

MEDICANA\\HEALTH GROUP

Brand assets

Overview

The Medicana Health Group identity is defined by five key assets.

Through the combination of our visual assets, sound, and tone of voice, we create a true 360° brand experience.

Logo	Our brand logo symbolizes the promise of our brand. In our marketing communications the reduced 2-D version represents the simplicity of our creative direction.	MEDICANA\HEALTH GROUP
Typography	Coolvetica and Helvetica are fonts of Medicana Health Group. It reflects the simple confidence of our messages.	AaBb0123 AaBb0123
Color	The basis of color development is the earth, the shades of blue symbolize the distance and harmonious balance between air and water. it is the representative of trust, loyalty and wisdom.	
Print Documents	Our printed materials are in harmony with and inspired by the combination of our brand colors, showing the spirit and credibility of the brand.	
Image Style	Medicana Health Group visuals utilize a rich, immersive style of photography that captures the stories and happiness of the people we work with and support.	
Graphic System	Our graphic system combines typography, photography and brand language to create a simple and understandable visual style that is unique to our brand.	
Digital	In the digital world, Medicana is moving forward with a strategy that is in line with the brand colors, visual style, brand spirit, conveys the message directly, and is loyal to the brand guideline.	

01 Logo

- 01.1 Overview
- 01.2 Horizontal and Vertical Version Proportions
- 01.3 Horizontal Version, Vertical Version and Symbol Protection Zone
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Brand Assets

Logo

Overview

All Mediana Health Group marketing communications 2D logo consisting of a symbol and three words.

All elements are presented locked together and are available in horizontal and vertical versions.

When the logo is used as a whole, our symbol is used in the places determined by adhering to the graphic system.

HORIZONTAL VERSION



VERTICAL VERSION



SYMBOL ONLY



Brand Assets

Logo

Horizontal and Vertical Version Proportions

In the horizontal version, the words in our logo and the symbol should always be equal in height.

The angle of our symbol should remain constant at 111 degrees and the phrase health group should be 10/3 away from the symbol when calculated from the height of our logo.

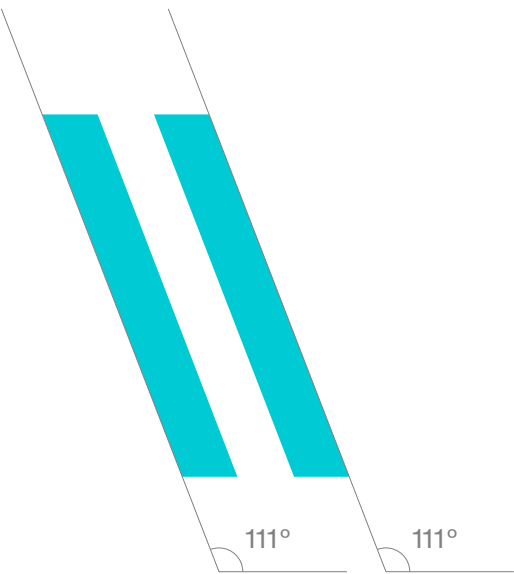
In the vertical version, the word Medicana and our symbol should be used side by side and the height should be calculated as 10x.

The phrase Health Group should be placed below the height of Medicana and our symbol, leaving a 3x space.

HORIZONTAL VERSION



HORIZONTAL VERSION



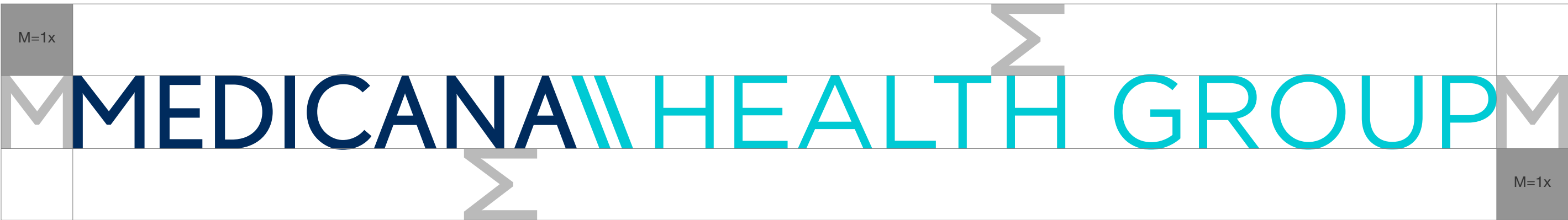
Brand Assets
Logo

Horizontal Version,
Vertical Version and
Symbol
Protection Zone

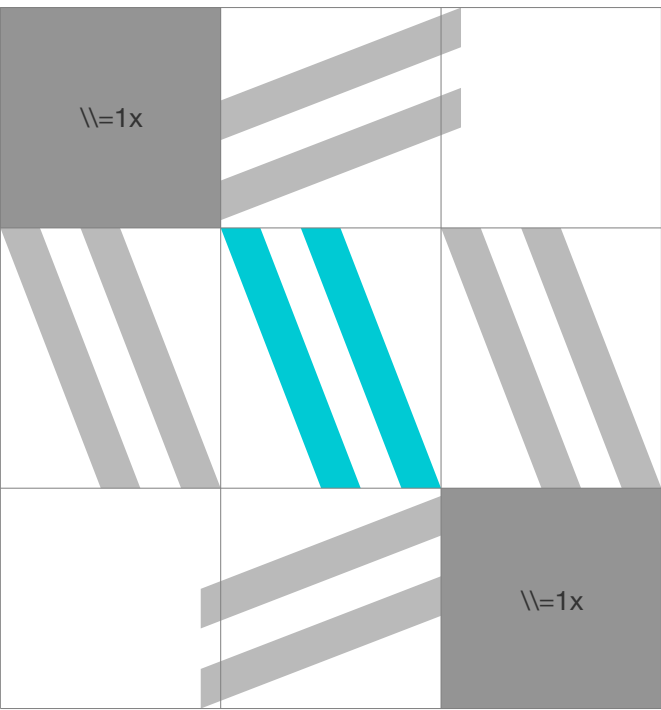
The horizontal and vertical dimensions of the protection zone area are derived from the height of the letter M.

In the case of the symbol, it is derived from the symbol itself and the protection zone ensures the best representation of the brand.

HORIZONTAL VERSION



VERTICAL VERSION



Brand Assets

Logo

Horizontal Version,
Vertical Version and
Symbol

Minimum Size

In the horizontal version,
minimum size is 50 mm in print format
and 100 pixels in screen format.

In the vertical version,
minimum size is 35 mm in print format
and 65 pixels in screen format.

The minimum size of the symbol
minimum size is 10 mm in print format
and 20 pixels in screen format.

MEDICANA\\HEALTH GROUP

min. print size: 50 mm
min. screen size: 100 px

MEDICANA\\
HEALTH GROUP

min. print size: 35 mm
min. screen size: 65 px



min. print size: 10 mm
min. screen size: 20 px

Brand Assets

Logo

Horizontal Logo

Color Versions

Medicana Health Group Logo has 3 versions of color usage.

Navy Blue-Turquoise, turquoise-white and white only.

These color usages cannot be exceeded.

The color usage of the logo varies according to the ground under the logo.

The phrase Medicana is only available in navy blue and white.

Health Group can only be used in turquoise and white.

Our symbol is only used in turquoise and white.

The contrasting version of the logo should be used on visual backgrounds.

Two-Color Version

Is the preferred version for most applications. Can be used on a white background or on an image.

Two-Color Version

Is the preferred version for most applications. Can be used on a white background or on an image.

White Version

It is the preferred version for turquoise background. In images, it can be used when it creates contrast.

50%

On White Background

MEDICANA\HEALTH GROUP

On the Image

MEDICANA\HEALTH GROUP

On Navy Blue Background

MEDICANA\HEALTH GROUP

On the Image

MEDICANA\HEALTH GROUP

On turquoise Background

MEDICANA\HEALTH GROUP

On the Image

MEDICANA\HEALTH GROUP

Brand Assets

Logo

Vertical Logo

Color Versions

Medicana Health Group Logo has 3 versions of color usage.

Navy Blue-Turquoise, turquoise-white and white only.

These color usages cannot be exceeded.

The color usage of the logo varies according to the ground under the logo.

The phrase Medicana is only available in navy blue and white.

Health Group can only be used in turquoise and white.

Our symbol is only used in turquoise and white.

The contrasting version of the logo should be used on visual backgrounds.

At least 50% contrast is required.

Two-Color Version

Is the preferred version for most applications. Can be used on a white background or on an image.

Two-Color Version

Is the preferred version for most applications. Can be used on a white background or on an image.

White Version

It is the preferred version for turquoise background. In images, it can be used when it creates contrast.

50%

On White Background



On the Image



On Navy Blue Background



On the Image



On turquoise Background



On the Image



Brand Assets
Logo

Horizontal Version
Dont's

What not to do in a horizontal logo is indicated on the page.

The integrity of the logo must always be respected. Always use the correct version of the logo and do not recreate or modify it in any way. Changing proportions, shapes or colors is not allowed.

Do not

MEDICANA\HEALTH GROUP

Do not

MEDICANA\HEALTH GROUP

Do not

MEDICANA\HEALTH GROUP

Do not

MEDICANA\HEALTH GROUP

Do not



Do not

MEDICANA\HEALTH GROUP

Do not

MEDICANA\HEALTH GROUP

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MEDICANA\HEALTH GROUP

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MEDICANA\HEALTH GROUP

Do not



Do not

MEDICANA\HEALTH GROUP

Do not

MEDICANA\HEALTH GROUP

Do not

MEDICANA\HEALTH GROUP

Do not

MEDICANA\HEALTH GROUP

Do not



Brand Assets

Logo

Vertical Version

Dont’s

What not to do with a vertical logo is indicated on the page.

The integrity of the logo must always be respected. Always use the correct version of the logo and do not recreate or modify it in any way. Changing proportions, shapes or colors is not allowed.

Do not



Do not



Do not



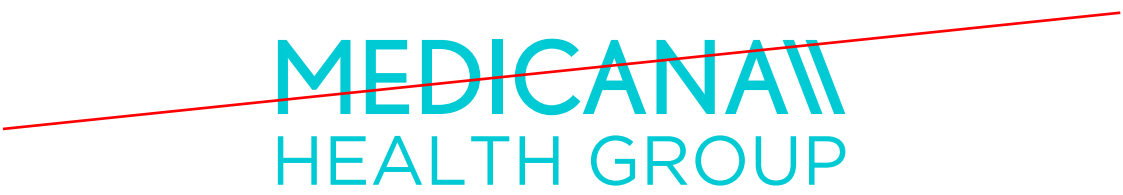
Do not



Do not



Do not



Do not



Do not



Do not



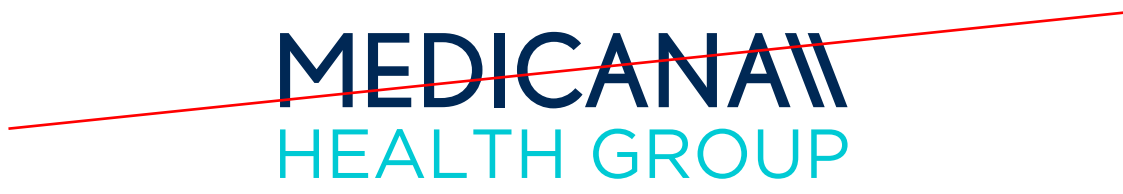
Do not



Do not



Do not



Do not



Do not



Do not



Brand Assets

Logo

Symbol

Dont's

What not to do with the symbol is indicated on the page.

The integrity of the symbol must always be respected. Always use the correct version of the symbol and do not recreate or modify it in any way. Changing proportions, shapes or colors is not allowed.

Do not



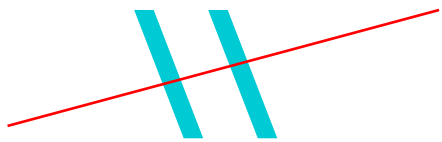
Do not



Do not



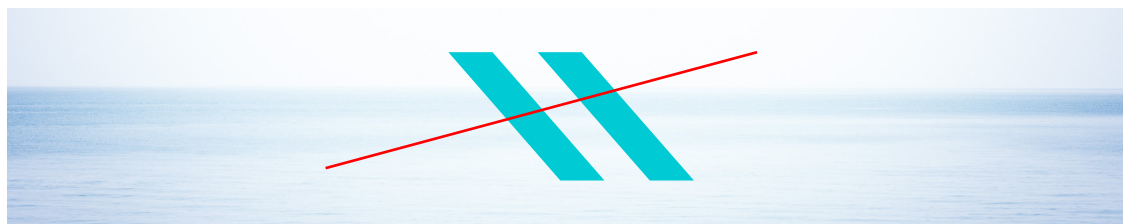
Do not



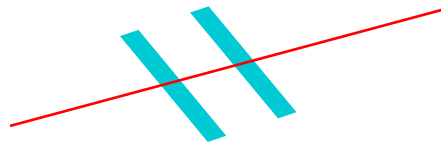
Do not



Do not



Do not



Do not



Do not



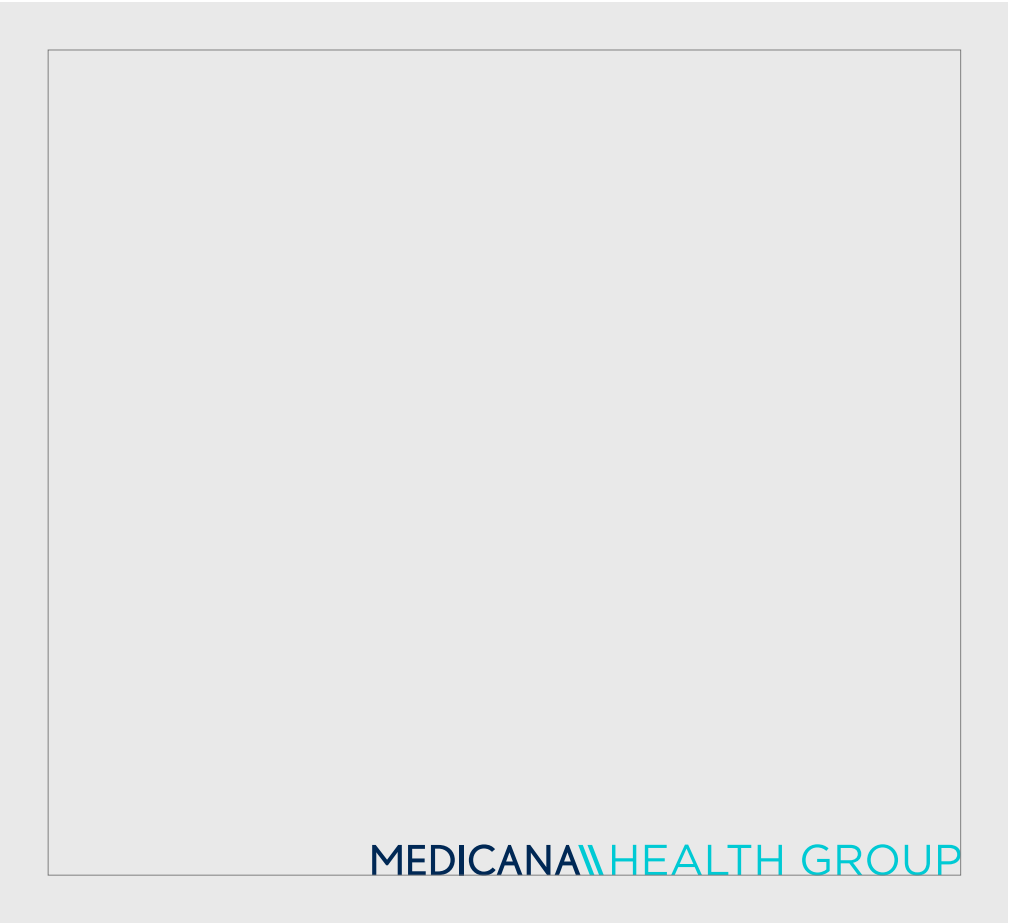
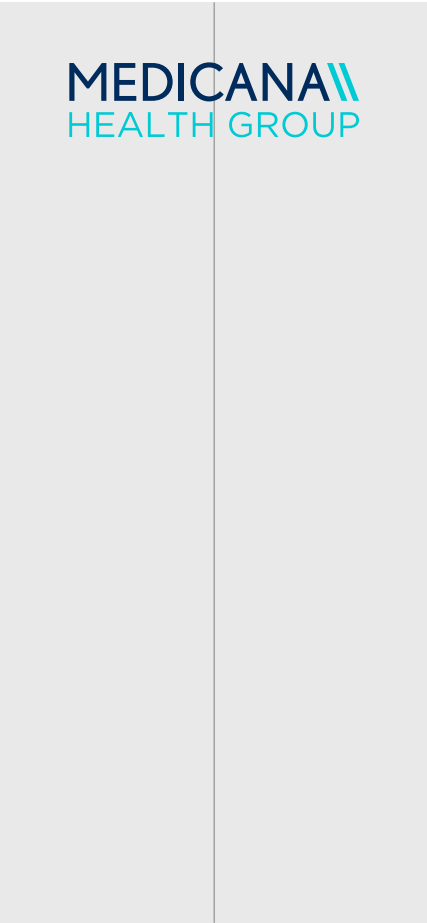
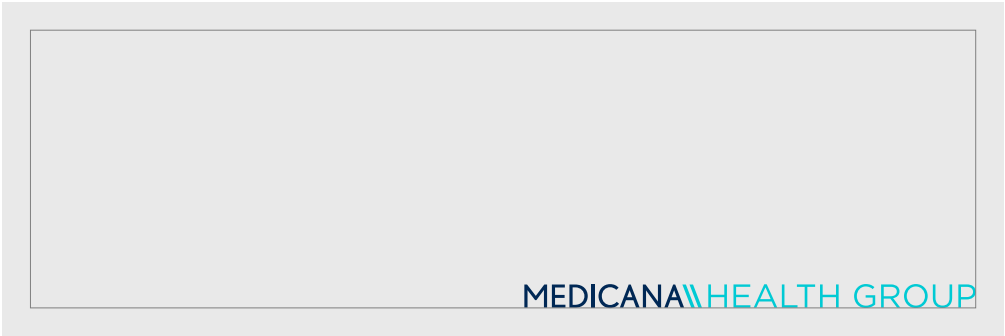
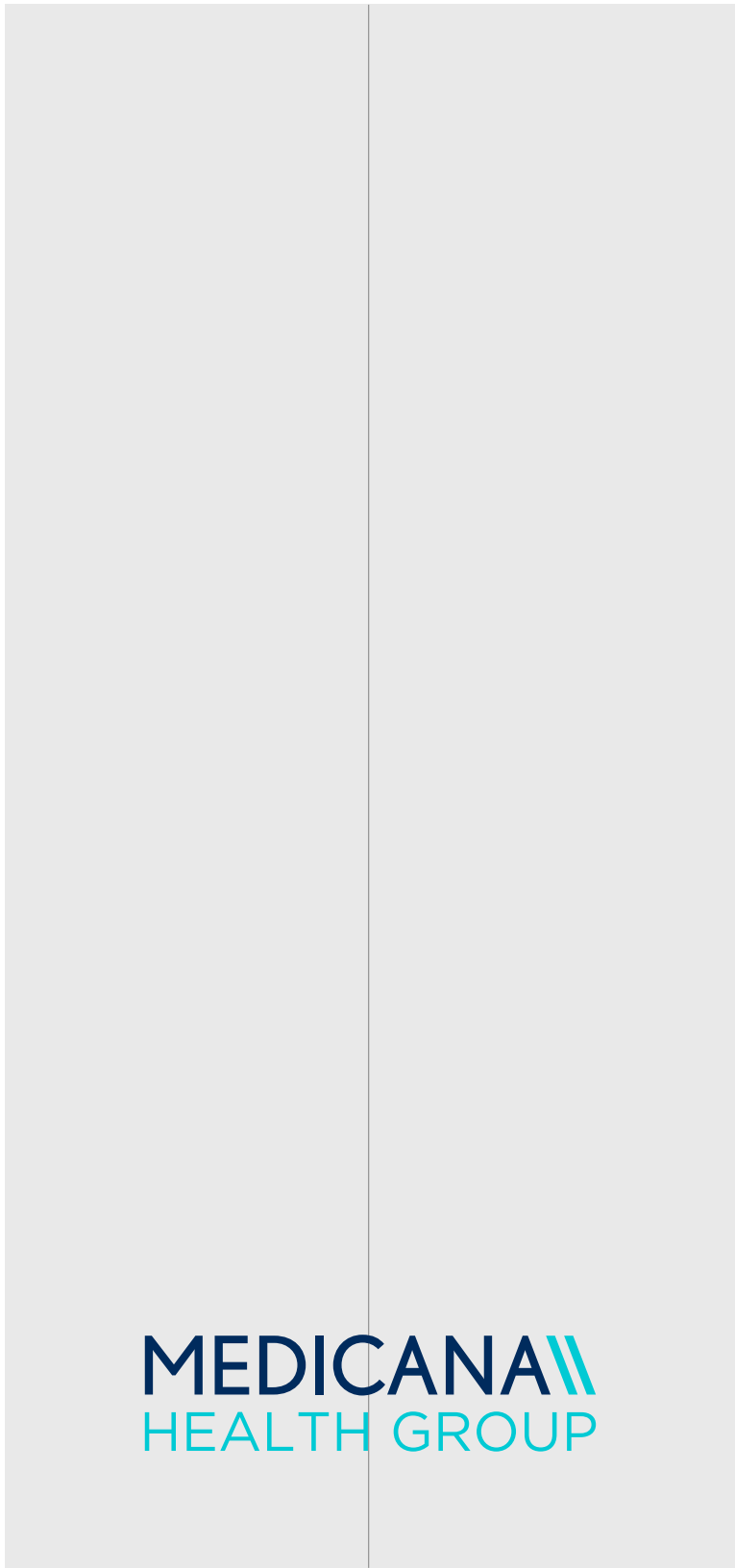
Brand Assets

Logo

Positioning

The Medicana Health Group logo can be placed in one of the corners or centered vertically, depending on the composition. Always consider the safe space when positioning.

