

مجلس الصحة
لدول مجلس التعاون
Gulf Health Council



Brand Manual & Identity Manual

Version 2.0 June 2017

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Gulf Health Council brandmark consists the symbol – a geometric abstraction that suggests unity, relationship and connectivity – and the typographic rendition of “Gulf Health Council” in Arabic and English, combined in a horizontal lock-up.

Gulf Health Council logo should always be reproduced exactly as specified in these guidelines and must be maintained exactly as it appears in the approved artwork, and must not be altered or recreated in any way.



Size: The example shows the assembly of 90x30mm logo. Use these dimensions to create the logo in illustrator and then re-size proportionately up or down.

Note: Specification is not actual size. Do not take measurement off this image.



1. In white background, full color logo should always be used.
2. The logo may be used in high contrast (black and white).
3. Use the white text logo with white outline icon when placing on a corporate black or dark background.

4. Use the white text logo with white outline icon when placing on an image background.
5. Use the full color logo on a light color background.

UNACCEPTABLE USAGE



1. Never use the full white logo on light colors such as gray.
2. Never change its proportion.
3. Never use the full color logo in one color except of white and black.
4. Never skew the logo.
5. Never change the color of the brandmark.

BASIC ELEMENTS

UNACCEPTABLE USAGE

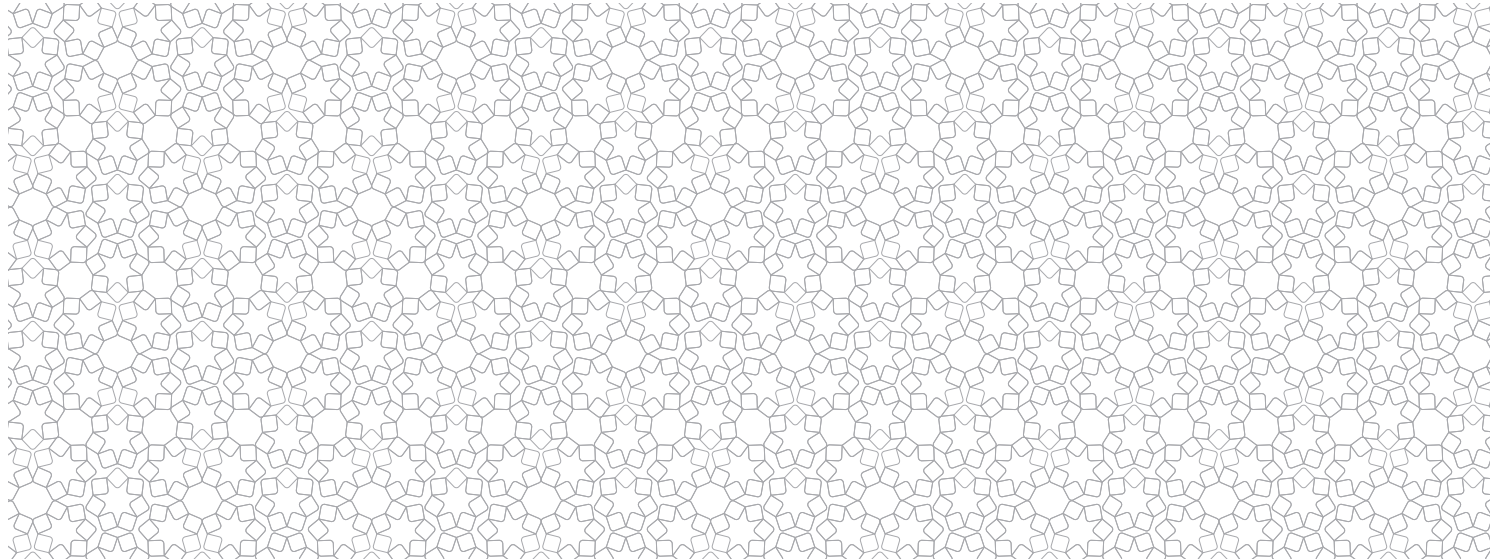


6. Never place the full color logo on top of an image.
7. Never position the logo at an angle. Always horizontal.
8. Never apply a drop shadow to the logo.
9. Do not resize elements of the brandmark.
10. Do not reposition the elements of the brandmark.

