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Corporate **Brand Book** 2006



Zulekha Health Care Group - Corporate Brand Book: 2006

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“Beyond the technology, besides the specialists, something more is there - the magic of a caring touch”

**Dr. Zulekha Daud**  
Managing Director

Dear All,

The Zulekha Health Care Group was born in the mid 60s of the last century when Dr. Zulekha came to UAE. Today, as we stand established as a prominent health care provider – we reiterate our commitment to provide high quality health care to the community.

It is with a sense of 'privilege' and 'responsibility' that I wish to present our Corporate Brand Book. This has not been a wordsmith's exercise. The top management has spent quality hours defining the content that has gone into 'The Zulekha Spirit'. This also does not mean that the 'spirit' is a new found 'buzzword' for the group. The Zulekha Spirit is essentially what Dr. Zulekha has stood for in all these years, right from the very beginning. We have in turn defined the same so as to enable every member of the group to be responsible for it.

I expect every member of the Zulekha family to live by 'The Zulekha Spirit'. I expect all of us to fulfill our corporate statement of 'Your health matters' every moment, every day.

Best regards



**Zanubia Shams**  
Chief Executive Officer

Dear All,

As we look ahead to a new phase of growth and expansion, we stand doubly committed to our roots. We affirm our stand to make the best quality health care 'accessible' to the community. This Corporate Brand Book is a reminder for us about our true moorings. This is a corporate compass for all of us to follow in practical situations when we deal with patients and their loved ones every day.

I consider this Brand Book as a tool to spur more 'continuous improvement' in our midst keeping in mind the essence of 'The Zulekha Spirit'. As more members join the Zulekha family, it becomes all the more relevant to spread 'the spirit' and make it the life-force driving the organization.

This Brand Book also contains the guidelines for the use of our corporate identity, which we are expected to follow as strictly as possible. I urge all associates of the Zulekha Health Care Group to understand the Brand Book and its relevance to our cause.

Best regards



**Taher Shams**  
President



**Introduction to Brand Book**

## What do we mean when we say 'Brand'?

- Brand (n)**
1. a type of product manufactured by a company under a particular name.
  2. an identifying mark or characteristic common to the products of a particular company.

*(According to the Oxford dictionary)*

**Brand:** a brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

*(According to 'American Marketing Association')*

One image of brand that comes to mind upon the mention of the word 'brand' is that of a company which sells products such as premium clothing, accessories, and cosmetics. Such companies presumably enjoy price premiums backed by aspirations and dreams of consumers. Such notions of a 'brand' are a thing of the past.

When we say Brand, we don't just mean the logo of Zulekha Hospital or the font in which the name is written. Nor is it just about a slogan. When we say 'brand building' we don't just mean 'advertising'. We intend to extend the scope of 'brand' beyond the dictionary meaning as also the American Marketing Association's definition. Brand Zulekha encapsulates the company as a whole— the leadership, the organization, the management, the employees, the services offered, the marketing and the communication with our consumers. 'The Zulekha Spirit' captures the essence of Brand Zulekha and is a guide for the organization as it moves ahead. 'Brand Zulekha' is a promise we make to our consumers. It is a quality standard we mean to follow in all times to come. It is not just saying 'Your health matters'. It is meaning 'Your health matters.'

## The Brand Book

**This Brand Book consists of four sections.**

- Section 1 - About the Brand Book is an introduction to the brand book and explains the utility of the same.
- Section 2 - About Zulekha Health Care Group tells the basics about the hospital and its services.
- Section 3 - The Zulekha Spirit is the crux of the Brand Book presenting our identity, promise, connection and relationship with respect to our consumers.
- Section 4 - The Logotype guideline is a bit technical yet all important basis of logo presentation in all communication of Zulekha Health Care Group.

Effort has been made to keep the contents of the book simple and clear and as free from jargons as possible. At various points we have used 'Oxford Dictionary' meanings to enable a uniform understanding of words used in different contexts. This Brand Book which has been compiled and designed by our communication agency Turrino Advertising will be reviewed at regular intervals so as to ensure that it stays in tune with external changes and updated if necessary.

## For Whom?

This Brand Book is a manual – a guide. It is to be understood by anyone who represents Zulekha Health Care Group. Specifically, it is meant for the perusal of:

1. The Top Management
2. The Directors
3. The Heads of all departments
4. Everyone in the Marketing department
5. The Communication agency and its partners
6. Partner organizations or individuals (if any)

## Purpose of the Brand Book

**The purpose of this Brand Book is to:**

1. Define 'The Zulekha Spirit' as an essence of Brand Zulekha.
2. Put it in black and white – what we are all about, what we offer, what we promise and what we want to be.
3. Create a clear, concise and uniform understanding of 'Brand Zulekha' amongst its stakeholders.
4. Serve as a manual and guide when it comes to communication - both internal and external.
5. Serve as a reminder when it comes to expected standards of behavior – both internal (within the organization) and external (with the patients).
6. Spread 'The Zulekha Spirit' within Zulekha employees and amongst all our consumers.

## The Making of the Brand Book

This Brand Book is the final stitching together of the results of a series of exercises that started on March 17th, 2005. More than 9 months in the making, this brand book's contents have been derived based on the implementation framework of 'True North – An inside-out Brand Model' proposed by our communication agency Turrino Advertising. A Core Group comprising members from the top management team was created. The Core Group undertook the task of spending hours discussing the various elements of the Brand model and relating the same to Zulekha Health Care Group. The result has been 'The Zulekha Spirit' along with the creation of a new corporate identity for Zulekha Hospital in the form of a new logo and logo type. Nine months is a short time in the lifespan of an organization, but like a newborn human child, it also heralds the beginning of a new life, a new spirit – 'The Zulekha Spirit'. Not just a new logo, but also a new way to look at ourselves, and others whom we are privileged to serve.

The background is a solid blue color. A white ruler is positioned horizontally across the middle of the page. A large, semi-transparent number '2' is overlaid on the right side of the page. A white line starts from the left edge, goes horizontally to the right, then diagonally down and to the right, and then horizontally to the right again, ending at the text.

## About Zulekha Health Care Group



### The Genesis

The Zulekha Health Care Group found its roots in the mid 60s when our founder Dr. Zulekha Daud arrived in Sharjah. From a young medical graduate to a practising Physician serving patients from all walks of life, she soon became a household name. After years of dedicated service, the year 1992 saw the establishment of Zulekha Hospital in Sharjah. It started off as a 30 bed set up with basic facilities for Gynaecology & Obstetrics, Surgery, Medicine and Paediatrics.

Today the Zulekha Health Care Group has expanded and includes a new hospital in Dubai, three medical centres and three Pharmacies. Today we provide specialized treatment in over 20 disciplines ranging from Gynaecology to Cosmetology. From a humble beginning to what we are today, it has been a journey of commitment and dedication. As we look ahead, we renew our faith in the spirit that binds us all together.

### Our Establishments

#### Hospitals

#### Zulekha Hospital - Sharjah

Zulekha Hospital is a full fledged, multi disciplinary hospital and diagnostic centre, comprising out-patient and in-patient facilities. What started as a 30 bed set up with basic facilities for Gynaecology & Obstetrics, Surgery, Medicine and Paediatrics in 1992, today boasts of 75 in-patient beds. Sprawled over an area of 65,000 square feet, the Zulekha Hospital of today has over 200 staff, inclusive of 50 qualified doctors, around 85 staff nurses and a host of paramedical staff. Over 400,000 patients have availed our special care and treatment. A staggering 5000 surgeries have been carried out to date. The cardiac care, intensive care and neonatal intensive care have Super Specialty beds. Zulekha Hospital, a pioneer in the medical disciplines of Obstetrics and Gynaecology in the United Arab Emirates has now gone ahead to scale newer heights in fields as diverse and as challenging as Urology and Orthopaedics.

#### The Highlights

- A healthy nurse patient ratio of 1:1 in the in-patient section.
- Patient guides to assist patients in the out-patient section.
- At least two specialist doctors in every department of the hospital.
- Cost effective health packages & Corporate offers.
- 24 hour services – Emergency, Pharmacy, Ambulance, Laboratory and Imaging.
- Direct settlement with all major insurance companies.
- A choice of conveniently furnished private and semi-private rooms, as also VIP suites.