All logo layouts include a margin, depending on the media format.



Brand Assets
Logo

Sign

Medicana Healt Group signage should be adjusted to vary in size, color, location, sub-brands, etc. according to the area used. Depending on the area, the size of the logo and the use of bands should not go beyond the given system.

Visual hierarchy should be applied correctly on the signboard.



Brand Assets

Logo

Sign

Medicana Health Group signage should be adjusted to vary in size, color, location, sub-brands, etc. according to the area used. Depending on the area, the size of the logo and the use of bands should not go beyond the given system.

Visual hierarchy should be applied correctly on the signboard.



Brand Assets
Logo

Logo Combinations

If the Medicana Healt Group wordmark is placed next to a secondary party logo, the open space in between contains three basic units each from right and left. From top to bottom it contains two basic units.

The alignment is always centered.

In the vertical version of the logo, it contains two basic units on all four sides of the logo.



MEDICANA//HEALTH GROUP



MEDICANA//HEALTH GROUP



MEDICANA//
HEALTH GROUP



MEDICANA//
HEALTH GROUP

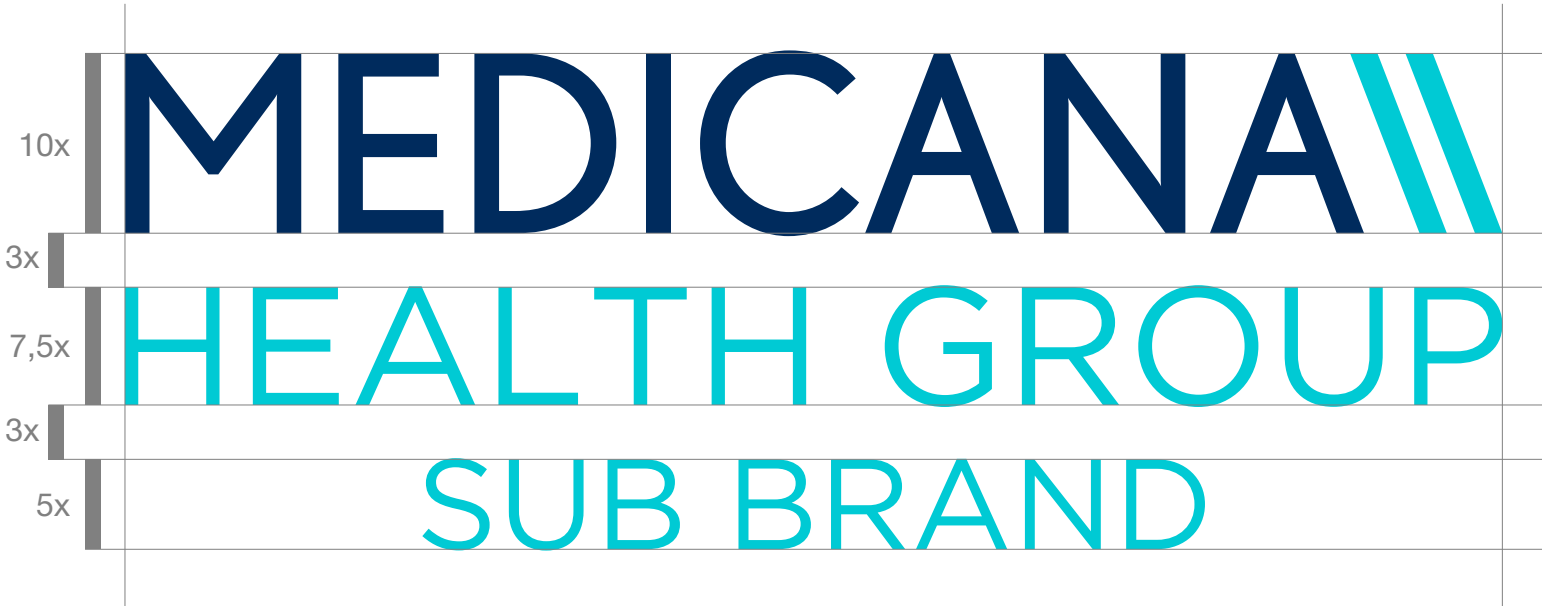
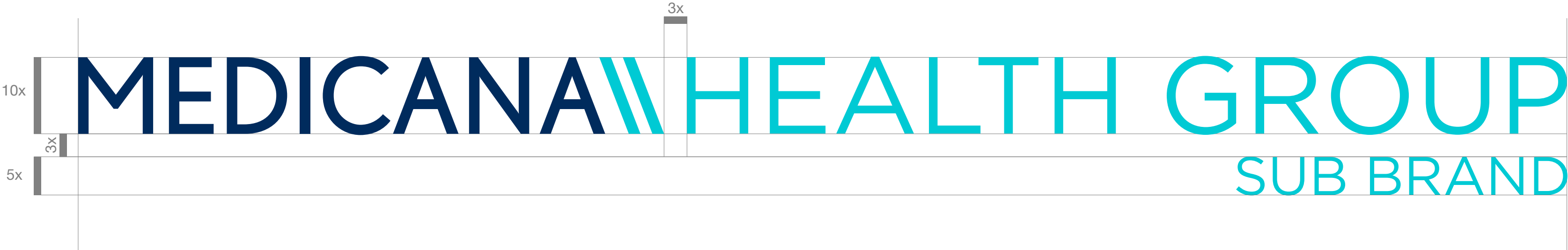


Brand Assets

Logo

Sub-brands

Medicana Health Group sub-brand logos are a combination of the Medicana Health Group word mark and the corresponding sub-name. All combinations are available in horizontal and vertical versions. Both versions are equally important.



Brand Assets
Logo

Sub-brands

Medicana Health Group sub-brand logos are a combination of the Medicana Health Group word mark and the corresponding sub-name. All combinations are available in horizontal and vertical versions. Both versions are equally important.

MEDICANA\\HEALTH GROUP
LONDON

MEDICANA\\HEALTH GROUP
SKOPJE

MEDICANA\\HEALTH GROUP
TBILISI

MEDICANA\\HEALTH GROUP
TIRANA

MEDICANA\\HEALTH GROUP
SARAJEVO

MEDICANA\\HEALTH GROUP
თბილისი

MEDICANA\\HEALTH GROUP
LONDRA

MEDICANA\\HEALTH GROUP
ÜSKÜP

MEDICANA\\HEALTH GROUP
TİFLİS

MEDICANA\\HEALTH GROUP
TİRAN

MEDICANA\\HEALTH GROUP
SARAYBOSNA

MEDICANA\\HEALTH GROUP
СКОПЈЕ

MEDICANA\\
HEALTH GROUP
TBILISI

MEDICANA\\
HEALTH GROUP
SKOPJE

MEDICANA\\
HEALTH GROUP
LONDON

MEDICANA\\
HEALTH GROUP
TIRANA

MEDICANA\\
HEALTH GROUP
SARAJEVO

MEDICANA\\
HEALTH GROUP
TİFLİS

MEDICANA\\
HEALTH GROUP
ÜSKÜP

MEDICANA\\
HEALTH GROUP
LONDRA

MEDICANA\\
HEALTH GROUP
TİRAN

MEDICANA\\
HEALTH GROUP
SARAYBOSNA

MEDICANA\\
HEALTH GROUP
თბილისი

MEDICANA\\
HEALTH GROUP
СКОПЈЕ

Brand Assets
Logo

Sub-brands

Medicana Health Office sub-brand logos are a combination of the Medicana Health Office word mark and the corresponding sub-name. All combinations are available in horizontal and vertical versions. Both versions are equally important.

MEDICANA\\HEALTH OFFICE

MEDICANA\\
HEALTH OFFICE

10x 3x
MEDICANA\\HEALTH OFFICE

10x 3x
MEDICANA\\
HEALTH OFFICE

10x 3x 5x 3x
MEDICANA\\HEALTH OFFICE
SUB BRAND

10x 3x 7x 3x 5x
MEDICANA\\
HEALTH OFFICE
SUB BRAND

Brand Assets
Logo

Sub-brands

Medicana Health Office sub-brand logos are a combination of the Medicana Health Office word mark and the corresponding sub-name. All combinations are available in horizontal and vertical versions. Both versions are equally important.

MEDICANA\\HEALTH OFFICE
LONDON

MEDICANA\\HEALTH OFFICE
SKOPJE

MEDICANA\\HEALTH OFFICE
TBILISI

MEDICANA\\HEALTH OFFICE
TIRANA

MEDICANA\\HEALTH OFFICE
SARAJEVO

MEDICANA\\HEALTH OFFICE
თბილისი

MEDICANA\\HEALTH OFFICE
LONDRA

MEDICANA\\HEALTH OFFICE
ÜSKÜP

MEDICANA\\HEALTH OFFICE
TİFLİS

MEDICANA\\HEALTH OFFICE
TİRAN

MEDICANA\\HEALTH OFFICE
SARAYBOSNA

MEDICANA\\HEALTH OFFICE
СКОПЈЕ

MEDICANA\\
HEALTH OFFICE
TBILISI

MEDICANA\\
HEALTH OFFICE
SKOPJE

MEDICANA\\
HEALTH OFFICE
LONDON

MEDICANA\\
HEALTH OFFICE
TIRANA

MEDICANA\\
HEALTH OFFICE
SARAJEVO

MEDICANA\\
HEALTH OFFICE
TİFLİS

MEDICANA\\
HEALTH OFFICE
ÜSKÜP

MEDICANA\\
HEALTH OFFICE
LONDRA

MEDICANA\\
HEALTH OFFICE
TİRAN

MEDICANA\\
HEALTH OFFICE
SARAYBOSNA

MEDICANA\\
HEALTH OFFICE
თბილისი

MEDICANA\\
HEALTH OFFICE
СКОПЈЕ

Brand Assets

Logo

Slogan

Our slogan should always appear smaller than our logo and should always be positioned below it.

When used above the symbol, always use the contrasting color of the symbol. (navy blue on turquoise, navy blue on white.)

MEDICANA\\HEALTH GROUP

With You, For You.

MEDICANA\\

HEALTH GROUP

With You, For You.

With You,
For You.

02. Typography

- 02.1 Overview
- 02.2 The Fonts Of The Coolvetica Font Family Contain Characters For The Following Languages
- 02.3 The Fonts Of The Helvetica Neue Font Family Contain Characters For The Following Languages
- 02.4 Font Usage
- 02.5 Headline-Subheadline Leading Setting
- 02.6 Headline-Subheadline and Bodycopy Leading Setting

02

Brand Assets
Typography

Overview

Medicana Health Group has two fonts. These are Coolvetica and Helvetica Neue. Coolvetica is determined as the font to be used in headings. The font to be used in subheadings and body text is Helvetica Neue.

If the alphabet used in headings does not support coolvetica, helvetica should be used.

Headline

Coolvetica

Medicana Health Group

Showing a deep dedication and concern for the well-being, comfort, and satisfaction of the patients receiving healthcare services.



ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ 1234567890
abcçdefgğhiijklmnoöprşştuüvyz .,:;!@%^#&

Body copy

Helvetica Neue

Medicana Health Group

Showing a deep dedication and concern for the well-being, comfort, and satisfaction of the patients receiving healthcare services.



ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ 1234567890
abcçdefgğhiijklmnoöprşştuüvyz .,:;!@%^#&

Brand Assets

Typography

The Fonts Of The Coolvetica™ Font Family Contain Characters For The Following Languages:

Turkish, Adyghe, Afar, Afrikaans, Albanian, Aromanian, Asturian, Bashkir, Basque, Bemba, Bikol, Bosnian, Breton, Bulgarian, Catalan, Cebuano, Chichewa, Cornish, Corsican, Czech, Danish, Dargwa, Dutch, English, Erzya, Estonian, Faroese, Fijian, Finnish, French, Friulian, Galician, Ganda, German, Greek, Herero, Hiligaynon, Hungarian, Icelandic, Indonesian, Irish, Italian, Kabardian, Kalmyk, Kanuri, Karelian, Kinyarwanda, Kirundi, Kумык, Kyrgyz, Latin, Latvian, Lithuanian, Luxembourgish, Macedonian, Malagasy, Malay, Maltese, Maori, Moksha, Occitan, Pangasinan, Papiamentu, Polish, Portuguese, Quechua, Romanian, Russian, Samoan, Sango, Sardinian, Serbian, Shona, Sicilian, Slovak, Somali, Spanish, Swahili, Swedish, Tahitian, Tatar, Tok Pisin, Tsonga, Tswana, Tumbuka, Ukrainian, Walloon, Welsh, Wolof, Xhosa, Yoruba

Coolvetica

ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ
abcçdefgğhiijklmnoöpqrsṣtuüvwxyz
01234567890

Latin Extended

[illegible]

Greek

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΆΈΉΌΥΏΐϚ
αβγδεζηθικλμνξοπρςτυφχψωάέήόύώ

Cyrillic

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯЁЂЃЄЅІЇЈЉЊЋЌЍЎЏ
абвгдежзийклмнопрстуфхцчшщъ ыьэюяёђѓєѕіїјљњћќџѡѣ

Brand Assets

Typography

The Fonts Of The Helvetica Neue® Font Family Contain Characters For The Following Languages:

Turkish, Afar, Afrikaans, Albanian, Aromanian, Asturian, Basque, Bemba, Bikol, Bosnian, Breton, Catalan, Cebuano, Chichewa, Cornish, Corsican, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Finnish, French, Friulian, Galician, Ganda, German, Hiligaynon, Hungarian, Icelandic, Indonesian, Irish, Italian, Karelian, Kinyarwanda, Kirundi, Latin, Latvian, Lithuanian, Luxembourgish, Malagasy, Malay, Maltese, Maori, Occitan, Pangasinan, Papiamentu, Polish, Portuguese, Quechua, Romanian, Samoan, Sango, Sardinian, Shona, Sicilian, Slovak, Somali, Spanish, Swahili, Swedish, Tahitian, Tok Pisin, Tsonga, Tswana, Tumbuka, Walloon, Welsh, Wolof, Xhosa

Helvetica Neue

ABCÇDEFGĞHIİJKLMNOÖPQRSŞTUÜVWXYZ
abcçdefgğhiijklmnoöpqrsṡtuüvwxyz
01234567890

Latin Extended

[illegible]

Greek

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΆΈΉΊΌΎΩΐΰ
αβγδεζηθικλμνξοπρςτυφχψωάέήίϊΰούώ

Cyrillic

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯЁЂЃЄЅІЇЈЉЊЋЌЍЎ
абвгдежзийклмнопрстуфхцчшщъ ыьэюяёђѓєѕіїјљњћќџѠѡѢѣѤѥѦѧѨѩѪѫ

Brand Assets
Typography

Font Usage

The header text should be Coolvetica in all applications.
Sub-header must be Helvetica Neue.

The distance between the header and sub-header should be 1.5x the x-height of the header.

If there is contact information in the work, it should also be Helvetica.

The color of the texts used on the image should be adjusted to contrast with the image.

Misuse is shown on the right.



Brand Assets
Typography

Headline-Subheadline
Leading Setting

There should always be 1.5 times the x-height of the heading between the heading and subheading.

The subheading must be 2.5 times smaller than the main heading.

Headline:
Coolvetica Regular 80pt.

Lorem ipsum dolor
 sit amet.

1x x-height

Subheadline:
Helvetica Neue Regular 32 pt.

Lorem ipsum dolor sit amet.

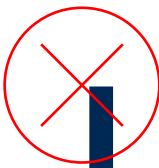
1.5x Leading

1x x-height

Bodycopy:
Helvetica Neue Light 16 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt
 ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci
 tation ullamcorper suscipit lobortis nisl ut ea commodo consequat.

1.5x Leading



Lorem ipsum dolor
 sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt
 ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci
 tation ullamcorper suscipit lobortis nisl ut ea commodo consequat.

Brand Assets
Typography

Headline-Subheadline and
Bodycopy
Leading Setting

There should always be 1.5 times the x-height of the heading between the heading and subheading.

The subheading must be 2.5 times smaller than the main heading.

There should always be 1.5 times the x-height of the subheading between the body text and the subheading.

Body text must be 2 times smaller than the subheading.

Misuse is shown on the right.

Headline:
Helvetica Neue Medium 80pt.

Lorem ipsum dolor
sit amet.

1x x-height

1.5x Leading

Subheadline:
Helvetica Neue Regular 32 pt.

Lorem ipsum dolor sit amet.

1x x-height

1.5x Leading

Bodycopy:
Helvetica Neue Light 16 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut ea commodo consequat.



Lorem ipsum dolor
sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut ea commodo consequat.

03. Color

- 03.1 Primary Colors
- 03.2 Secondary Colors
- 03.3 Usage
- 03.4 Dont's

03

Brand Assets
Color

Primary Colors

Medicana Health Group's primary colors are navy blue, turquoise and white.

These three primary colors should be used hierarchically in the logo itself, typography and graphic works.

NAVY BLUE

Pantone 295 C
CMYK: 100 - 70 - 8 - 55
RGB: 0 - 43 - 90
Hex: 0C2753

TURQUOISE

Pantone 319 C
CMYK: 67 - 0 - 23 - 0
RGB: 95 - 199 - 209
Hex: 5FC7D1

WHITE

CMYK: 0 - 0 - 0 - 0
RGB: 255 - 255 - 255
Hex: FFFFFFFF

Brand Assets
Color

Secondary Colors

Medicana Health Group's secondary colors are derived from a mix of primary hues. They are produced to stay true to the spirit of the brand. It should not be deviated from. Silver and gold colors are used in official documents that will be produced under special conditions, pantone codes given should not be exceeded.

