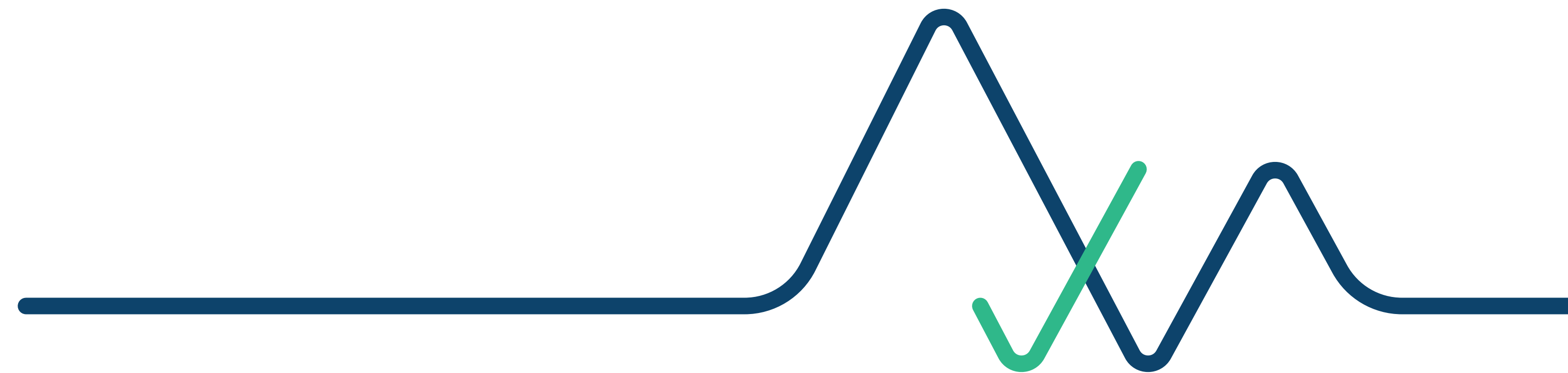


Brand Guidelines



Introduction

The main purpose of this Brand Guidelines is to deliver consistency – both in the message content and of the visual manifestations of the brand applications. A clearly defined brand guideline manual should be used to drive alignment at every point of guest, supplier and associate contact in the organisation.

Whether you are one of our partners, suppliers or associates we hope that you will work with us to consistently deliver the SCFHS brand.



Contents

1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Color Variations
- 1.8 Black & White
- 1.9 Misuse

2.0 Color Palette

- 3.1 Primary Color Palette
- 3.2 Secondary Color Palette

3.0 Typography

- 4.1 English Font
- 4.2 Arabic Font

4.0 Graphic Device

- 5.1 Introduction
- 5.2 Positioning
- 5.3 Color Variations

5.0 Stationery

- 6.1 Business Card
- 6.2 Letterhead
- 6.3 Envelope - DL
- 6.4 Envelope - C5
- 6.5 Envelope - C4
- 6.6 Envelope - C3
- 6.7 Notepad - A5
- 6.8 Notepad - A4
- 6.9 Folder
- 6.10 Certificate Cover
- 6.11 Greeting Card
- 6.12 Stamp
- 6.13 ID Card

6.0 Digital

- 7.1 Social Media
- 7.2 PPT Template
- 7.3 Website
- 7.4 Email Signature

7.0 Communications

- 8.1 Company Profile
- 8.2 Flyer
- 8.3 Mupi
- 8.4 Megacom
- 8.5 Billboard
- 8.6 Rollup
- 8.7 Posters
- 8.8 Magazine Ad

8.0 Brand Graphics

- 9.1 Imagery Style
- 9.2 Icons & Illustration

9.0 Giveaways

- 10.1 Promotional Items





1.0 Brandmark

1.0 Brandmark

1.1 Components

- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil
- 1.9 Misuse

Our brandmark is made up of two components, the Symbol and the Wordmark.

The two components have been designed to work together as a unit and the relationship must not be altered unless otherwise stated in this guidelines document.

It is flat and solid. No shadows, no reflections and no fancy effects. Since it is simple brandmark, we must treat it the right way.

The following pages cover the correct usage to ensure the brandmark always looks its best.



1.0 Brandmark

1.1

Components

1.2

Brandmark

1.3

Clear Space

1.4

Minimum size

1.5

Positioning

1.6

Color Variations

1.7

Black & White

1.8

Metallic Foil

1,9

Misuse

Approved Formats

There are four approved variations of our Brandmark.

1. Horizontal Format

The Horizontal format is the Primary Logo and should be used whenever possible.

2. Vertical Format

3. Arabic Format

4. English Format

These format of the logo may be used if required by the spatial constraints of an application.

Always use approved variations and do not attempt to recreate any other variation.

1. Horizontal Format (Primary)



2. Vertical Format



3. Arabic Format



4. English Format



1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil
- 1.9 Misuse

The brandmark is always surrounded by a minimum area of clear space that helps maintain the prominence and legibility of the brandmark.

The construction of the clear space area is based on the half height of the Monogram, known as the “X-height”.

The Clear Space around the brandmark at whatever size it appears is the “X-height”.

Other format of the logo follows the same guidelines as the primary logo.



1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil
- 1.9 Misuse

The horizontal format brandmark must never be reproduced less than 30mm in width.

The vertical format brandmark must never be reproduced less than 25mm in width.

The Arabic format brandmark must never be reproduced less than 20mm in width.

The English format brandmark must never be reproduced less than 20mm in width.

Where possible, carry out production tests on alternate materials to ensure legibility.

Print: 30mm Width Digital: 85px Width



Print: 25mm Width Digital: 70px Width



Print: 20mm Width Digital: 55px Width



Print: 20mm Width Digital: 55px Width



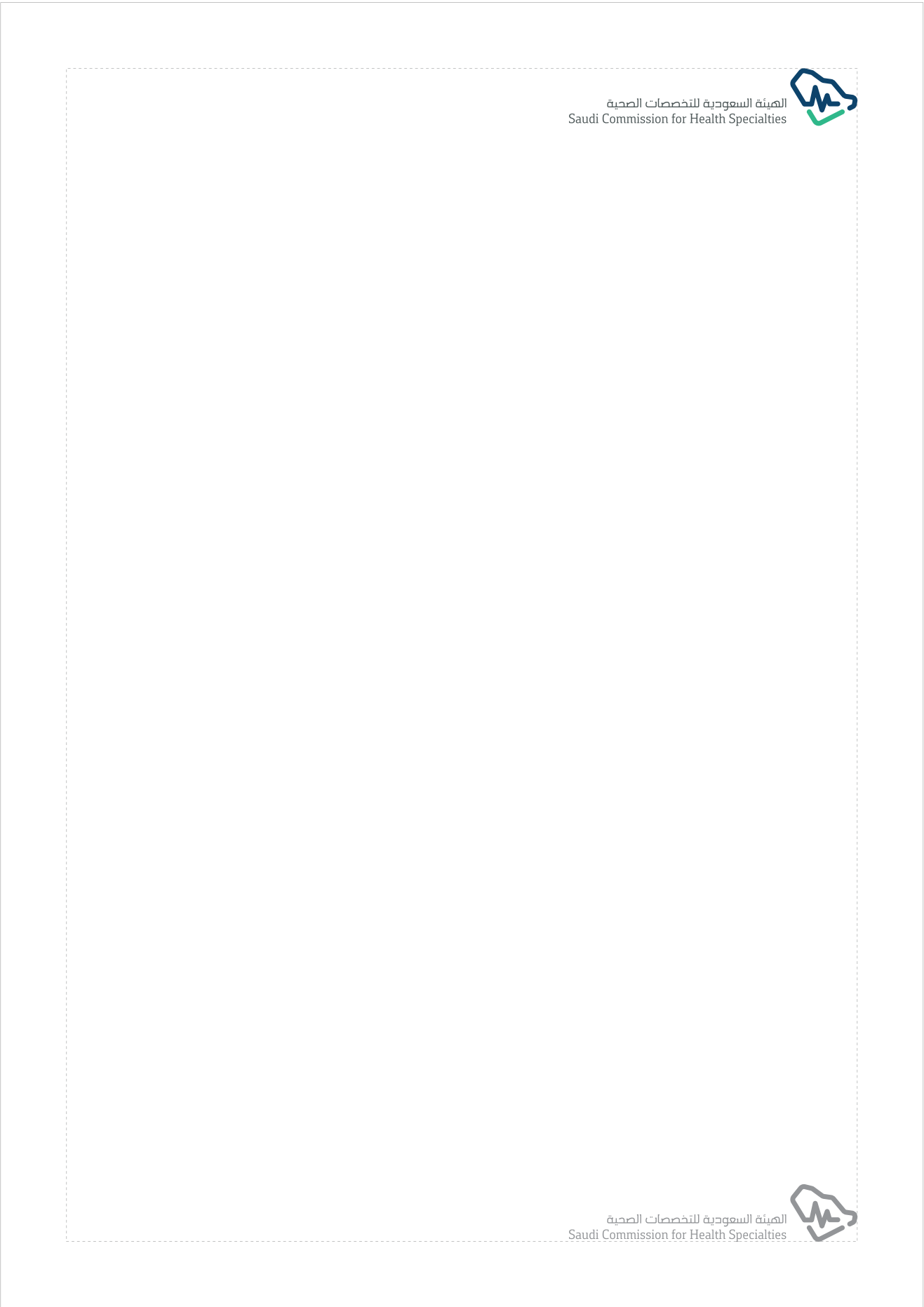
1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning**
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil
- 1.9 Misuse

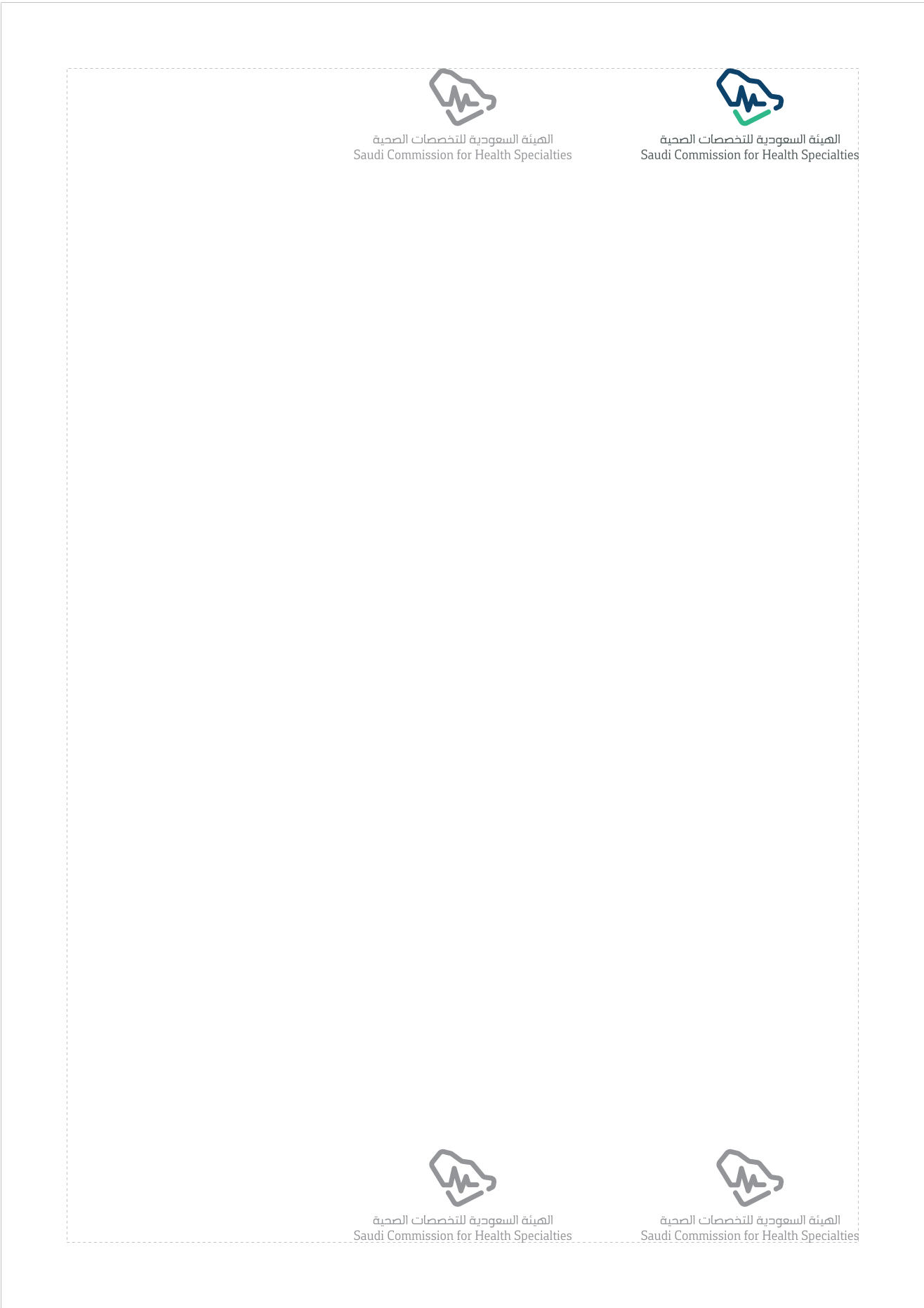
When positioning the brandmark, it is essential that the brandmark is kept clear of all other graphics and is placed in a comfortable space of its own.

Although each application will need to be considered individually, there are recommended positions for the vertical format and horizontal format brandmark as illustrated here.

Horizontal Format (Primary)



Vertical Format



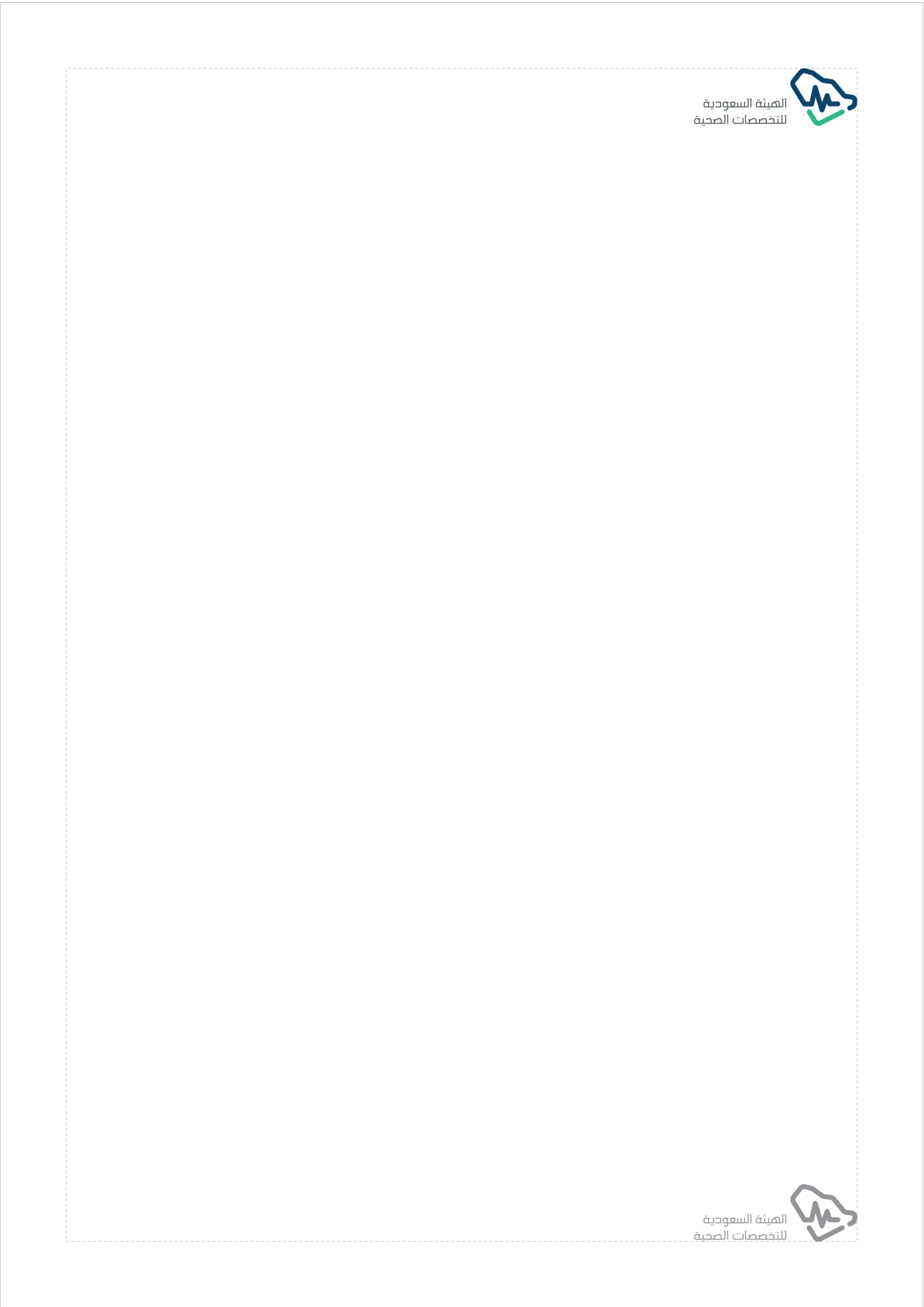
1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning**
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil
- 1.9 Misuse

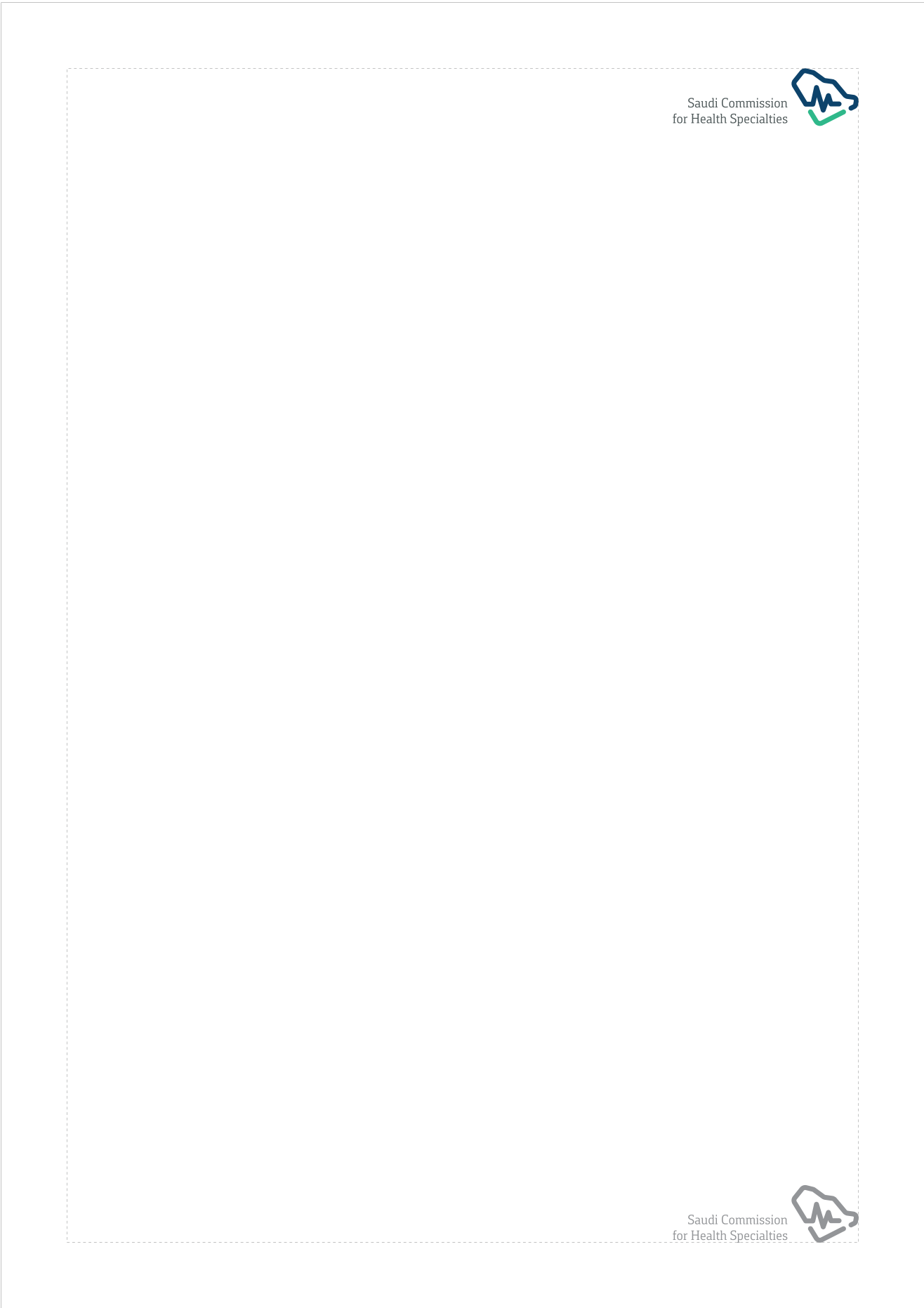
When positioning the brandmark, it is essential that the brandmark is kept clear of all other graphics and is placed in a comfortable space of its own.

Although each application will need to be considered individually, there are recommended positions for the english format and arabic format brandmark as illustrated here.

Arabic Format



English Format



1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil
- 1.9 Misuse

Primary Color Palette

The Brandmark can be reproduced in the following color variations only.

Endeavor where possible to utilise the Full Color versions of the Brand Identity to build equity in the primary colors of the brand.

Full Color Version



White Over Colored Background



1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil
- 1.9 Misuse

Secondary Color Palette

When using the brandmark on a secondary color background, it should appear in white.

The brandmark should never appear in full color.



1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White**
- 1.8 Metallic Foil
- 1.9 Misuse

Black and White Versions

In some cases, a full color brandmark may not be practical or possible due to limitations in printing. For these instances we may use a gray version (made as a 50% tint of black) or a one-color black or white brandmark.



1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil**
- 1.9 Misuse

Sample of brandmark application with Metallic foil finish.

Gold Foil



Silver Foil



1.0 Brandmark

- 1.1 Components
- 1.2 Brandmark
- 1.3 Clear Space
- 1.4 Minimum size
- 1.5 Positioning
- 1.6 Color Variations
- 1.7 Black & White
- 1.8 Metallic Foil

1.9 Misuse

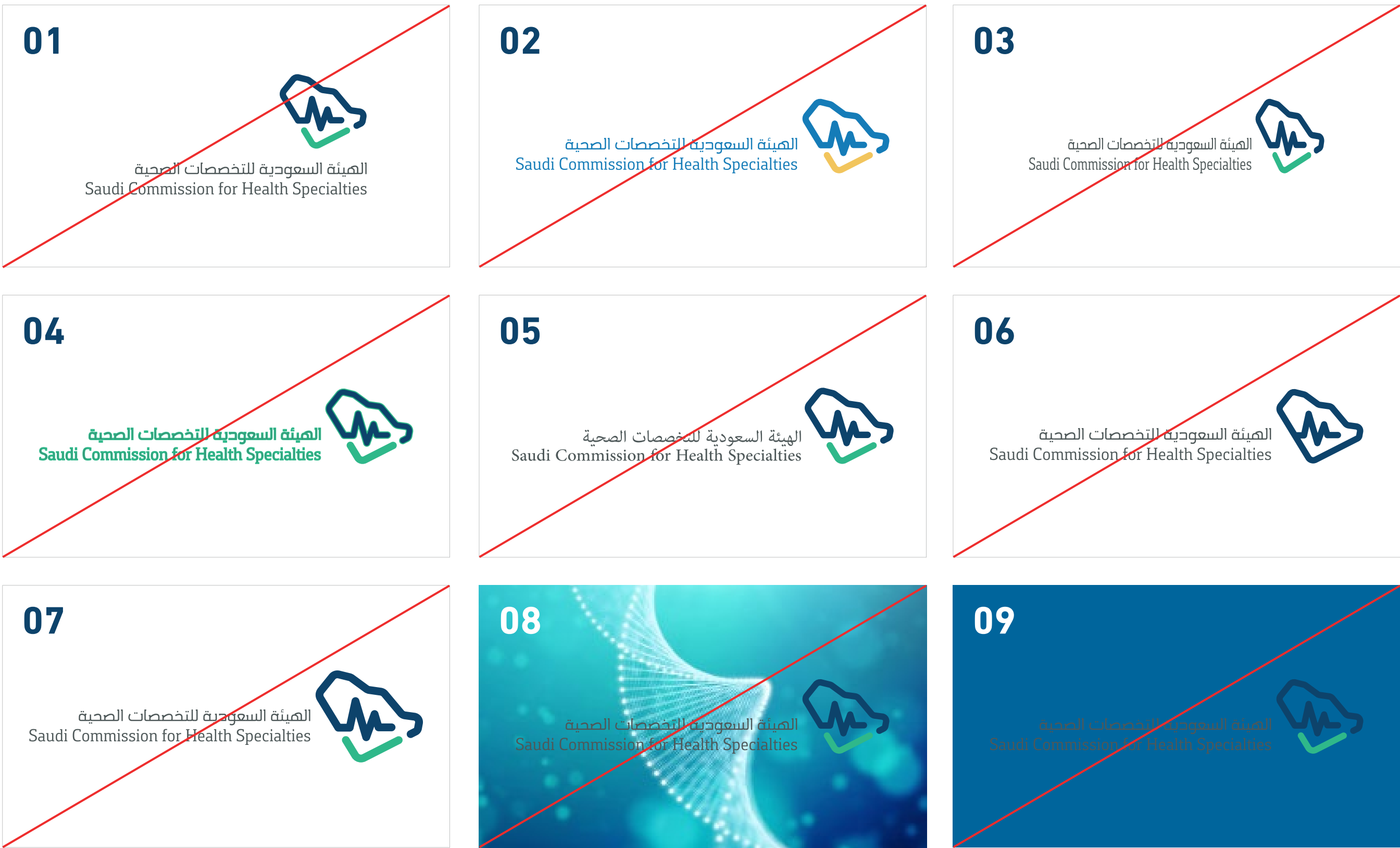
To maintain the integrity of our brandmark, and to promote the consistency of the brand, it is important to use the brandmark as described in these guidelines.

The examples shown here illustrate possible misuses of our brandmark that should be avoided.

Please do not:

1. Rearrange the brandmark.
2. Change the brandmark colors.
3. Stretch the brandmark.
4. Use any filters or effects on the brandmark.
5. Change the typeface of the brandmark.
6. Remove any element from the brandmark
7. Alter the proportions of the brandmark.
8. Use the primary version of the brandmark against a Colored background.
9. Use the brandmark against a cluttered photographic image.

The same rules applies on all other formats.





2.0 Color Palette

2.0 Color Palette

2.1

Primary Color Palette

2.2

Secondary Color Palette

Shown opposite are the color breakdowns for the SCFHS color palette.

The following values should be used with the following applications:

Pantone® – offset printing
CMYK – offset printing/digital printing
RGB – on screen

PANTONE® 7694 C
C100 M77 Y34 K21
R0 G65 B107
HEX 00416B

PANTONE® 3395 C
C86 M0 Y65 K0
R0 G192 B139
HEX 00C08B

PANTONE® 445 C
C69 M54 Y54 K30
R77 G88 B88
HEX 4D5858



2.0 Color Palette

2.1 Primary Color Palette

2.2 Secondary Color Palette

Shown opposite are the color breakdowns for the SCFHS color palette.

