

Online Guidelines

About the Brand



Health Brandmark



Hospital Brandmark



Hospital Signage



Clinics Brandmark



Academy Brandmark



Product Locators



Brand Voice

To sound like a family doctor, we should speak with empathy, optimism, expertise and clarity.

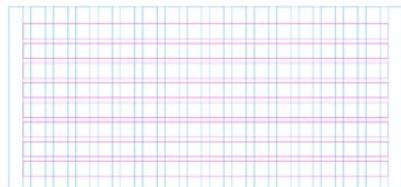
Colour



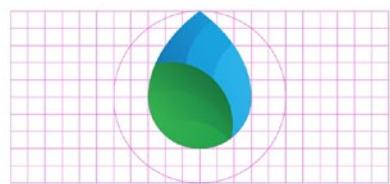
Graphic Device



Grid System



Iconography



Photography



Colour Bar



Typography



Tagline

نحن بعون الله نرعاكم
Caring like family

Stationery



Advertising



Digital



Patient Items



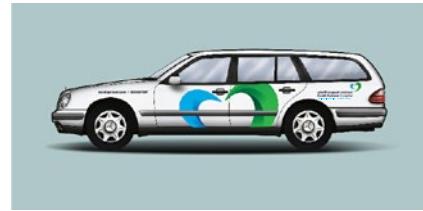
Uniforms



Interior Signage



Vehicles



About the Brand

At Saudi German Health, our collaboration and teamwork bring together global medical expertise with heartfelt compassion and an environment that feels like home.

These guidelines are designed to take you through our defining brand elements, and guide you on how to use them together to tell the story of how we serve our family (i.e. colleagues, partners, patients & public) and assure them that they are getting the best care.

**A new chapter
in our story of
'Service to the
people.'**

"And if anyone saved one life, it would be as if he saved the life of the whole of mankind."

Al-Maidah 32

A Legacy of Care

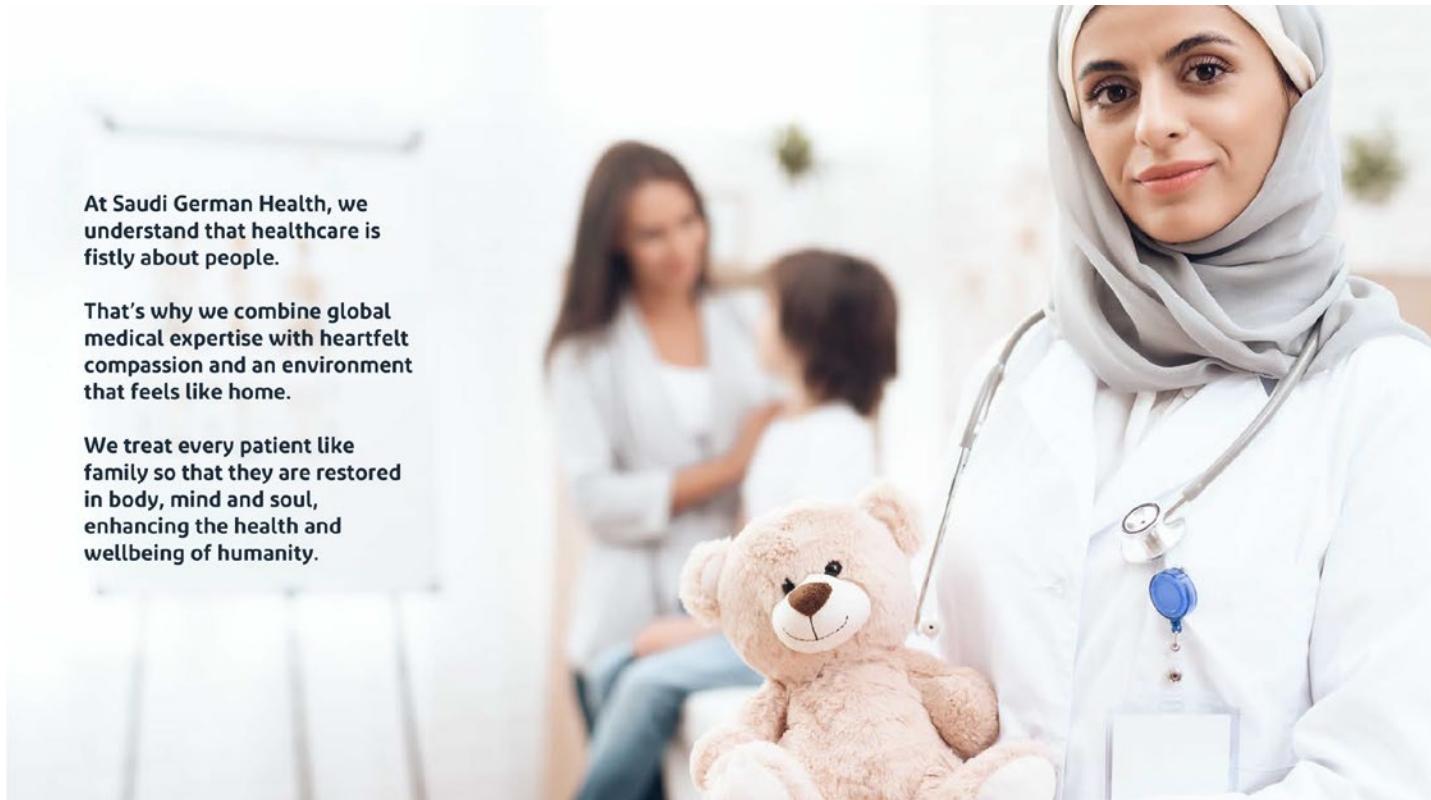
1940	1988	1998	2000	2006	2020
<p>Sheikh Ibrahim Hassan Batterjee and his sons start to import international pharmaceutical products and establish a chain of pharmacies.</p>	<p>First Saudi German Hospital opens in Jeddah, a 312-bed general hospital located on what is now Batterjee Road.</p>	<p>Saudi German Hospital is the first to bring IT into healthcare in the region (i.e. electronic medical records, automation)</p>	<p>Saudi expansion begins. Opening of Saudi German Hospital Aseer (400 beds). Saudi German Hospital opens in Riyadh (2001) and Madinah (2003).</p>	<p>Global expansion begins. Saudi German Hospital becomes one of the leading healthcare providers in the MENA region with 10 hospitals in 4 countries - 5 in KSA, 3 in the UAE, 1 in Egypt, and 1 in Yemen.</p>	<p>Saudi German Hospital launches a new brand and an enhanced patient experience. Saudi German Health continues global expansion drive.</p>

Brand Narrative

At Saudi German Health, we understand that healthcare is firstly about people.

That's why we combine global medical expertise with heartfelt compassion and an environment that feels like home.

We treat every patient like family so that they are restored in body, mind and soul, enhancing the health and wellbeing of humanity.



Brand Driver Platform®

BRAND PURPOSE

We treat every patient like family so that they are restored in body and revitalized in soul.

DISTINGUISHING BELIEFS

Global expertise

We are rooted in the belief that global expertise is the foundation of delivering the best care.

Cultural relevance

We believe medical outcomes improve when patients feel at ease because we've made them feel at home.

True compassion

We believe compassionate care improves medical outcomes and enhances the health and wellbeing of humanity.

Thoughtful guidance

We believe in simplifying information and explaining procedures in a way that patients and family can easily understand.

BRAND IDEA

CARING LIKE FAMILY

BRAND INSPIRATION



Brandmark Story



Saudi German

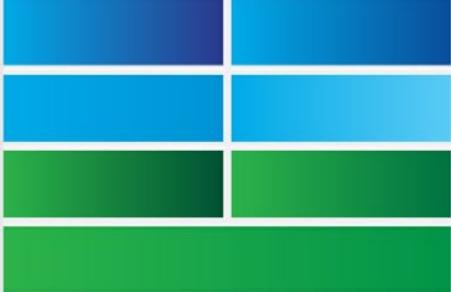
Care

Caring like family

Brand Architecture



Brand Overview

Brandmark	Typography	Colour
 <p>المستشفى السعودي الألماني Saudi German Hospital نرعاكم كأهالينا Caring like family</p>	<p>Enhancing the health and wellbeing of humanity.</p> <p>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()</p>	
<p>Photography</p> 		<p>Pattern</p> 
	<p>Icon</p> 	

Health Brandmark

Bilingual



The minimum clear space around the brandmark is 1/2X. Clear space ensures legibility and clarity of the mark and must never be crossed over by type, imagery or graphic elements.

The minimum size of the brandmark is 5 mm in print and 14 pixels in digital applications. The brandmark is proportionally scaled. There is no limit to the maximum size.

Arabic Horizontal



Primary Colour

Reversed Colour

Green_361 C

Grayscale

English Horizontal



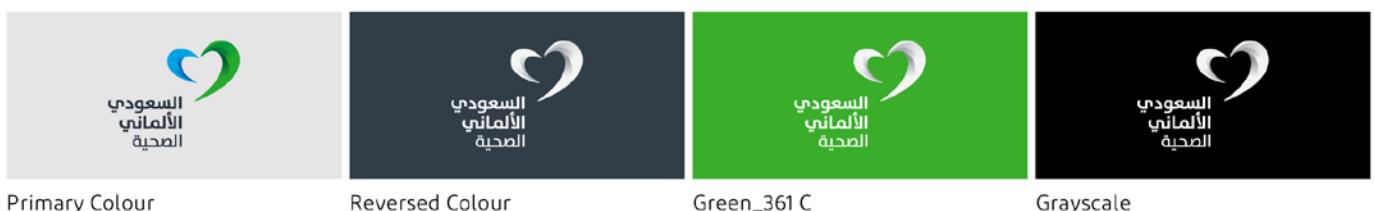
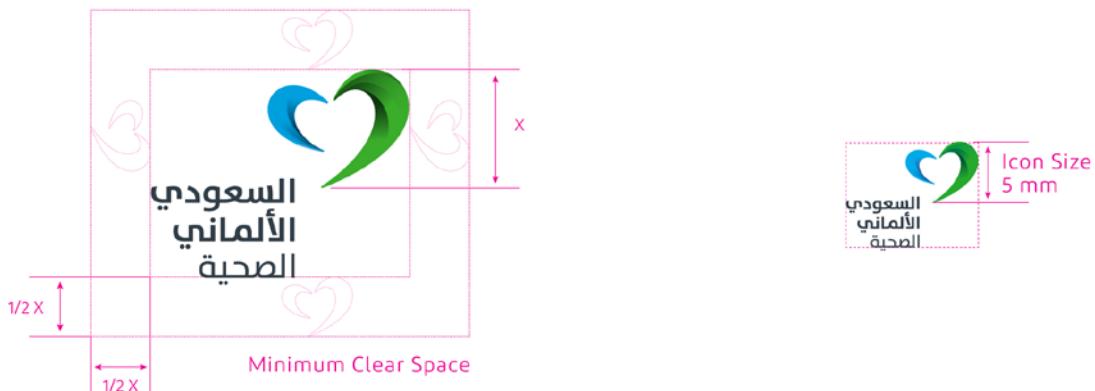
Primary Colour

Reversed Colour

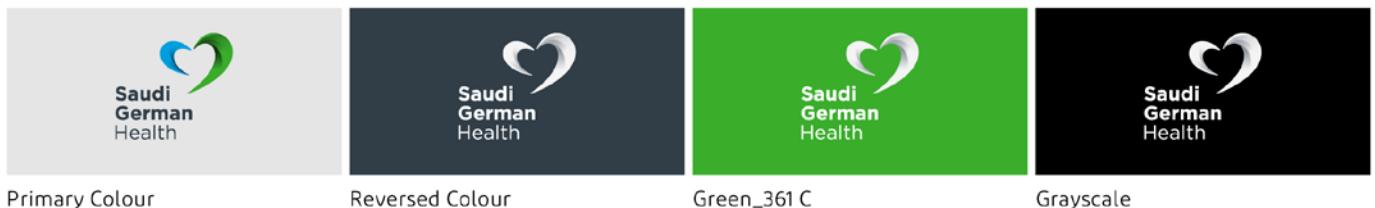
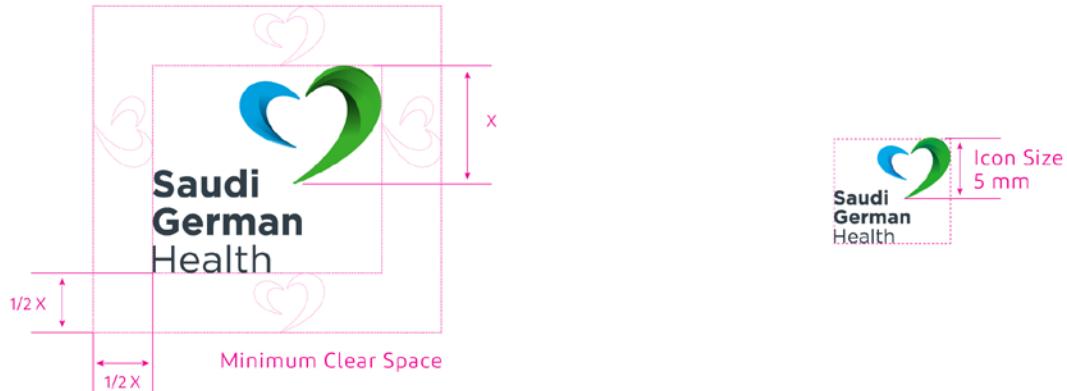
Green_361 C

Grayscale

Arabic Stacked



English Stacked



Common Misuses

Some examples of what not to do with the brandmark to ensure the credibility and legibility of the brand.