<div>GRAY</div> <div>Pantone Cool Gray 11 C CMYK: 0 - 0 - 0 - 80 RGB: 88 - 89 - 91 Hex: 58595B</div>	<div>BLUE</div> <div>Pantone 7458 C CMYK: 59 - 21 - 14 - 0 RGB: 105 - 167 - 197 Hex: 25487C</div>	<div>LIGHT BLUE</div> <div>Pantone 7458 C CMYK: 59 - 21 - 14 - 0 RGB: 105 - 167 - 197 Hex: A2A3A6</div>	<div>SKY BLUE</div> <div>Pantone 629 C CMYK: 34 - 0 - 12 - 0 RGB: 164 - 219 - 224 Hex: A4CDD3</div>	<div>DARK CYAN</div> <div>Pantone 5473 C CMYK: 90 - 45 - 39 - 12 RGB: 0 - 109 - 128 Hex: 2E6B7E</div>	<div>SILVER</div> <div>Pantone 877 C</div>	<div>GOLD</div> <div>Pantone 871 C</div>
					<div>PRINTING SILVER</div>	<div>PRINTING GOLD</div>

Brand Assets

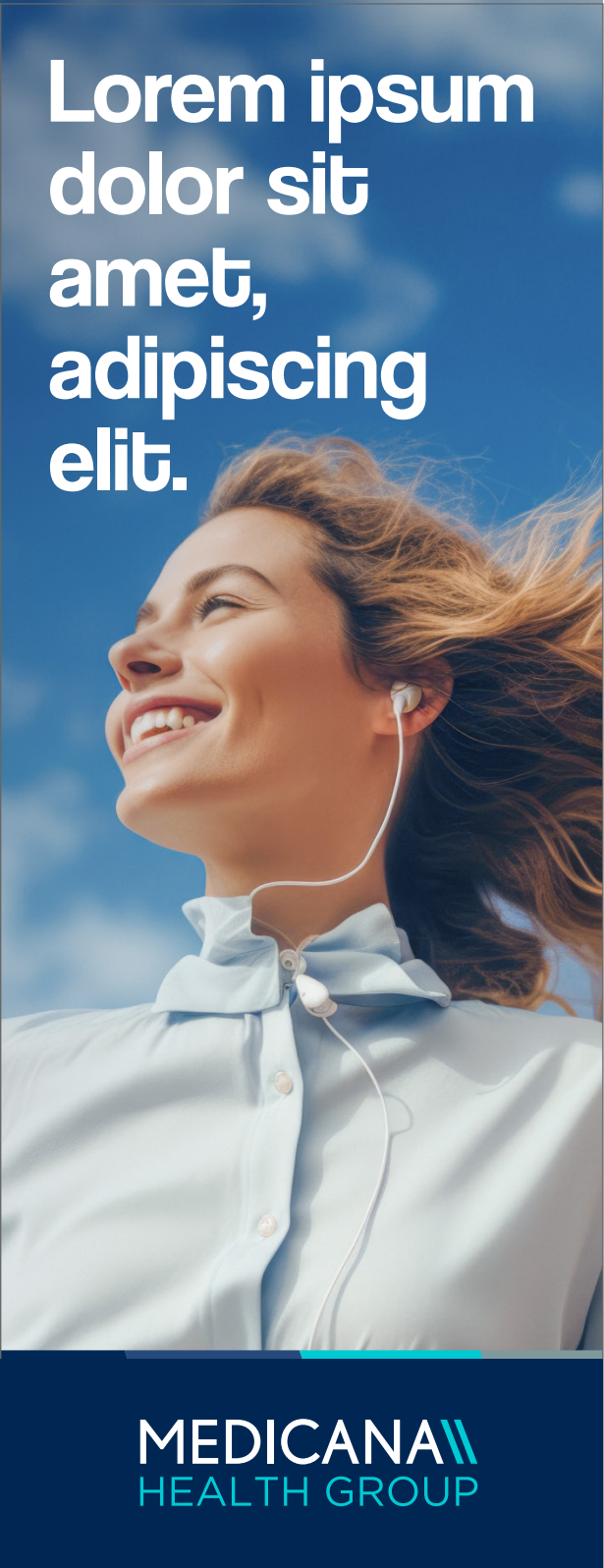
Color

Usage

The use of color in applications and graphics should always be preferred from primary colors.

In exceptional cases, secondary colors should be preferred so that they do not stand out too prominently in the hierarchy.

The use of color should always be chosen by considering constast values.



Brand Assets
Color

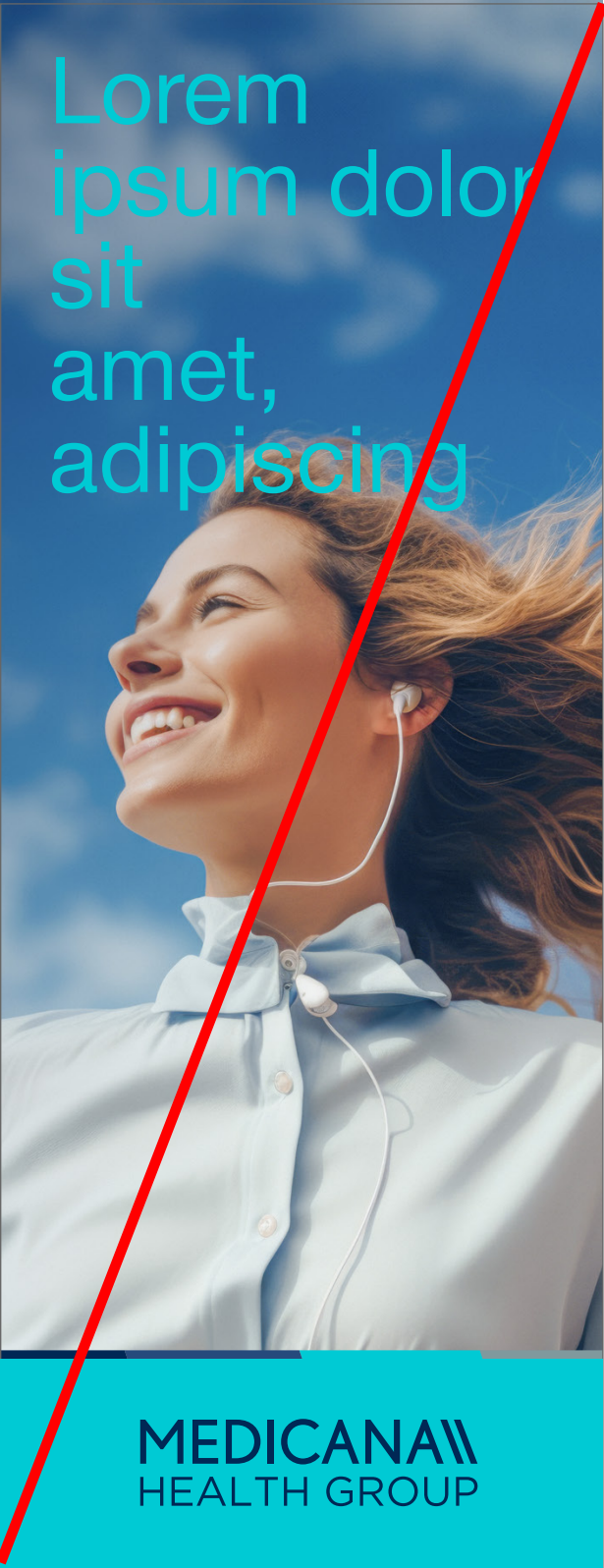
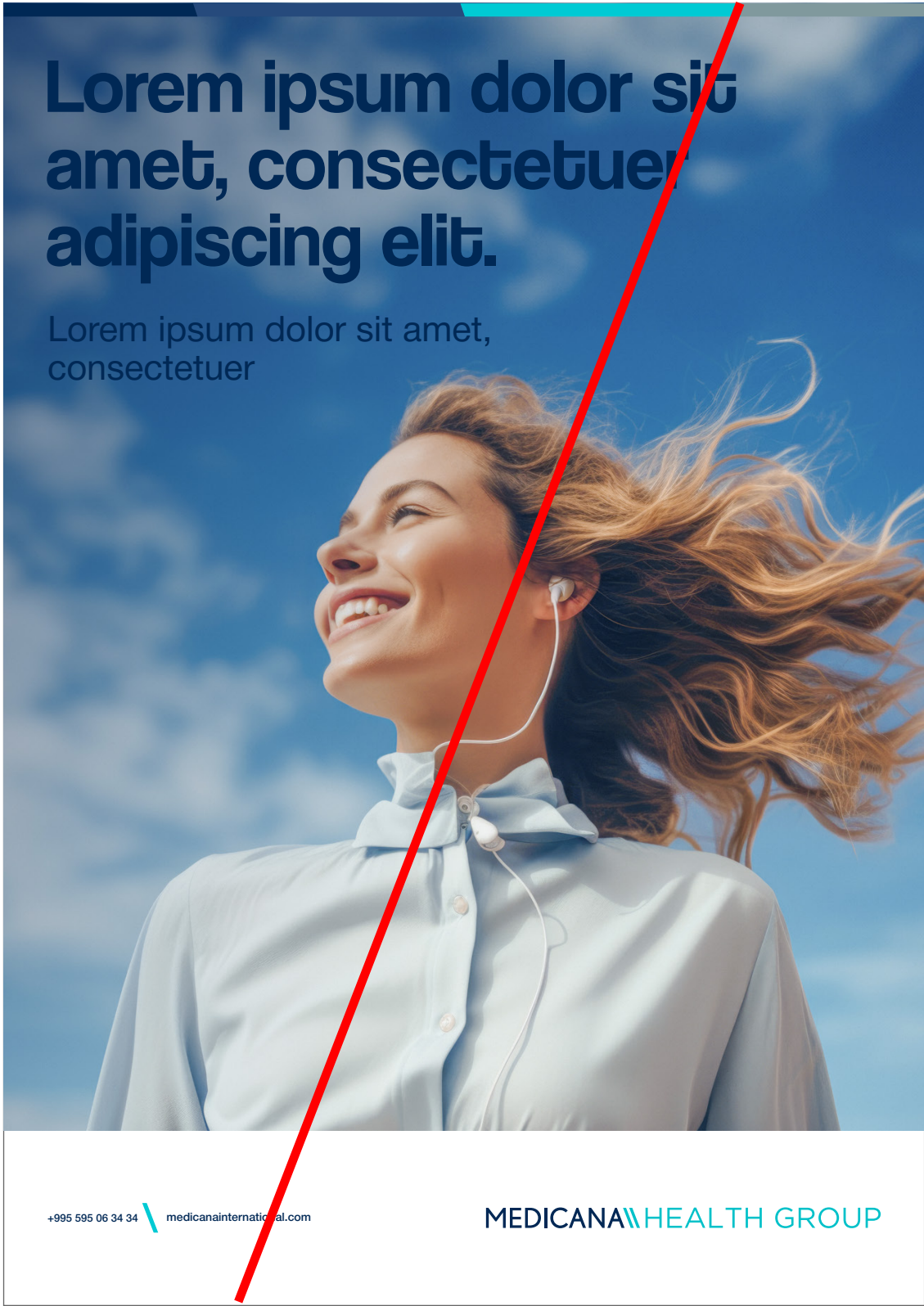
Dont's

We should never go beyond our primary and secondary colors.

The color black should not be used anywhere.

Colors that do not create contrast should not be used.

Colors that depend on the values of the brand should be used, not formally.



04 Print Documents

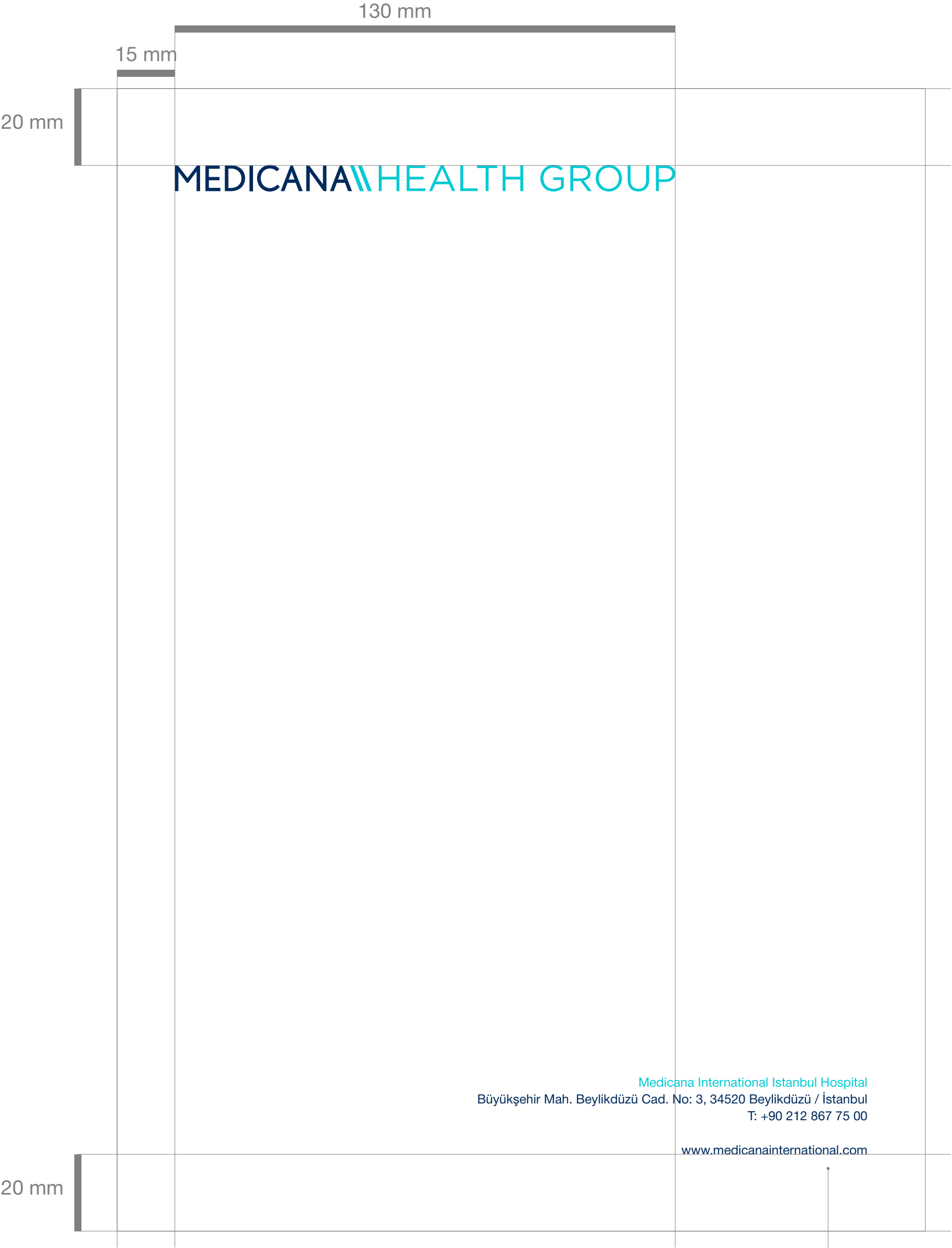
- 04.1 Letterhead
- 04.2 Business Card
- 04.3 Envelope
- 04.4 Diplomat Envelope
- 04.5 Pocket Folder
- 04.6 Envelope
- 04.7 Mail Signature
- 04.8 Enviromental Design
- 04.9 Enviromental Design
- 04.10 Pattern
- 04.11 Pattern
- 04.12 Swallow Flag
- 04.13 Table Flag
- 04.14 Press Wall / Backdrop
- 04.15 Roll Up
- 04.16 DND Card
- 04.17 Square Note
- 04.18 Badge Card / ID Card
- 04.19 Mouse Pad
- 04.20 Notebook
- 04.21 Notebook
- 04.22 Notebook
- 04.23 Notebook
- 04.24 Cardboard Bag
- 04.25 Cardboard Bag
- 04.26 Stand
- 04.27 Visual Applications
- 04.28 Visual Applications
- 04.29 Visual Applications
- 04.30 Visual Applications



Brand Assets
Print Documents

Letterhead

Size: 210 x 297 mm
Paper: 90 gr.
Color: 2 ekstra color
Font: Helvetica Regular



Brand Assets

Print Documents

Business Card

Size: 85 x 50 mm
Paper: 350 gr.
Color: 2+2 ekstra color
Font: Helvetica Regular
Coolvetica Regular (name)

The front side of the business card should be written in the language of the country where it is located and the back side should be written in English.

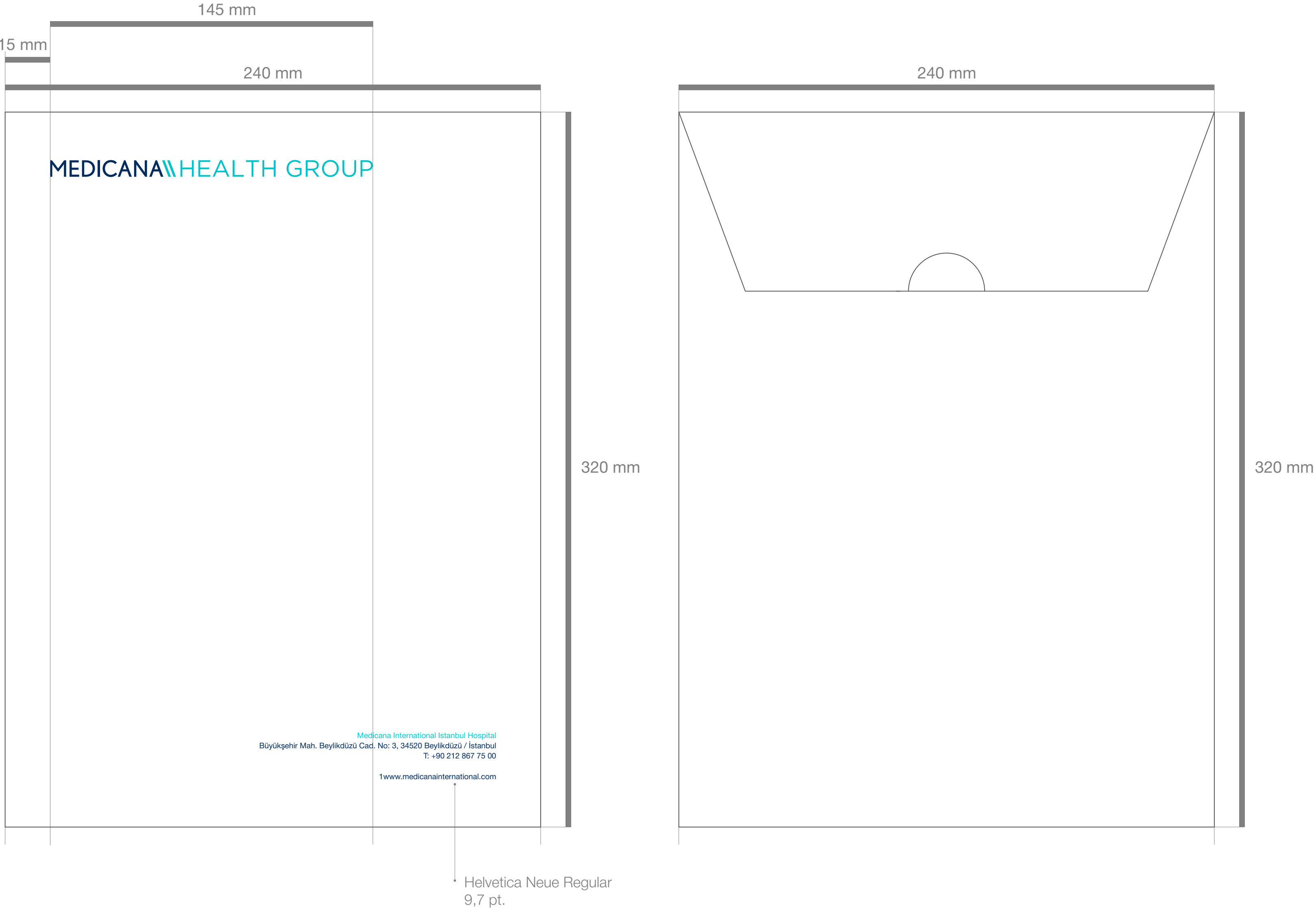
The name of the Medicana Hospital, which will appear under the name and surname section on the business card, should be written according to the country location.