The following values should be used with the following applications:

Pantone® – offset printing
CMYK – offset printing/digital printing
RGB – on screen

PANTONE® 2985 C C59 M4 Y2 K0 R84 G192 B232 HEX 54C0E8	PANTONE® 318 C C44 M0 Y16 K0 R132 G218 B222 HEX 84DADE	
PANTONE® 367 C C41 M0 Y82 K0 R162 G212 B94 HEX A2D45E	PANTONE® 7669 C C72 M70 Y9 K1 R98 G93 B156 HEX 625D9C	
PANTONE® 141 C C4 M22 Y75 K0 R244 G197 B92 HEX F4C55C	PANTONE® 7416 C C3 M73 Y70 K0 R234 G104 B82 HEX EA6852	PANTONE® 711 C C12 M97 Y92 K3 R208 G44 B47 HEX D02C2F





3.0 Typography

3.0 Typography

3.1

English Font

3.2

Arabic Font

The primary typeface is DIN Next LT Arabic. It should be used predominantly on all English and Arabic communication.

Helvetica is our secondary typeface. It can be used as a substitute typeface for on digital applications such as e-mails or websites.

DIN Next LT Arabic - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Arabic - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Arabic - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Arabic - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Arabic - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Arabic - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Arabic



3.0 Typography

3.1 English Font

3.2 Arabic Font

The primary typeface is DIN Next LT Arabic. It should be used predominantly on all English and Arabic communication.

Helvetica is our secondary typeface. It can be used as a substitute typeface for on digital applications such as e-mails or websites.

DIN Next LT Arabic - Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic - Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic - Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic - Black

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic - Heavy

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic - Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic





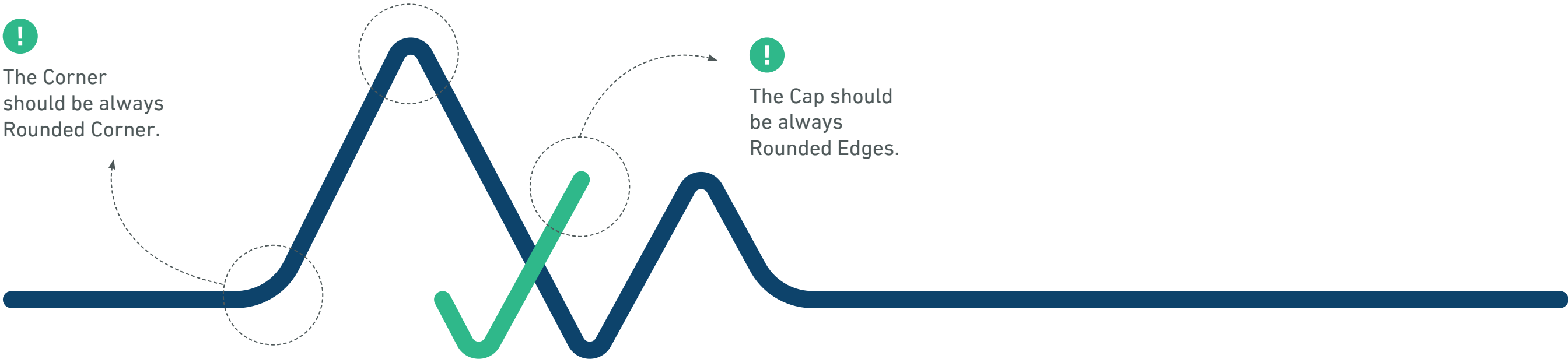
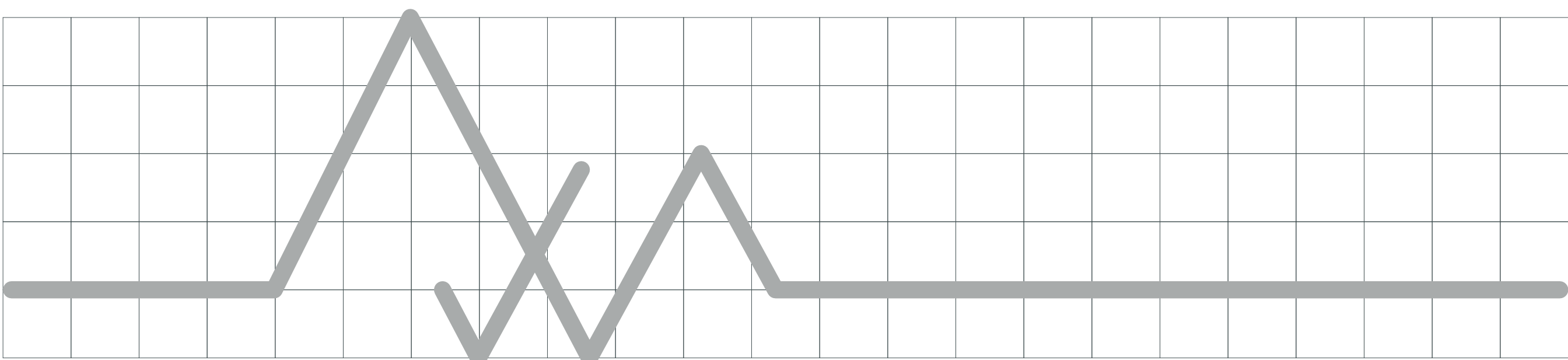
4.0 Graphic Device

4.0 Graphic Device

- 4.1 Introduction
- 4.2 Positioning
- 4.3 Color Variations

The brand graphic is a primary element used within our Identity. It should never be altered or redrawn.

When applied it should be used to benefit the visual or communication, and should be used to contrast the brandmark.

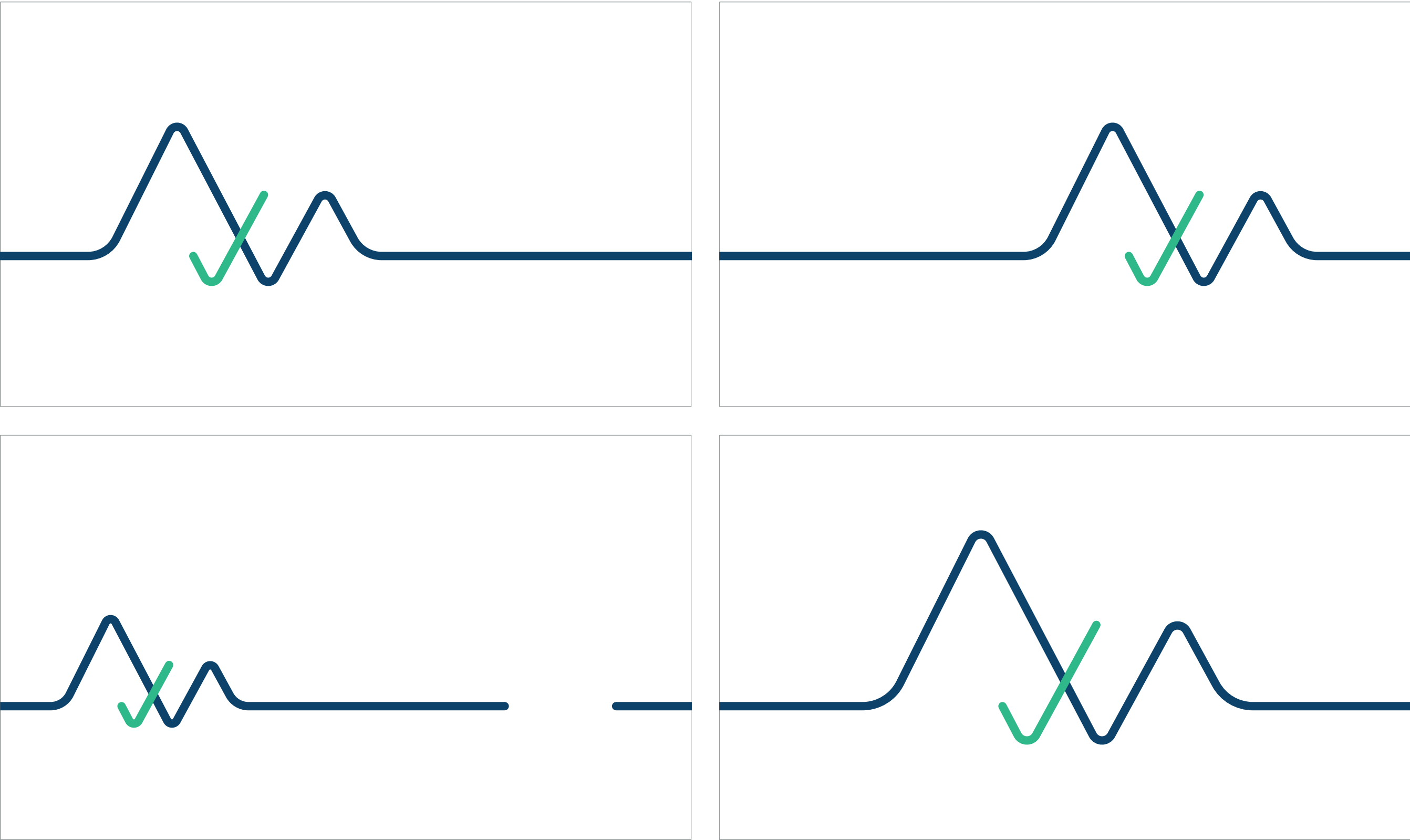


4.0 Graphic Device

- 4.1 Introduction
- 4.2 Positioning**
- 4.3 Color Variations

When positioning the Graphic Device, It is essential that the device is kept clear of all other graphics and is placed in a comfortable space of its own.

It allows the designer to make informed decisions, which eliminates the random placement of the brandmark and helps to ensure that the various components work together within the overall design.



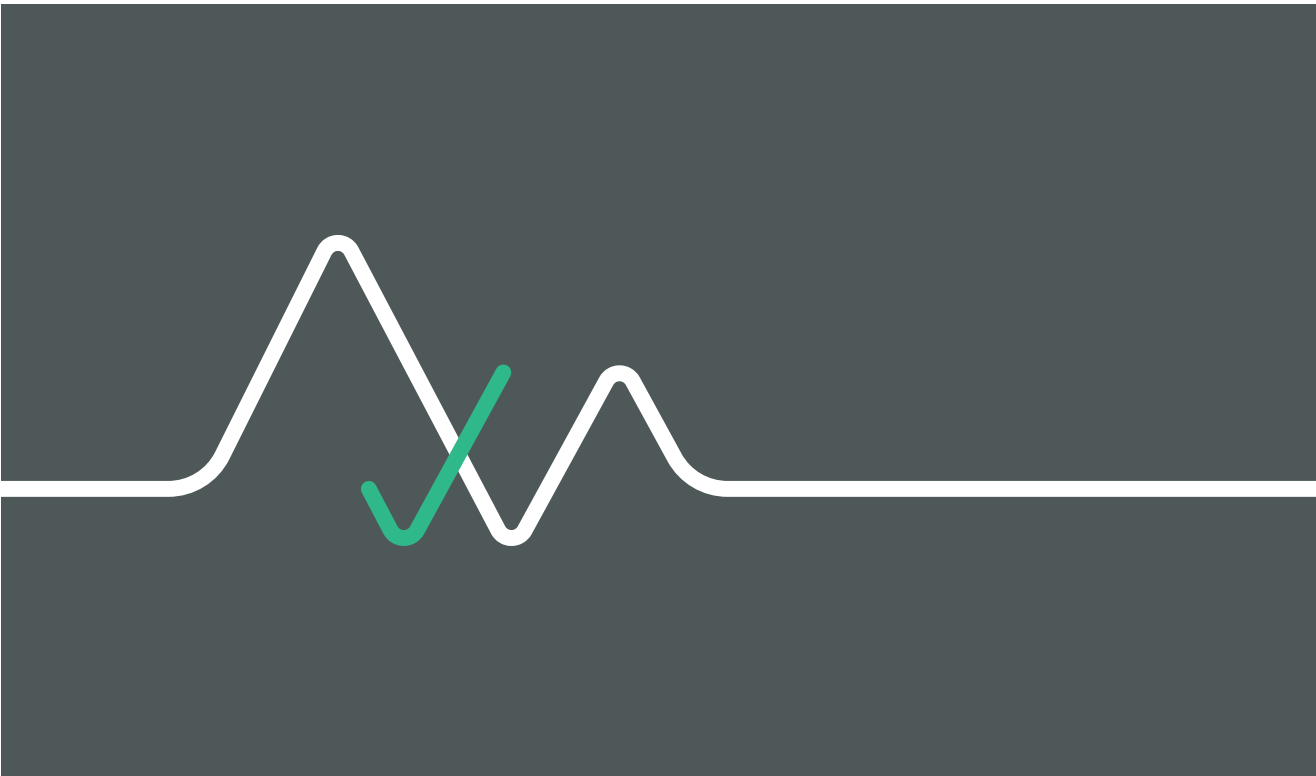
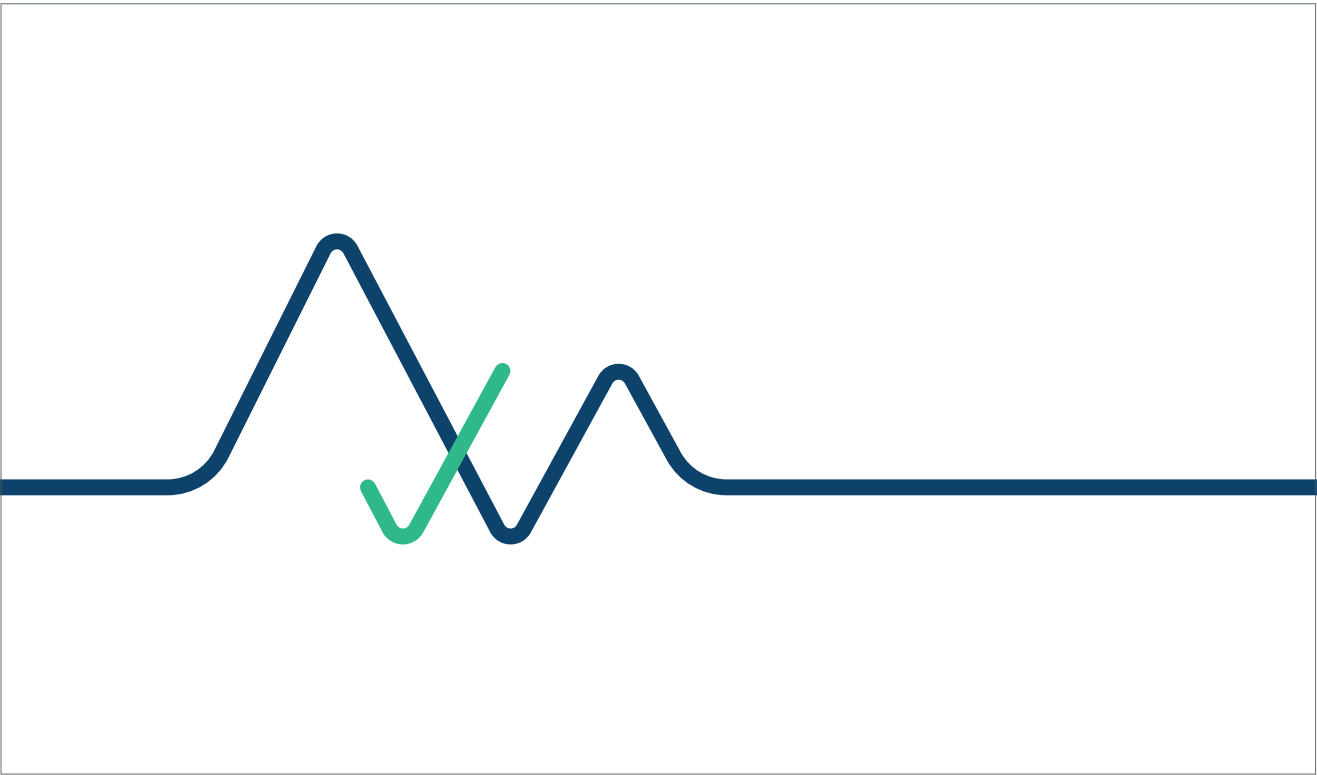
4.0 Graphic Device

- 4.1 Introduction
- 4.2 Positioning

4.3 Color Variations

The Graphic Device can be reproduced in the following color variations only.

Endeavor where possible to utilise the Full Color versions of the Graphic Device to build equity in the primary colors of the brand.



5.0 Stationery



5.0 Stationery

5.1 Business Card

- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 6.13 ID Card

- Logo Size**
Height: 10mm
- Name and Surname**
DIN Next LT Arabic, Medium, 8pt
- Job Title**
DIN Next LT Arabic, Regular, 7.5pt
- Address**
DIN Next LT Arabic, Regular, 7.5pt
- Contact Details**
DIN Next LT Arabic, Regular, 7.5pt
- Slogan**
DIN Next LT Arabic, Regular, 10pt
- Graphic Device**
Stroke 1.5pt



5.0 Stationery

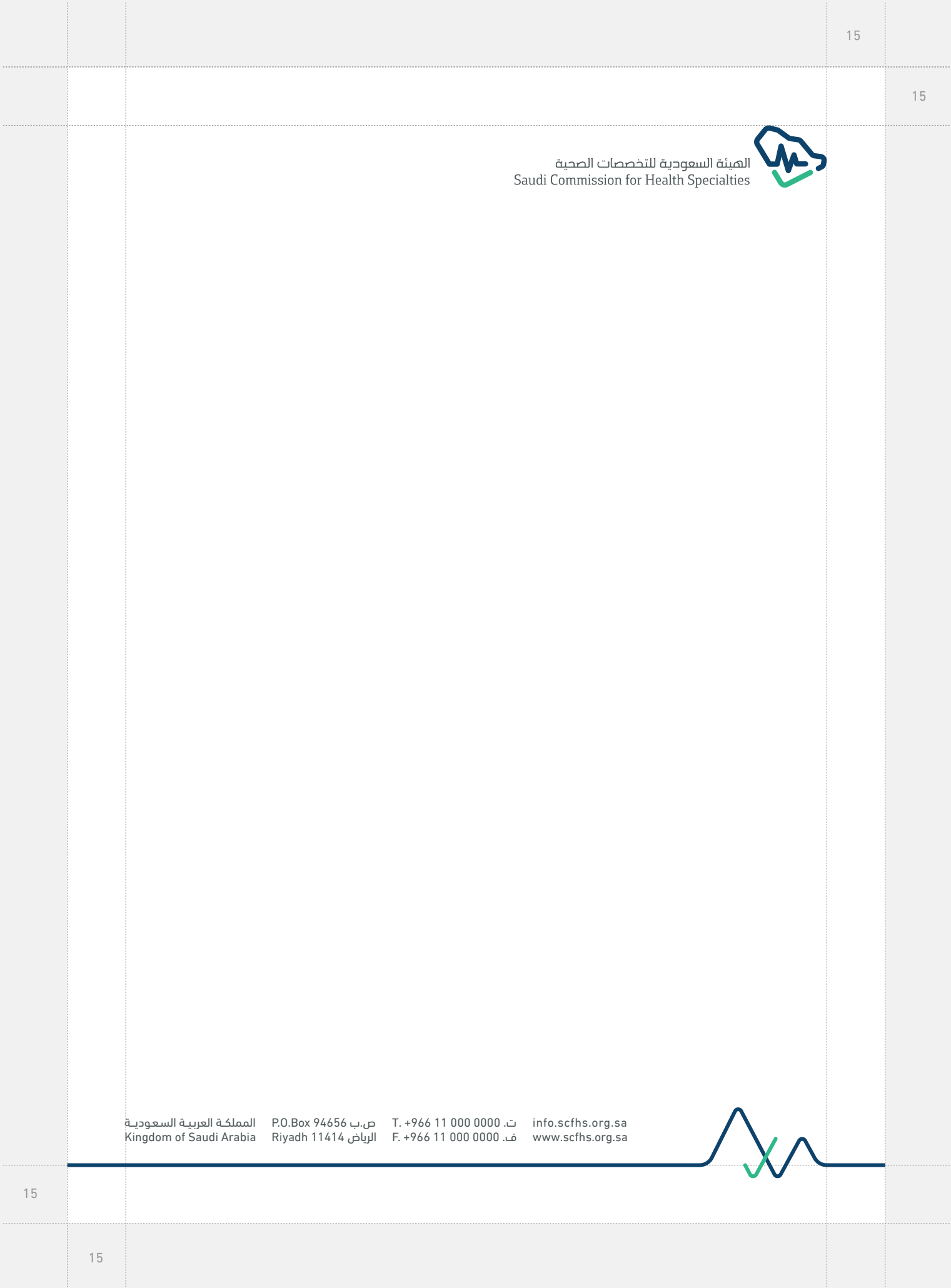
- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

Logo Size
Height: 16mm

Address
DIN Next LT Arabic, Regular, 9pt

Contact Details
DIN Next LT Arabic, Regular, 9pt

Graphic Device
Stroke 2.5pt



5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead

5.3 Envelope - DL

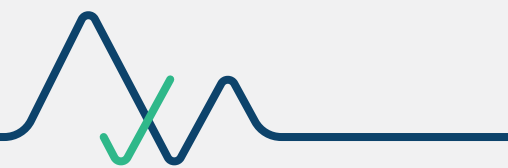
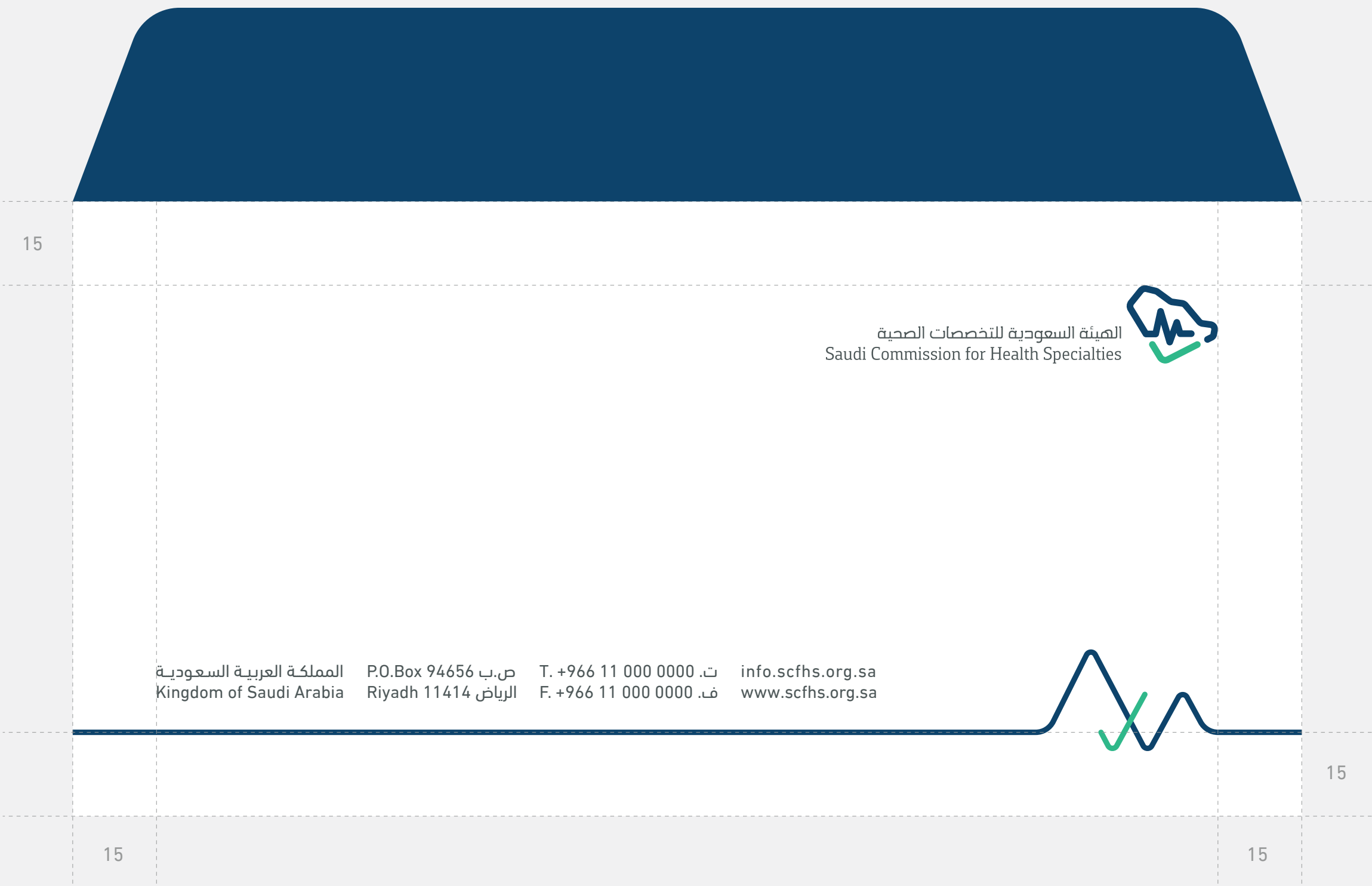
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

Logo Size
Height: 14mm

Address
DIN Next LT Arabic, Regular, 9pt

Contact Details
DIN Next LT Arabic, Regular, 9pt

Graphic Device
Stroke 2.5pt



5.0 Stationery

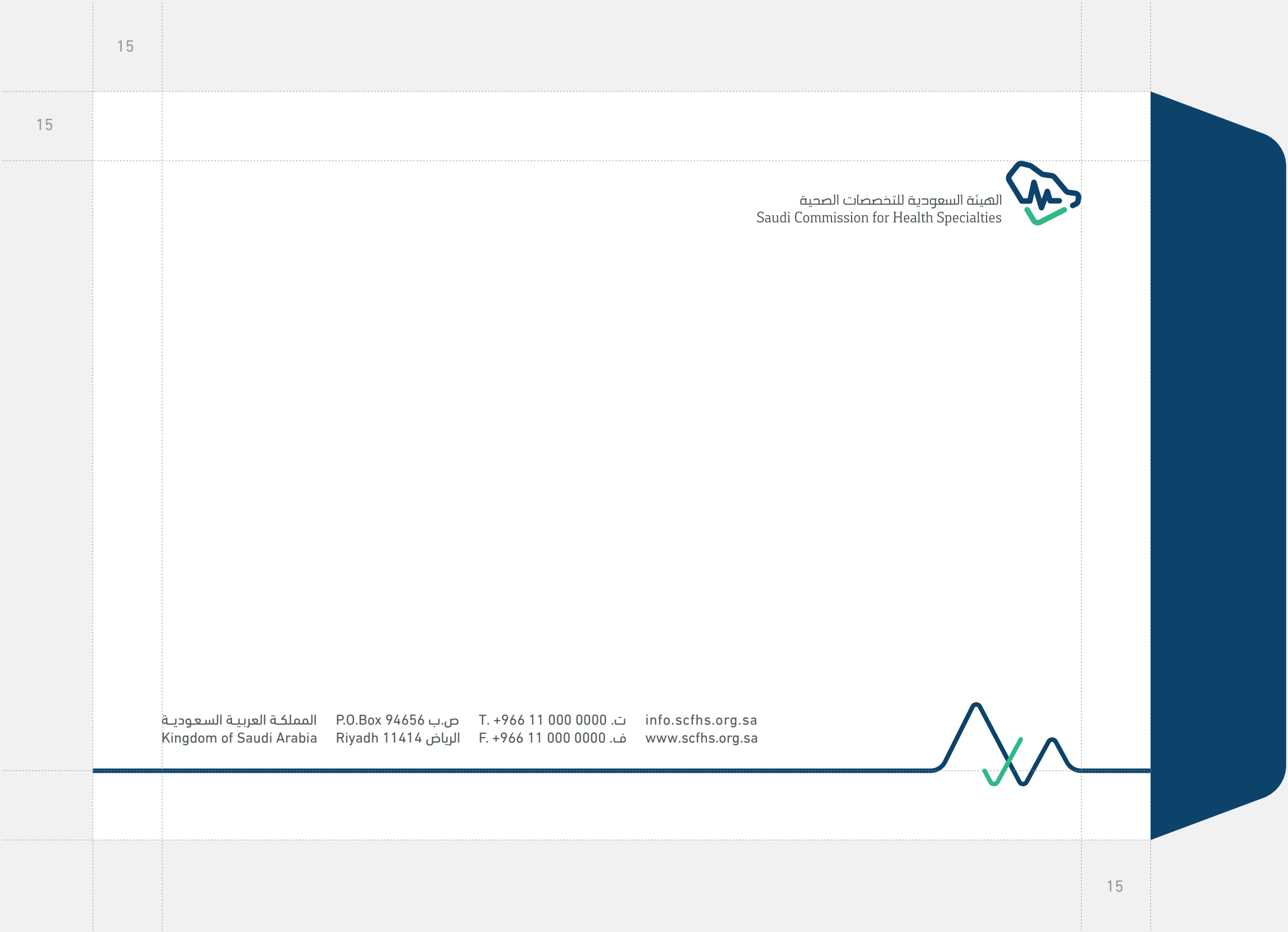
- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