Do not alter the proportions of the brandmark



Do not distort the brandmark



Do not alter the positioning of the elements



Only use the permitted colour variations of the brandmark



Do not add an outline to the brandmark



Do not flip the heart icon



Do not place the brandmark on coloured backgrounds other than the ones specified



Do not place the brandmark on a busy photographic background



Do not place the full colour brandmark on dark backgrounds

Hospital Brandmark

Bilingual



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Arabic Horizontal



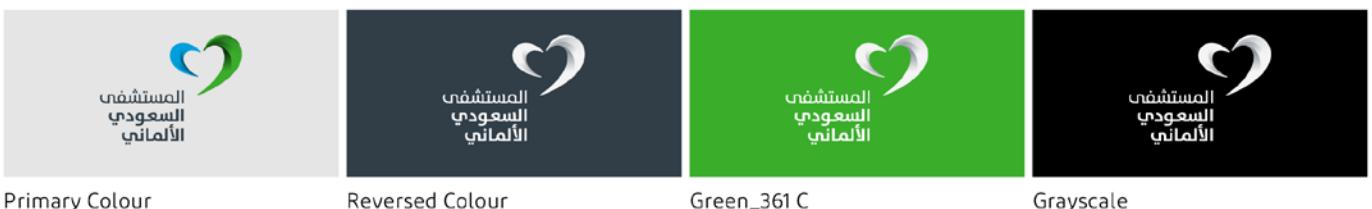
English Horizontal



Arabic Stacked



Icon Size
5 mm



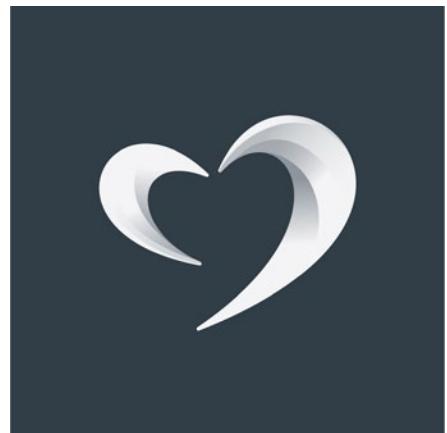
English Stacked



Icon Size
5 mm



Brandmark Icon



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Do not place the full colour brandmark on dark backgrounds

Hospital Signage

Our brandmark has been adapted to a super-wide format to fit signage locations on buildings. Always use the master artwork and work with the signage provider to test for visibility in outdoor locations.

Signage Bilingual - One-Weight Horizontal



Signage Bilingual - Two-Weights Horizontal



Primary Colour

Saudi German Hospital
Caring like family

المستشفى السعودي الألماني
نرعاكم كأهالينا

Reversed Colour

Saudi German Hospital
Caring like family

المستشفى السعودي الألماني
نرعاكم كأهالينا

Green_361 C

Saudi German Hospital
Caring like family

المستشفى السعودي الألماني
نرعاكم كأهالينا

Grayscale

Saudi German Hospital
Caring like family

المستشفى السعودي الألماني
نرعاكم كأهالينا

Signage Bilingual - One-Weight Stack





Signage Bilingual - Two-Weights Stack





Signage - Arabic Horizontal



Signage - English Horizontal



Signage - Arabic Only



Signage - English Only



Hospital Locators

A locator may be used when multiple locations are in proximity and may not be easily identified. It is not required when the town/city has a single hospital only. The locator text is sized relative to the lettering in the brandmark and may be a single line of text or a double line, depending on the length of the text and the positioning of the locator on the building. However, the locator is not locked up to the mark in any way and should be positioned independently on the building in a prominent position.



Locator cap-height is equal to 1/2 of the wordmark cap-height

Palestine Street



Palestine Street



Arabic

These are the lockups that can be used for standard and stacked signage.



Locator cap-height is equal to 1/2 of the wordmark cap-height

The wide version is a signage specific lockup only and may not be used for other applications.



Example of single-line locator. If Arabic is also required, it could take the place of the Latin locator, which can in turn be positioned on the left side of the building.

Note: Placement of the locator to be determined individually for each building, based on identifying the most prominent position for visibility on the site.



Clinics Brandmark

Bilingual



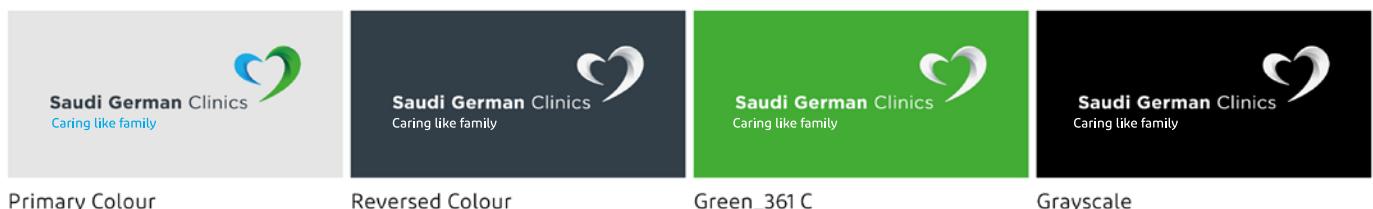
The minimum clear space around the brandmark is $1/2X$. Clear space ensures legibility and clarity of the mark and must never be crossed over by type, imagery or graphic elements.

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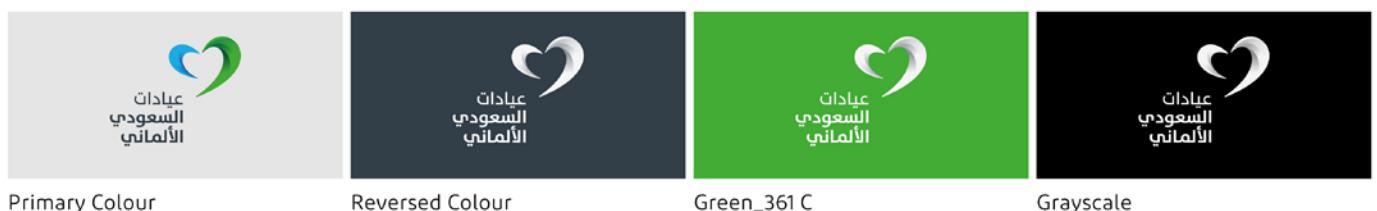
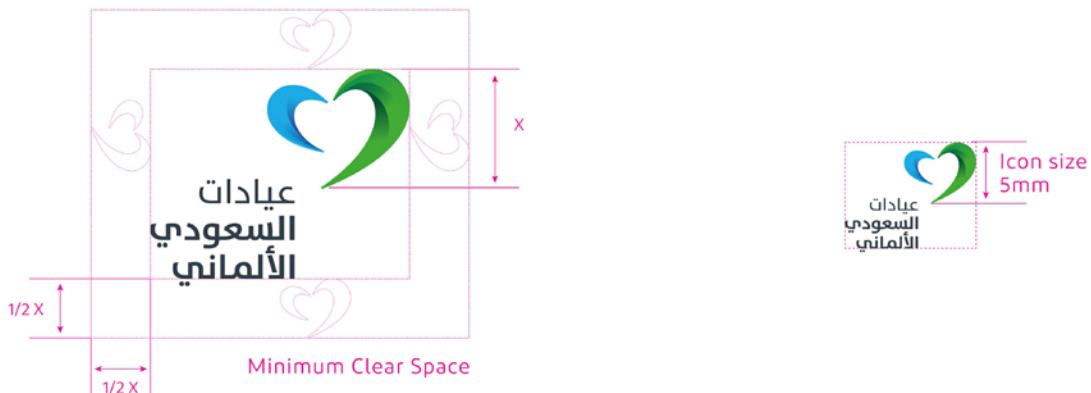
Arabic Horizontal



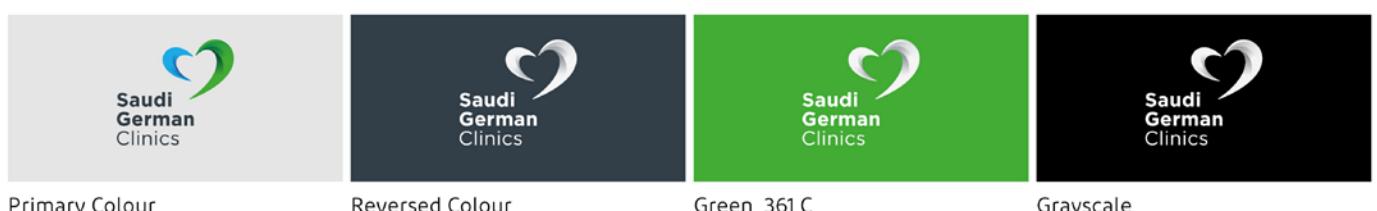
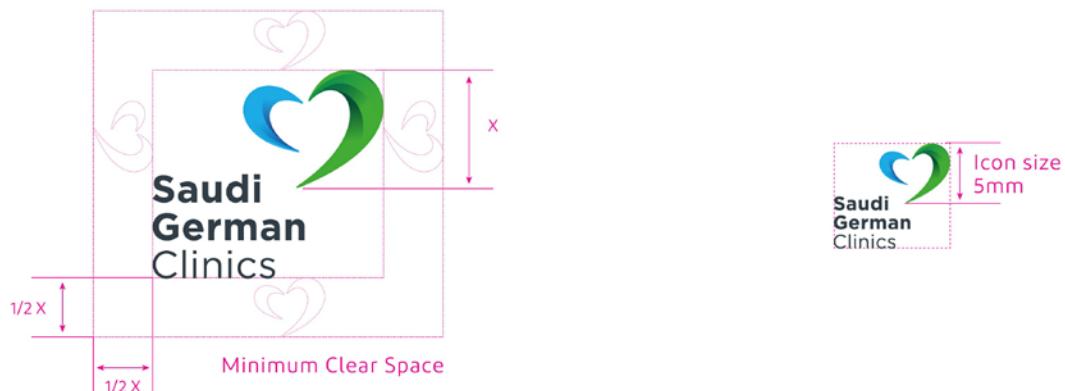
English Horizontal



Arabic Stacked



English Stacked



Common Misuses

Some examples of what not to do with the brandmark to ensure the credibility and legibility of the brand.



Do not alter the proportions of the brandmark



Do not distort the brandmark



Do not alter the positioning of the elements



Only use the permitted colour variations of the brandmark



Do not outline or add effects to the brandmark



Do not flip the heart icon



Do not place the brandmark on coloured backgrounds other than the ones specified



Do not place the brandmark on coloured backgrounds other than the ones specified



Do not place the full color brandmark on dark backgrounds

Academy Brandmark

Bilingual



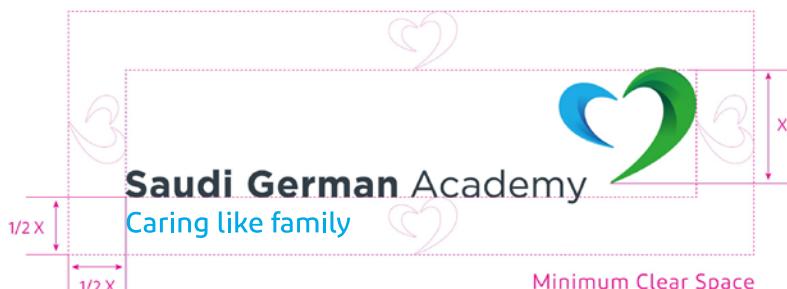
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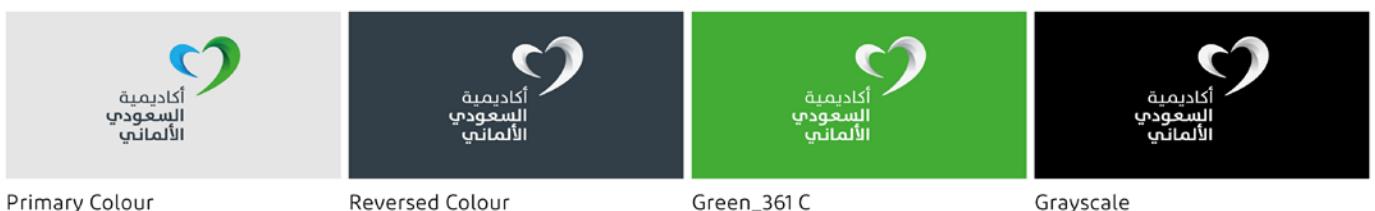
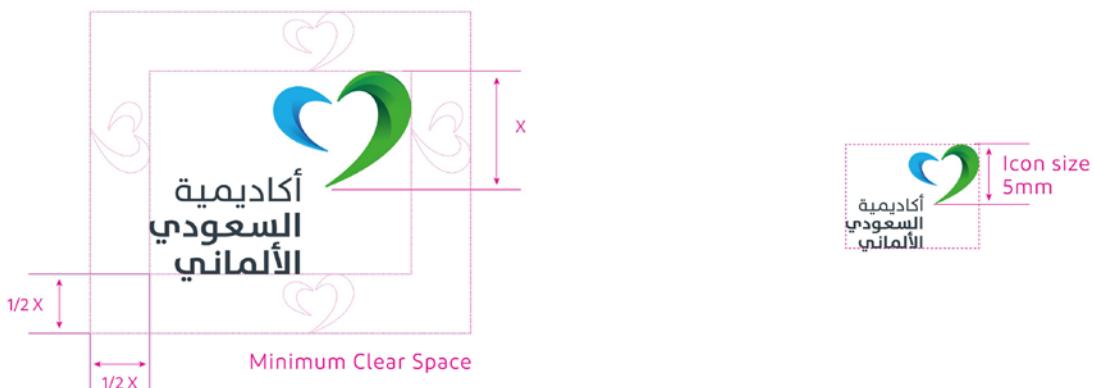
Arabic Horizontal



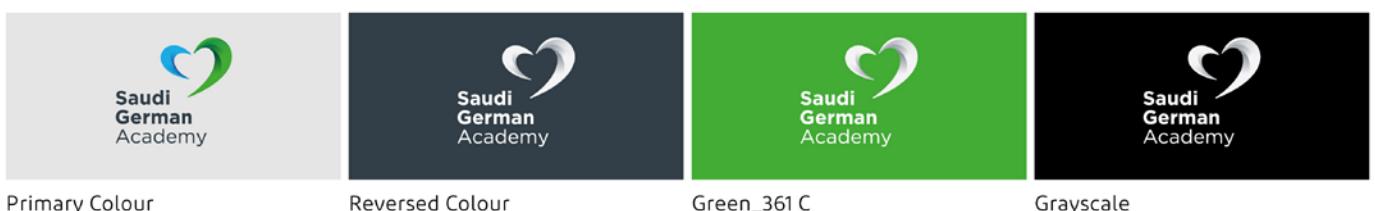
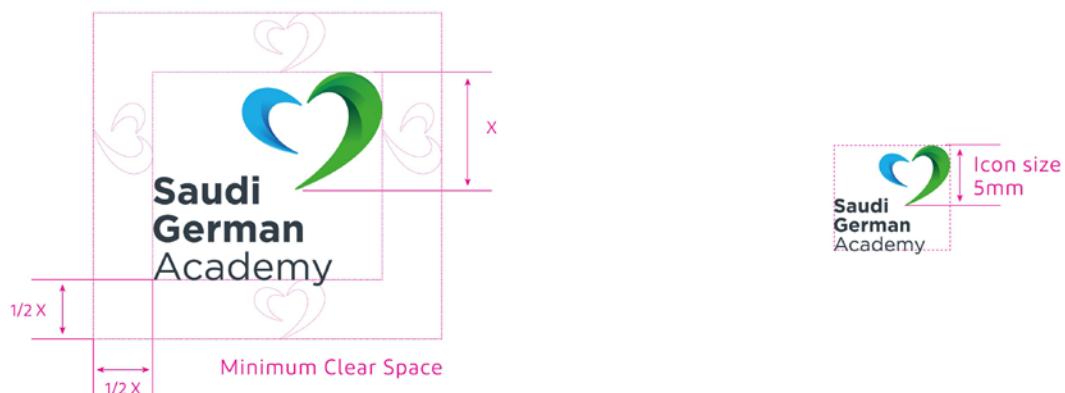
English Horizontal



Arabic Stacked



English Stacked



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Product Locators



Our architecture specifies that locators are not locked up to 'product brands'. Yet, we should indicate the location on hospital/clinics-specific promotional communications.

