

Brand Guidelines

Shorted Version



01 Full Logo



The Hayat Hospital Logo is composed of two key elements: the symbol and the wordmark. The wordmark, presented in both Arabic and English. Designed to work seamlessly alongside the symbol, the two languages create a unified and balanced expression of the Hayat Hospital identity.

02 Logo Clearespace

Clear space



A dedicated clear space has been defined to protect the integrity and impact of the Hayat Hospital logo. This space should always remain free from any surrounding elements, including text, graphics, imagery and other logos.

The clear space is defined using one of the DNA-inspired elements that form the symbol. Specifically, the longest section of this element serves as the measurement unit, ensuring a consistent area of protection around the logo.

03 Logo Variations

Main version



Grayscale



Black and white



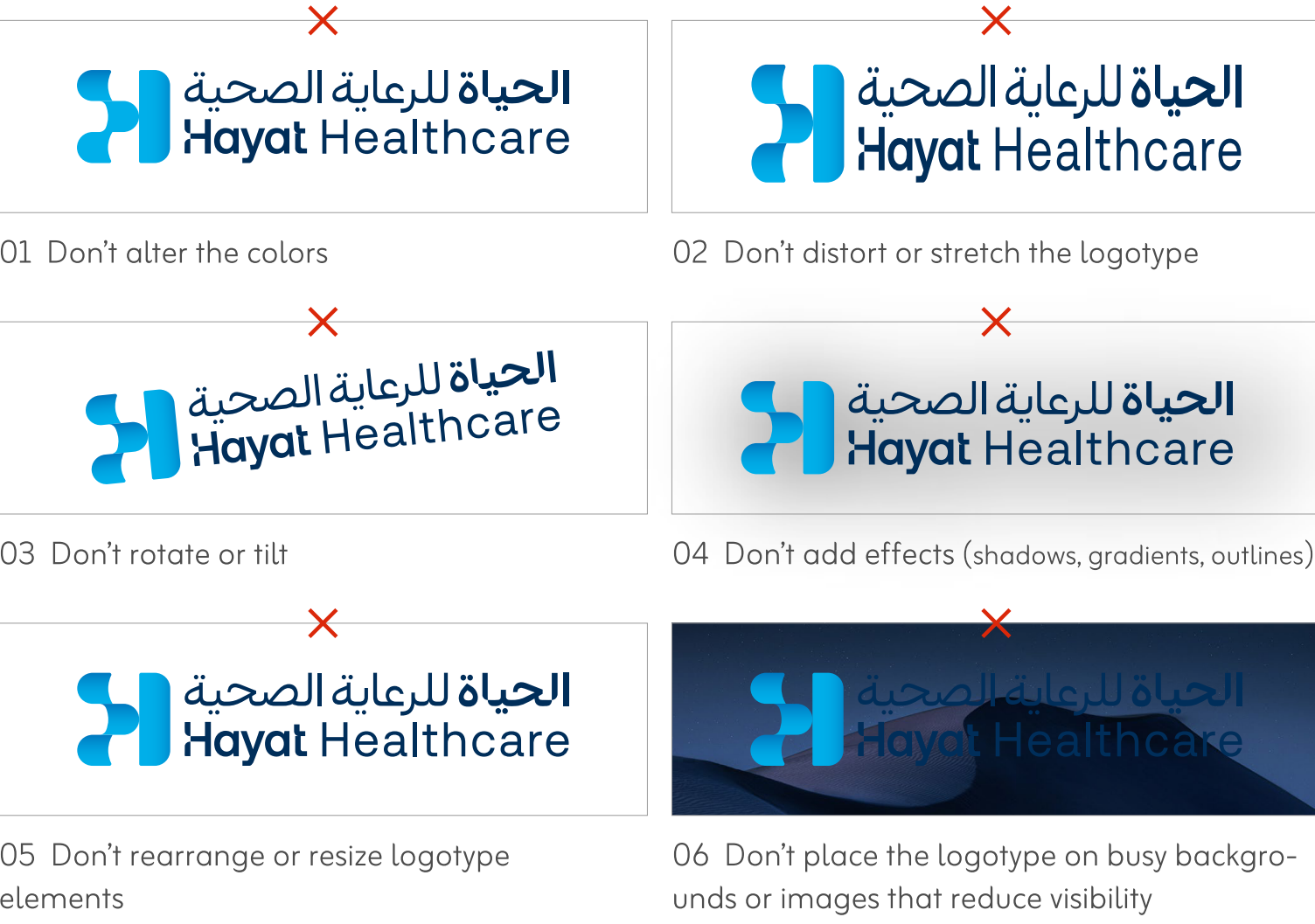
Use this matrix to select the appropriate logotype version for each background color. Always prioritize our main logotype version when possible.