Logo Size
Height: 14mm

Address
DIN Next LT Arabic, Regular, 9pt

Contact Details
DIN Next LT Arabic, Regular, 9pt

Graphic Device
Stroke 2.5pt



5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 6.3 Envelope - DL
- 5.4 Envelope - C5

5.5 Envelope - C4

- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

- Logo Size**
Height: 16mm
- Address**
DIN Next LT Arabic, Regular, 9pt
- Contact Details**
DIN Next LT Arabic, Regular, 9pt
- Graphic Device**
Stroke 2.5pt



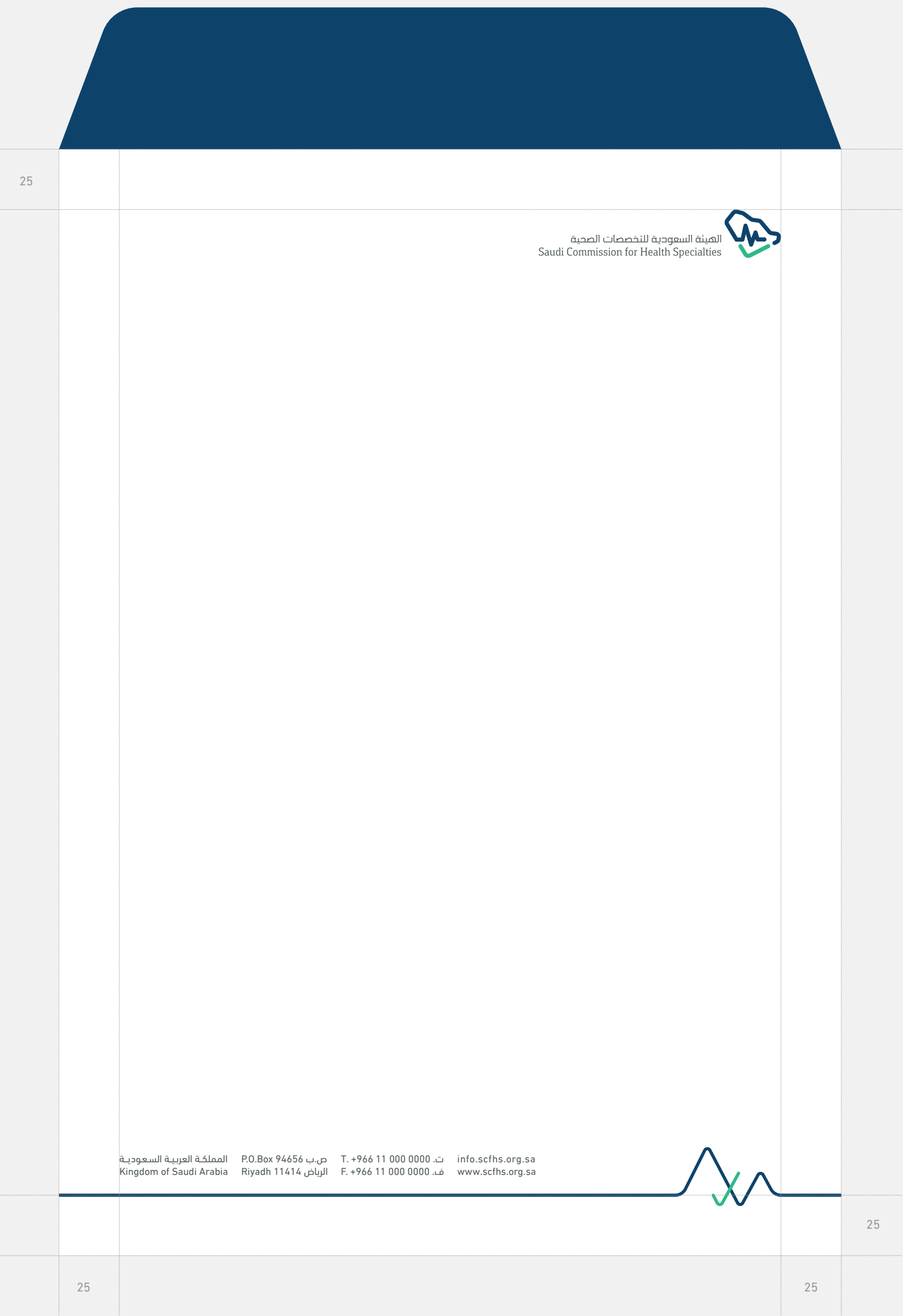
5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4

5.6 Envelope - C3

- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

- Logo Size**
Height: 20mm
- Address**
DIN Next LT Arabic, Regular, 12pt
- Contact Details**
DIN Next LT Arabic, Regular, 12pt
- Graphic Device**
Stroke 3.5pt



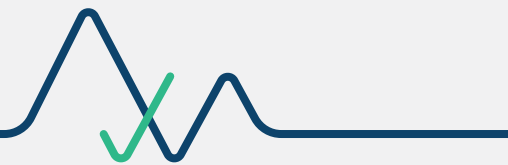
5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

Logo Size
Height: 12mm

Website
DIN Next LT Arabic, Regular, 8pt

Graphic Device
Stroke 2.75pt



5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5

5.8 Notepad - A4

- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

Logo Size
Height: 16mm

Website
DIN Next LT Arabic, Regular, 10pt

Graphic Device
Stroke 4.25pt



5.0 Stationery

- | | |
|-----|---------------|
| 5.1 | Business Card |
| 5.2 | Letterhead |
| 5.3 | Envelope - DL |
| 5.4 | Envelope - C5 |
| 5.5 | Envelope - C4 |
| 5.6 | Envelope - C3 |
| 5.7 | Notepad - A5 |
| 5.8 | Notepad - A4 |

5.9 Folder

- | | |
|------|-------------------|
| 5.10 | Certificate Cover |
| 5.11 | Greeting Card |
| 5.12 | Stamp |
| 5.13 | ID Card |

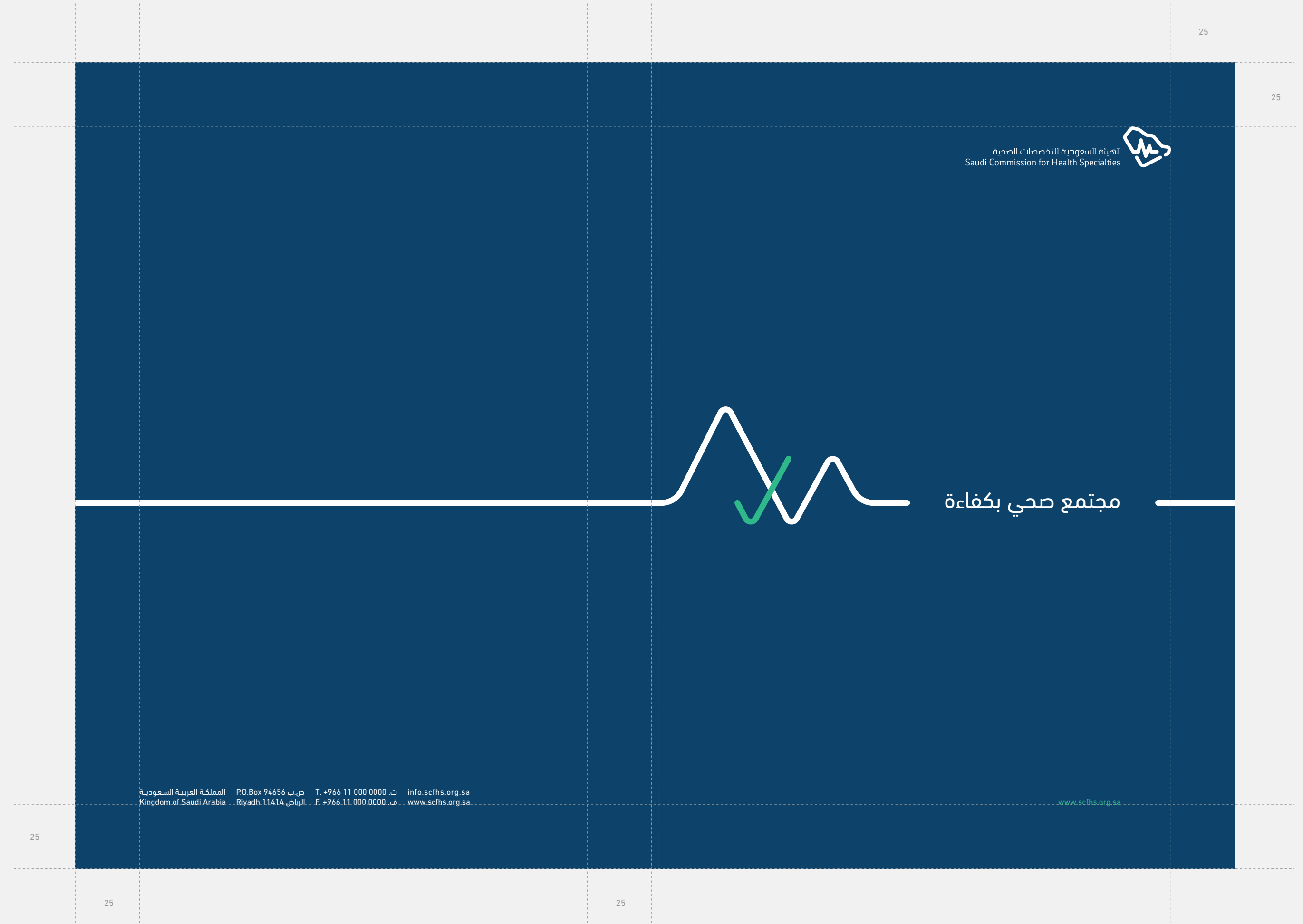
Logo Size
Height: 16mm

Address
DIN Next LT Arabic, Regular, 9pt

Contact Details
DIN Next LT Arabic, Regular, 9pt

Slogan
DIN Next LT Arabic, Regular, 24pt

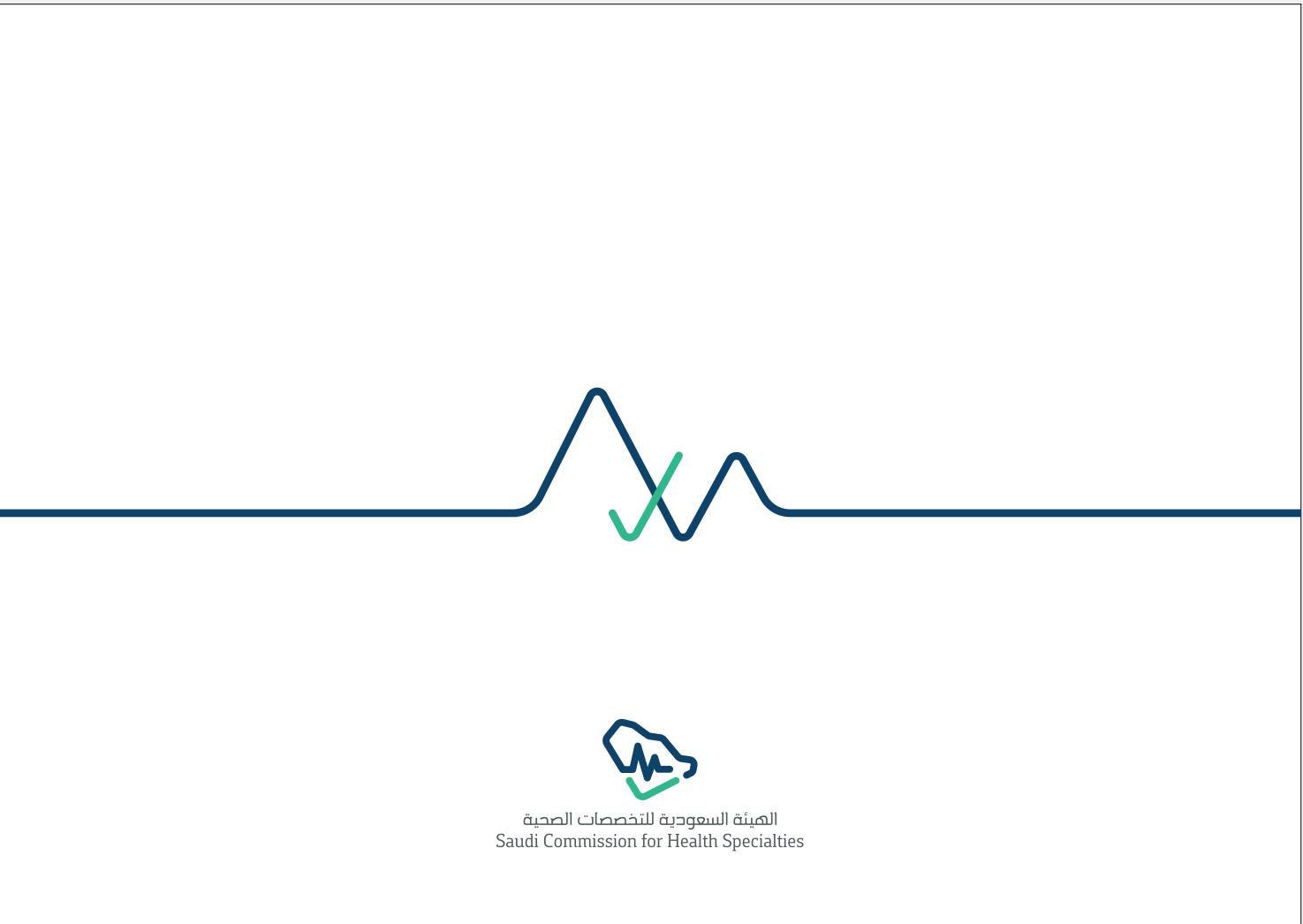
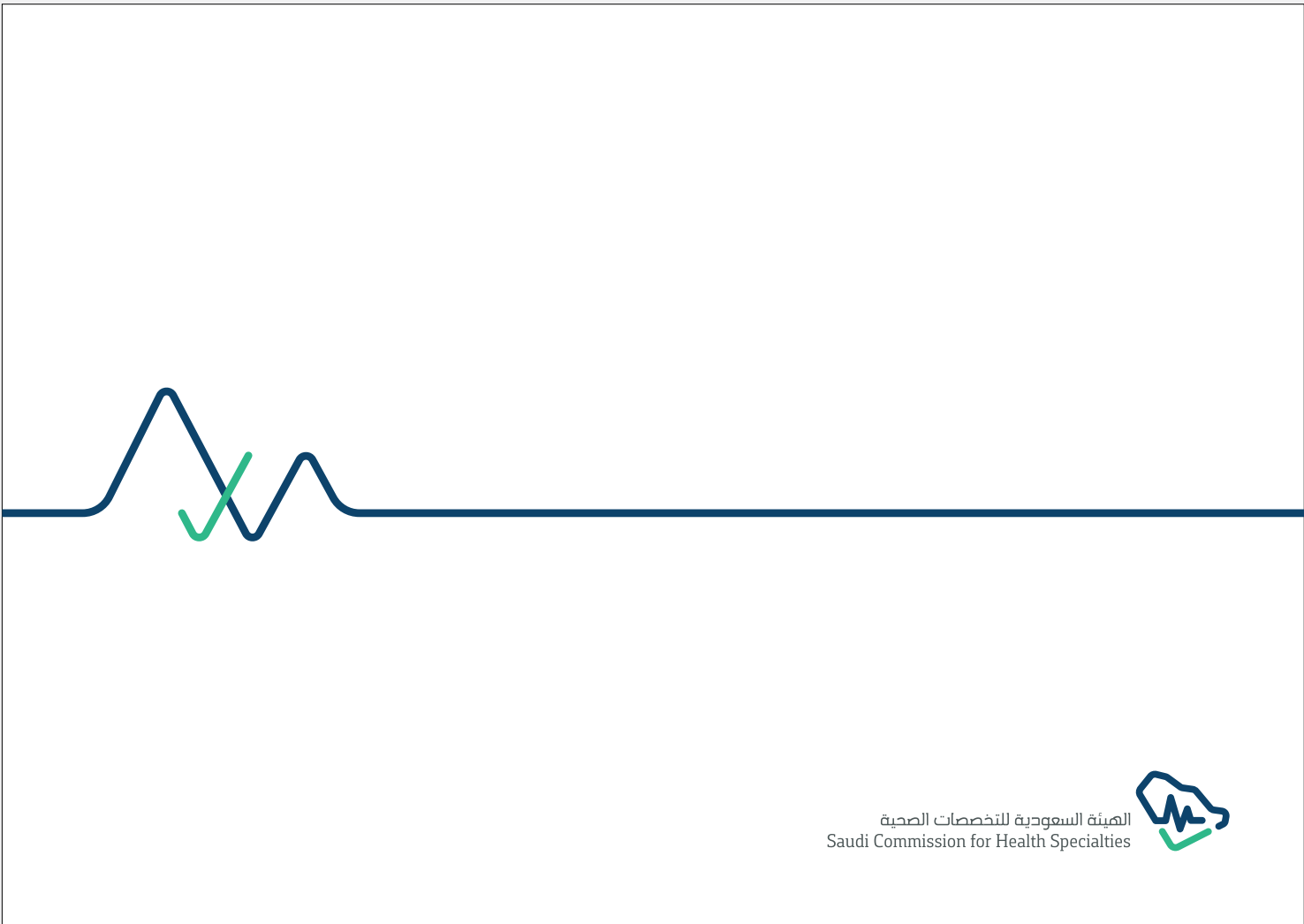
Graphic Device
Stroke 5pt



5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover**
- 5.11 Greeting Card
- 5.12 Stamp
- 5.13 ID Card

Illustrated on this page are the recommended designs for the certificate cover.



5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover

5.11 Greeting Card

- 5.12 Stamp
- 5.13 ID Card

- Logo Size**
Height: 12mm
- Headline**
DIN Next LT Arabic, Bold, 24pt
- Website**
DIN Next LT Arabic, Regular, 9pt
- Slogan**
DIN Next LT Arabic, Regular, 20pt
- Graphic Device**
Stroke 2.5pt

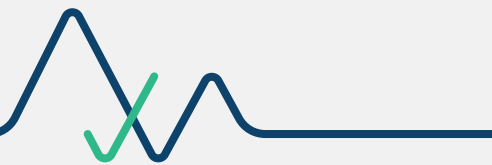


5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card

- 5.12 Stamp**
- 5.13 ID Card

Illustrated on this page are the recommended designs for the company stamp.

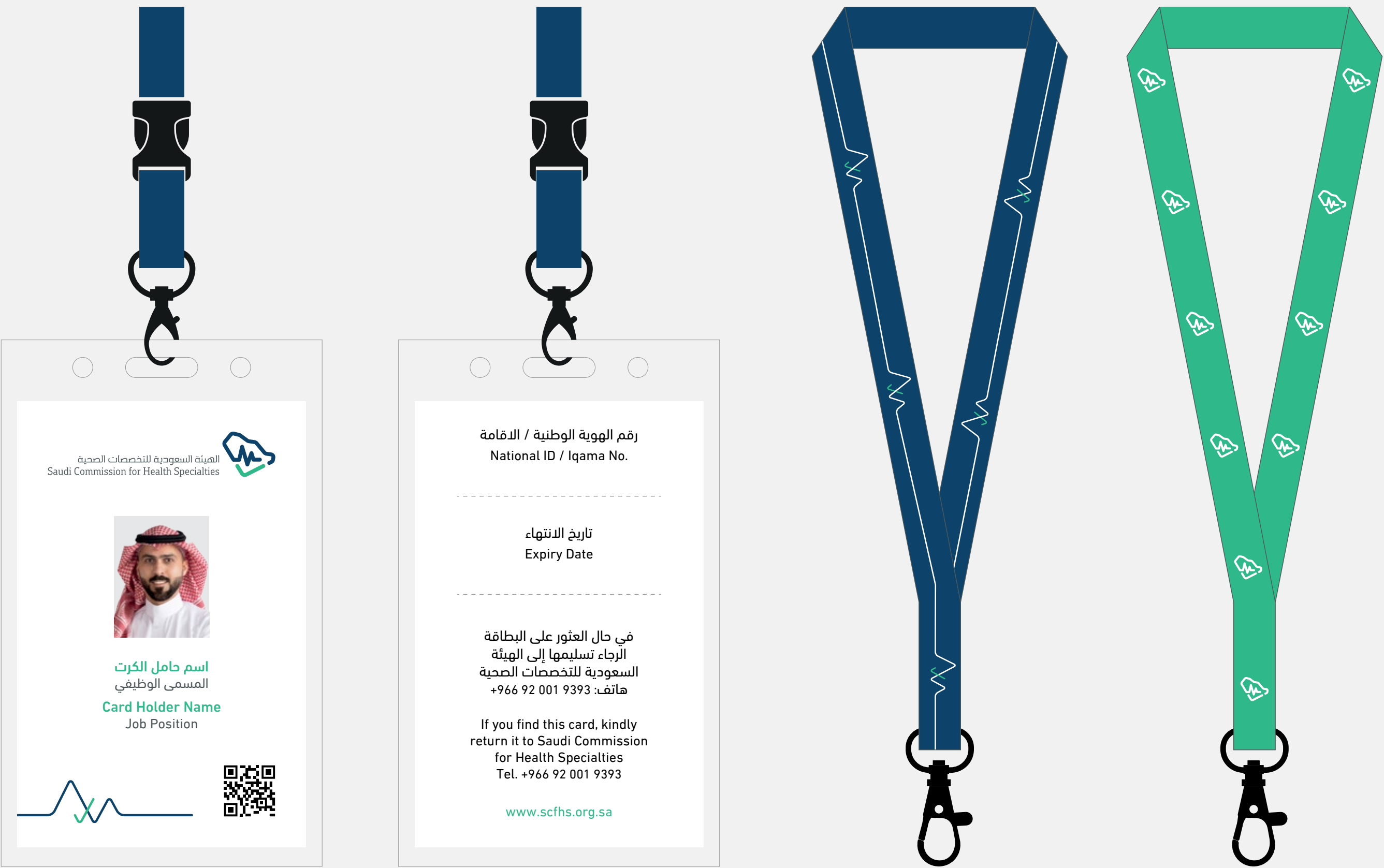


5.0 Stationery

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope - DL
- 5.4 Envelope - C5
- 5.5 Envelope - C4
- 5.6 Envelope - C3
- 5.7 Notepad - A5
- 5.8 Notepad - A4
- 5.9 Folder
- 5.10 Certificate Cover
- 5.11 Greeting Card
- 5.12 Stamp

5.13 ID Card

Illustrated on this page are the recommended designs for the Id card.