Never...

The locator should never be locked up to the brandmark.

Always ...

The location should be mentioned at least two times in the text.

Either mention the specific location in the headline "e.g. We welcome Dr Riga Mahal, Consulting Paediatrician, to Riyadh".

Or mention the location in the offer text itself "e.g. We have a special offer for private room delivery in Cairo".

Schematic Examples



**We welcome Dr Riga Mahal,
Consultant Paediatrician to
Riyadh**

SGH
brandmark

**The birth of your
baby is a special
time**

SGH
brandmark

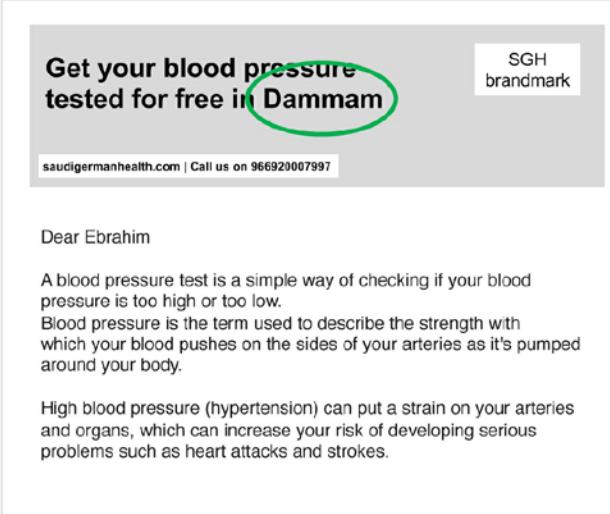
**We have a special offer for private
room delivery in Cairo:
EGP 8,000 Caesarean delivery
EGP 5,250 Normal delivery**

saudigermanhealth.com | Call us on 966920007997

saudigermanhospital.eg | Call us on 16259

On print and outdoor advertising, the locator is always mentioned in the text.

Schematic example: Outdoor and Magazine



**Get your blood pressure
tested for free in Dammam**

SGH
brandmark

saudigermanhealth.com | Call us on 966920007997

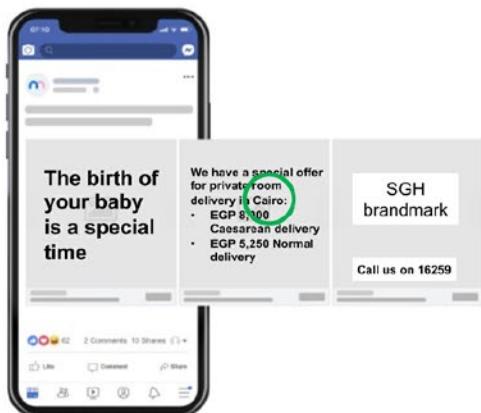
Dear Ebrahim

A blood pressure test is a simple way of checking if your blood pressure is too high or too low. Blood pressure is the term used to describe the strength with which your blood pushes on the sides of your arteries as it's pumped around your body.

High blood pressure (hypertension) can put a strain on your arteries and organs, which can increase your risk of developing serious problems such as heart attacks and strokes.

On promotional e-mailers, the locator should be in the header.

Schematic example: e-mailer to patients



Get your blood pressure tested for free in Dammam

SGH brandmark

Schematic example: Internet banner – frame#2

Book an appointment

Call us on 966920007997

SGH brandmark

On digital / social media, the locator should be in the first frame, or mentioned in the text.

Schematic example: Facebook carousel advert and Internet banner

Brand Voice

What is a Brand Voice?

The style, language and words that a brand uses, whenever it communicates in spoken or written form, is its Brand Voice. Messaging differs from Brand Voice. Messaging refers to the content the brand communicates. On the other hand, the Brand Voice is the style, language and words that the brand uses to communicate the content. The message, conveyed in Brand Voice, not only conveys information, but also serves to elicit the right emotional response and reinforce the brand's connection with the audience.

Defining Brand Voice

We have identified a Brand Voice persona to act as the central point of inspiration for writers. The persona is meant to inspire writers by allowing them to step into his shoes, to best bring to life the desired tone and style. The persona is not meant to represent the brand—it is only meant to be a tool for writers. The persona is an internal tool, and is not meant to be known outside the company's writer and content creator teams and partners. This persona is directly related to, and is compatible with, the driving purpose, beliefs and values of the brand.

Saudi German's Brand Voice Persona

...the family doctor

As inspiration for Saudi German Health's Brand Voice, think of your family doctor. How does your family doctor speak? What is his tone when he gives you advice and recommendations? How does he express care through his style of speech and choice of words?

Your family doctor is both an expert in his field and a close ally and confidant of your family.

He understands your medical needs well, and helps you navigate them with his expert knowledge, as well as his empathy and compassion.

Your family doctor has your trust and respect. You know he is always on your side and so he is your first port of call when it comes to your health.

How to Sound like a Family Doctor

To sound like a family doctor, we should speak with empathy, optimism, expertise and clarity.

Sound like a family doctor



Speak with
empathy



Speak with
optimism



Speak with
expertise



Speak with
clarity

How to Speak with Empathy

- Explicitly express an understanding of the audience's position.
- Explicitly express a caring and assuring attitude.
- Frame the message to suit the reader's perspective.
- Anticipate the reader's current understanding on the topic at hand, then build from there.

See below for words and phrases to use in English and Arabic.

we understand that / we'll make sure
 that / we know that / we are happy to /
 nothing is more important than /
 whenever it suits you / to make things
 easier for you / leave it to us / we are
 always here for you / we work with you
 to / you are not alone / we care / tell us
 your concerns / we are committed to /
 by your side / anytime

ندرك أن / نحرص على / نعلم أن /
 يسرنا أن / المهم أن / إذا كان ذلك
 يناسبك / لراحتك / لمساعدتك / دعنا
 نساعدك / نعمل معك لـ / أنت لست
 وحدك / صحتك أولويتنا / نحن نلتزم بـ /
 بجانبك في أي وقت

How to Speak with Optimism

- Frame sentences as positive and limit the use of negative words.
- Use words and phrases of encouragement where applicable.
- Express oneness with the audience in achieving their goals.

See below for words and phrases to use in English and Arabic.

we are proud of / we are inspired by /
 we look forward to / we are eager to /
 we are pleased to declare that / we
 champion / our committed and
 talented staff / the best possible care /
 make a difference / in it together /
 towards a brighter future / stronger /
 happier / healthier / beautiful /
 celebrate / together / let's

نفخر بـ / نتطلع لـ / يسرنا أن نعلن عن /
 نحن ندعم / فريقنا المحترف / أفضل
 رعاية صحية / إحداث تغيير / يبدأ بيـد /
 نحو مستقبل مشرق / أقوى / صحة
 أفضل / جميل / نحتفل / معاً

How to Speak with Expertise

- Explain medical terminology in layman's terms.
- Cite relevant evidence, supporting facts and proof-points where necessary.
- Express opinions with confidence.

See below for words and phrases to use in English and Arabic.

the evidence suggests / studies have shown / clearly shows / there is no supporting evidence / we know from experience that / it is common practice in the medical field to / our years of practice in the medical field has taught us / our research has shown that / internationally, it is common practice to / our world-leading medical staff / our partnership with Mayo Clinic

تشير الأدلة / أظهرت الدراسات / هذا يشير بوضوح / لا يوجد أدلة تؤكد / بناءً على خبرتنا / الممارسات المعتمدة طبياً / علمتنا التجارب على مدى سنوات من العمل في المجال الطبي / أظهرت بحوثنا أن / من المتعارف عليه دولياً فريقنا الذي يضم أفضل الأطباء حول العالم / شراكتنا مع "مايو كلينك"

How to Speak with Clarity

- Express opinions, insights and recommendations with conciseness, avoiding ambiguity and medical jargon whenever possible.
- Guide audiences in a step-by-step, clear fashion.

See below for words and phrases to use in English and Arabic.

if ... [then] ... / first, ... then, ... / firstly, ...
secondly, ... / we must / we
recommend / we suggest / we advise
you to / we encourage you to / we
continue to advise in favour of / do not
/ be cautious about /be mindful of /
[three] things to keep in mind /
complete these [four] steps

أولاً...ثانياً/...ينبغي علينا / نوصي /
نقترح / ننصحك بـ / نشجعك على / ما
زلنا ننصح بـ / احذر من / انتبه إلى /
[ثلاثة] أشياء عليك تذكرها / قم
بالخطوات التالية

General Do's and Don'ts

Always spell the name of the hospitals as "Saudi German Hospital" and the name of the clinics as "Saudi German Clinics"

- ✓ Saudi German Hospital
- ✗ Saudi German Hospitals
- ✓ Saudi German Clinics
- ✗ Saudi German Clinic

Never add "The" before any of the brand names

- ✓ Saudi German Hospital
- ✗ The Saudi German Hospital

Never use abbreviated versions of the names; never use "SGH" or "SGC" in any context

- ✓ Saudi German Health
- ✗ SGH

Never use abbreviated versions of the names; never use "SGH" or "SGC" in any context.

- ✓ Saudi German Health
- ✗ SGH

Use active voice wherever possible; limit the use of passive voice.

- ✓ Eng. Sobhi Batterjee started the company in 1988.
- ✗ The company was started by Eng. Sobhi Batterjee in 1988.

Refer to the company and medical facilities as "we" as much as possible; limit the use of third person references.

- ✓ We now offer "At Home" services for your benefit.
- ✗ Saudi German Hospital now offers "At Home" services for the benefit of our patients.

- استخدم صيغة المعلوم قدر الإمكان؛
تجنب استخدام صيغة المجهول.
- ✓ أسس المهندس صحي بترجي أول مستشفى في جدة عام 1988.
- ✗ تأسست الشركة من قبل المهندس صحي بترجي في عام 1988.

- تحدث عن الشركة ومرافقها الطبية باستخدام (نحن) قدر الإمكان.
- ✓ نحن نقدم لك الخدمات الطبية في منزلك.
- ✗ يقدم المستشفى السعودي الألماني لمرضاه الخدمات الطبية في منازلهم.

- إذا احتجت إلى صيغ مختصرة للمستشفى السعودي الألماني، استخدم "الشركة" أو "المستشفيات" أو "العيادات".
- ✓ "السعودي الألماني الصحية" مجموعة رائدة في قطاع الرعاية الصحية. تأسست الشركة في عام 1988.

اذكر دائمًاً اسم المستشفى هكذا:
"المستشفى السعودي الألماني" واسم العيادات هكذا: "عيادات السعودي الألماني"

- ✓ المستشفى السعودي الألماني
- ✗ متسفيفيات السعودي الألماني
- ✓ عيادات السعودي الألماني
- ✗ عيادة السعودي الألماني

لا تحذف "ال" التعريف من الاسم

- ✓ المستشفى السعودي الألماني
- ✗ مستشفى السعودي الألماني

Note:

These Brand Voice guidelines may be applied to Saudi German Health, Saudi German Hospital, Saudi German Clinics and Saudi German Academy. A more detailed version of these guidelines, including Brand Voice "flex" guidelines and examples in English and Arabic, is available from: BrandMgr.meahco@sghgroup.net.

Colour

We use a balanced colour palette that feels calm, safe and rejuvenating.

Brandmark Colours

The brand colours can be used as flat background colours or as gradients to allow flexibility and diversity in communication.

Pantone Colours



PANTONE 432 C



PANTONE 299 C



PANTONE 361 C

Blue Gradient 1



C 86 M 8 Y 0 K 0
R 0 G 170 B 231
HEX 00AAE7

C 100 M 95 Y 10 K 0
R 43 G 57 B 139
HEX 2B398B

Blue Gradient 2



C 100 M 80 Y 5 K 0
R 10 G 78 B 155
HEX 0A4E9B

Blue Gradient 3



C 86 M 8 Y 0 K 0
R 0 G 170 B 231
HEX 00AAE7

C 90 M 25 Y 0 K 0
R 0 G 147 B 213
HEX 0093DS

Blue Gradient 4



C 55 M 0 Y 0 K 0
R 91 G 203 B 245
HEX 5BCBF5

Green Gradient 1



C 76 M 4 Y 100 K 0
R 61 G 174 B 43
HEX 3DAE2B

C 100 M 40 Y 90 K 40
R 0 G 82 B 52
HEX 005234

Green Gradient 2



C 90 M 25 Y 90 K 25
R 0 G 114 B 66
HEX 007242

Green Gradient 3



C 76 M 4 Y 100 K 0
R 61 G 174 B 43
HEX 3DAE2B

C 86 M 17 Y 99 K 3
R 1 G 148 B 73
HEX 019449

Background and Type



PANTONE CLOOURS
PANTONE 432 C

CMYK CLOOURS
C 65 M 43 Y 26 K 78

RGB CLOOURS
R 51 G 63 B 72

Secondary Colour Palette

Our secondary colours can be used to create information graphics, illustrations and other support graphics.



