

HIRAAL LIFECARE

Brand Guideline

How the mark is built, coloured and used.



MEANING

A person held in two caring hands.

Teal is the person and the welcome. Navy is the care that holds. The two never swap roles.



The person

A figure with open arms, lifted and welcomed. Care begins with the individual, not the institution.



Two hands

Hands rise from below to support. They hold without enclosing, and never close the figure in.



One circle

Together they complete a ring of continuous care. The opening at the base keeps it accessible.

In one line

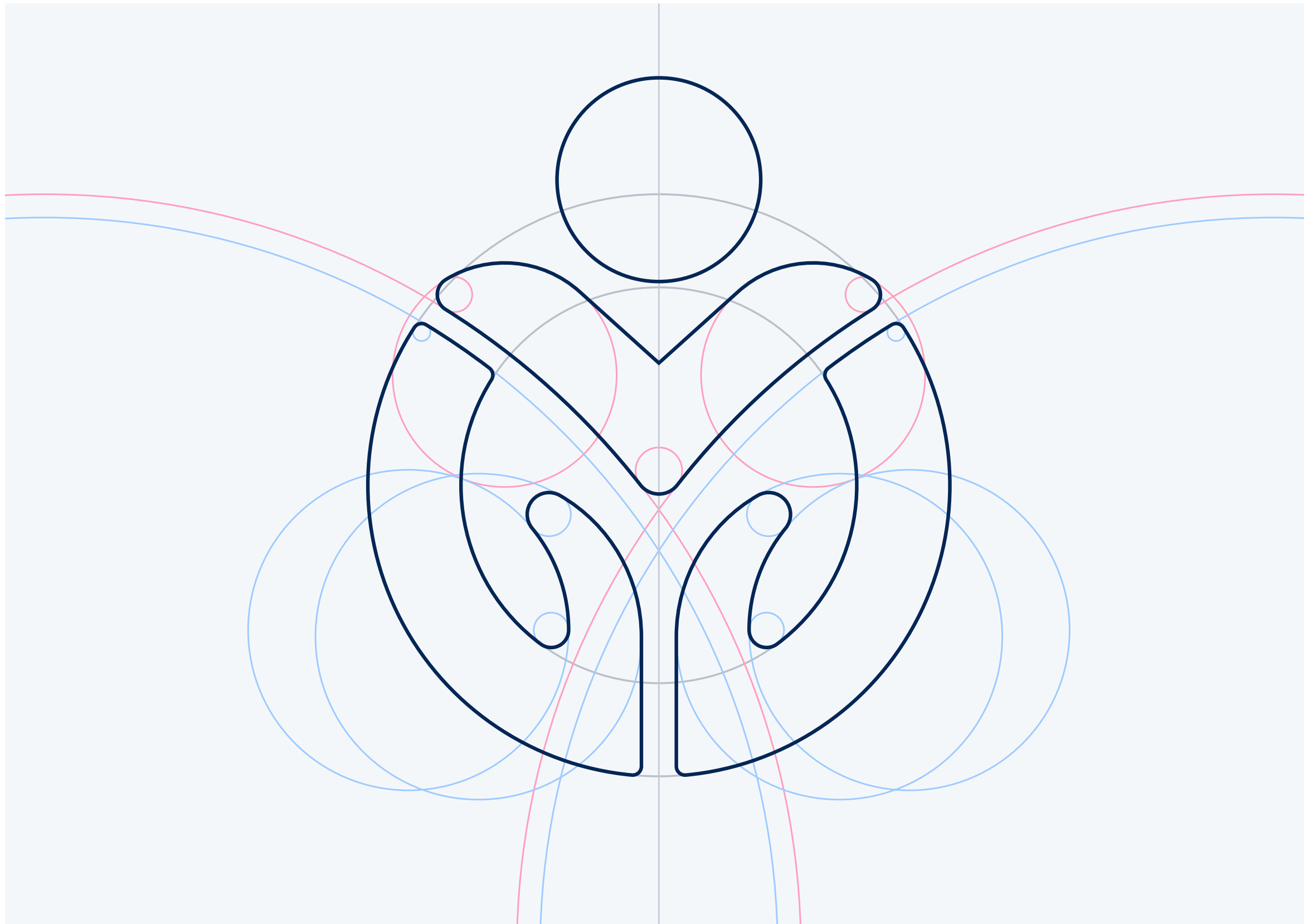
A person, held. The mark says the patient comes first and that someone is holding them, and it says both without a single medical cliché.



