

Anatomy

The primary lockup and the name of every part. Nothing in it is optional.



One artwork. The mark, the two-colour wordmark and the tagline are a single locked lockup. Use the supplied files; never rebuild any part of it.

Construction

Every measure is a multiple of x, the diameter of the head. The lockup is 15 x wide and 4.4 x tall.



 x = the diameter of the head

Wordmark cap band 1.7 x. Gap between wordmark and tagline 0.2 x. The H of "Hiraal" starts flush with the right extent of the mark's arms.

Clear space

Keep x clear on every side — no text, rule, edge, photograph or other logo inside it. x scales with the logo.



More space is always allowed. Less is not. Where the logo sits in a corner, measure x from the trim edge, not from the text block.

Minimum size

Below these sizes the artwork stops working. Change to a smaller lockup rather than shrinking the one you have.

SHOWN AT MINIMUM DIGITAL SIZE, 1 : 1



Primary with tagline

PRINT

35 mm

DIGITAL

140 px

USE

Tagline legibility sets the floor



Horizontal, no tagline

22 mm

90 px

Headers, small print



Stacked, no tagline

20 mm

80 px

Square and narrow spaces



Icon

8 mm

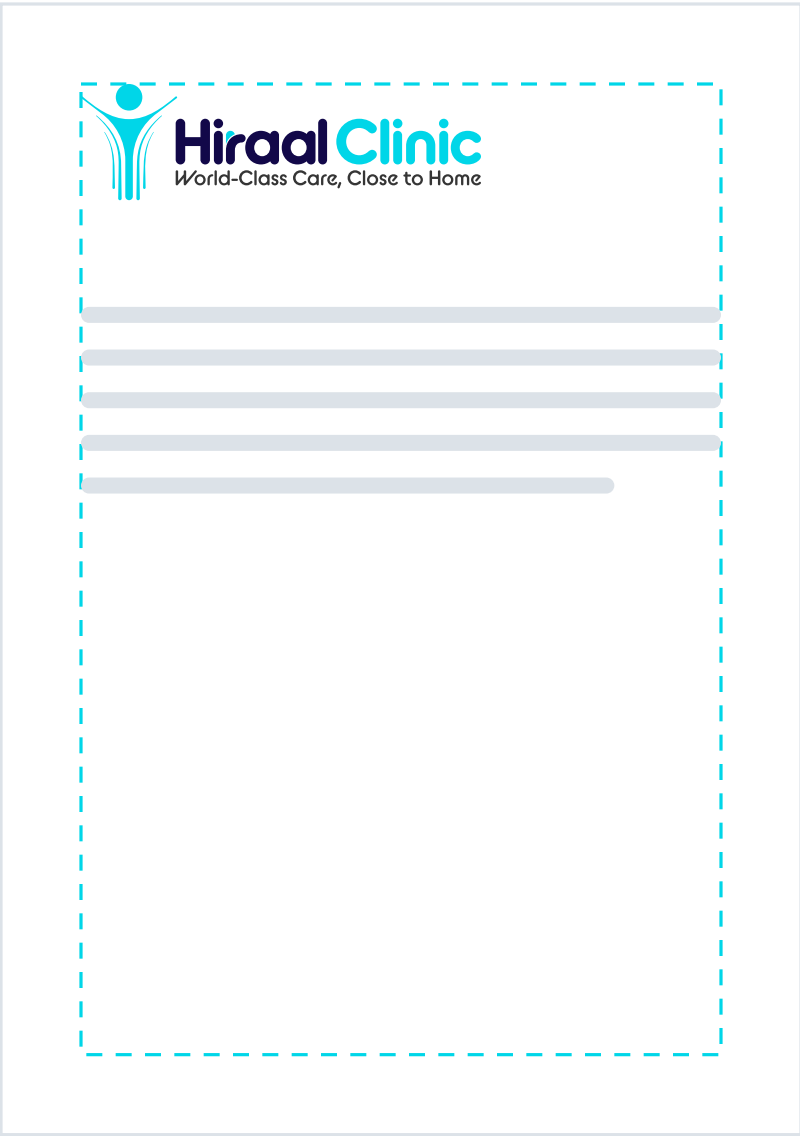
28 px

Below 28 px use the simplified icon

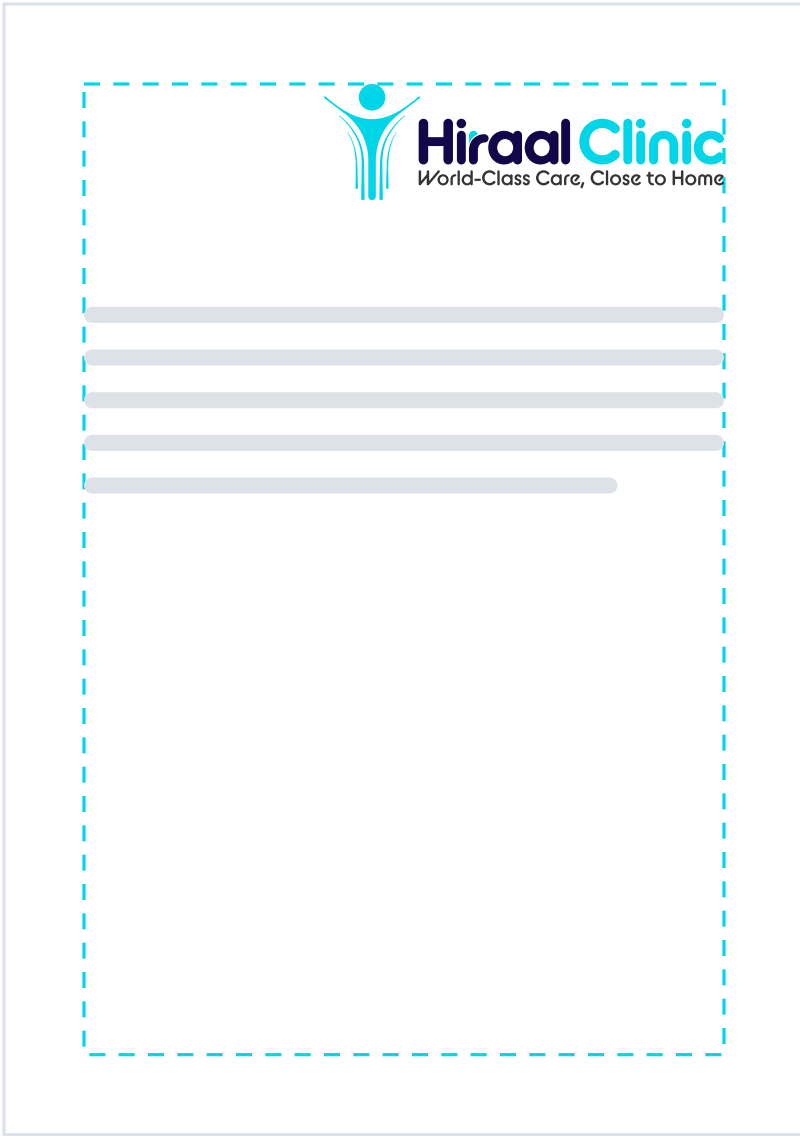
Print sizes are the width of the lockup. Embroidery and engraving: never place the tagline below 6 mm cap height.

Positions

Where the logo sits on a layout. Margins are x or more, and the logo aligns with the type area, never with the trim.



