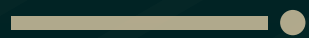




VISUAL IDENTITY STANDARDS

Brand Guidelines



Edition 2.0 · 2026

Premium Regenerative Orthopedic Clinic · Hargeisa, Somaliland

Contents

The reference for every application of the Hiraal Elite identity.

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How to use this document

Sections 04–11 are binding: they define how the logo may be reproduced. Sections 12–19 define the wider system. Section 22 is a one-page summary for suppliers. Artwork must always come from the supplied masters — never redrawn, retyped, or lifted from a PDF.

Positioning

What Hiraal Elite is, how it behaves, and how it sounds.

THE PROPOSITION

**Better knees.
Without surgery.**

The tagline is part of the logo — it is the promise, not a strapline.

POSITIONING

Hiraal Elite is the private knee-care division of Hiraal Clinic — a premium regenerative orthopedic clinic in Hargeisa for people who want advanced, comfortable, non-surgical care.

Precision-guided assessment, PRP therapy, shockwave, Class IV laser and supervised rehabilitation — coordinated as one plan.

PERSONALITY

Precise

Image-guided, measured, never guessed.

Clinician-led

A doctor assesses before anything is offered.

Honest

We describe standards. We never promise outcomes.

Calm

A private, unhurried clinic — not a busy corridor.

Modern

Advanced technology, plainly explained.

TONE OF VOICE

- Plain language. Explain a term once, then use it.
- Describe what happens and how long it takes.
- Always: "Doctor assessment required."

- No cure or guarantee claims, ever.
- No before/after imagery without consent and approval.
- No urgency, scarcity or superlatives.

Anatomy

The logo is built from three fixed parts.



1 Monogram

An H and an E sharing one folded plane, on a 30° axis.
Never used at an angle.

2 Wordmark

Plus Jakarta Sans ExtraBold, drawn as outlines. Artwork,
not live text — never retype it.

3 Tagline

"Better Knees. Without Surgery." Plus Jakarta Sans
SemiBold, letter-spaced flush to both edges of the
wordmark.

The three elements are locked. The tagline is a medical claim — keep "Doctor assessment required" nearby in any advertising.

Construction & proportion

Every relationship is expressed against M, the monogram height. Reproduce from master artwork; these ratios are for verification.



MEASURED FROM MASTER ARTWORK

MEASURE	RATIO	AT NATIVE SIZE	NOTE
Monogram height	M	113.84 pt	reference unit
Monogram width	0.90 M	102.43 pt	
Monogram → wordmark	0.235 M	26.79 pt	
Wordmark cap height	0.437 M	49.73 pt	
Wordmark → tagline	0.066 M	7.50 pt	baseline gap
Tagline	20.442 pt SemiBold	+0.985 pt tracking	flush to wordmark
Overall lockup	4.04 M × 1.00 M	460.17 × 113.84 pt	

The lockup family

Six approved lockups. Choose by the shape of the space, then check the minimum size. Only "Horizontal" drops the tagline.



Primary lockup

Default. Use wherever space allows.

MIN W 45 MM / 150 PX



Horizontal

Tight bands and headers. No tagline.

MIN W 25 MM / 90 PX



Stacked

Square-ish spaces, signage.

MIN W 32 MM / 110 PX



Wordmark + tagline

Where the monogram already appears.

MIN W 32 MM / 110 PX

Hiraal Elite

Wordmark

Body scale, partner listings.

MIN W 18 MM / 70 PX



Monogram

Avatars, favicons, embroidery.

MIN H 9 MM / 32 PX

Avatar & app icon

The monogram is never bare as an avatar. It sits in the tile at 52% of tile height.

MIN 48 PX TILE



Clear space

Clear space protects the logo from competing elements.

PRIMARY LOCKUP



STACKED



MONOGRAM



X = half the monogram height

No element — type, image edge, rule or trim — may enter the X box on any side. X scales with the logo, so the rule holds at every size.