BASIC ELEMENTS



Gulf Health Council brandmark is most effective when surrounded by as much open space as possible. A minimum amount of clear space, based on the elements that make up the symbol, must surround the brandmark at all times. See diagram to the right.



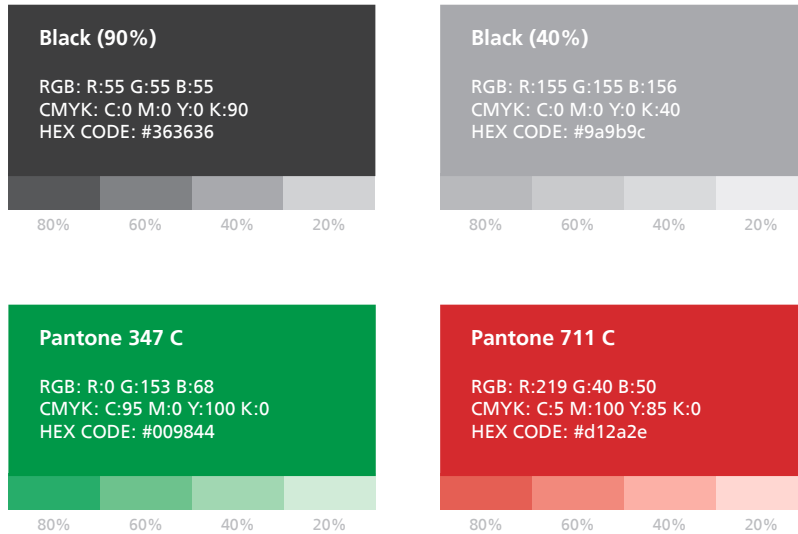
The theme was made as aethetical pattern of the icon. It is a representation of unity and infinite good relationship of the institution.

The theme application guidelines:

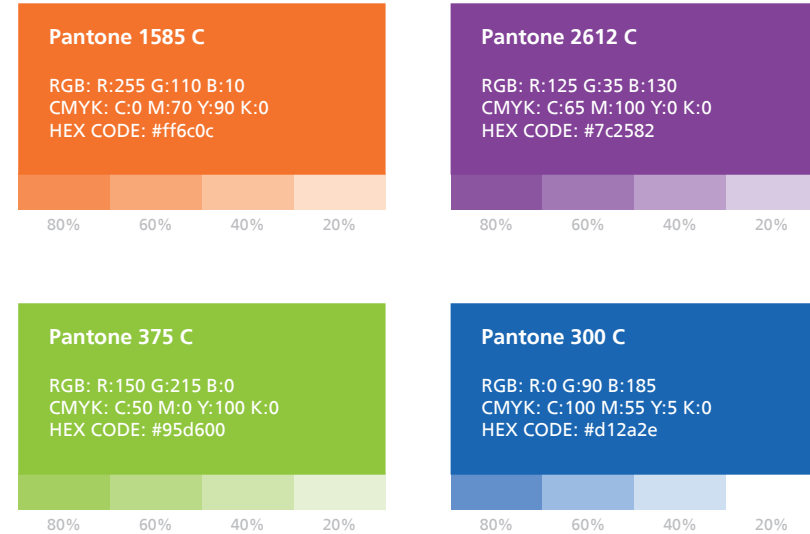
1. Theme can be placed on the top of landmark black as background.
2. It is applicable to put on the top of a solid white background.
3. Theme can be used with fading transparent gradient.

COLOR PALETTE

Primary Colors



Secondary Colors



Gulf Health Council colors are featured prominently on all branded applications. The primary color palette includes black (90% and 40%), green and red. Secondary colors are violet, orange, yellow green and blue. Colors may be used as solid backgrounds.

Specifications are provided for printing with Pantone®* inks (spot-color printing), four color process printing (CMYK), and for web and on-screen presentation (RGB and HEX).

Acceptable color tint are as follows: 80%, 60%, 40% and 20% only.

BASIC ELEMENTS

FRUTIGER LT ARABIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER LT ARABIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER LT ARABIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER LT ARABIC was selected font type for the landmark.

FRUTIGER LT ARABIC is the recommended typeface for all printed material from business to billboards. Bold to be used for headlines and regular for the text.

