

BRAND GUIDELINES

VISUAL IDENTITY





WE CARE ABOUT YOU

BRAND MOOD

FEEL AND LOOK





BRAND MARK

LOGO





Main iconic brand mark, suitable
everywhere when space isn't an issue



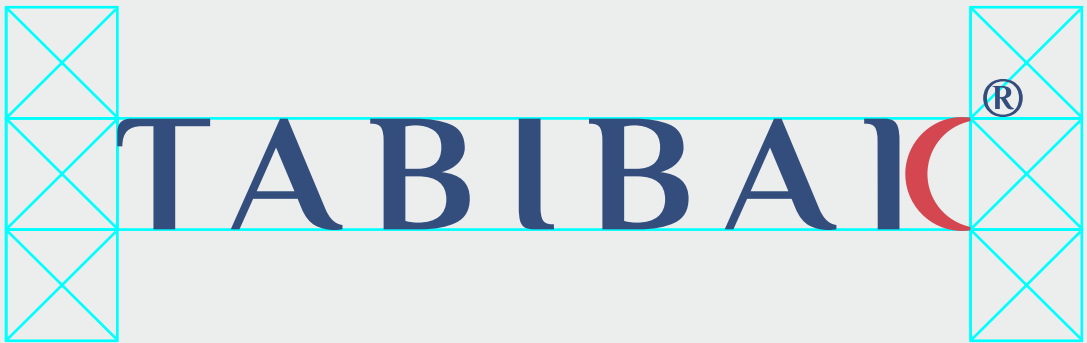
Complete logo with arabic and
english for ease of access



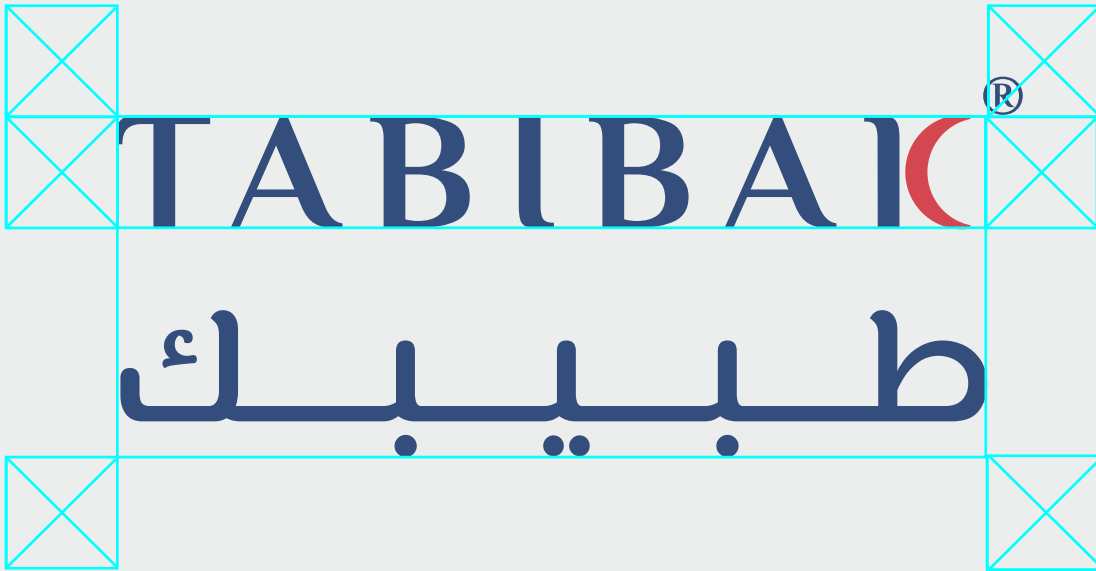
Iconic brand mark, suitable for narrow spaces when minimal is a must



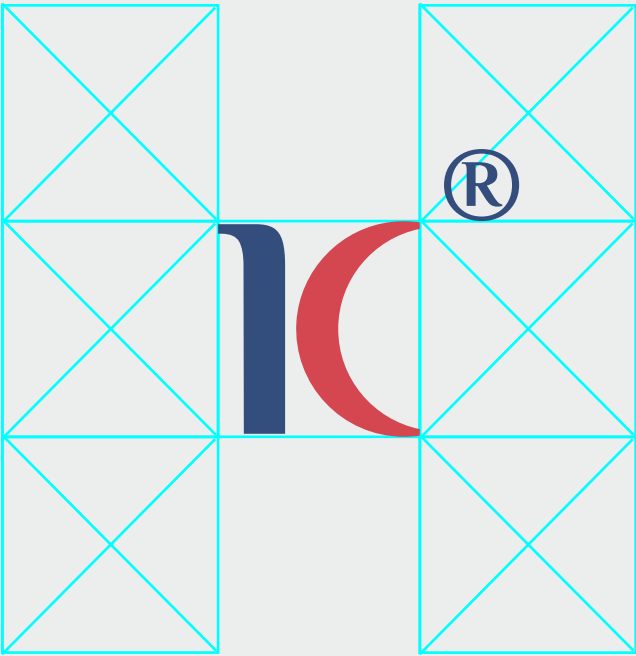
Circular alignment, provide a slightly playful logo for badge style



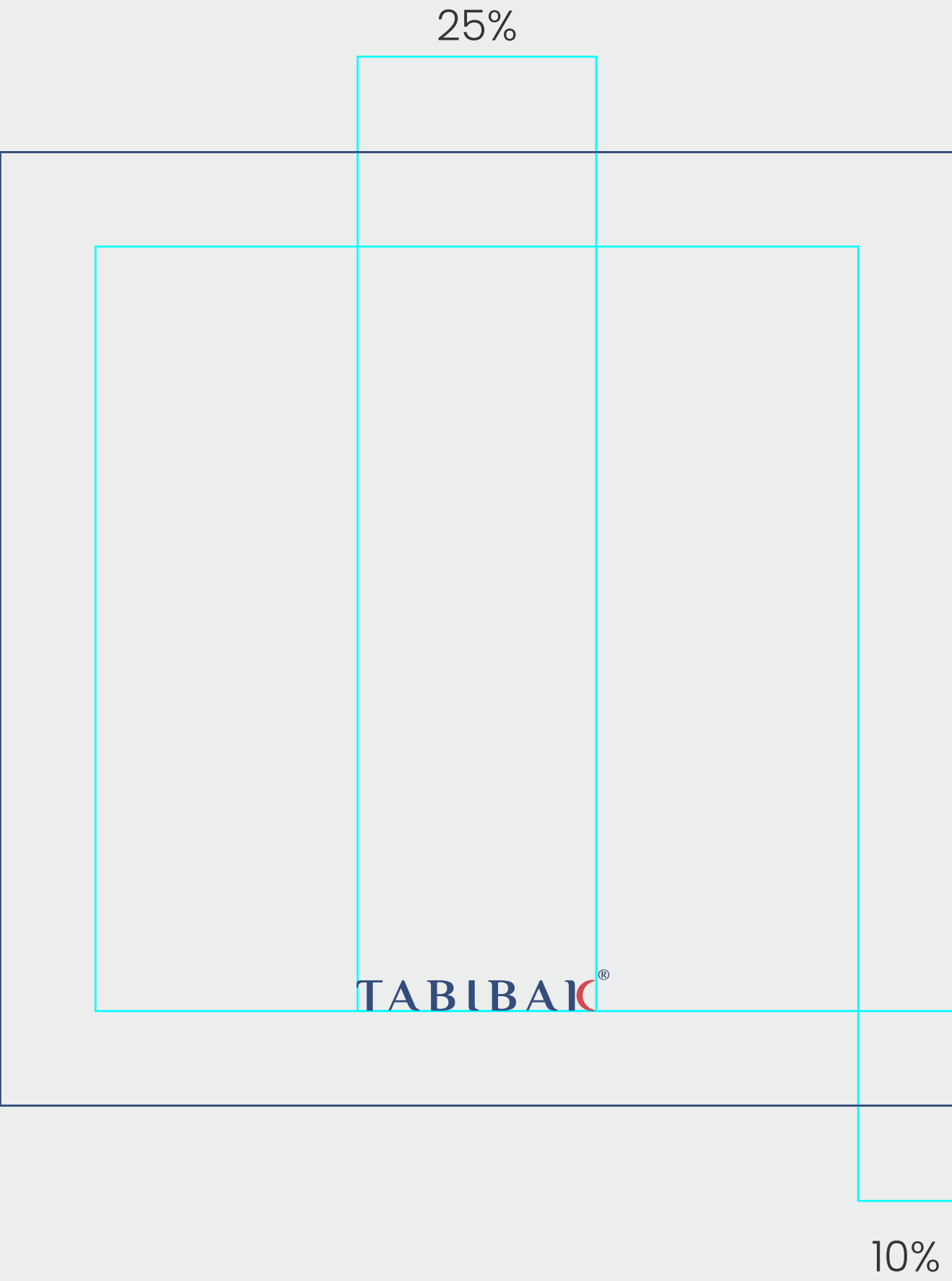
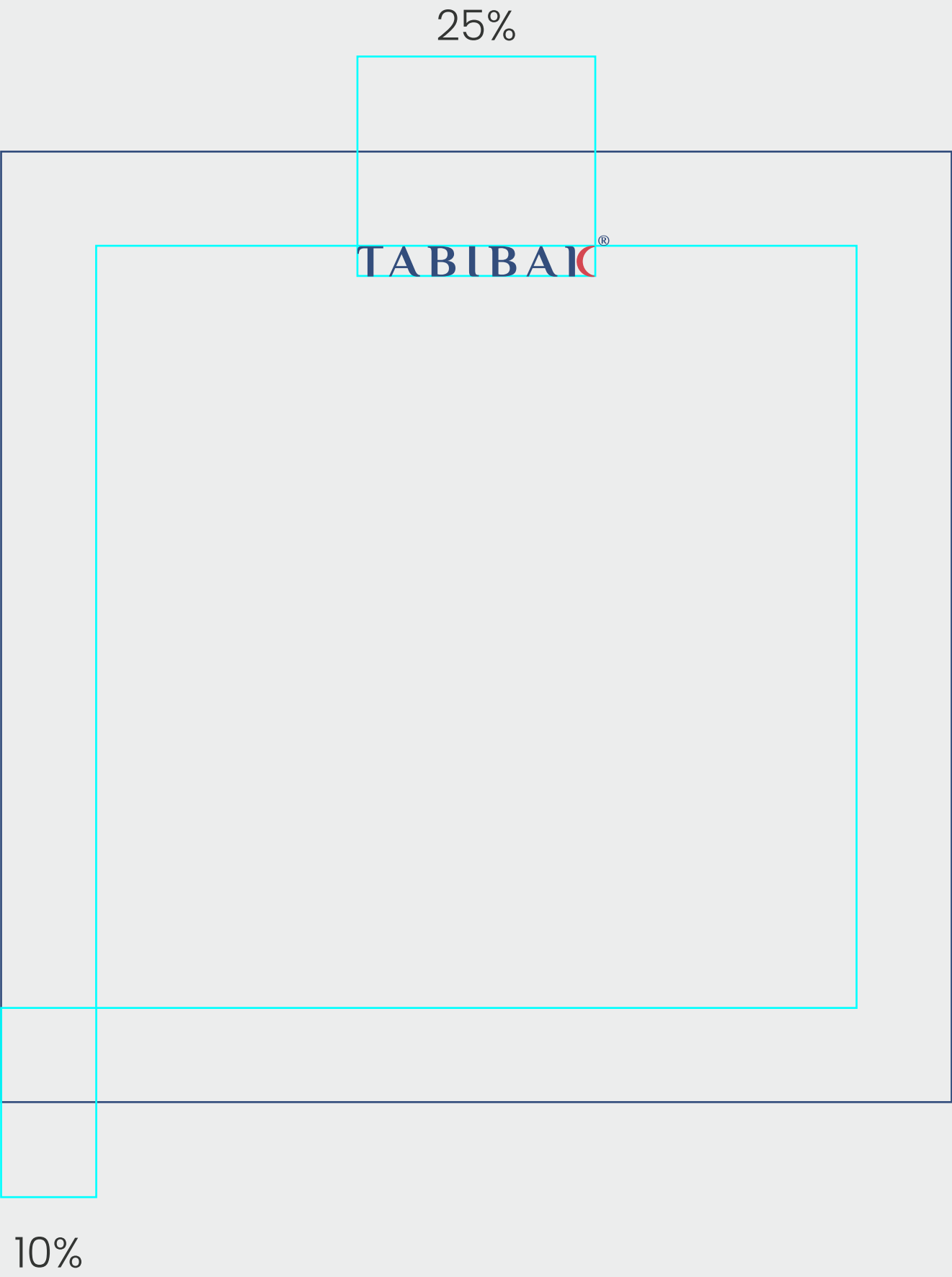
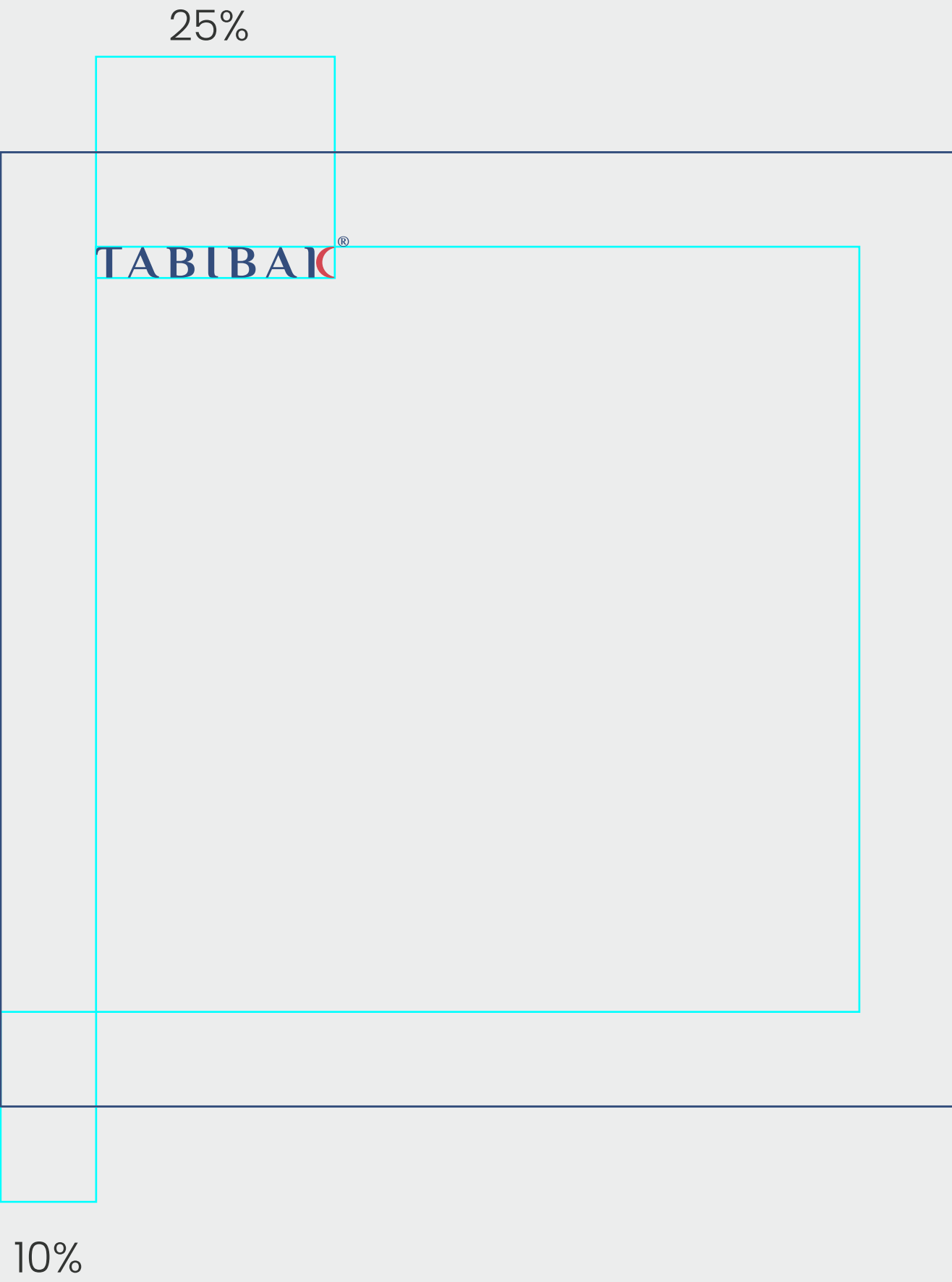
Keep the logo away by at least the
hight of the logotype in all directions