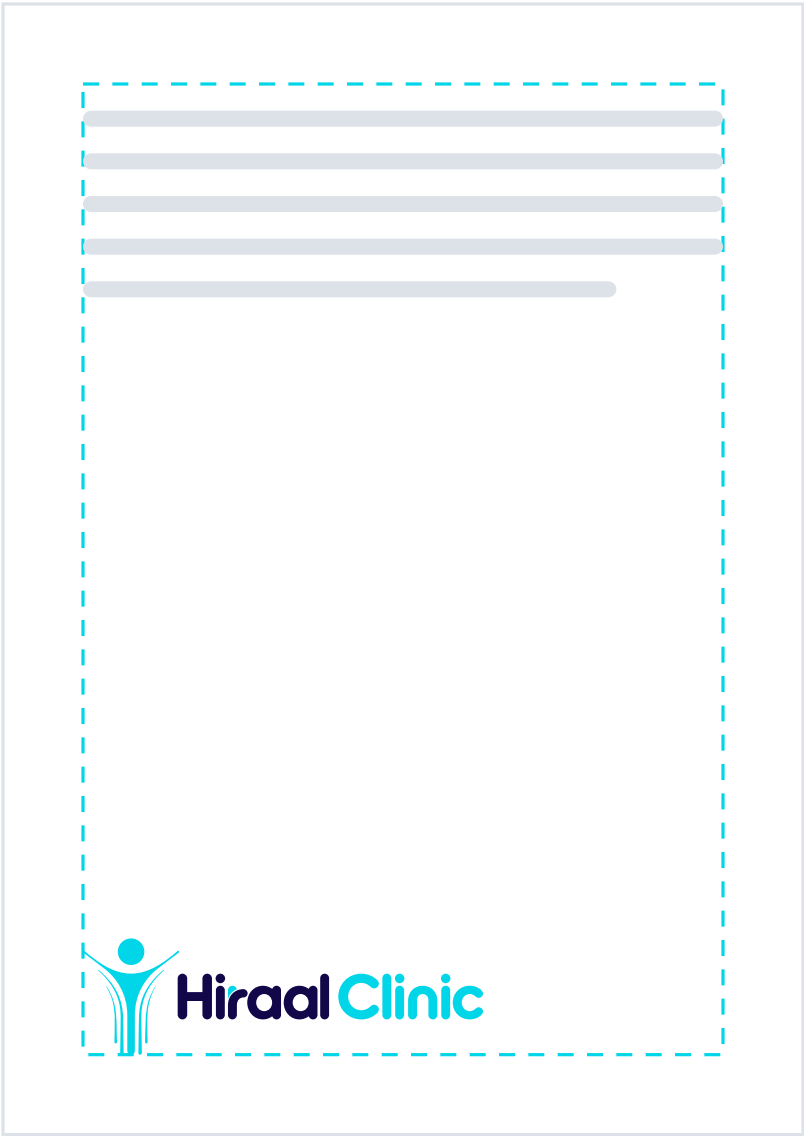
Top left



Top right



Centred



Bottom left



Header, left



Panel, centred

Pick one position per document and keep it. Top left is the default for letters and forms; centred for covers and panels; bottom left where the top carries a photograph. The logo is never placed on the right edge of a left-to-right page unless the page is a right-hand spread.

Colour versions

Five colourways. The first three carry the brand; the mono versions exist for the limits of a medium.



Full colour

White and light surfaces. The default.



Reversed

Indigo and dark surfaces. Mark and “Clinic” stay cyan.



White

Cyan, photography, signage, apparel.



Indigo mono

One-colour print, forms, faxes.



Black mono

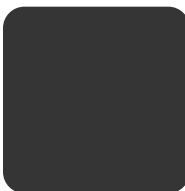
Legal documents, stamps, engraving.



Clinic Indigo
#120849



Clinic Cyan
#00D6E8



Tagline Grey
#353535



White
#FFFFFF

There is no gradient, no outline and no gold version. If a medium cannot hold two colours, use Indigo mono, White or Black.

Backgrounds

Contrast chooses the version, not preference. Test at the size the logo will actually be seen.