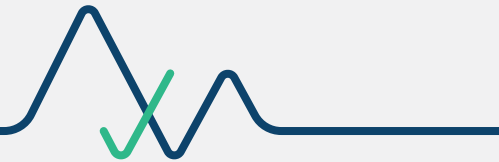
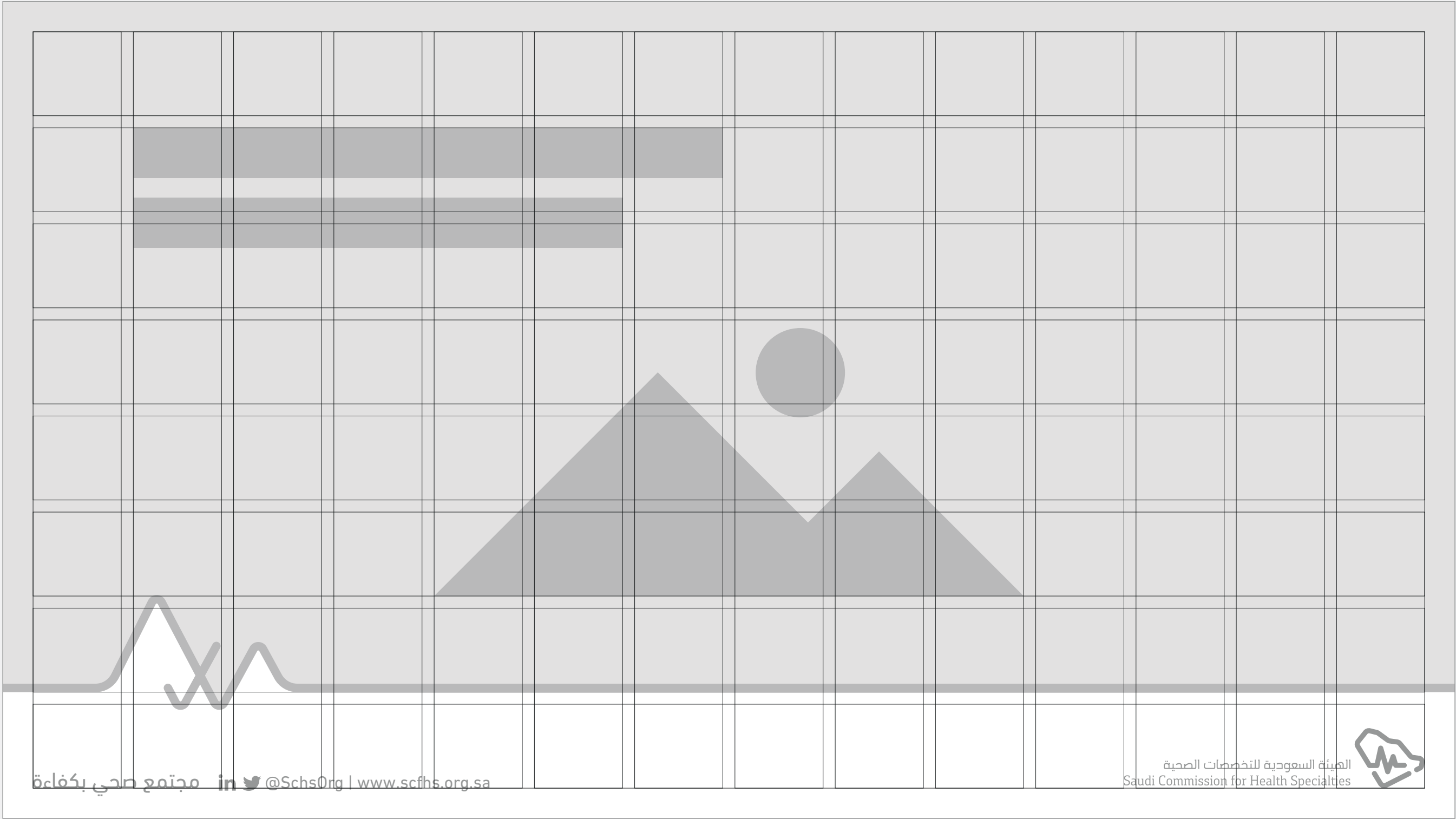


6.0 Digital

6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

Twitter
Data Canvas



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

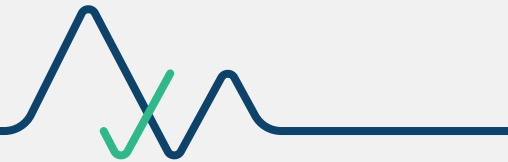
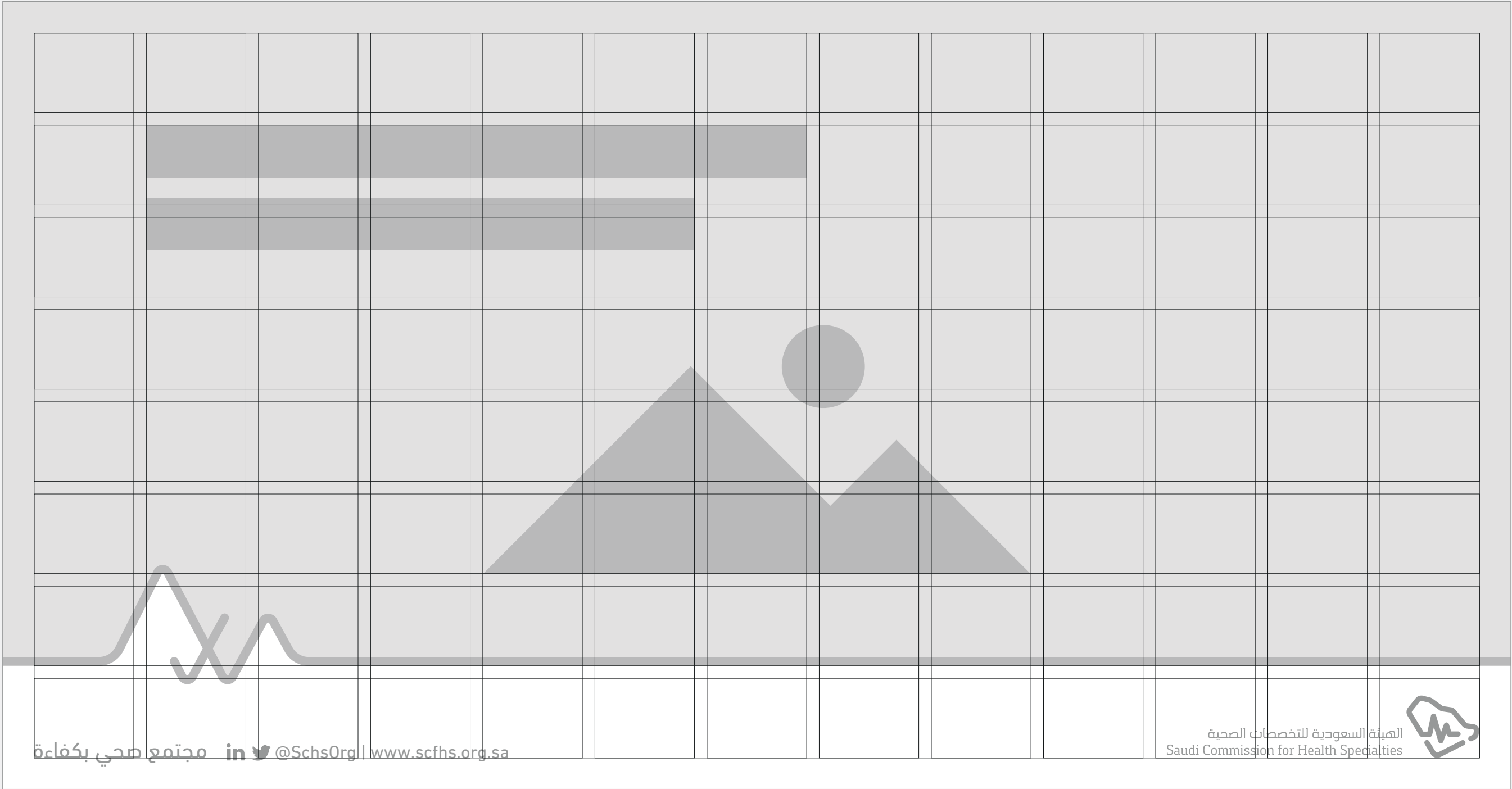
Twitter
Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

LinkedIn
Data Canvas



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

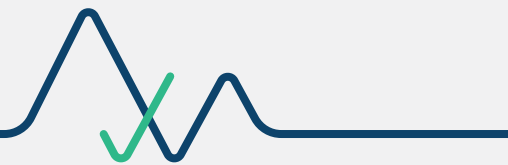
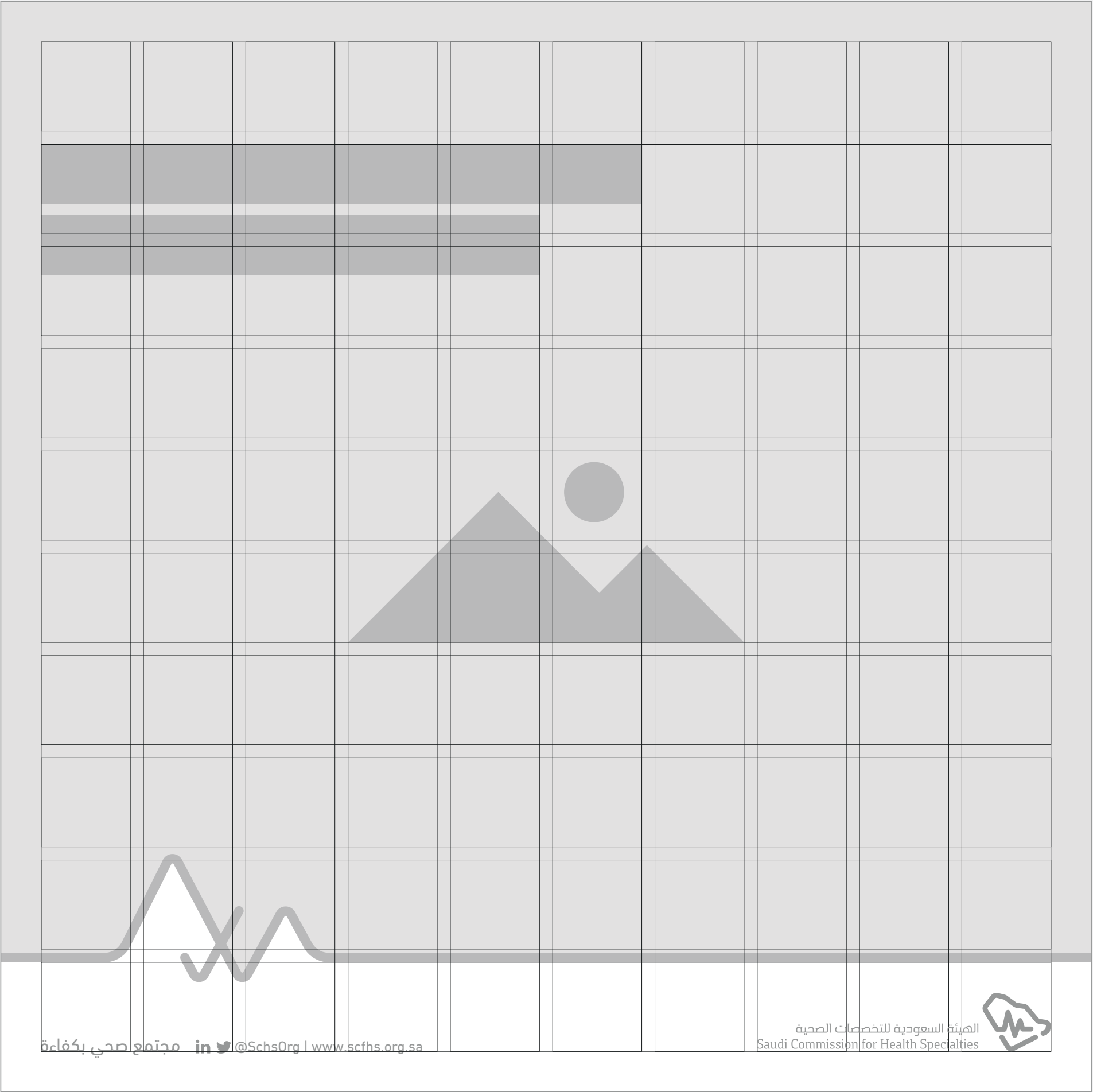
LinkedIn
Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

Instagram
Data Canvas



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

Instagram
Examples

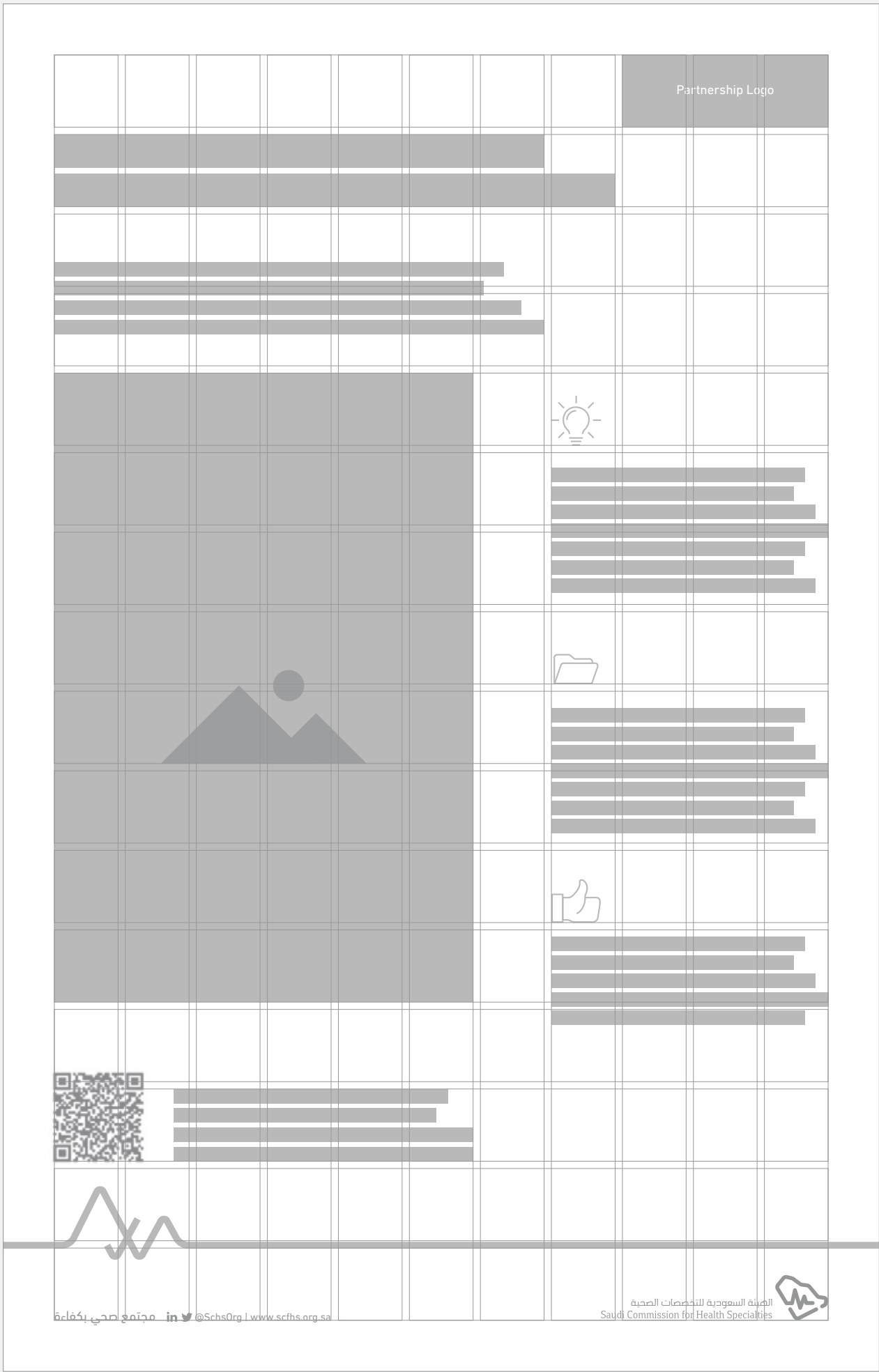
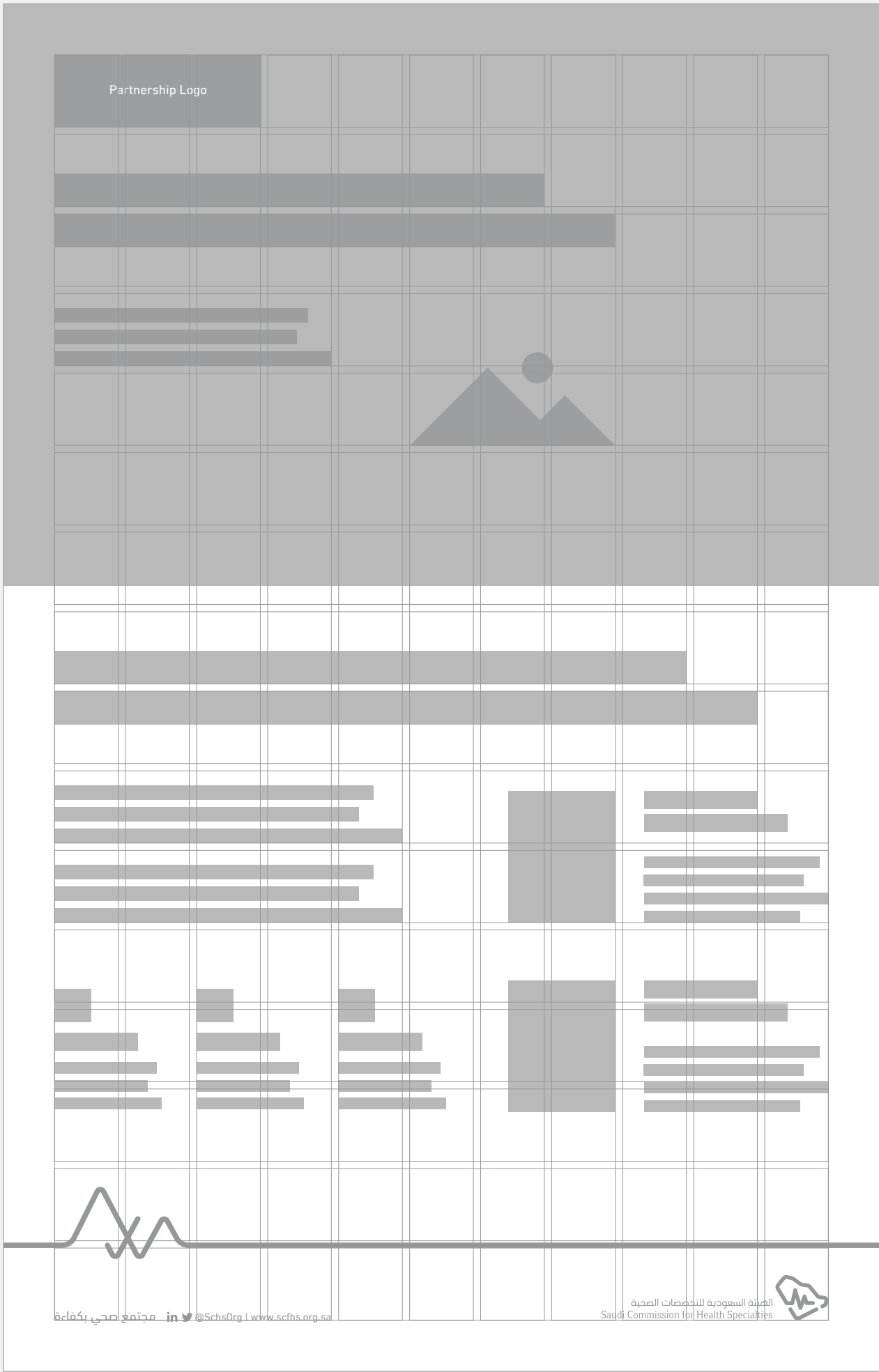


6.0 Digital

- 7.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

Horizontal Format
Data Canvas

Partner



Partnership Logo
Fixed Position

The partner logo is always in the top right corner or top left corner of the layouts.

Content Area
Flexible position within the margins

Brand Assets
Fixed Position



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

Horizontal Format
Examples

Partner

Competent Healthy Community

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01

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03

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Saudi Commission for Health Specialties



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Competent Healthy Community



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Saudi Commission for Health Specialties



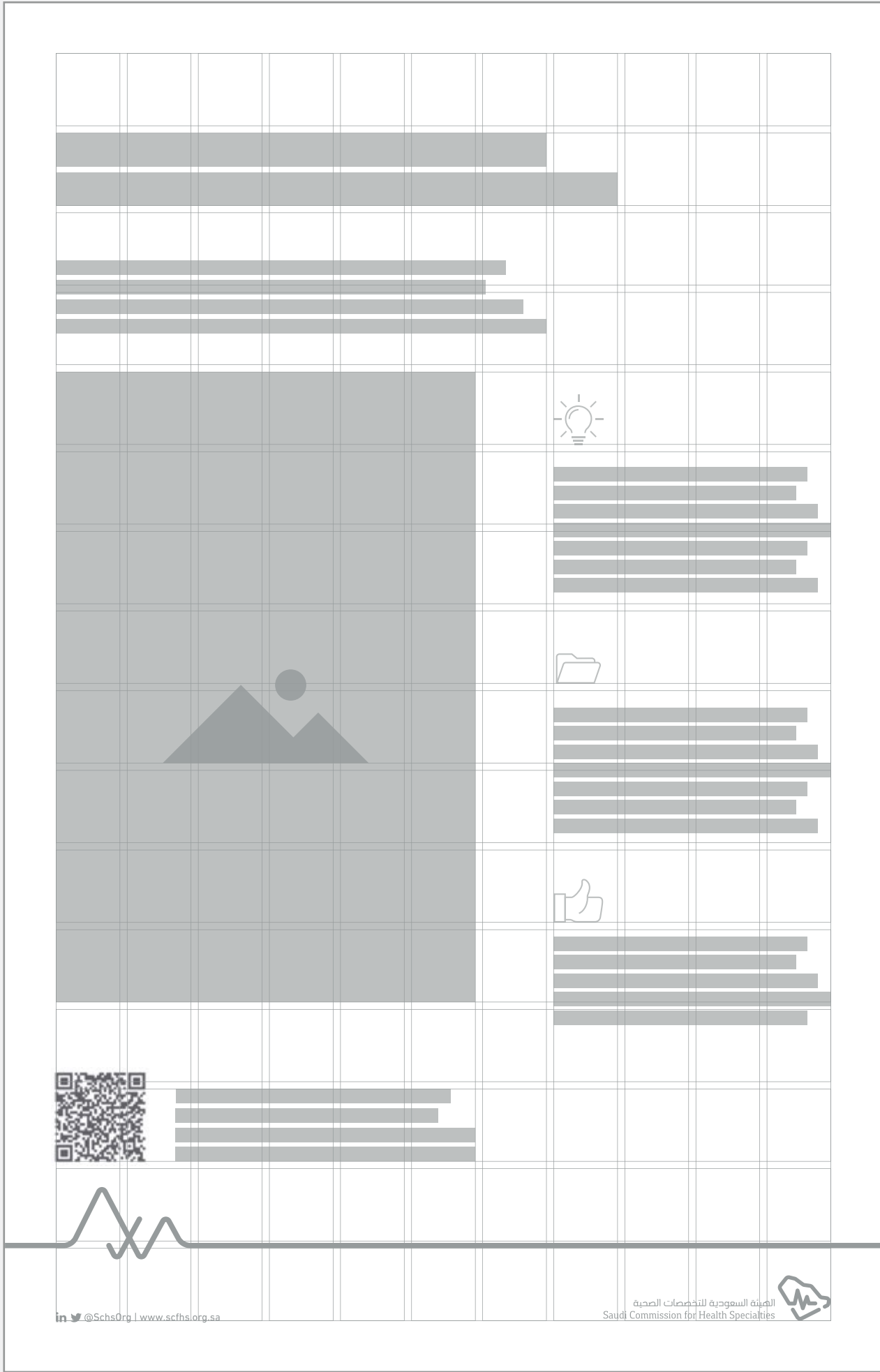
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48 | SCFHS | Brand Guidelines | Version 1.0

7.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

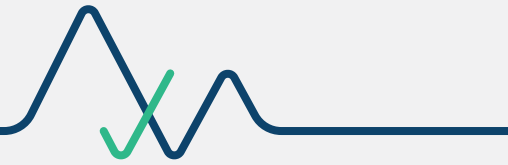
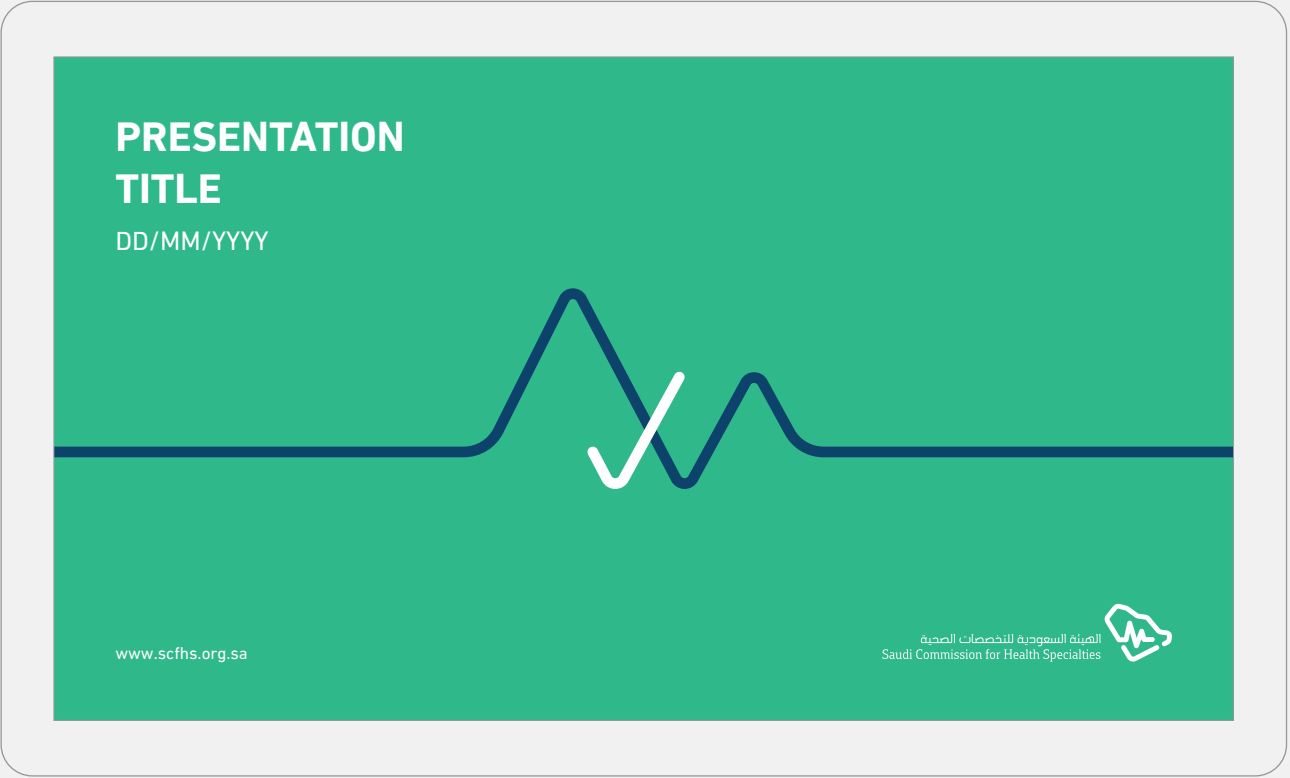
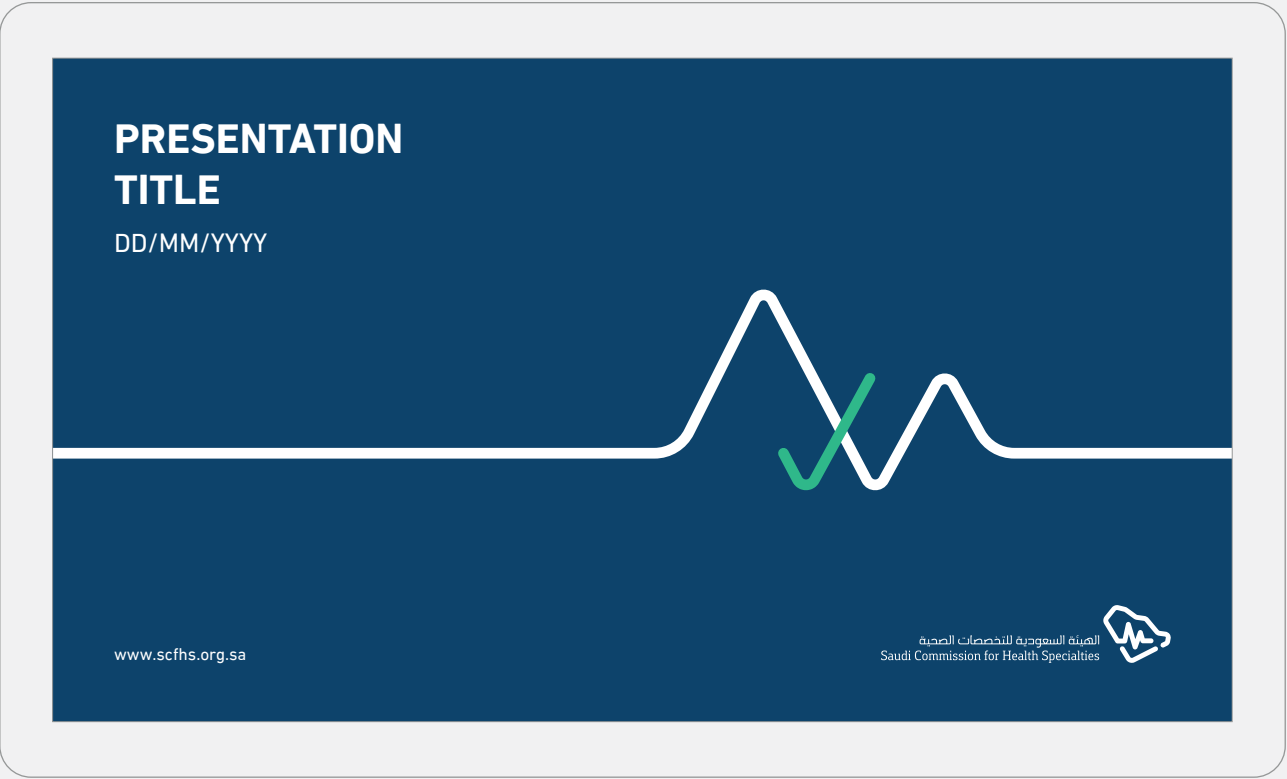
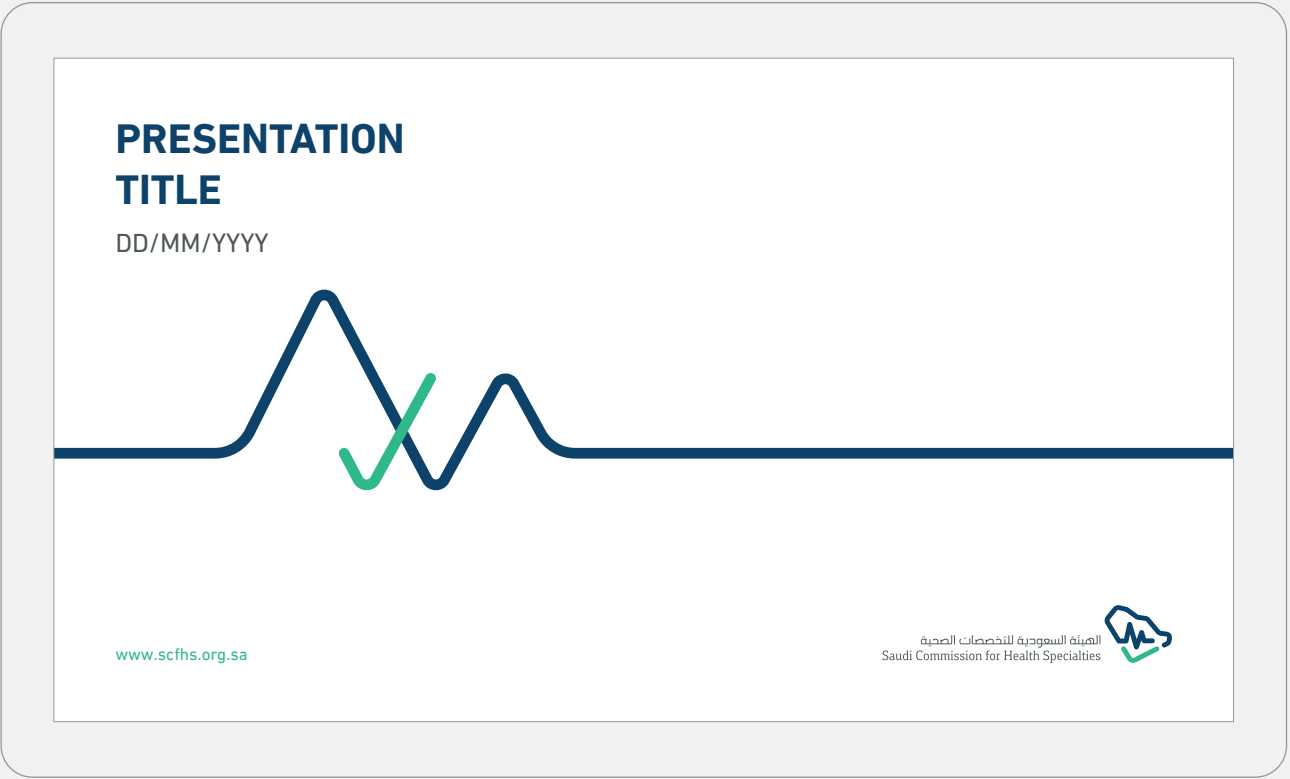
Horizontal Format Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template**
- 6.3 Website
- 6.4 Email Signature