Brand Assets
Print Documents

Envelope

Size: 240 x 320 mm
Paper: 110 gr.
Color: 2+0 ekstra color
Font: Helvetica Regular



Brand Assets

Print Documents

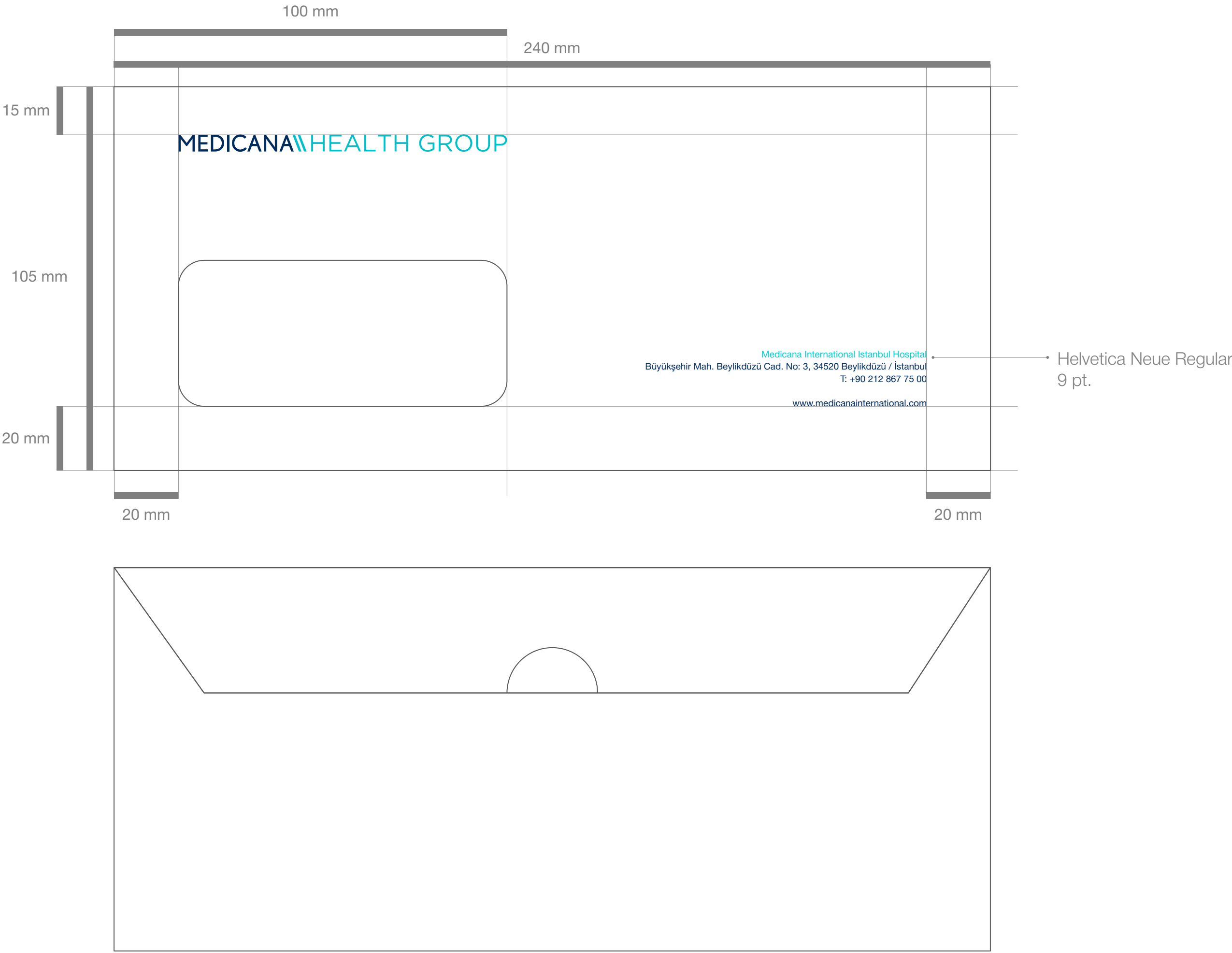
Diplomat Envelope

Size: 240 x 105 mm

Paper: 110 gr.

Color: 2+0 ekstra color

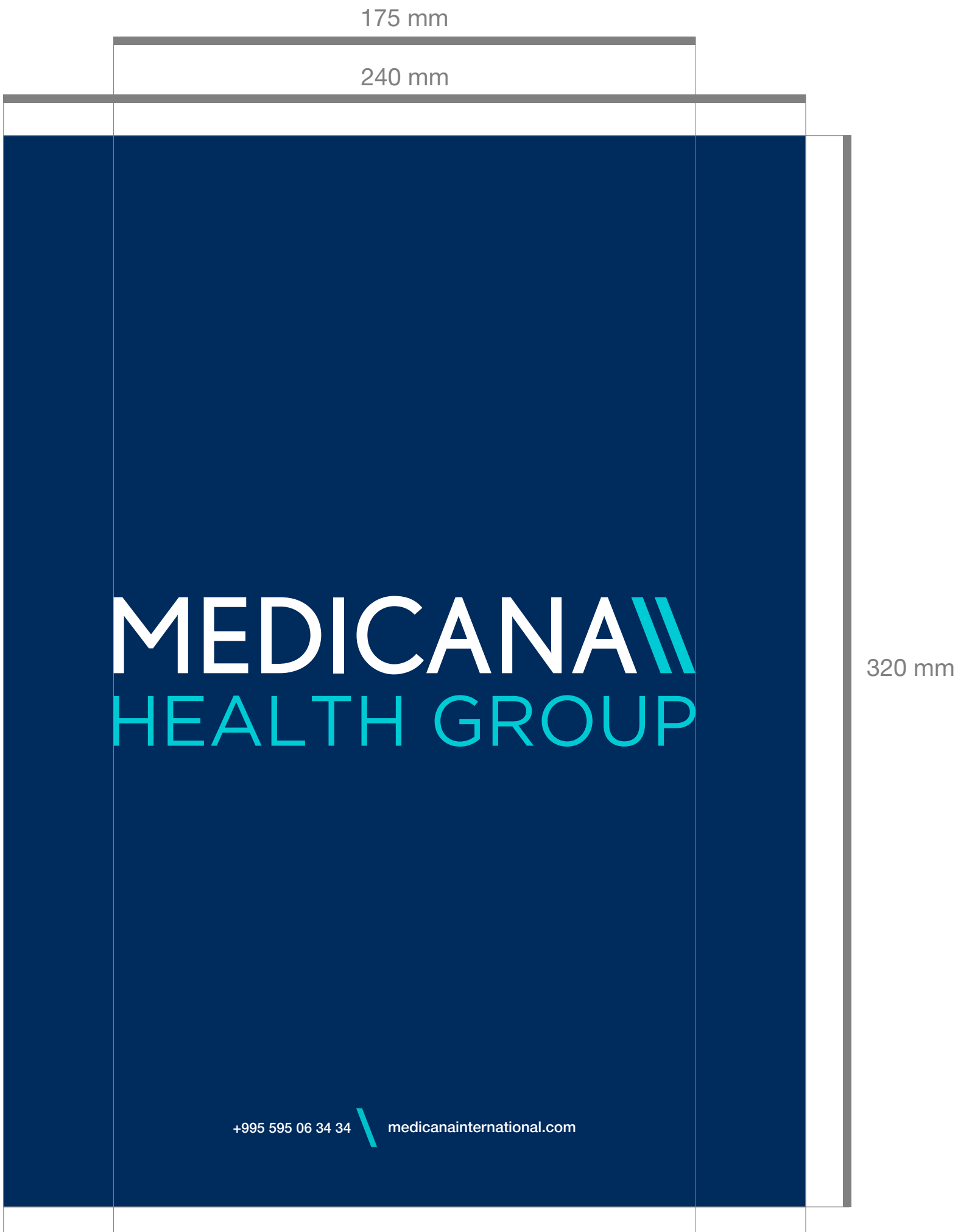
Font: Helvetica Regular

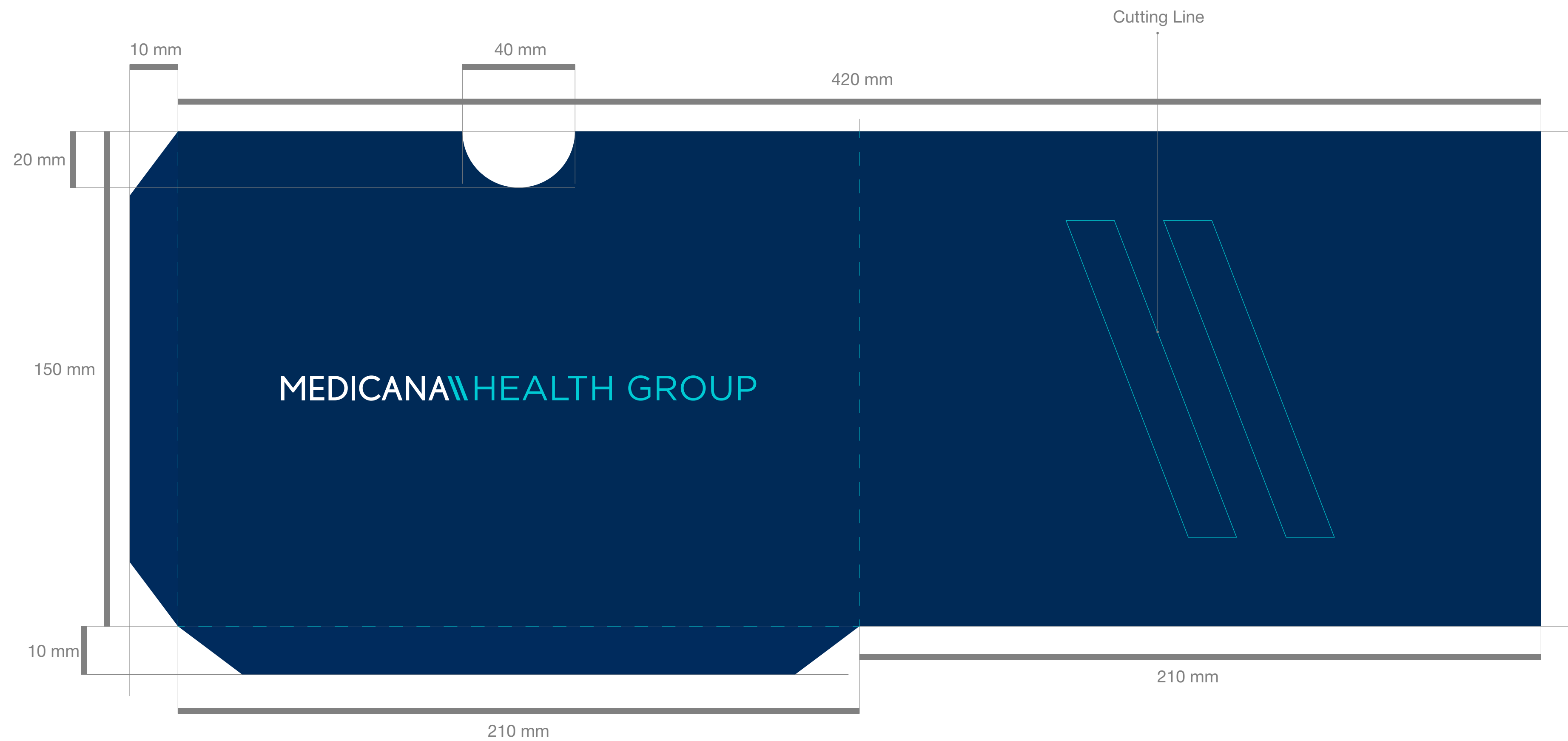


Brand Assets
Print Documents

Pocket Folder

Size: 230 x 325 mm
Paper: 350 gr.
Color: 2+0 ekstra color
Font: Helvetica Regular





Brand Assets
Print Documents

Mail Signature

Name: Coolvetica 18 pt.
Title: English - Helvetica Regular 10,7 pt.
Address: Helvetica Regular 8,5 pt.

New Message

To

Cc Bcc

Subject

Lorem ipsum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.

John Doe

MEDICANA HEALTH GROUP

Balkan Business Development Specialist

M: +90 505 519 04 33
A: Allianz Tower, Kayışdağı Cad. No: 1 34750 Ataşehir/İstanbul, Türkiye
W: www.medicanainternational.com

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HEALTH GROUP

Send

04.7

Global Identity Guidelines Version 1.0

MEDICANA HEALTH GROUP



Brand Assets
Print Documents

Environmental Design

Cardiolovascular Surgery &
Cardiology Policlinics →

Patient Admission
for SSK ↗

Laboratory →

Angiography
Units ↘

Inttensive Care
Units →

Chief
Physician →

Cafeteria ↗

Sleep Disorders
Clinic →

Physical Theraphy &
Rehabilitation ↗

Gastroentorology →

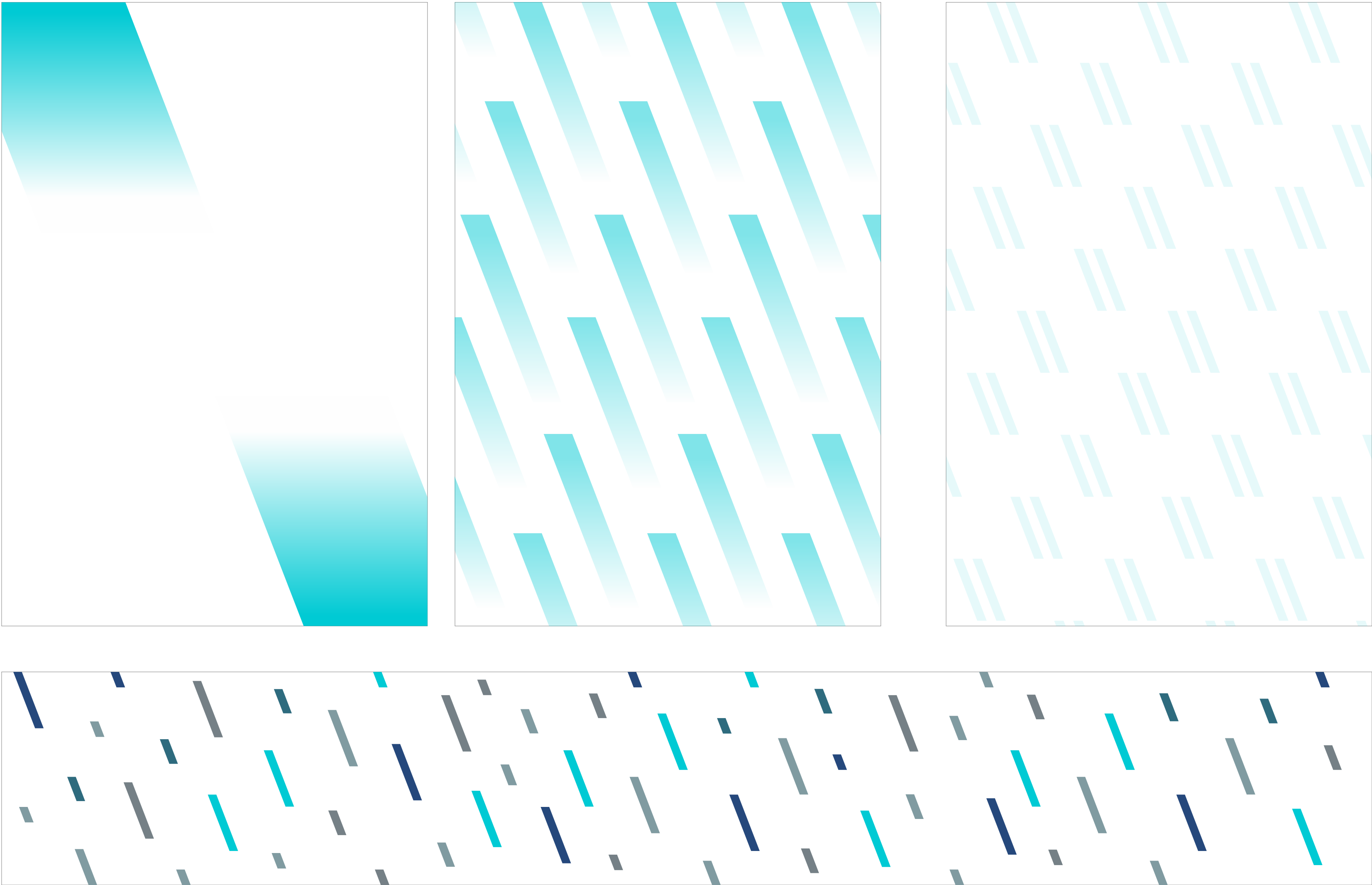
Brand Assets
Print Documents

Pattern

The formation of our brand pattern consists of different versions of our symbol. The angle of our symbol, which is 111°, must not be tampered with in any way.

The pattern can be created in different sizes by sticking to the angle of our symbol.

The colors of the pattern formed from our symbol can be created from our primary colors turquoise and white as well as secondary auxiliary colors.



Brand Assets
Print Documents

Pattern

The formation of our brand pattern consists of different versions of our symbol. The angle of our symbol, which is 111°, must not be tampered with in any way.

The pattern can be created in different sizes by sticking to the angle of our symbol.

The colors of the pattern formed from our symbol can be created from our primary colors turquoise and white as well as secondary auxiliary colors.



Brand Assets
Print Documents

Swallow Flag

Medicana Health Group's swallow flag examples consist of the key elements of the brand as stated on the page. The brand logo, the brand rhetoric and the brand pattern.

Depending on the size of the swallow flag to be used, our brand elements may vary according to the area.



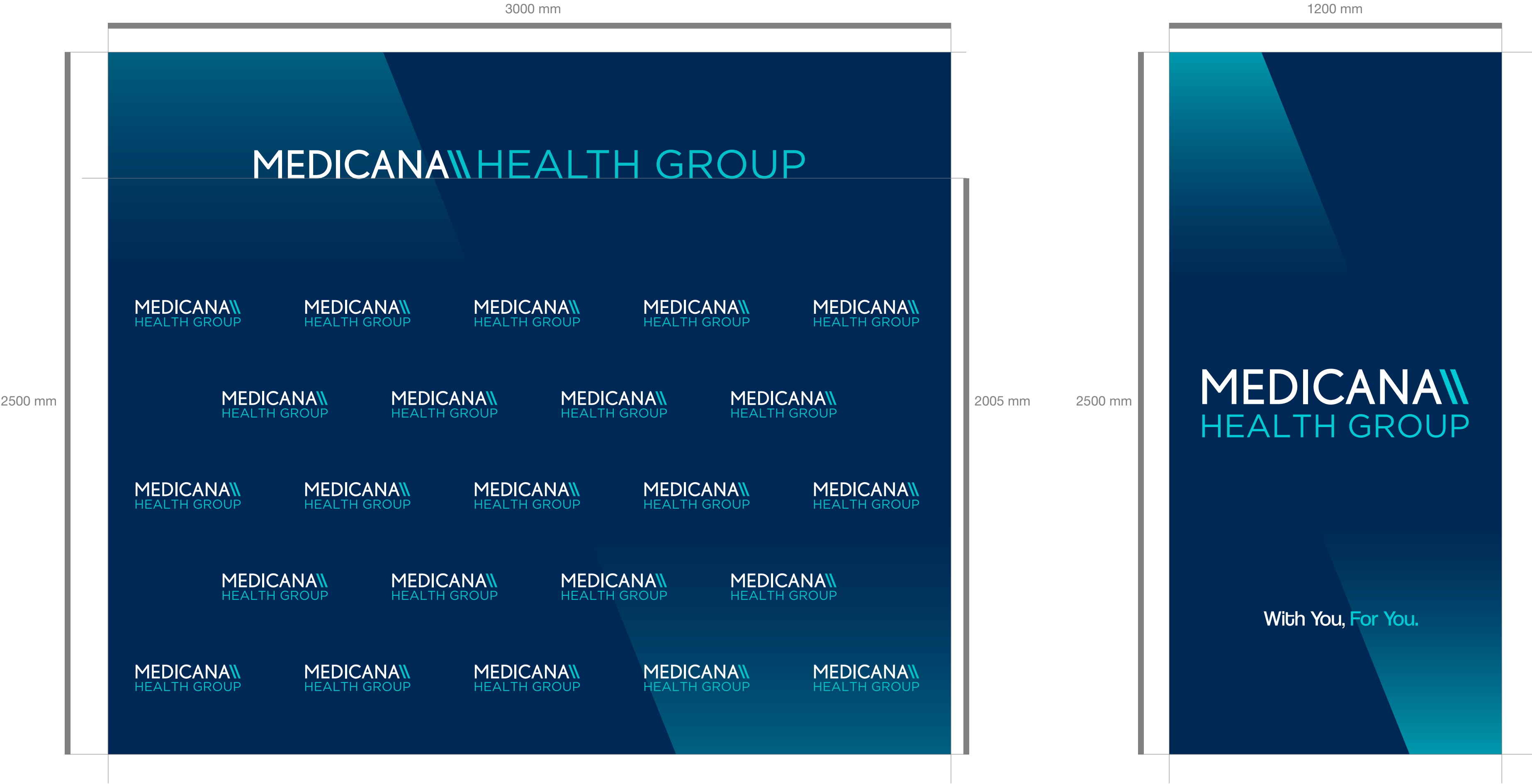
Brand Assets
Print Documents

Table Flag

Medicana Health Group's table flag examples consist of the key elements of the brand as indicated on the page. The brand logo, the brand rhetoric and the brand pattern.