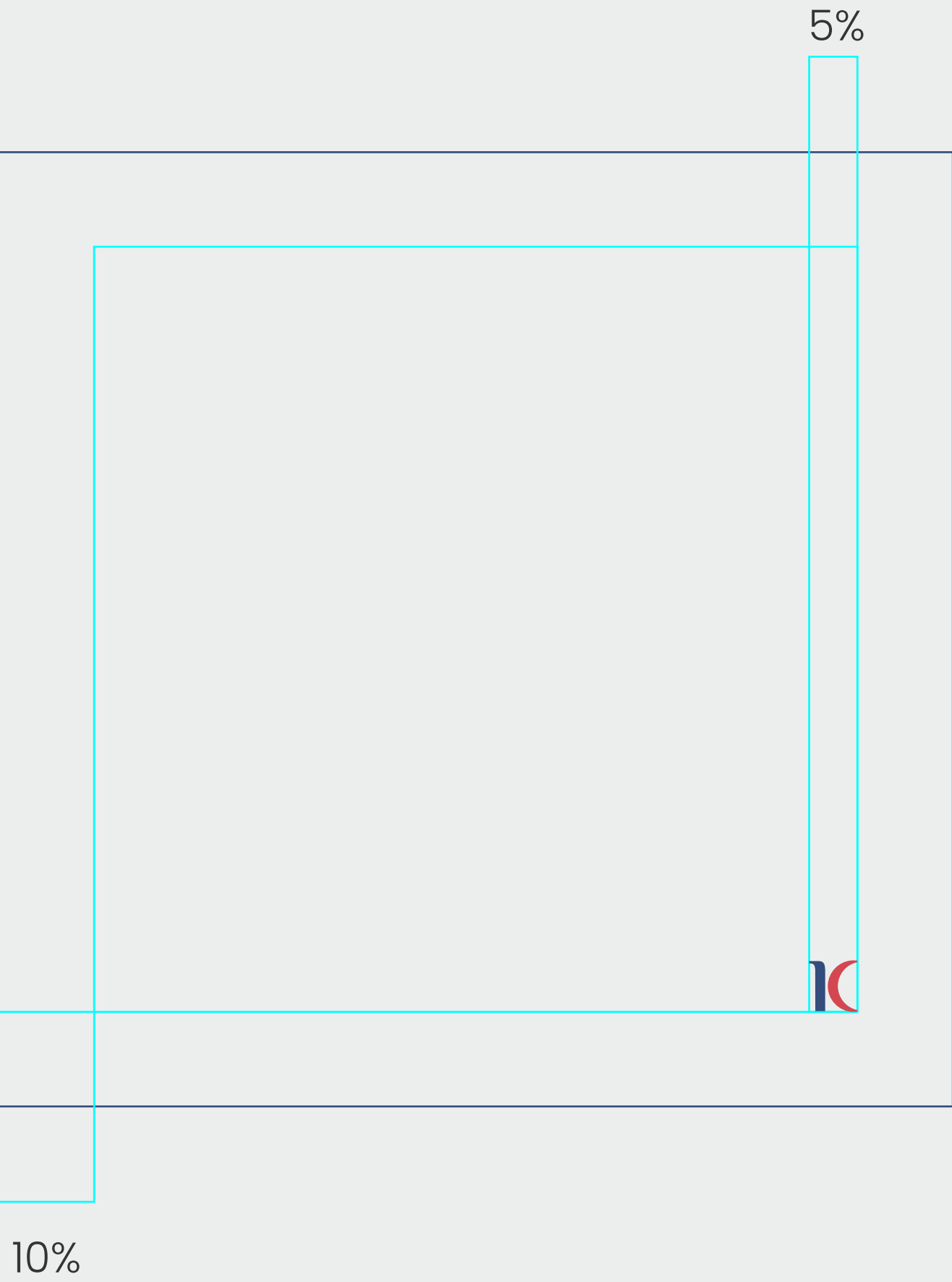
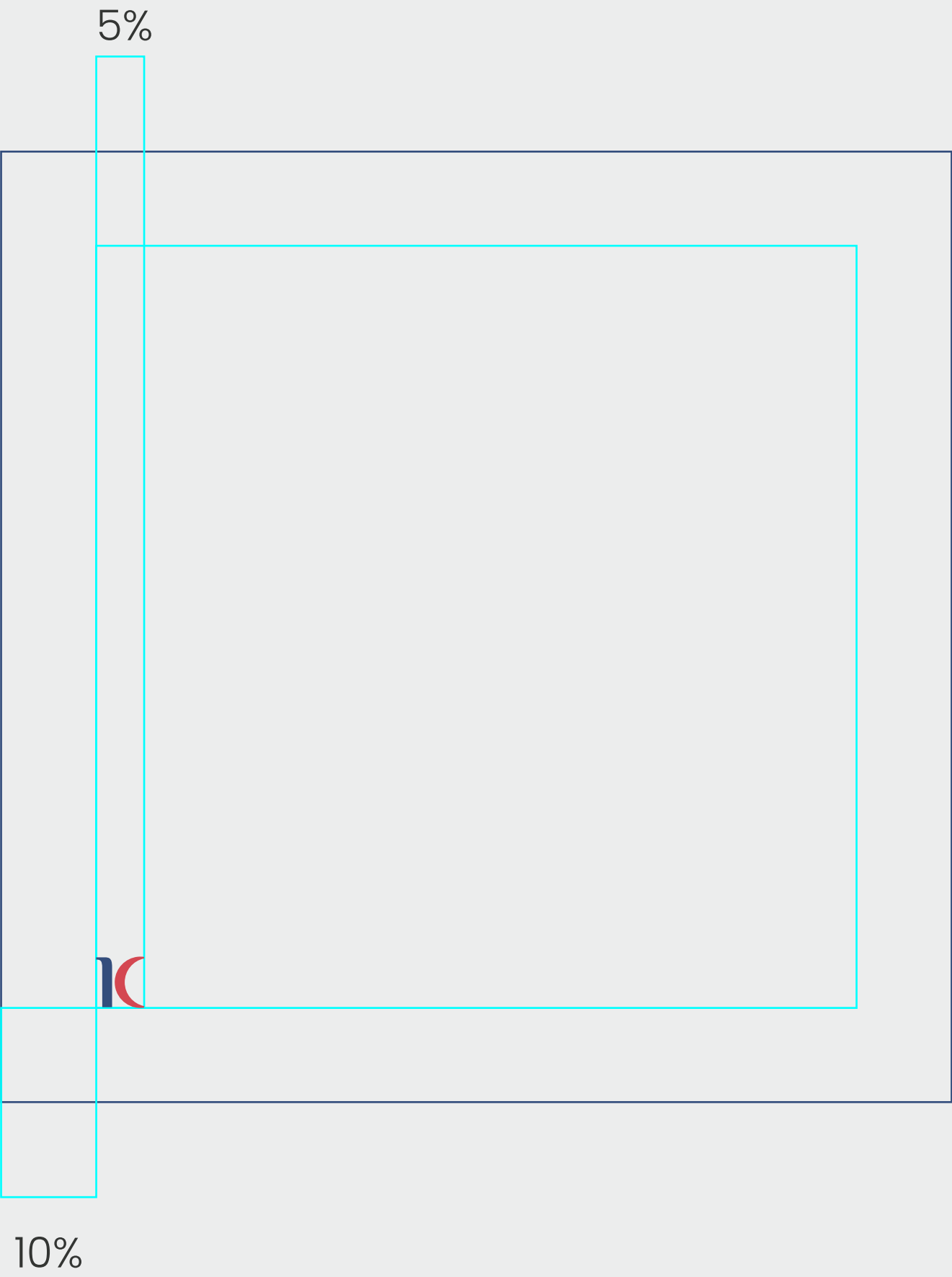
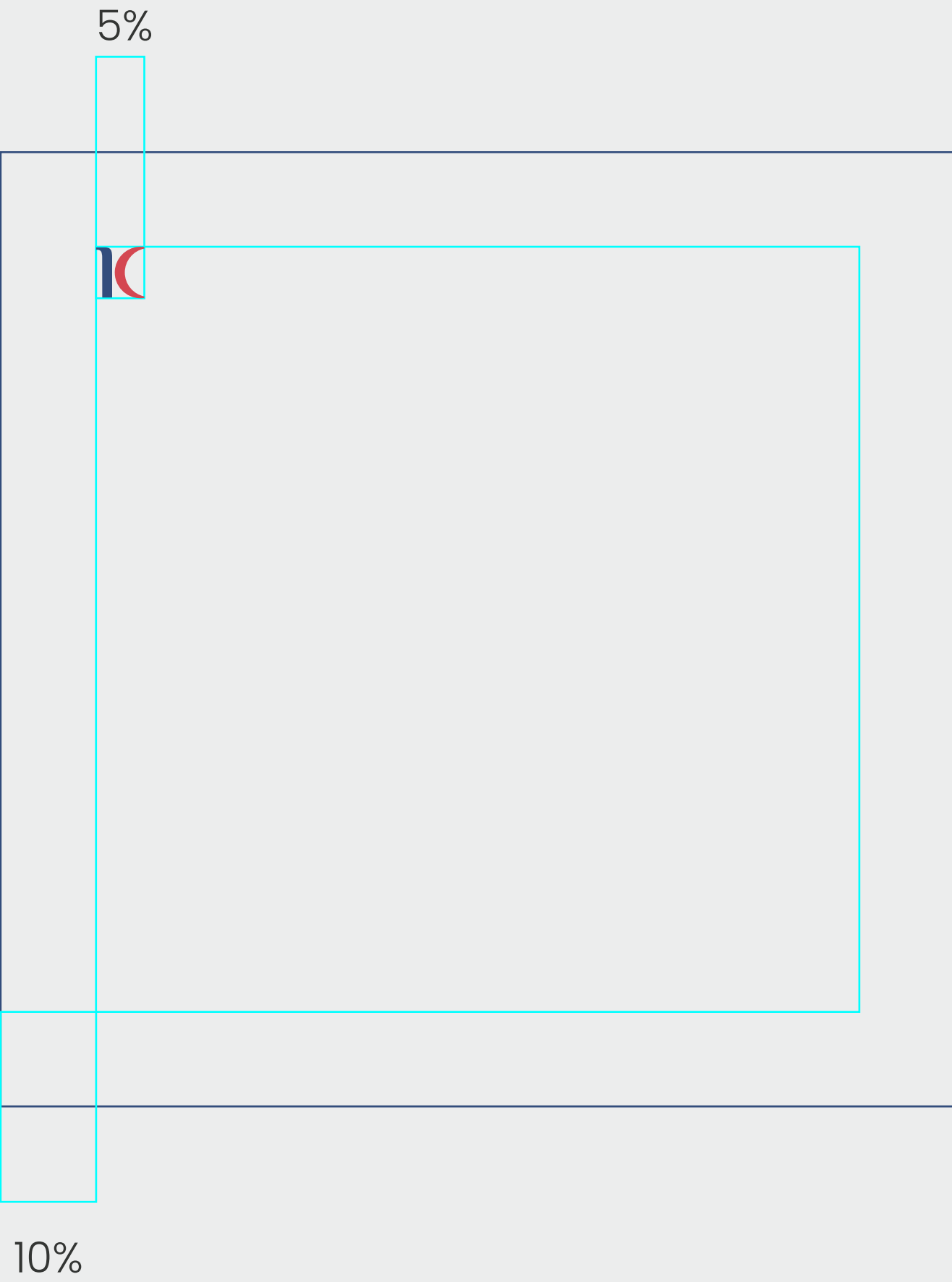
Keep the logo away by at least the
hight of the logotype in all directions



