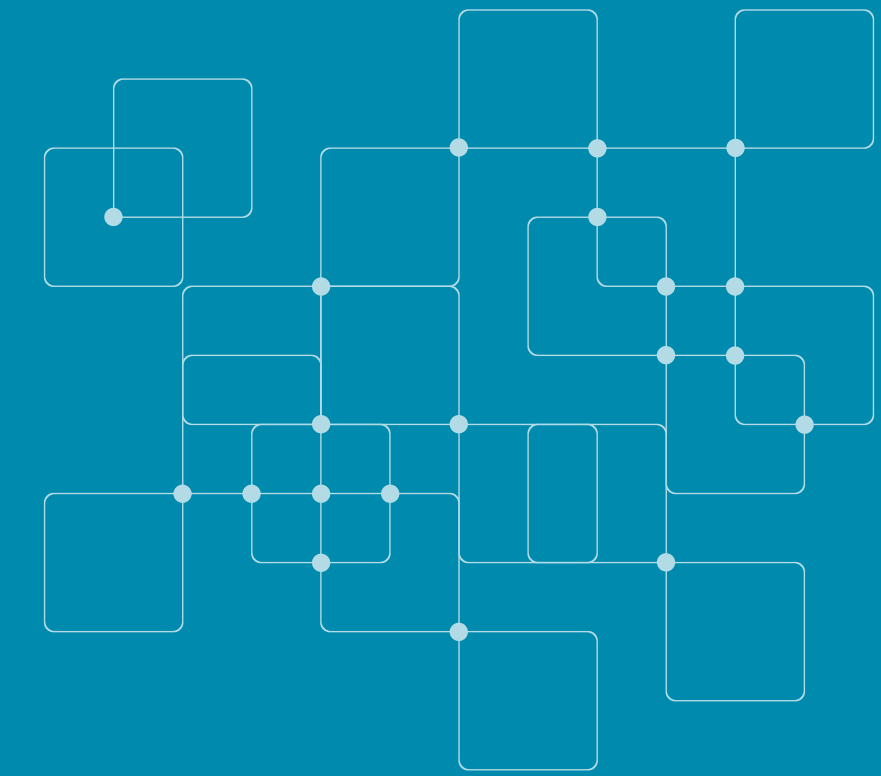
3



FAKEEH.CARE

2.4

PRINT TEMPLATES



Billboard	2.4.1
Bridge Banner	2.4.2
Flyer Template	2.4.3

PRINT TEMPLATES - DL LEAFLET



فقيه.
مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital
جدة Jeddah

**تغذية الرضيع
في عامه الأول**

DSFHJEDDAH.FAKEEH.CARE 9200 12 777 جدة | JEDDAH



الستة شهور الأولى

- يحتاج الطفل حديث الولادة إلى الرضاعة كل ساعتين أو ثلاثة ساعات في اليوم.
- قد يتمكن الطفل من الرضاعة لمدة تتراوح ما بين ١٠ دقائق و٤٥ دقيقة متتالية، ثم ينام لمدة تتراوح بين ١٥ دقيقة إلى ٣٠ دقيقة ليستيقظ بعدها جائعاً مرة أخرى.
- إرضاع طفلك وهو جائع يسمى "التغذية عند الطلب" وهي الوسيلة المثلى لإنتاج ما يكفي من حليب الأم. عندما يبلغ الرضيع حوالي ٣ أشهر من العمر يصبح قادراً على الرضاعة لخمس مرات خلال النهار ومرة أو مرتين في الليل، ويتوافق ازدياد الشهية المعتادة في هذه الفترة مع سرعة النمو.
- إن إعطاء الرضيع كميات إضافية من الماء والعصائر والشاي العشبي هو أمر غير ضروري في أغلب الأحيان لأنها تؤثر على كمية الحليب المناسبة التي يحتاجها الرضيع مما يعرقل عملية النمو والتطور. في حال تعرض طفلك للطقس الحار أو إذا كان يعاني من الإسهال، فإن السوائل الإضافية قد تساعد على الوقاية من الجفاف.