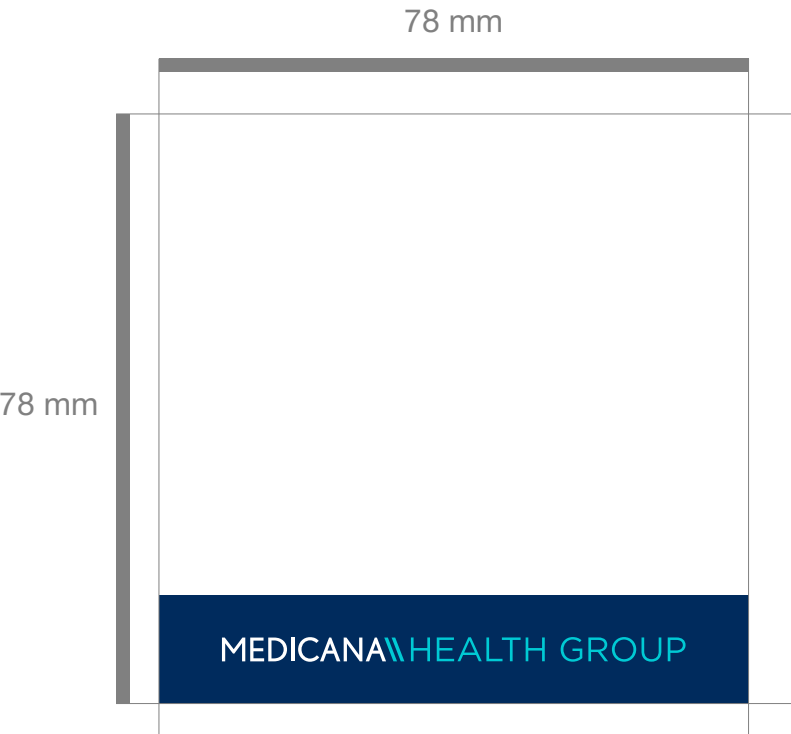
Depending on the size of the table flag to be used, our brand elements may vary according to the area.

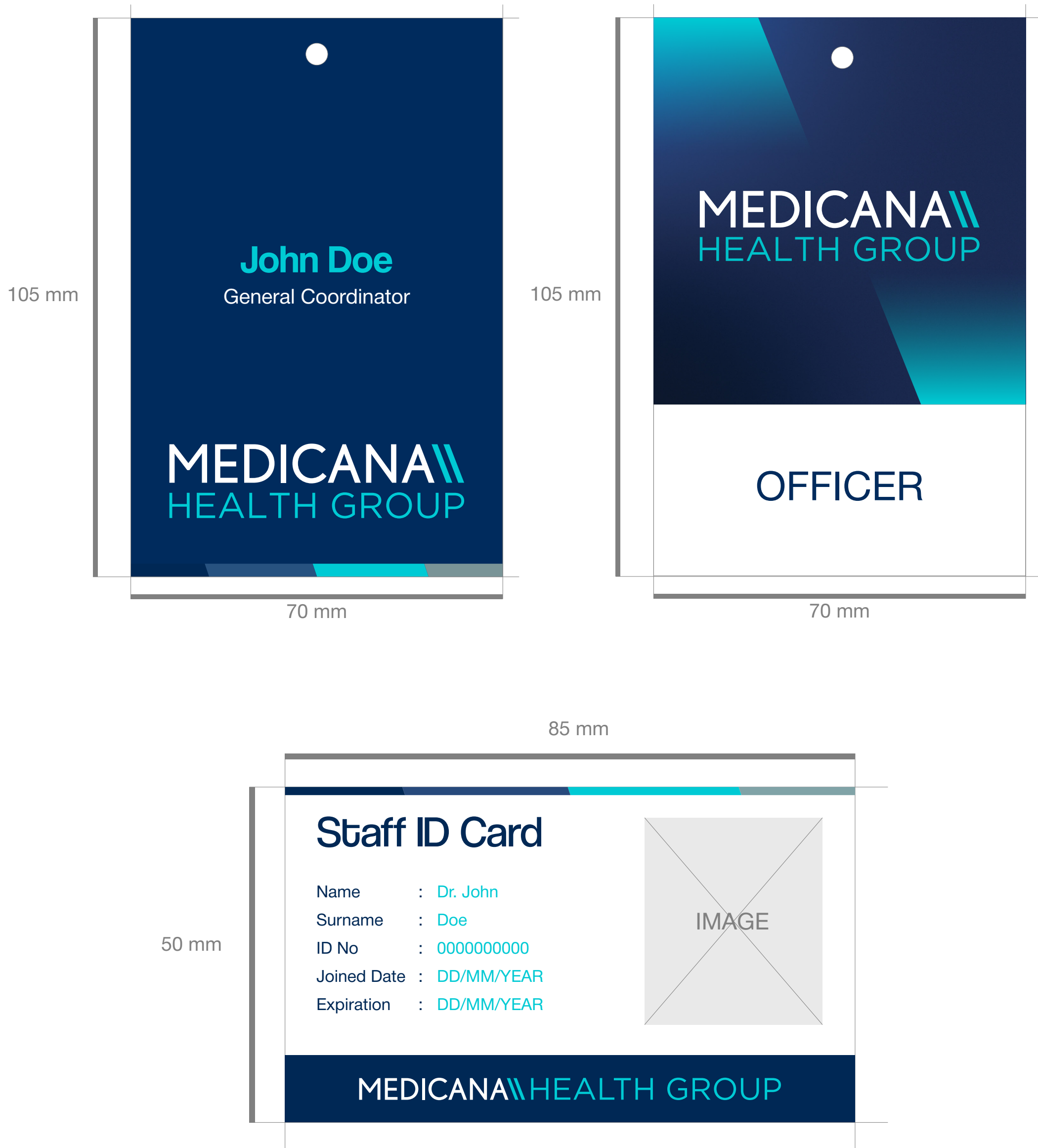






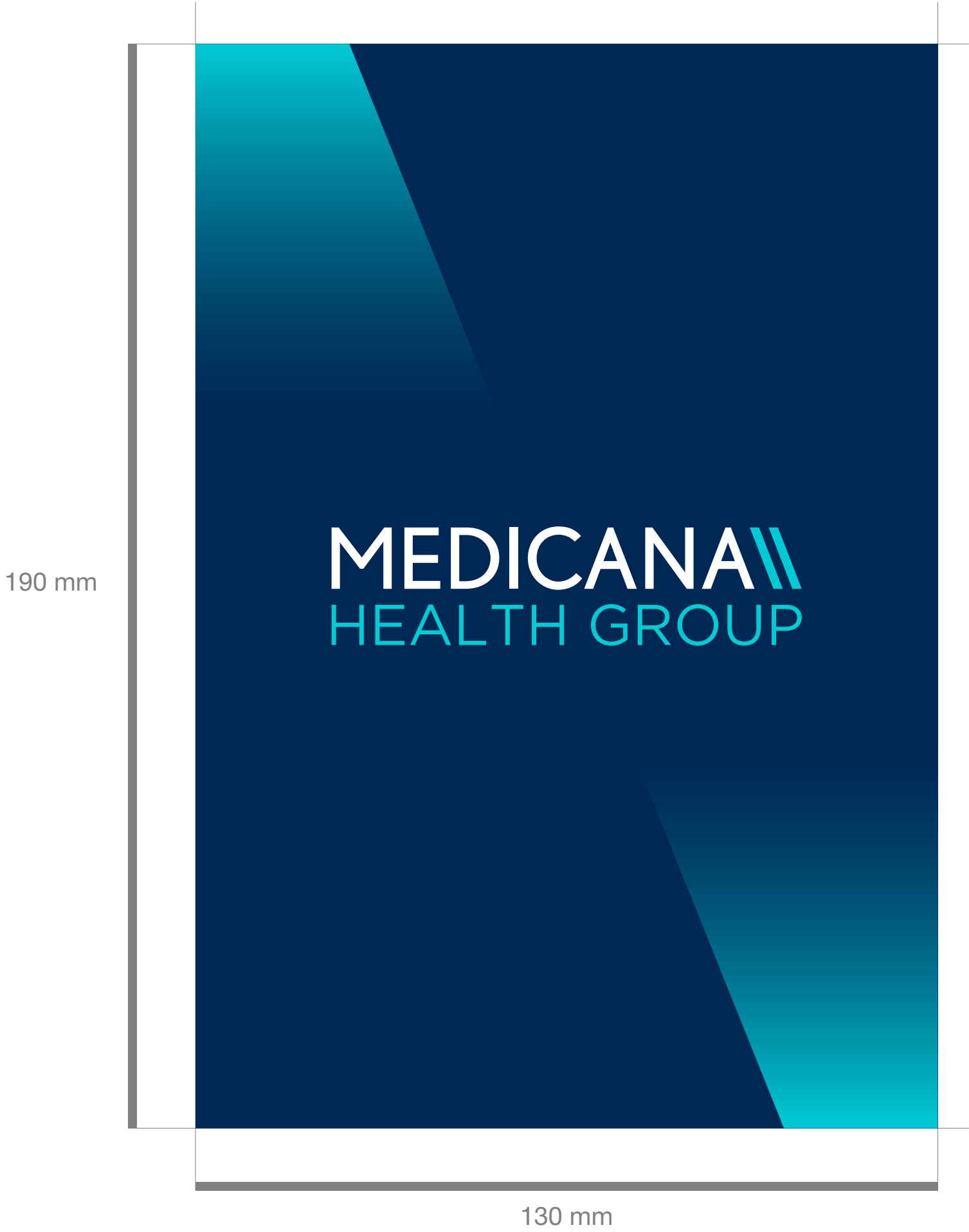






Mouse Pad







Brand Assets
Print Documents

Notebook



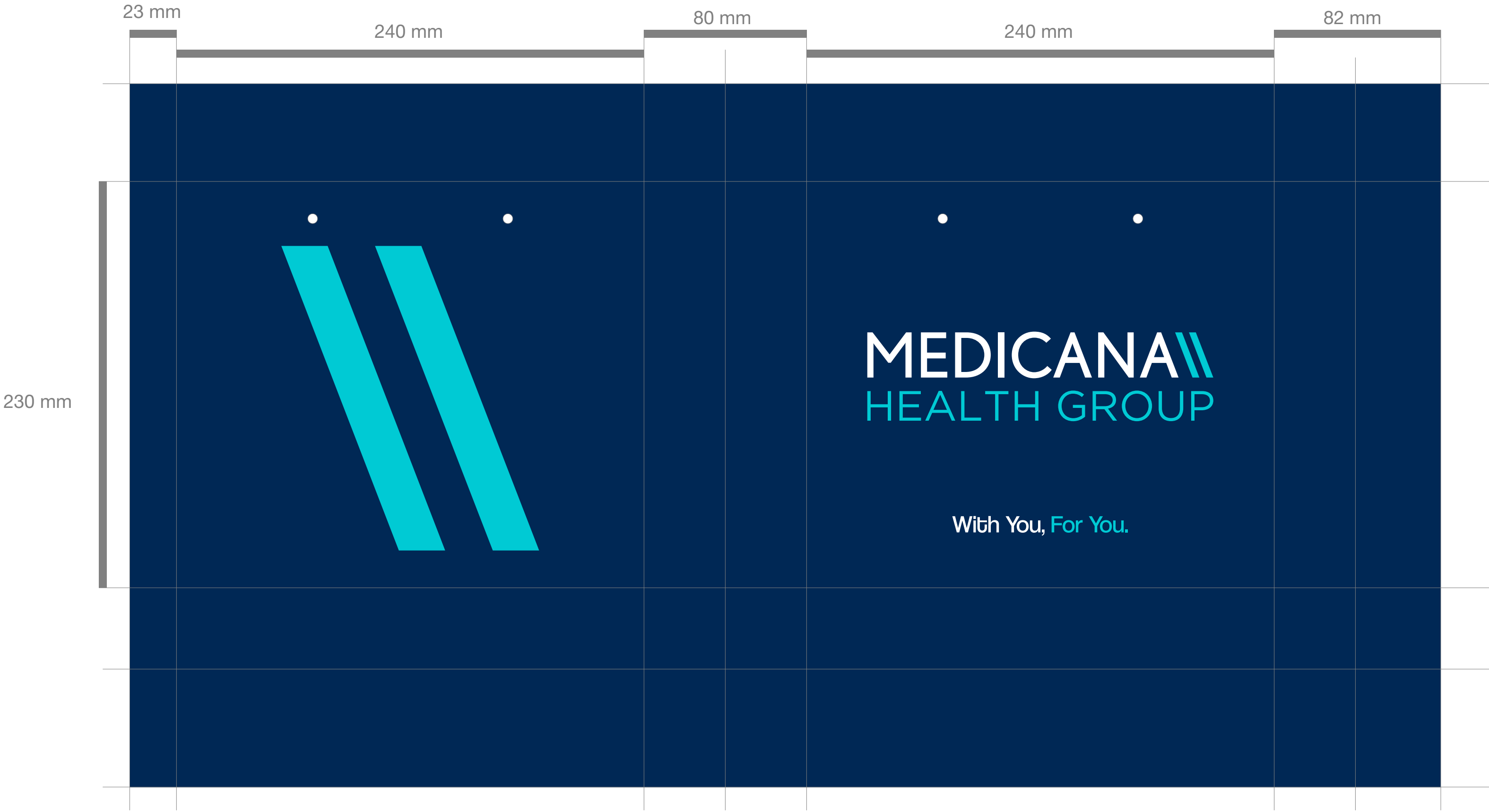


Brand Assets
Print Documents

Cardboard Bag



Cardboard Bag





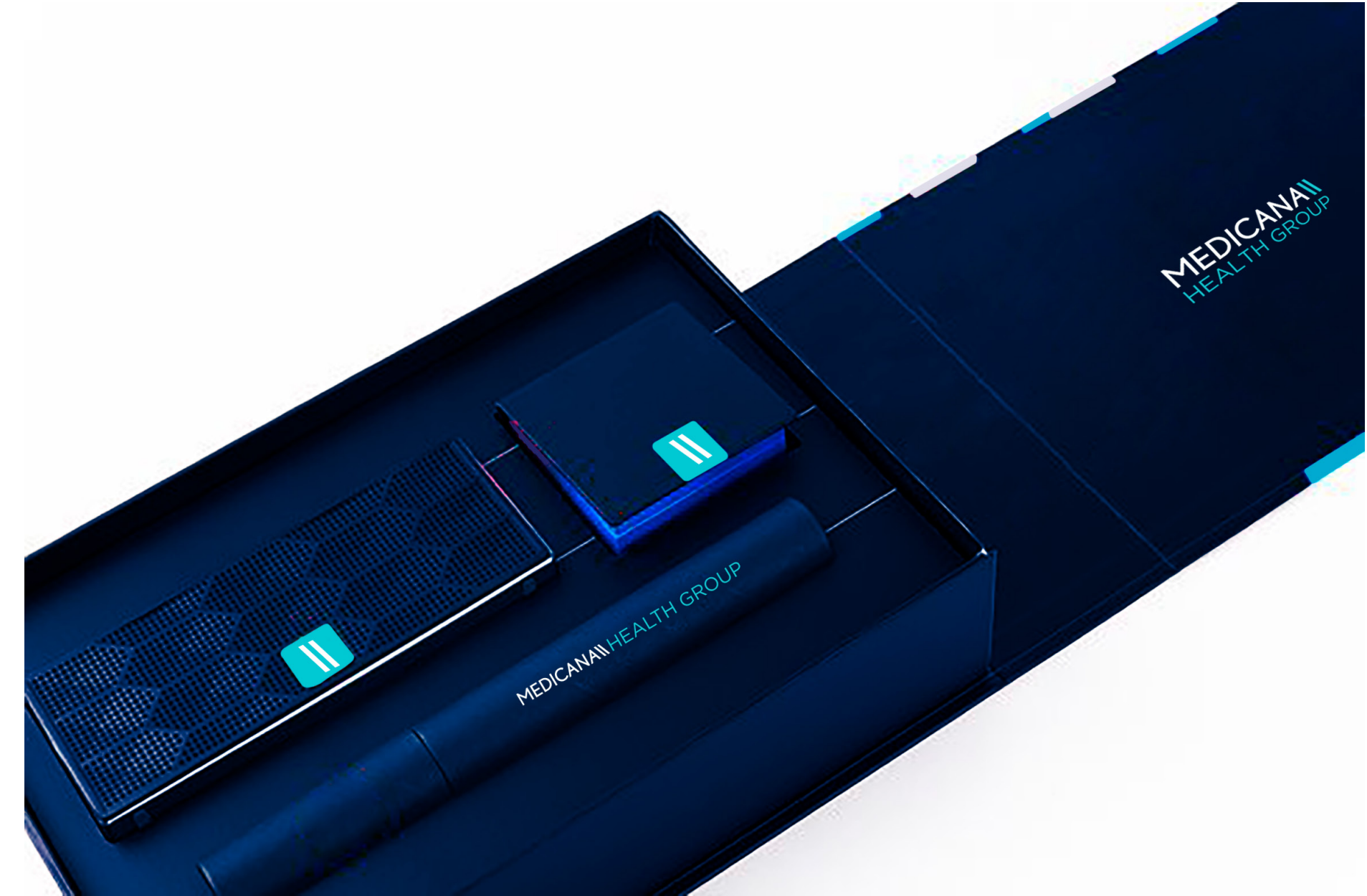
Brand Assets
Print Documents

Visual Applications



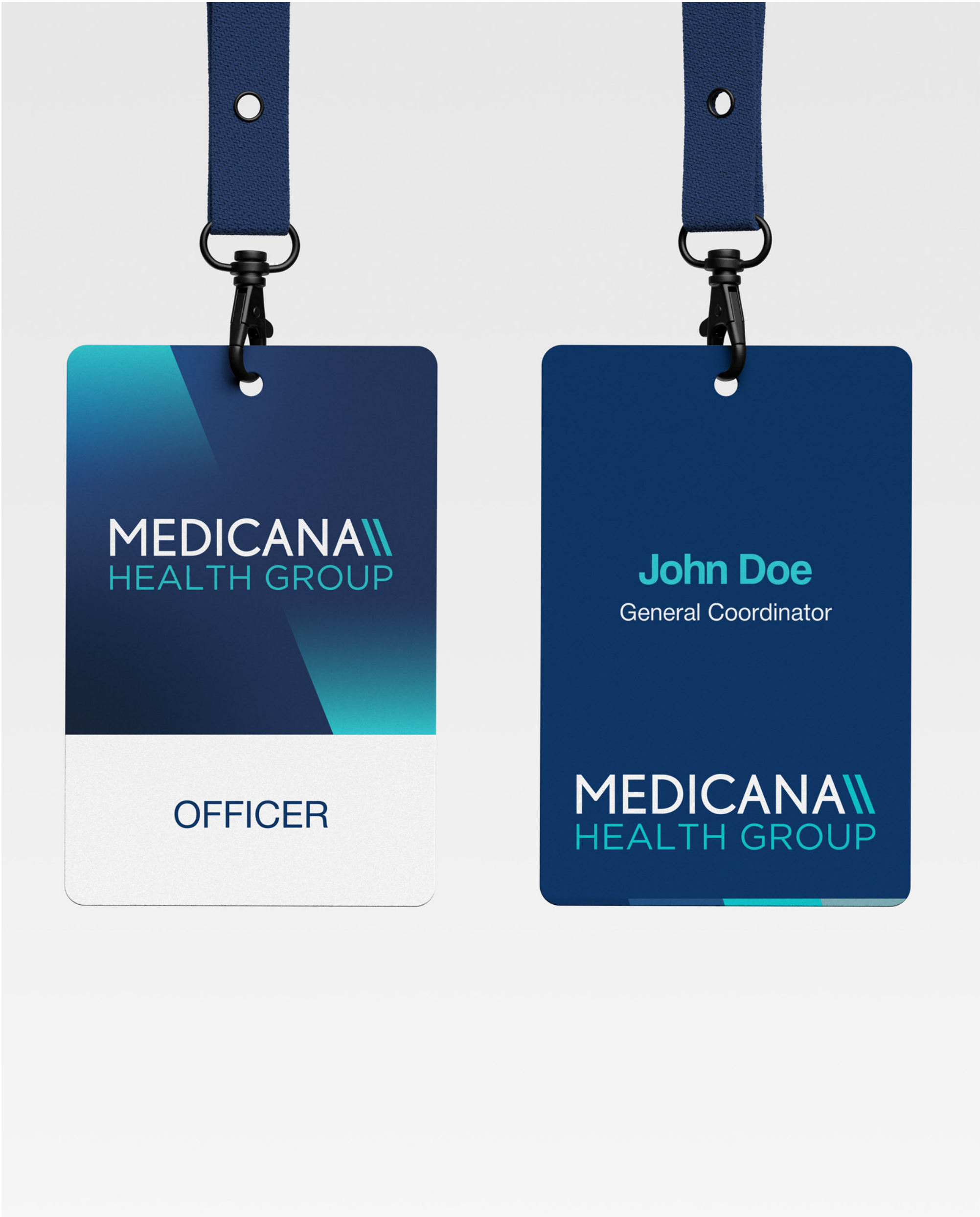
Brand Assets
Print Documents

Visual Applications



Brand Assets
Print Documents

Visual Applications



Brand Assets
Print Documents

Visual Applications



05. Image Style

- 05.1 Overview
- 05.2 With You, For You
- 05.3 Focus
- 05.4 Lifestyle Images
- 05.5 Color Calibration
- 05.6 Dont's
- 05.7 Composition
- 05.8 People