On stacked and monogram lockups, $X = 0.35 \times \text{monogram height}$.

Minimum sizes

The floor for each lockup is set by its smallest element — the tagline, or the monogram's narrowest gap.

MONOGRAM AT SMALL SIZES



16 px
FAILS



24 px
MARGINAL



32 px
MINIMUM



48 px
COMFORTABLE

Shown at 1.5x for legibility. Below 32 px the stem and counters merge.

BELOW 32 PX — FAVICON MASTER



64 / 32 / 16 px

A 16-unit grid reduction: 2-unit strokes, 2-unit gaps, reversed in the tile. The only approved mark below 32 px.

LOCKUP	PRINT MIN	DIGITAL MIN	MEASURED ON
Primary lockup	45 mm	150 px	width
Horizontal	25 mm	90 px	width
Stacked	32 mm	110 px	width
Wordmark + tagline	32 mm	110 px	width
Wordmark	18 mm	70 px	width
Monogram	9 mm	32 px	height
Avatar / app tile	12 mm	48 px	tile
Favicon master	—	16 px	tile

Colour variations

Eight approved treatments. Use the first that reaches 4.5:1 against the background.



Teal on white

Primary. Print and light UI.



Cream on teal

Primary reversed. The signature pairing.



Cream on midnight

Covers, deep backgrounds.



White on teal

Screens and video.



Teal on cream

Warm stock, interiors.
Never mix colours inside the logo — monogram, wordmark and tagline are always one colour.



White on black

Single-colour reversed.



Black on white

Fax, stamps, engraving.



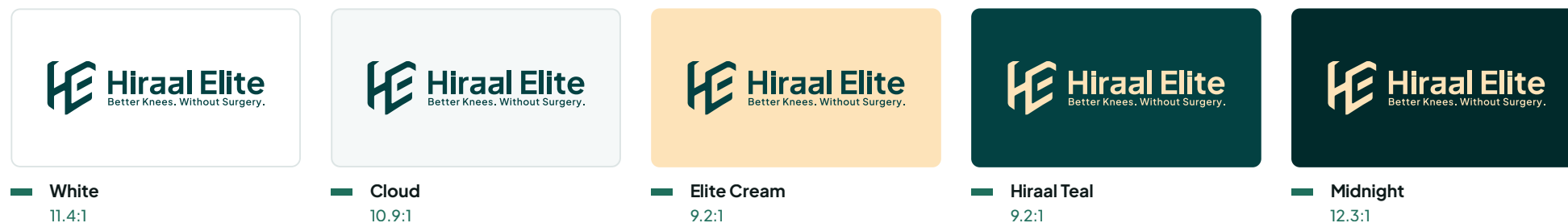
On imagery

Only over a teal scrim at 55% or darker.

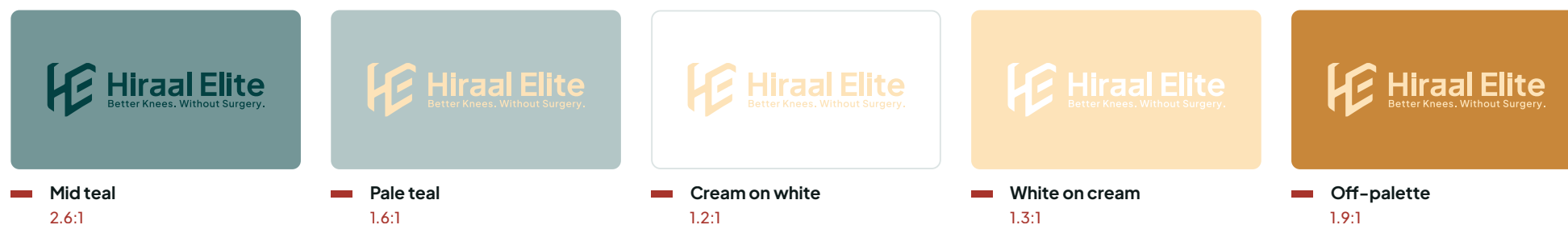
Backgrounds & placement

Ratios are measured against the logo colour shown.