PANTONE 7569 C
C 15 M 49 Y 100 K 0
R 216 G 143 B 42
HEX D88F2A



PANTONE 7579 C
C 8 M 79 Y 100 K 0
R 224 G 90 B 38
HEX E05A26

PANTONE 179 C
C 8 M 95 Y 100 K 0
R 222 G 53 B 39
HEX DE3527



PANTONE 7475 C
C 87 M 37 Y 45 K 10
R 14 G 120 B 128
HEX 0E7880

PANTONE 7750 C
C 58 M 45 Y 100 K 34
R 92 G 94 B 40
HEX 5C5E28

Graphic Device

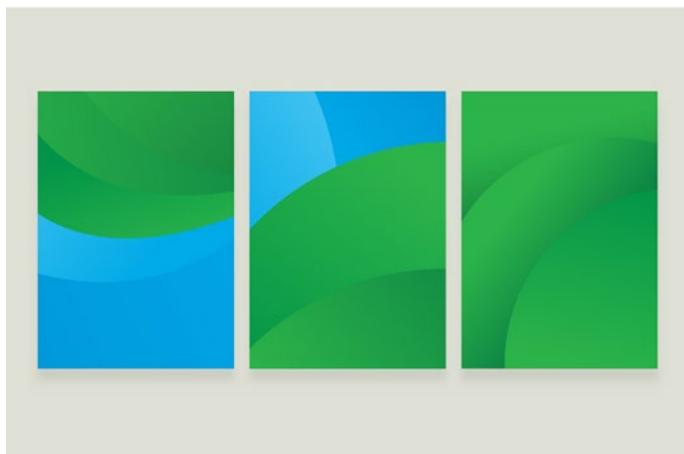
Energetic yet calming

Our embrace pattern is fluid and represents how our two sides come together to care for our patients' medical and wellness needs.

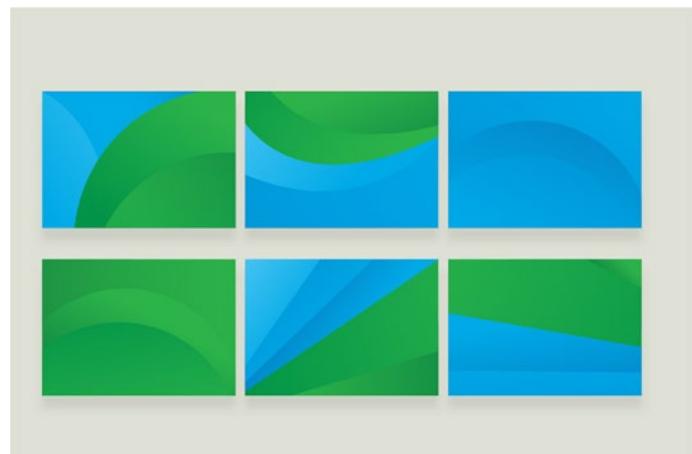
Pattern

The graphic embrace pattern is designed as a fluid movement, representing the two sides of Saudi German Hospital coming together to embrace our patients with all of their medical and wellness needs. It has been specifically designed to be bold and energetic. It should not be recreated but should be cropped and scaled proportionally and directly from the original artwork. To fit within layouts, the graphic pattern can be de-constructed; simply place the pattern and start removing sections.

Vertical Use | Gradient



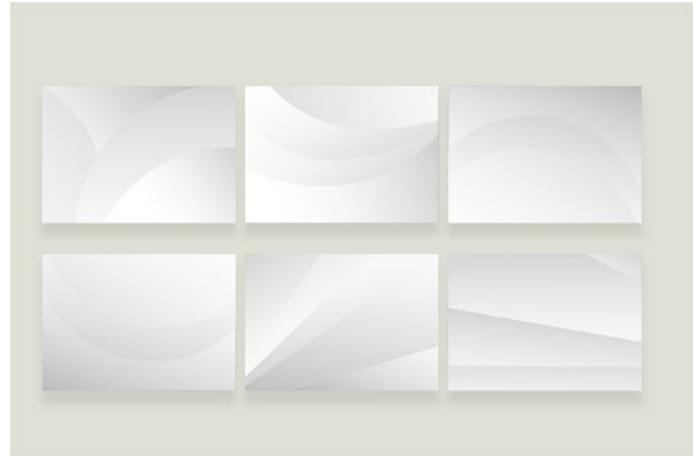
Horizontal Use | Gradient



Vertical Use | Grayscale



Horizontal Use | Grayscale

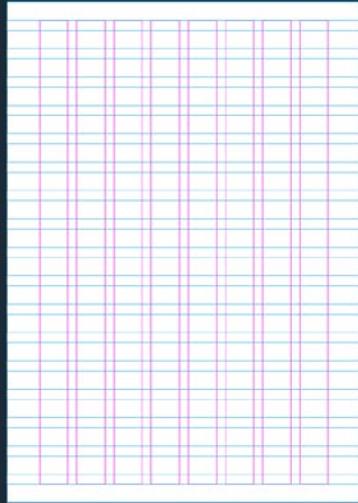


Grid System

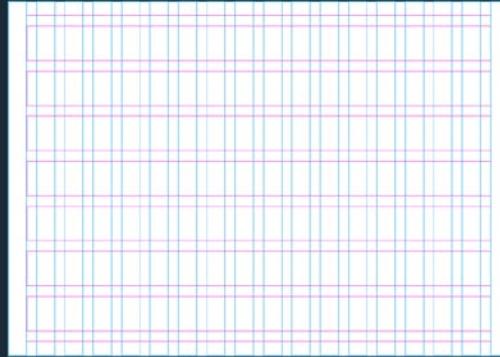
How to Construct the Grid

In an A4 portrait grid, the shortest side is divided into 8, which allows for an equal margin all around, in an A4 landscape grid, the shortest side is divided into 7 with an equal margin all around. When working with various formats, an equal margin is not always possible. Keep the unit rectangular and centralise the grid within the format, as shown in the examples below.

A4 Portrait Grid



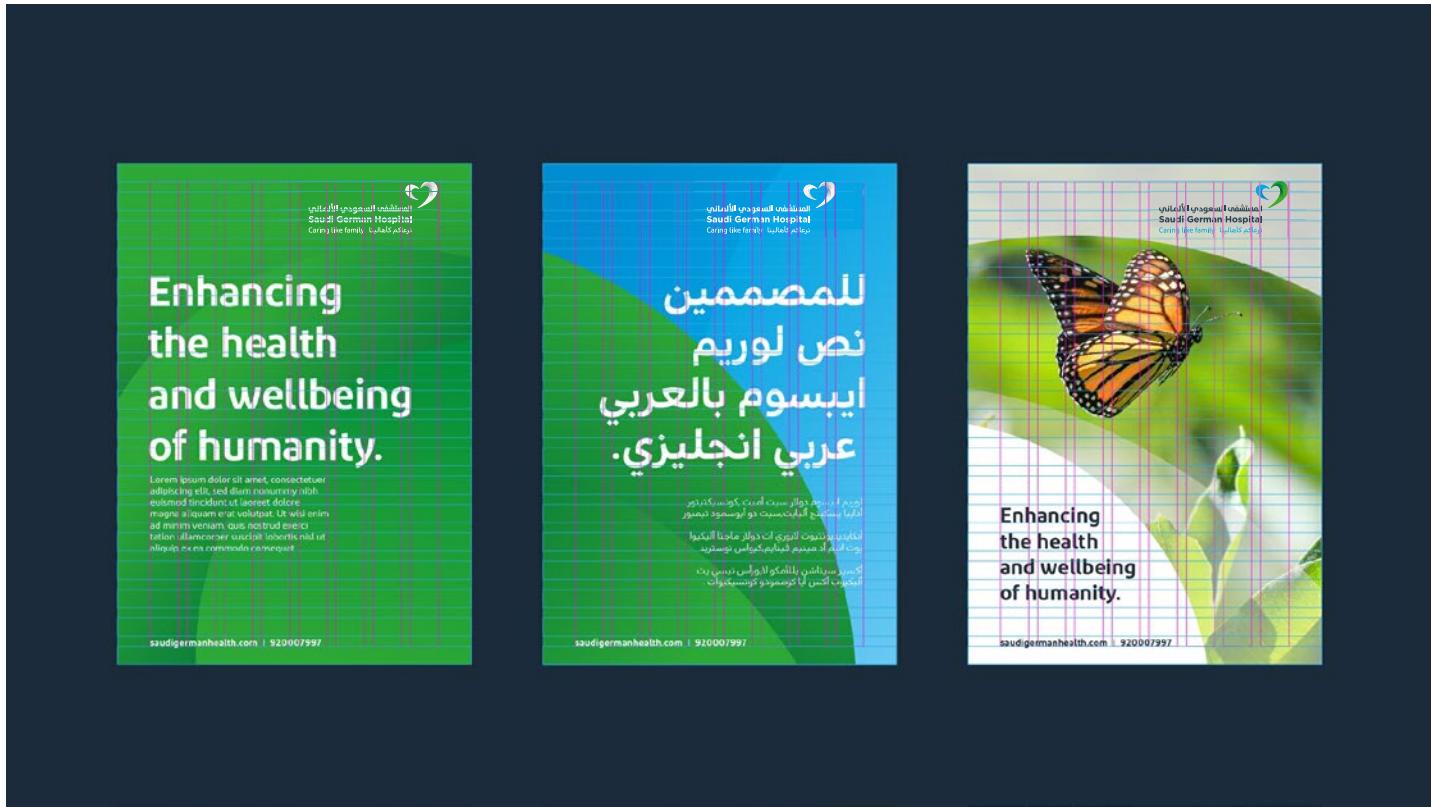
A4 Landscape Grid



Other Format

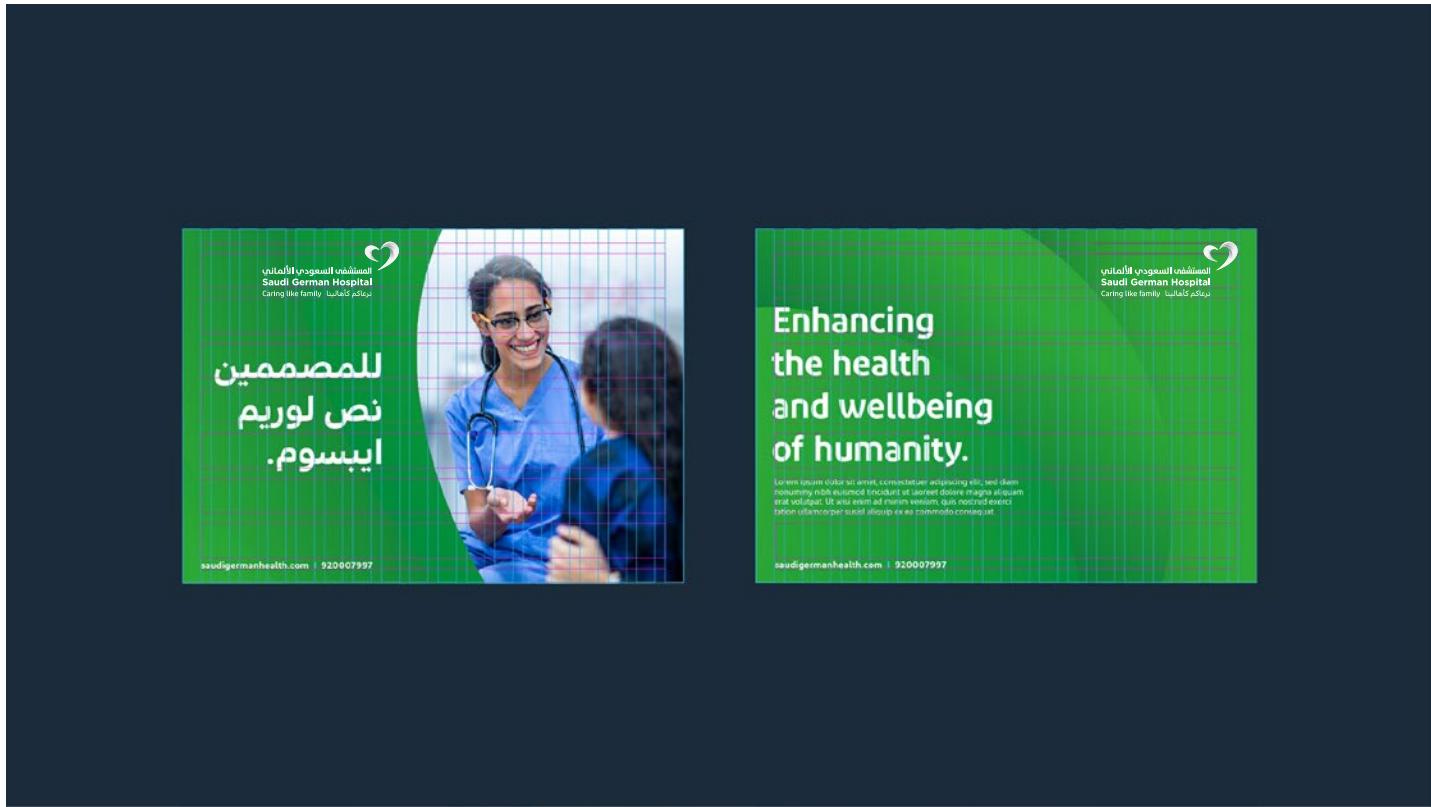


A4 Portrait Grid



Please refer to the applications section for examples of the brand elements used with the portrait grid.