The grayscale and B&W versions should only be used when color or technical limitations prevent the use of our main logotype. Refer to this guide to ensure correct logotype visibility and brand consistency across all applications.

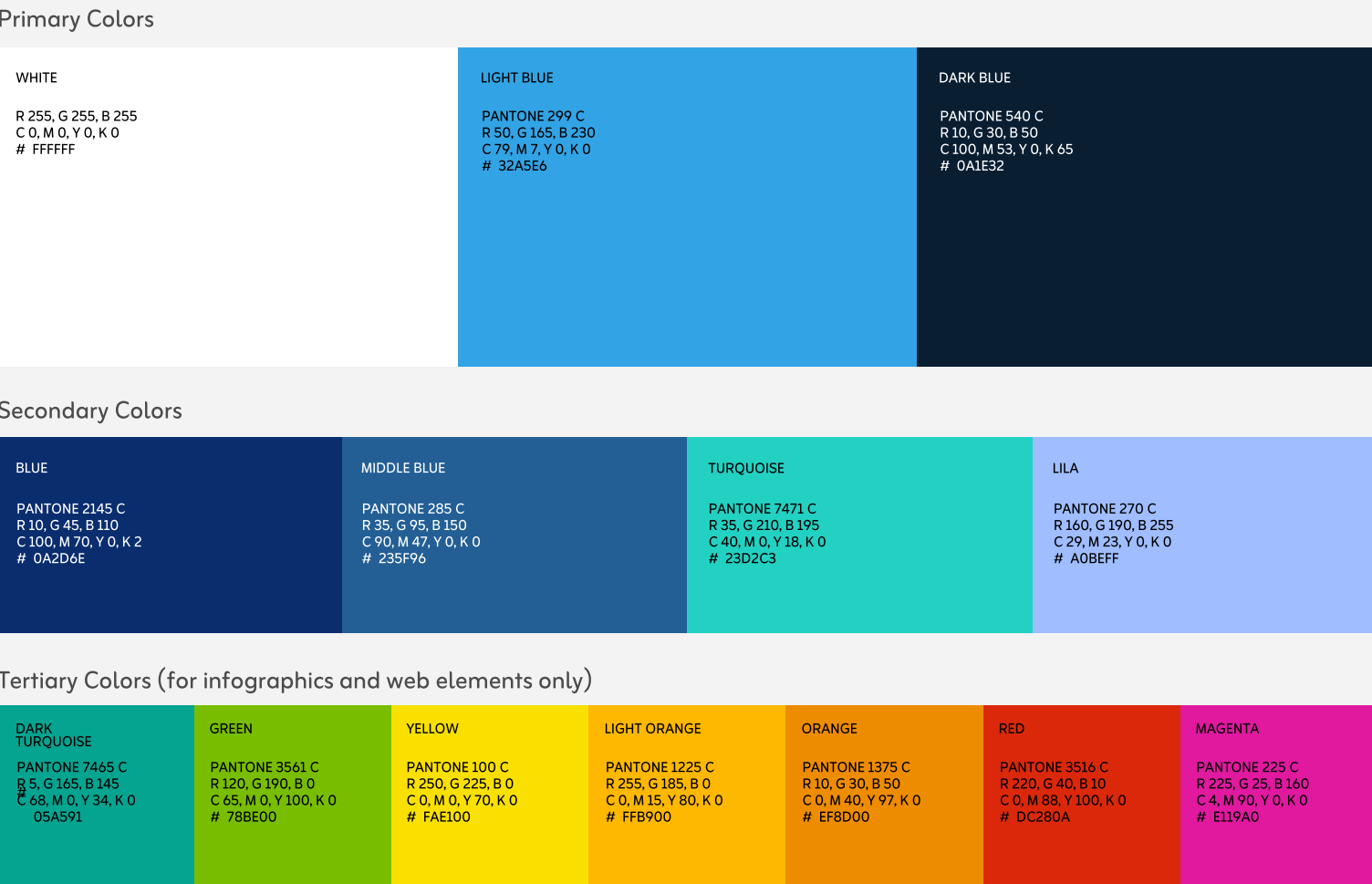
04 Logo Missuse

To protect our brand integrity, never modify our logotype in any way.