### Zulekha Hospital – Dubai

Located at Al-Nahda, Zulekha hospital – Dubai is the second hospital of the Zulekha Health Care group. Started in 2004, the new 75 bedded hospital spanning an area of 82,000 square feet is a state of the art multi-specialty hospital. The hospital holds a staff strength of 185 which comprises more than 40 Doctors and 60 Nursing staff with a equal ratio of support staff.

### The Highlights

- Multi-specialty treatment under one roof
- Multiple doctors in each specialty to reduce patient waiting time
- A modular operating room to minimize Hospital Acquired Infection in surgical patients
- A complete kid zone and child-care center attached to the Paediatric section and a neonatal Intensive care unit
- Ideally designed health packages to suit individual needs and Corporate groups
- 24 hr. services – Emergency, Pharmacy, Ambulance

### Medical & Diagnostic Centres

Zulekha Medical Centre - Qusais, Dubai  
 Zulekha Medical Centre - Al Wahda, Sharjah  
 Zulekha Medical Centre - Dhaid, Sharjah  
 Zulekha Diagnostic Centre - Qusais, Dubai

### Pharmacies

Pharmacy - Al Rafea, Dubai  
 Pharmacy - Zulekha Hospital, Dubai  
 Pharmacy - Zulekha Hospital, Sharjah

## Our Future Plans

- Zulekha Infertility Centre
- Cardiac Catherization Lab in Dubai
- Cancer Centre
- Hospitals in other GCC countries
- New building and additional modern infrastructure for the existing hospital in Sharjah
- International tie-ups with world-class institutions to leverage on mutual strengths and offer the best health care
- ISO Certification to match world-class quality standards
- JCI Certification to serve the community with much better standards of service

### The Disciplines

- Internal Medicine
- Cardiology
- Endocrinology
- Cosmetology
- Neurology
- Psychiatry
- Clinical Psychology
- Paediatrics
- Dermatology & Venereology
- Ophthalmology
- E.N.T.
- Gynaecology & Maternity
- Gastroenterology
- Gynaec Laparoscopy
- General Surgery
- Plastic Surgery
- Orthopaedics
- Dental Surgery
- Orthodontics
- Nutrition and Life Style Management
- Physiotherapy

### Diagnostics

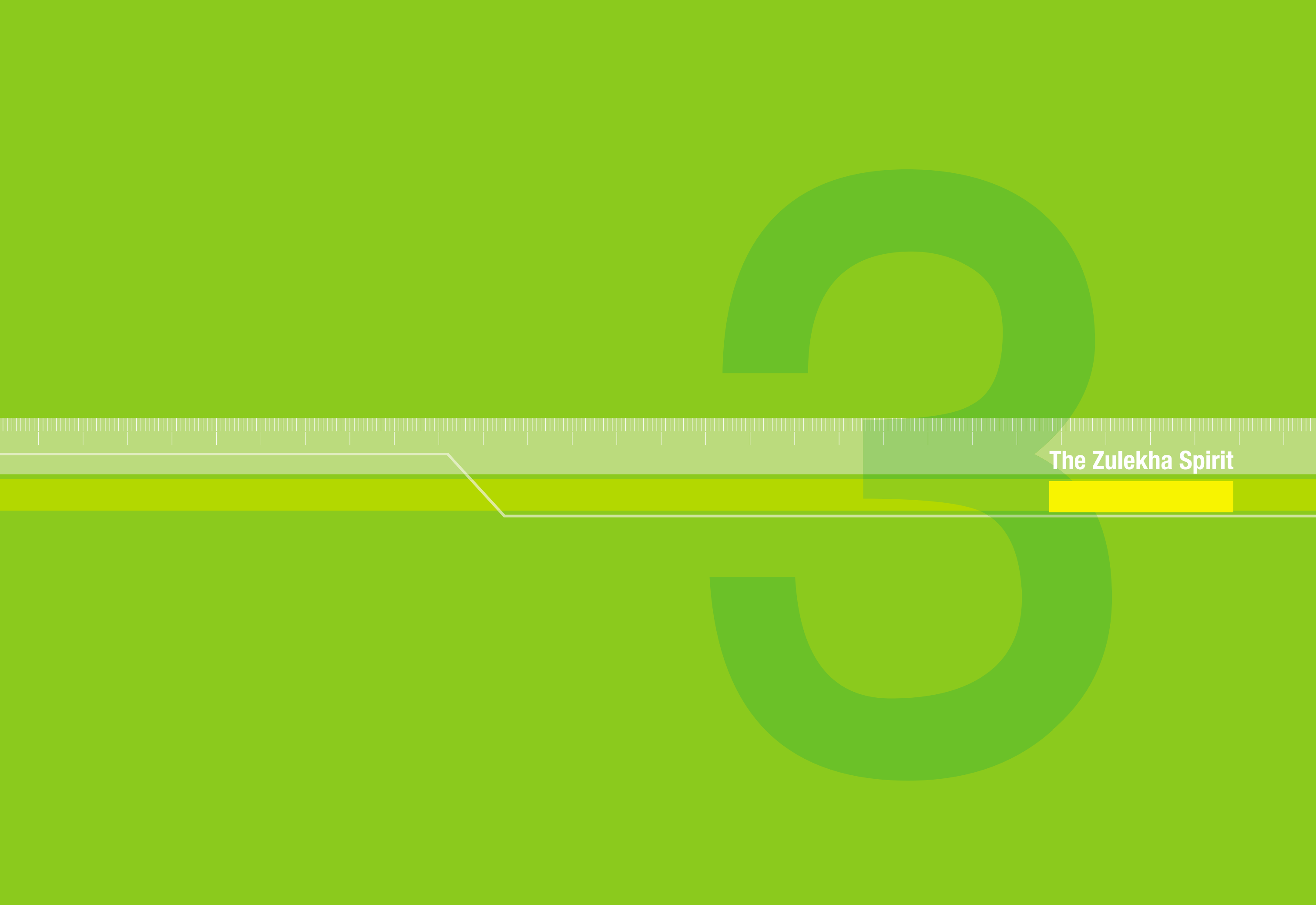
#### Radiology

- X-ray
- Ultra sound
- Bone densitometry
- Mammography
- CT scan
- MRI

#### Laboratory

- Haematology
- Microbiology
- Biochemistry & Endocrinology
- Histopathology & Cytology
- General Pathology & Serology

### 24 hrs. emergency facility



**The Zulekha Spirit**

## The Zulekha Spirit

- spirit (n)** 1. the non-physical part of a person which is the seat of emotions and character.  
 2. courage, energy, and determination.  
 3. the real meaning or intention of something as opposed to its strict verbal interpretation.

*(According to the Oxford dictionary)*

## About 'The Zulekha Spirit'

The Zulekha Spirit is the spirit with which we expect to energize ourselves so as to achieve our vision to be a globally respected health care organization. The spirit never dies. It will be carried on from generation to generation. Amongst the people who are the Zulekha Family – our employees. The spirit will be spread in the communities we serve. Amongst the people we care – our patients and their loved ones. Without the spirit, we would be a lost entity. And when we live our spirit, we will grow and flourish. The Zulekha Spirit encompasses everything we are and what we want to be and directs us towards a healthy happy future.