APPROVED



NOT APPROVED



Contrast floor

The full lockup needs 4.5:1. The monogram alone needs 3:1.

Over photography

A flat teal scrim at 55% or darker, or a calm even area.

Never

No busy or multi-tonal area. No cream on white, at any size.

Misuse

The failures we see most.



Never stretch or condense.



Never rotate or set on an angle.



Never recolour or split into two tones.



Never add shadow, glow or bevel.



Never outline the artwork.



Never rearrange the elements.



Never rescale the tagline.



Never box or crowd the clear space.



Never place on low-contrast ground.

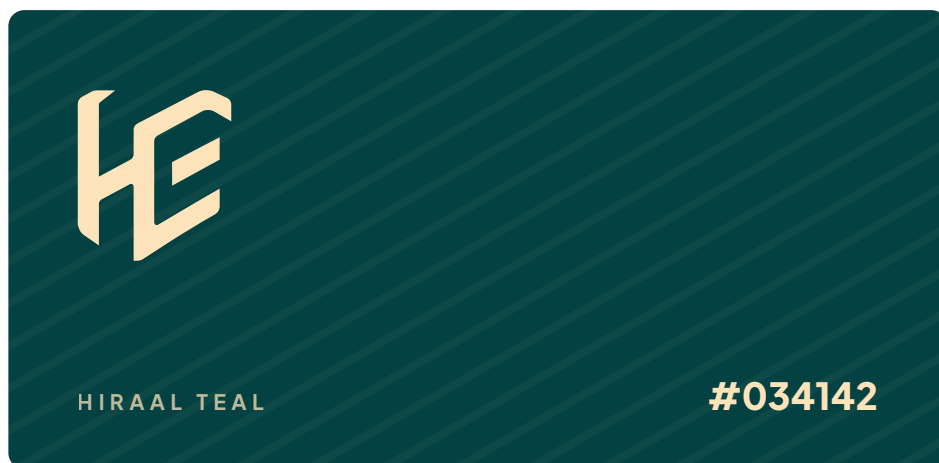


Never retype or rebuild the wordmark.

If a use is not shown in this document, it is not approved.

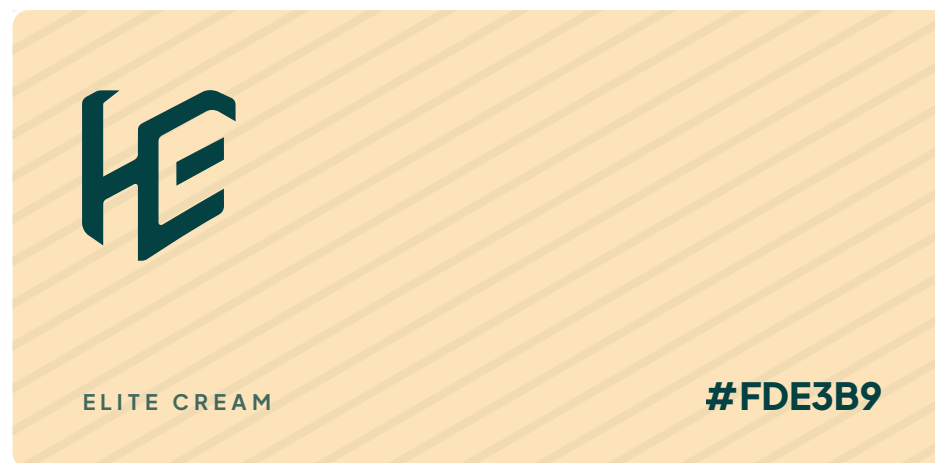
Primary palette

Two colours carry the brand.