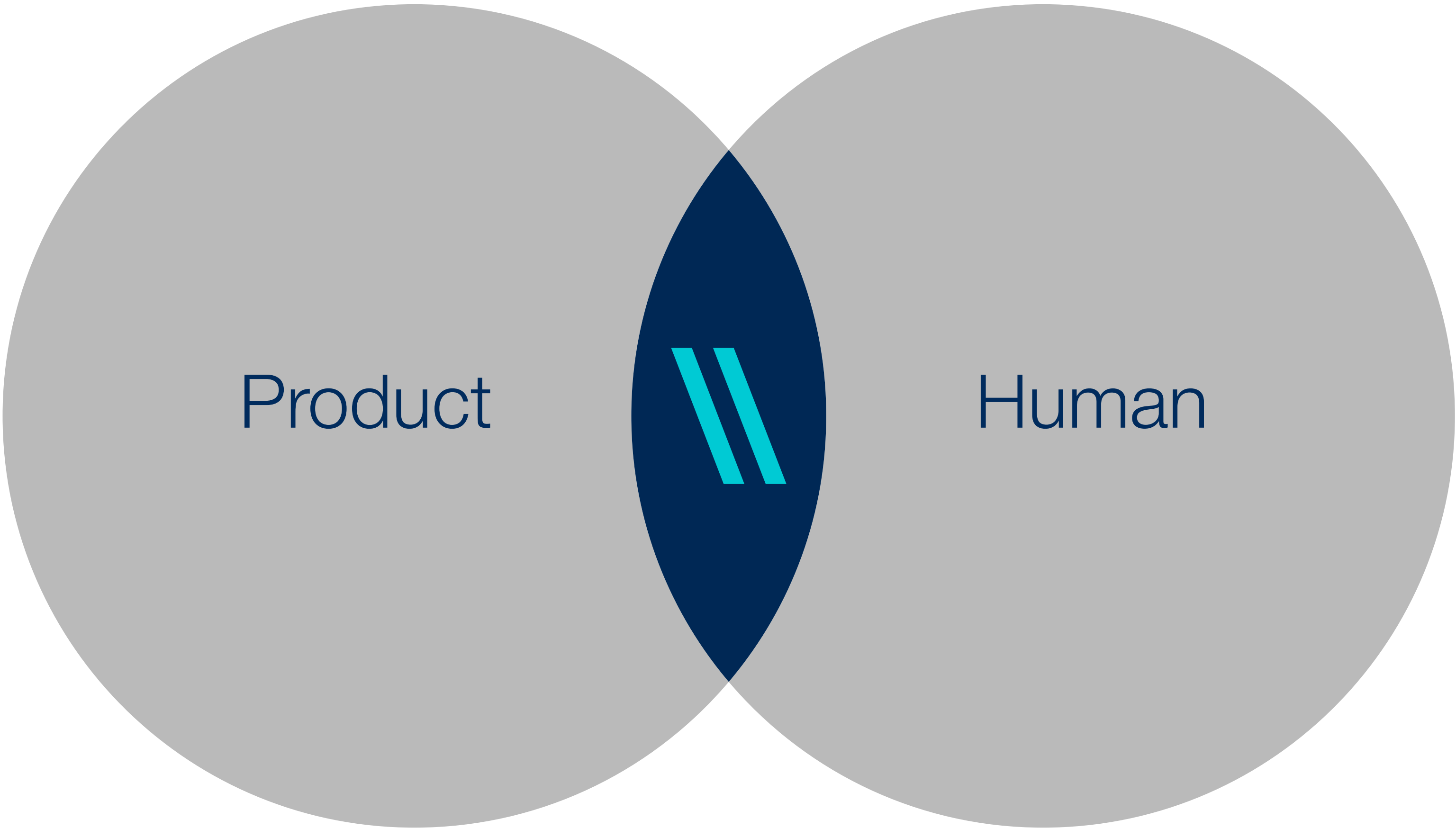


Brand Assets
Image Style

Overview

We are a natural part of the lives of the people we are with and we capture these stories and moments through our photography.

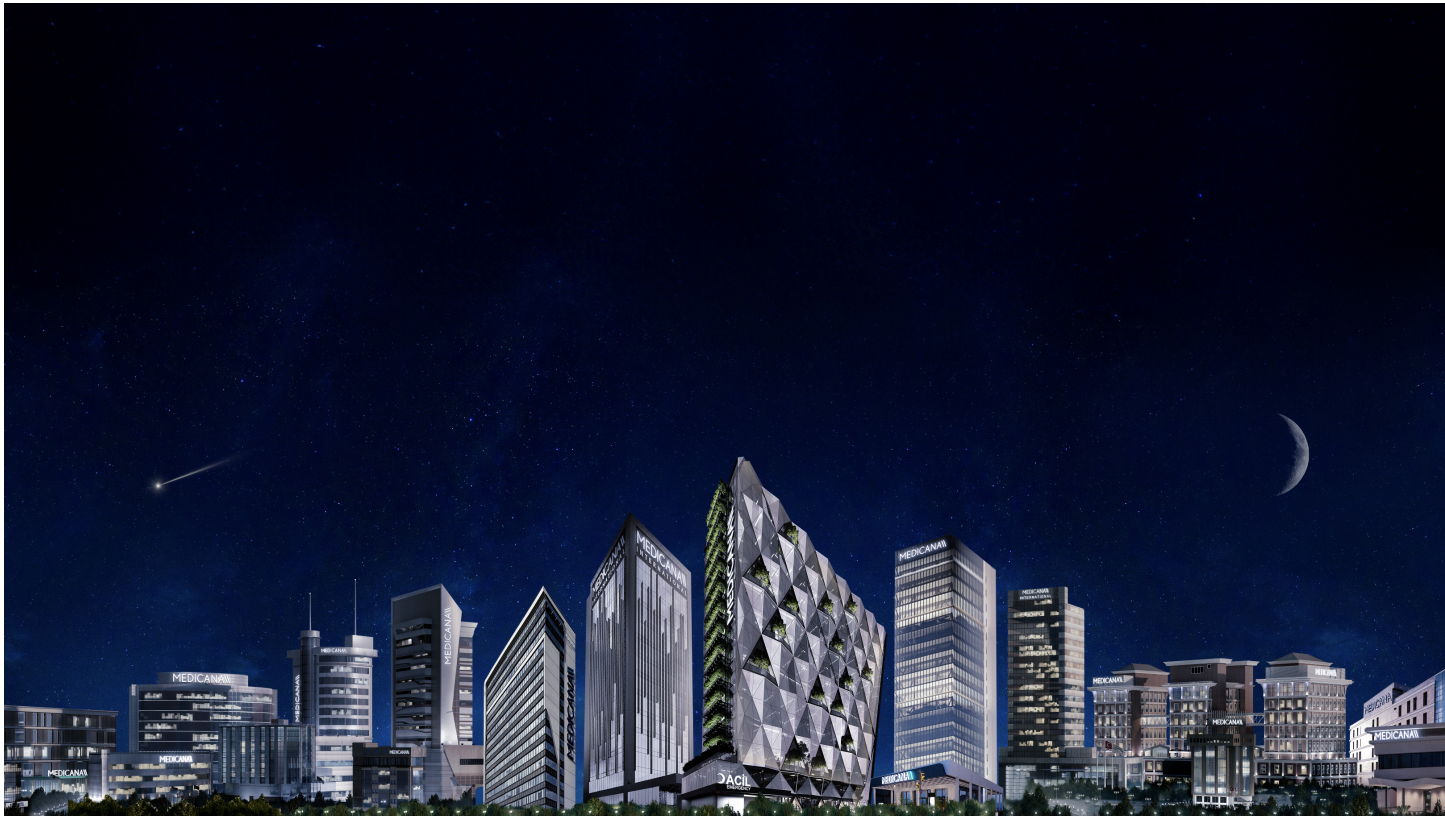
Whether it's product-focused photography or more lifestyle-oriented editorial photography, our photos connect with our customers all over the world as they not only showcase the product, but always represent an aspect of a happy, healthy lifestyle.



Brand Assets
Image Style

With You, For You

The value we attach to people is our source of inspiration on our journey with them. Concepts that form the basis of a healthy life by embracing our unity with people, which is our sine qua non. we show it all the time.



Brand Assets
Image Style

Focus

What we need to focus on in our visual world can sometimes change, but it is important not to stray from the stated focal points. People, product, experience, technology and us.



Focus on the moment.

Meanings, values and moments. Considering not only the visual story, but also the sounds, flavors and textures of the experience.



Focusing on experience.

Natural light, openness, a sense of positivity and experience. Being active and powerful in stories. Creating strong compositions and perspectives.



Not forgetting the small details.

Precision defines the right visuals. Pay attention to details, don't forget the little things. Find opportunities to draw attention to moments or objects that may be overlooked.

Brand Assets
Image Style

Lifestyle Images

Our real life solutions with character and warmth are always a natural part of the story. We need to show a happy, healthy life and support it with our product.

It is important to choose images that refer to our colors.

Three main criteria determine our images:

Tell a story.
Capture real and believable moments in people's lives.

Keep it real - with character.
Locations, talent and lighting should always feel spontaneous, authentic and natural. Consider movement, unique angles and exciting perspectives to create energetic images.

Create natural warmth and depth.
Use natural lighting concepts that match the Medicana color scheme and bring out the rich texture of surfaces and materials.



Brand Assets
Image Style

Color Calibration

Regardless of the content of the photographs used, the color settings must not be outside Medicana's color settings.

Whether stock images or Medicana's own photos, if they are not suitable for our colors, color adjustments must be made.



Brand Assets
Image Style

Dont's

The Medicana image style is not artificial, abstract or cold. No exaggerated, artificial, low resolution, bloody images, photos of unhappy people.



Brand Assets
Image Style

Composition

Every detail of the composition is very important in visual uses.

Do's and don'ts are indicated on the page.

Lighting



Do

Create single, directional light sources that illuminate the image naturally. Make the back of the frame brighter than the side facing the viewer to make the image more natural.

Don't

Avoid artificial impression with exaggerated sunlight. Strong sunlight behind the subject creates severe lens flare. If you frame the entire image at the same brightness levels, this creates an artificial look and feel.

Color Tone



Do

Use the Medicana colorpalette in a subtlebut eye-catching way.

Don't

Don't use artificial coloring. Don't use cold, poorly framed images that are far from Medicana colors.

Perspective



Do

Create depth. Direct the eye to the message. Establish a far-close relationship in visuals.

Don't

Don't use flat or artificial images without depth.

Brand Assets
Image Style

People

People's posture, mood, behavior and style are very important for brand impression in visual uses.

Do's and don'ts are indicated on the page.

Cast



Do

Use happy, authentic, healthy, sympathetic, reliable personalities.

Don't

Don't use unhappy, inauthentic, unhealthy, unreliable, over-exaggerated personalities.

Attitude



Do

Use people with a positive attitude who always look happy and healthy.

Don't

Do not use images of people who are stressed, tense, nervous, angry, or in a fake demeanor.

Style



Do

Use people in casual, sporty, understated clothes.

Don't

Don't use people in overly extravagant, too colorful, shabby clothes.

06. Graphic System

- 06.1 Overview
- 06.2 Placement
- 06.3 Placement
- 06.4 Placement
- 06.5 Placement
- 06.6 Placement
- 06.7 Placement
- 06.8 Placement
- 06.9 Doctor Promotion Placement
- 06.10 Doctor Promotion Placement
- 06.11 Special Day Placement
- 06.12 Interview Placement
- 06.13 Branch Work Placement
- 06.14 Sponsorship Placement
- 06.15 Overview
- 06.16 Visual Applications

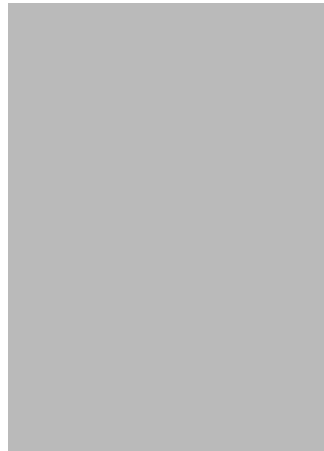


Brand Assets
Graphic System

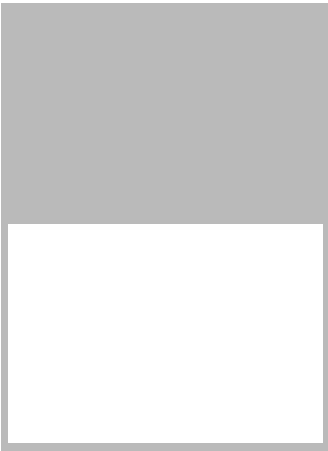
Overview

The dimensions specified for the preparation of advertising and publication visuals in printed and digital areas are shown on the page in a certain standard.

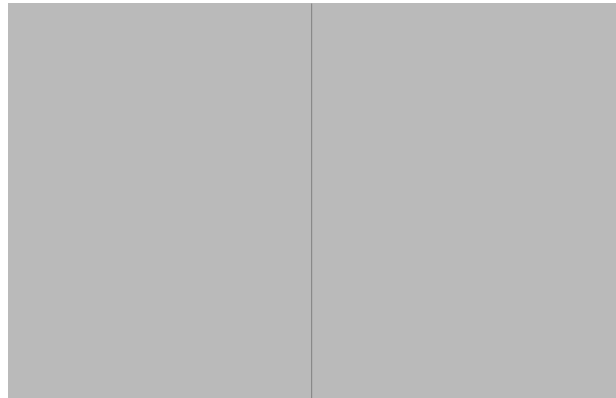
Ads



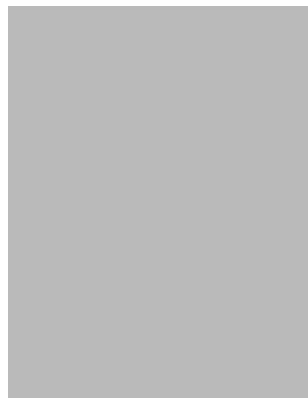
A3 Portrait
420 x 297 mm



A4 Landscape
297 x 210 mm



Double Page
440 x 285 mm



Single Page
220 x 285 mm

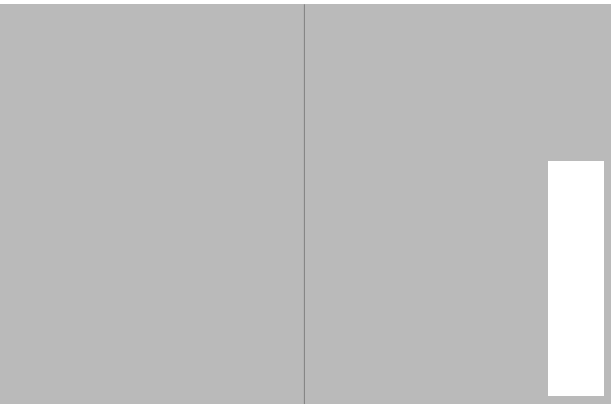
Indoor



A5
210 x 148 mm



Three-column
135 x 280 mm



Single column
45 x 180 mm

Outdoor



96 sheet
12000 x 3000 mm



64 sheet
8000 x 3000 mm



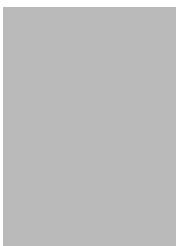
Bus shelter
1200 x 1800 mm



48 sheet
6000 x 3000 mm



Large Poster
4000 x 3000 mm

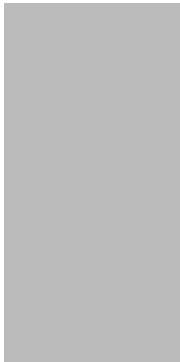


A1
594 x 841 mm



A2
420 x 594 mm

Web



16:9
1080 x 1920 px.



Square
1080 x 1080 px.



Skyscraper
160 x 600 px.



Rectangle
300 x 250 px.



Leaderboard
728 x 90 px.



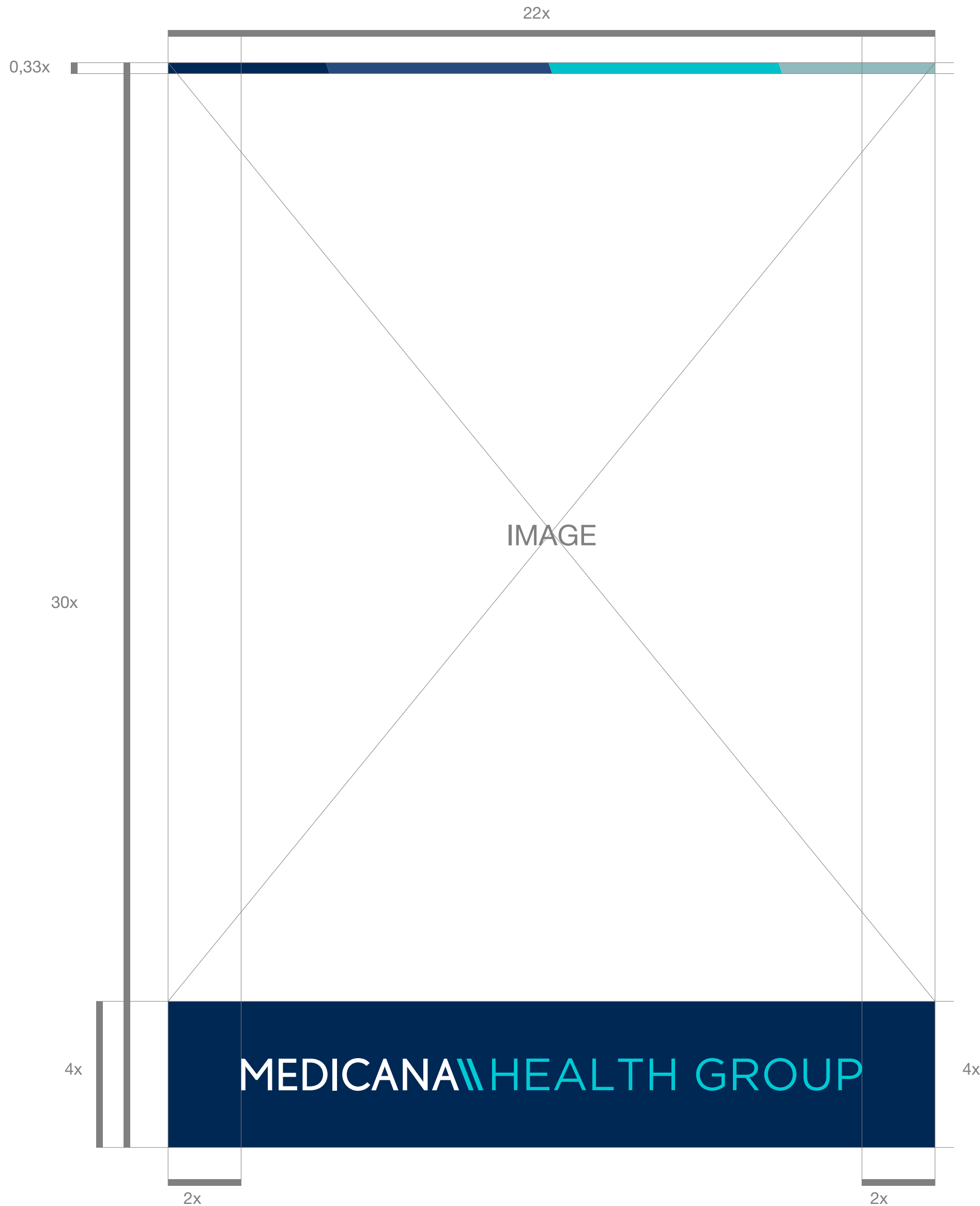
Billboard
970 x 250 px.

Brand Assets
Graphic System

Placement

In the format used, the banding is fixed at the bottom and the image is used at the top. At the top of the page, a thin band in the colors of the brand and our emblem angle should be used.

The text on the image should contrast with the image for readability.