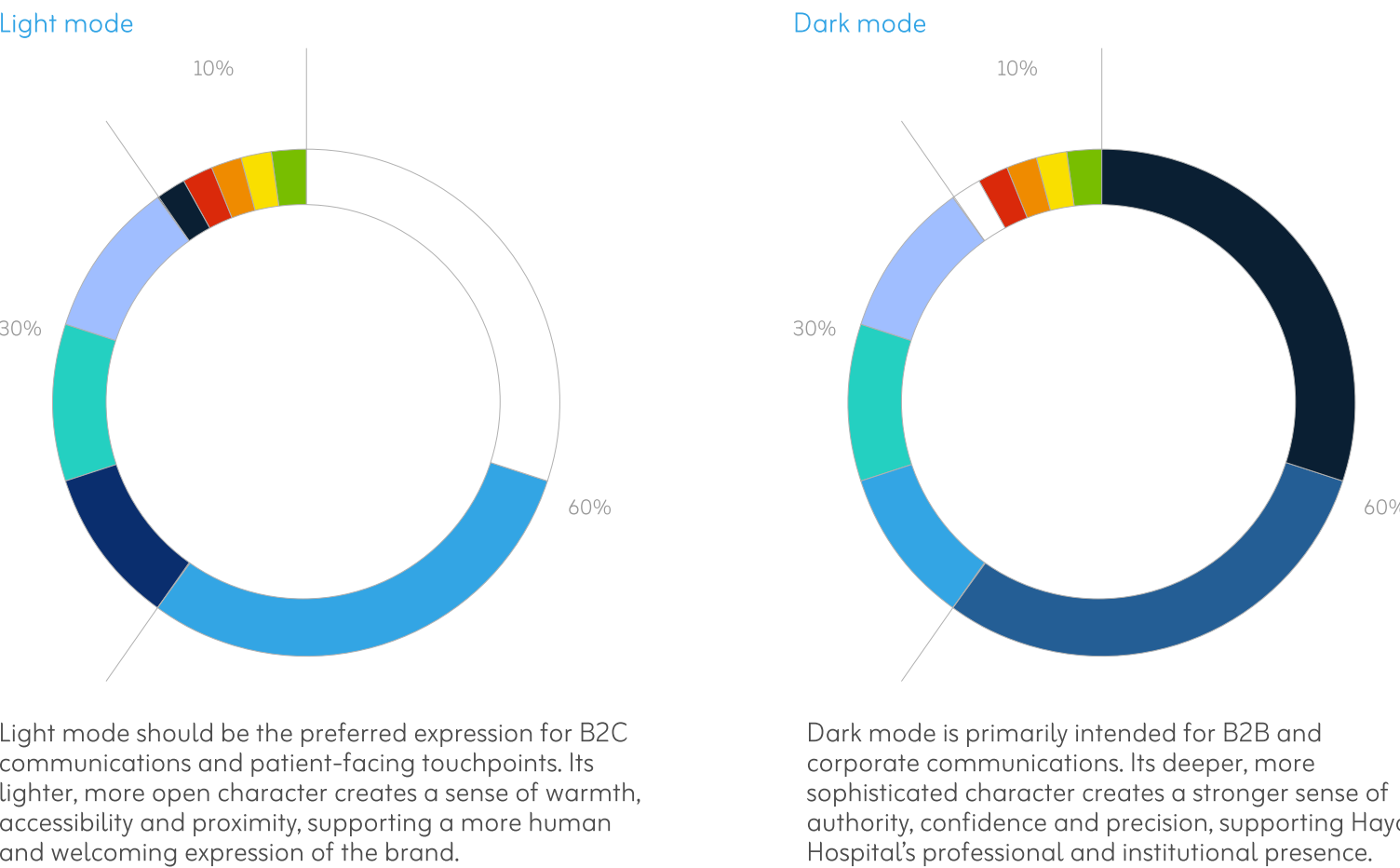
These are strictly forbidden:



