

TAMMEN

## LOGO CONCEPT

2025



طمَنْ



More than a medical instrument, the stethoscope is the essential interface between clinical precision and human empathy. It represents our commitment to listening deeply, not just to diagnose effectively, but to offer the immediate reassurance and trust that define quality patient care.

Merges the universal symbol of medical care – the Stethoscope – with the an (Tamen) "طمَنْ" profound meaning of Arabic word signifying 'reassurance' and 'comfort'. This unique design embodies our core commitment to deliver precise medical attention intertwined with empathetic understanding, fostering immediate trust of mind for every patient. It represents a bridge between heritage, human touch, and clinical excellence.

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## COLOR PALETTE

2025

Deep Navy Blue

HEX:#177FC4  
RGB:139 / 60 / 31  
CMYK:78 / 53 / 0 / 45

Cerulean

HEX:#1F7FC4  
RGB:31 / 127 / 196  
CMYK:84 / 35 / 0 / 23

Jade Green

HEX:#39CSA8  
RGB:168 / 197 / 57  
CMYK:71 / 0 / 57 / 23

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## TYPOGRAPHY

2025

### ARABIC

#### PRIMARY FONT

Baloo Bhaijaan 2 Bold

أب ت ث ج ح خ د ز س ش م ن

ط ع غ ف ق ك ل م و ي

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

#### SECONDARY FONT

Adobe Arabic

أب ت ث ج ح خ د ز س ش م ن ه و ي

ط ع غ ف ق ك ل م و ي

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

### ENGLISH

#### PRIMARY FONT

Baloo Bhaijaan 2 Bold

A B C D E F G H I L K L M N O

P R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9



## PATTERN

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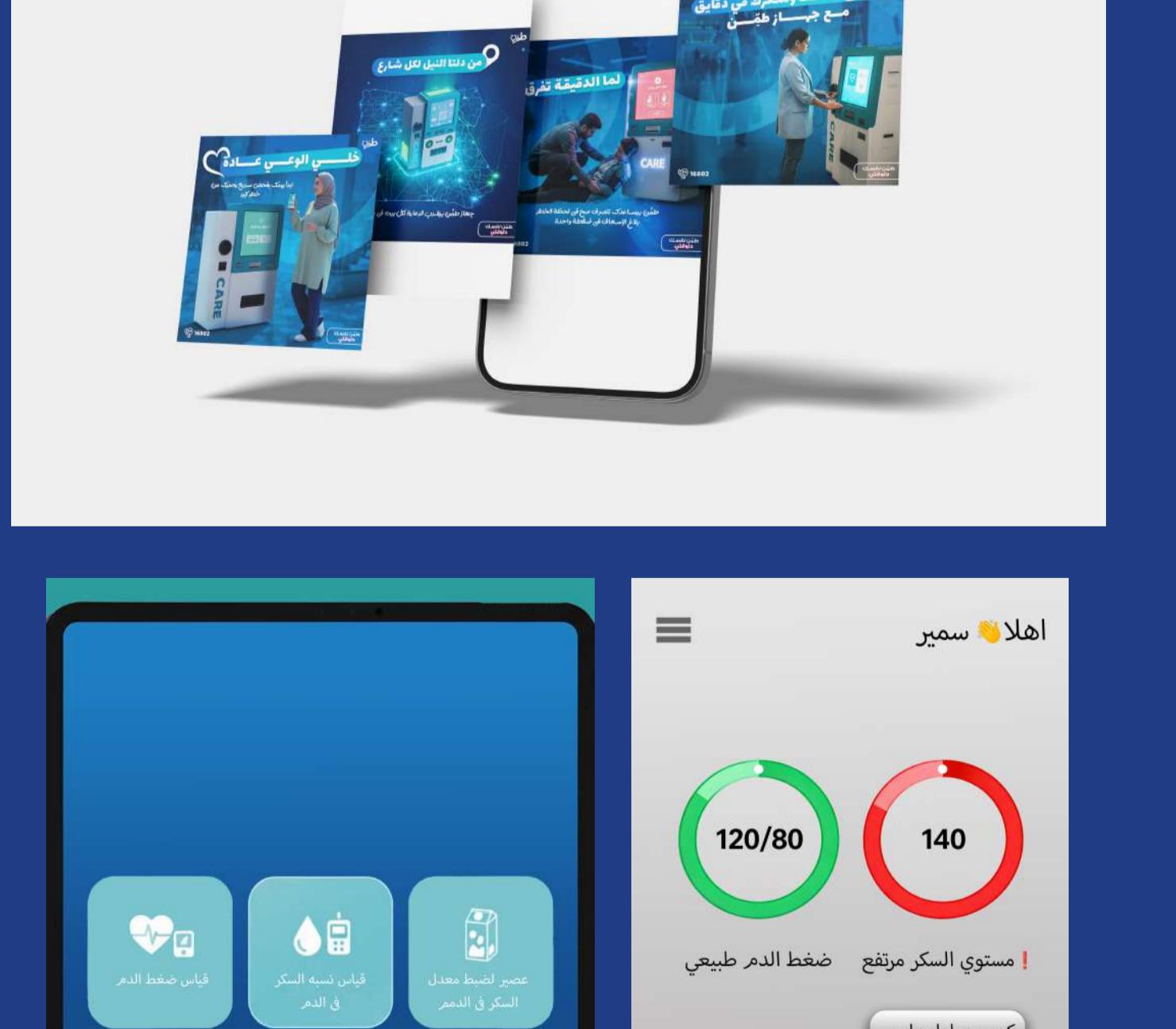
## GRAPHIC ELEMENT