1

فقيه.
مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital
جدة Jeddah



DSFHJEDDAH.FAKEEH.CARE 9200 12 777 جدة | JEDDAH

PRINT TEMPLATES - BILLBOARD



PRINT TEMPLATES - BRIDGE BANNER

 DSFHJEDDAH.FAKEEH.CARE

 9200 12 777



46 YEARS LEGACY NOW IN MADINAH


مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital
جدة Jeddah

DSFHJEDDAH.FAKEEH.CARE

 9200 12 777

46 YEARS LEGACY

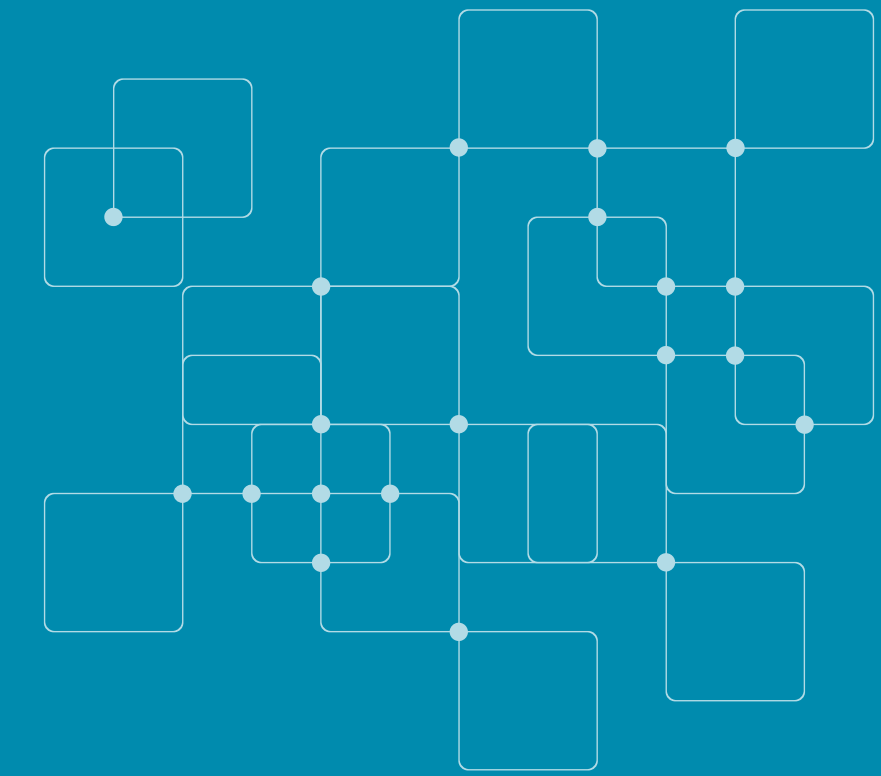


NOW IN MADINAH


مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital
جدة Jeddah

2.5

VEHICLES BRANDING



VIP Car	2.5.1
Bus	2.5.2
Mini Bus	2.5.3
Pickup Truck	2.5.4
Minivan / Sedan / SUV	2.5.5

VIP CAR

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: Include only the website and the designated call center information for clarity and simplicity.

Techocare care pattern should be placed on the opposite side of the logo and website address.