05 Color Palette



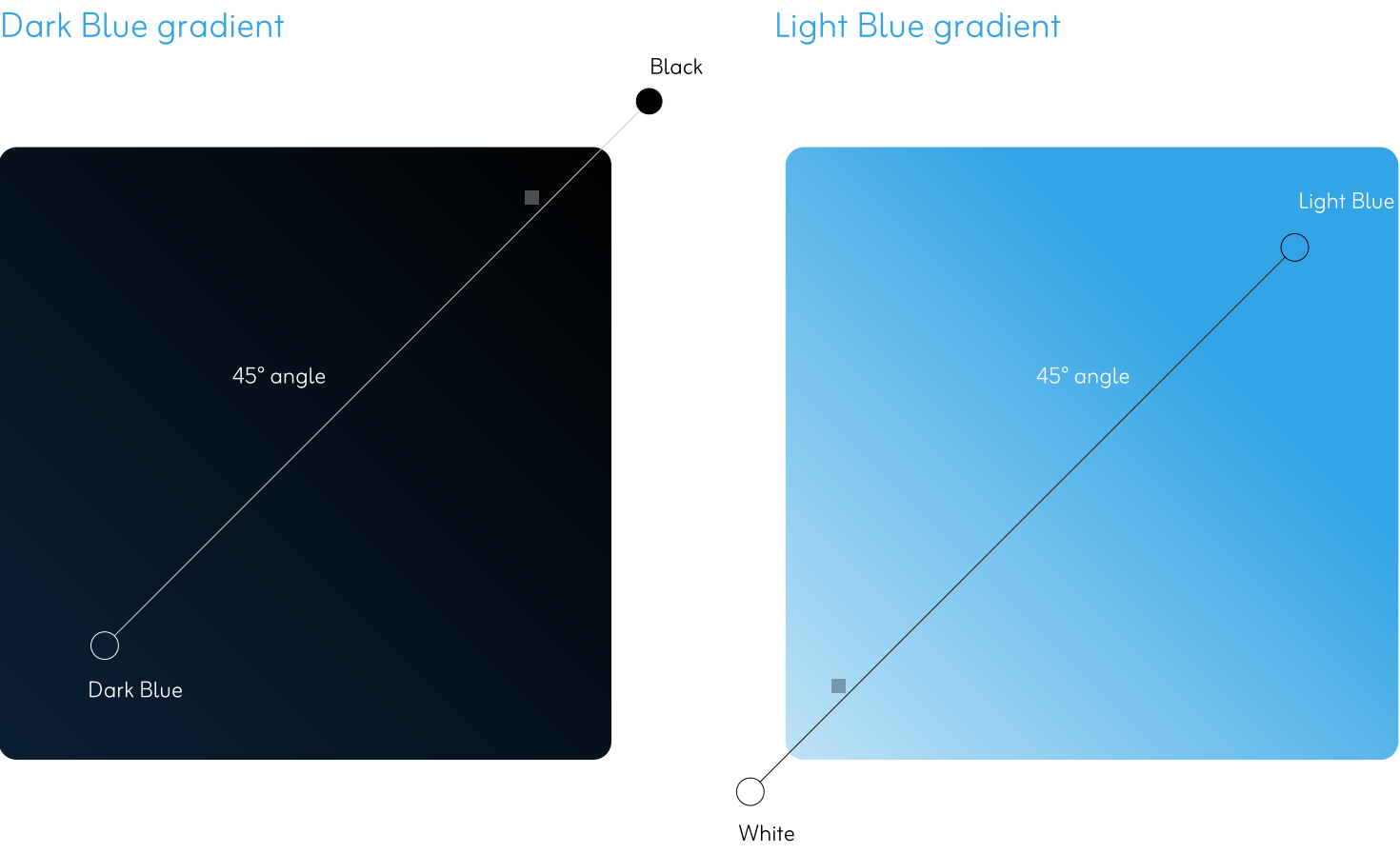
06 Color Usage



Light mode should be the preferred expression for B2C communications and patient-facing touchpoints. Its lighter, more open character creates a sense of warmth, accessibility and proximity, supporting a more human and welcoming expression of the brand.

Dark mode is primarily intended for B2B and corporate communications. Its deeper, more sophisticated character creates a stronger sense of authority, confidence and precision, supporting Hayat Hospital's professional and institutional presence.