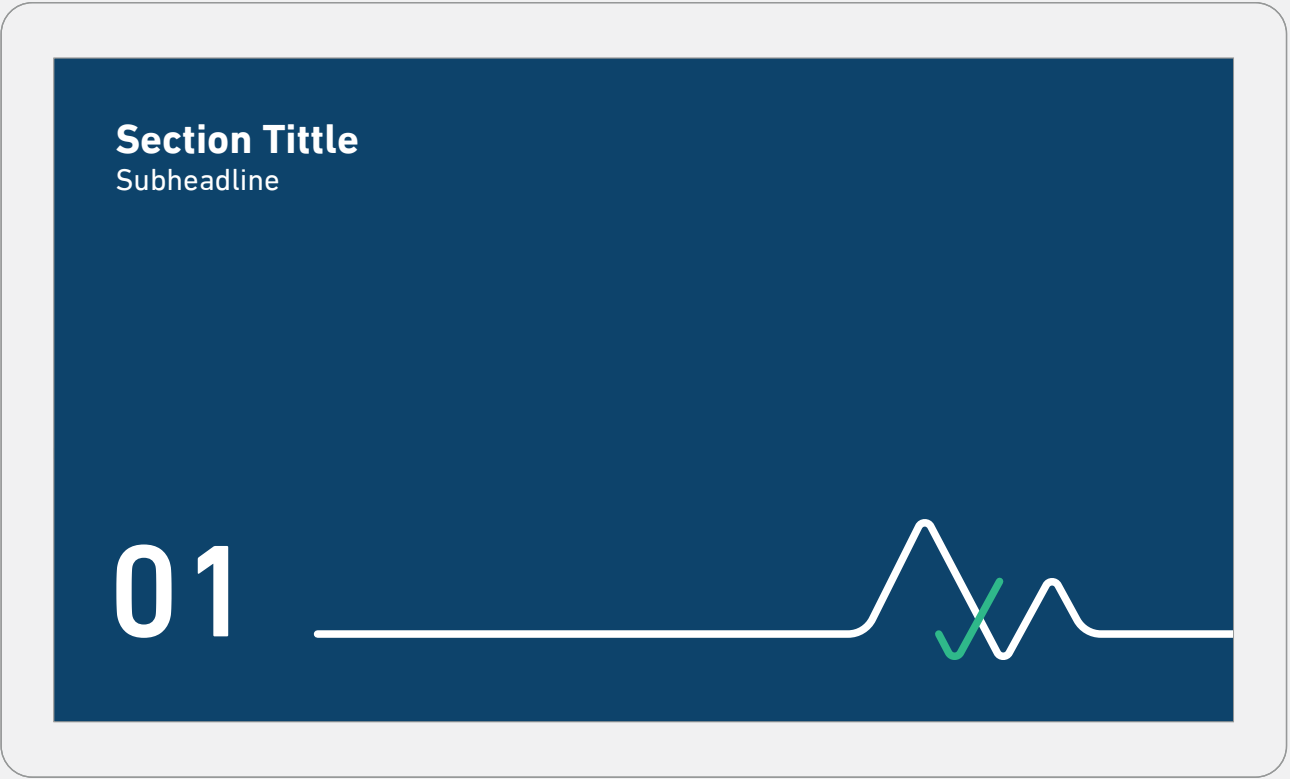
Opening Screen Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template**
- 6.3 Website
- 6.4 Email Signature

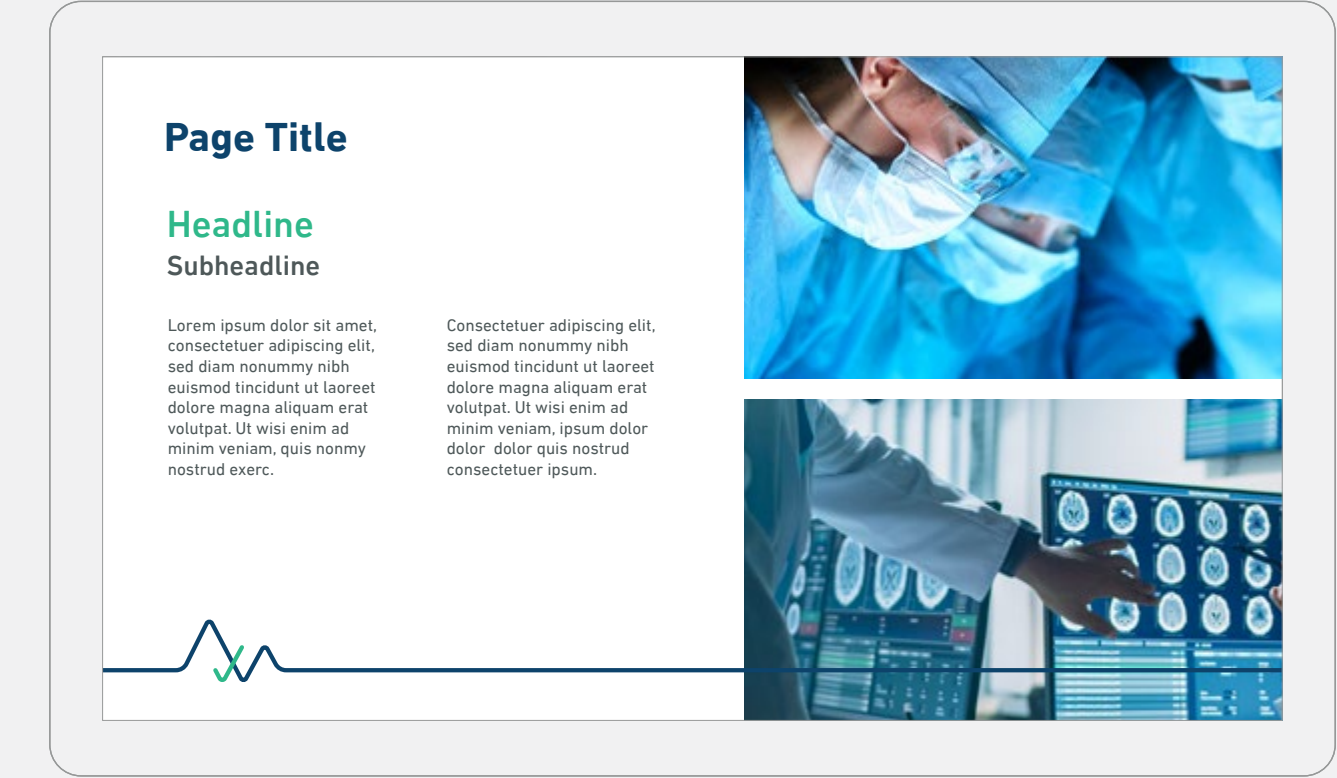
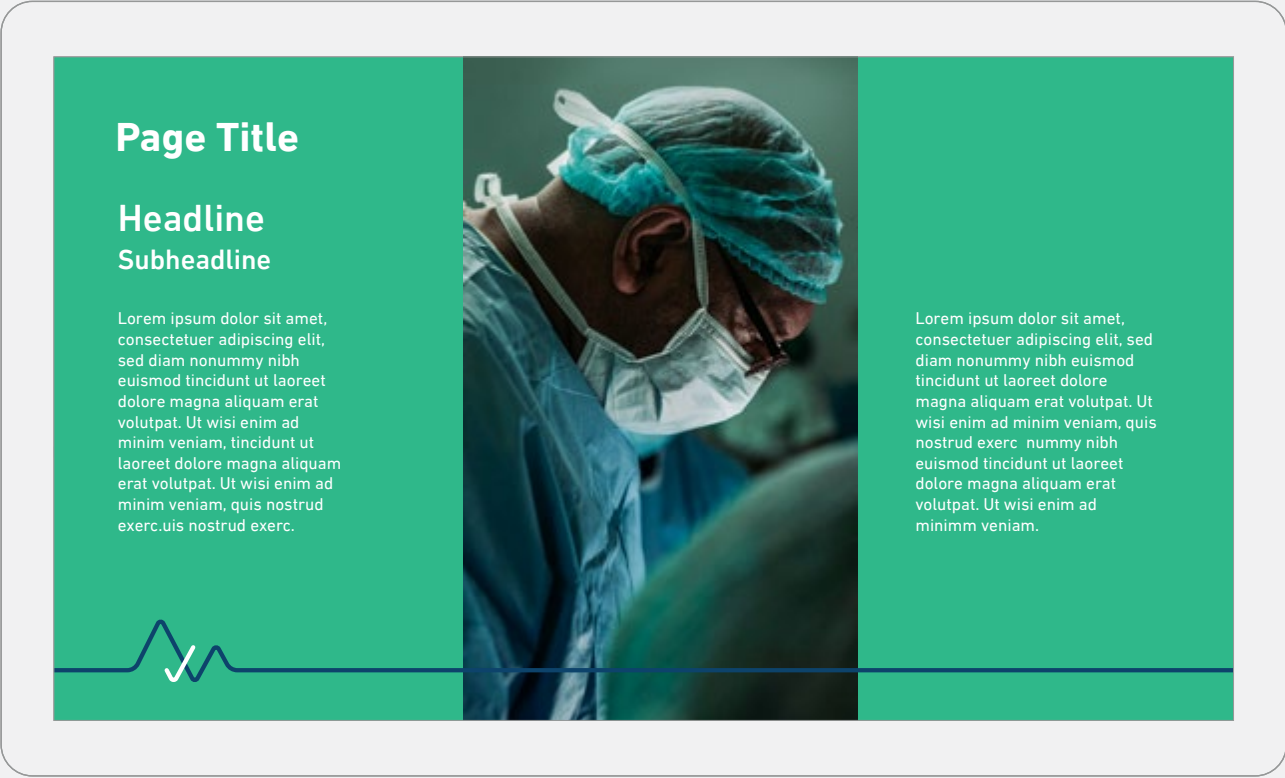
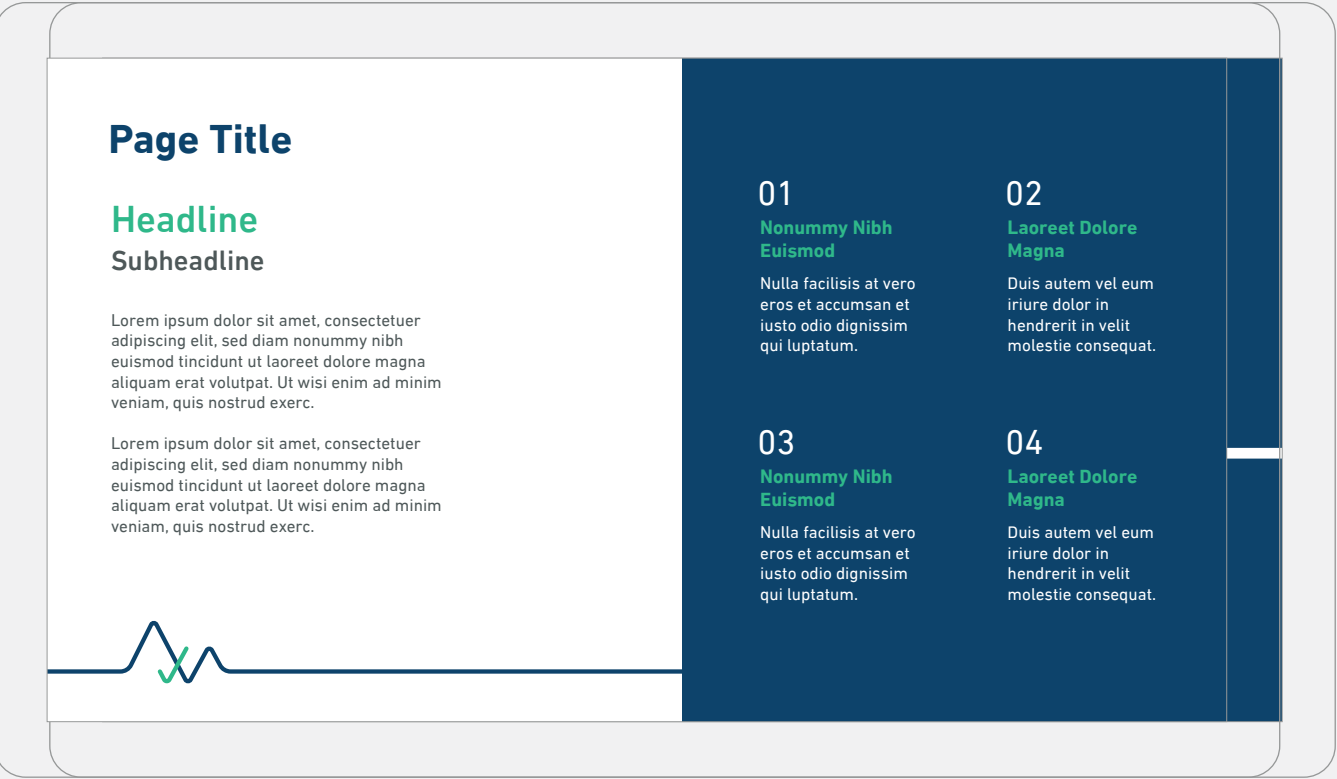
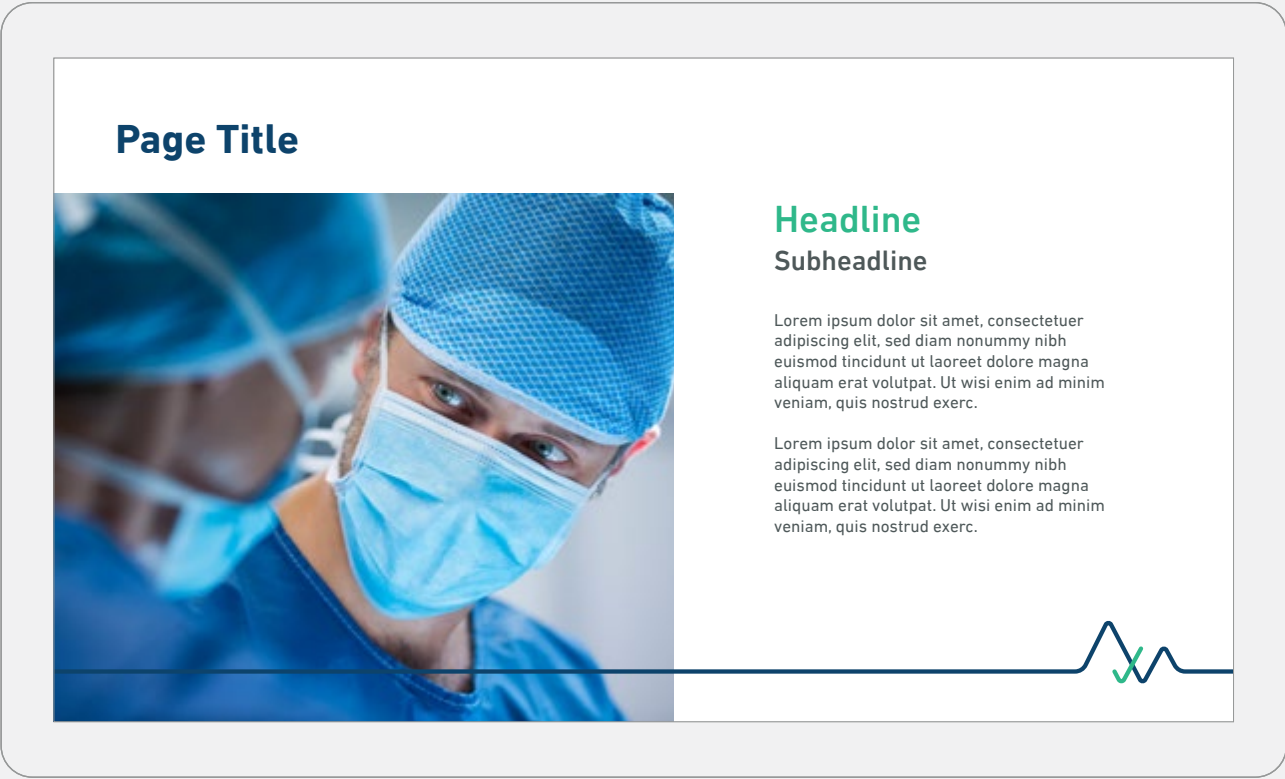
Section Dividers Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

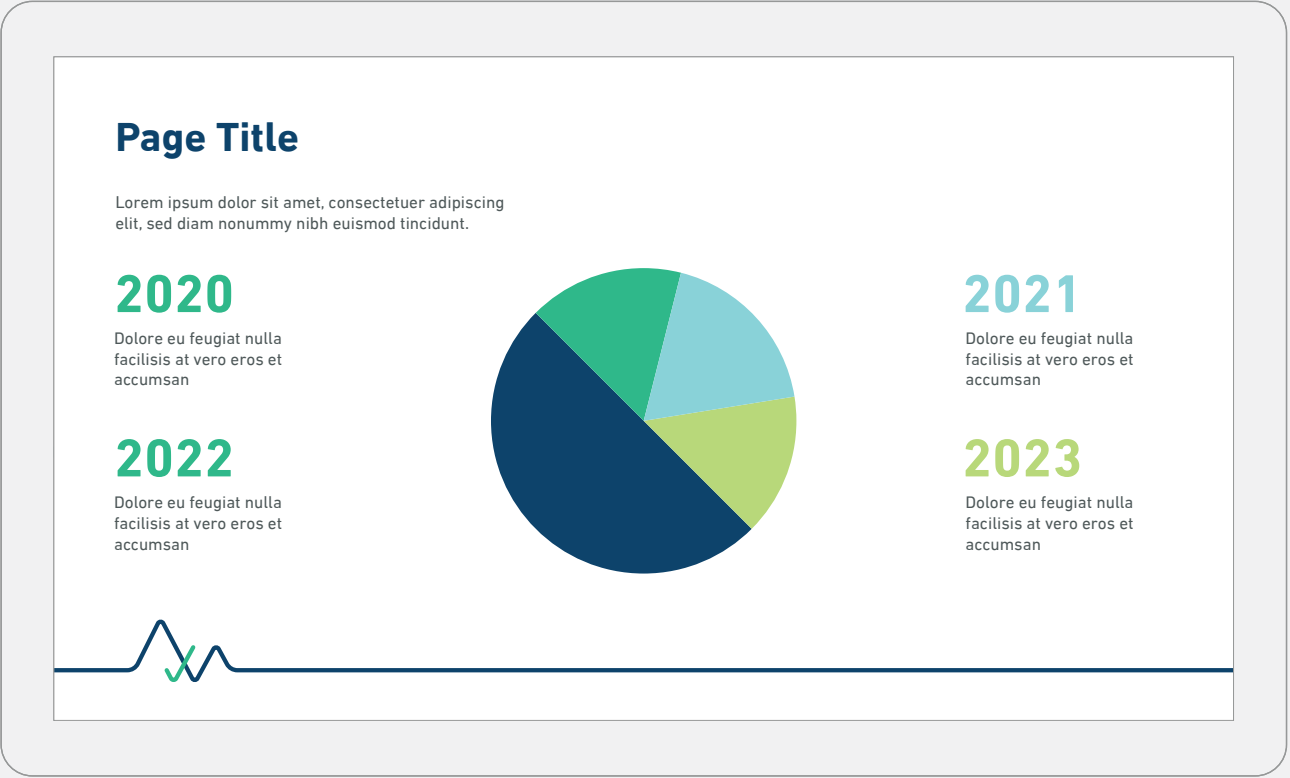
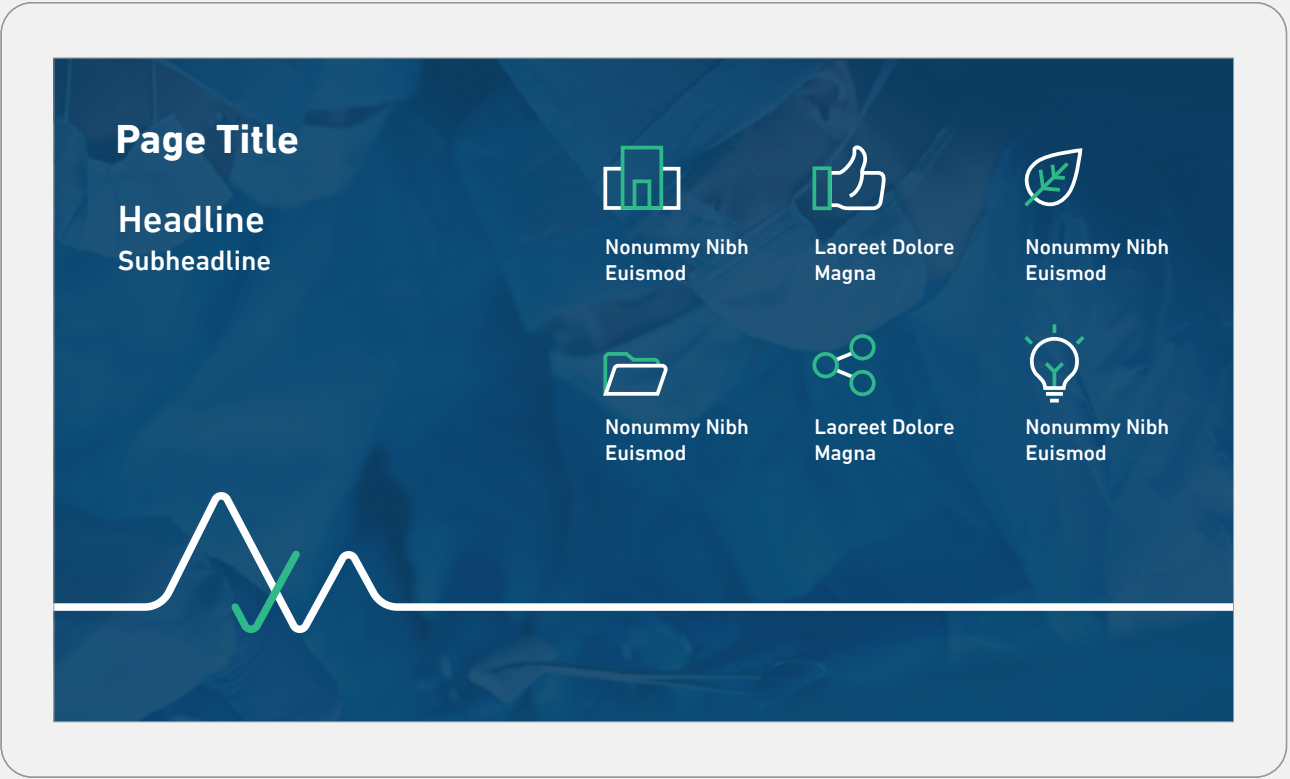
Inside Pages Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature