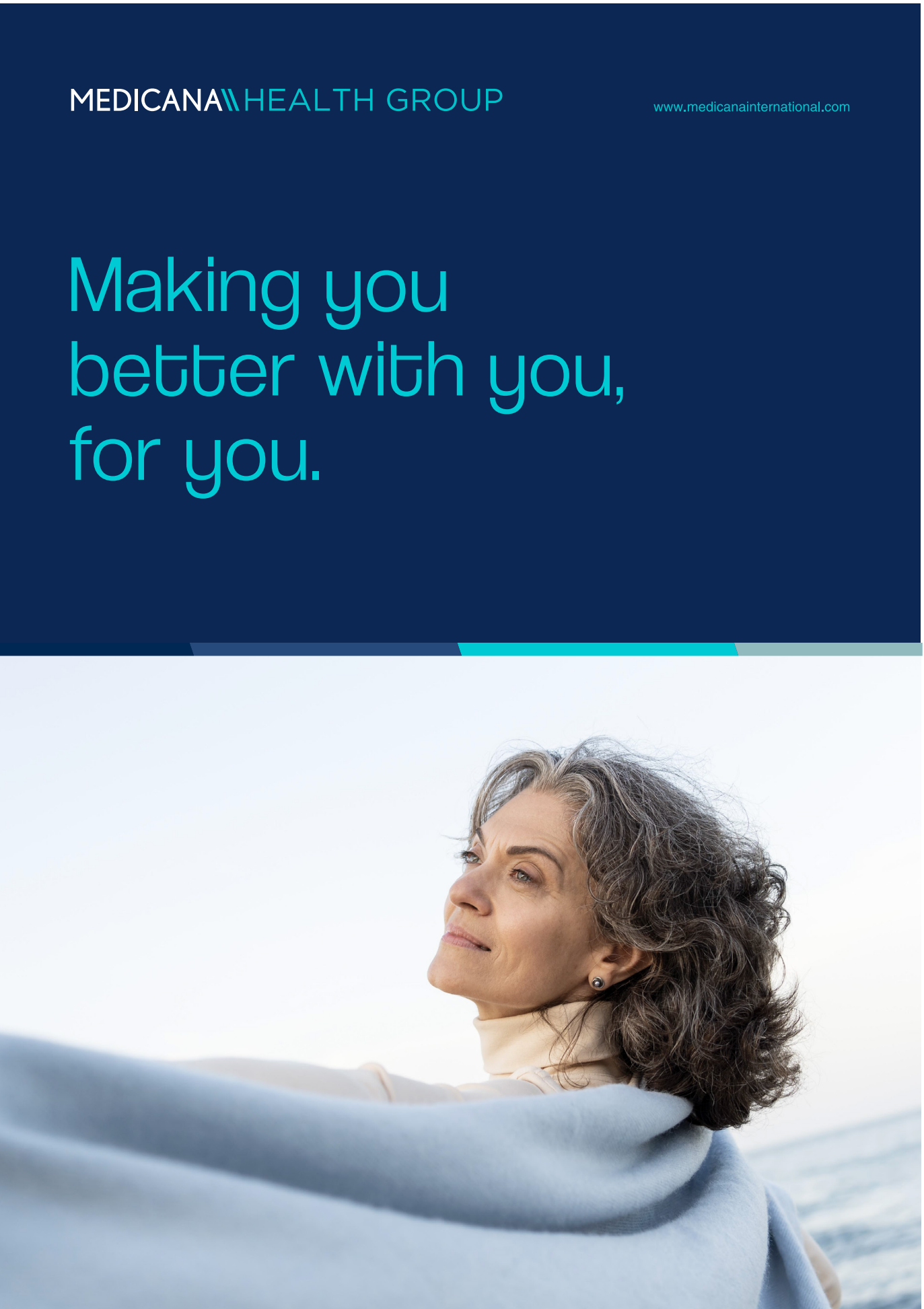
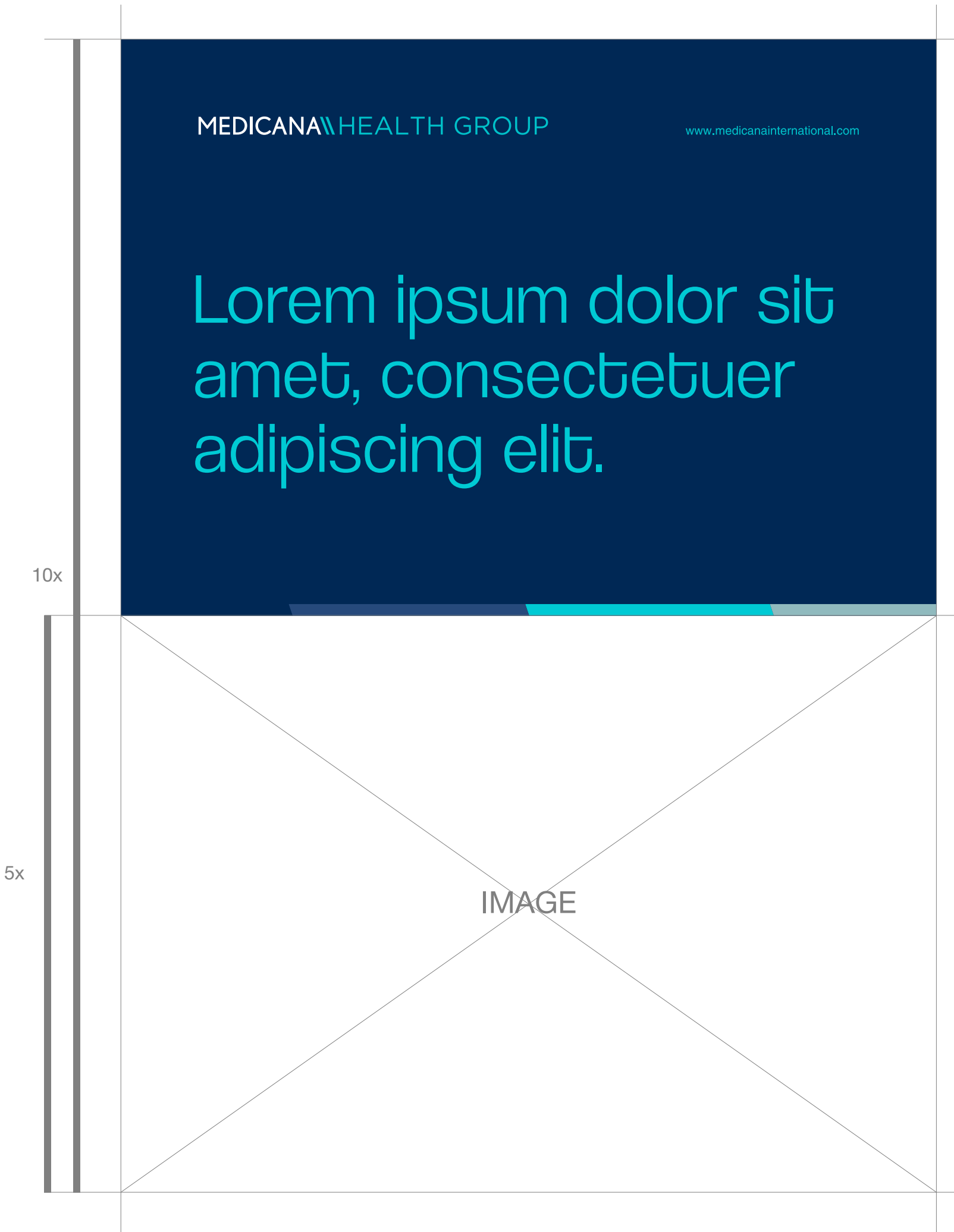


Brand Assets
Graphic System

Placement

In the format used; no tape is used and the logo and contact information are used at the top. Turquoise text on a blue background with a thin band below it and an image at the bottom of the page.

The pattern on the image should be positioned so as not to cover the visual message.



Brand Assets
Graphic System

Placement

In the format used; no tape is used and the logo and contact information are used at the top. Turquoise text on a blue background with a thin band below it and an image at the bottom of the page.

The pattern on the image should be positioned so as not to cover the visual message.



Brand Assets
Graphic System

Placement

In the format used; no tape is used and the logo and contact information are used at the top. Turquoise text on a blue background with a thin band below it and an image at the bottom of the page.

The pattern on the image should be positioned so as not to cover the visual message.

What's good for mosquito bites?

- If you don't throw away the tea bags after you've drank tea and store them in the refrigerator, you can use them as a cooling and soothing itch relief method for mosquito bites.
- You can tear off a piece of the leaves of the aloe vera plants you grow at home and apply the natural gel inside to the area where the allergic reaction occurs.
- You can apply crushed garlic, which you can dilute with natural oils such as coconut, on the red and itchy area. Garlic's antiviral effect disinfects the area where the fly bites and helps it heal faster.
- Basil can eliminate the itching and allergic effects of mosquito bites. Rubbing the swollen area with a few basil leaves will be refreshing and relaxing.

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MEDICANA\\HEALTH GROUP

MEDICANA\\HEALTH GROUP

With You, For You.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur

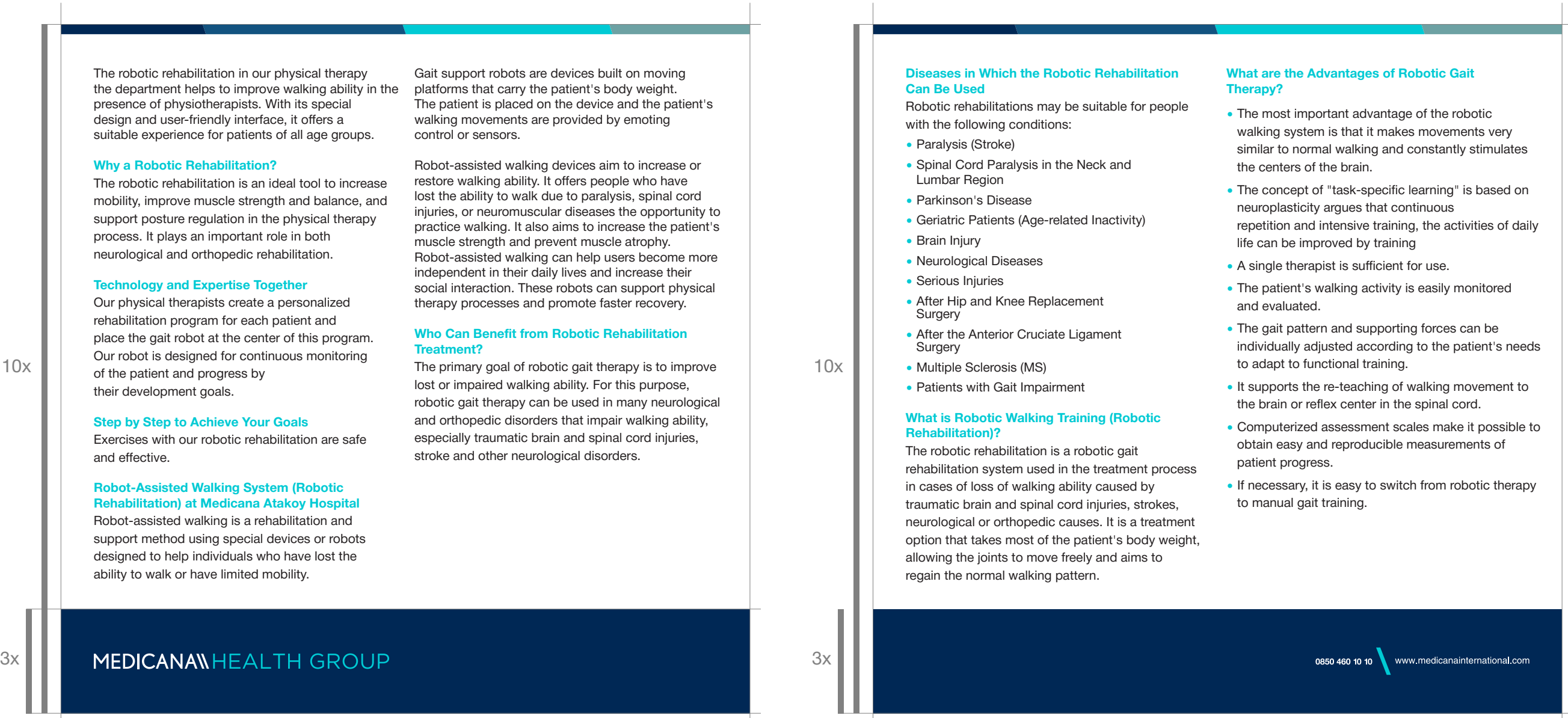
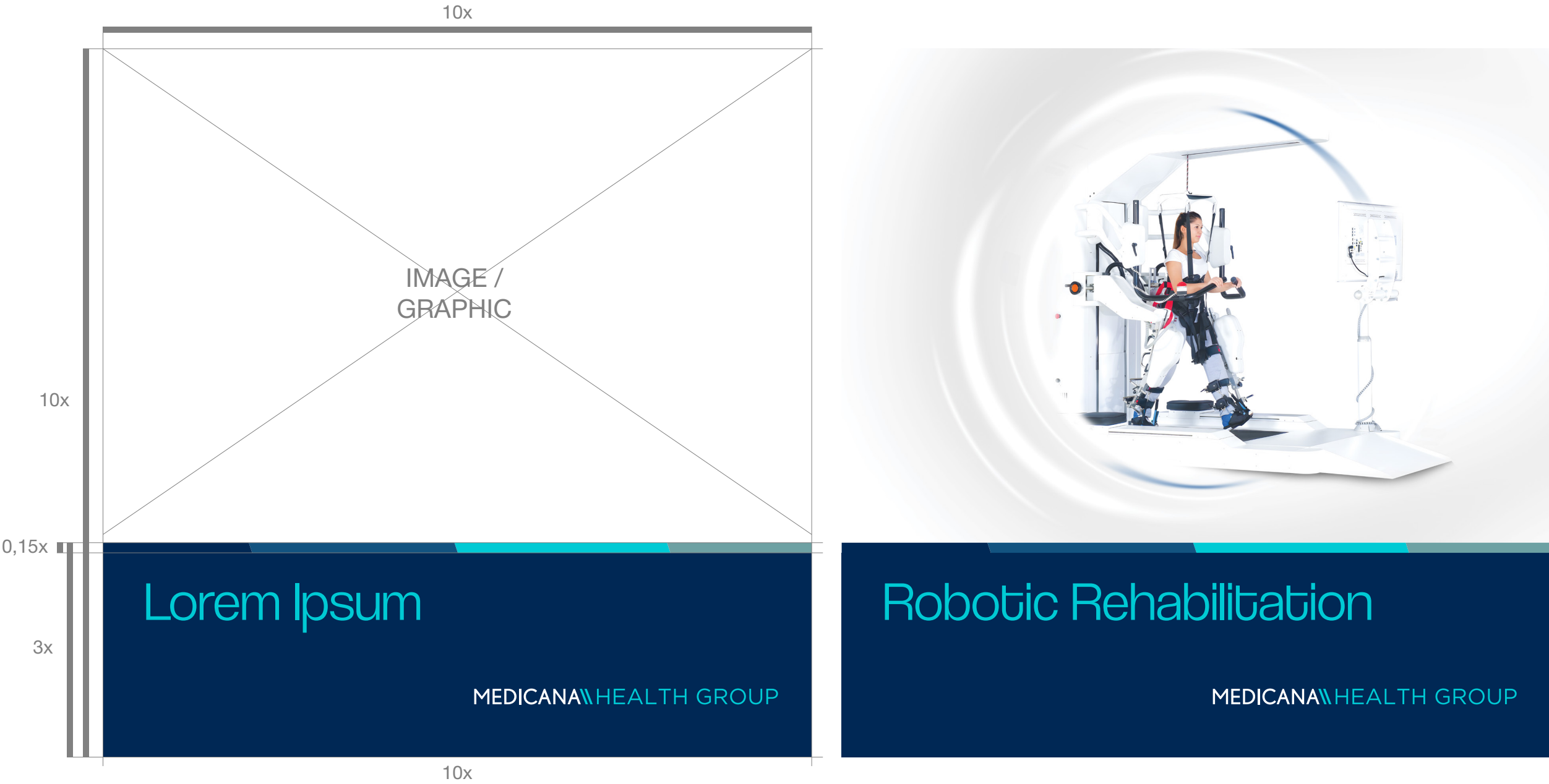
MEDICANA\\HEALTH GROUP

Brand Assets
Graphic System

Placement

In the format used; no tape is used and the logo and contact information are used at the top. Turquoise text on a blue background with a thin band below it and an image at the bottom of the page.

The pattern on the image should be positioned so as not to cover the visual message.



Brand Assets
Graphic System

Placement

In the format used, the banding is fixed at the bottom and the image is used at the top. At the top of the page, a thin band in the colors of the brand and our emblem angle should be used.

The text on the image should contrast with the image for readability.



Brand Assets
Graphic System

Placement

In the format used; Since we will have a limited selection of photographs due to the narrow space, the objects should not be lost, they should be in the foreground and we have to show our logo in the most accurate and large way. The area used under the logo must be the same as the emblem angle and should not cover the photo.

The text used should contrast with the image and should not cover the image.



Brand Assets
Graphic System

Doctor Promotion
Placement

In the graphic system, which is a subject of visual style, the layout should be faithful to the layout and the grid system should be organized correctly. In the use of bands, the specified dimensions of the layout system should be adhered to. This grid system also affects the use of typography.



Brand Assets
Graphic System

Doctor Promotion
Placement

In the graphic system, which is a subject of visual style, the layout should be faithful to the layout and the grid system should be organized correctly. In the use of bands, the specified dimensions of the layout system should be adhered to. This grid system also affects the use of typography.



Hello,
I'm Assoc. Prof. Dr. John Doe
I'm at Medicana for you.

At Medicana, we care about your health and are proud to support you in the light of science and technology. Emergency Service Specialist Assoc. Prof. Dr. John Doe is with you at Medicana Zincirlikuyu Hospital.

PROFESSIONAL INTERESTS

- Disaster Medicine and Management
- Basic Life Support
- Trauma Management
- COVID-19 Pandemic

+995 595 06 34 34 www.medicanainternational.com

MEDICANAHEALTH GROUP

Brand Assets
Graphic System

Special Day
Placement

In the graphic system, which is a subject of visual style, the layout should be faithful to the layout and the grid system should be organized correctly. In the use of bands, the specified dimensions of the layout system should be adhered to. This grid system also affects the use of typography.

0,33x

30x

World Midwife's Day

Lorem ipsum dolor sit amet,consectetuer adipiscing elit.

4x

+995 595 06 34 34

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MEDICANAHEALTH GROUP

0,33x

30x

National Doctor's Day

Lorem ipsum dolor sit amet,consectetuer adipiscing elit.

4x

+995 595 06 34 34

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Brand Assets
Graphic System

Interview
Placement

In the graphic system, which is a subject of visual style, the layout should be faithful to the layout and the grid system should be organized correctly. In the use of bands, the specified dimensions of the layout system should be adhered to. This grid system also affects the use of typography.

0,33x

Live Surgery Series

We Discuss Spine (Thoracolumbar) Deformities!

Medicana Atasehir Hospital hosts Neurosurgeons and Neurosurgeons. We invite you to this valuable surgical experience.

11 May 2024 | Medicana Ataşehir Hospital

IMAGE

John Doe

General Coordinator

IMAGE

John Doe

General Coordinator

IMAGE

John Doe

General Coordinator

IMAGE

John Doe

General Coordinator

SCIENTIFIC PROGRAM

08.15-08.45 Lorem Ipsum

08.15-08.45 Lorem Ipsum

Session 1: Basic Principles - John Doe

08.15-08.45 Lorem Ipsum

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Session 1: Basic Principles - John Doe

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Session 1: Basic Principles - John Doe

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08.15-08.45 Lorem Ipsum

4x

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0,33x

IMAGE

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30x

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Session 1: Basic Principles - John Doe

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+995 595 06 34 34

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Brand Assets
Graphic System

Branch Work
Placement

In the graphic system, which is a subject of visual style, the layout should be faithful to the layout and the grid system should be organized correctly. In the use of bands, the specified dimensions of the layout system should be adhered to. This grid system also affects the use of typography.