HEX **#034142**
RGB R3 G65 B66
CMYK C95 M2 Y0 K74
PANTONE Pantone 316 C

The brand. Backgrounds, the logo, headings, primary UI. A structural colour carrying roughly a quarter of any layout — not an accent.



HEX **#FDE3B9**
RGB R253 G227 B185
CMYK C0 M10 Y27 K1
PANTONE Pantone 7506 C

The warmth that stops the teal reading cold. Reversed logos, accents, interiors. Never used as text on white.

Print

Teal prints heavy on uncoated stock — request a draw-down.
Never build it from a rich-black recipe.
Hiraal Elite · Brand Guidelines

Screen

sRGB only. No blend modes, opacity or filters on brand colour in UI.

Pantone

Nearest references only. Confirm on a physical guide before any press run.

Extended palette

Supporting colour, neutrals and interface states.

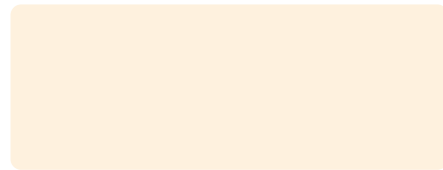
SUPPORTING



Midnight Teal

#012A2B

Covers, deep UI



Cream Light

#FEF1DE

Warm fields, paper tone

NEUTRALS



Ink

#0E1A1A

Body text



Slate

#5A6A6A

Secondary



Mist

#9AA8A8

Captions



Line

#DCE4E4

Rules



Cloud

#F5F8F8

Panels



White

#FFFFFF

Ground

HIRAAL TEAL — TINT RAMP



100%

#034142



85%

#295E5E



70%

#4F7A7B



55%

#749697



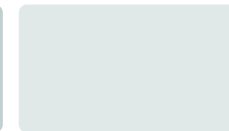
40%

#9AB3B3



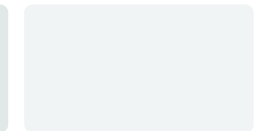
25%

#C0D0D0



12%

#E1E8E8



6%

#F0F4F4

BELOW 30% READS GREY — FILLS ONLY, NOT TYPE

FUNCTIONAL — DIGITAL INTERFACE ONLY



Success

Confirmed

6.0:1 · AA



Caution

Attention

3.0:1 · large text & UI only



Critical

Error

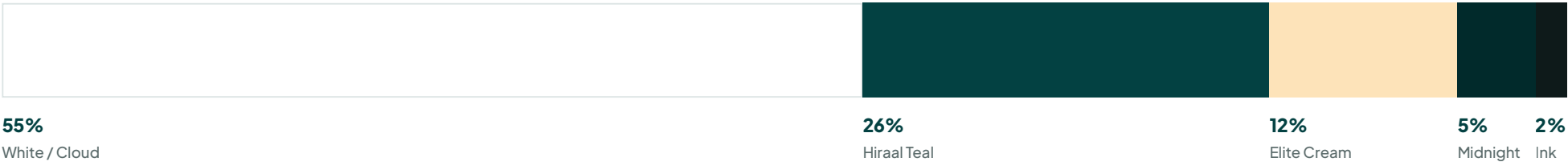
6.6:1 · AA

Functional colours never appear in print, on signage, or near the logo. They exist only to signal state inside a product.

Proportion & accessibility

Ratios computed from the palette hex values, not estimated.

COLOUR PROPORTION



A Hiraal Elite layout is mostly quiet. Teal earns its weight structurally — a header band, a panel, a full page — not scattered. Cream appears once or twice, never as a wash.