FRUTIGER LT ARABIC LIGHT

أبجد هوز حطي كلمن سعفص قرشت
أبجد هوز حطي كلمن سعفص قرشت
1234567890

FRUTIGER LT ARABIC REGULAR

أبجد هوز حطي كلمن سعفص قرشت
أبجد هوز حطي كلمن سعفص قرشت
1234567890

FRUTIGER LT ARABIC BOLD

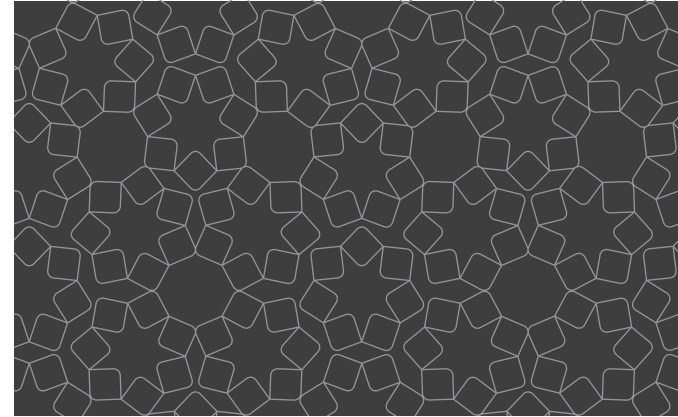
أبجد هوز حطي كلمن سعفص قرشت
أبجد هوز حطي كلمن سعفص قرشت
1234567890

FRUTIGER LT ARABIC was selected font type for the landmark.

FRUTIGER LT ARABIC is the recommended typeface for all printed material from business to billboards. Bold to be used for headlines and regular for the text.

II. STATIONARY

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Size: The example shows the assembly of 90x55mm Business Card. Margin is 5mm and landmark size 37.5x12.5mm.

Fonts: Latin and Arabic text of Frutiger Lt Arabic with font size 8pt for name and position, 7pt for contact details.

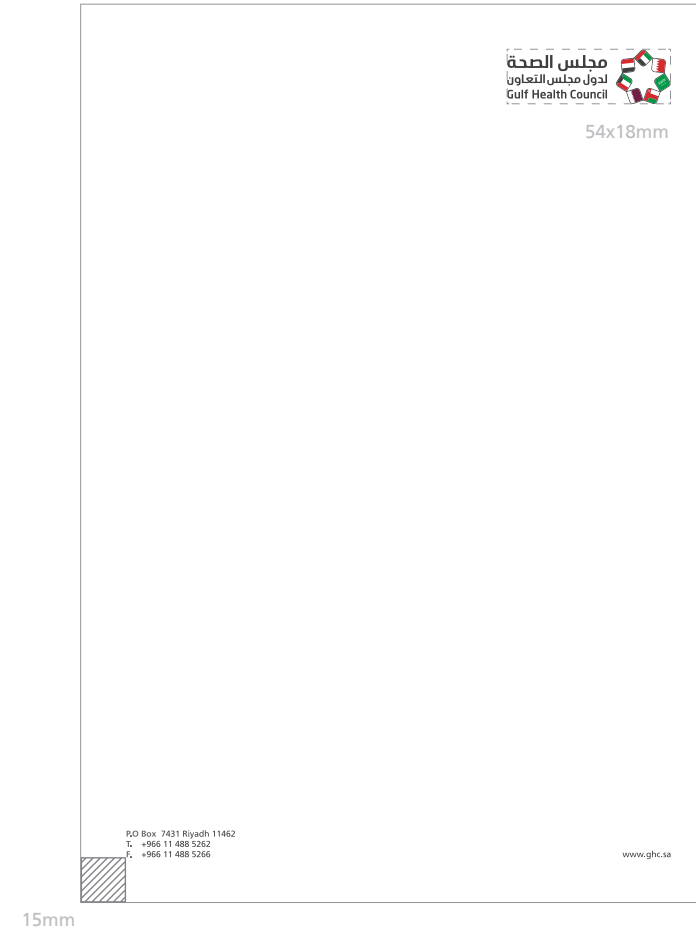
Note: Specification is not actual size. Do not take measurement of this image.

LETTERHEAD

Size: The example shows the assembly of 210x297mm Letterhead. Top and bottom margin is 15mm, landmark size 54x18mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 324x458mm C3 Envelope. Top and bottom margin is 25mm. Brandmark size 75x25mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 13pt.