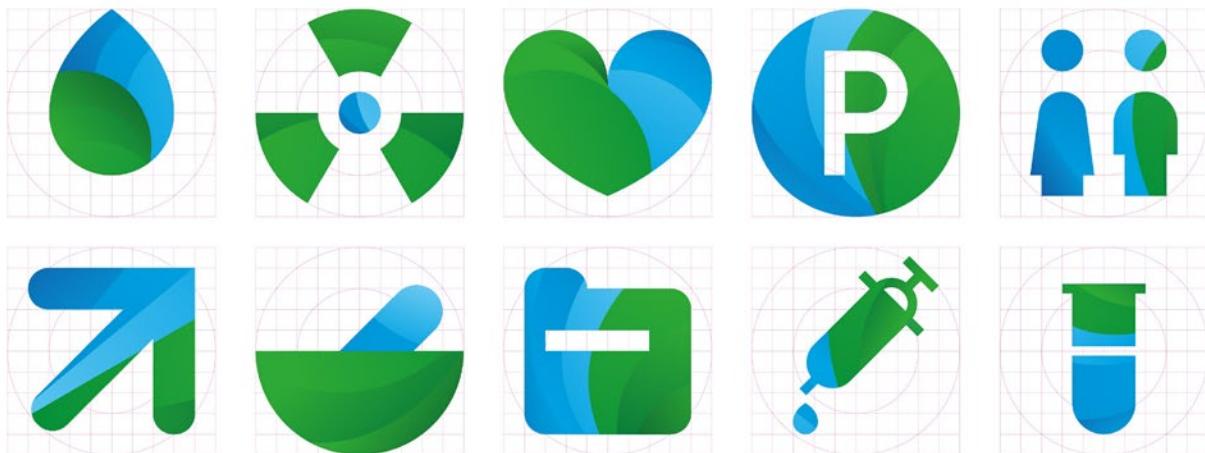
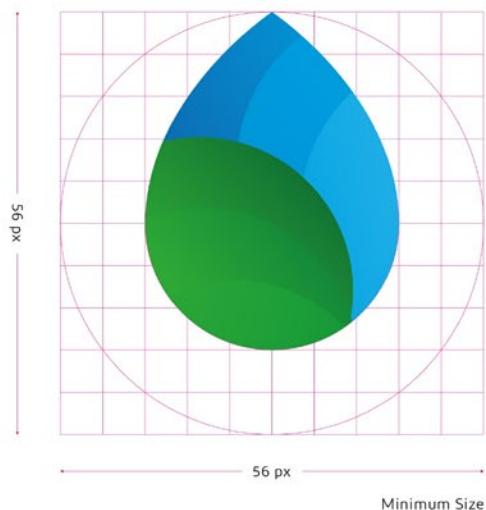
A4 Landscape Grid

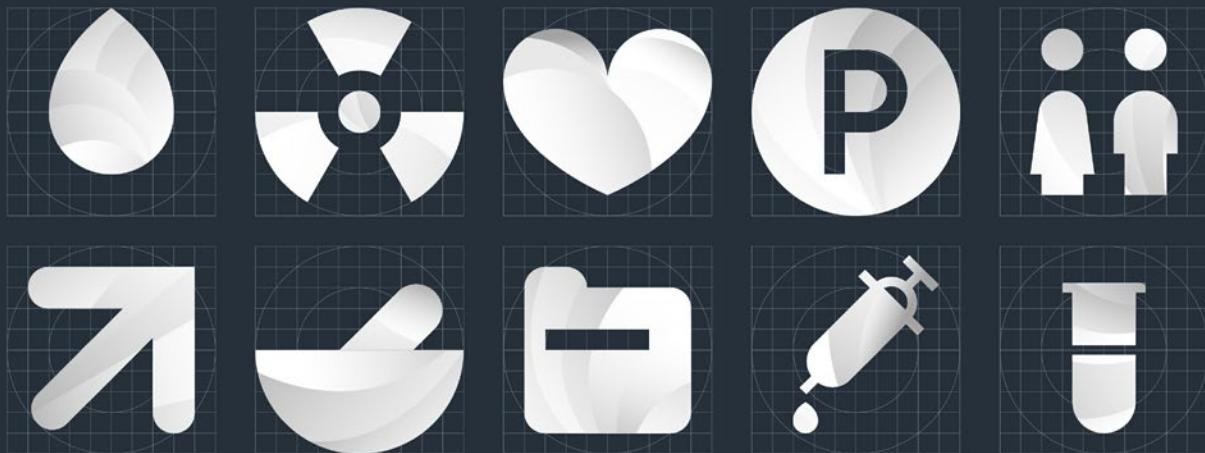


Please refer to the applications section for examples of the brand elements used with the landscape grid.

Iconography

Icons are created in line with the colour and shape of the Brandmark. They can be used either small as icons or large as graphic elements. The background colour can be indigo, light grey or white.





Photography

Emotional yet functional

**There is no cure without medical expertise.
But for us, people always come first. Our
photography style is natural, warm and positive.**

All of our photography should look honest and positive. Therefore, a photography shoot using real staff, real locations and real patients is always preferable. Shown below are reference images to guide the style of the shoot or, if images are purchased, help to choose the right style of image.

Lifestyle / Outdoor

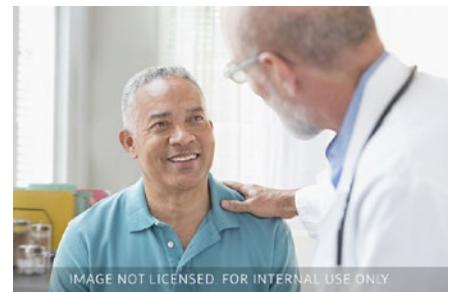
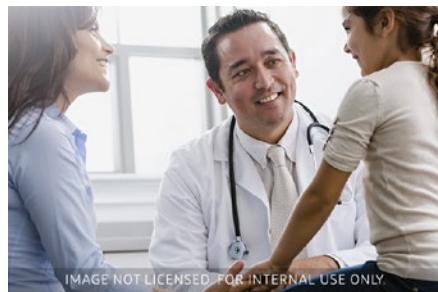
Daylight
Family Interaction
Natural colours matching with the blue and green of the logo
Both narrow and wide angle
Natural poses





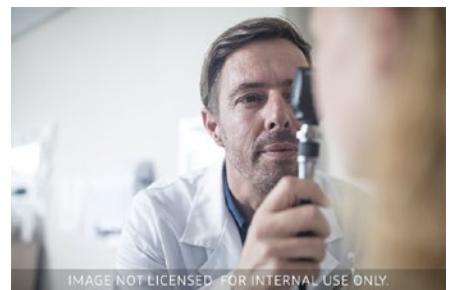
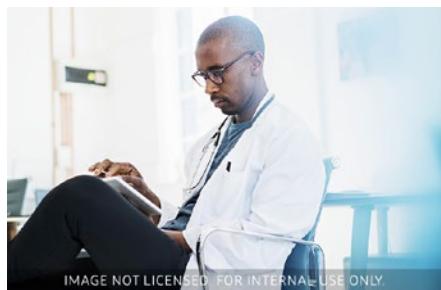
Lifestyle / Indoor

Daylight
Doctor and patient interaction
Warm colours with highlight of blue
Close up angle
Natural poses



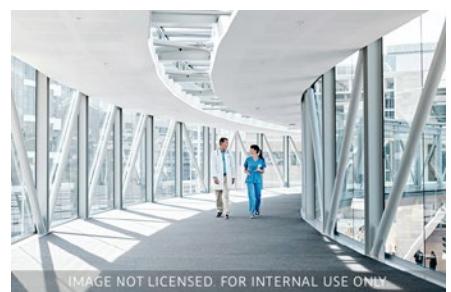
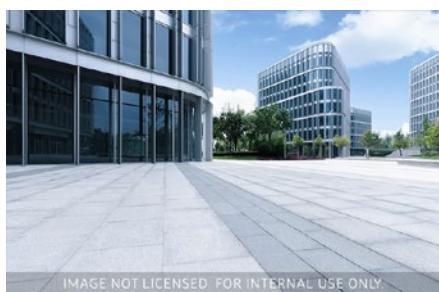
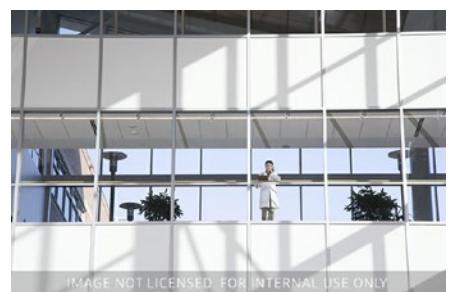
People and Science

Daylight
Employees on the job
Warm colours with highlight of blue
Close up angle
Natural poses



Facilities

Daylight
Natural light colours
Wide angle
Natural poses



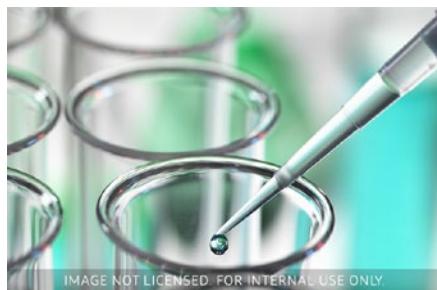
Health Professionals

Daylight
Natural light colours
Close up angle
Natural and camera-facing poses



Medical Details

Daylight
Natural colours matching with the blue and green of the logo
Close up angle



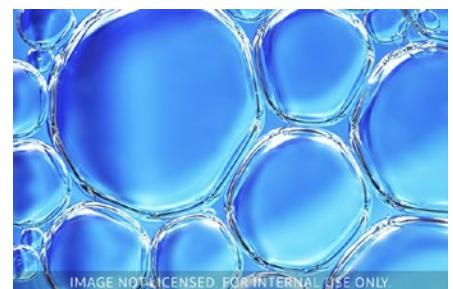


Nature

Daylight

Natural colours matching with the blue and green of the logo

Close up angle



Corporate

Daylight

Businessmen and businesswomen

Close up angle

Natural poses



Colour Bar

The colour bar is designed to be used as a complementary graphic element in some applications and advertising materials. The gradient colours are determined in the following proportions. As in the logo, the blue colour should be used on the left and green colour should be used on the right. The bar can slide along in any way while always keeping the text aligned with the content of the page.



The line between the web address and phone number should be blue on green background.



The line between the web address and phone number should be 70% green on blue background.



The line between the web address and phone number should be green on light backgrounds.

Typography

Bold yet friendly

We use a thick, rounded typeface that feels simultaneously confident and compassionate. And is easy for all our patients to read.

Type Styling

Diodrum is the recommended corporate typeface for all brand and digital communications. Latin and Arabic versions are available and two weights can be used: Regular and Semibold.

Latin

Enhancing the health and wellbeing of humanity.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laboreet 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. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laboreet dolore magna aliquam.

Arabic

للمصممين نص لوريم ايبسوم بالعربي عربي انجليزي.

لوريم ايبسوم دولار سيت أميت, كونسيكتি�تور أدابيا
يسكينج أليايت, سيت دو أيوسمود تيمبور
أنكайдيديونتيوت لاوري ات دولار ماجنا أليكيوا . يوت
انيم آد مينيم فيبايم, كيواس نوستريد آ سير سيناشن
يللأمکو لابورأس نيسى يت أليکیوب أکس آیا
كوممودو كونسيکیوات لوريم ايبسوم دولار سيت
أميٰت, كونسيكتيتور أدابٰب يسڪينج أليايت, سيت دو
أيوسمود تيمبور أنكайдيديونتيوت

Diodrum Regular

Latin ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Arabic أب ت ث ج ح خ ذ ر ز س
ش ص ض ط ظ ع غ ف ل م ن ه و ي
۹۸۷۶۵۴۳۲۱٪

Diodrum Semibold

Latin ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&()

Arabic أب ت ث ج ح خ ذ ر ز س
ش ص ض ط ظ ع غ ف ل م ن ه و ي
۹۸۷۶۵۴۳۲۱٪







Tagline

Our tagline is used as a sign-off in brand campaign ads, promotional ads and videos. It should not be used every time the brandmark is used and is never locked up to the brandmark.

Only use the taglines as a “sign off”:

- In brand campaign ads across print media, OOH, posters, TV and radio
- In promotional ads across print media, OOH, posters, digital ads, TV and radio
- On the last frame of each video (incl. educational, recruitment, doctor profiles, brand videos, etc.)
- On pharmacy bags and external email signatures (to patients)

Do not use the tagline:

- On website
- On company brochure
- On informational leaflets
- On hospital and clinic signboards
- On business cards, internal email signatures and brand stationery
- On uniforms and vehicle livery
- On branded paraphernalia and giveaways, such as tissue boxes, soap and shampoo packaging in hospital rooms, gift boxes, menu cards, etc.
- In social media posts