CONSTRUCTION

Every edge is a circle, a line or a tangent arc.

Nothing is drawn by hand. Each curve is an arc of a named circle and each join is tangent.



The finished outline over every circle that defines it

Grey builds the ring and the head. Pink builds the figure. Blue builds the hands.



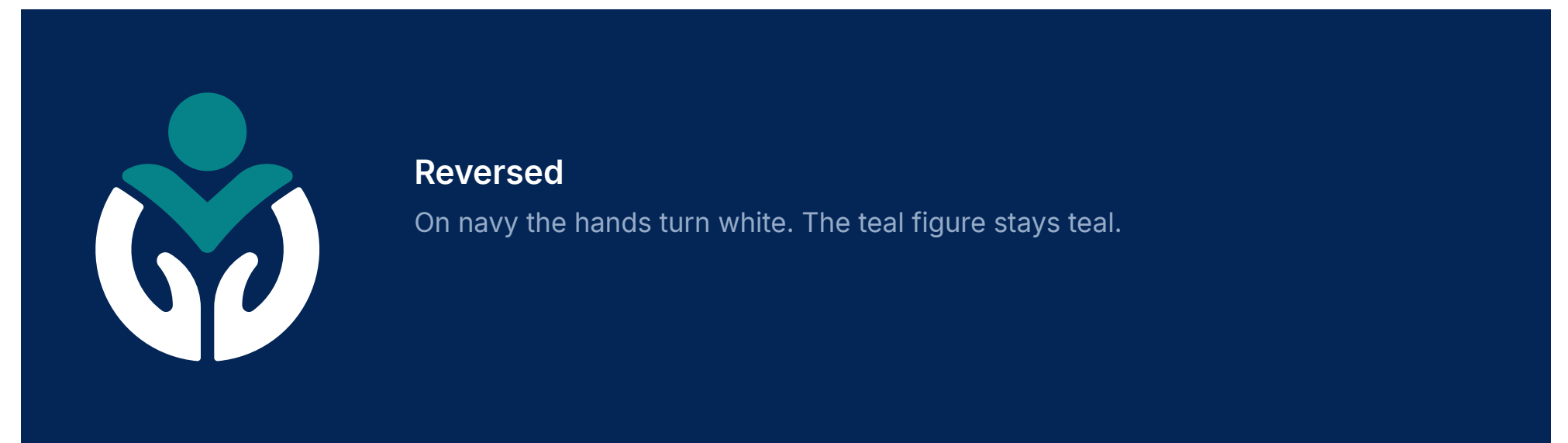
Outline

The construction the artwork is cut from.



Solid

The only version that may be reproduced.



Reversed

On navy the hands turn white. The teal figure stays teal.

Reversed on navy

ANATOMY AND PROPORTION

One gap unit governs the whole mark.

Every measurement is a multiple of g, the gap unit. Change g and the mark rebuilds itself correctly.



The ring's outer radius is 100 units, so one unit is half a percent of the mark

THE NUMBERS

Ring, outer diameter	200
Ring stroke	32 = 4 g
Head diameter	70
Gap unit g	8
Opening at the base	12 = 1.5 g
Head to shoulder	12 = 1.5 g
Neck	28 = 3.5 g
All cut corners	r 3
Left to right	exact mirror



LOGO VARIATIONS

One symbol, four lockups.