### The Zulekha Spirit comprises the following elements:

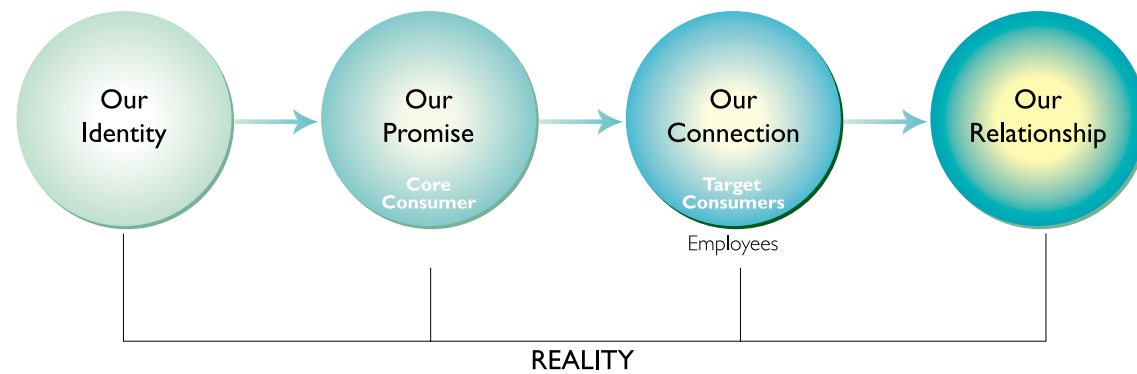
- Our Identity
- Our Core Consumer
- Our Promise
- Our Connection
- Our Relationship

#### The Identity

**Identity (n)** The fact of being who or what a person or thing is  
*(According to Oxford Dictionary)*

#### How we define Identity?

It's 'what we are'.



### Framework of the Zulekha Spirit\*

\* Based on the True-North Inside Out Brand Model (Turrino Advertising)

## Our Identity comprises the following elements:

- Our Mission (Purpose)
- Our Values
- Our Vision
- Our Physique (Our Logo, The Logo Anatomy)
- The ZH Personality

## The Purpose

**Purpose (n)** The reason for which something is done or for which something exists.  
*(According to Oxford Dictionary)*

### How we define Purpose?

The reason for which the brand exists. The primary objective towards which the brand's plans & programs should be aimed. Purpose (Mission) is something to be accomplished.

## Our Mission (Purpose)

“To provide **easy accessibility** to **high quality health care**”

**‘accessibility’:** in terms of location, convenience, cost, approachable staff, simple & easily understood information.

**‘high quality health care’:** in terms of infrastructure, resources, width and depth of service, physicians & other services.

## The Values

**Values (n)** Principles or standards of behaviour.  
*(According to Oxford Dictionary)*

### Our chosen definition

Collective principles and ideals which guide the thoughts and actions of the brand. Values define the brand – they describe what the brand stands for.

## Our Values

- Honesty & Integrity
- Privilege & Responsibility
- Planning & Implementation
- Quality Service & Continuous Improvement
- Courtesy & Compassion

### 1. honesty & integrity

**Honesty:** the quality of being free of deceit, being truthful and sincere.  
*(According to Oxford Dictionary)*

**Integrity:** the quality of having strong moral principles, internal consistency.  
*(According to Oxford Dictionary)*

### 2. privilege & responsibility

**Privilege:** a special right, benefit, or honour.  
*(According to Oxford Dictionary)*

**Responsibility:** the state of having an obligation to do something.  
*(According to Oxford Dictionary)*

### 3. planning & implementation

**Planning:** Making detailed preparations for an anticipated event or time.  
*(According to Oxford Dictionary)*

**Implementation:** Putting into effect.  
*(According to Oxford Dictionary)*

### 4. quality service & continuous improvement

**Quality:** the standard of something as measured against other things of a similar kind.  
*(According to Oxford Dictionary)*

**Service:** the action of performing duties.  
*(According to Oxford Dictionary)*

**Continuous:** without interruption.  
*(According to Oxford Dictionary)*

**Improvement:** making or becoming better.  
*(According to Oxford Dictionary)*

5. courtesy & compassion

**Courtesy:** a polite speech or action.  
*(According to Oxford Dictionary)*

**Compassion:** concern for the sufferings of others.  
*(According to Oxford Dictionary)*

## The Vision

**Vision:** A mental image of what the future will or could be like.  
*(According to Oxford Dictionary)*

**Our chosen definition**  
A concise word picture of the brand at some future time, which sets the overall direction. It is what the brand strives to be. A vision is something to be pursued.



## The Physique

**Physique:** The form, size, and development of a person's body  
*(According to Oxford Dictionary)*

**Our chosen definition**  
The form of the brand including the product/service profile, product/service design, pricing, distribution points, packaging, labeling, Brand name, logo, colours, font, servicing personnel, etc.

**Our Physique**  
Our physique comprises our infrastructure, our personnel, the uniforms, our website, our logo and logotype.

**Our Logo**



The Logo Anatomy

Our logo symbolizes in its whole – ‘the Zulekha spirit’. It is not just another design. It has been so composed so as to have a visual impact, at the same time carry meaning. The logo anatomy explains the various elements of the logo. The dot at the top symbolizes our core consumer. This reinforces our belief that our patients are our ‘top’ priority. The outstretched arms symbolize the comprehensive Health Care (part of our mission) that we provide to our patients. The arms portray the care that we associate with a mother to child, an elderly to young, a Doctor to patient. The ‘aura’ (in the blue portion) is the basis of the ‘Zulekha spirit’ which spreads a ‘glow’ of health across the ‘green portion’ (thereby making the aura accessible to the rest of the sphere). The spherical shape symbolizes the globe, and in turns our global vision. The deep blue symbolizes the elegant & elderly part of our personality while the brighter green conveys vibrancy and being contemporary. The five white strokes stand for our five values, and the ‘Z’ so formed for ‘Zulekha’.

The Personality

**Personality:** The combination of characteristics or qualities that form an individual’s distinctive character  
*(According to Oxford Dictionary)*

**Our chosen definition**  
 Brand identity expressed in terms of human characteristics, distinguishing and identifiable characteristics which offer consistent, enduring and predictable messages and perceptions.

The ZH Personality

- Feminine
- Practical Thinker
- Serves the community
- Believes in healthy, long lasting & reliable relationships
- Accessible Aura
- Elderly yet contemporary
- Elegant yet vibrant

Our Core Consumer

- Educated, male+female, 25 years+, married, with children
- Monthly household income 7000 dhs+
- Both – husband and wife working
- A sedentary lifestyle
- Discerning & clever who pay money for tangible quality gains/reputable service
- A planned purchaser rather than an impulsive buyer
- Practical and modern

The Promise

**Promise:** An assurance that one will do something or that something will happen.  
*(According to Oxford Dictionary)*

**Our chosen definition**  
 Promise is ‘what we offer to our core consumers’.

Our Promise comprises the following elements:

- Relevance of our values to our consumers
- ZH Value Proposition
- Our Corporate Statement
- Patient Rights at ZH

## Relevance

**Relevance:** Connection or appropriateness to the matter in hand.

*(According to Oxford Dictionary)*

### Our chosen definition

The alignment of a brand - its attributes, identity and personality with the primary needs/wants of its target consumers.

### Relevance of our Values to our Consumers

- Honesty & integrity: Accessibility to relevant & important information. Being a truthful, dependable & reasonable service provider.
- Privilege & responsibility: Dedicated & personalised care.
- Planning & implementation: Prompt & efficient treatment.
- Quality service & continuous improvement: Development of resources for betterment of patients. Constant up-gradation.
- Courtesy & compassion: Sensitivity to the needs of our patients.

## The Value Proposition

**value:** 1. The regard that something is held to deserve; importance or worth.  
2. The worth of something compared to its price.

*(According to Oxford Dictionary)*

**proposition:** a proposed scheme or plan

*(According to Oxford Dictionary)*

### Our chosen definition

The benefits delivered by the brand that provide value to the customer: provides the rationale for making one brand choice over another.

### ZH Value Proposition

- Personalised accessible interaction with the doctors
- Quality service at reasonable rates
- Time tested, well reputed, easily approachable
- Round the clock comprehensive health care
- Reliable Doctors + ethical practice
- Readily available information for patients
- High priority to patient grievances
- All services under one roof
- Dependable diagnostic facilities
- Compassion towards patient needs

## Our Corporate statement

Our corporate statement is not intended to be just another ‘clever good sounding’ line. It is meant to mean what we say. It is a statement which defines our relationship with our community. We see ourselves as guardians of the community’s health. Our statement is meant to recognize the importance of health as a pre-requisite for any activity that we do. When we say health we mean more than the cure of illnesses or surgical operations – we mean, general well-being of an individual. Not just being free of diseases, but being truly healthy and vibrant to take on life.