Note: Specification is not actual size. Do not take measurement of this image.



C4 ENVELOPE

Size: The example shows the assembly of 229X324mm C4 Envelope. Top and bottom margin is 15mm. Brandmark size 60x20mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 9pt.

Note: Specification is not actual size. Do not take measurement of this image.



C5 ENVELOPE

Size: The example shows the assembly of 162x229mm C5 Envelope. Top and bottom margin is 15mm. Brandmark size 54x18mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.



DL ENVELOPE

Size: The example shows the assembly of 220X110mm DL Envelope. Top and bottom margin is 15mm. Brandmark size 54x18mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 148x210mm A5 Notepad - Cover. Top and bottom margin is 15mm. Brandmark size 45x15mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 148x210mm A5 Notepad - Inside Page. Margin is 15mm and landmark size 45x15mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.

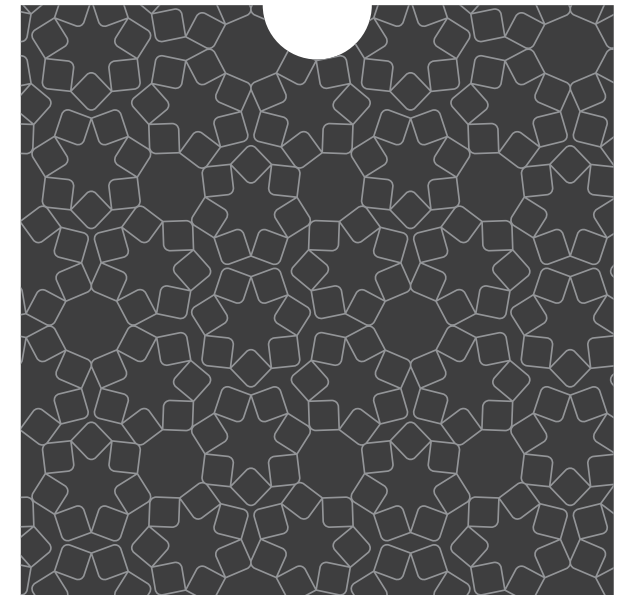


CD JACKET

Size: The example shows the assembly of 125X125mm CD Jacket. All side margin is 10mm. Brandmark size 45x15mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.



CD STICKER



Size: The example shows the assembly of 116x116mm CD Sticker. Brandmark size 45x15mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.

Size: The example shows the assembly of 220x320mm Folder. Top and bottom margin is 15mm. Brandmark size 72x24mm.

Fonts: Latin text in Frutiger Lt Arabic with font size of 10pt.

Note: Specification is not actual size. Do not take measurement of this image.



مجلس الصحة
لحدول مجلس التعاون
Gulf Health Council



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The example shows the assembly of Email Signature design.

III. APPENDIX

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Size: The example shows the assembly of 210x297mm A4 Booklet. Margin is 15mm and landmark size is 73x23mm.

Fonts: Frutiger Lt Arabic, size depends on the visual clarity and content.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 420x297mm (A4 Spread) Booklet. Margin is 15mm and brandmark size is 73x23mm.

Fonts: Frutiger Lt Arabic, size depends on the visual clarity and content.

Note: Specification is not actual size. Do not take measurement of this image.



A4 ADVERTISEMENT

Size: The example shows the assembly of 210x297mm Advertisement. Margin is 15mm and landmark size is 73x23mm.

Fonts: Frutiger Lt Arabic, size depends on the visual clarity and content.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 210x297mm Advertisement. Margin is 15mm and landmark size is 73x23mm.

Fonts: Frutiger Lt Arabic, size depends on the visual clarity and content.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 420x297mm (A4 Spread) Booklet. Margin is 15mm and brandmark size is 73x23mm.

Fonts: Frutiger Lt Arabic, size depends on the visual clarity and content.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 500x500mm Poster. Margin is 25mm and landmark size is 132x44mm.

Fonts: Frutiger Lt Arabic, size depends on the visual clarity and content.

Note: Specification is not actual size. Do not take measurement of this image.