Centred



Right Aligned

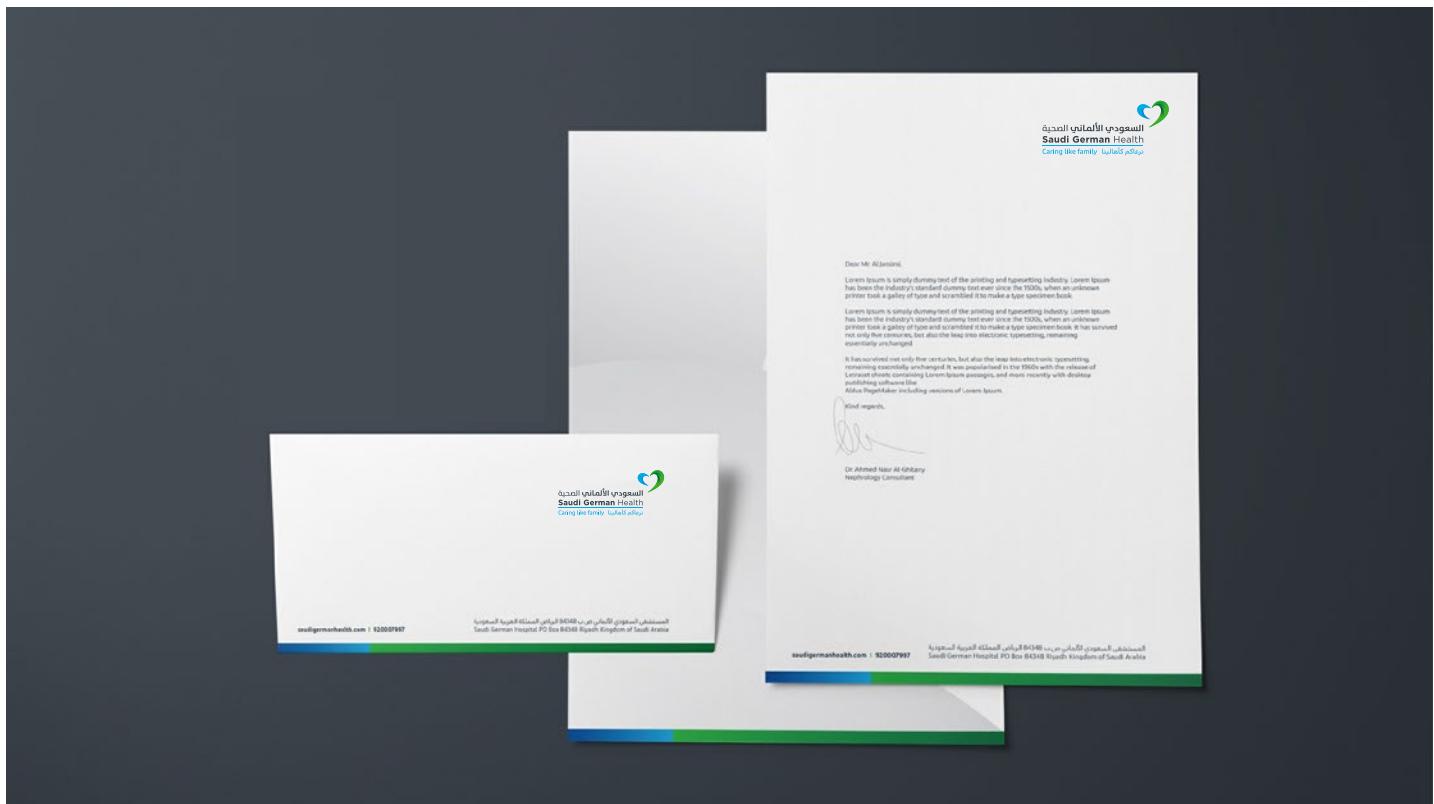


Arabic

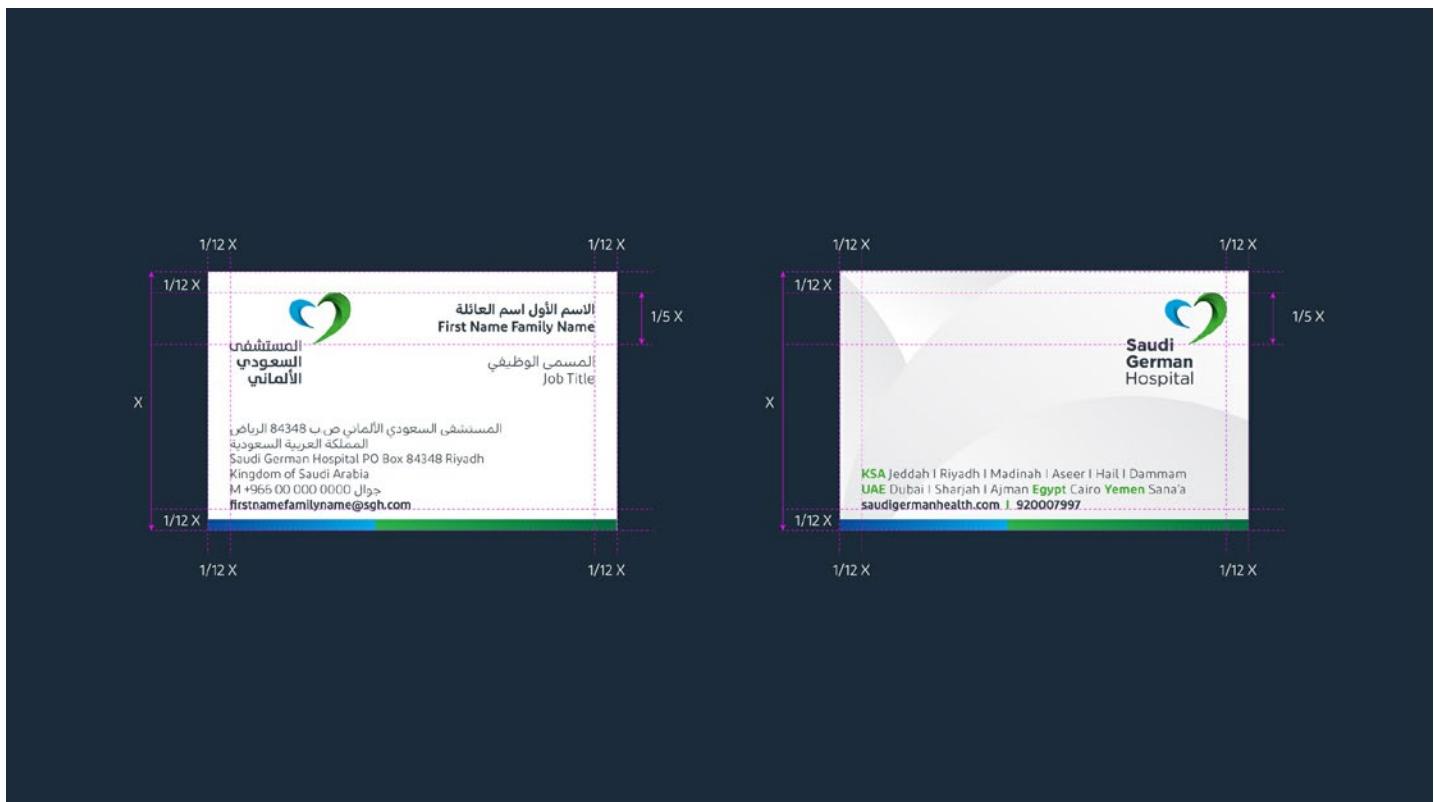
English



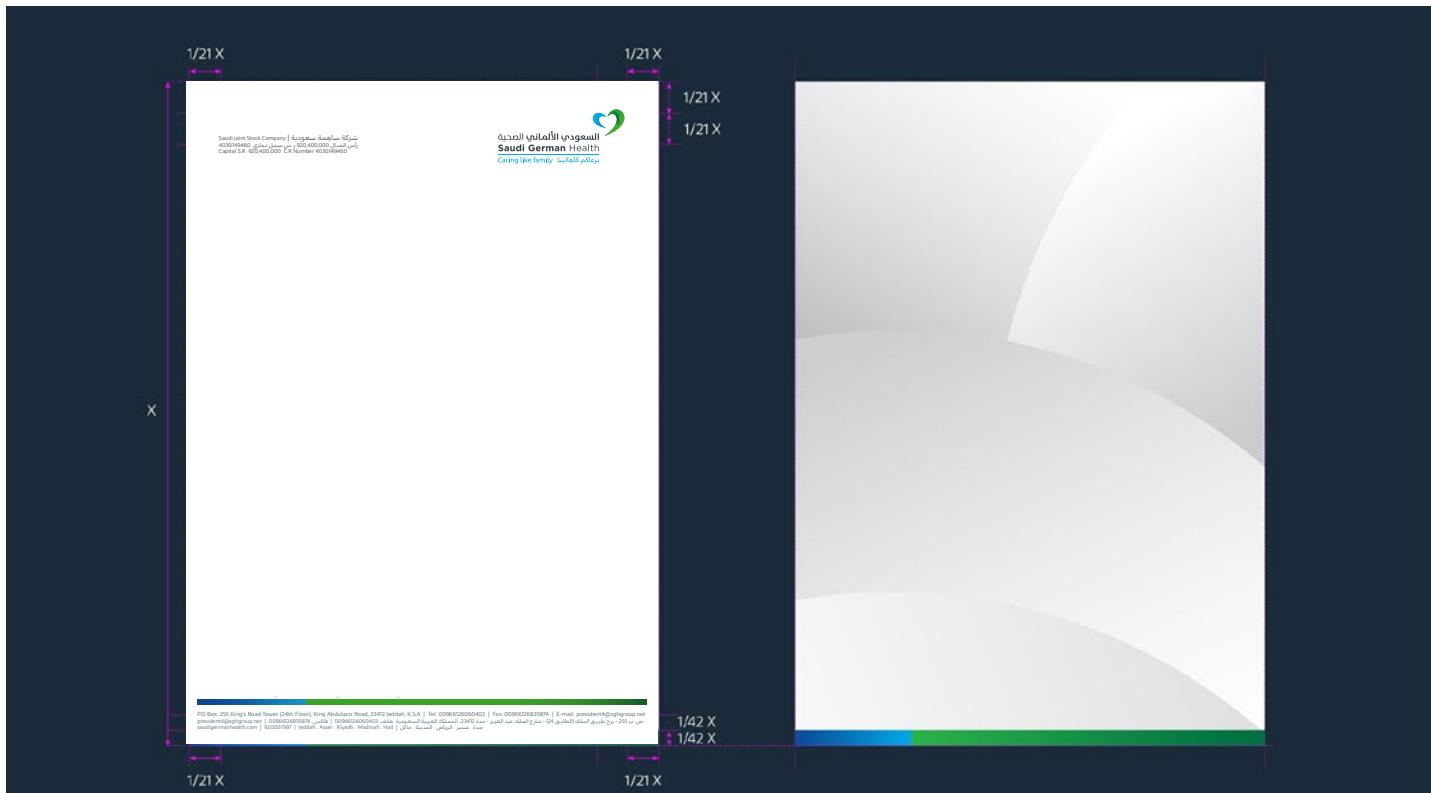
Stationery



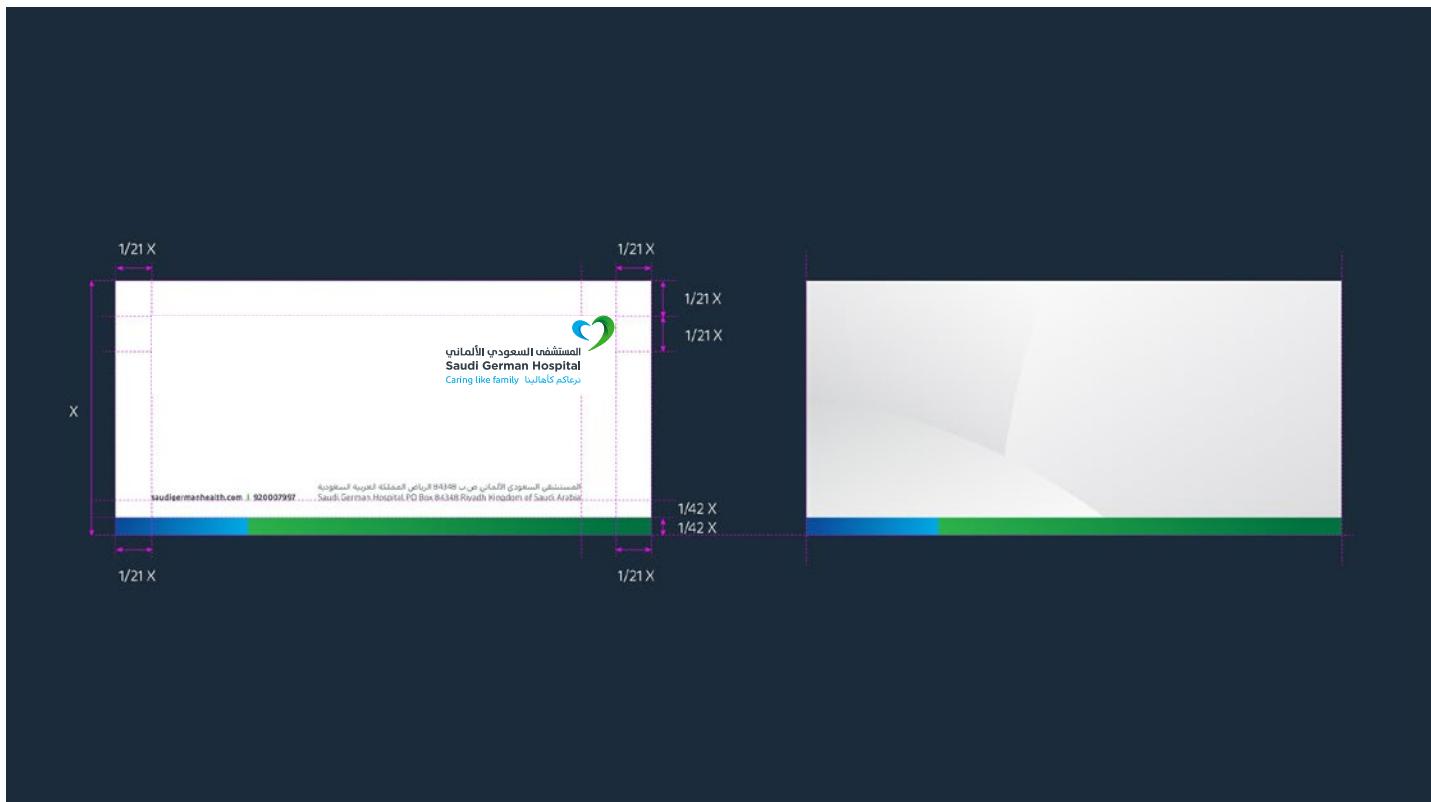
Business Cards



A4 Letterhead



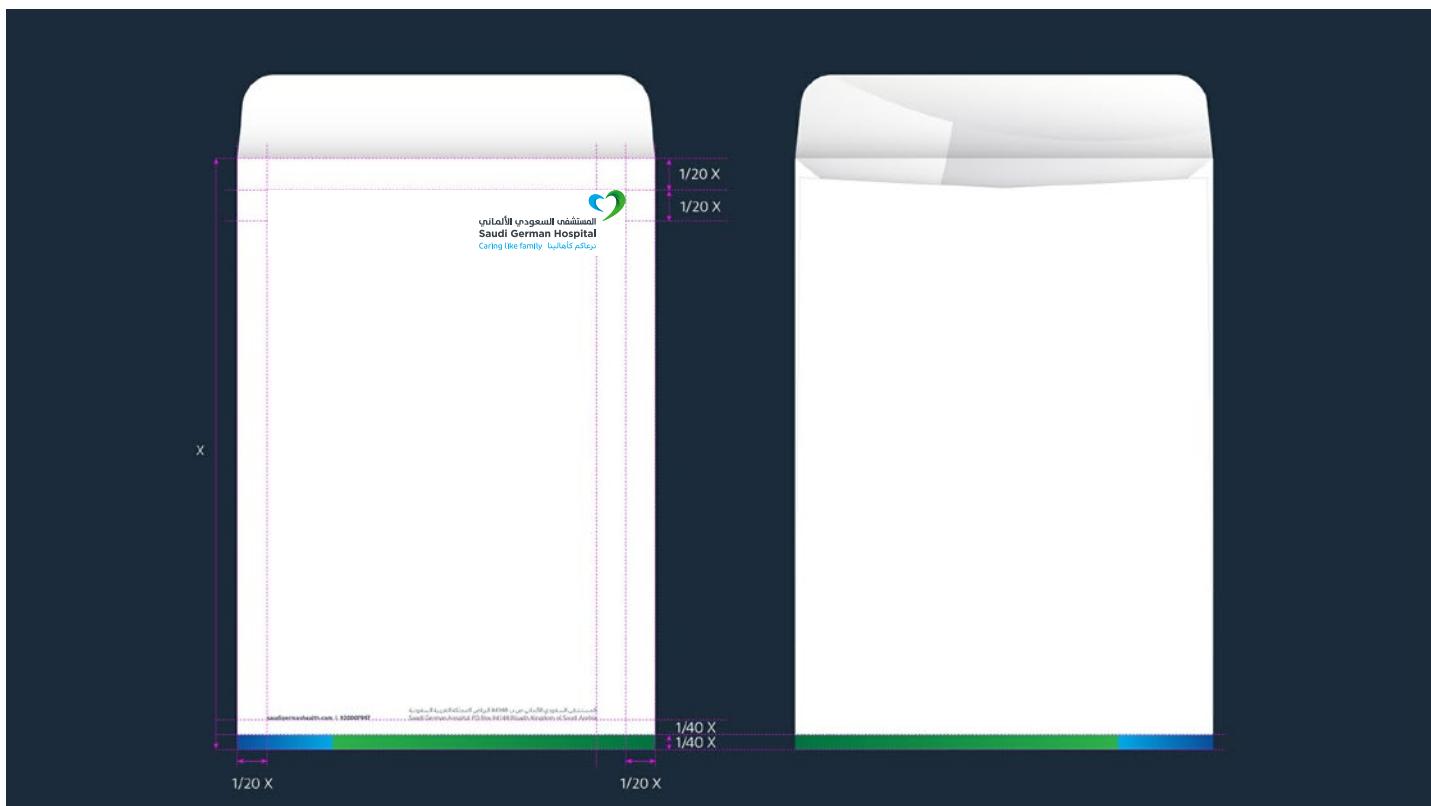
Complimentary Slip



DL Envelope



A4 Envelope



Survey poster

A4 Envelope



Notebooks



A4 Folder Cover

Report Envelope



Corporate Envelope



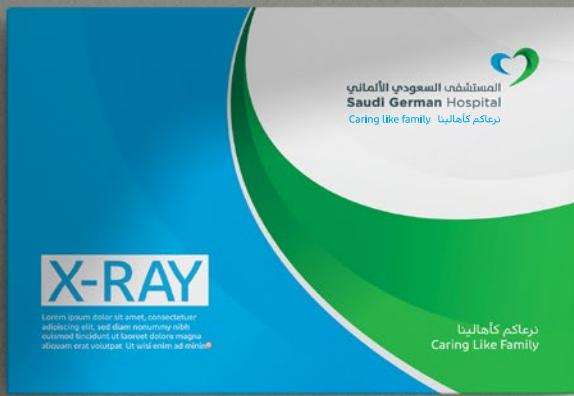
Patient File



VIP Notepad



XRAY Envelope





Certificate



Doctor Poster



Advertising

Billboard



Posters



Billboard



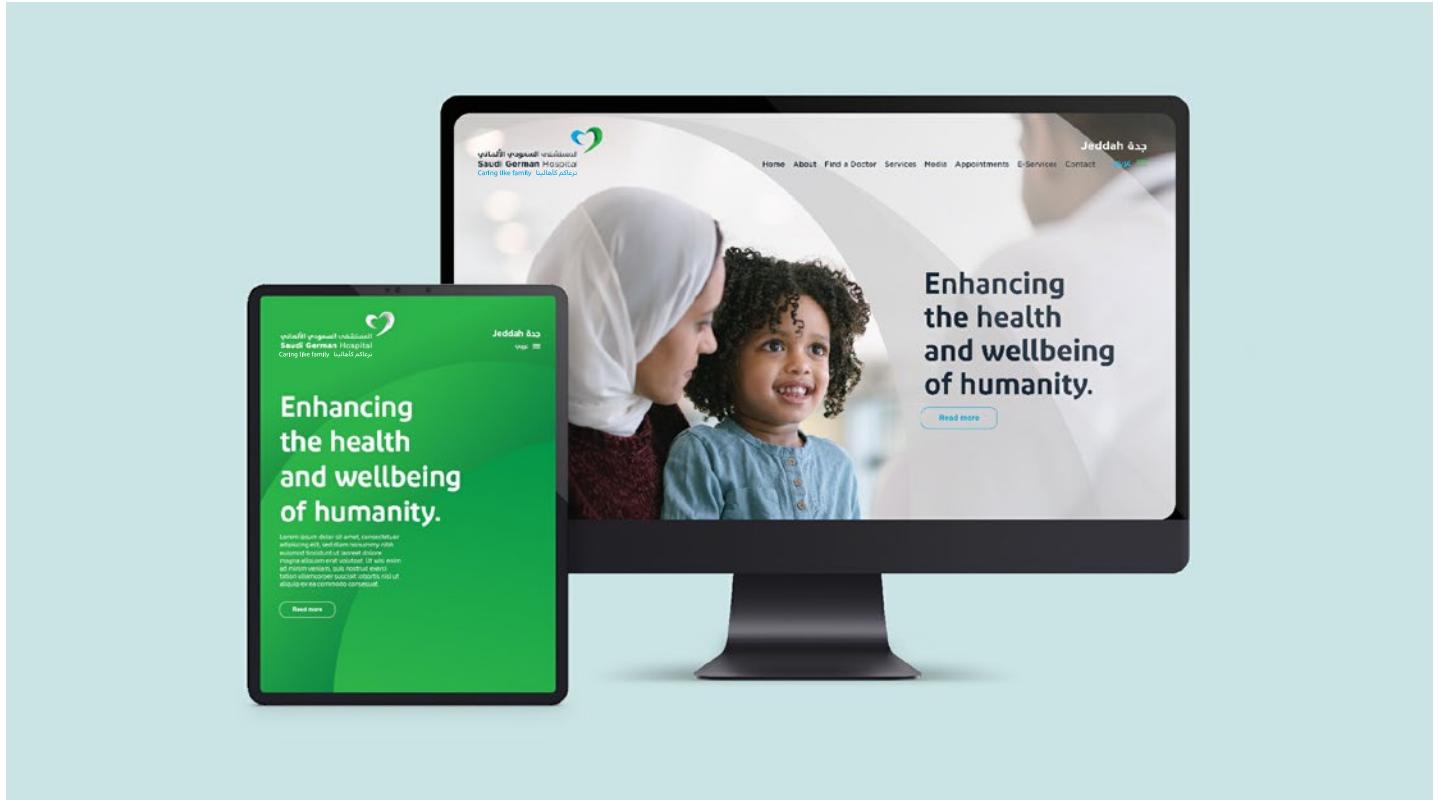


Lighting poles advertisement

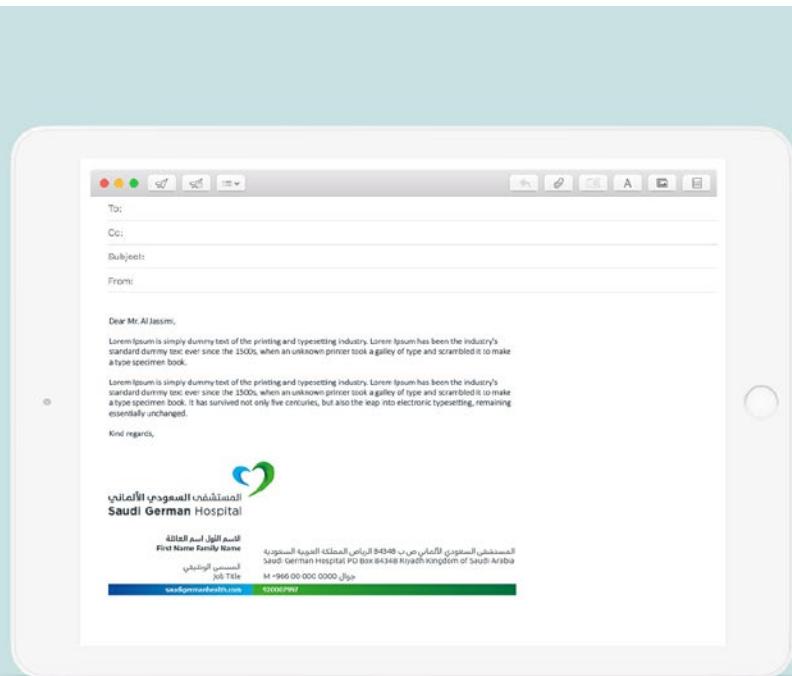


Digital

Web



E-Signature



E-Mailer

General