**‘Your health matters’**

## Meaning of ‘Your health matters’

‘Your health matters’ is a promise we make. It is statement of our intent and a reason of our being. We exist because our community’s health matters, for which we make our contribution in the form of services we offer. Our corporate statement is also meant to be a consistent reminder to individuals and families, that their health matters. In essence, when we say ‘Your health matters’ we mean ‘Your health matters...

- ... to you’
- ... to your loved ones’
- ... to us at Zulekha’



## Patient Rights at ZH

We recognize the following rights of our patients.

- ✓ Right to care that is considerate and respectful of the patient's values and beliefs.
- ✓ Right to privacy during examinations and procedures.
- ✓ Right to protection from physical assault.
- ✓ Right of vulnerable children, disabled individuals and elderly to protection.
- ✓ Right to confidential management of patient health information.
- ✓ Right to participate in the care process.
- ✓ Right to refuse or discontinue recommended treatment.
- ✓ Right to appropriate pain assessment and management.
- ✓ Right to compassionate and respectful care at the end of life.
- ✓ Right to complain concerning care.
- ✓ Right to be informed prior to surgery, invasive and other high-risk procedures, blood administration, anaesthesia and research according to hospital policies and procedures.
- ✓ Right to care delivered within business, financial, ethical, and legal norms that protect patients and their rights.

## The Connection

**Connection:** A link or relationship between people or things

*(According to Oxford Dictionary)*

### Our chosen definition

How we build a healthy bond within our organisation and with our patients through our communication and behaviour.

## Connection with Our Consumers

**Our Connection comprises the following elements:**

- Brand Communication  
*(Internal & External)*
- Brand Behaviour  
*(Internal & External)*

## Brand Communication

**Communication:** Sharing or exchanging information or ideas

*(According to Oxford Dictionary)*

## Internal Communication

Our Internal Communication must conform to the brand standards as expressed in our identity and promise. Internal Communication in ZH will broadly encompass the following:

- Induction & orientation of new employees
- Intra & interdepartmental communication
- Inter hierarchical communication
- Internal brand communication (presentations/booklets etc.)
- Employee Feedback system
- Events (like 'Revelations')

## External Communication

Our External Communication must conform to the brand standards as expressed in our identity and promise. Our external communication broadly comprises:

- Employee communication with patients
- Advertising and other promotions
- Website
- Communication with corporate sector
- Communication with insurance companies
- Communication with referral doctors
- Communication with govt. bodies, regulatory authorities etc.
- Public Relations (PR)
- Events (like ‘Synapse’)

## Brand Behaviour

**behaviour:** the way in which one conducts oneself.  
*(According to Oxford Dictionary)*

## Internal Behaviour

Internal behaviour is the way we interact with each other internally on a day to day basis. We are expected to bring alive our brand identity through our actions, by living our values and fulfilling our mission every working day. Every day we are expected to contribute, whatever little, to realize our vision in a personal as well as professional capacity.

## External Behaviour

External behaviour is the way we interact with the community which includes our external stakeholders. We are expected to live our brand identity and fulfill our brand promise on a day to day basis as we deal with various stakeholders. External behaviour determines the degrees to which we mean what we say.

## The Relationship

**relationship:** the way in which two or more people or things are connected  
*(According to Oxford Dictionary)*

### Our chosen definition

The bond we build with each other and with our patients.

## Relationship with our patients

Our relationship comprises the following elements:

- Brand Respect
- Brand Belief
- Brand Trust
- Brand Loyalty

### Brand Respect

**respect:** a feeling of deep admiration for someone elicited by their qualities or achievements.  
*(According to Oxford Dictionary)*

We expect to earn the respect of our consumers and the rest of the community.

### Brand Belief

**belief:** an acceptance that something exists or is true, especially one without proof.  
*(According to Oxford Dictionary)*

We expect our patients and the community to believe in us- in what we say, and what we do. We expect to earn that kind of belief through ethical practices and true communication.

### Brand Trust

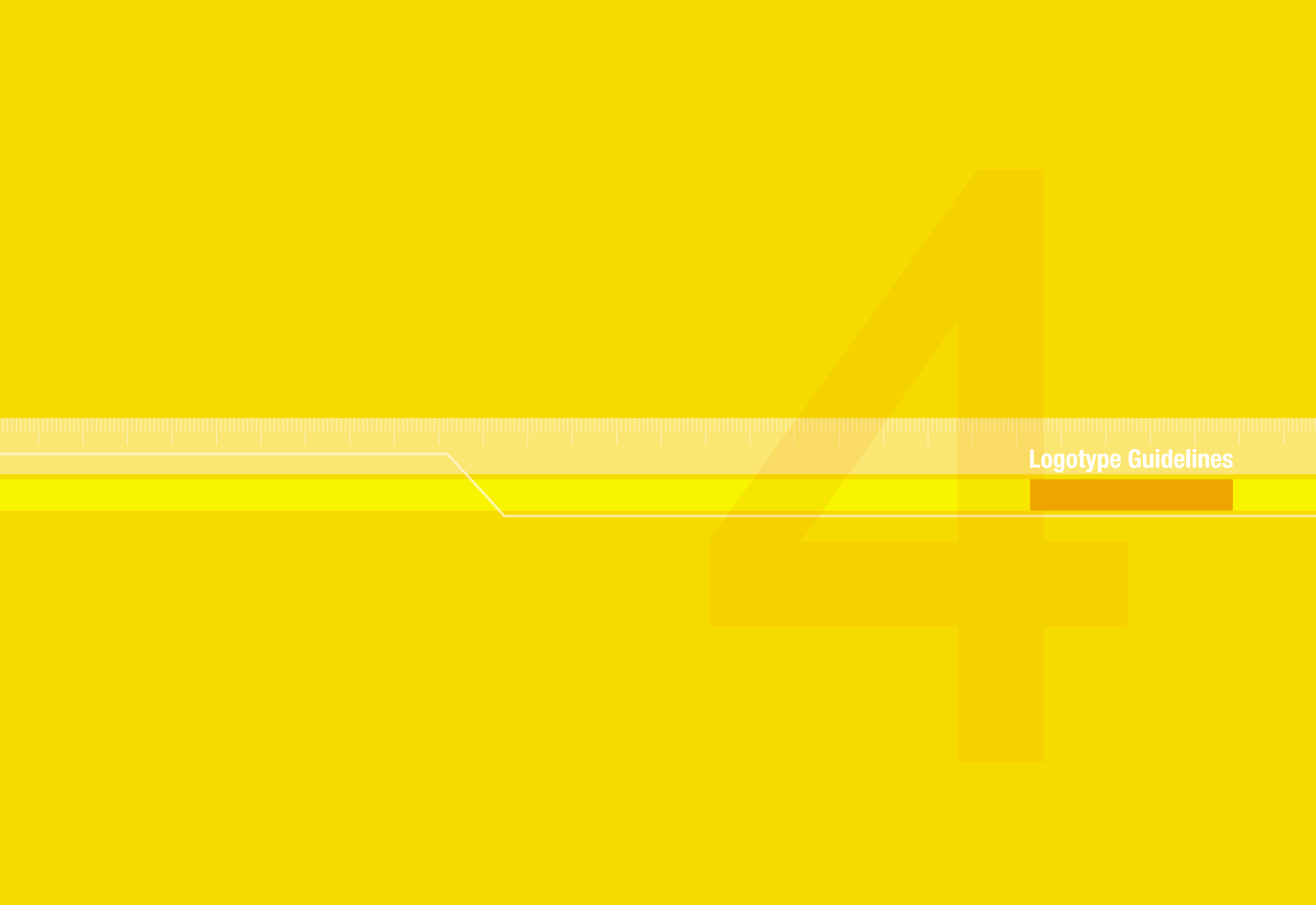
**trust:** firm belief in someone or something.  
*(According to Oxford Dictionary)*

We expect to earn the trust of our patients and the rest of the community based on the quality of our service.

### Brand Loyalty

**loyalty:** state of showing firm and constant support or allegiance to a person or institution.  
*(According to Oxford Dictionary)*

We expect to win the unwavering loyalty of our consumers, and their loved ones – from generation to generation.