Keep the master icon away by at least it's height in all directions



10% clearance and the logo 25% max



10% clearance and the Icon 5% max

LOGO PLACEMENT

TYPOGRAPHY

BRAND FONTS





EL MESSIRI BOLD

HEADLINES



Poppins Medium

SUBHEADS



Poppins Light
PARAGRAPHS

HEADLINE

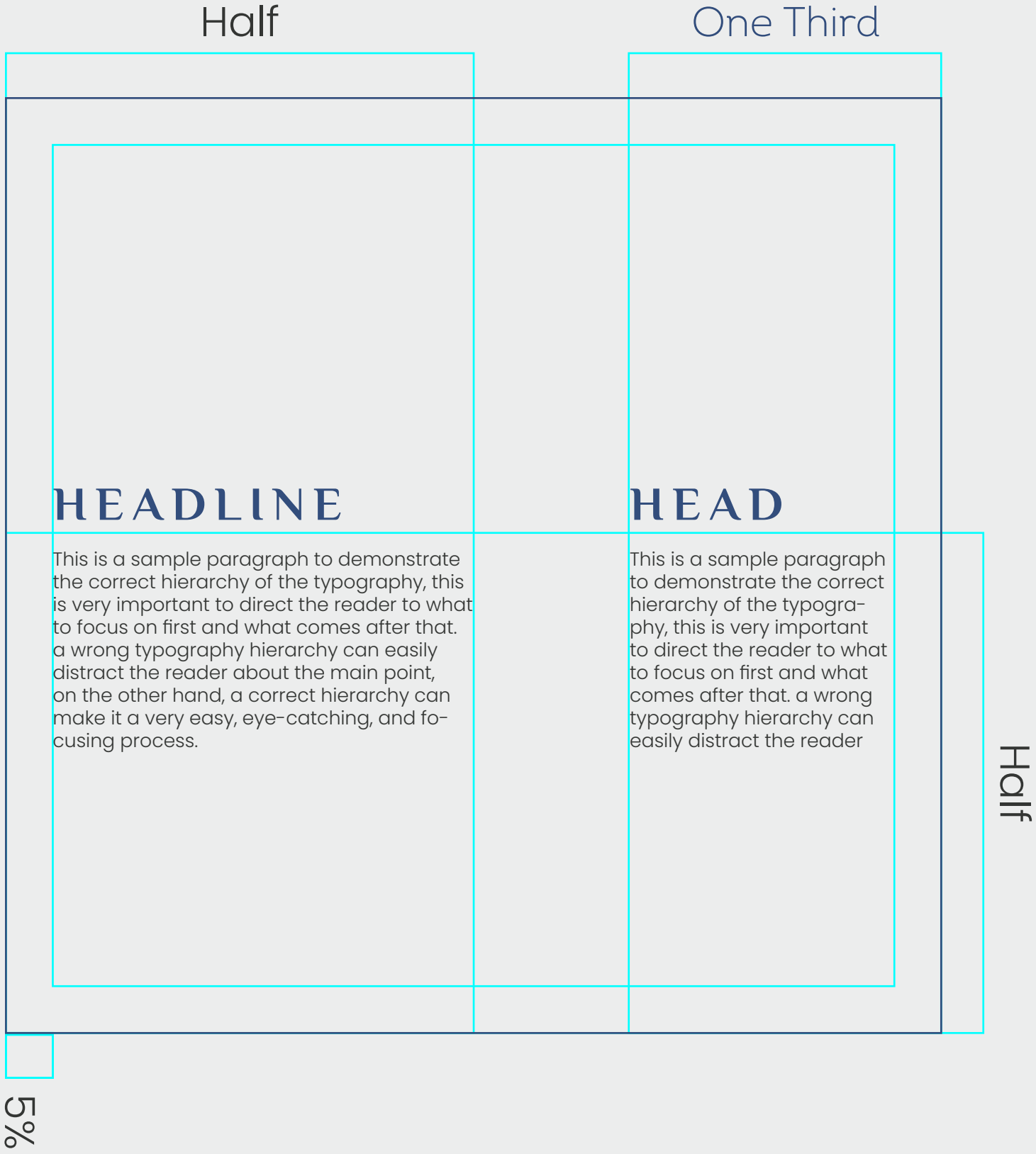
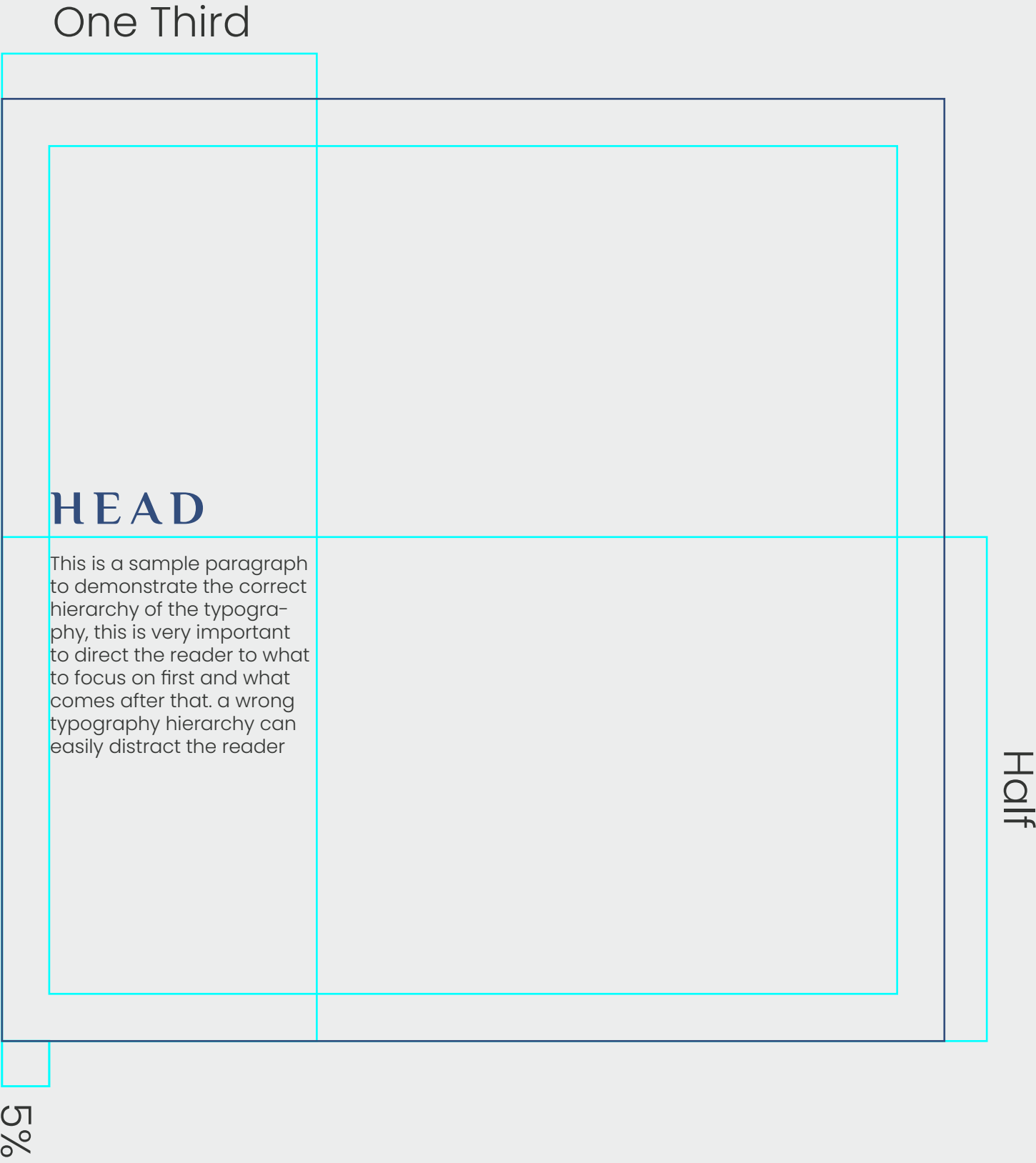
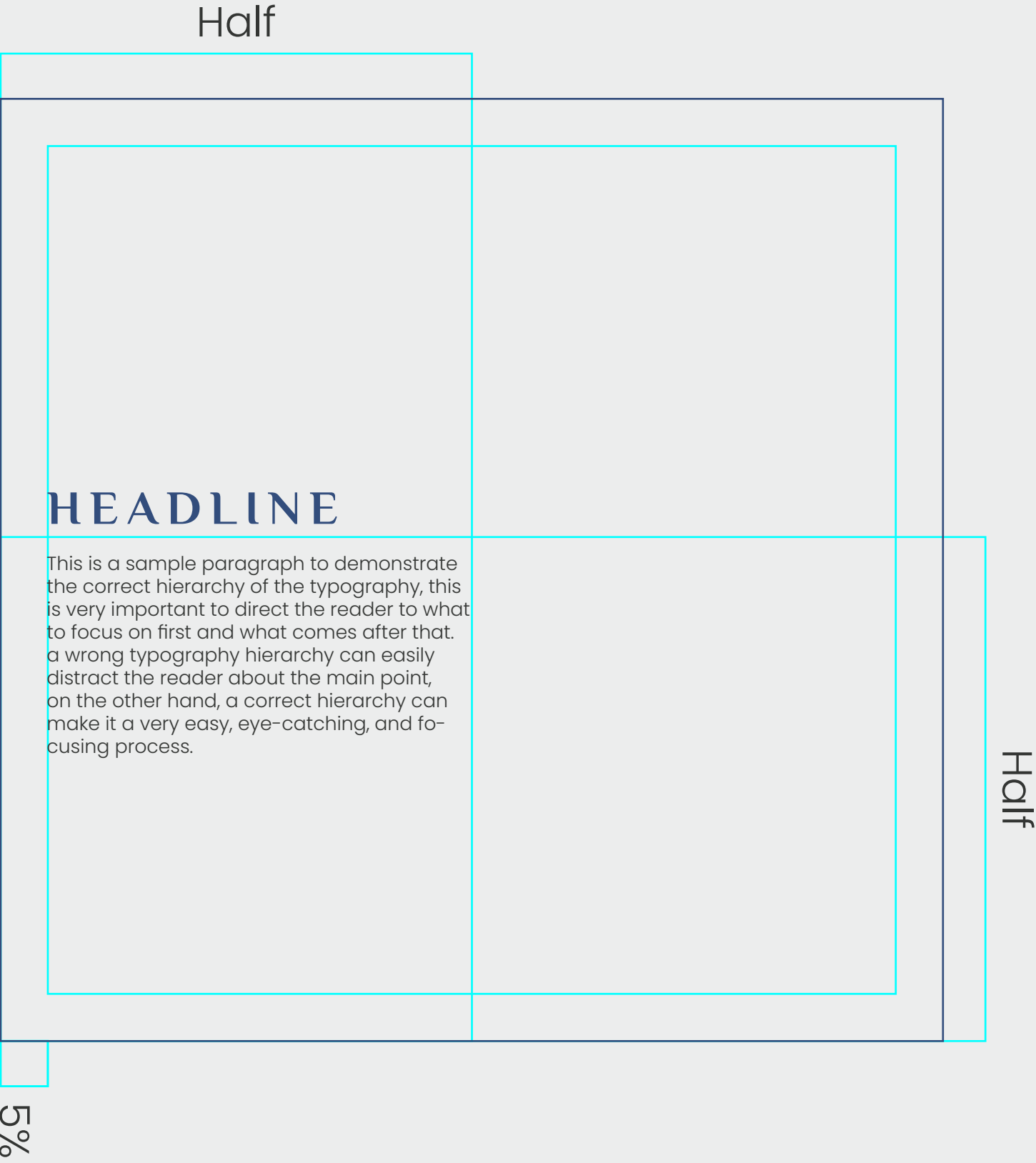
SUBHEAD

This is a sample paragraph to demonstrate the correct hierarchy of the typography, this is very important to direct the reader to what to focus on first and what comes after that. a wrong typography hierarchy can easily distract the reader about the main point, on the other hand, a correct hierarchy can make it a very easy, eye-catching, and focusing process.

60 PT

30 PT

15pt
Make the headlines font size at least 2x of the paragraph to get a good contrast.



Align vertically to the center or the one third line

Half

HEADLINE

This is a sample paragraph to demonstrate the correct hierarchy of the typography, this is very important to direct the reader to what to focus on first and what comes after that. a wrong typography hierarchy can easily distract the reader about the main point, on the other hand, a correct hierarchy can make it a very easy, eye-catching, and focusing process.

One Third

5%

Two Thirds

HEADLINE

This is a sample paragraph to demonstrate the correct hierarchy of the typography, this is very important to direct the reader to what to focus on first and what comes after that. a wrong typography hierarchy can easily distract the reader about the main point, on the other hand, a correct hierarchy can make it a very easy, eye-catching, and focusing process.

One Third

5%

HEADLINE

This is a sample paragraph to demonstrate the correct hierarchy of the typography, this is very important to direct the reader to what to focus on first and what comes after that. a wrong typography hierarchy can easily distract the reader about the main point, on the other hand, a correct hierarchy can make it a very easy, eye-catching, and focusing process. This is a sample paragraph to demonstrate the correct hierarchy of the typography, this is very important to

direct the reader to what to focus on first and what comes after that. a wrong typography hierarchy can easily distract the reader about the main point, on the other the correct hierarchy of the typography, this is very important to dit hierarchy can make it a very easy, eye-catching, and focusing process.

One Third

5%

Align vertically to the center or the two thirds line

COLOR PALETTE

BRAND COLORS



TABIBAK BLUE #324d7c

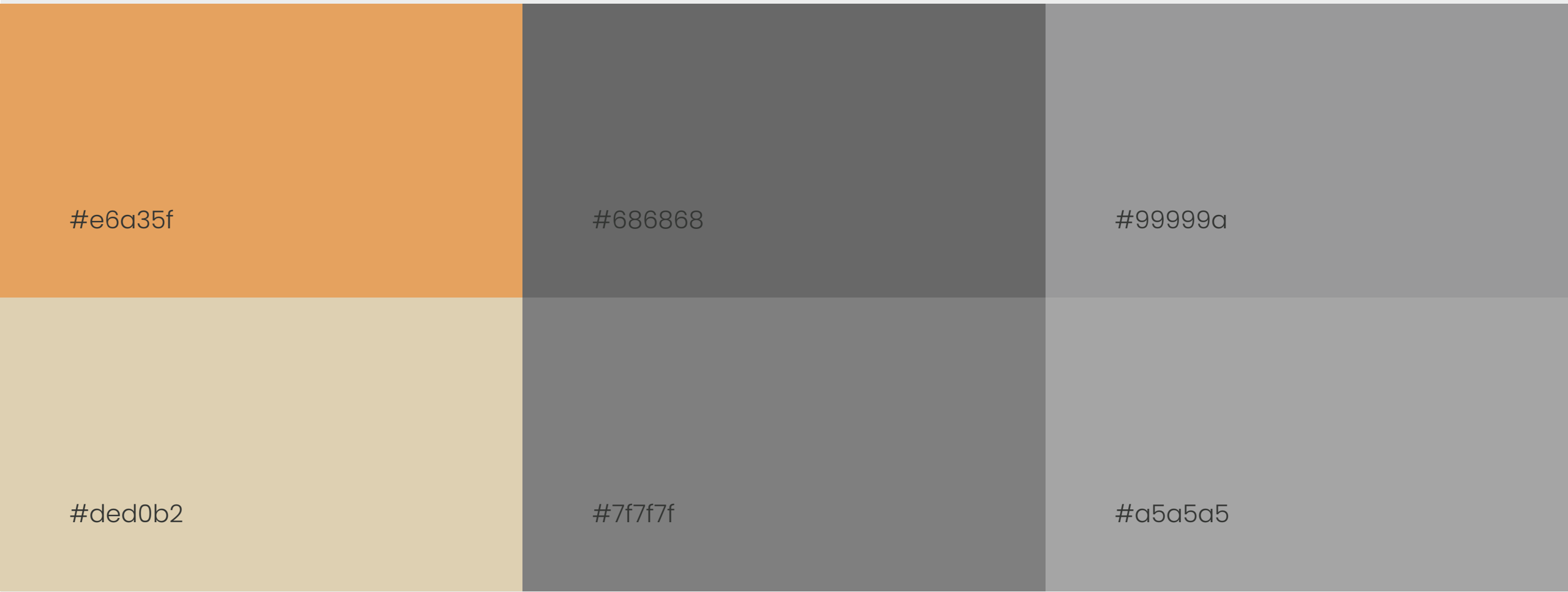
TABIBAK RED #d44851

TABIBAK WHITE #ededee

TABIBAK GREY #333533

MAIN COLORS

Chosen carefully to achieve the balance between beauty and functionality



SHADES

Additional supporting colors to achieve more contrast and more functionality for example with realy small text or with other brands.