CONTRAST — MEASURED (WCAG 2.1)

PAIR	FOREGROUND	BACKGROUND	RATIO	BODY TEXT
Teal on white	#034142	#FFFFFF	11.42:1	AAA
White on teal	#FFFFFF	#034142	11.42:1	AAA
Cream on teal	#FDE3B9	#034142	9.17:1	AAA
Cream on midnight	#FDE3B9	#012A2B	12.33:1	AAA
Teal on cream	#034142	#FDE3B9	9.17:1	AAA
Ink on white	#0E1A1A	#FFFFFF	17.78:1	AAA
Slate on white	#5A6A6A	#FFFFFF	5.67:1	AA
Mist on white	#9AA8A8	#FFFFFF	2.46:1	FAIL
Cream on white	#FDE3B9	#FFFFFF	1.25:1	FAIL

Rules

- Body text must reach 4.5:1.
- Large text (18 pt / 24 px bold+) may sit at 3:1.
- Mist is decorative — never body text.
- Cream on white fails at 1.25:1. Never.
- Never rely on colour alone to carry meaning.

The typeface

Plus Jakarta Sans is the single voice. It is already the wordmark and the tagline, so the system is closed by construction.



FAMILY	Plus Jakarta Sans
DESIGNER	Gumpita Rahayu — Tokotype
LICENCE	SIL Open Font License 1.1
COST	Free for print, web, product
SOURCE	fonts.google.com/specimen/Plus+Jakarta+Sans
WEIGHTS	7 upright + 7 italic, 200–800
COVERAGE	Latin, Latin Ext — full Somali orthography

One family carries the system. Hierarchy comes from weight, size and colour — never from a second typeface.

CHARACTER SET
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
& @ # % — ‘ ” () ?

WEIGHTS

Hiraal Elite	ExtraLight	200	—
Hiraal Elite	Light	300	Large display only
Hiraal Elite	Regular	400	Body copy
Hiraal Elite	Medium	500	UI labels, captions
Hiraal Elite	SemiBold	600	Eyebrows, the tagline
Hiraal Elite	Bold	700	Subheads
Hiraal Elite	ExtraBold	800	Headlines, the wordmark

TAGLINE WEIGHT

LOGO WEIGHT

Avoid ExtraLight and Light below 18 pt — stems break up in print and on low-DPI screens. Never italic for emphasis in clinical copy; use SemiBold.

Hierarchy & scale

Two scales — print and screen — built from the same seven roles.

PRINT SCALE — A4

ROLE	WEIGHT	SIZE / LEADING	TRACKING
Display	ExtraBold 800	54 / 58	−0.6
H1 — page title	ExtraBold 800	29 / 34	−0.2
H2 — section	Bold 700	18 / 24	0
H3 — subhead	SemiBold 600	13 / 18	0
Lead paragraph	Regular 400	12 / 19	0
Body	Regular 400	9.5 / 15	0
Caption	Medium 500	7.5 / 11	+0.3
Eyebrow	SemiBold 600	7.6 / 10	+1.5 caps

DIGITAL SCALE — 16 PX BASE

ROLE	WEIGHT	PX / LINE-HEIGHT	REM
Display	ExtraBold	56 / 60	3.5 rem
H1	ExtraBold	40 / 46	2.5 rem
H2	Bold	28 / 34	1.75 rem
H3	SemiBold	20 / 28	1.25 rem
Lead	Regular	18 / 28	1.125 rem
Body	Regular	16 / 26	1 rem
Small	Medium	14 / 22	0.875 rem
Caption	Medium	12 / 18	0.75 rem

SIGNATURE PROGRAM

Advanced knee care without surgery.

A structured six-week programme —
assessment, treatment, supervised
rehabilitation and weekly review.

What is included

Orthopedic consultation, one PRP injection, six
shockwave sessions, twelve laser and twelve
physiotherapy sessions, a home programme and six
weekly check-ins.

Doctor assessment required.

Display · H2 · Lead · H3 · Body · Caption

Graphic language

One device: the fold, in the ground, barely there.