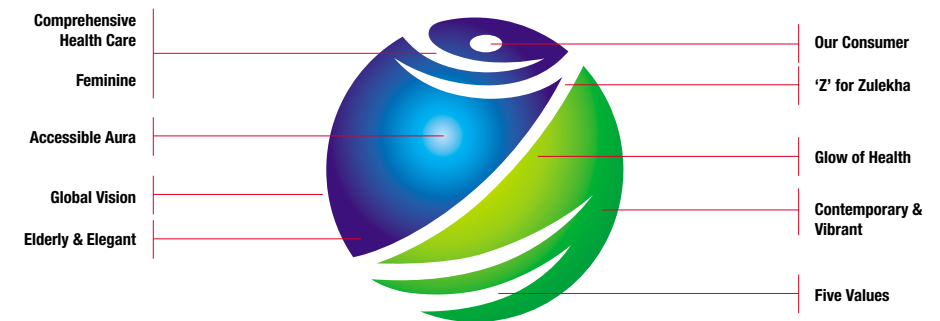
## Logotype Guidelines

## General Concept of Logo

### The Logo



### The Logo Anatomy



### Grid of the Lockup Logo

All units are meters, unless otherwise specified.



Logo Variation - English



**Zulekha Hospital**  
L.L.C.  
Your Health Matters

The logo is to be used for single colour printing, embossing and engraving purpose.



**Zulekha Hospital**  
L.L.C.  
Your Health Matters

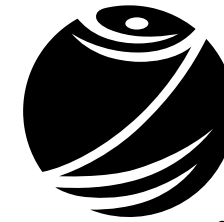
For B/W half-tone printing, advertising and Stationery purpose.



**Zulekha Hospital**  
L.L.C.  
Your Health Matters

To be used in all communication media which is in colour (CMYK or RGB).

Logo Variation - Arabic



**مستشفى زليخة**  
ك.م.م.  
لأن صحتك غالية

The logo is to be used for single colour printing, embossing and engraving purpose.



**مستشفى زليخة**  
ك.م.م.  
لأن صحتك غالية

For B/W half-tone printing, advertising and Stationery purpose.



**مستشفى زليخة**  
ك.م.م.  
لأن صحتك غالية

To be used in all communication media which is in colour (CMYK or RGB).

Logo Variation - English/Arabic - Horizontal



To be used in single colour printing, embossing or engraving.



To be used for B/W half-tone printing, advertising etc.



To be used for colour printing across all media.

Logo Variation - English/Arabic - Vertical



To be used in single colour printing, embossing or engraving.



To be used for B/W half-tone printing, advertising etc.



To be used for colour printing across all media.



## Logo Colours - English/Arabic

To maintain the perfect colour balance across all media, refer this colour combination in 'CMYK' and 'Pantone' styles.

### Colour Logo

Pantone	CMYK
DS 196-1C	100 C + 70 M

Pantone	CMYK
DS 184-1C	100 C + 100 M
DS 207-1C	100 C + 50 M
DS 232-1C	100 C
DS 225-7C	30 C + 3 M

Pantone	CMYK
DS 196-1C	100 C + 70 M

Pantone	CMYK
DS 274-1C	100 C + 100 Y
DS 298-1C	40 C + 100 Y
YELLOW C	100 Y

Zulekha Hospital L.L.C.  
Your Health Matters

مستشفى زليخة  
لأن صحتك غالية

## Logo Fonts - English/Arabic

Refer this for logo type (font) in both languages, English & Arabic.

OPTIMA BOLD (EDITED)

Zulekha Hospital L.L.C.  
Your Health Matters

PH ANDALLUS REGULAR (EDITED)

مستشفى زليخة  
لأن صحتك غالية

OPTIMA NORMAL (EDITED)

PH MIRJAN REGULAR (EDITED)

## Black & White Logo

Refer this combination in B/W for any B/W half-tone reproduction purpose.

CMYK
100 K

CMYK
100 K

CMYK
100 K
60 K
30 K
10 K

CMYK
100 K
60 K

Zulekha Hospital L.L.C.  
Your Health Matters

مستشفى زليخة  
لأن صحتك غالية

## Applications

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### Business Card

Business Card - English  
Size: H 92mm x W 54mm

All units are millimeters, unless otherwise specified.



#### Typeface Standard-English

Font for the Name : Helvetica Neue, 77 Bold Condensed  
Point Size: 8 pt.  
Line Spacing: 9.4 pt.  
Character Spacing: 60

Department & job title : Helvetica Neue 37 Thin Condensed  
Point Size: 8 pt.  
Line Spacing: 8.5 pt.  
Character Spacing: 40

Telephone Direct : Helvetica Neue 37 Thin Condensed  
Point Size: 7 pt.  
Line Spacing: 8.5 pt.  
Character Spacing: 40

Address Block : Helvetica Neue 47 Light Condensed  
Point Size: 6 pt.  
Line Spacing: 8.6 pt.  
Character Spacing: 5

#### Typeface Standard-Arabic

Font for the Name : PH Mirjan Bold  
Point Size: 10 pt.  
Line Spacing: 7 pt.

Department & job title : PH Mirjan Regular  
Point Size: 9.5 pt.  
Line Spacing: 7 pt.  
Character Spacing: -10

Address Block : PH Mirjan Regular  
Point Size: 8 pt.  
Line Spacing: 9 pt.  
Character Spacing: -20  
Condensed: -20%

E-mail / Website : Helvetica Neue 47 Light Condensed  
Point Size: 6 pt.  
Line Spacing: 8.6 pt.

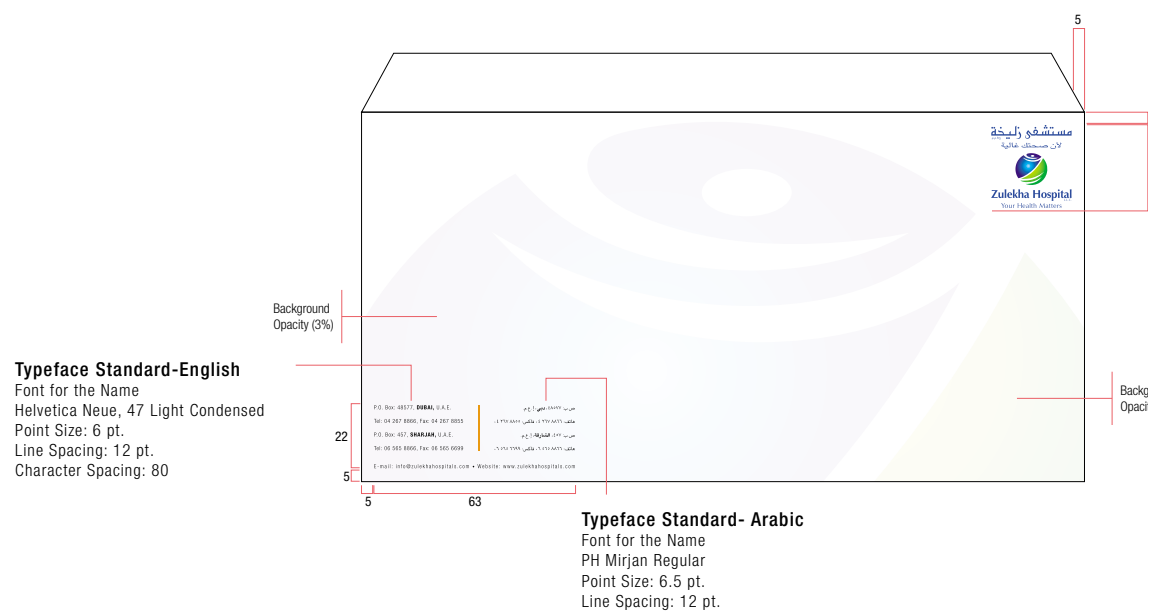


## Envelopes

Envelope - English/Arabic  
Size: H 115mm x W 225mm

All units are millimeters, unless otherwise specified.