MINIBUS

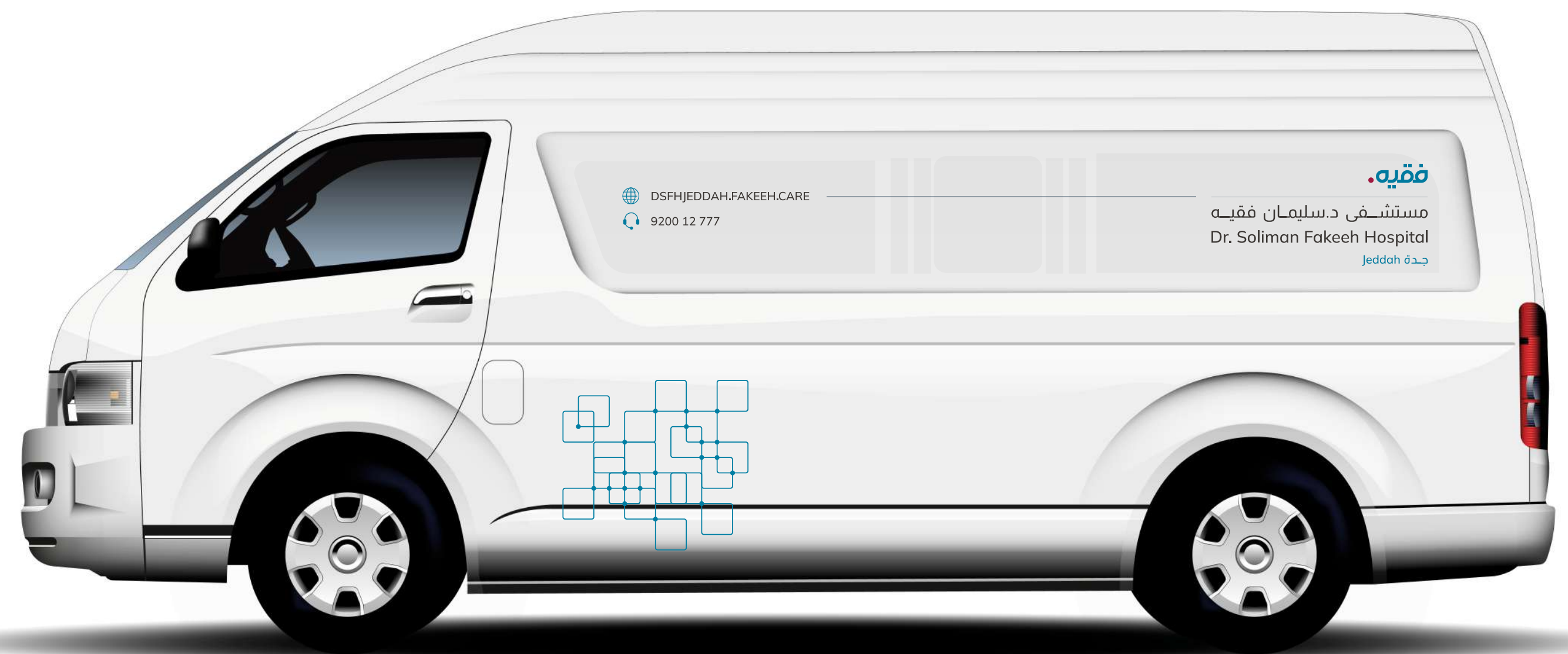
WITHOUT WINDOWS

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: Include only the website and the designated call center information for clarity and simplicity.

Techocare care pattern should be placed below of the website and call center details.



MINIBUS

WITH WINDOWS

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: Include only the website and the designated call center information for clarity and simplicity.

Techocare care pattern should be placed on the opposite side of the logo and website address.



PICKUP TRUCK

WITH WINDOWS

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: Include only the website and the designated call center information for clarity and simplicity.

Techocare care pattern should be placed on the opposite side of the logo and website address.



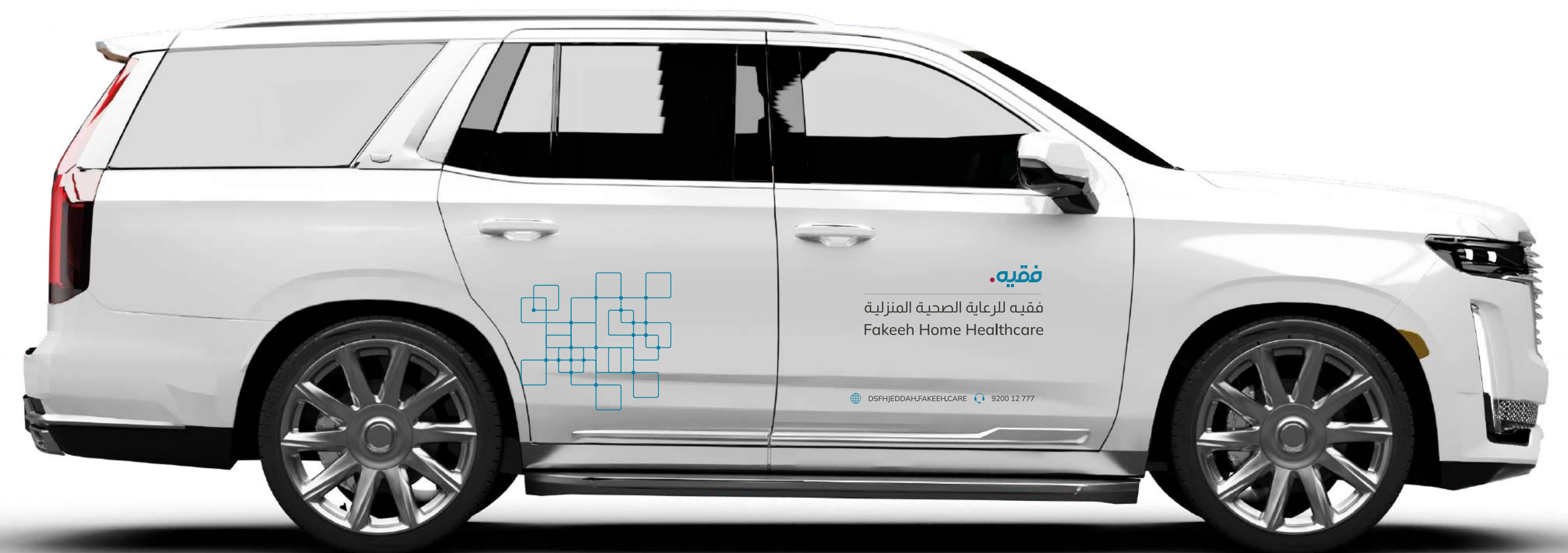
SEDANMINIVAN/SUV

GENERAL GUIDELINES

Logo Placement: When incorporating the entity logo, maintain the scale as referenced in the original document to ensure consistency.

Contact Details: Include only the website and the designated call center information for clarity and simplicity.

Techocare care pattern should be placed on the opposite side of the logo and website address.



THANK YOU