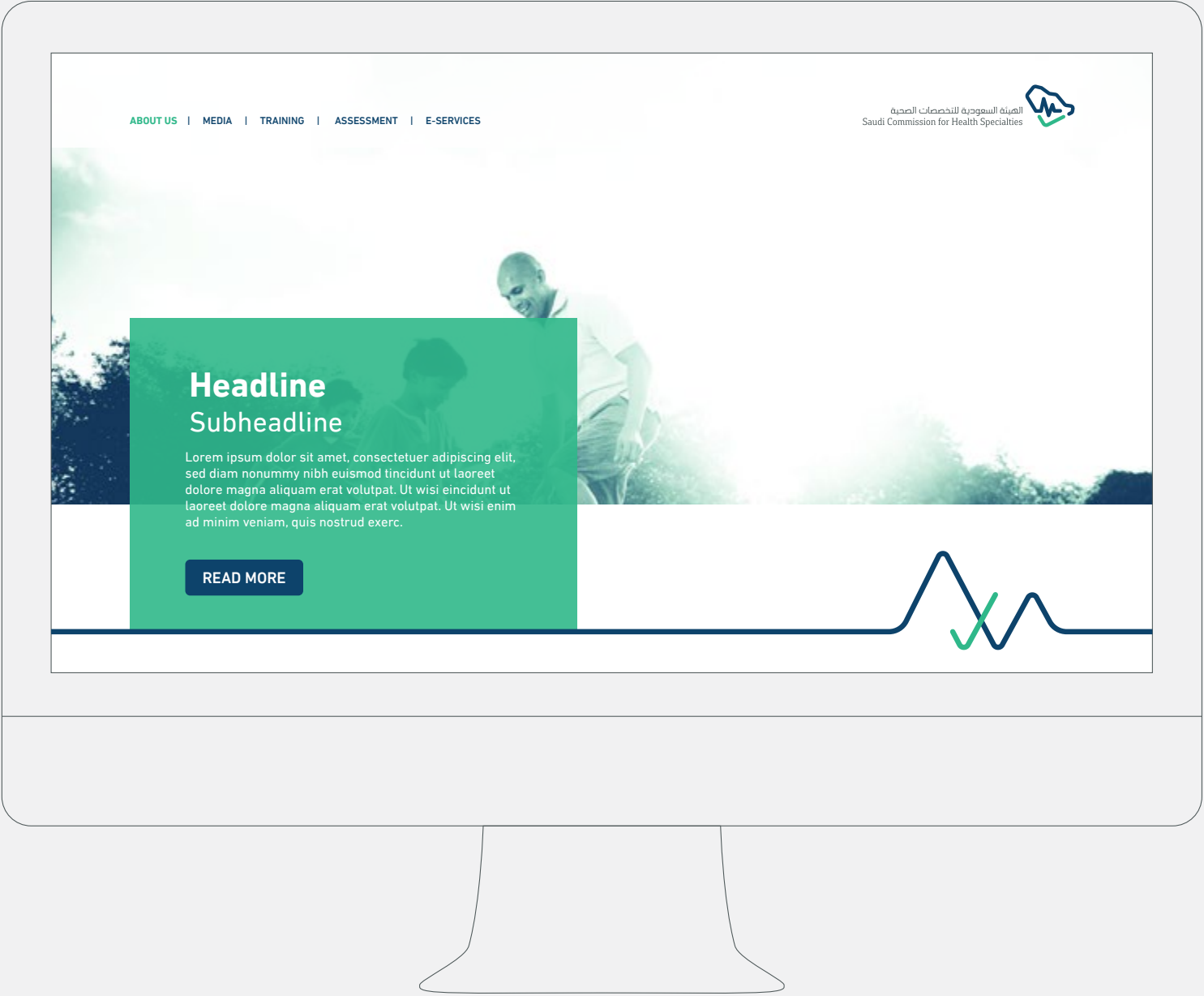
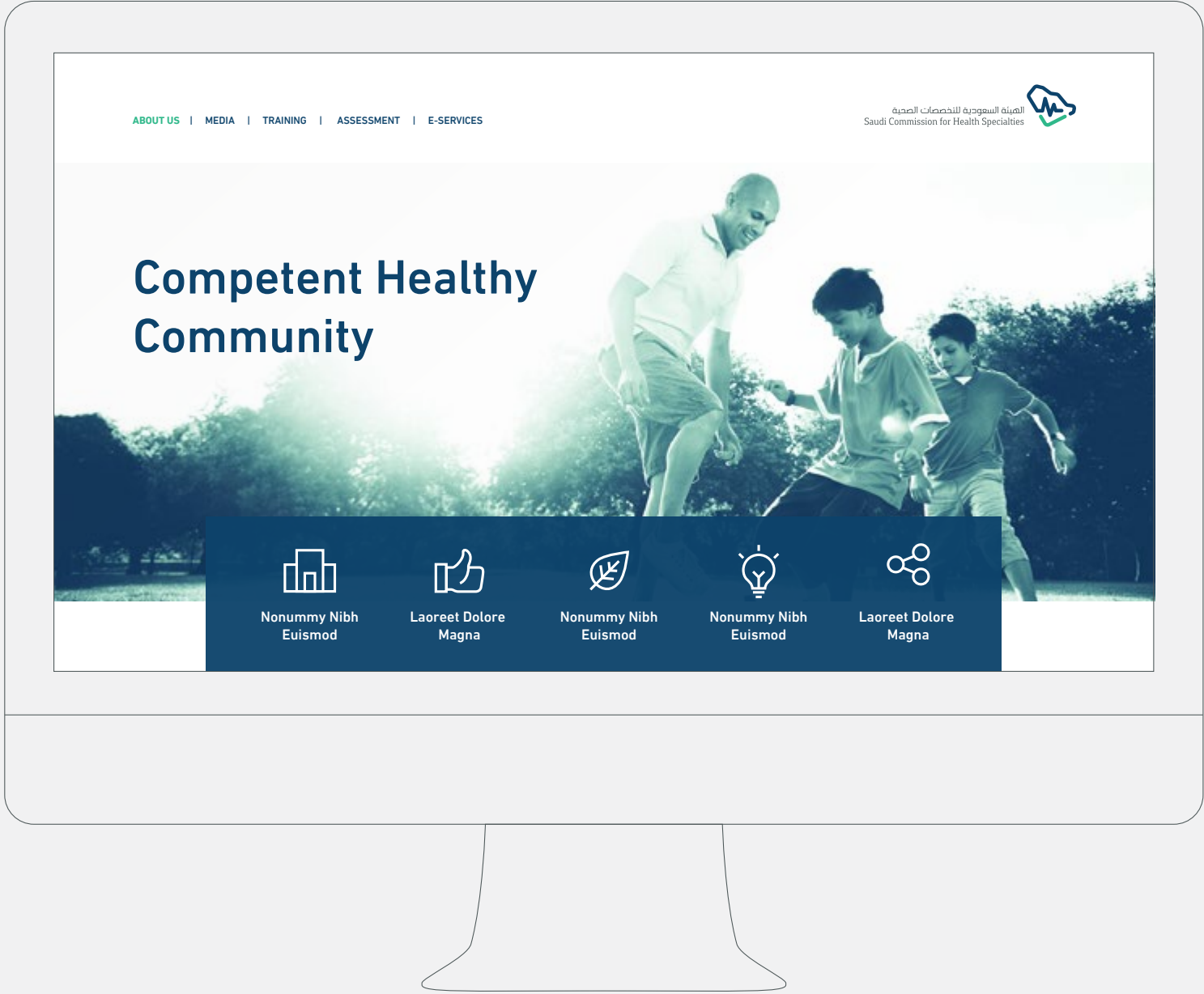
Inside Pages Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website**
- 6.4 Email Signature

Examples



6.0 Digital

- 6.1 Social Media
- 6.2 PPT Template
- 6.3 Website
- 6.4 Email Signature (Internal)**

Examples



7.0 Communications



7.0 Communications

- 7.1

Company Profile

Grid System
- 7.2

Flyer
- 7.3

Mupi
- 7.4

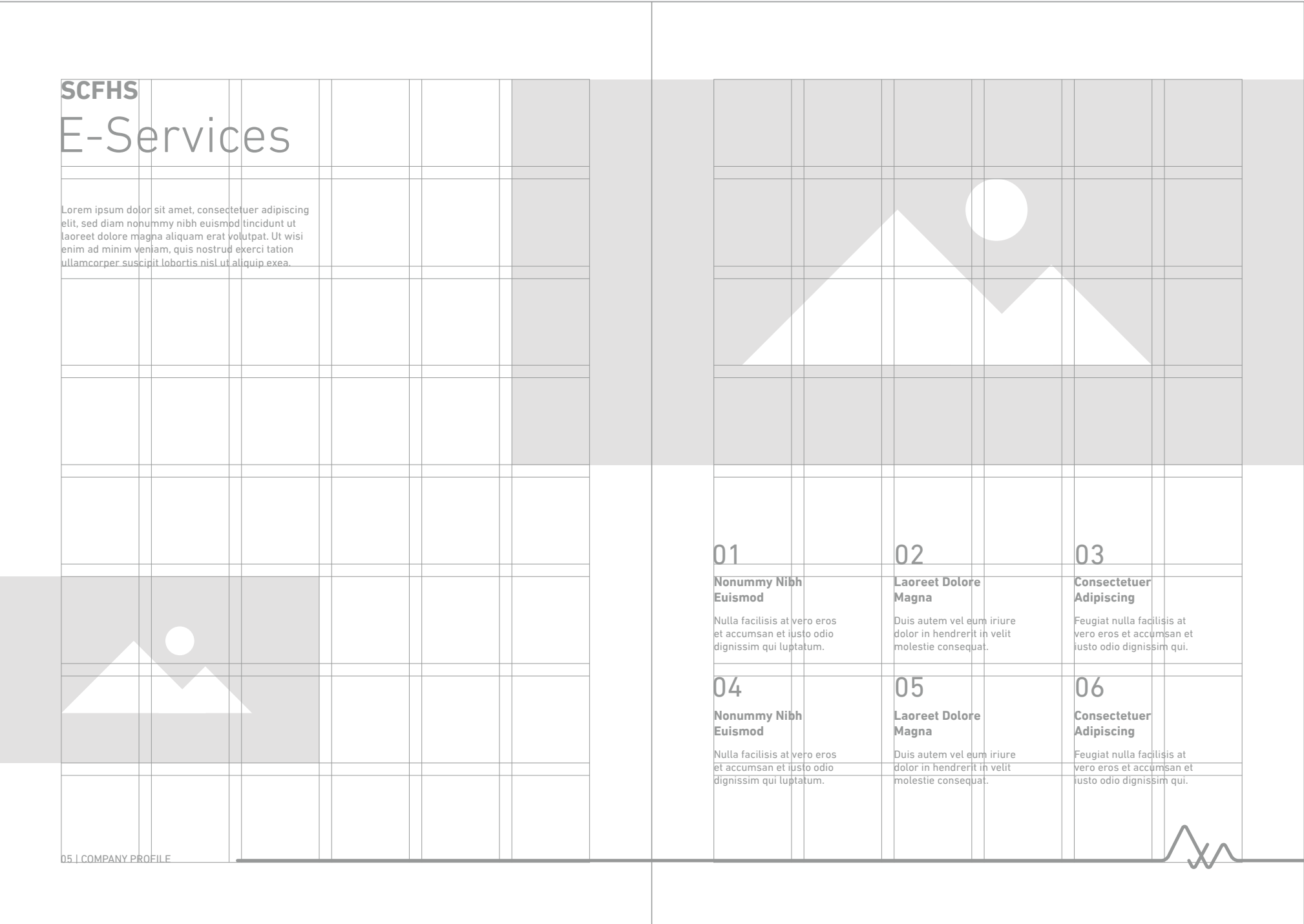
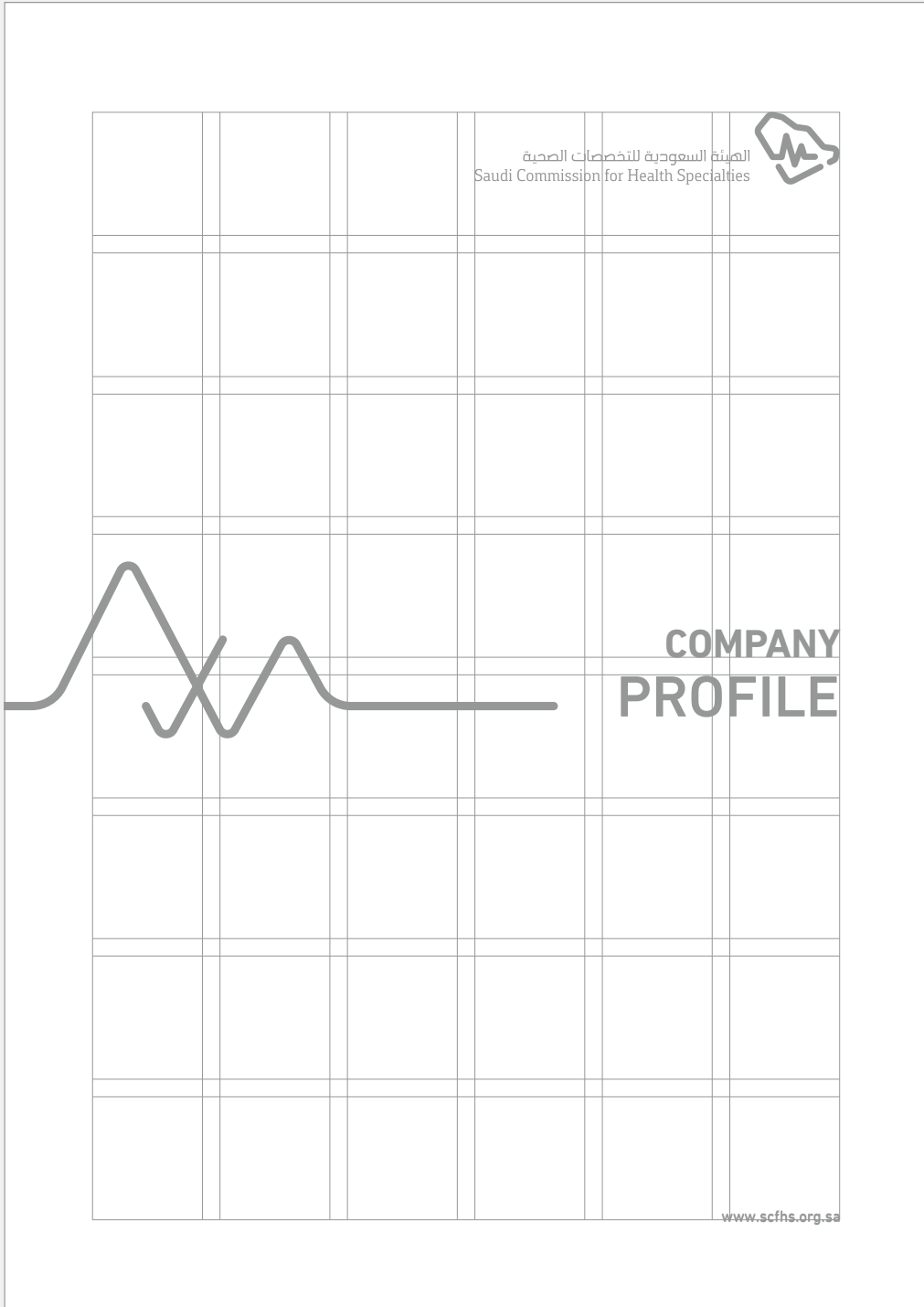
Megacom
- 7.5

Billboard
- 7.6

Rollup
- 7.7

Posters
- 7.8

Magazine Ad

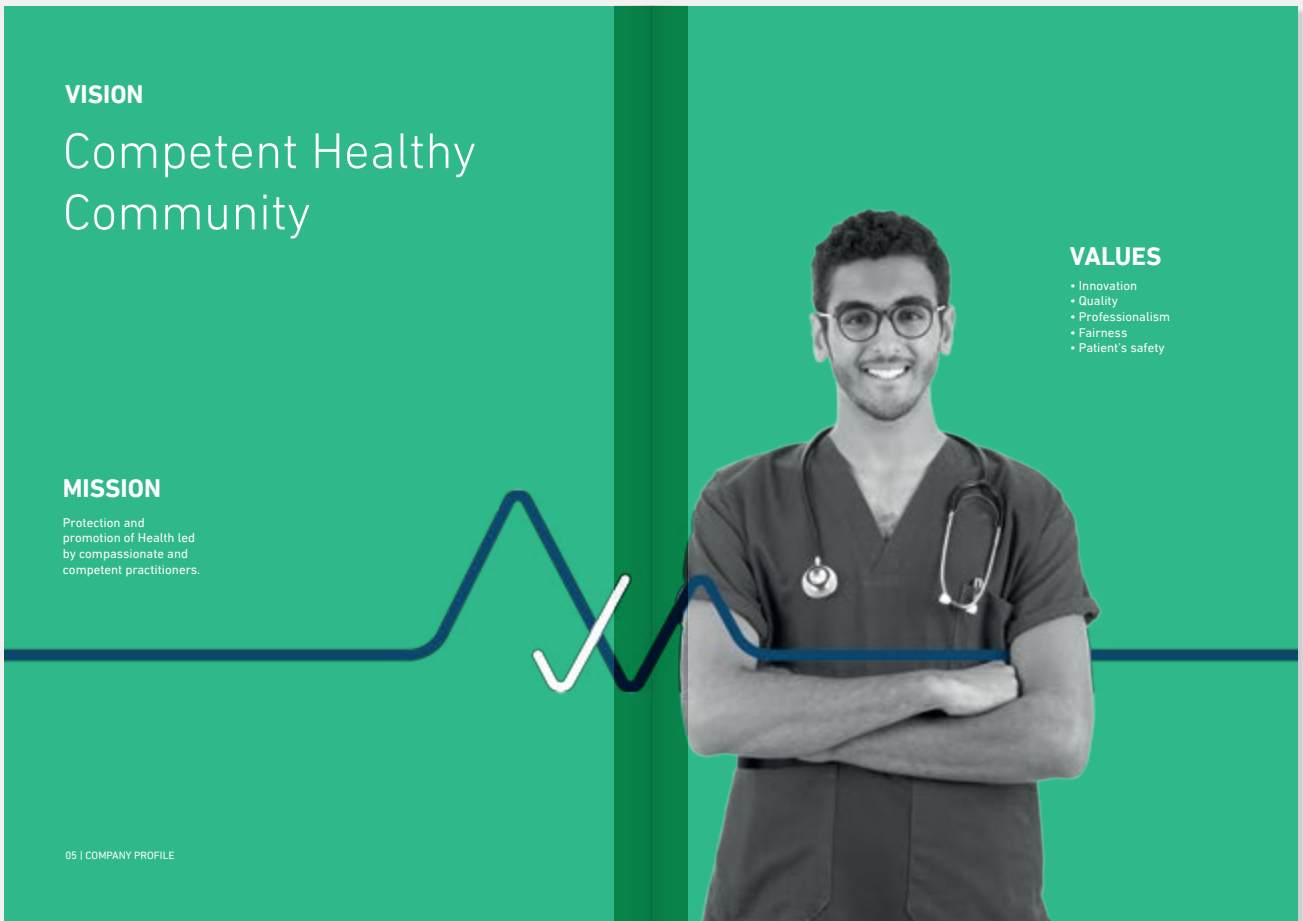


7.0 Communications

7.1 Company Profile

- 7.2 Flyer
- 7.3 Mupi
- 7.4 Megacom
- 7.5 Billboard
- 7.6 Rollup
- 7.7 Posters
- 7.8 Magazine Ad

Examples



7.0 Communications

7.1

Company Profile

7.2

Flyer

7.3

Mupi

7.4

Megacom

7.5

Billboard

7.6

Rollup

7.7

Posters

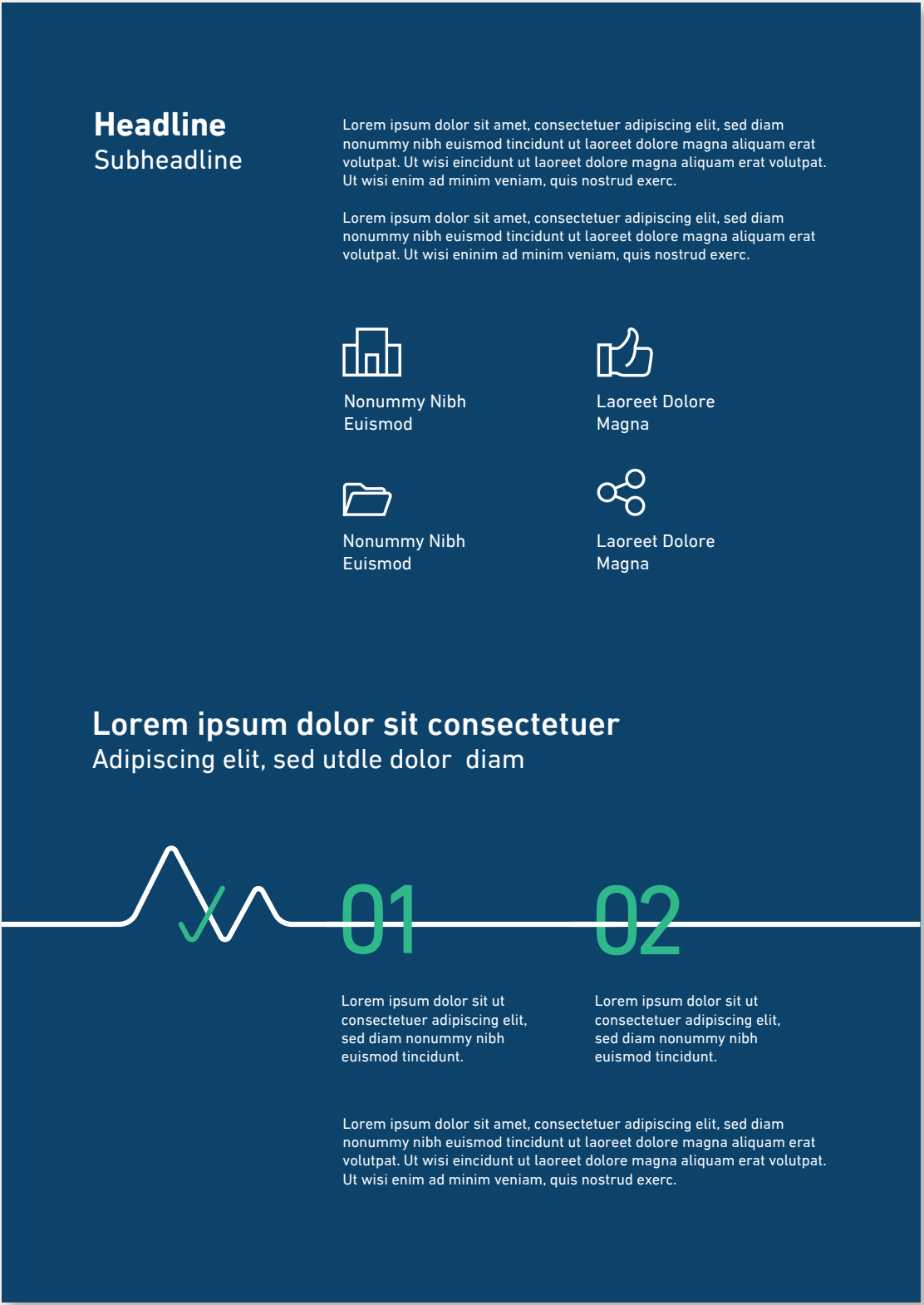
7.8

Magazine Ad



7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



7.0 Communications

- 7.1

Company Profile
- 7.2

Flyer
- 7.3

Mupi
- 7.4

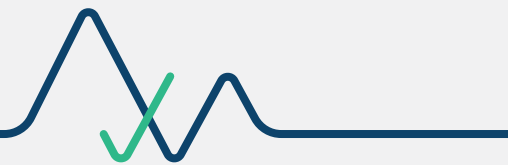
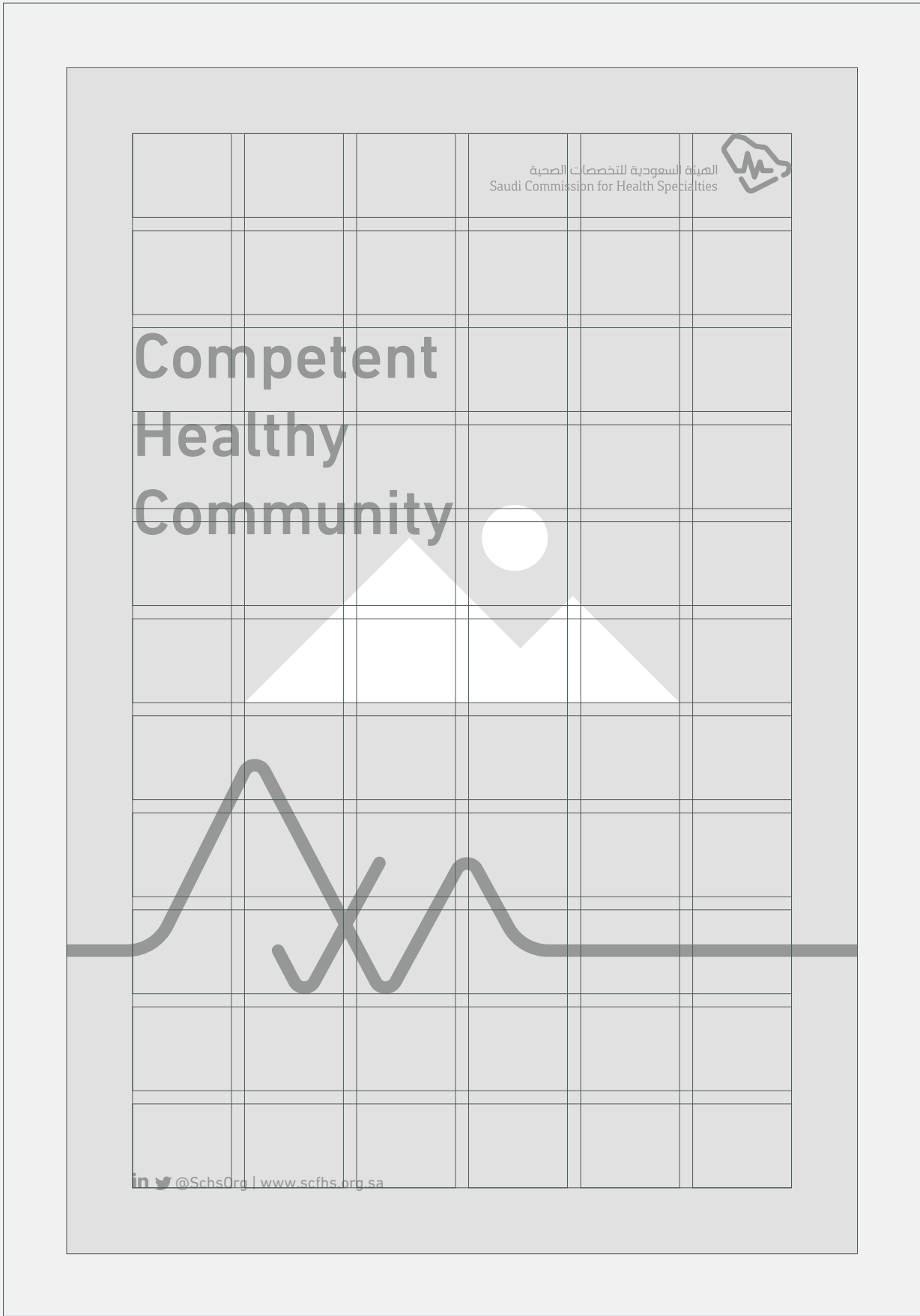
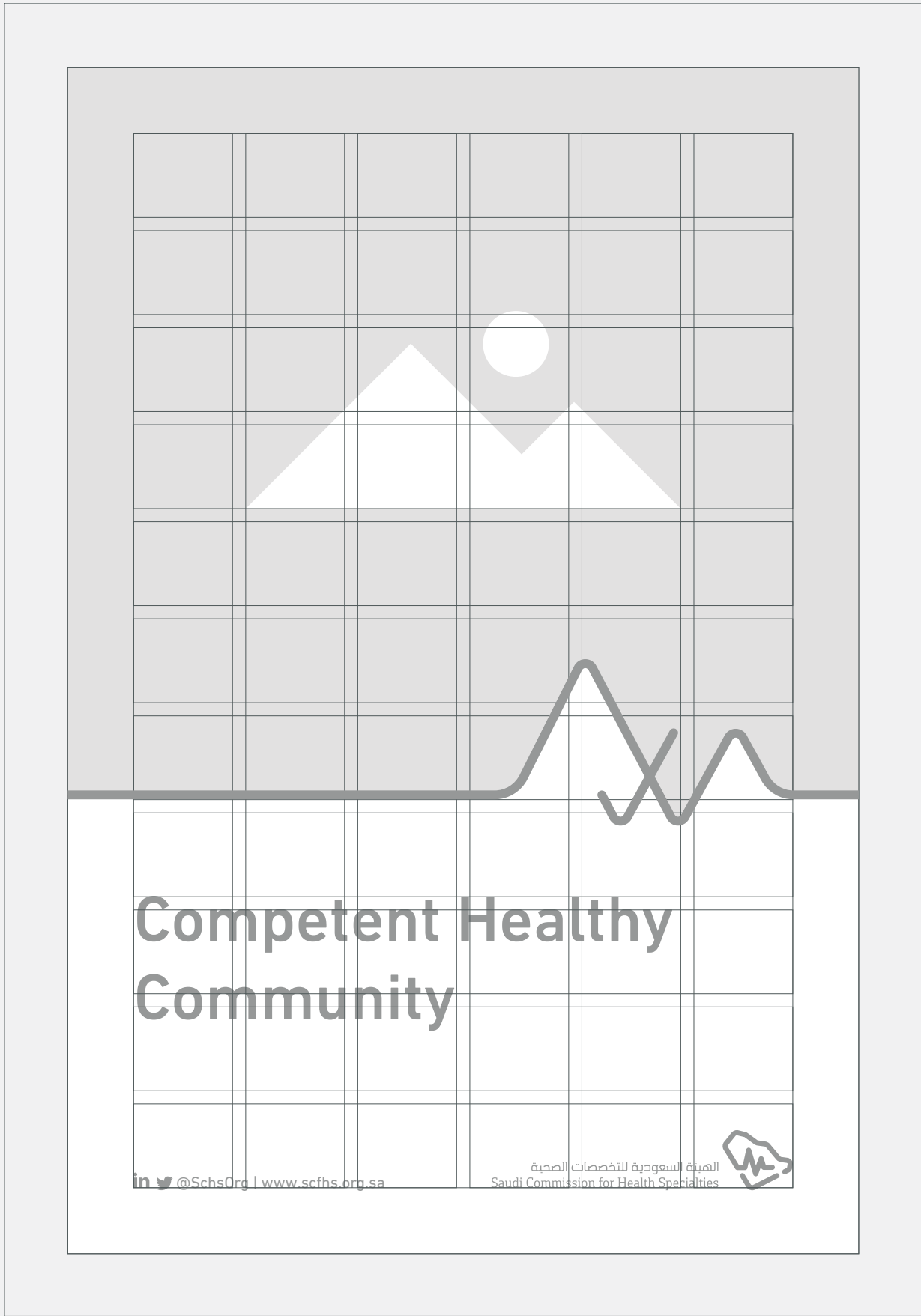
Megacom
- 7.5