EMAIL SHOT

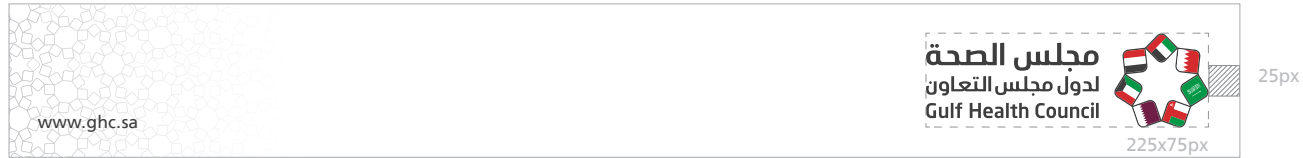
GULF HEALTH COUNCIL BRAND MANUAL 2017



Size: The example shows the assembly of 1080x1920mm Email Shot. Margin is 100px and landmark size is 606x202px.

Fonts: Frutiger Lt Arabic with font size of 50pt.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 980x120px Landscape Banner. Margin is 25px and landmark size is 225x75px.

Fonts: Frutiger Lt Arabic with font size of 8pt.

Note: Specification is not actual size. Do not take measurement of this image.



Size: The example shows the assembly of 210x297mm Newsletter. Margin is 12.7mm and brandmark size is 41x16mm.

Fonts: Title in Frutiger Lt Arabic with font size of 15-20pt. Content Text is Geeza Pro with font size of 9-11pt.

Note: Specification is not actual size. Do not take measurement of this image.

MAGAZINE COVER

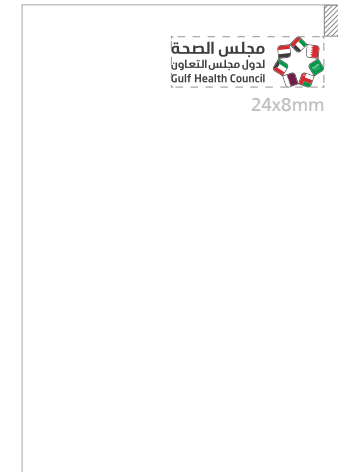
Size: The example shows the assembly of 210x270mm Magazine Cover. Margin is 12.7mm and landmark size is 61x29mm.

Fonts: Title in Frutiger Lt Arabic with font size of 15-20pt.
Content Text is Geeza Pro with font size of 9-11pt.

Note: Specification is not actual size. Do not take measurement of this image.



STICKY NOTES



Size: The example shows the assembly of 52.5x74mm Sticky Notes. Margin is 5mm and landmark size is 24x8mm.

Note: Specification is not actual size. Do not take measurement of this image.



The example shows the assembly of Trophy design.

Fonts in Frutiger Lt Arabic.

PAPER BAG



Size: The example shows the assembly of 27x37cm Paper Bag. Brandmark size is 90x30mm

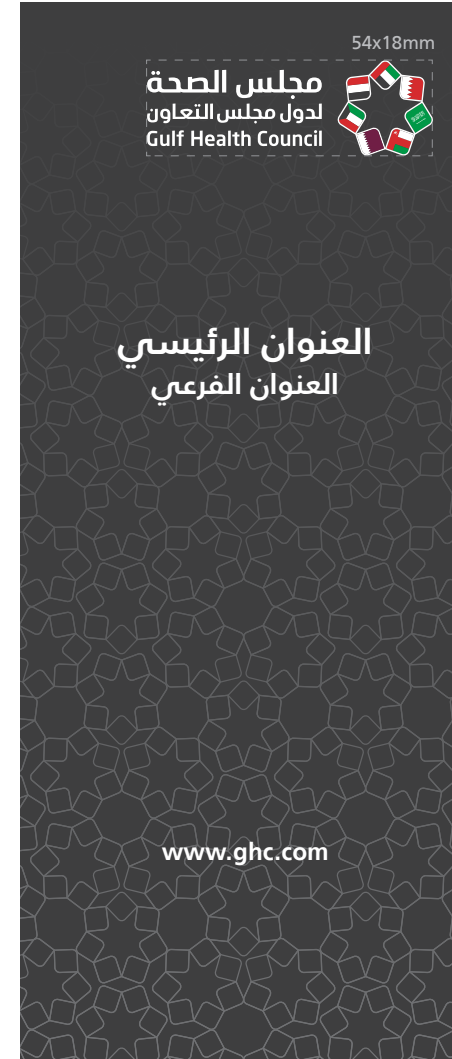
Fonts: Latin text in Frutiger Lt Arabic with font size of 20pt.