GRAPHIC SUPPORT

BRAND ELEMENTS





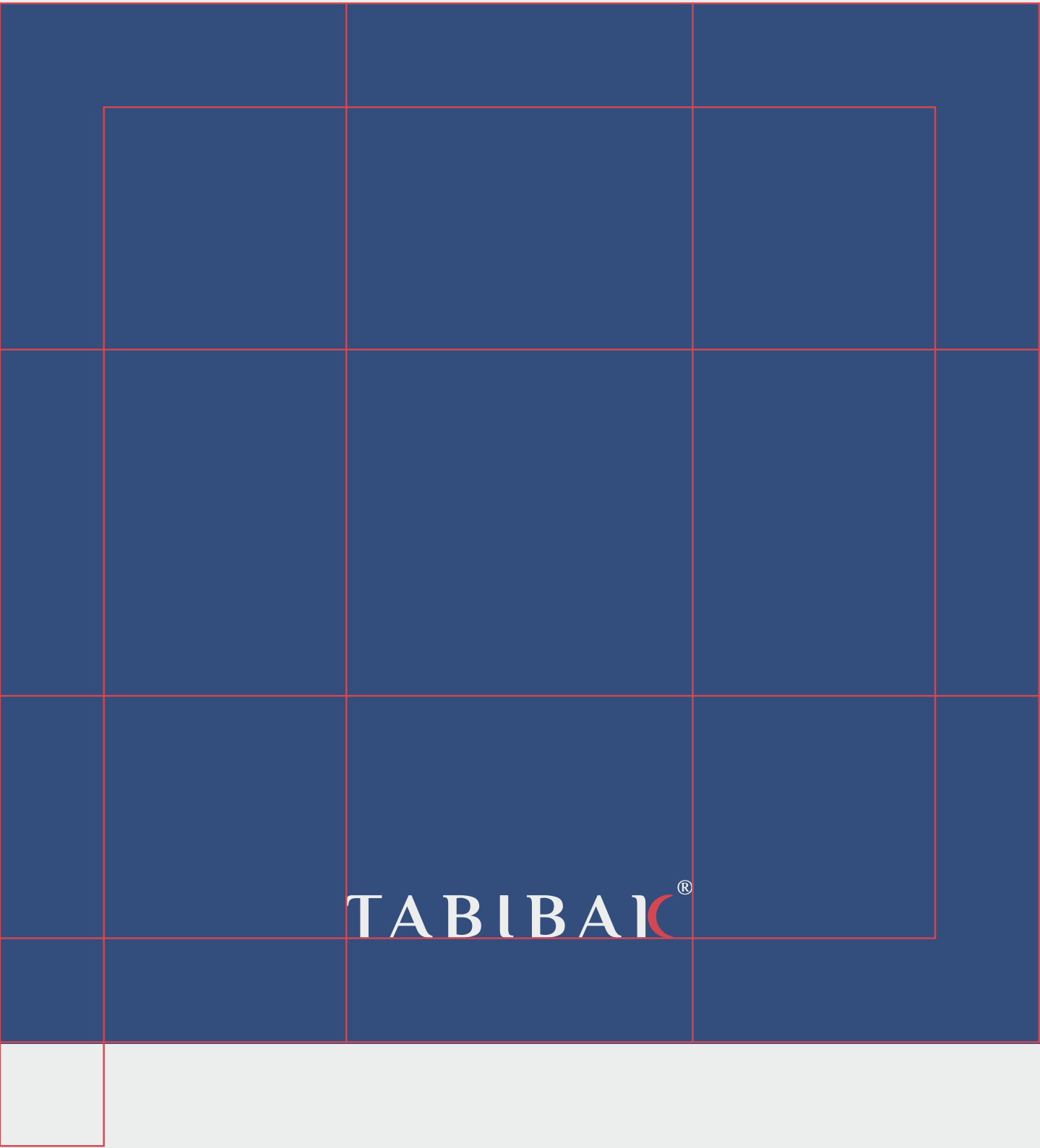
WE CARE ABOUT YOU



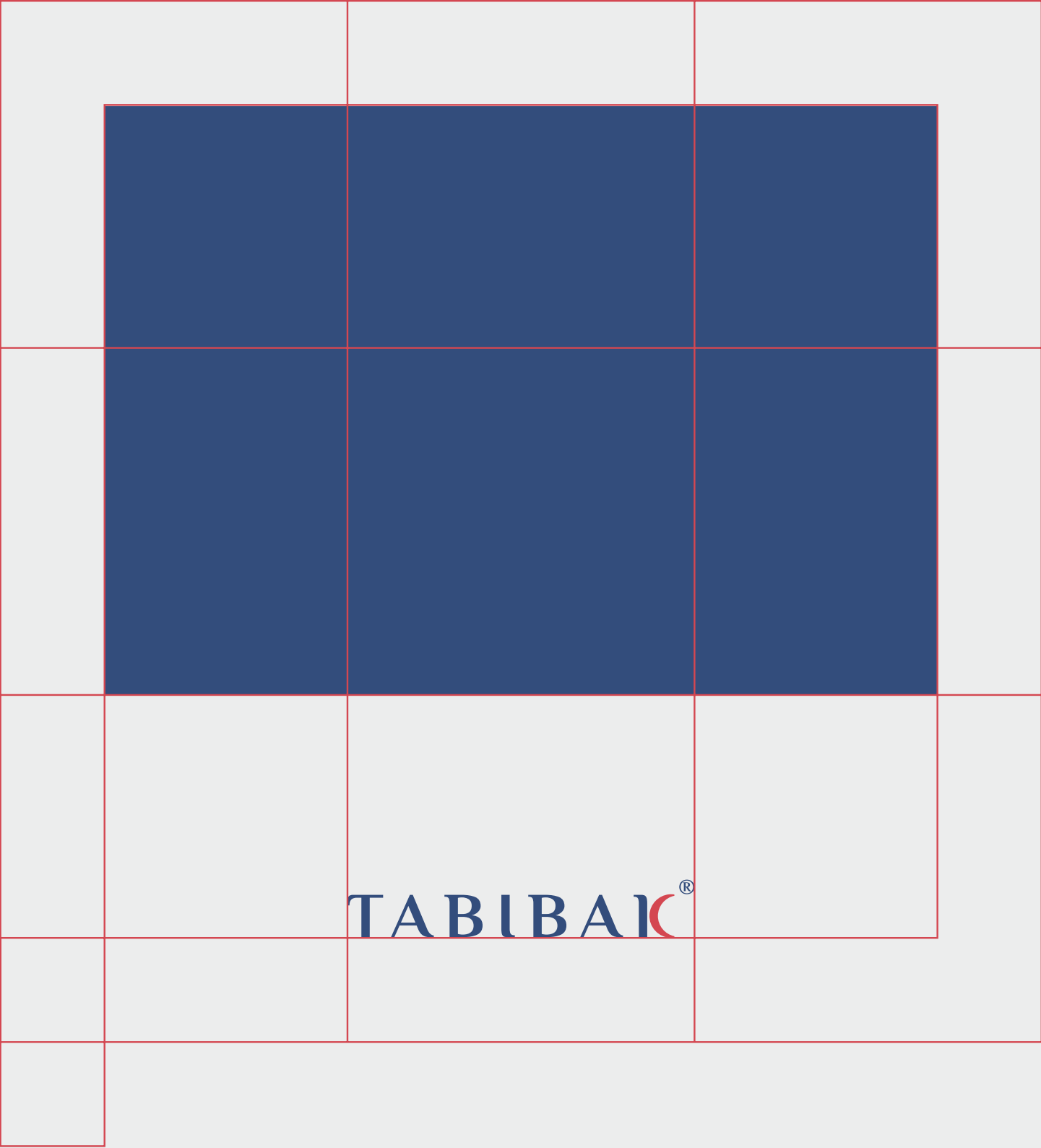
GRID SYSTEM

LAYOUTS

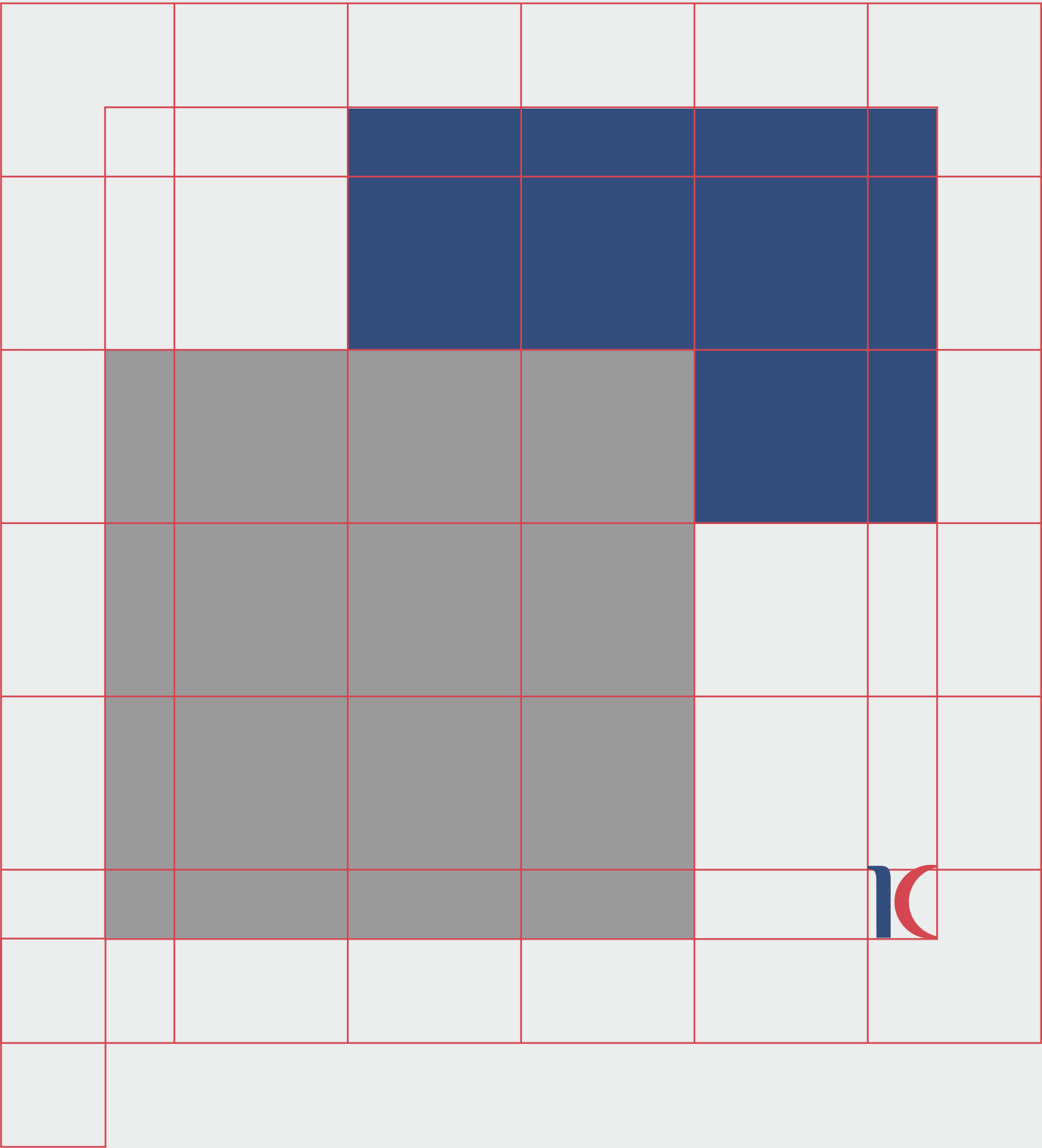




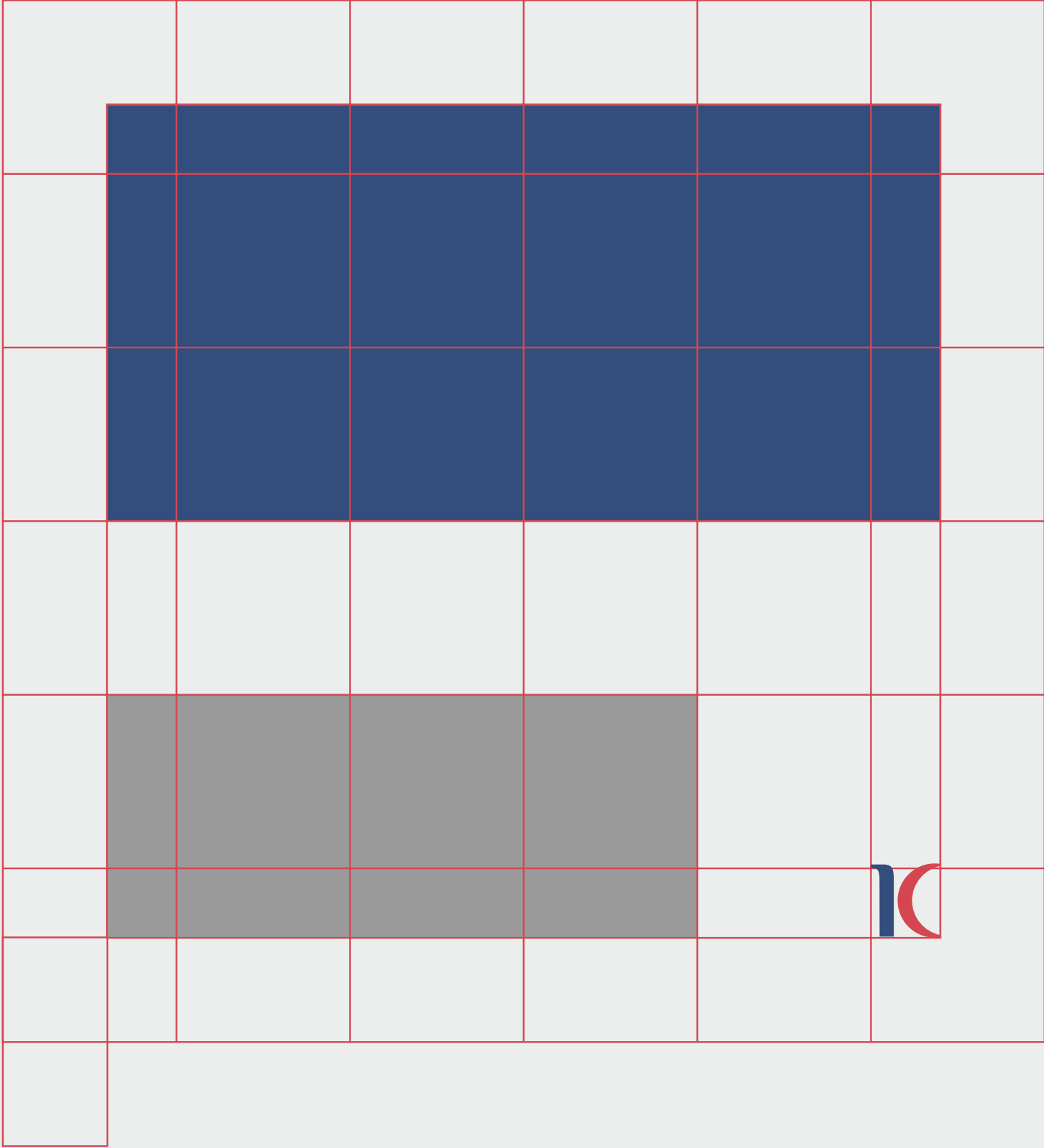
10%



10%