THE FOLD



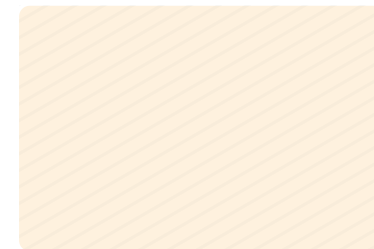
There is one graphic element and it lives in the ground: fine bands on the monogram's own 30° axis, at 3% or less. It is felt, not read. Nothing sits on top of it — no arc, no ramp, no large device. The type and the logo are the only things the eye should catch.

TWO WEIGHTS



Light

30° axis · 3.0% opacity



Reverse

30° axis · 2.6% opacity

THE SEAL



Programme emblem

IN USE



Cover / poster

Texture stays at or under 3% opacity and never crosses the logo clear space. If a layout looks empty, fix it with type size and space — not by adding a graphic.

Treatment illustrations

Four drawn marks, one per treatment pillar.

THE FOUR TREATMENTS



PRP Therapy
NATURAL HEALING

Uses a part of your own blood to support your body's natural healing.



Image-Guided Care
PRECISION

Modern imaging helps us treat the exact spot — we don't treat blindly.



Class IV Laser
COMFORT

Gentle light therapy that supports comfort and calms swelling.



Shockwave Therapy
ACTIVATION

Sound-wave energy that helps wake up tissue and improve movement.

CONSTRUCTION

RULE	SPECIFICATION
Grid	100 × 100 units, drawn on the same optical weight
Stroke	7.5% of icon size, round cap and join
Colour	One colour only — Teal, Cream or White. Never two-tone.
Minimum	24 px / 7 mm. Below that, use the label alone.
Never	Do not add fills, shadows, or a containing circle.

These are the only illustrations in the system. They are not decorative — each names a treatment the clinic actually performs.

Photography direction

The clinic has no patient photography until it opens. Until then the identity runs on typography and the drawn elements.

Subject

Clinicians and patients at ease — hands, a shared screen, a knee being examined. Never a posed row of staff.

Light

Soft directional daylight, one source. No clinical top-light, no ring-lit gloss.

Colour

Warm neutrals and desaturated teal-greens. Skin tones true. Grade towards cream, never towards blue.

Frame

Generous space on the 30° axis or the horizontal — room for the logo without crowding it.

TONAL RANGE — GRADE TOWARDS THIS



Highlight

Skin / warm mid

Teal shadow

Deep

DO

- Real patients and clinicians, with written consent on file.
- One clear subject; let the room breathe.
- Teal scrim at 55%+ when the logo sits over the frame.

DO NOT

- No stock handshakes, stethoscopes or thumbs-up.
- No before/after imagery without consent and clinical sign-off.
- No synthetic or AI-generated people presented as patients or staff.

Consent: no patient image is published without written, dated and withdrawable consent held by the clinic.

Stationery

Six pieces, one system. Always build from the supplied templates.



Letterhead A4 210 x 297 mm	Business card 85 x 55 mm	Envelope DL 220 x 110 mm	Folder 220 x 307 mm closed	Prescription pad A5 148 x 210 mm	Appointment card 85 x 55 mm
PIECE	TRIM (MM)	STOCK	RULE THAT MATTERS		
Letterhead	A4 210 x 297	120 gsm uncoated wove	Logo 45 mm · 25 mm margins		
Business card	85 x 55	400 gsm uncoated	3 mm bleed · monogram 9.2 mm		
Envelope	DL 220 x 110 · C5 229 x 162	120 gsm, gummed flap	Bottom 15 mm kept clear		
Presentation folder	220 x 307 closed	350 gsm board, matt outside	6 mm spine · 100 mm pocket		
Prescription pad	A5 148 x 210	80 gsm bond, 50 leaves	One colour · licence no. required		
Appointment card	85 x 55	350 gsm uncoated	Back un laminated — it is written on		