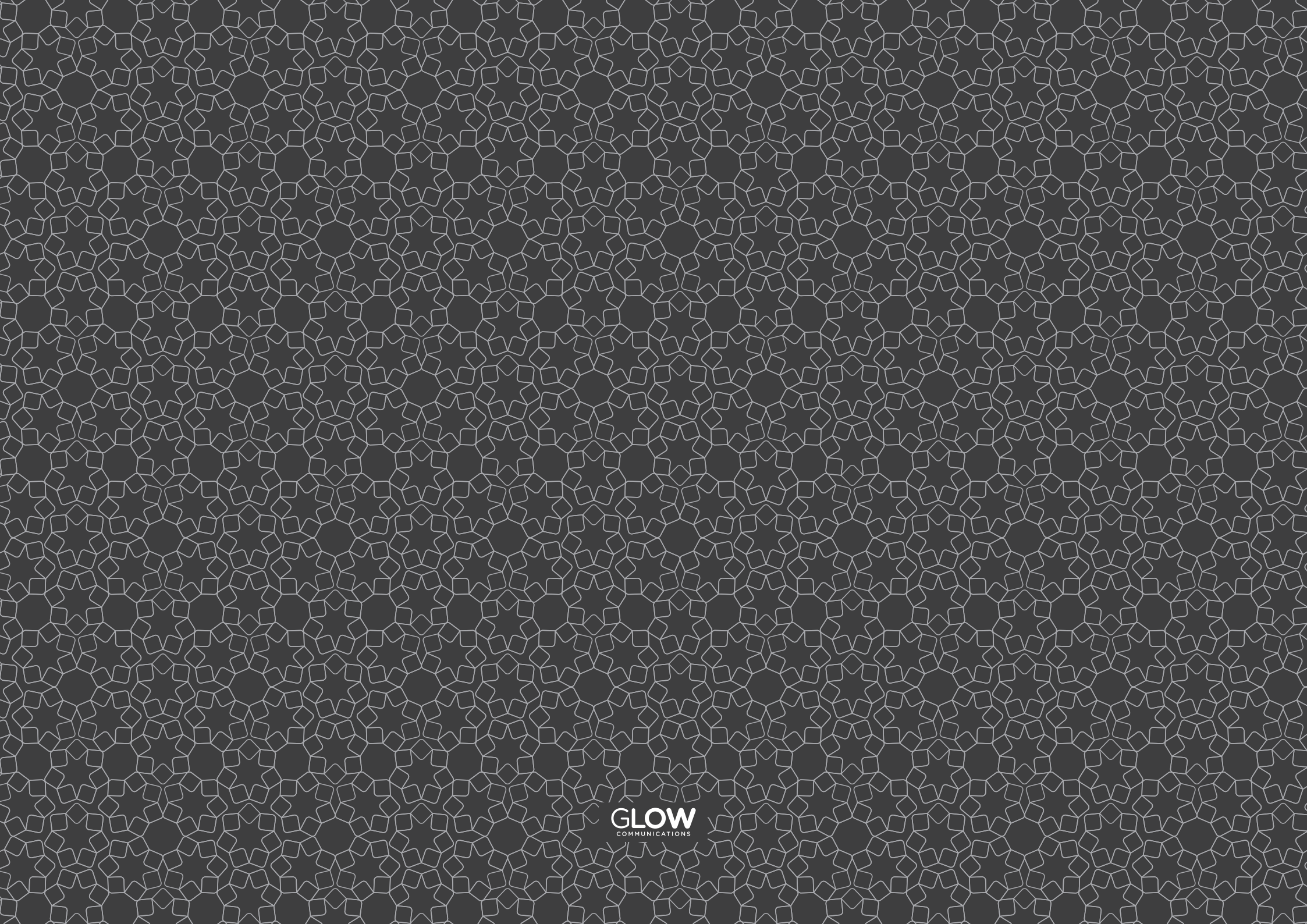
Note: Specification is not actual size. Do not take measurement of this image.

ROLL UP

Size: The example shows the assembly of 85x200cm Roll up. Brandmark size is 54x18mm.

Note: Specification is not actual size. Do not take measurement of this image.





GLOW

COMMUNICATIONS