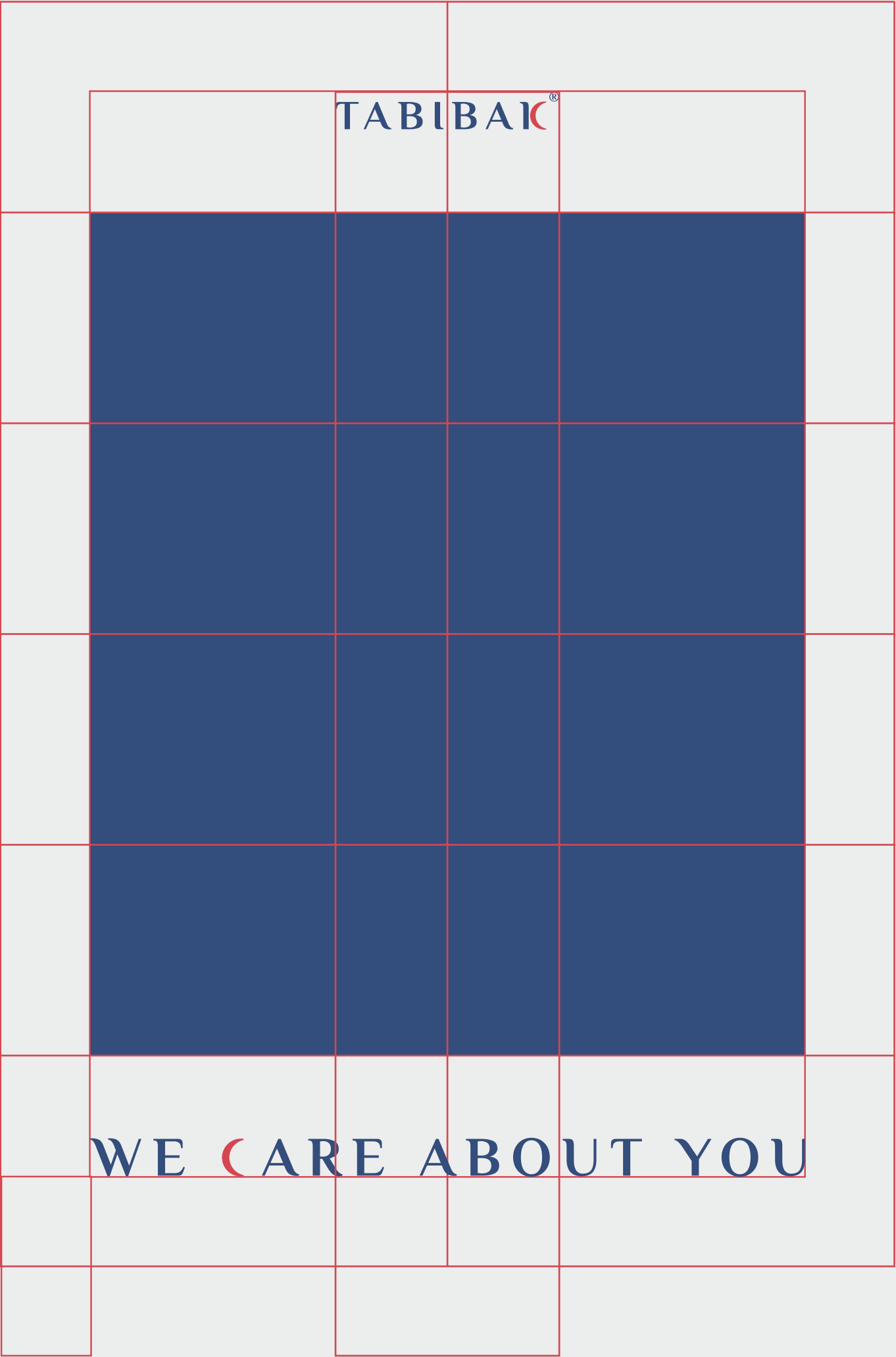


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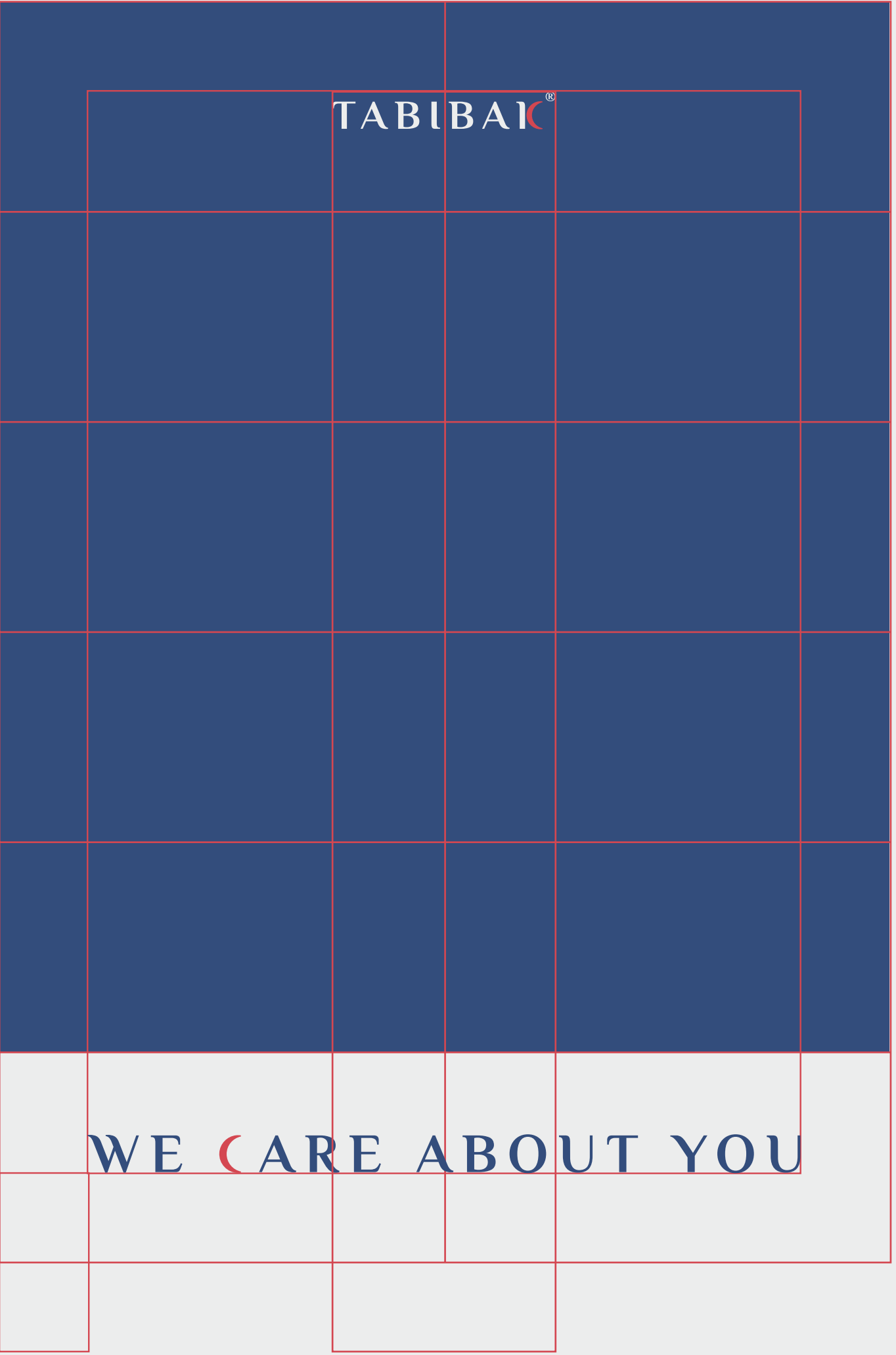
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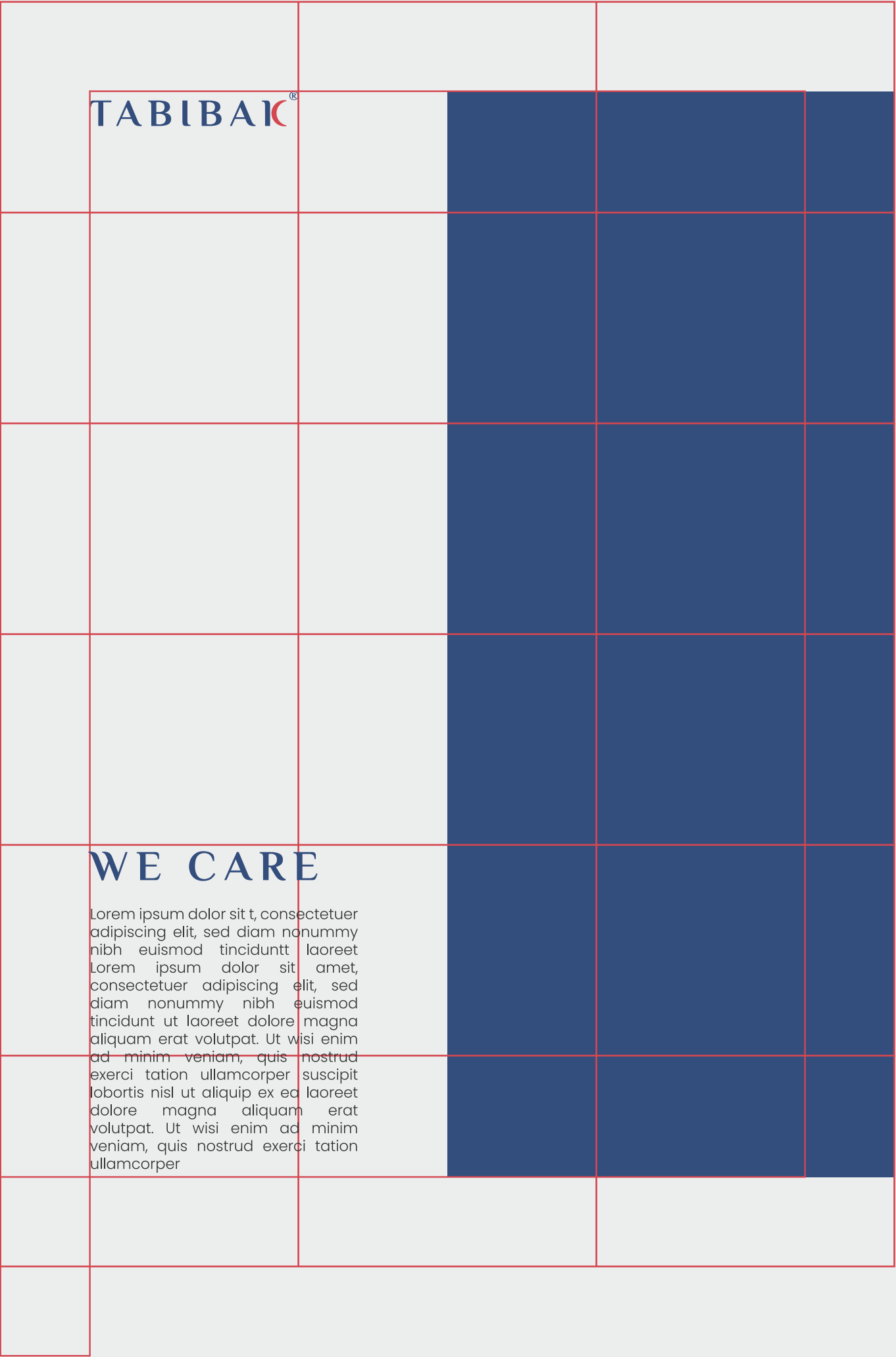
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25%