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06.13

Global Identity Guidelines Version 1.0

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Sponsorship Placement

06.14



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Brand Assets
Graphic System

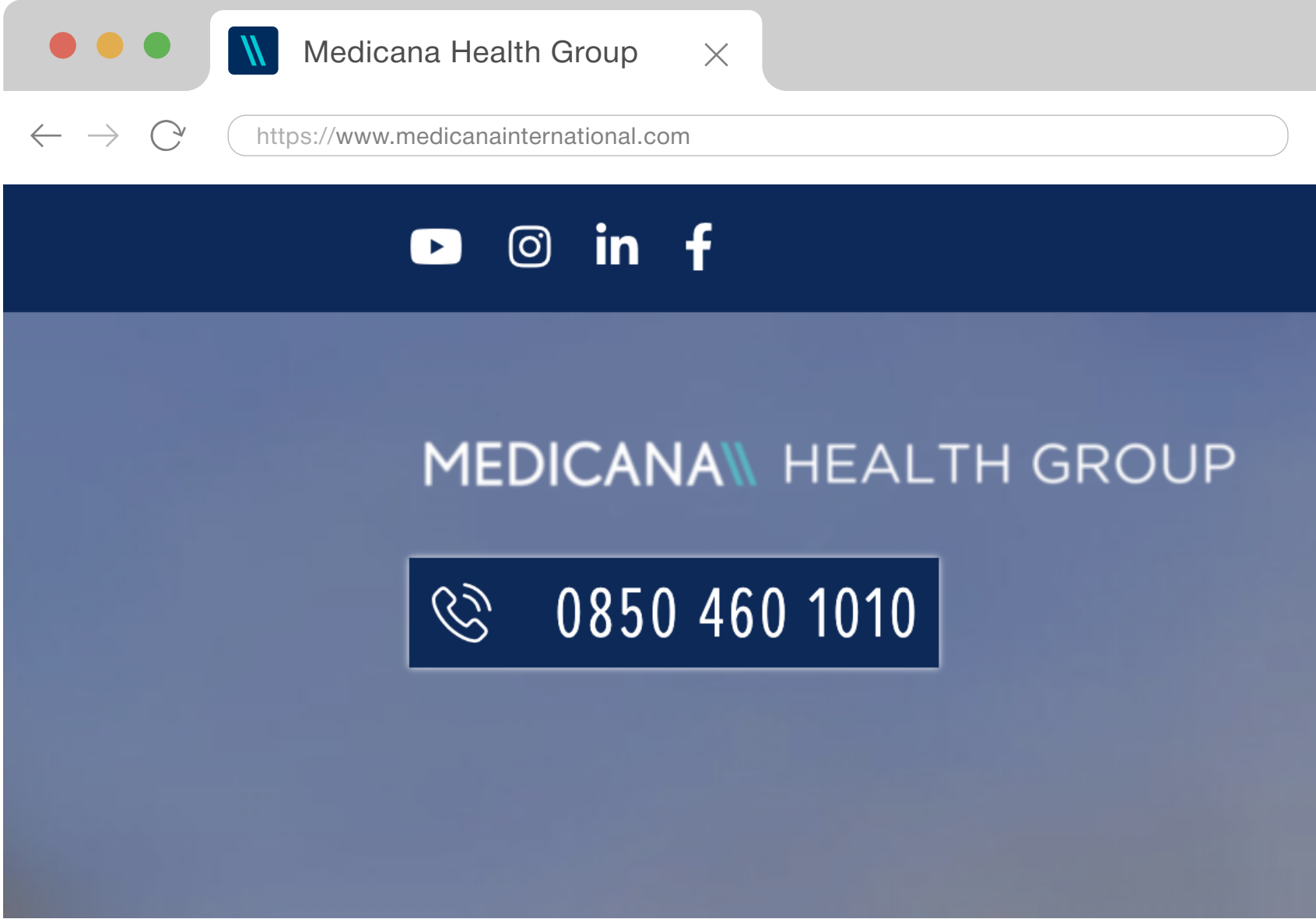
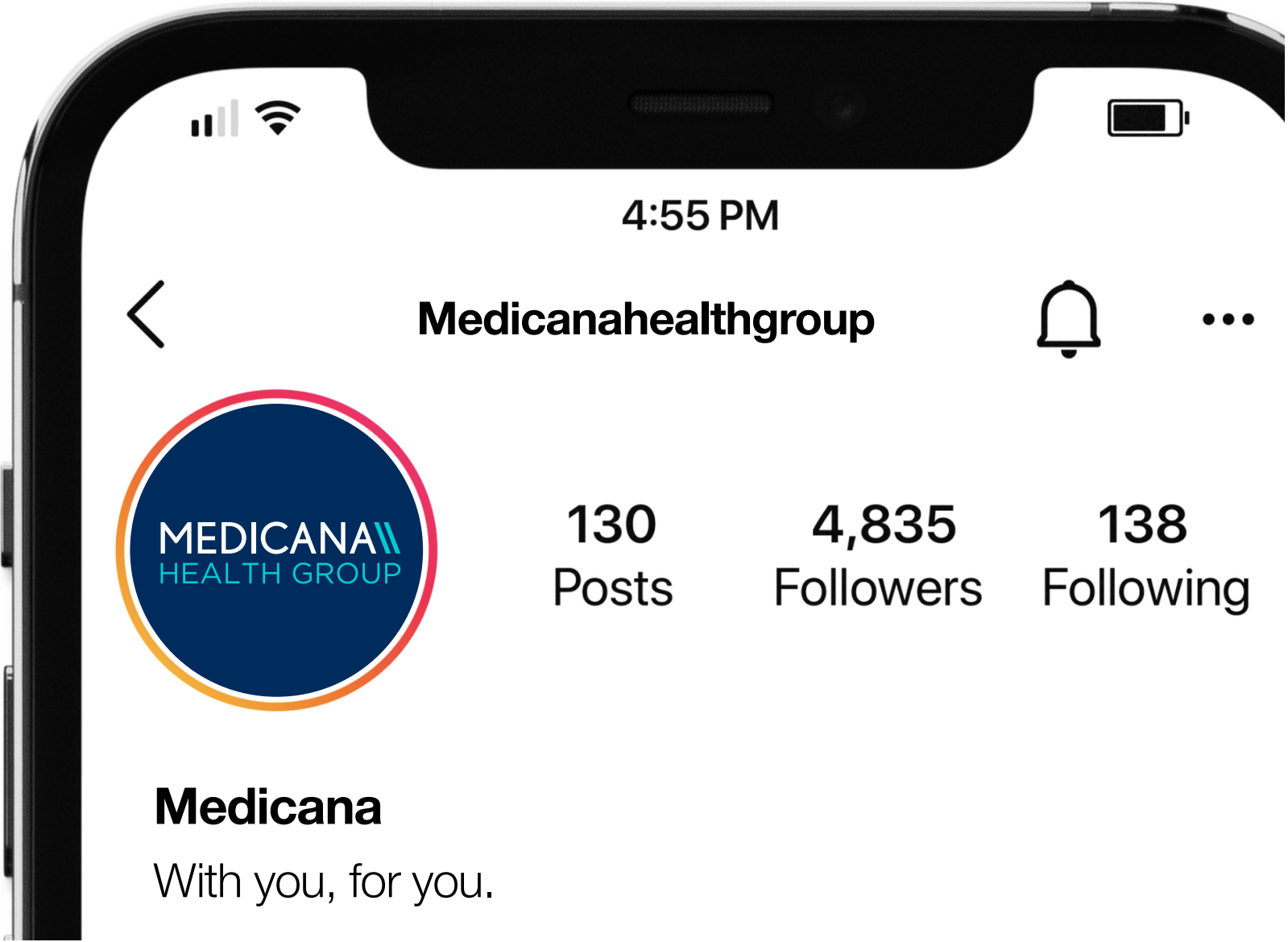
Visual Applications



07. Digital

- 07.1 Overview
- 07.2 Digital Logo
- 07.3 Placement
- 07.4 Placement
- 07.5 Placement
- 07.6 Placement
- 07.7 Overview





Brand Assets Digital

Digital Logo

The use of logos in digital media should be applied as specified. We should display the Medicana colors directly on our digital media profiles. We should apply our white and turquoise colors on Medicana navy blue to provide contrast.

We should use only our emblem in areas where the logo will be used smaller, and our Medicana logo in areas where it will look bigger.



Brand Assets
Digital

Placement

Our use of logos, typography and band-logo in the layout designs we adhere to in digital media varies according to the content.

In layout designs where we only use logos, the image needs to contrast with the logo.

In layout designs where we provide logo and contact information, the image should cause us to provide contact information.

In designs where we use bands, the visual text usage should create contrast and create contrast from the band color.



Brand Assets
Digital

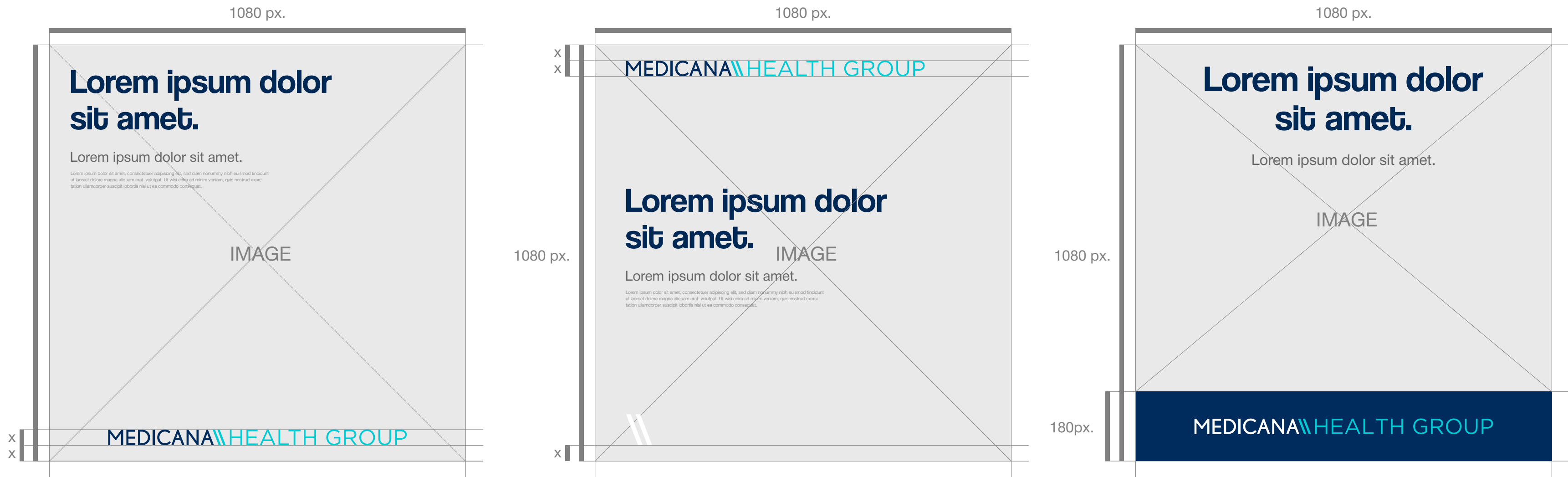
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Brand Assets
Digital

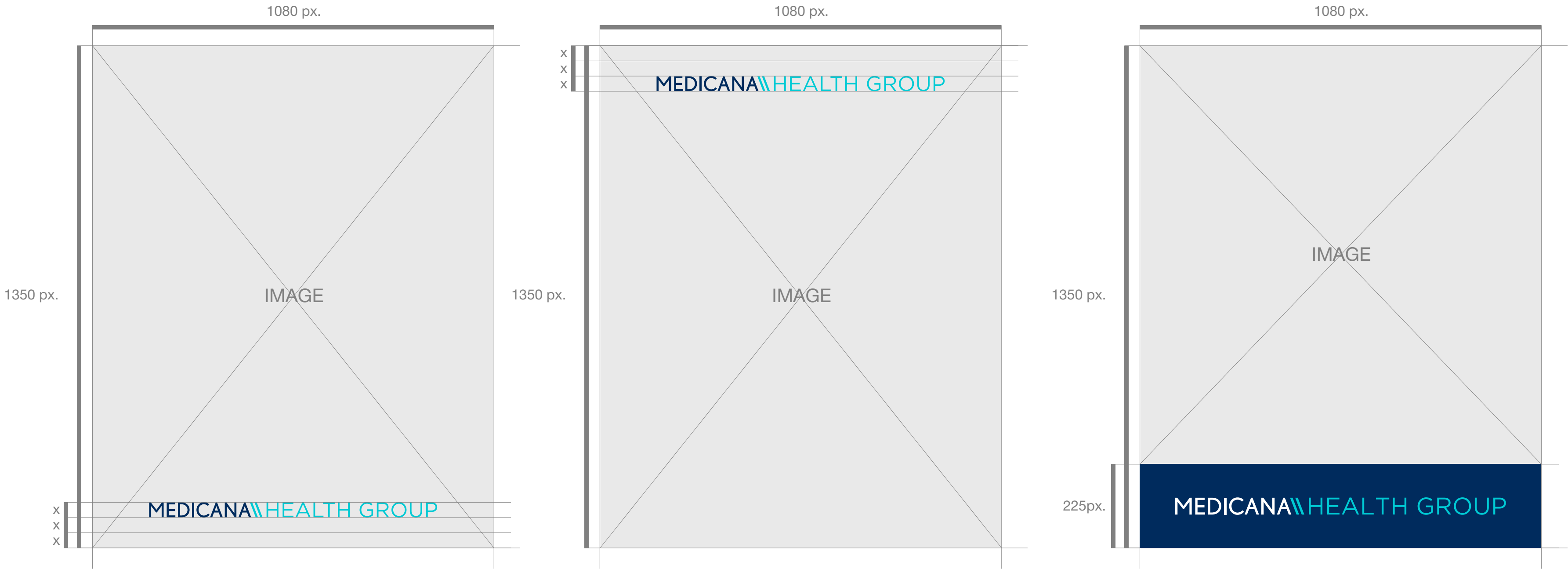
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Brand Assets
Digital

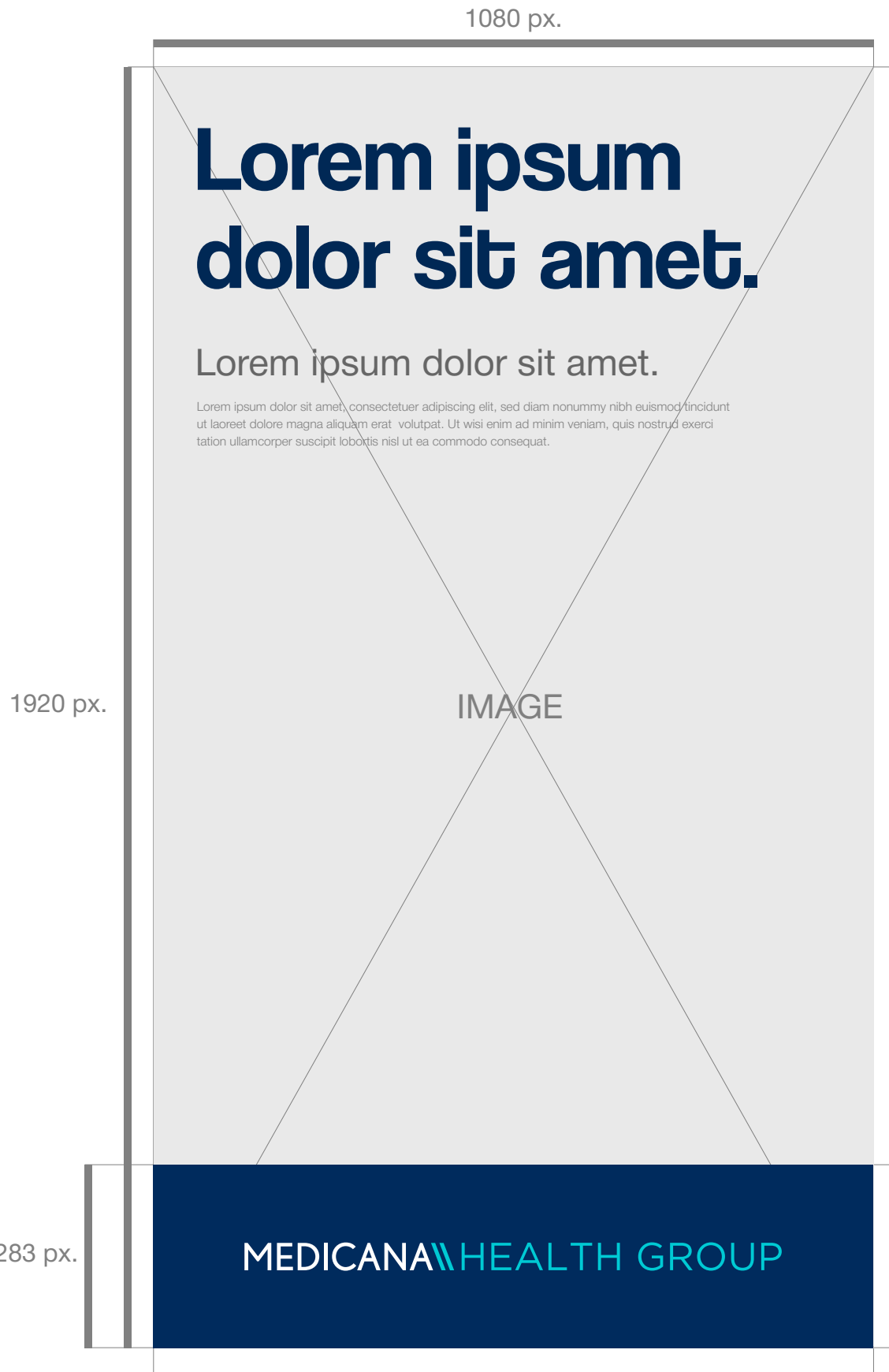
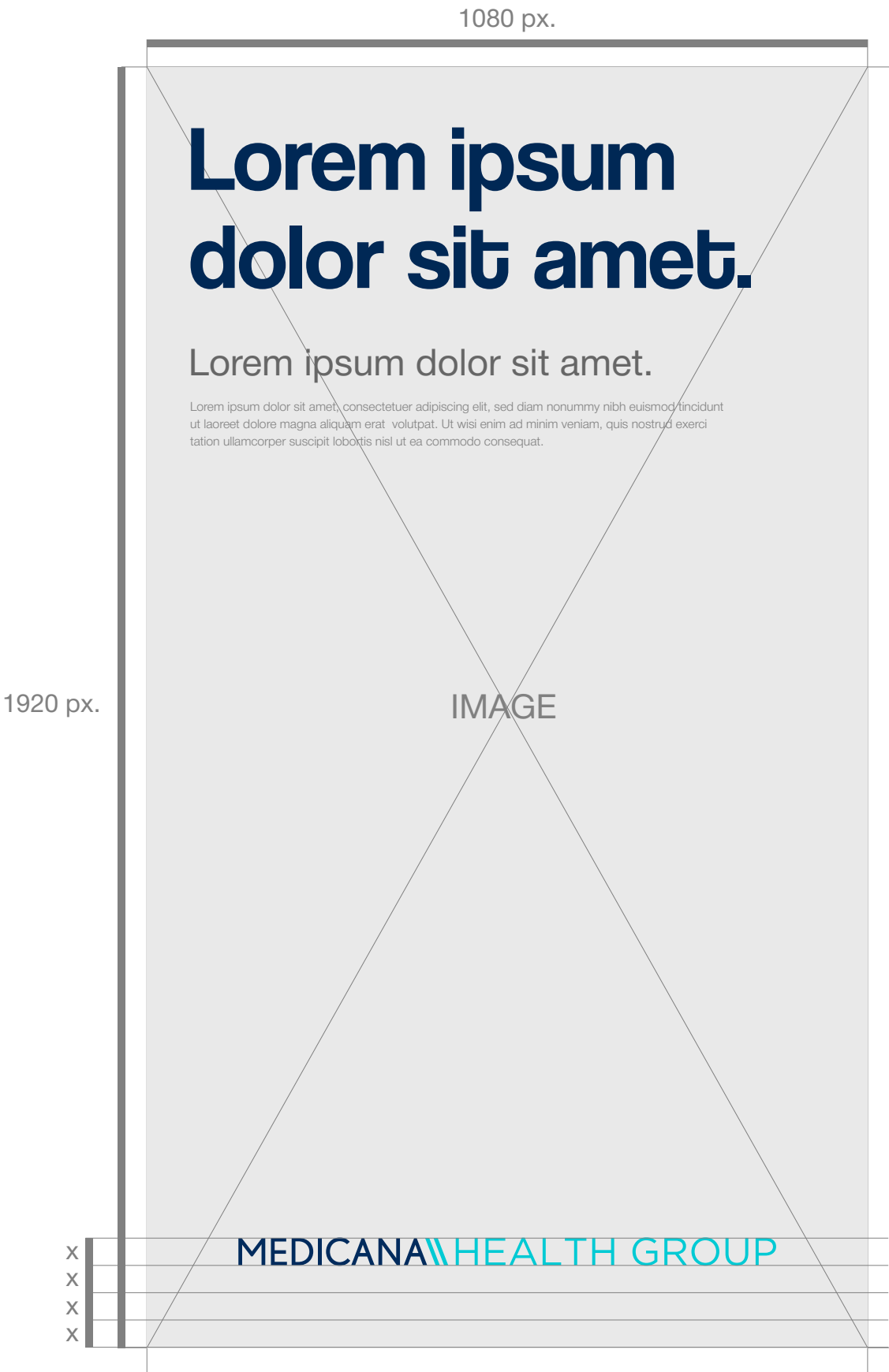
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