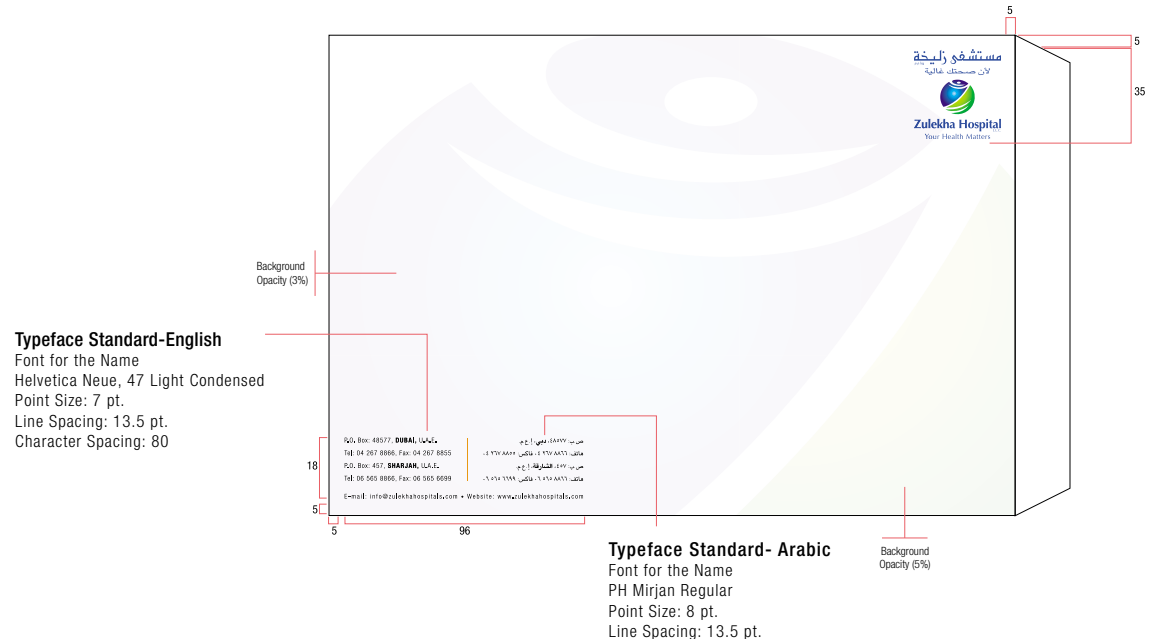
Display the Brand on Envelope, Business Letter Type



Envelope - English/Arabic  
Size: H 250mm x W 175mm

All units are millimeters, unless otherwise specified.

Display the Brand on Envelope, Business Letter Type

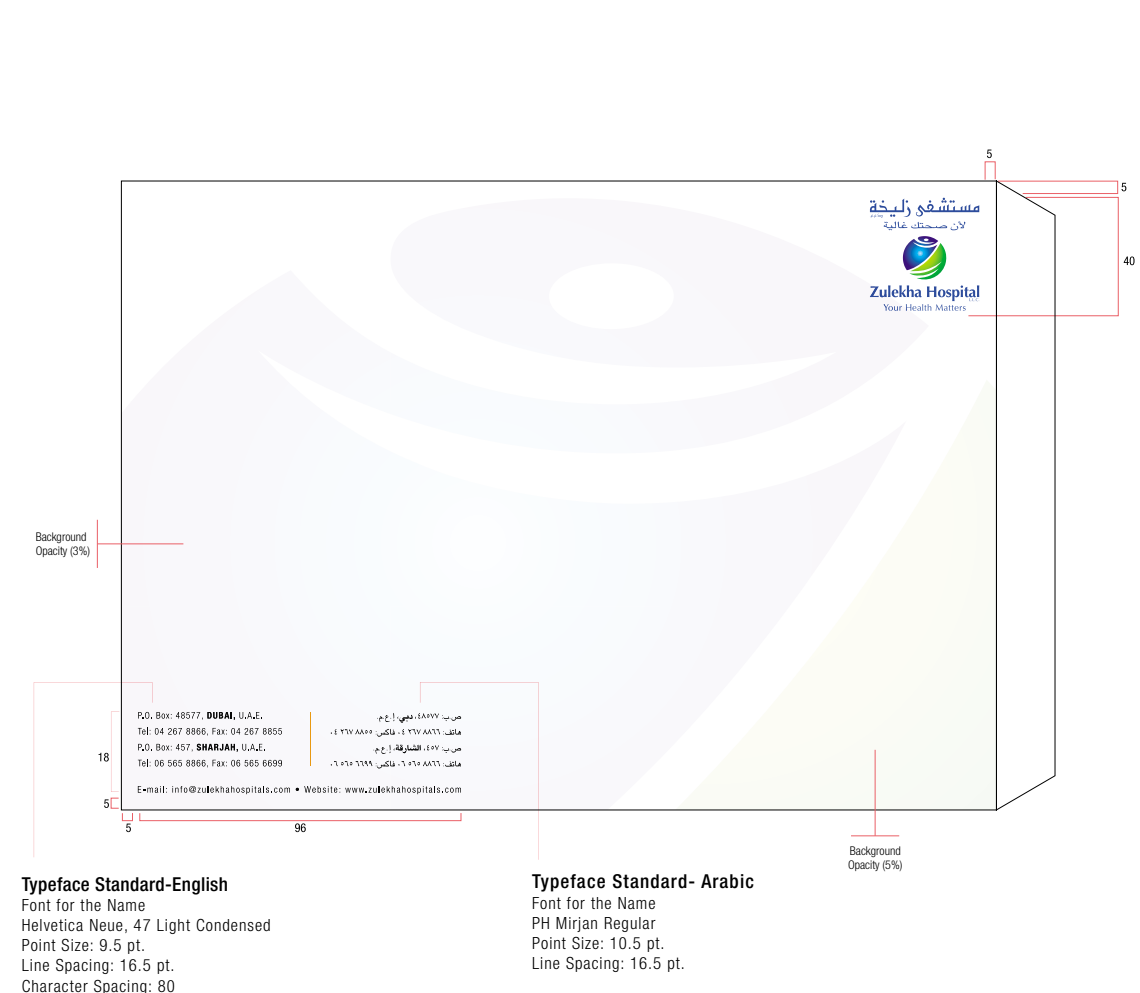


## Envelopes

Envelope - English/Arabic  
Size: H 325mm x W 230mm

All units are millimeters, unless otherwise specified.

Display the Brand on Envelope, Business Letter Type



## Letterhead

Letterhead  
Size: H 297mm x W 210mm

All units are millimeters, unless otherwise specified.



**Typeface Standard-English**  
Font for the Name  
Helvetica Neue, 47 Light Condensed  
Point Size: 6 pt.  
Line Spacing: 13.75 pt.  
Character Spacing: 40

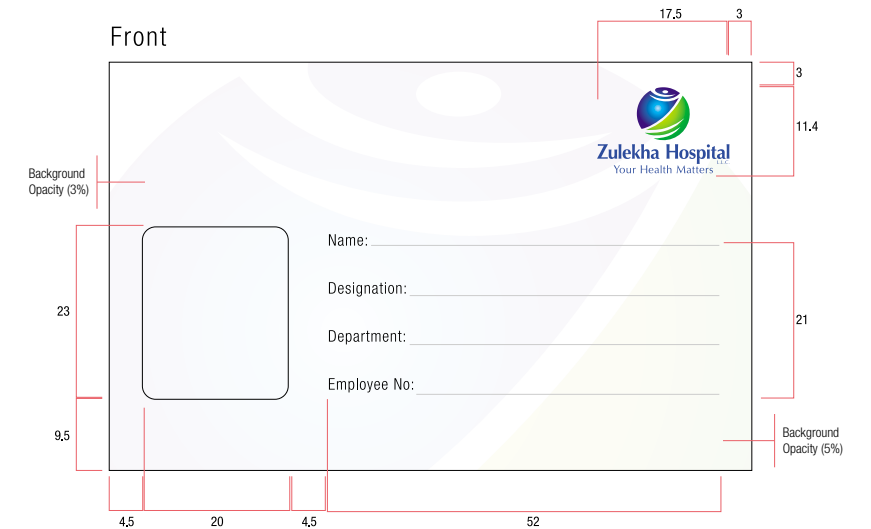
**Typeface Standard- Arabic**  
Font for the Name  
PH Mirjan Regular  
Point Size: 6.5 pt.  
Line Spacing: 14 pt.