10%

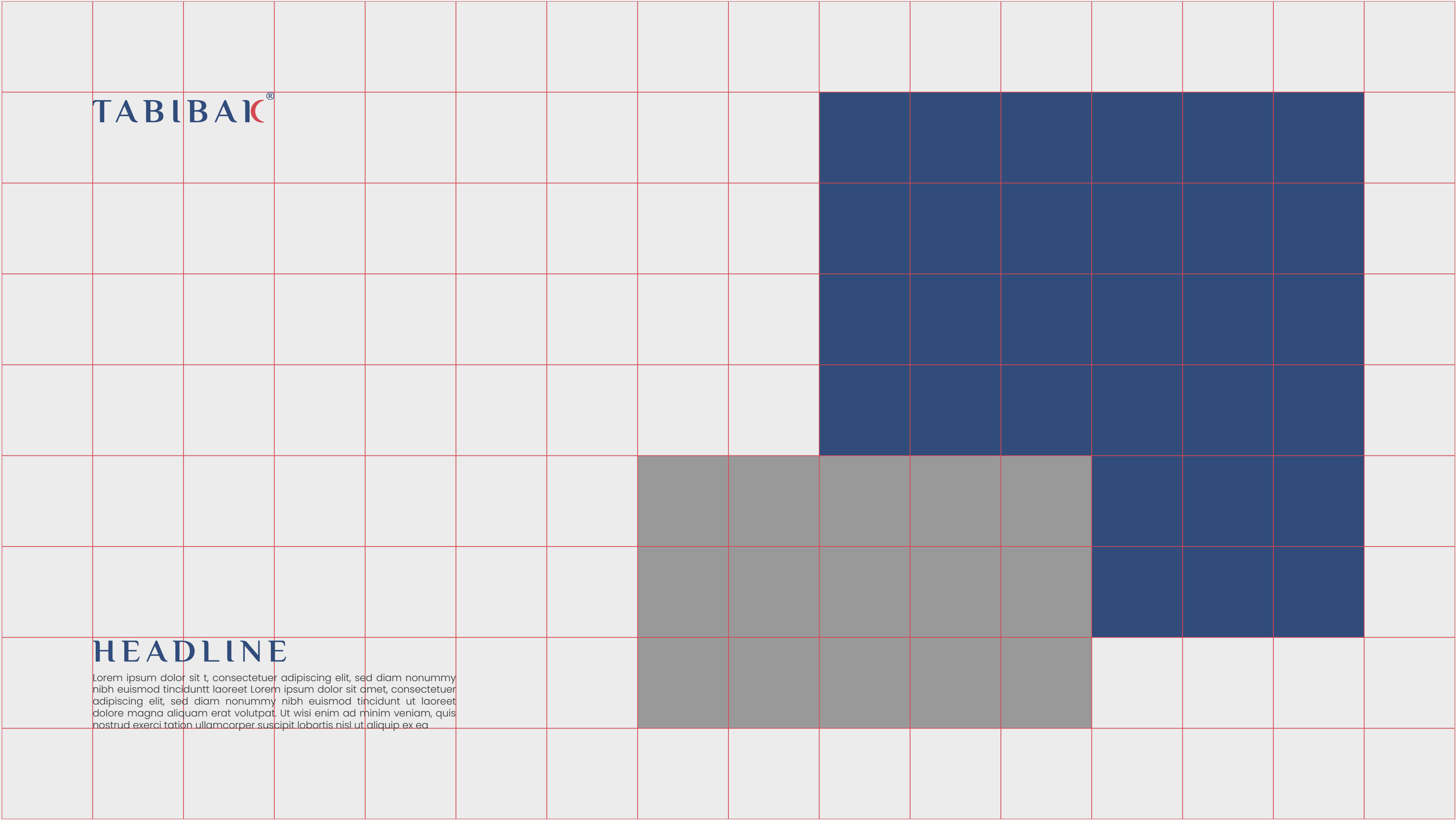
25%

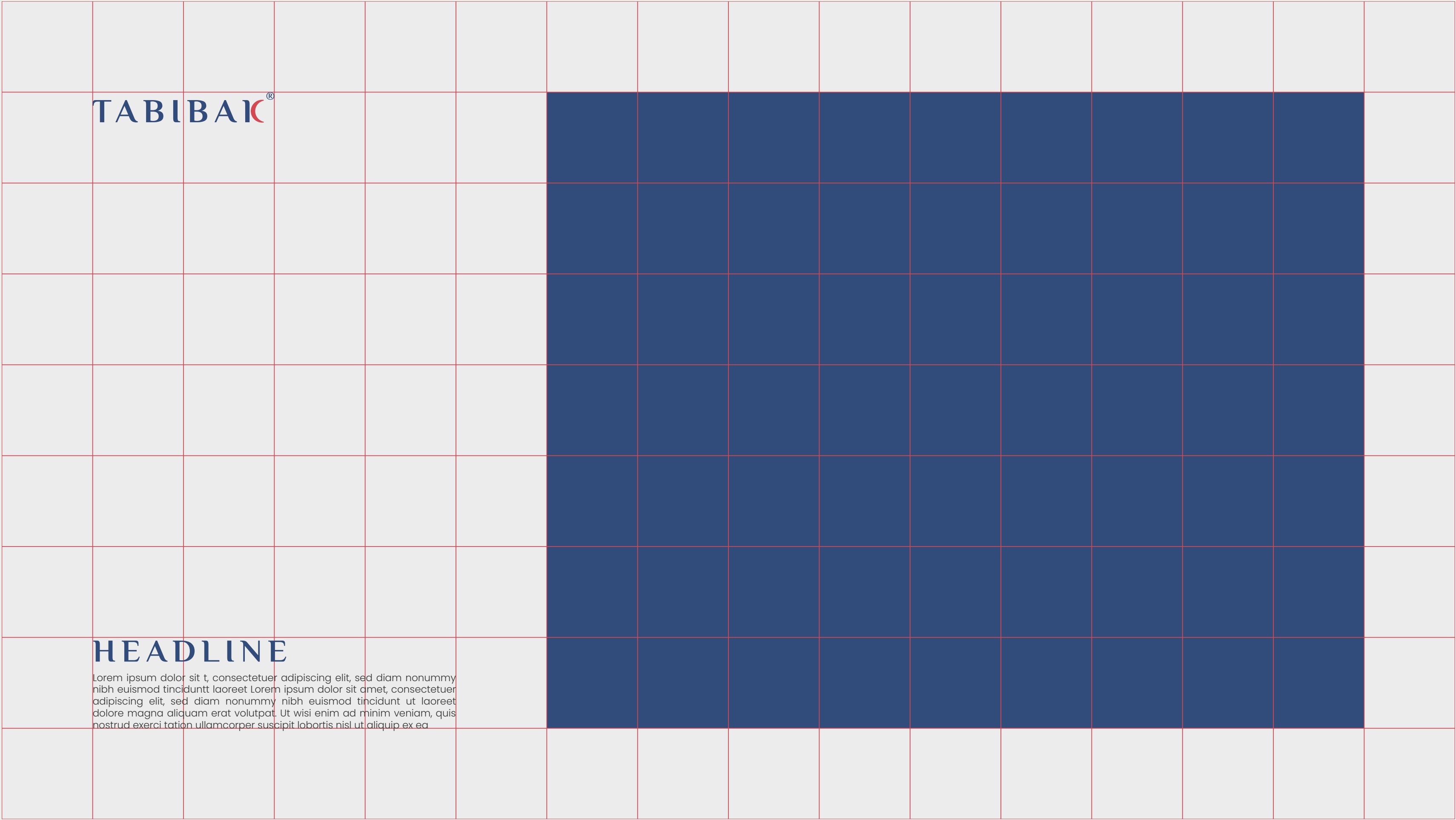


10%



10% 5%



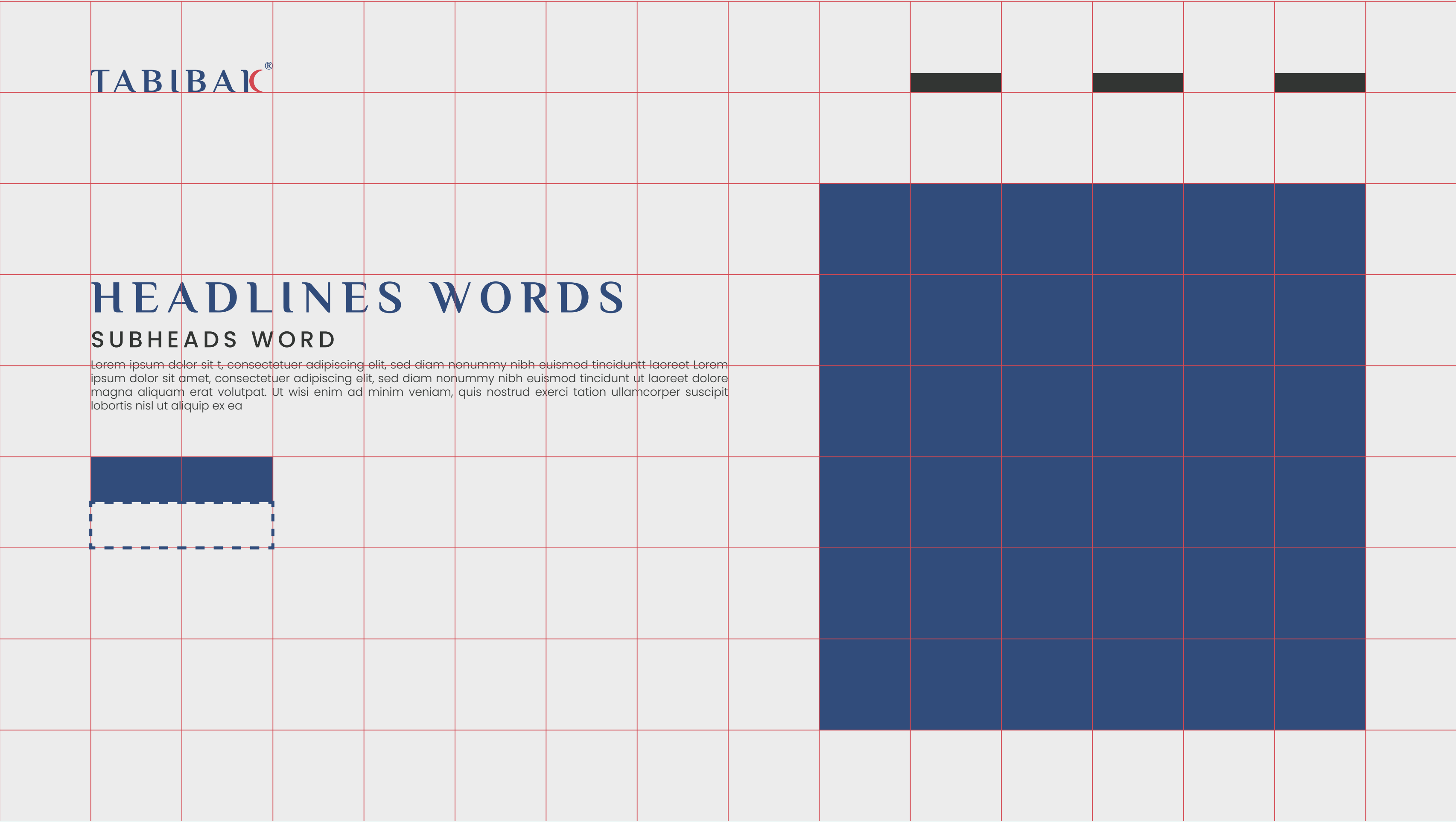


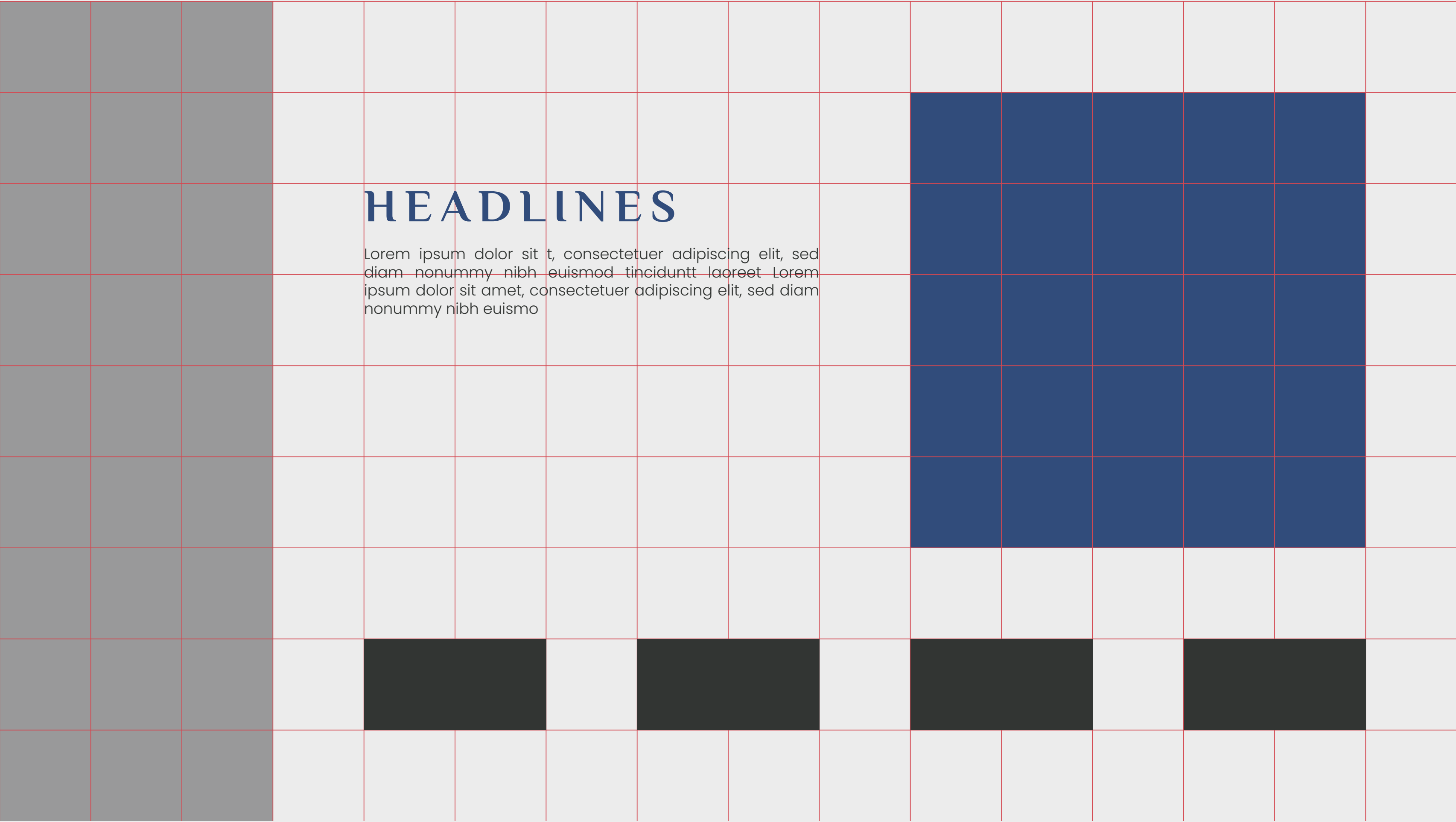
HEADLINES WORDS

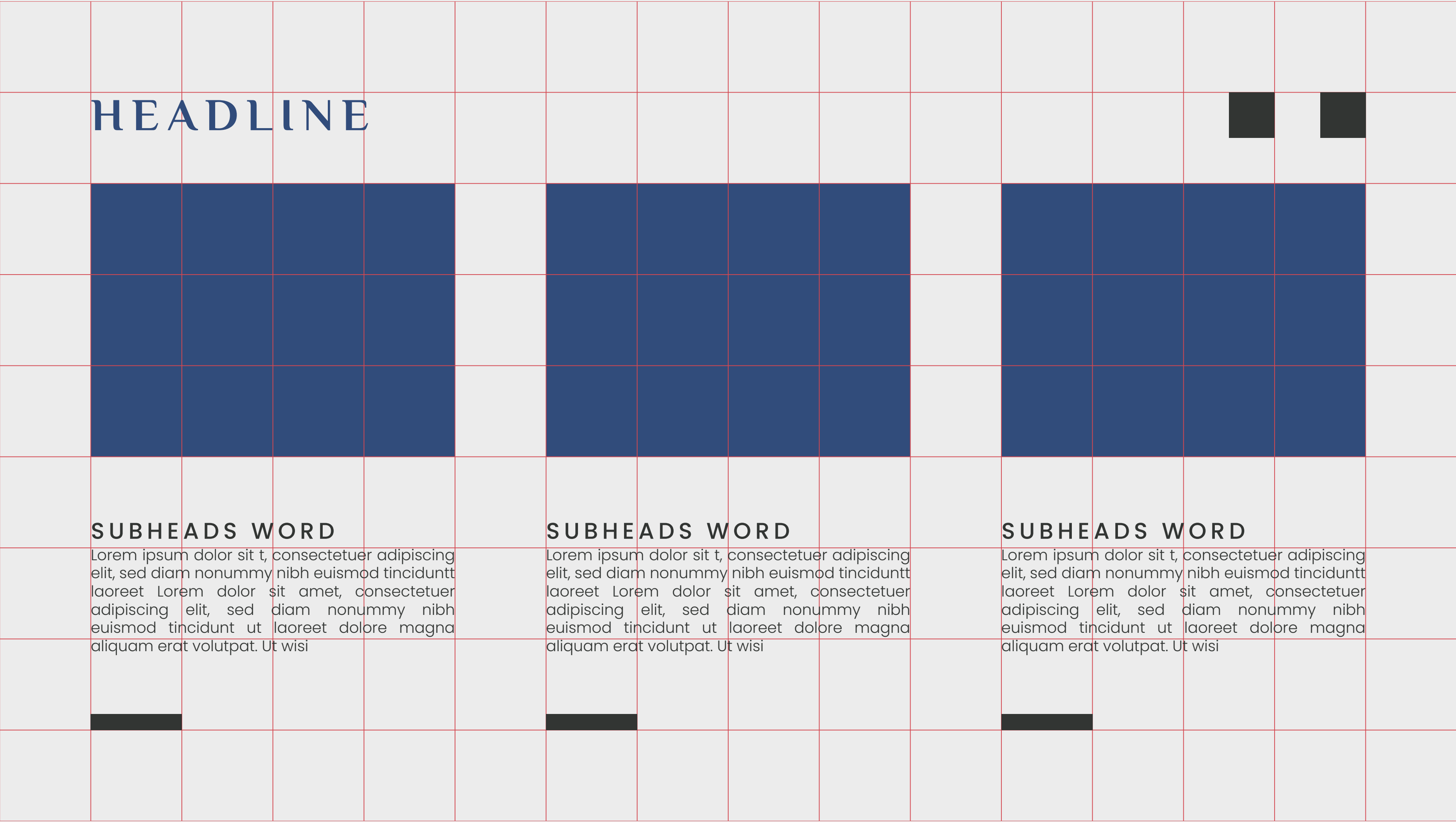
SUBHEADS WORD

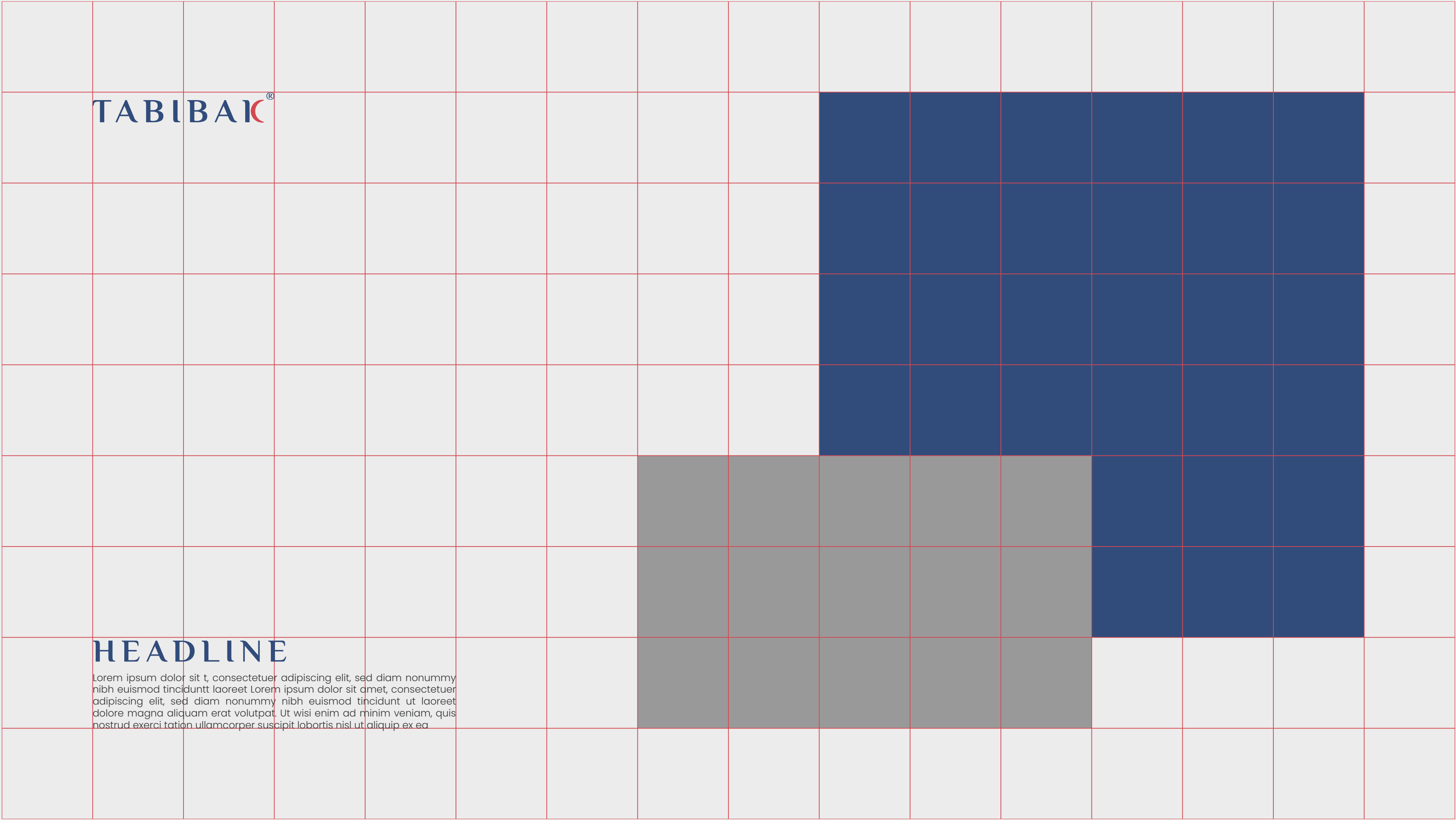
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A HEALTHY LIVER

People who drink a few cups of coffee a day may be less likely to get liver diseases including cancer and scarring (fibrosis, cirrhosis). It might even slow those conditions in some people who have them. Filtered, instant, and espresso all seem to work. Still, helpful as coffee may be, it can't take the place of a balanced diet, a healthy weight, plenty of water, and regular exercise for a healthy liver.