APPROVED



White



Mist



Cyan tint



Clinic Indigo



Navy Deep

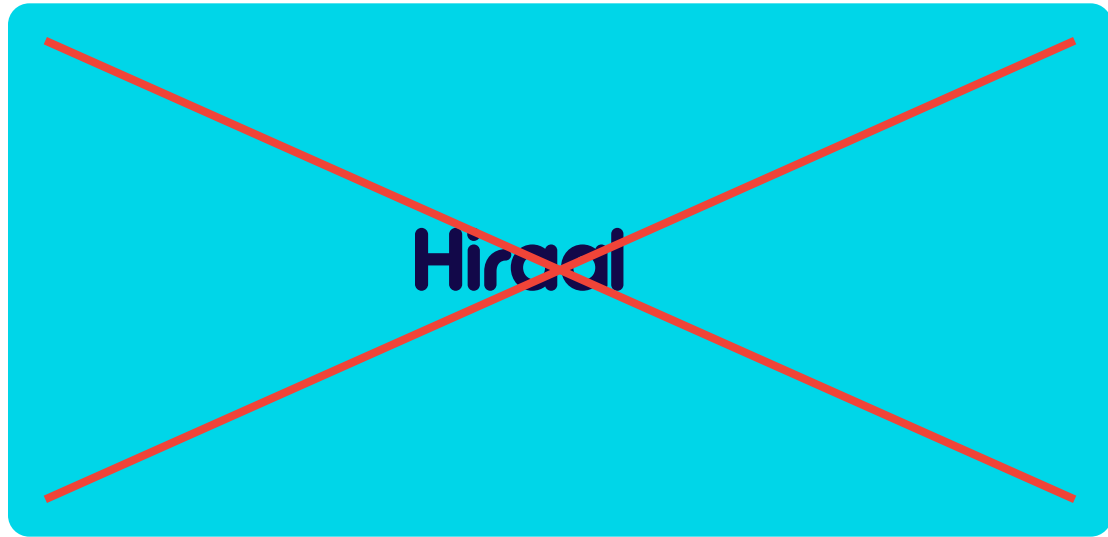


Clinic Cyan

NOT APPROVED



Mid grey-blue — the indigo disappears



Cyan under full colour — no separation



Navy Soft under full colour



Any warm, off-brand colour

On photography use the White version over a calm area. If there is none, add a solid Indigo band and use Reversed — never a shadow, glow or transparent plate.

Misuse

Each of these has happened to a real logo. None of them is a small mistake.



Do not stretch or squash



Do not rotate



Do not recolour



Do not add effects



Do not outline



Do not rearrange



Do not crowd



Do not retype



Do not change proportions



Do not use on a busy background

Which lockup where

Four lockups, picked by the shape of the space and whether the tagline can still be read.



Primary

Default. Every formal application.
Letterhead, signage, covers, website header.



Horizontal

Wide, short spaces.
Banners, footers, lanyards, small print where the tagline would break.



Stacked

Square and narrow spaces.
Social avatars with the name, roll-ups, badges, folders.



Icon

Where the name is already present.
App icon, favicon, stamps, patterns, embroidery.

Never place two different lockups on the same surface. One document, one lockup.

Icon and app icon

The mark alone, in supplied tiles. The mark fills 52% of the tile height, centred. Never re-crop it yourself.



Indigo



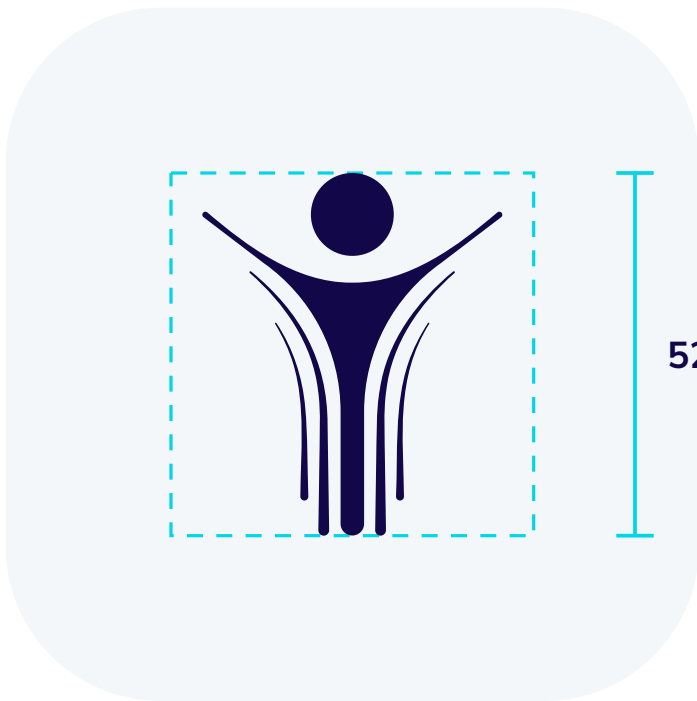
Navy



Cyan



White



Safe area

SMALL SIZES



16 px

24 px

32 px

48 px

64 px

Below 28 px the four inner arcs merge — the favicon uses the simplified mark (head and body only).

Never place the wordmark inside an app icon. Platforms mask icons differently; the supplied tiles survive iOS rounding and Android circles.