## ID Cards

ID Card - English/Arabic  
Size: H 54mm x W 85mm

All units are millimeters, unless otherwise specified.

**Typeface Standard-English**  
Font for the Name  
Helvetica Neue, 47 Light Condensed  
Point Size: 6 pt.  
Line Spacing: 18 pt.  
Character Spacing: 50



**Typeface Standard-English**  
Corporate Name/Phone/Website  
Font for the Name  
Helvetica Neue, 67 Medium Condensed  
Point Size: 7 pt.  
Line Spacing: 10 pt.  
Character Spacing: 50

**Copy**  
Helvetica Neue, 47 Light Condensed  
Point Size: 5.5 pt.  
Line Spacing: 10 pt.  
Character Spacing: 50

**Typeface Standard- Arabic**  
Corporate Name/Phone  
Font for the Name  
PH Mirjan Bold  
Point Size: 8.25 pt.  
Line Spacing: 10.7 pt.

**Copy**  
PH Mirjan Regular  
Point Size: 8.25 pt.  
Line Spacing: 10.7 pt.



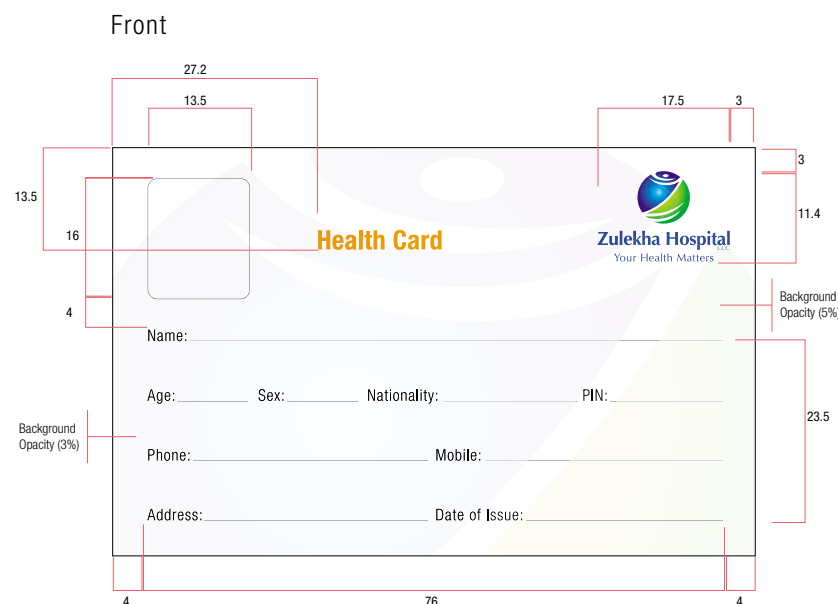
## ID Cards

Health Card - English/Arabic  
Size: H 54mm x W 85mm

All units are millimeters, unless otherwise specified.

**Typeface Standard**  
Font for the Name (Health Card)  
Helvetica Neue, 77 Bold Condensed  
Point Size: 10 pt.  
Line Spacing: 22.5 pt.  
Character Spacing: 50  
Colour- M-50 / Y-100

**Copy**  
Font for the Name  
Helvetica Neue, 47 Light Condensed  
Point Size: 6 pt.  
Line Spacing: 22.5 pt.  
Character Spacing: 50



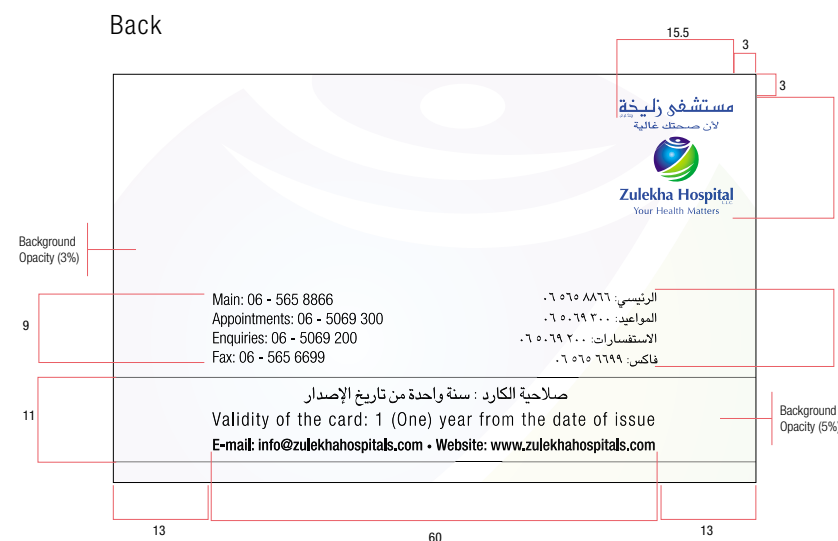
**Typeface Standard-English**  
Font for the Name (Phone & Fax)  
Helvetica Neue, 47 Medium Condensed  
Point Size: 6 pt.  
Line Spacing: 7.2 pt.  
Character Spacing: 50

**Typeface Standard-English**  
Font for the Name (Validity)  
Helvetica Neue, 47 Light Condensed  
Point Size: 7 pt.  
Line Spacing: 9.5 pt.  
Character Spacing: 80

**Typeface Standard**  
Font for the Name (Website / Email)  
Helvetica Neue, 67 Medium Condensed  
Point Size: 6 pt.  
Line Spacing: 9.2 pt.

**Typeface Standard- Arabic**  
Font for the Name (Phone & Fax)  
PH Mirjan Regular  
Point Size: 6 pt.  
Line Spacing: 7.5 pt.

**Typeface Standard-Arabic**  
Font for the Name (Validity)  
PH Mirjan Regular  
Point Size: 8 pt.  
Line Spacing: 9.5 pt.  
Condensed : -10%

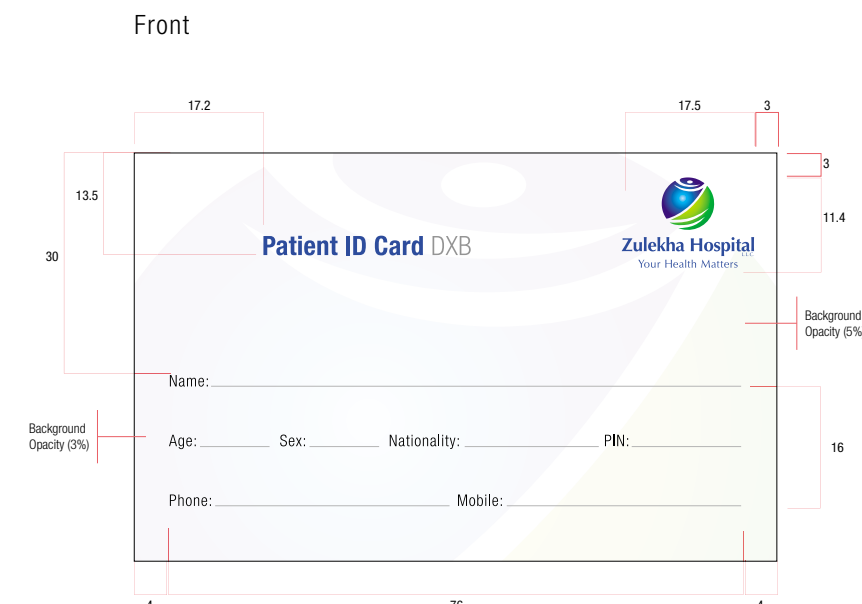


## ID Cards

Patient ID Card Dubai - English/Arabic  
Size: H 54mm x W 85mm

All units are millimeters, unless otherwise specified.