Billboard
- 7.6

Rollup
- 7.7

Posters
- 7.8

Magazine Ad
- Grid System



7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



7.0 Communications

7.1

Company Profile

7.2

Flyer

7.3

Mupi

7.4

Megacom

7.5

Billboard

7.6

Rollup

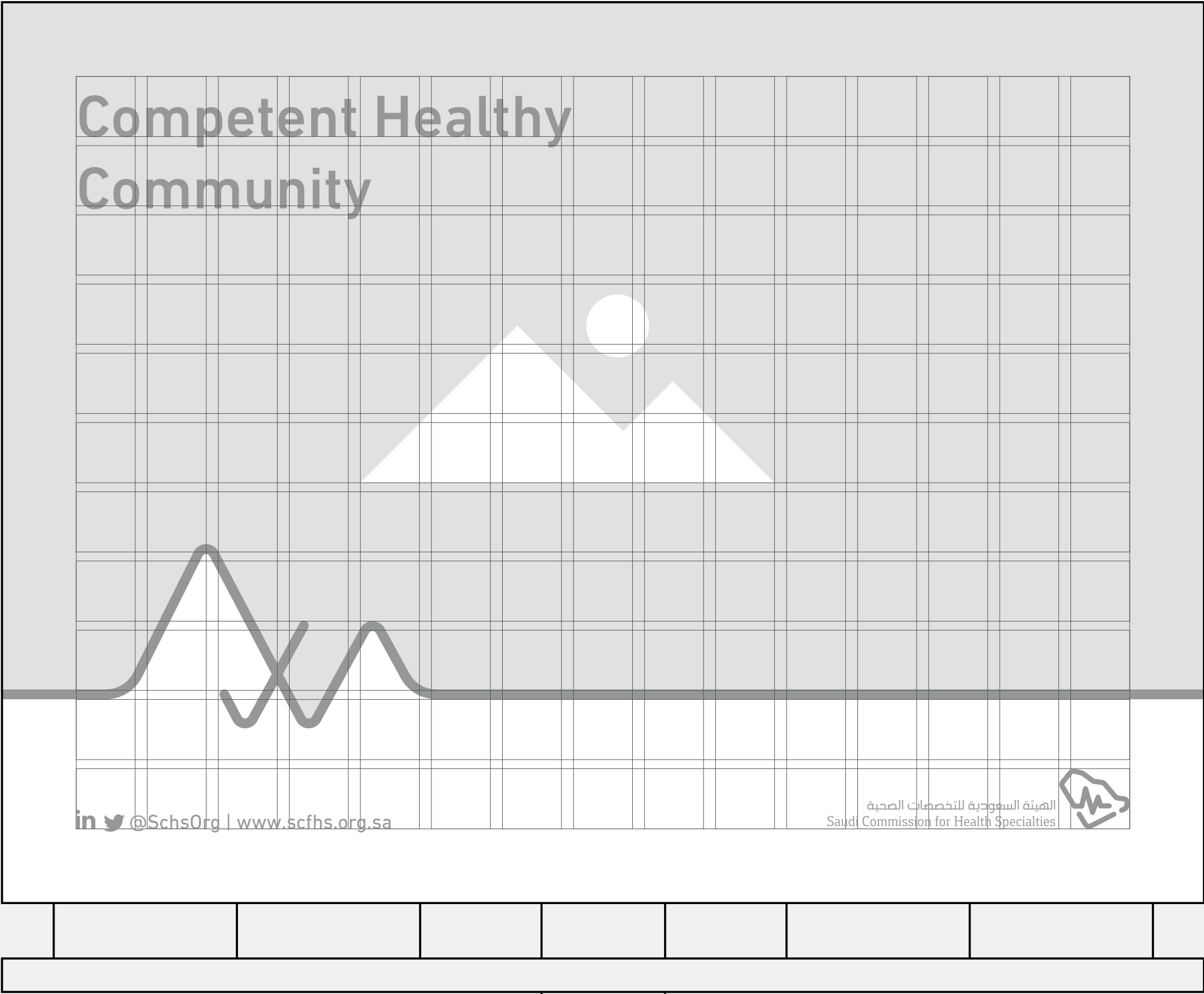
7.7

Posters

7.8

Magazine Ad

Grid System



7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



7.0 Communications

- 7.1

Company Profile
- 7.2

Flyer
- 7.3

Mupi
- 7.4

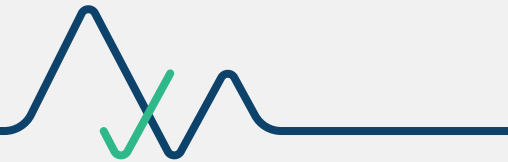
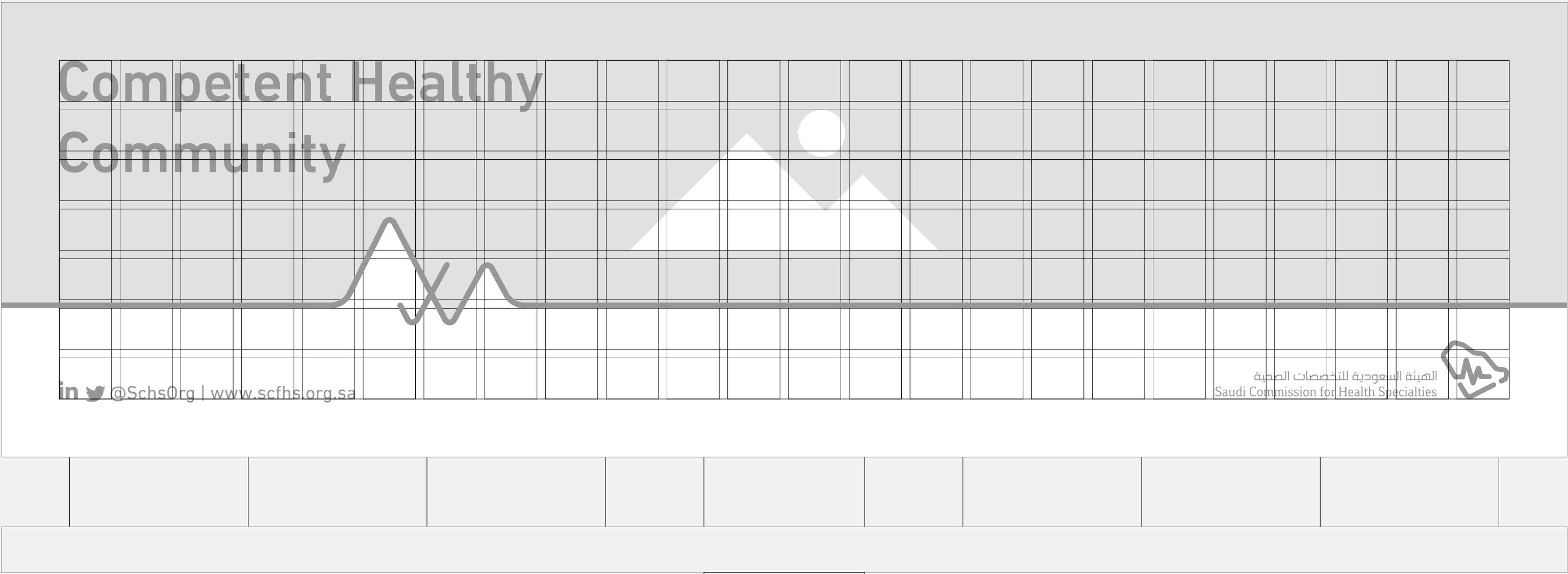
Megacom
- 7.5

Billboard
- 7.6

Rollup
- 7.7

Posters
- 7.8

Magazine Ad



7.0 Communications

- 7.1

Company Profile
- 7.2

Flyer
- 7.3

Mupi
- 7.4

Megacom
- 7.5

Billboard
- 7.6

Rollup
- 7.7

Posters
- 7.8

Magazine Ad

Examples

Competent Healthy
Community



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Saudi Commission for Health Specialties



67 | SCFHS | Brand Guidelines | Version 1.0

7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	

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Saudi Commission for Health Specialties

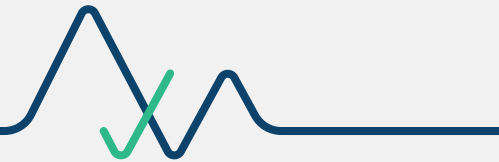
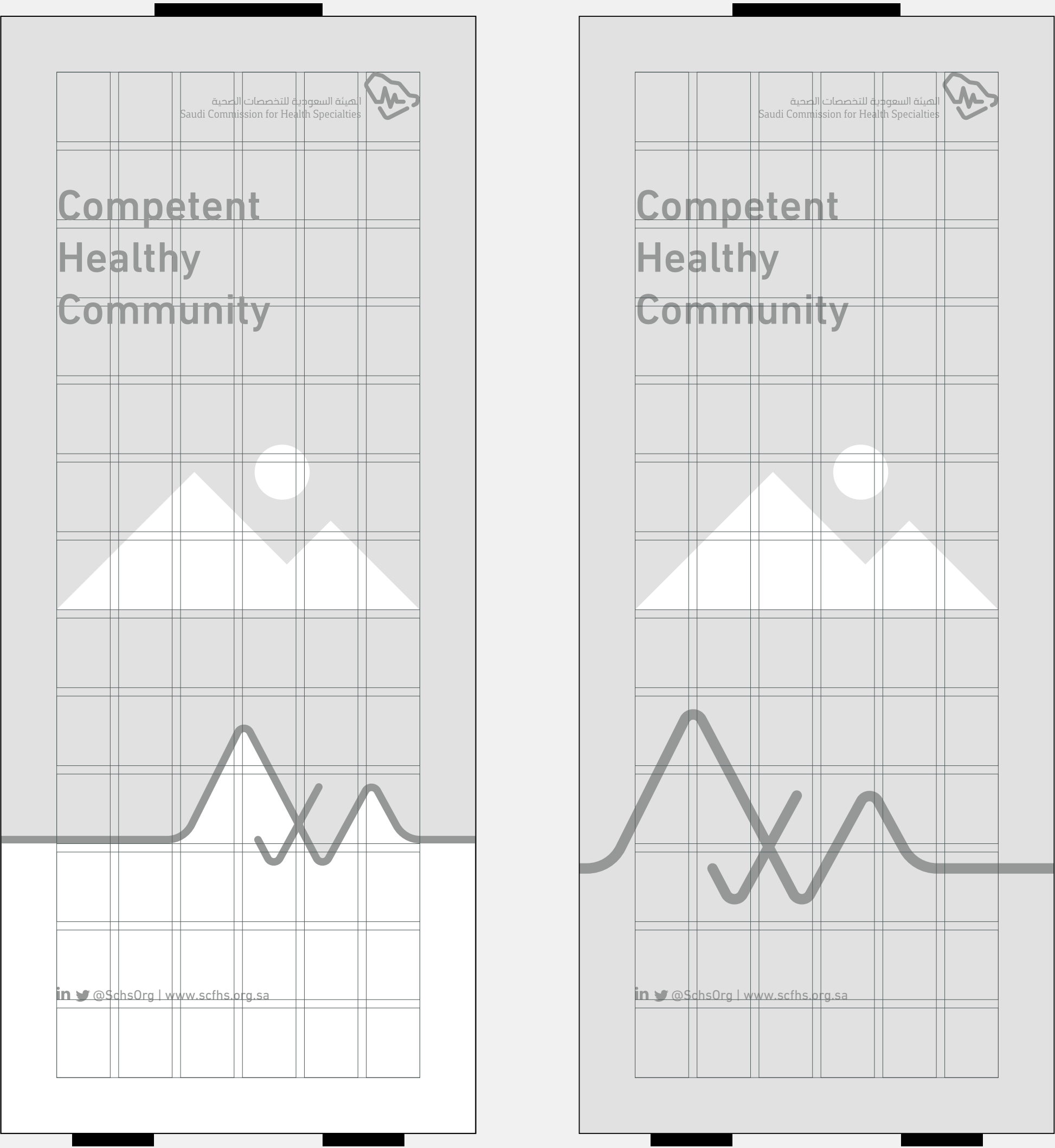




7.0 Communications

- 7.1 Company Profile
- 7.2 Flyer
- 7.3 Mupi
- 7.4 Megacom
- 7.5 Billboard
- 7.6 Rollup**
- 7.7 Posters
- 7.8 Magazine Ad

Grid System



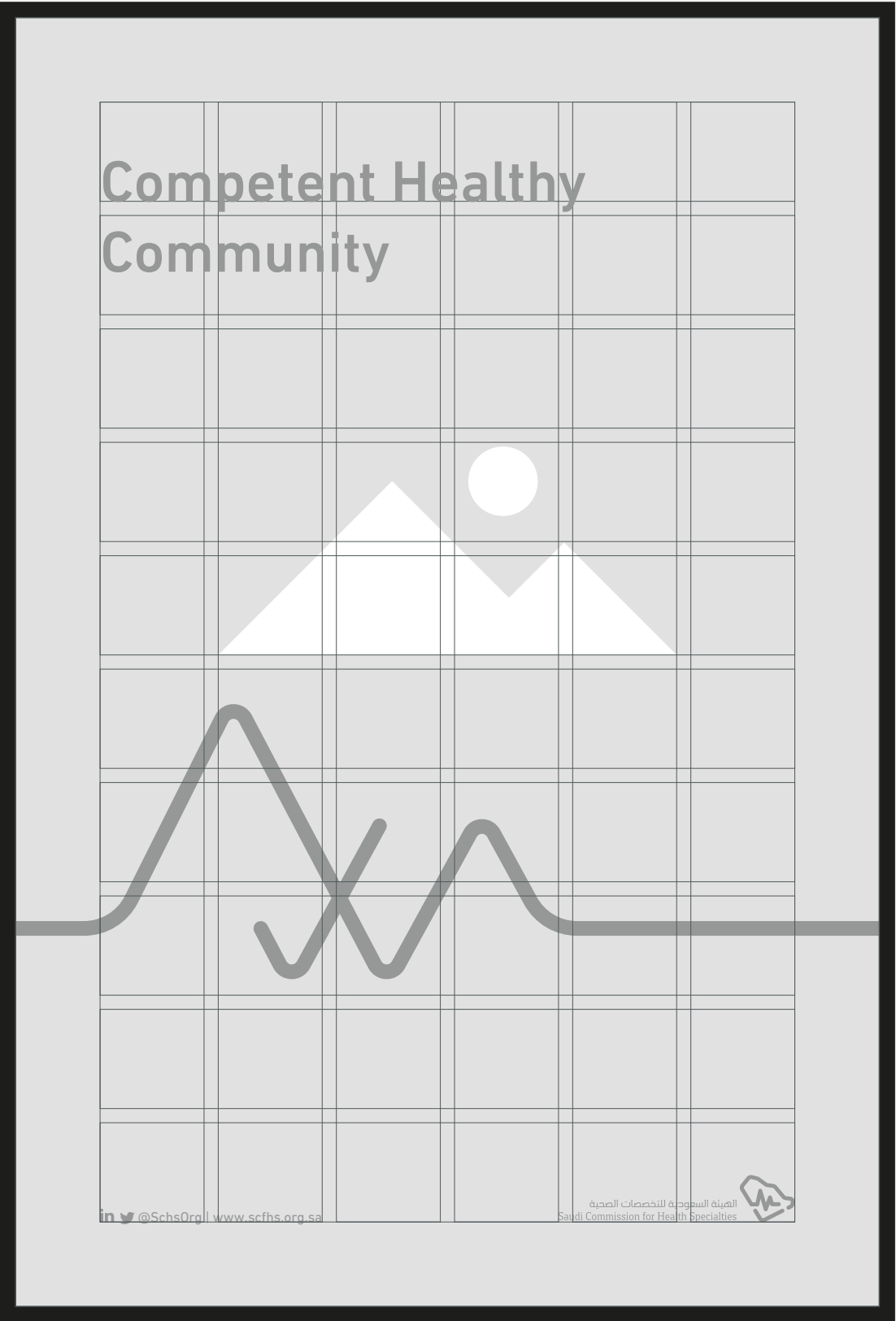
7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



7.0 Communications

7.1	Company Profile	Grid System
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



7.0 Communications

7.1

7.2

7.3

7.4

7.5

7.6

7.7

7.8

Company Profile

Flyer

Mupi

Megacom

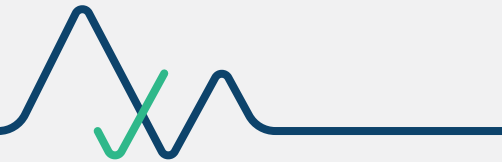
Billboard

Rollup

Posters

Magazine Ad

Grid System



7.0 Communications

7.1	Company Profile	Examples
7.2	Flyer	
7.3	Mupi	
7.4	Megacom	
7.5	Billboard	
7.6	Rollup	
7.7	Posters	
7.8	Magazine Ad	



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Saudi Commission for Health Specialties



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8.0 Brand Graphics



8.0 Brand Graphics

8.1

Imagery Style

8.2

Icons & Illustration

Stock Image Style

Opposite are examples of stock images that can be used throughout all communications for SCFHS.

Stock Images are always produced in black & white format only.

Original



Black & White



8.0 Brand Graphics

8.1

Imagery Style

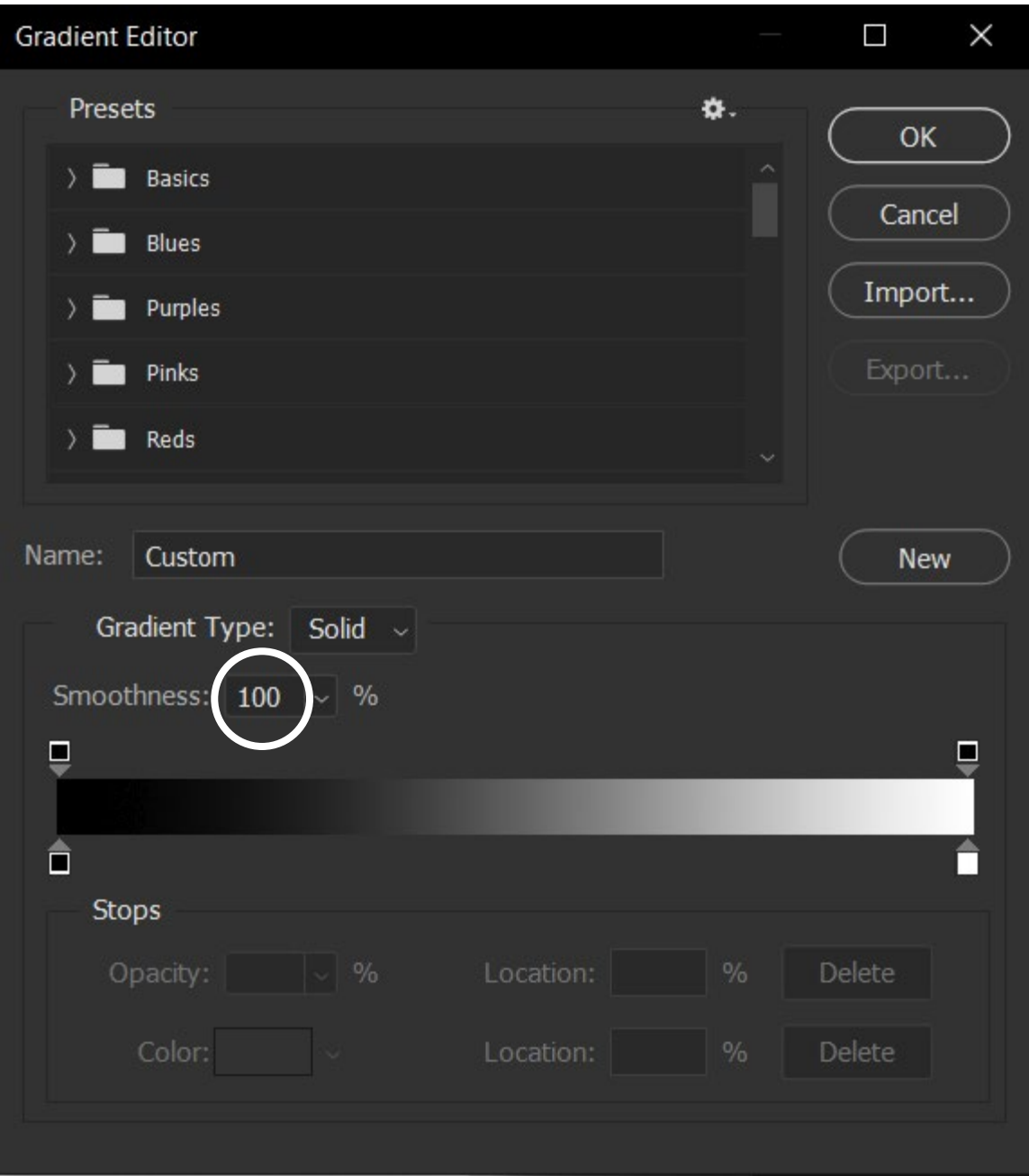
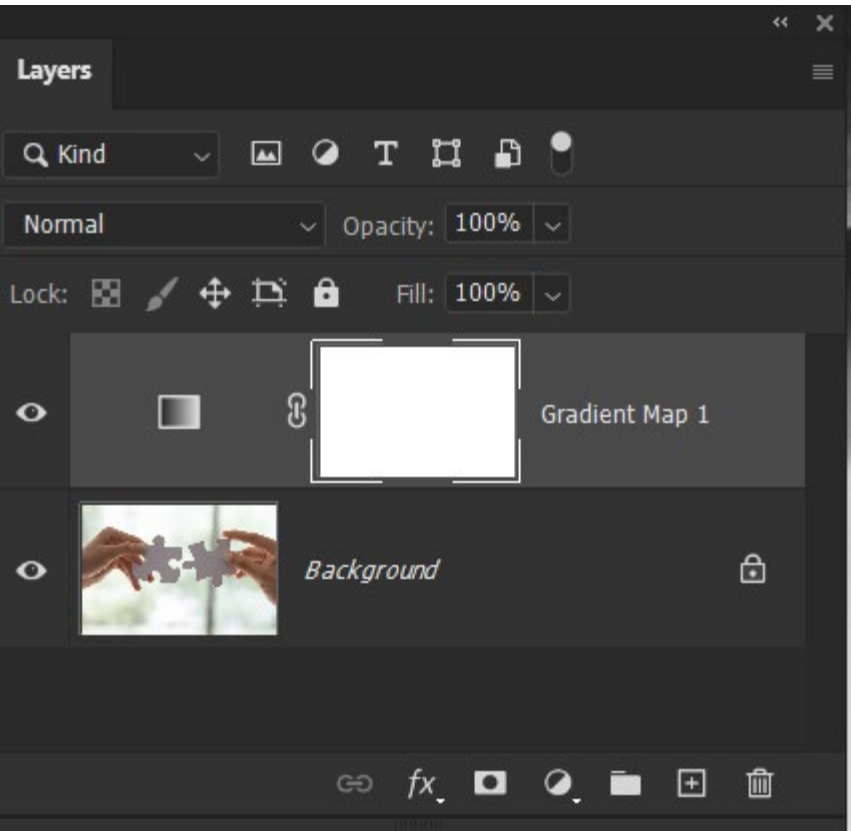
8.2

Icons & Illustration

Stock Image Style

Opposite are examples of stock images that can be used throughout all communications for SCFHS.

Stock Images are always produced in black & white format only.



To achieve better black and white, apply a gradient map of black and white. Then, adjust the smoothness and gradient colors for your photos better look and feel.



8.0 Brand Graphics

8.1

Imagery Style

8.2

Icons & Illustration

Cutout Image Style

Opposite are examples of stock images that can be used throughout all communications for SCFHS.

Cutout Images are always produced in black & white format only.

Original

Black & White



8.0 Brand Graphics

8.1 Imagery Style

8.2 Icons & Illustration

Gradient Style

Below are examples of stock images that can be used throughout all communications for SCFHS.

