



Brand Guidelines

Prepared by
mgTM
YOUR WEB PARTNER

About

Orthopaedic Excellence

At Kenzo Hospital we understand the significance of mobility and the impact orthopaedic conditions can have on your life. Our team of renowned orthopaedic specialists is dedicated to restoring your mobility and minimizing pain. Here's what you can expect:

Comprehensive Orthopaedic Care:

We offer a wide range of orthopaedic services, including joint replacement, sports medicine, spine care, and trauma care.

Experienced Orthopaedic Team:

Our orthopaedic specialists are experts in their respective fields, providing you with the highest level of care.

Cutting-Edge Technology:

We stay at the forefront of medical advancements, ensuring you receive the most advanced and effective treatments available.

Patient-centred Approach:

Your comfort and well-being are our top priorities. We work closely with you to create personalized treatment plans.

State-of-the-Art Facility:

Our hospital is equipped with modern technology and amenities to make your stay as comfortable as possible.

About

Gynecologic Care with Compassion

Women's health is of paramount importance, and our gynecologic services are designed to provide you with comprehensive care throughout every stage of life. Our gynecology department offers

Routine Check-ups and Screenings:

We prioritize preventive care to ensure early detection and timely interventions.

Maternity Care:

From prenatal to postnatal care, we support you on your journey to motherhood.

Gynecologic Surgeries:

Our skilled gynecologic surgeons perform a wide range of procedures with precision and care.

Patient Education:

We empower our patients with knowledge and resources to make informed decisions about their health

Logo

We all know the logo is one of the most important things in a business /company. So, this logo should be created in a very professional way that speaks to the business/company.



Meaning

The Kenzo Ortho & Women care centre logo is a wordmark logo which says kenzo with the elements of Spine, Bone and a pregnant women to showcase the specialities of the hospital



Clearspace

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact. The Logo should be about 50px away from all the corners of the entire logo elements.



Monochrome Versions



Brand Colors

Brand colors play a major role in distinguishing the brand, As such, it is vital we use the correct colo codes and color combinations set out within these guidelines.

HEX CODE #F9EC00 R : 249 C : 05 G : 236 M : 00 B : 00 Y : 100 K : 00	HEX CODE #96999B R : 150 C : 45 G : 153 M : 35 B : 155 Y : 35 K : 00	HEX CODE #4D5E7D R : 77 C : 75 G : 94 M : 60 B : 125 Y : 30 K : 15
80%	80%	80%
70%	70%	70%
60%	60%	60%
50%	50%	50%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%

Typography

Font Family : Texta Alt

Aa

Texta Alt - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Texta Alt - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Texta Alt - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Logo Misuses

Please refrain from using the logo in the following examples in order to maintain visual identity consistency and coherence: It is always recommended to use the original logo according to the approved visual identity to maintain consistency, coherence and quick recognition of the brand.



Thank You

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