BEST MEDICAL CARE AROUND YOU

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diam nonummy nibh euismod tinciduntt laoreet Lorem
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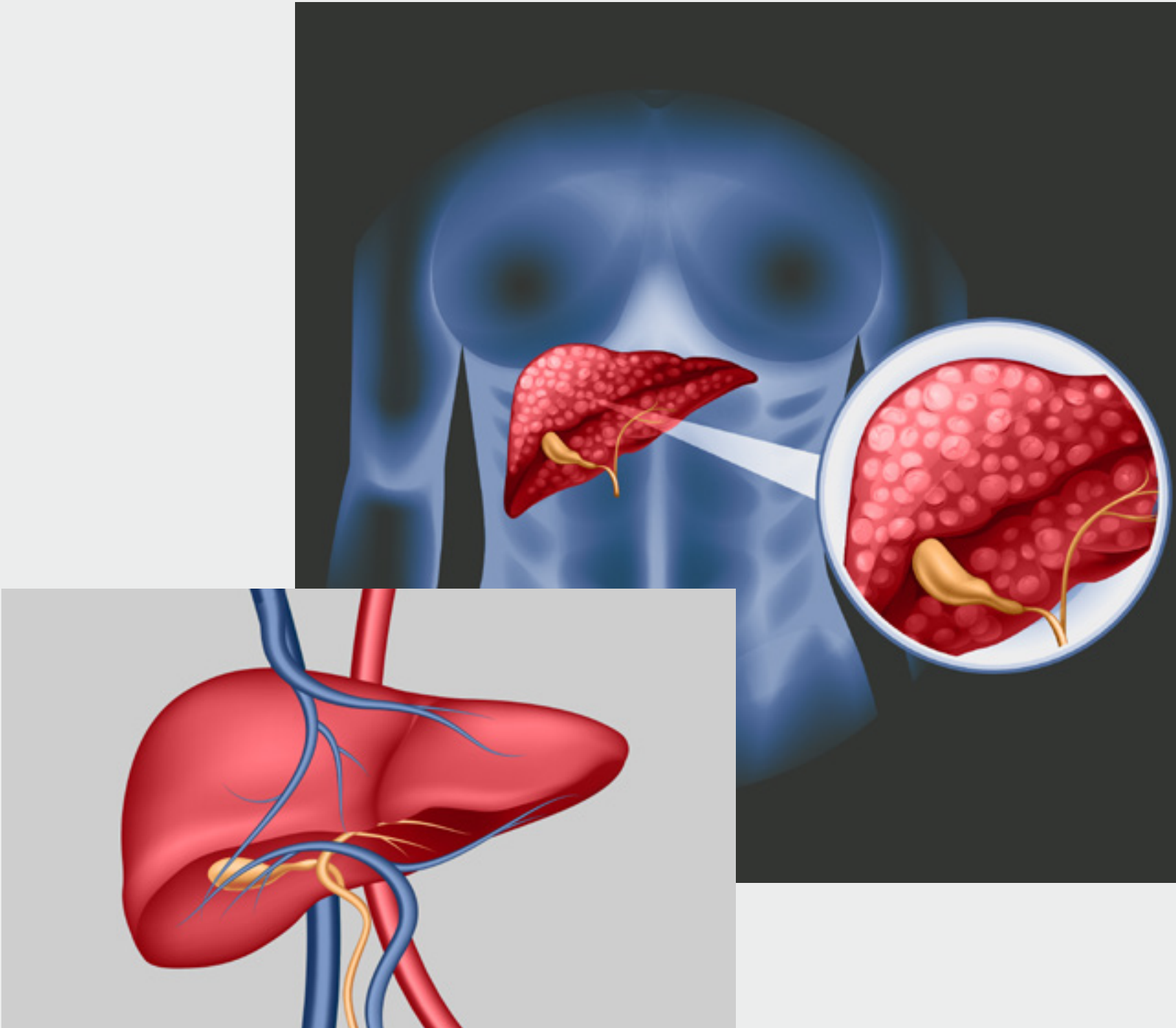
BOOK NOW

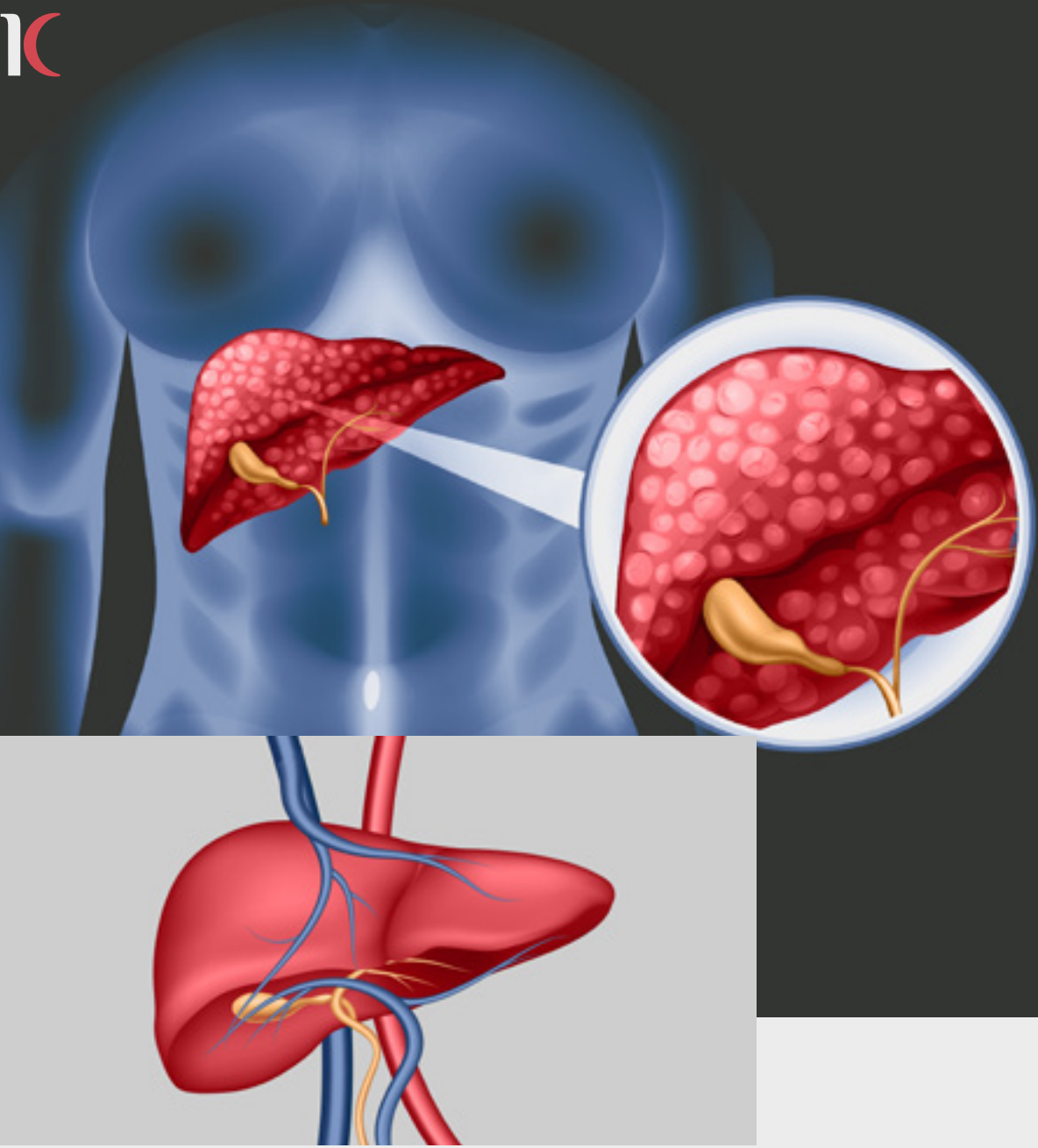


TABIBAIK®

A HEALTHY LIVER

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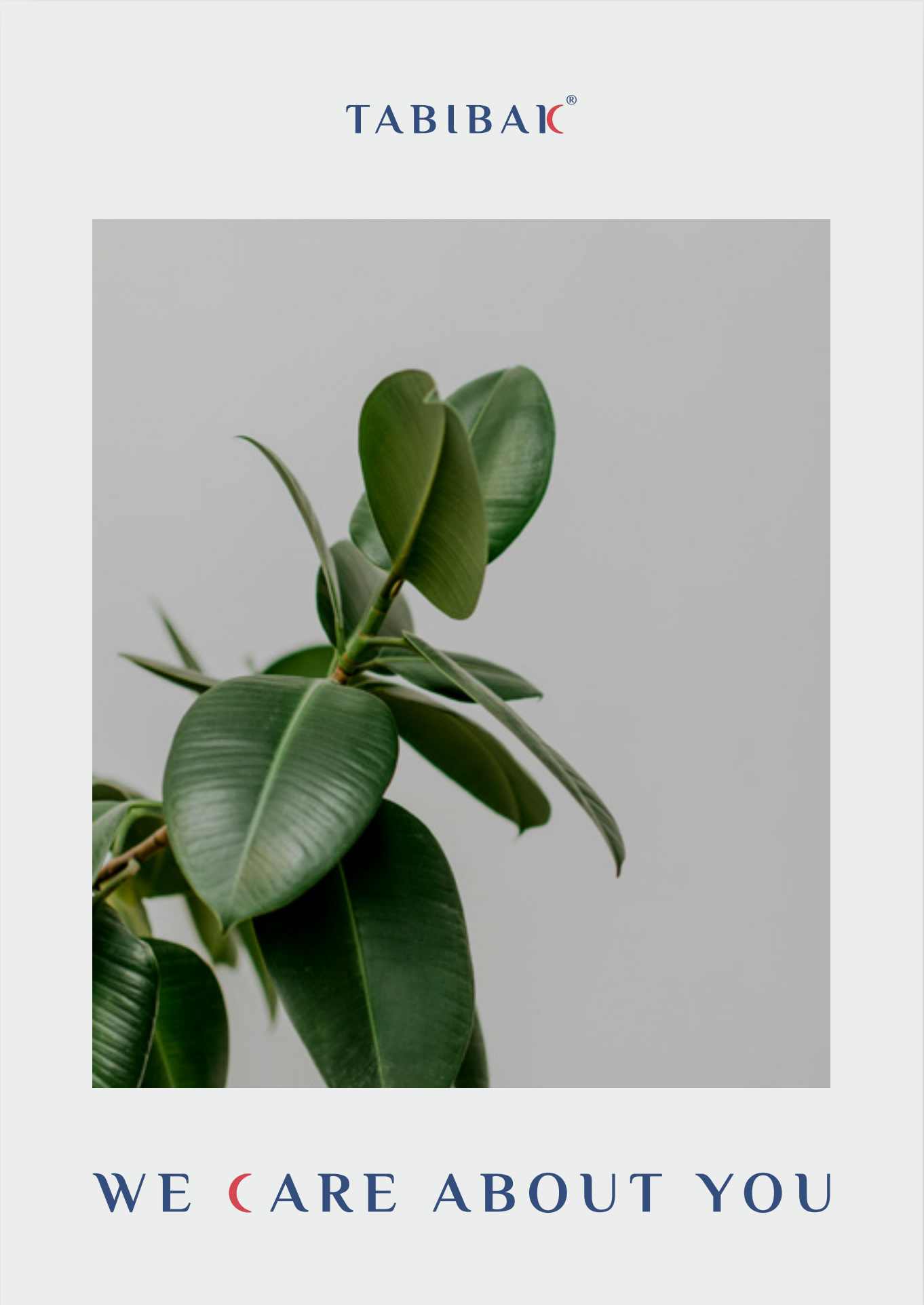


The illustration features a stylized human torso in blue, with the liver highlighted in red. A circular inset provides a magnified view of the liver's internal structure, showing its lobulated surface and the gallbladder. Below this, a separate inset shows a detailed anatomical diagram of the liver with its associated blood vessels (hepatic and portal veins) and the gallbladder.

