

# AL EMAN

## Brand Guidelines

### V.01

1 FEB 2026

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For more information:

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# Logo Concept

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**ALEMAN**  
FOR MEDICAL AND SCIENTIFIC SERVICES

# Final Logo





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# Color Palette

## Primary Color Pallette:

#003D7A

Color Name Dark Azure Blue  
RGB Values (0, 61, 122)  
CMYK Values (100%, 85%, 25%, 11%)  
HSV/HSB Values (208°, 100%, 47%)

#1982D8

Color Name Vivid Blue  
RGB Values (25, 130, 216)  
CMYK Values (79%, 44%, 0%, 0%)  
HSV/HSB Values (206°, 88%, 84%)

Color Name White  
RGB Values (255, 255, 255)  
CMYK Values (0%, 0%, 0%, 0%)  
HSV/HSB Values (206°, 0%, 100%)

## Secondary Color Pallette:

#0079AF

Color Name Cerulean Blue  
RGB Values (0, 121, 175)  
CMYK Values (87%, 46%, 11%, 0%)  
HSV/HSB Values (197°, 100%, 68%)

#00CFFF

Color Name Electric Cyan  
RGB Values (25, 130, 216)  
CMYK Values (79%, 44%, 0%, 0%)  
HSV/HSB Values (206°, 88%, 84%)

Color Name White  
RGB Values (255, 255, 255)  
CMYK Values (0%, 0%, 0%, 0%)  
HSV/HSB Values (206°, 0%, 100%)

## Gradient Color Pallette:



# Typography

## Arabic typograghy:

Arabic  
Cascadia Code Family Font

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English typography:

# English Exo Family Font

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# Printings









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Calendar



Notes



Photos





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