Internal

**Lorem Ipsum is
simply dummy text
of the printing.**

Dear Mr. Al Jassim,
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
Kind regards,

LOG IN NOW
Have questions?
support@saudigermanhealth.com

السعويي الالماني الصدية
Saudi German Hospital
Care for family. Care for life.

السعويي الالماني الصدية
Saudi German Hospital
Care for family. Care for life.

saudigermanhealth.com ٩٣٦٠٠٧٩٦٧ ٥٥٥

Internal

SAY HELLO
Have questions?
support@saudigermanhealth.com

Dear Mr. Al Jassim,
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
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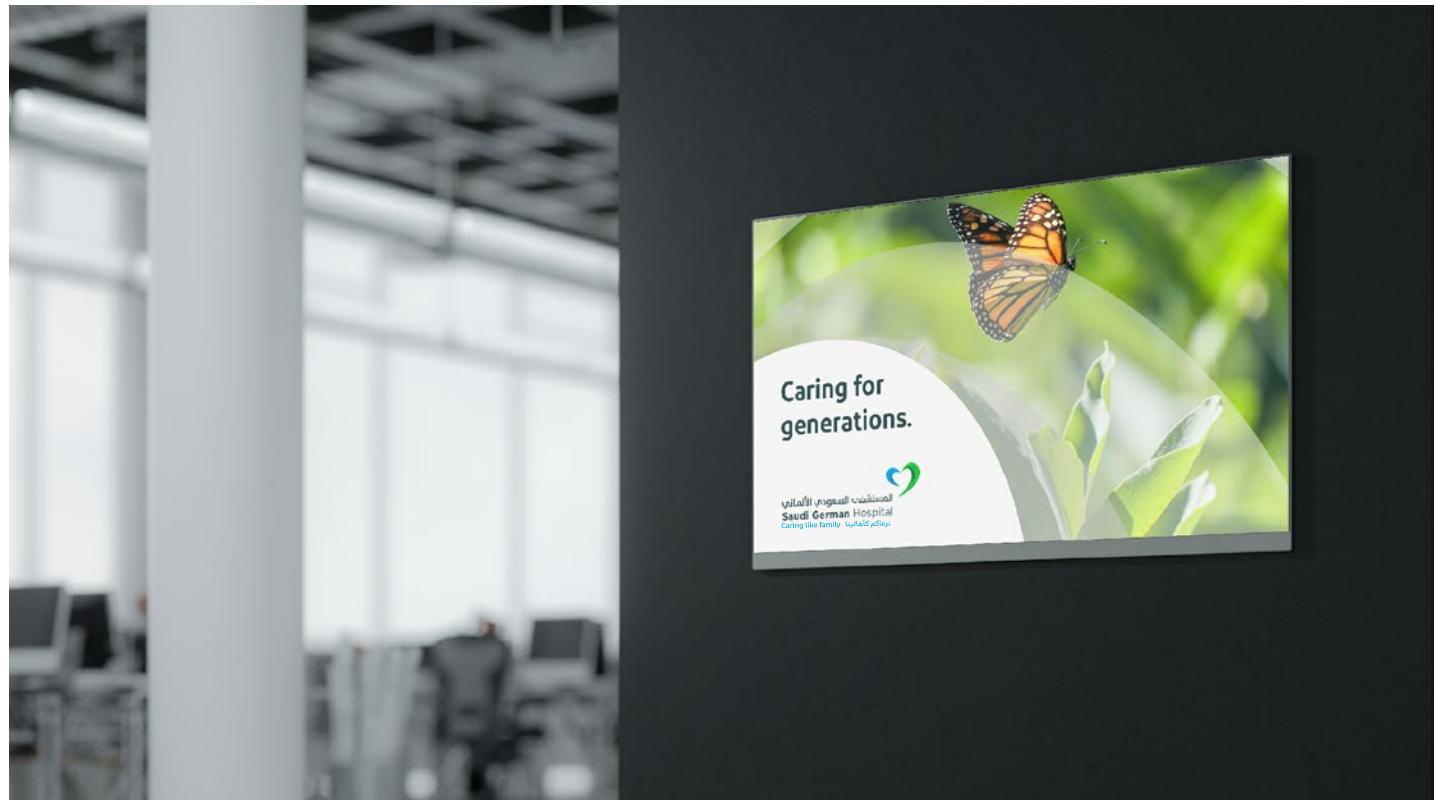
السعويي الالماني الصدية
Saudi German Hospital
Care for family. Care for life.

السعويي الالماني الصدية
Saudi German Hospital
Care for family. Care for life.