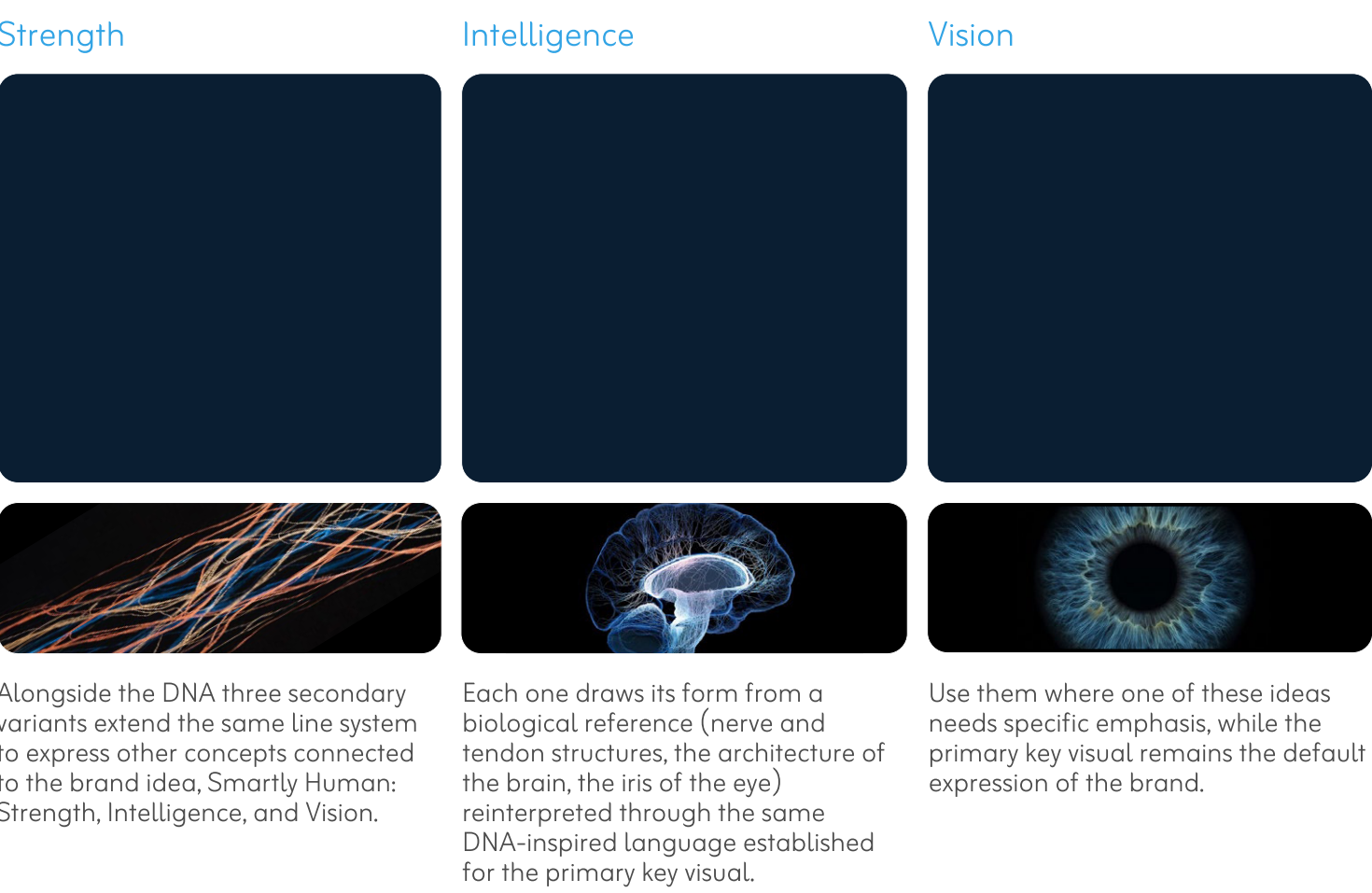
07 Background Gradients



Background gradients are optional, use them to add subtle depth where a flat colour feels too static. Build them at a 45° angle, which can point toward any corner of the composition.

Keep the amount of Black or White restrained throughout the blend, so the base colour always stays dominant and legibility is never compromised.

