

HEALTH HUB

# LOGO USAGE GUIDELINES



## LOGO | SCALE



8 cm

### MINIMUM SIZE

To avoid distortion of the logo, its minimum length should not be less than 1.5 cm.



5 cm



3 cm



2 cm

LOGO | SPACING





■ CMYK 0.0.0.0  
■ CMYK 52.0.11.0

■ PANTONE BRIGHT WHITE  
■ PANTONE 637 C

■ RGB 255.255.255  
■ RGB 90.196.221



LOGO | WHITE



## LOGO | INCORRECT USAGE

Do **not** squeeze or stretch the logo.



Do **not** rotate or invert the logo.



Do **not** outline the logo or change its colors.



Do **not** use effects such as shadows or gradients.





## LOGO | INCORRECT USAGE

Do not change the position of the symbol and do not use the font without the symbol. Only the symbol can be used separately.



HEALTH  
HUB

**MAIN FONT I** ALEF

**BOLD** HEALTH HUB

**SECONDARY FONT I** AKA-ACIDGR-MULI

**MEDIUM** Healthcare and Pharmaceutical Industry  
Transformation through Artificial Intelligence  
Digital Services (Health Hub)



Copyright © 2021