**Typeface Standard-English**  
Font for the Name  
Helvetica Neue, 47 Light Condensed  
Point Size: 6 pt.  
Line Spacing: 18 pt.  
Character Spacing: 50

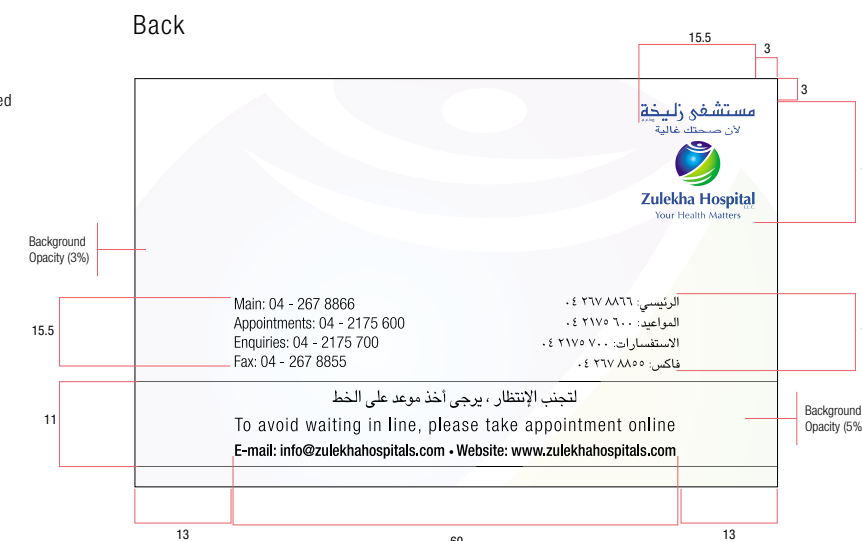


**Typeface Standard-English**  
Corporate Name/Phone/Website  
Font for the Name  
Helvetica Neue, 67 Medium Condensed  
Point Size: 7 pt.  
Line Spacing: 10 pt.  
Character Spacing: 50

**Copy**  
Helvetica Neue, 47 Light Condensed  
Point Size: 5.5 pt.  
Line Spacing: 10 pt.  
Character Spacing: 50

**Typeface Standard- Arabic**  
Corporate Name/Phone  
Font for the Name  
PH Mirjan Bold  
Point Size: 8.25 pt.  
Line Spacing: 10.7 pt.

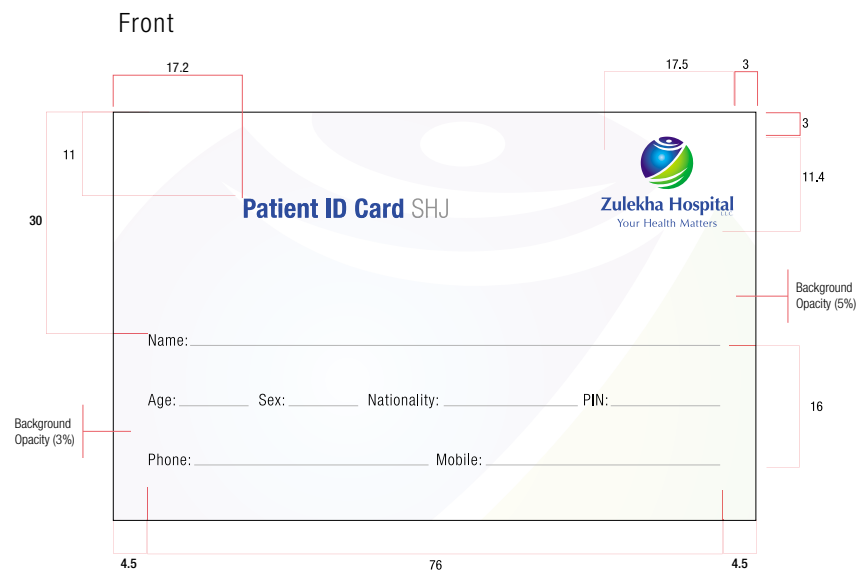
**Copy**  
PH Mirjan Regular  
Point Size: 8.25 pt.  
Line Spacing: 10.7 pt.



## ID Cards

Patient ID Card Sharjah- English/Arabic  
Size: H 54mm x W 85mm

All units are millimeters, unless otherwise specified.



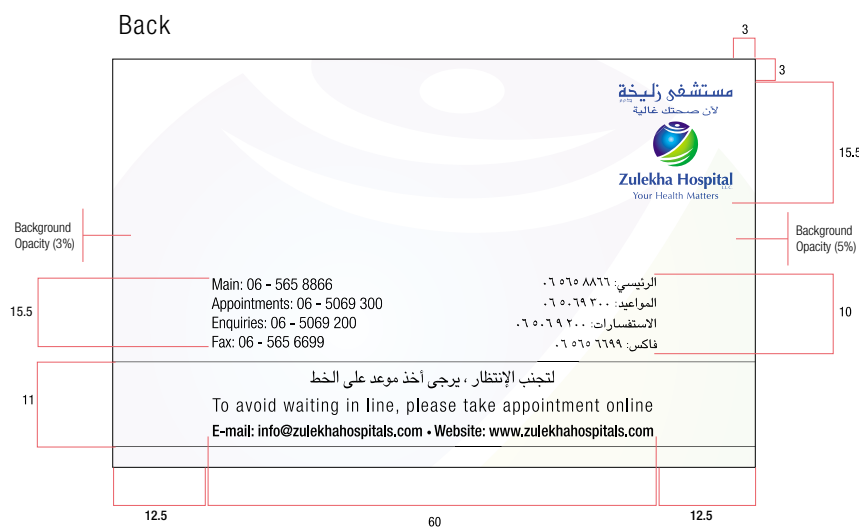
**Typeface Standard-English**  
Font for the Name  
Helvetica Neue, 47 Light Condensed  
Point Size: 6 pt.  
Line Spacing: 18 pt.  
Character Spacing: 50

**Typeface Standard-English**  
Corporate Name/Phone/Website  
Font for the Name  
Helvetica Neue, 67 Medium Condensed  
Point Size: 7 pt.  
Line Spacing: 10 pt.  
Character Spacing: 50

**Copy**  
Helvetica Neue, 47 Light Condensed  
Point Size: 5.5 pt.  
Line Spacing: 10 pt.  
Character Spacing: 50

**Typeface Standard- Arabic**  
Corporate Name/Phone  
Font for the Name  
PH Mirjan Bold  
Point Size: 8.25 pt.  
Line Spacing: 10.7 pt.

**Copy**  
PH Mirjan Regular  
Point Size: 8.25 pt.  
Line Spacing: 10.7 pt.



## Pharmacy Bag and Wrapping Paper

Pharmacy Bag - English/Arabic

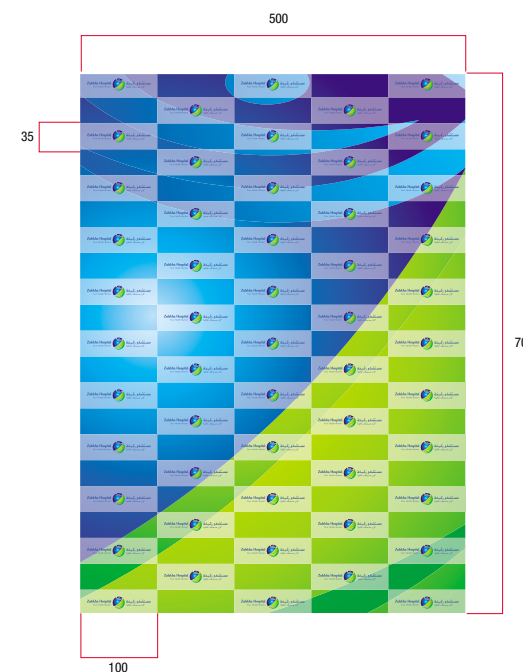
Sizes:  
H 425mm x W 310mm  
H 320mm x W 240mm  
H 240mm x W 170mm

All units are millimeters, unless otherwise specified.



Wrapping Paper  
Size: H 700mm x W 500mm

All units are millimeters, unless otherwise specified.



## Outdoor Media

Outdoor Media



## Zulekha Health Care Group

Zulekha Medical Centre, Dubai / Sharjah



Zulekha Diagnostic Centre, Dubai



New Zulekha Medical Centre, Dhaid



Al Rafea Pharmacy, Dubai



## Vehicle Graphics

Vehicle Graphics



Ambulance - Back



Ambulance - Side



Bus - Back



Bus - Side



Car - Back



Car - Side



## Prohibited Usage Examples

### Prohibited Usage Examples



## Prohibited Usage Examples

### Prohibited Usage Examples