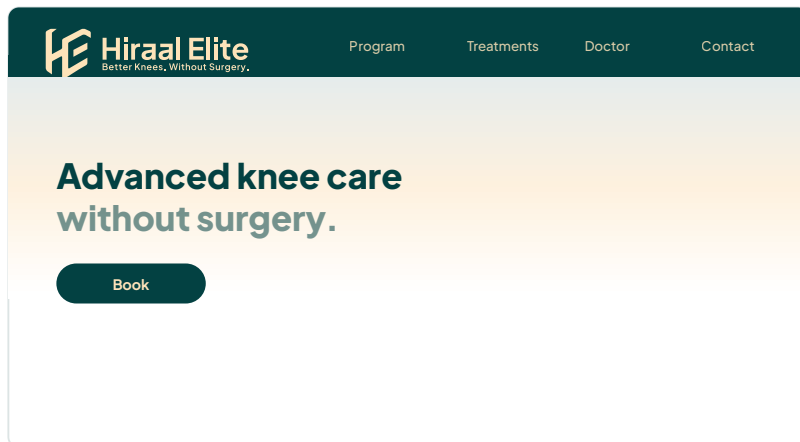
The parent line

The tagline replaced "Division of Hiraal Clinic" inside the logo, so the parent relationship now lives in the stationery footer. It must appear on letterhead, envelope, folder and pads — every piece of formal correspondence.

Digital & environment

The identity has to survive a 16-pixel favicon and a two-metre wall.

WEB



Website header & hero

AVATAR & APP ICON



512 / 180 / 64 / 16 px

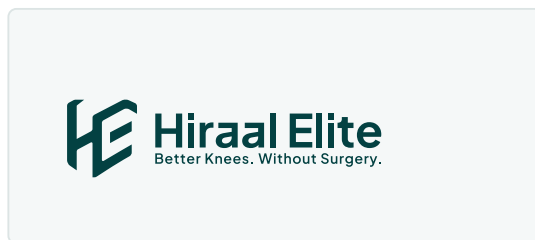
Approved tile fills. Never a photo behind the monogram.

SOCIAL



1080 x 1350 · 4:5 outperforms square

ENVIRONMENT & UNIFORM



Reception wall — brushed brass or teal acrylic



Door plate 150 mm



Coat — monogram, left chest, 22 mm

Digital rules

- Favicon: the 16 px master, never a scaled logo.
- Email signature: wordmark only, 140 px wide, PNG @2x.
- Never animate the logo other than a fade.
- Dark mode: cream on Midnight, never pure white on black.

Quick reference

One page for printers, developers and suppliers.

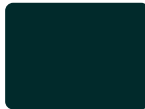
COLOUR



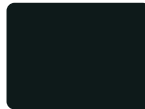
Hiraal Teal
#034142



Elite Cream
#FDE3B9



Midnight
#012A2B



Ink
#0E1A1A



Slate
#5A6A6A



Cloud
#F5F8F8

LOGO MINIMUMS

LOCKUP	PRINT	DIGITAL
Primary	45 mm	150 px
Horizontal	25 mm	90 px
Stacked	32 mm	110 px
Wordmark	18 mm	70 px
Monogram	9 mm	32 px
Favicon master	—	16 px

CLEAR SPACE



X = ½ monogram height, all four sides.

TYPE

ROLE	WT	SIZE / LEAD
Display	800	54 / 58
H1	800	29 / 34
H2	700	18 / 24
H3	600	13 / 18
Body	400	9.5 / 15
Caption	500	7.5 / 11

Plus Jakarta Sans · SIL OFL 1.1 · one family only

CONTACT

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LOCATION
Hargeisa, Somaliland

HOURS
Saturday – Thursday 8:00 AM – 6:00 PM

Before you publish

- ☐ Master artwork, not a screenshot or a redraw.
- ☐ Clear space respected on all four sides.
- ☐ Above the minimum size for that lockup.
- ☐ "Doctor assessment required" present in advertising.

elite@hiraal.com