saudigermanhealth.com ٩٣٦٠٠٧٩٦٧ ٥٥٥

PowerPoint Template

Digital Screen



Patient Items

Toiletries



Dental Kit



Newborn Gift Pack



Patient Gown



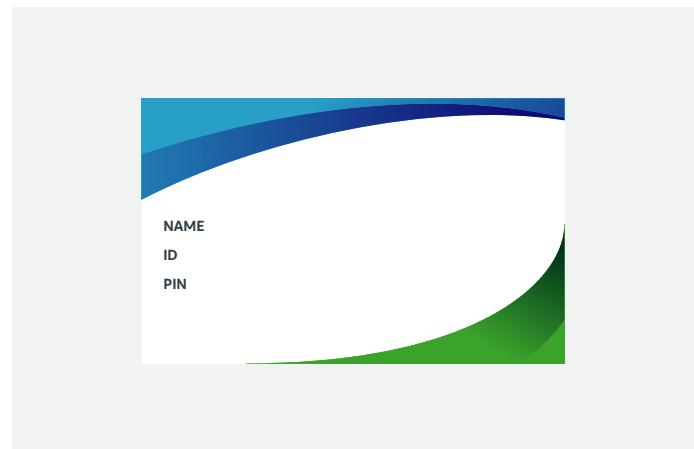
Recycled Paper Bag



Tissue box



Patient Card



Giveaways

Mousbad



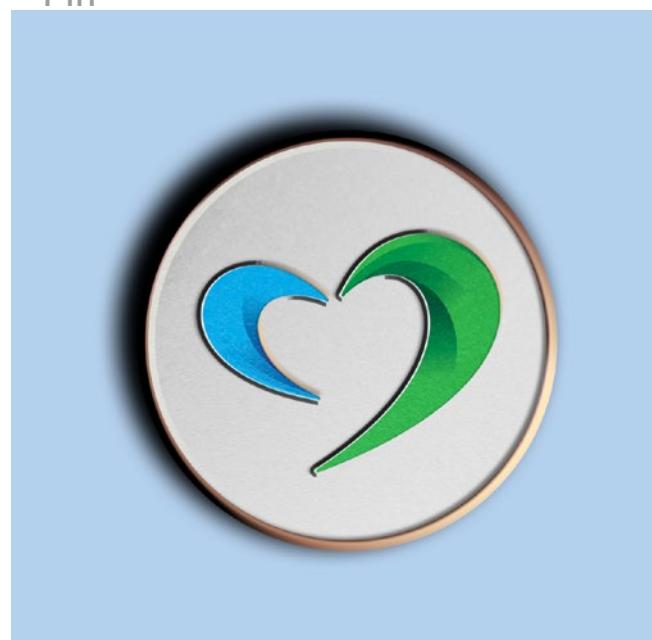
Mousbad



Bag



Pin



Mask



Pen



USB



T-shirt



USB



USB



Mobile Cover



External Hard



Bag



Paper Holder



Coster



Card Save



CD



CD



Food Box



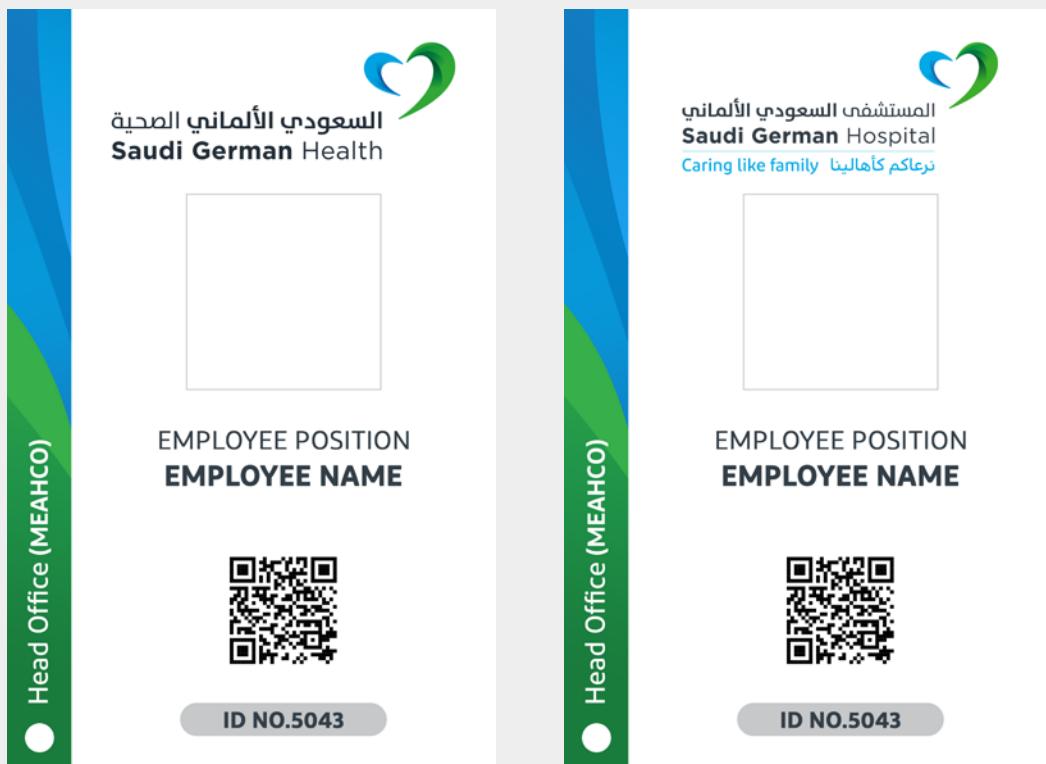
Pharmacy Bag



T-shirt



Employee ID



Nurse - Men & Women



Customer Service Officers



"Blue Coats"



Doctor Name Tag



Back Drop



Ask me pop-up



Photo dangler



Photo booth

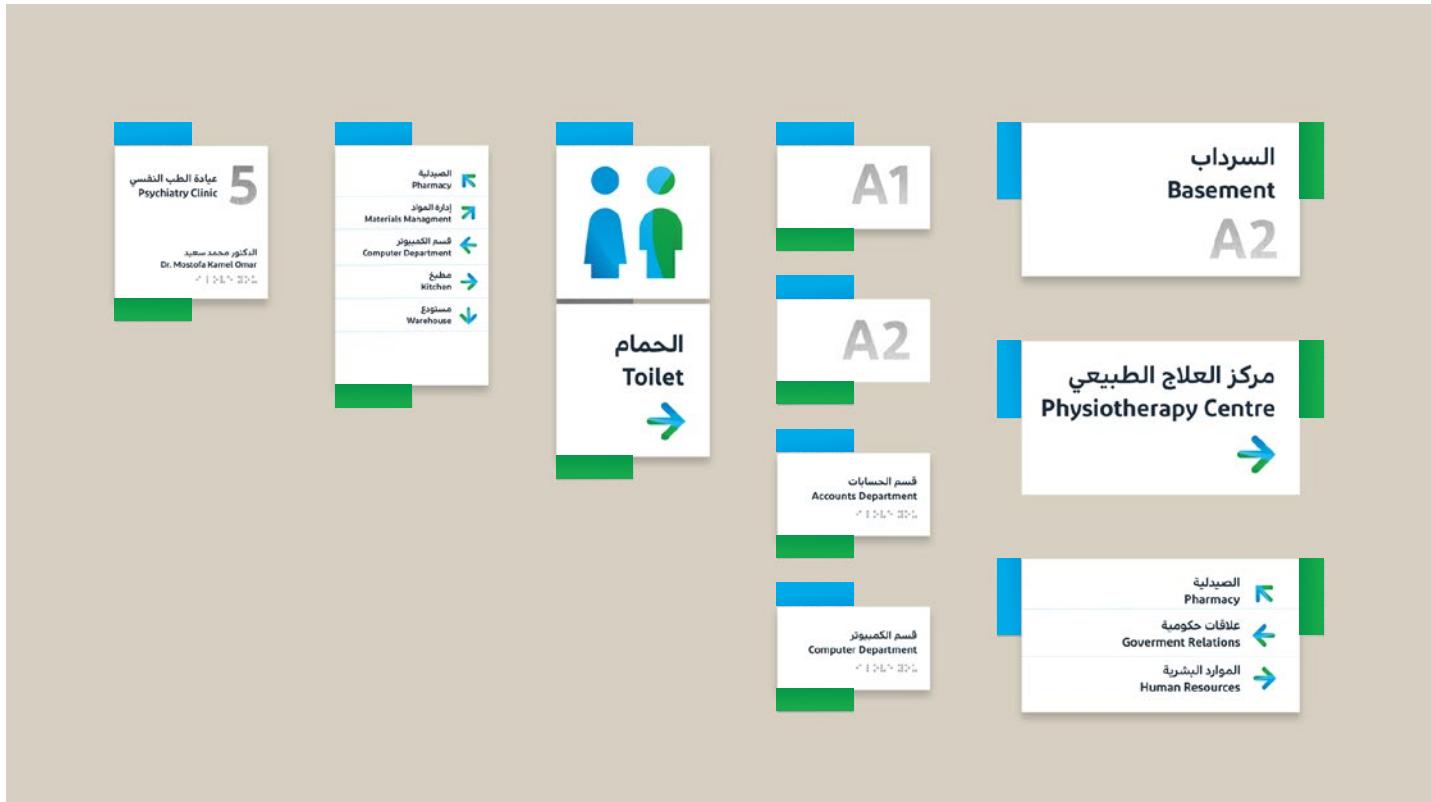


Robotic system kiosk

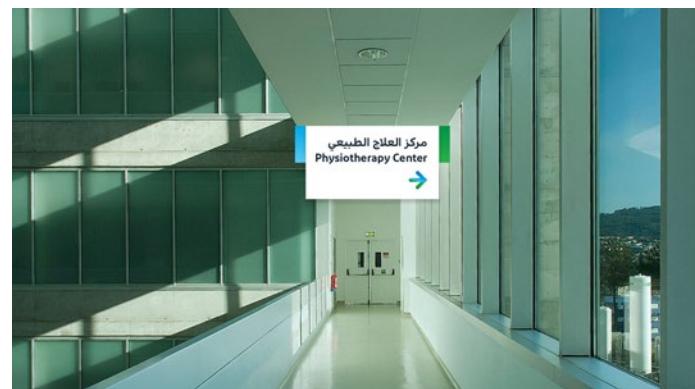
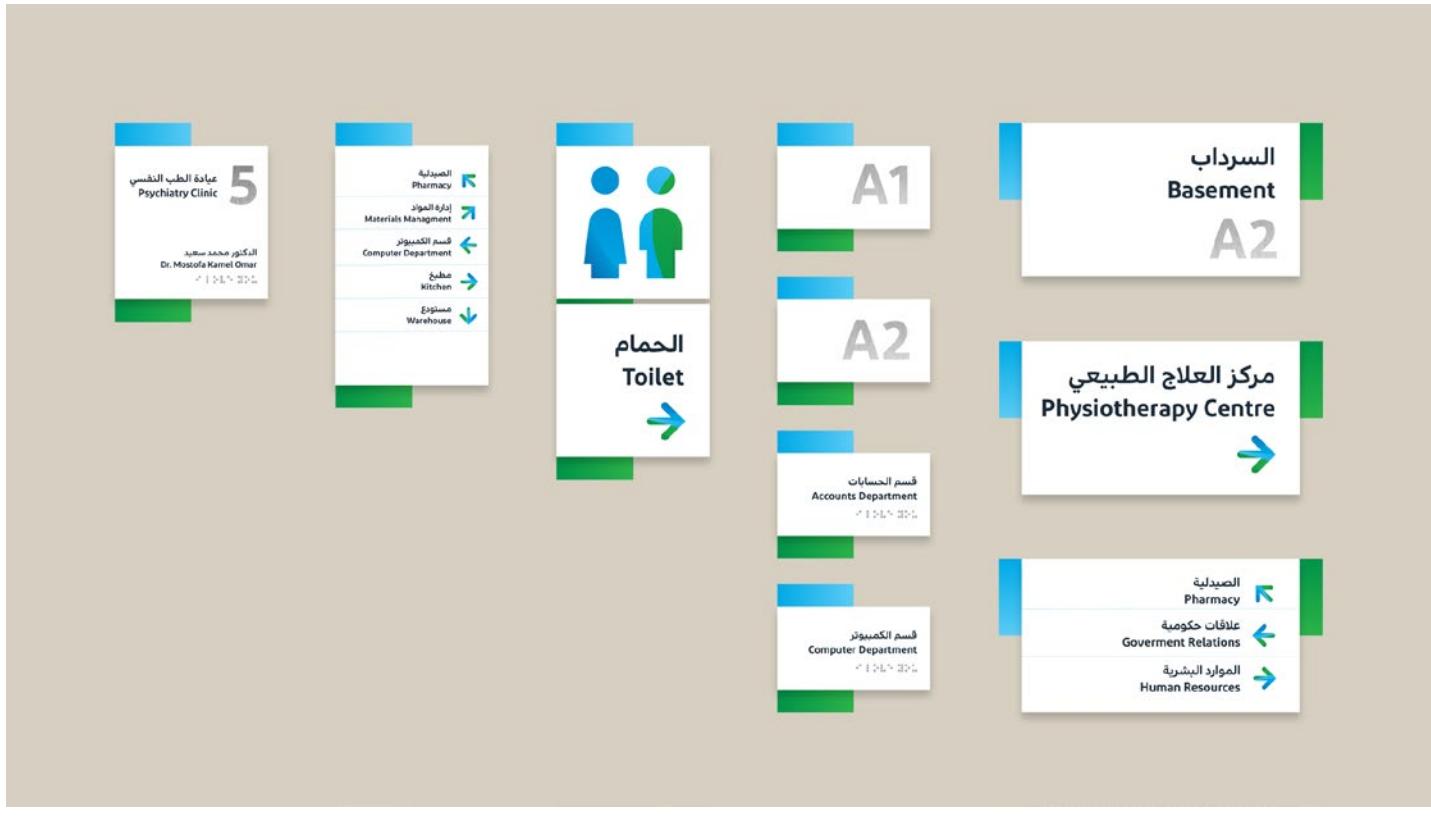


Interior Signage

Name Tag, Door Plaque and Table Tag Option 1



Name Tag, Door Plaque and Table Tag Option 2



Pharmacy Signage



Option 1



Option 2



Door Signage



Door Signage



Door Signage



Door Signage



Sticker

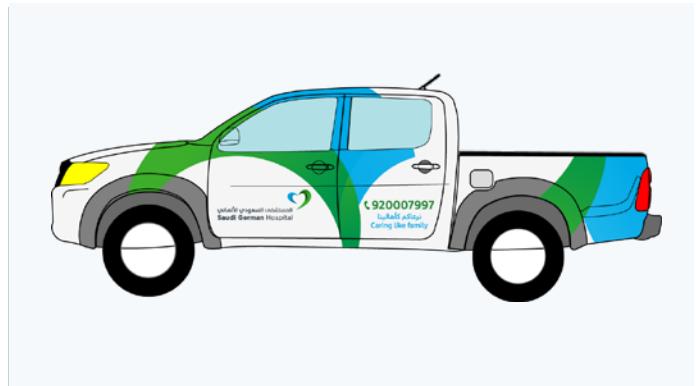


Vehicles

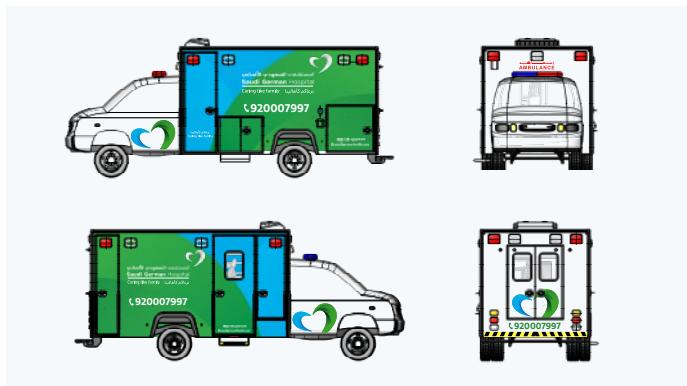
White Car



Car



Transit



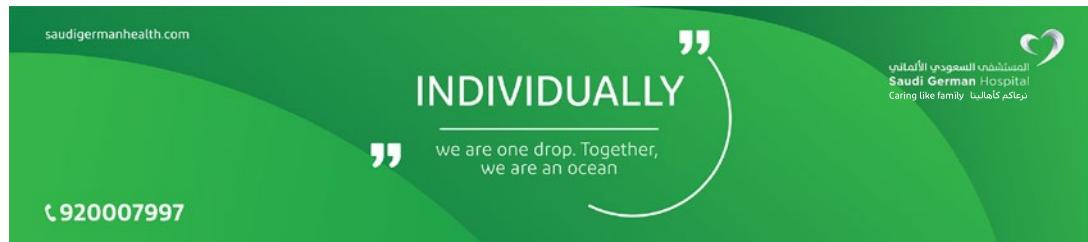
Bus



Ambulance



Walls



Walls



Wallpaper



Artworks



Have any questions?

Contact:

BrandMgr.meahco@sghgroup.net

Saudi German Health

Office 2702, Boulevard Plaza
Tower 2, Burj Khalifa Area, Dubai,
UAE

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