08 Key Visual

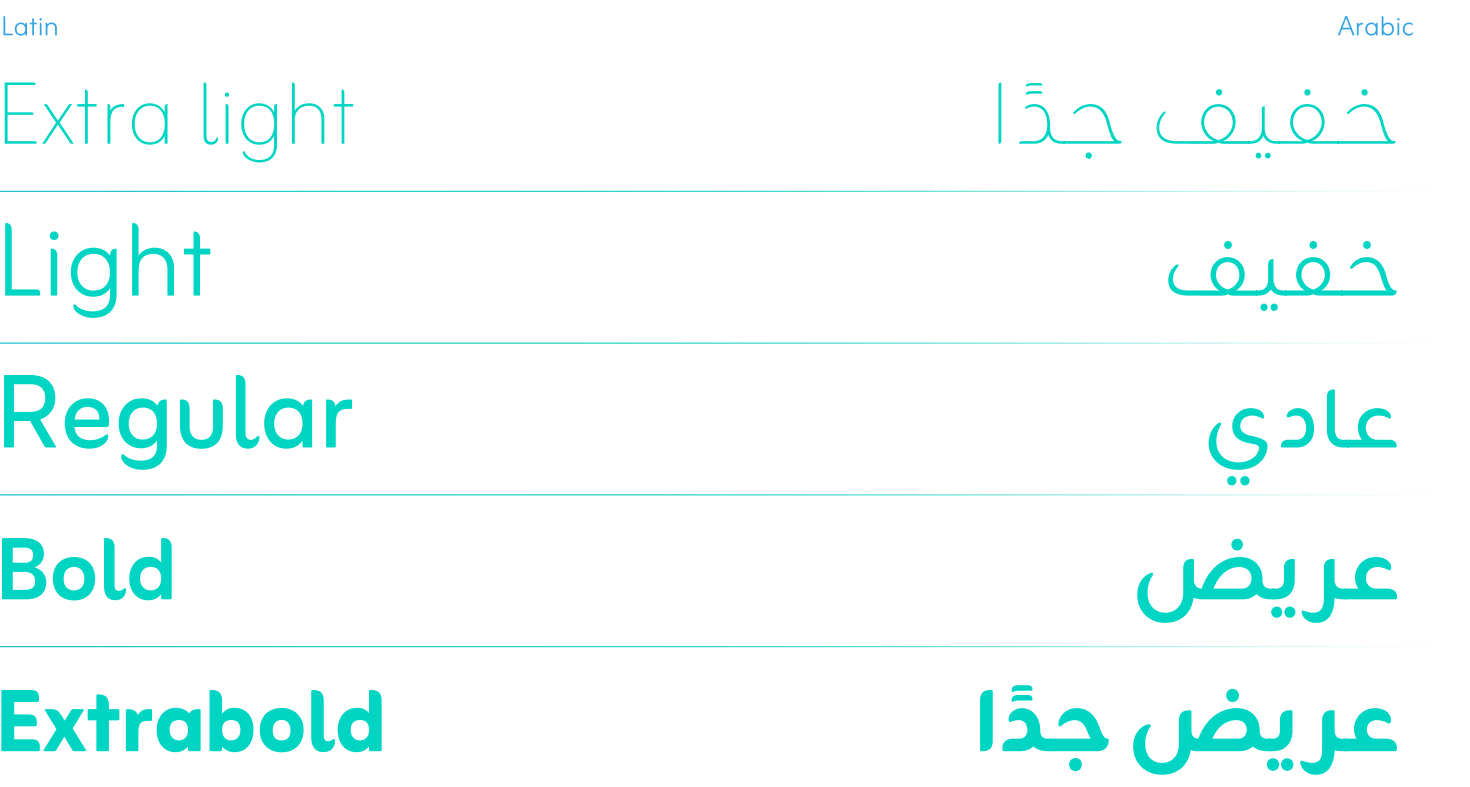


Alongside the DNA three secondary variants extend the same line system to express other concepts connected to the brand idea, Smartly Human: Strength, Intelligence, and Vision.

Each one draws its form from a biological reference (nerve and tendon structures, the architecture of the brain, the iris of the eye) reinterpreted through the same DNA-inspired language established for the primary key visual.

Use them where one of these ideas needs specific emphasis, while the primary key visual remains the default expression of the brand.

09 Our Typeface



Zain is the designated typeface for the visual identity, designed to provide a contemporary and approachable expression across both Arabic and Latin. Its rounded forms, balanced proportions, and clean construction ensure excellent legibility while conveying a modern and human character.

Developed to perform seamlessly across print and digital applications, supporting bilingual communication with consistency and clarity.

10 Logo Architecture