A HEALTHY LIVER

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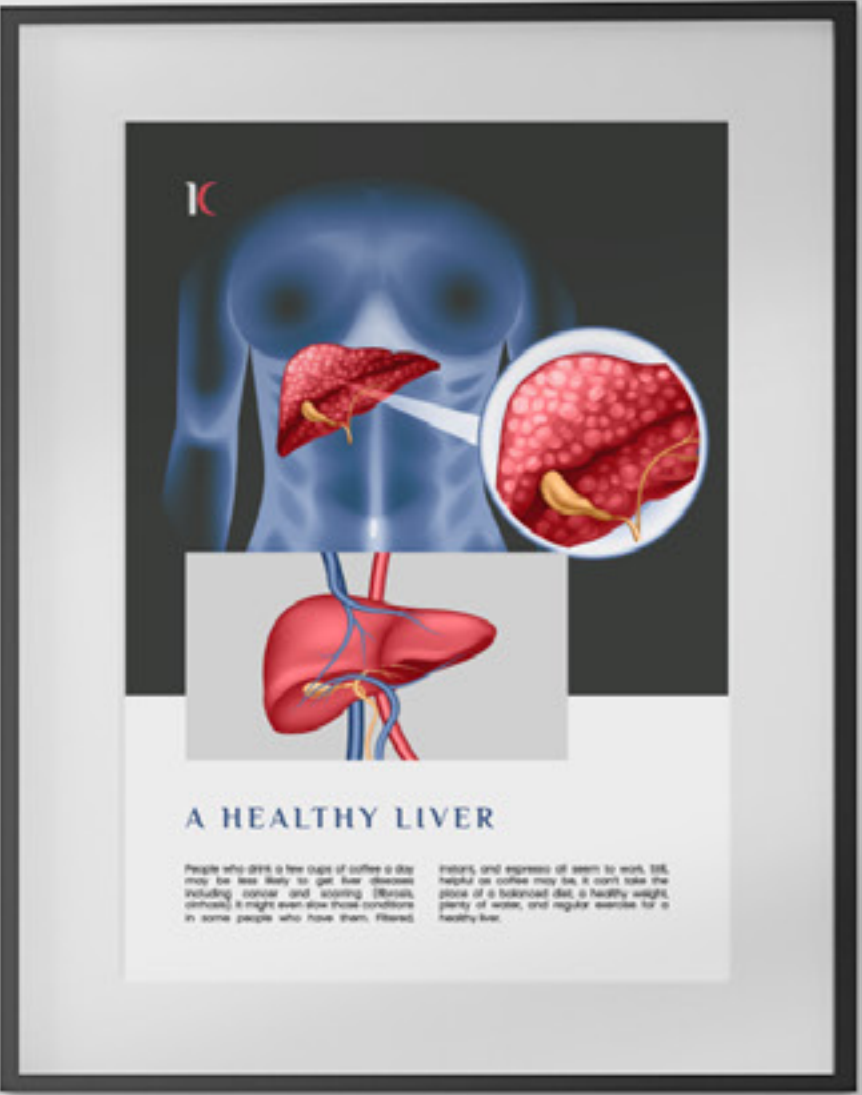
APPLICATIONS

THE REAL DEAL

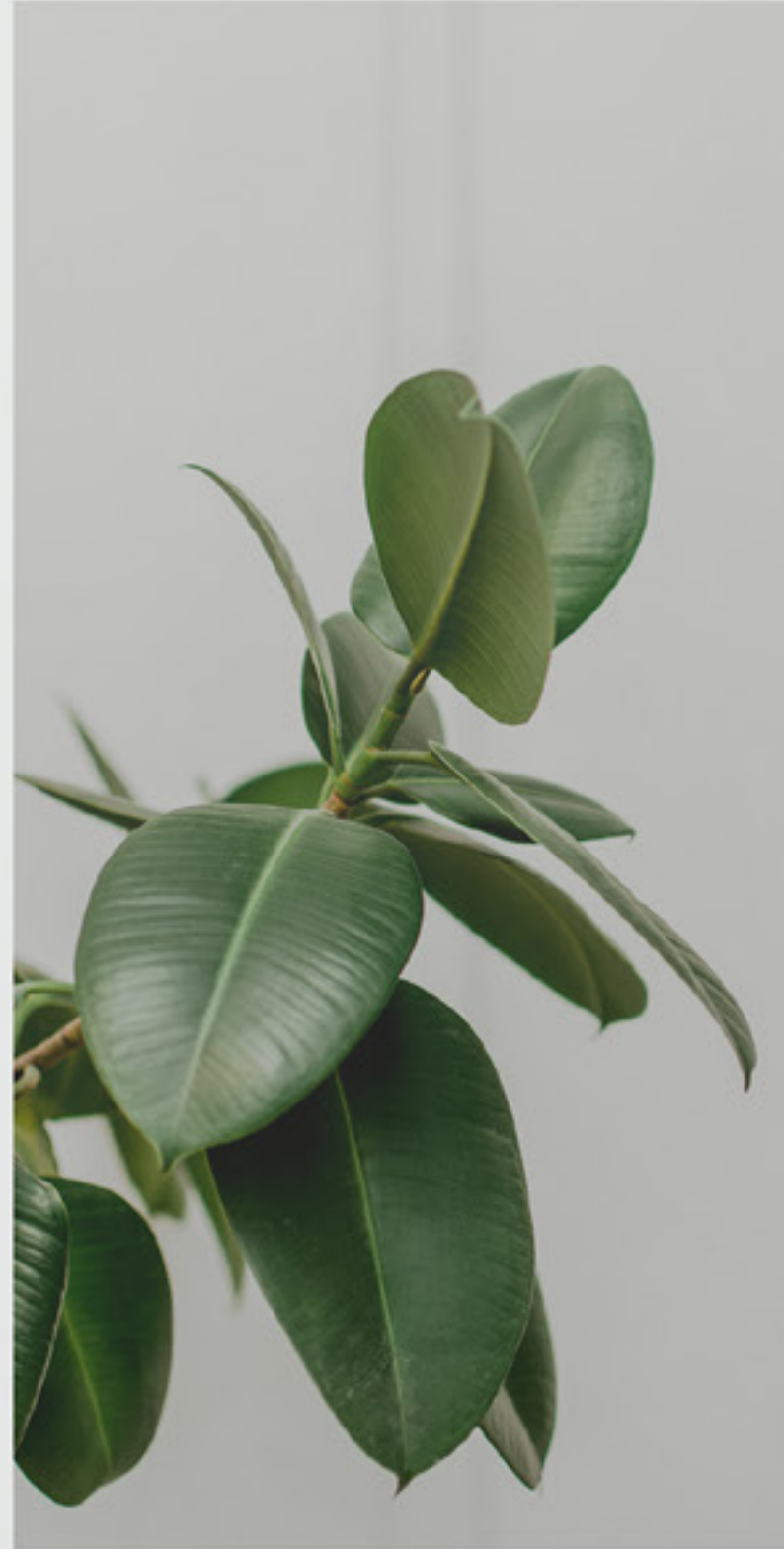


TABIBAIK





TABIBAK®
طبيبك



WE CARE ABOUT YOU
نحن نهتم بصحتك

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الدور الخامس، برج الفلاح، الطابق الخامس،
طريق دائري الجهادي، الجلاء، التجمع الخامس،
عند بؤبؤ - ٢٠٠٠ متر من كازيمير سوليبي، القاهرة

+2 0223123456

+2 010123456789





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NAME GENDER AGE DATE

Rx

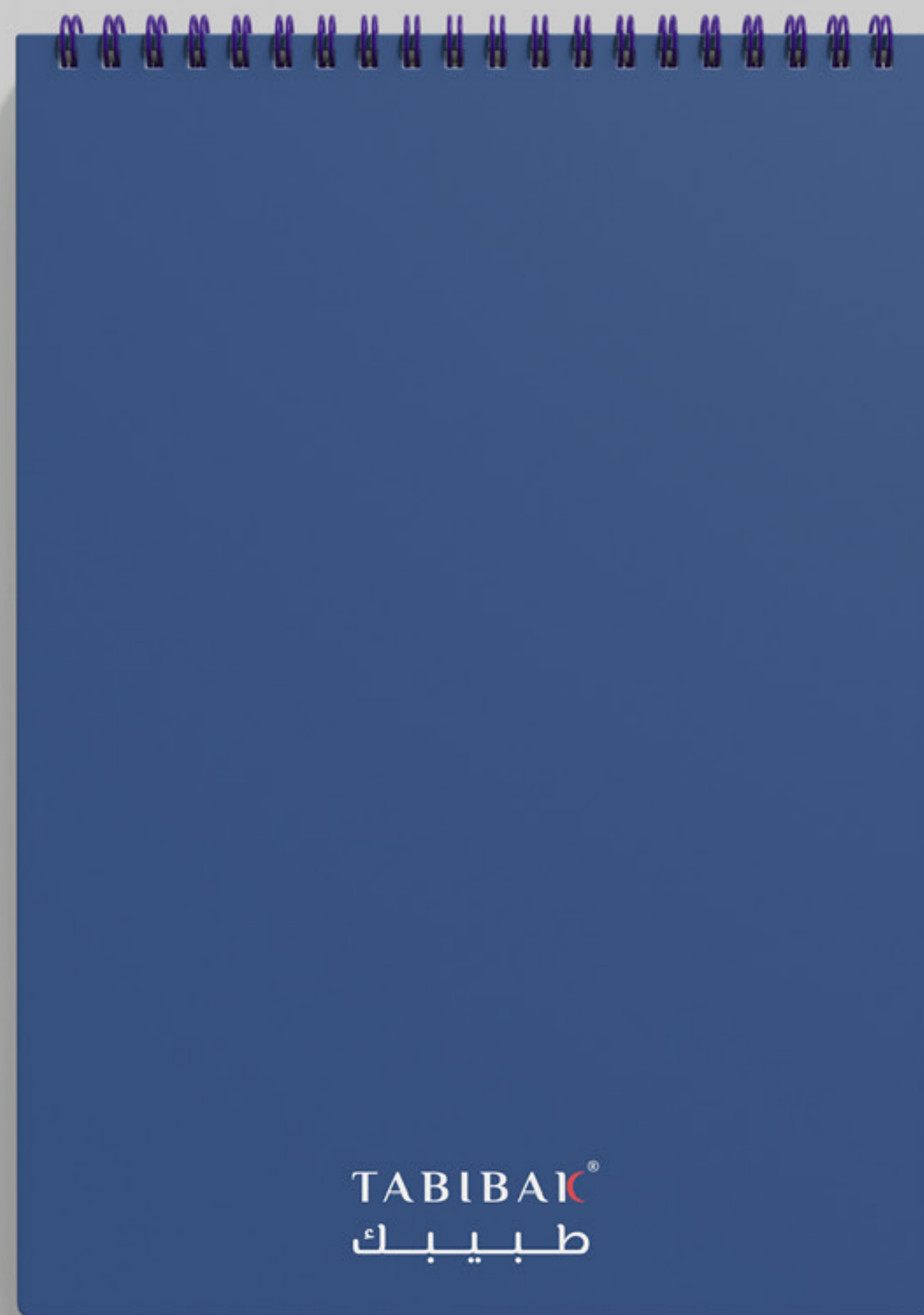
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+2 010123456789

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ISMAIL AL- ANTABLY
INTERNIST

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طبيب باطنة



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القطامي، طريق دائري المعادي

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DR. ISMAIL ANTABLY
DOCTOR

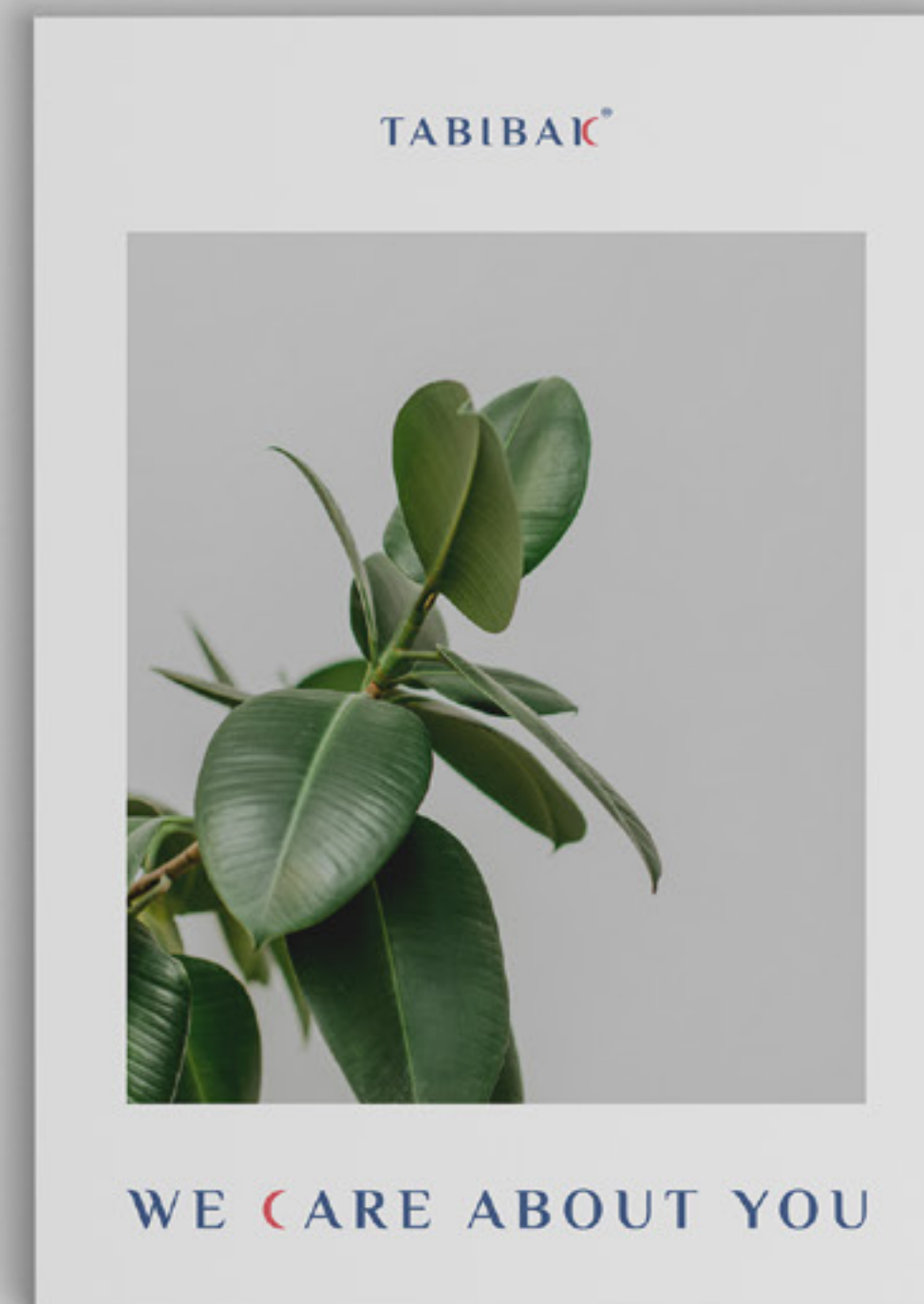
+2 010123456789
INFO@TABIBAK.COM
1, CAIRO ST., CAIRO, EGYPT



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BEST MEDICAL CARE AROUND YOU

Lorem ipsum dolor sit t, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt laoreet Lorem
ipsum dolor sit amet, consectetur.

BOOK NOW







TABIBAK
طبيبك

بطاقة ضريبية
١٢٣-٤٥٦-٧٨٩-١٢٣

سجل تجاري
١٢٣٤٥٦٧٨

WE CARE ABOUT YOU