Original



Gradient



White
Opacity: 100%
Location:100%

Green
Opacity: 50%
Location: 65%

Blue
Opacity: 80%
Location:100%



8.0 Brand Graphics

8.1 Imagery Style
8.2 Icons & Illustration

Gradient Style
Examples



8.0 Brand Graphics

8.1

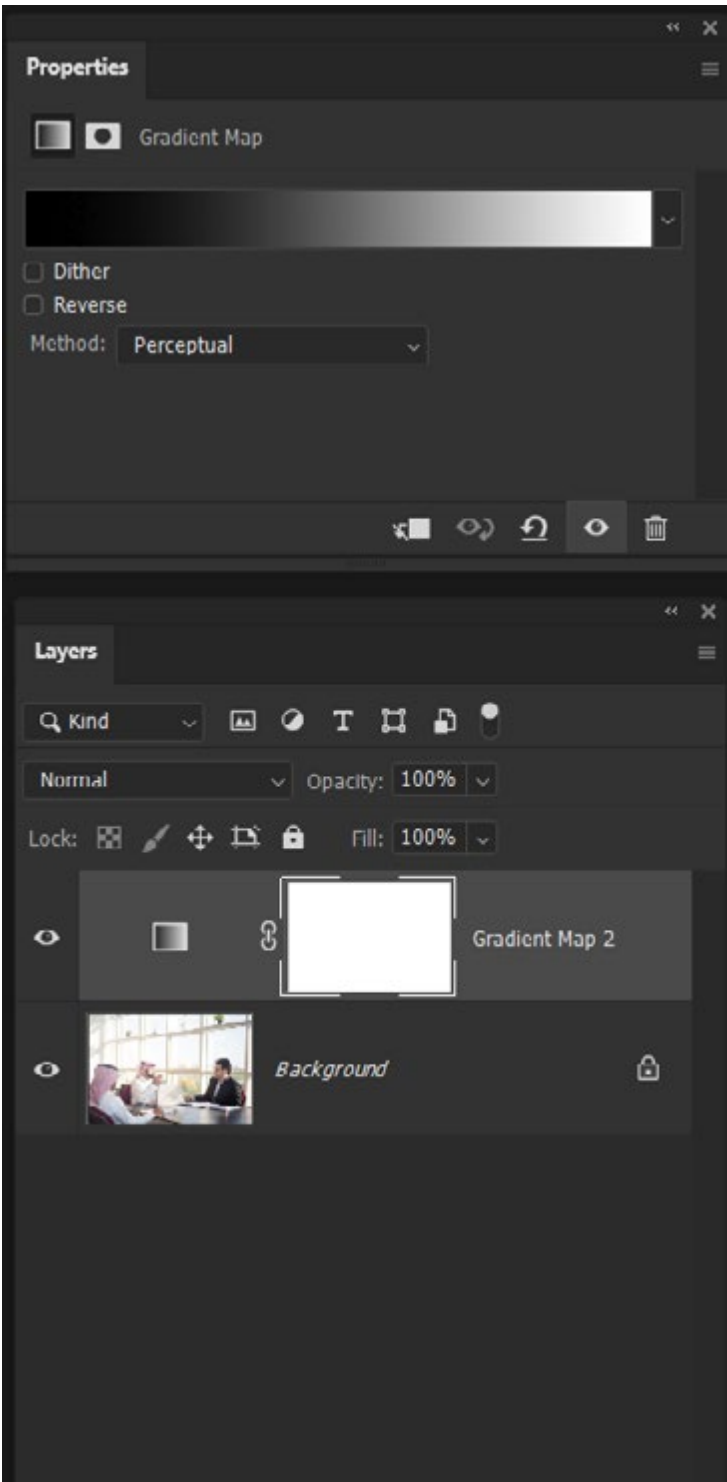
8.2

Imagery Style

Icons & Illustration

Color Toning

The next few steps will guide you through the steps to creating and Color Toning images using the SCFHS colour palette:



Step - 01

Click to create a new **Adjustment Layer** and then select **Gradient Map** to discard colour.

Gradient map should be **black and white**



8.0 Brand Graphics

8.1

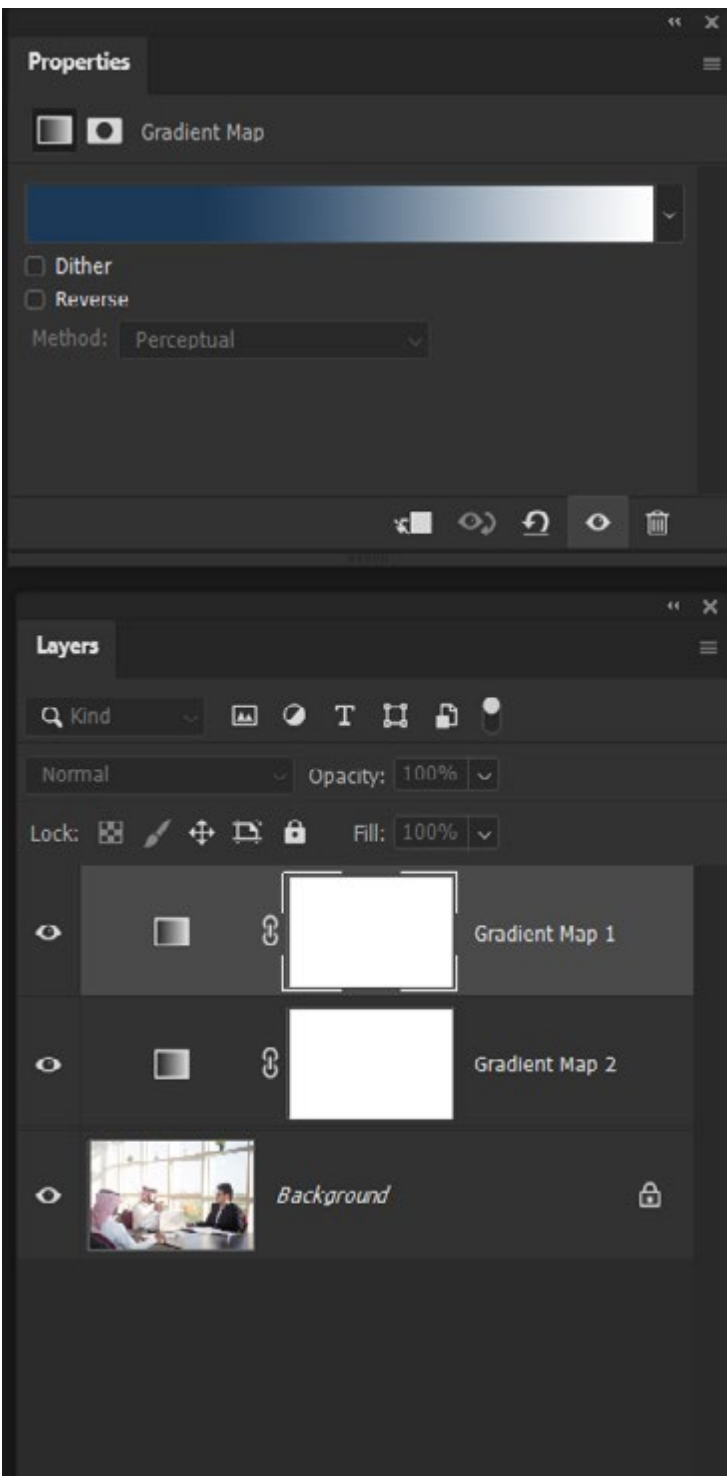
8.2

Imagery Style

Icons & Illustration

Color Toning

The next few steps will guide you through the steps to creating and Color Toning images using the SCFHS colour palette:



Step - 02

Click to create a new **Adjustment Layer** and then select **Gradient Map** to discard colour.

Gradient map should be as shown



Please note this is only an example and that every image will have a different kind of color balance.



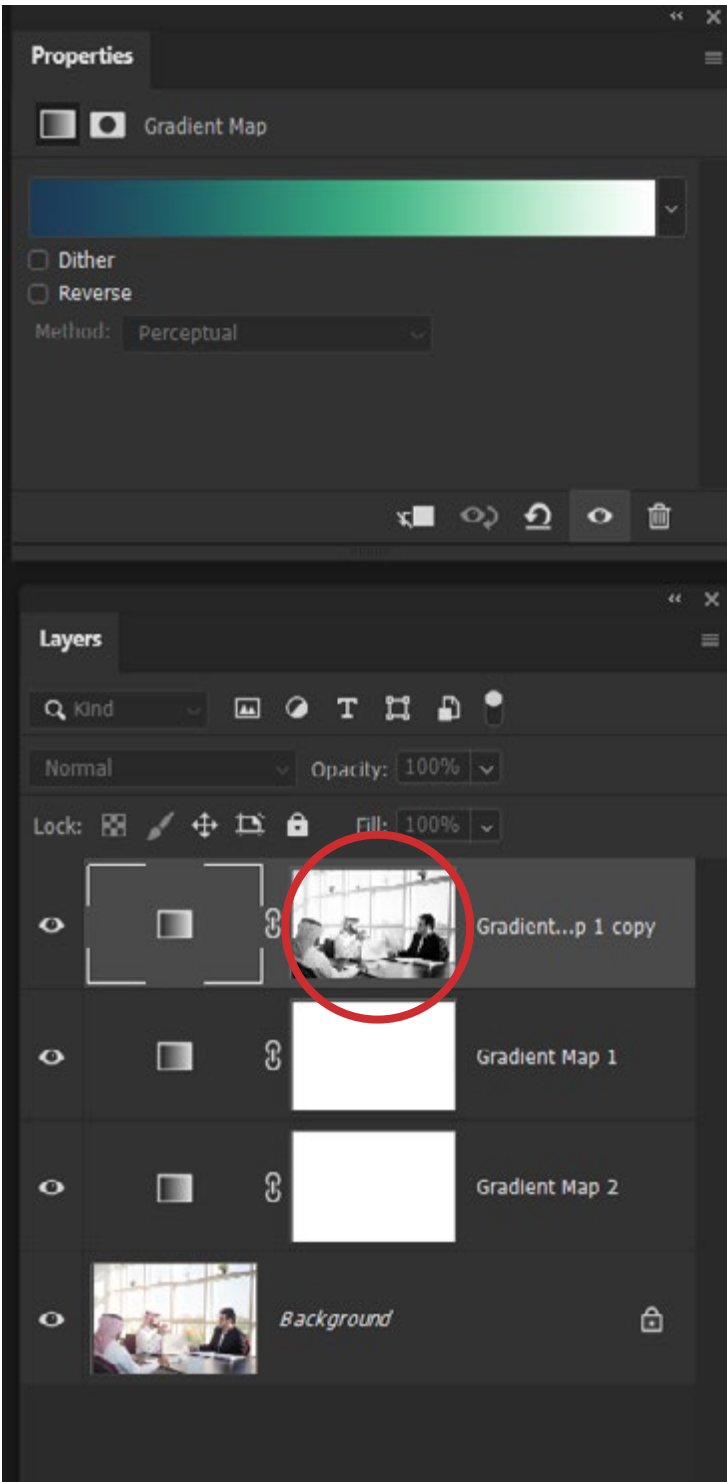
8.0 Brand Graphics

8.1 Imagery Style

8.2 Icons & Illustration

Color Toning

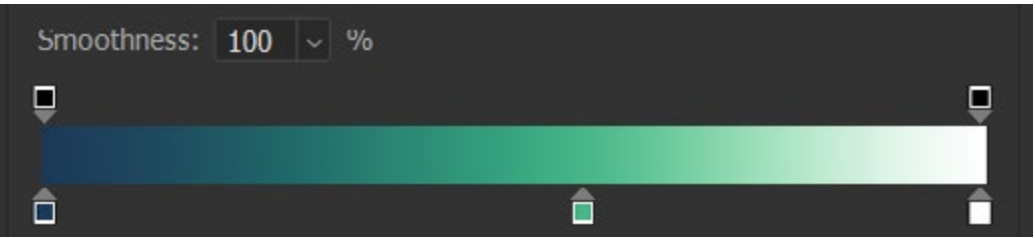
The next few steps will guide you through the steps to creating and Color Toning images using the SCFHS colour palette:



Step - 03

Click to create a new **Adjustment Layer with the black and white image as alpha channel** and then select Gradient Map to discard color.

The gradient map should be as shown.



Please note this is only an example and that every image will have a different kind of color balance.



8.0 Brand Graphics

8.1 Imagery Style
8.2 Icons & Illustration

Colourising
Example

Original



Colour Corrected



8.0 Brand Graphics

8.1 Imagery Style

8.2 Icons & Illustration

Creating SCFHS illustration voice

Our goal is to create a visual illustration that's warm, friendly, and distinct — to create a voice to be fresh and unexpected.:



8.0 Brand Graphics

8.1 Imagery Style

8.2 Icons & Illustration

Creating SCFHS illustration voice

Our goal is to create a visual illustration that's warm, friendly, and distinct — to create a voice to be fresh and unexpected.

We want to keep it simple, clean, and elegant, easy to follow, and understand with the well-thought art direction of the props element design.



8.0 Brand Graphics

8.1 Imagery Style

8.2 Icons & Illustration

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8.0 Brand Graphics

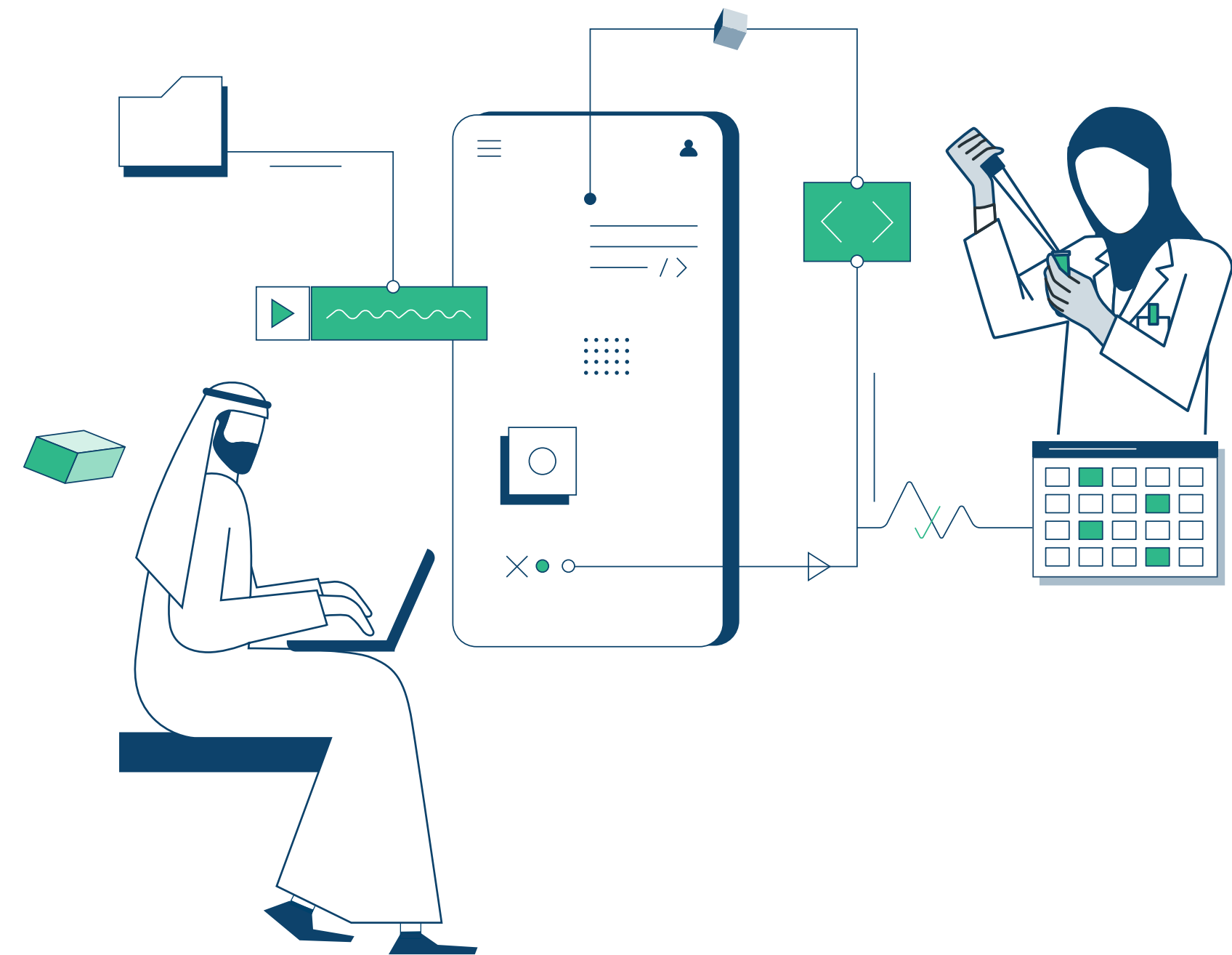
8.1 Imagery Style

8.2 Icons & Illustration

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8.0 Brand Graphics

8.1 Imagery Style

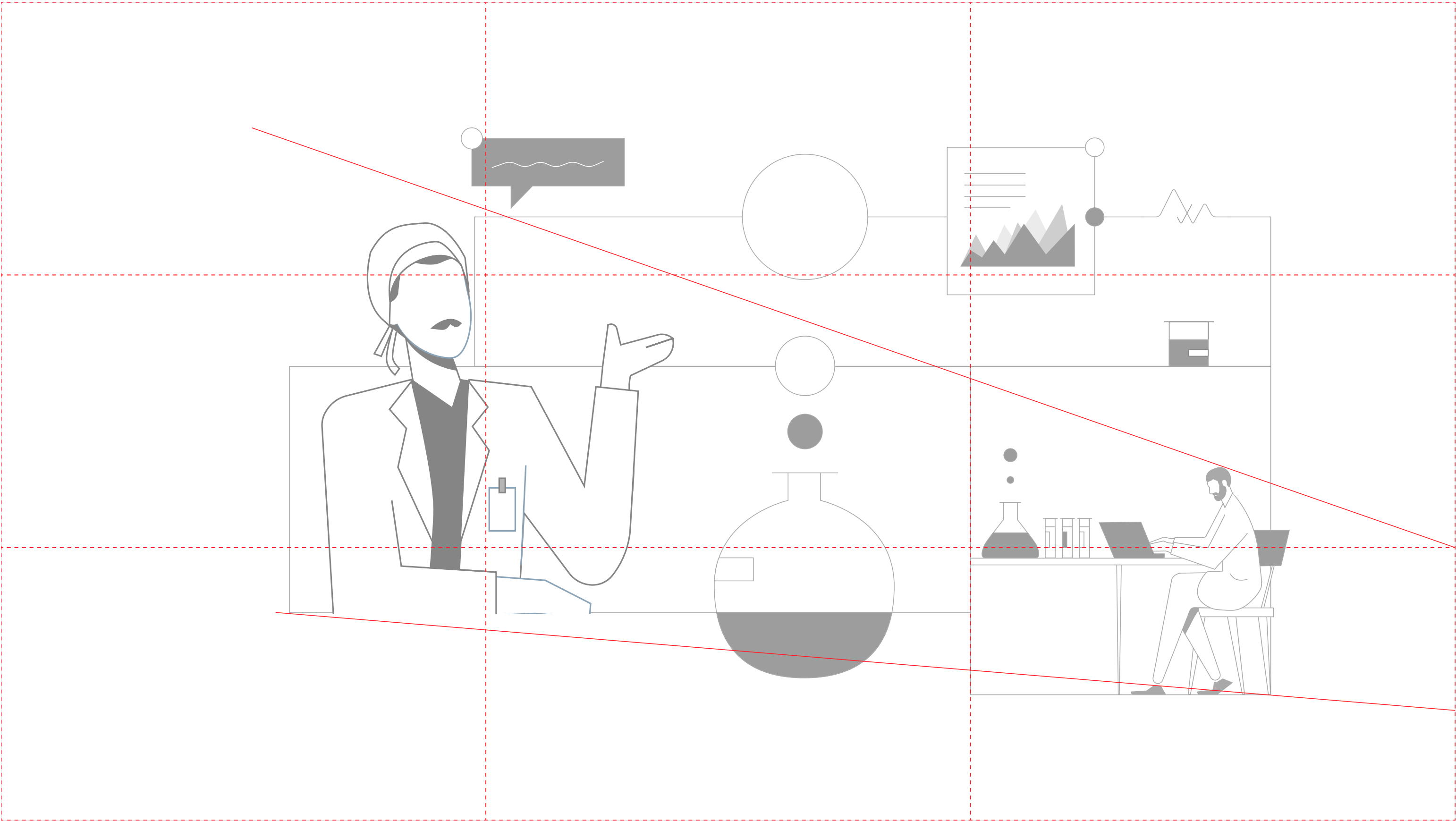
8.2 Icons & Illustration

Creating SCFHS illustration voice

Our goal is to create a visual illustration that's warm, friendly, and distinct — to create a voice to be fresh and unexpected.

We want to keep it simple, clean, and elegant, easy to follow, and understand with the well-thought art direction of the props element design.

We used the rule of thirds and implied lines for a better design composition.



8.0 Brand Graphics

8.1 Imagery Style

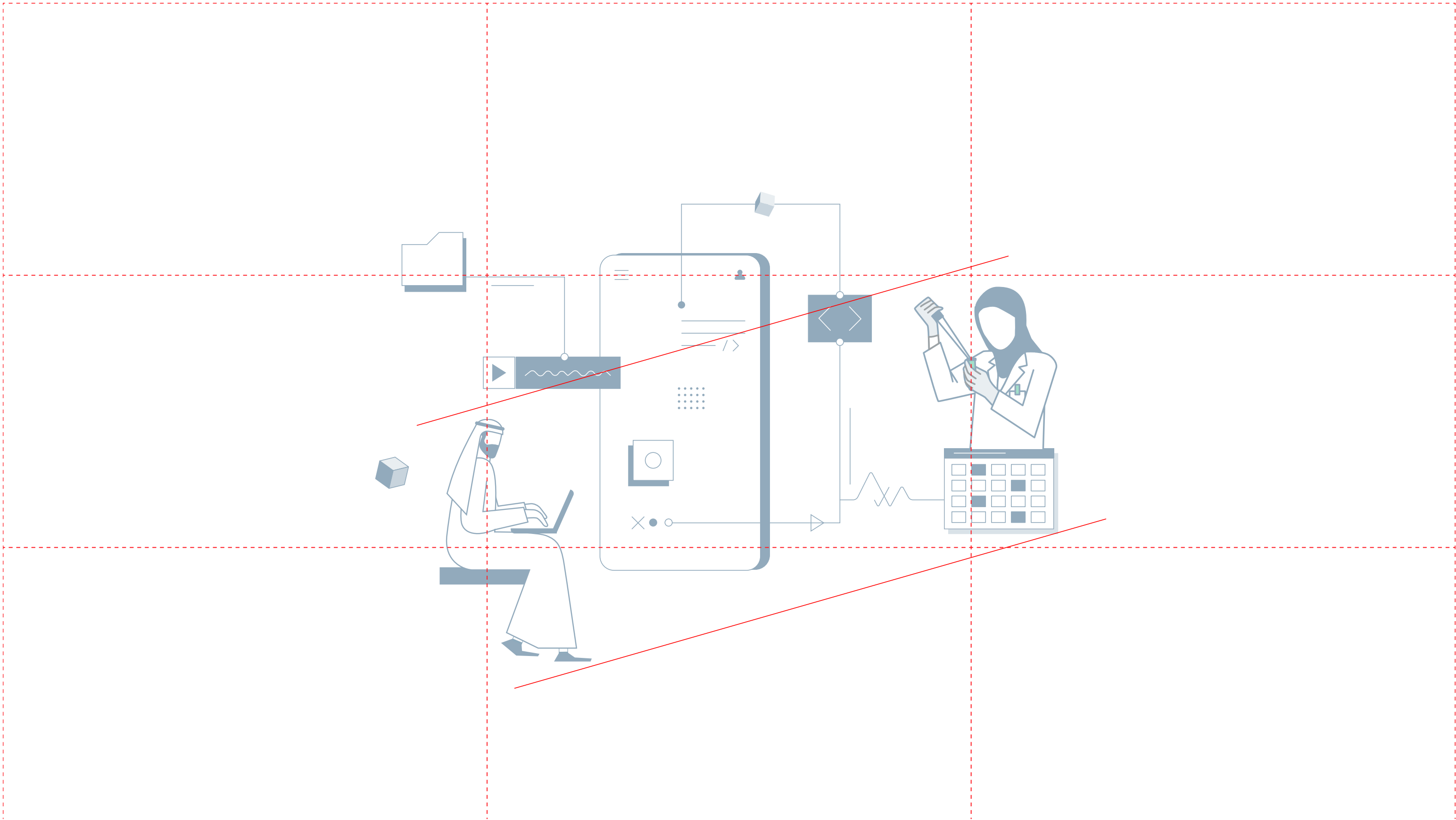
8.2 Icons & Illustration

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Our goal is to create a visual illustration that's warm, friendly, and distinct — to create a voice to be fresh and unexpected.

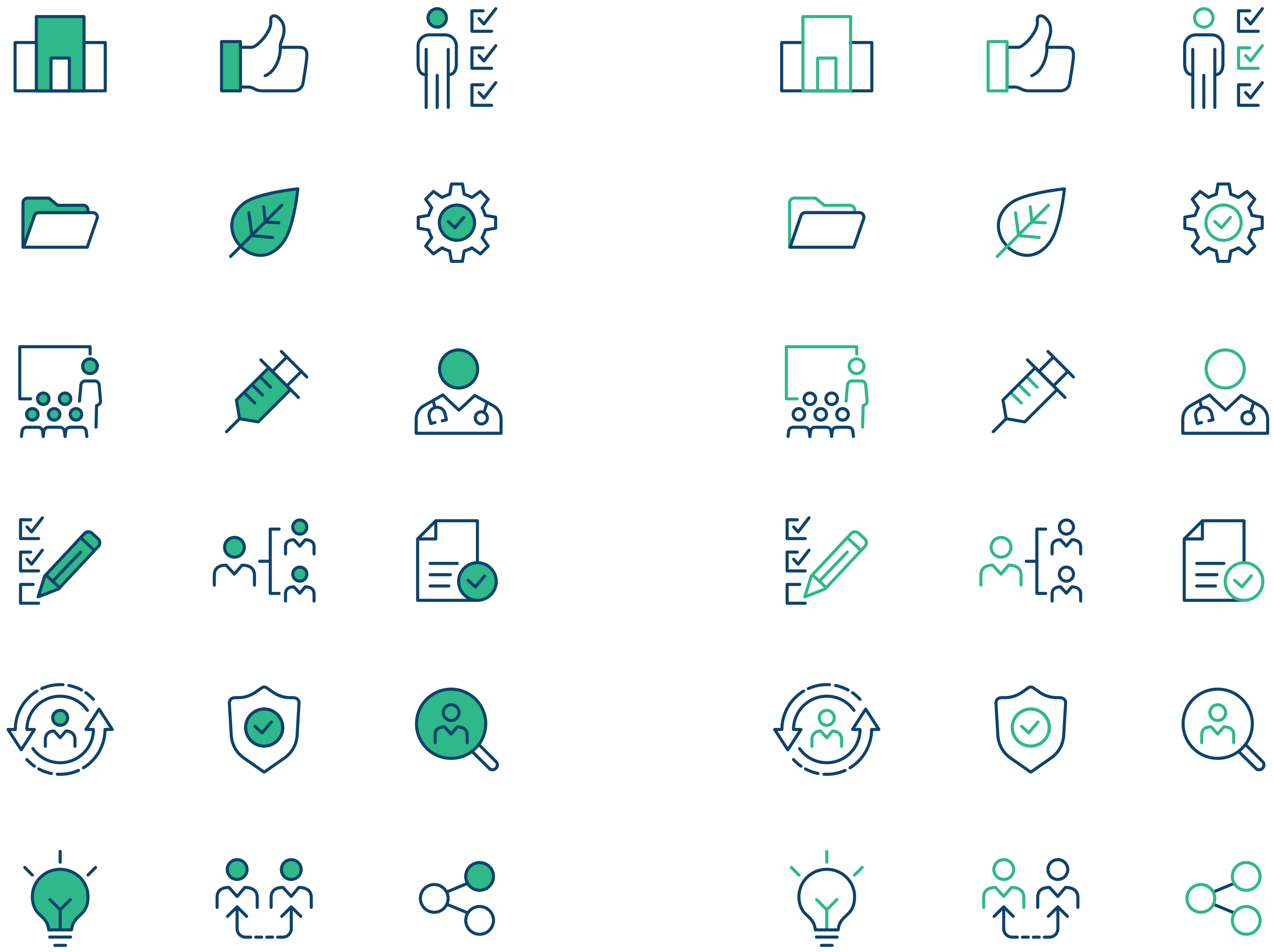
We want to keep it simple, clean, and elegant, easy to follow, and understand with the well-thought art direction of the props element design.

We used the rule of thirds and implied lines for a better design composition.



8.0 Brand Graphics

- 8.1 Imagery Style
- 8.2 Icons & Illustration



9.0 Giveaways



9.0 Giveaways

9.1 Promotional Items

Examples



Thank You