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## BRAND MASCOT

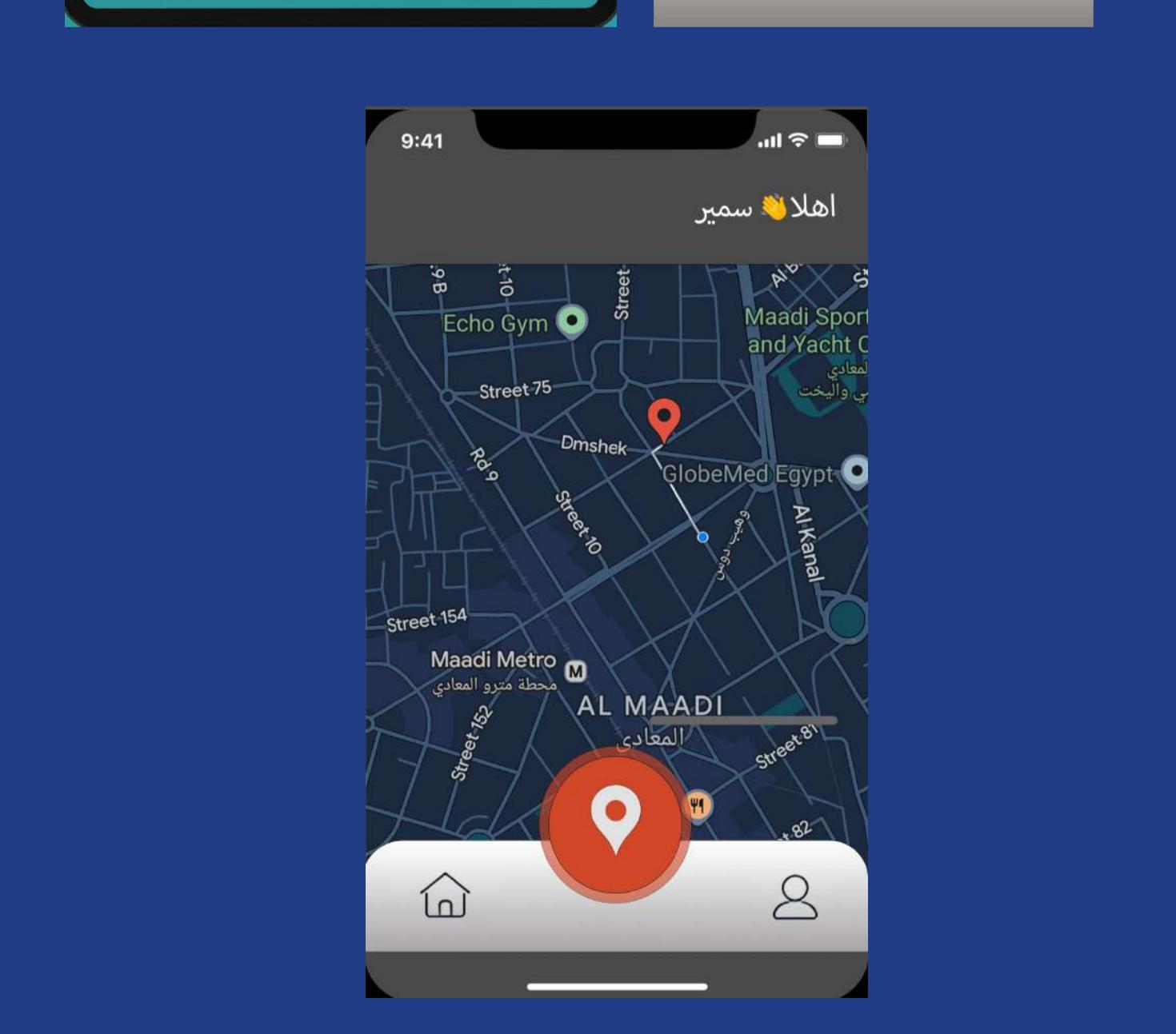
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## PRINT APPLICATIONS

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## DIGITAL APPLICATIONS

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