Objektiv Mk1. Hiraal in Bold, Lifecare in Light. Cap height is a third of the symbol; gap 7 units; tracking -30 and -22.



A Primary horizontal

Default. Use wherever width allows.



B Stacked

Centred. Covers and square spaces.



C Compact stacked

Two lines. Narrow spaces and app splash.



D Symbol only

App icon, avatar, favicon.

CLEAR SPACE AND MINIMUM SIZE

Give it the head as breathing room.

Clear space on all four sides equals the head radius. Nothing else enters that band.



RULES

Wordmark cap height	80 = a third of the symbol
Gap, symbol to wordmark	56 = 7 gap units
Vertical alignment	cap centre 14 above the ring centre
Tracking	Hiraal -30 Lifecare -22
Word space	0.33 em

Clear space

The dashed band is one head radius, measured at whatever size the logo is used.

MINIMUM SIZE shown actual size



Hiraal Lifecare

Primary horizontal

26 px symbol height. Print 9 mm.



Hiraal Lifecare

Stacked

32 px symbol height.



Symbol only

16 px, micro variant.

Never recolour the two halves, rotate the mark, stretch it, add effects, or set the wordmark above the symbol.



COLOUR

Two brand colours, a neutral scale, four states.

Teal on white reaches 4.6:1, so it can carry small text. The neutrals and states belong to the interface, not to the logo.

Hiraal Navy

#042656

14.8:1 on white

Structure, text, the hands

Hiraal Teal

#068389

4.6:1 on white . 3.3:1 on navy

The person, actions

NEUTRALS interface only

Ink
#16202E
body text

Muted
#6B7684
secondary text

Line
#E4E8ED
dividers

Surface
#F4F7FA
page background

Tint
#E6F2F3
teal surfaces

White
#FFFFFF
cards

STATES interface only, never in the logo

Success
#1B8A5A

Warning
#C77700

Error
#C0392B

Info
#068389



APP ICON AND AVATAR

The symbol at 62 percent of the tile.

The symbol is shifted up by 5 percent of its own height so it reads centred. Its mass sits below its bounding box.



Primary



Light



Round avatar

On navy, below 48 px use the all white symbol

Teal on navy measures 3.3:1. That clears the floor for graphics but it thins out at small sizes, so the two tone version stops at 48 px and the all white symbol takes over below it.



two tone 48 / 28 px



all white 48 / 28 px



HOME SCREEN actual size



180 px



120 px



87 px



60 px

Why the shift

The mark's visual mass sits 11.71 units below the centre of its bounding box, because the navy ring is heavier than the head. Centring the box therefore reads low. Every tile, avatar and favicon shifts the symbol up by 11.71 of its 240 unit height.



BEFORE AND AFTER

The daily reading.

The screen the app ships today, beside the screen we propose.

BEFORE

9:41

Cabbirrada maanta Waa khasab

Cadaadiska dhiigga
mmHg

Cadaadiska sare Cadaadiska hoose

120 80

Sonkorta dhiigga

116

Miisaanka

80

Dawada la qaatay

Haa, waan qaatay Maya, waan seegay

Kudar qoraal (ikhtiyaari)

Ku xidh qalabka
Ka soo geli cabbirrada qalabkaaga

Hore Adeegyo Diiwaan Akoon

AFTER

9:41

Cadaadiska dhiigga

Tallaabo 1 / 3

Cadaadiska sare

— 120 mmHg +

Cadaadiska hoose

— 80 mmHg +

Tiradaadu waa caadi.

Xiga

One long form became three short steps.

Five answers on one scrolling screen

Now three steps with a progress bar, so the end is always in sight.

The keyboard is gone

Numbers change by tapping plus and minus. Free text stays optional.

Bigger type, fewer colours

Body text 15 px, numbers 30 px, and only navy and teal.

The reading answers itself

Caadi appears the moment the number is entered.

BEFORE AND AFTER

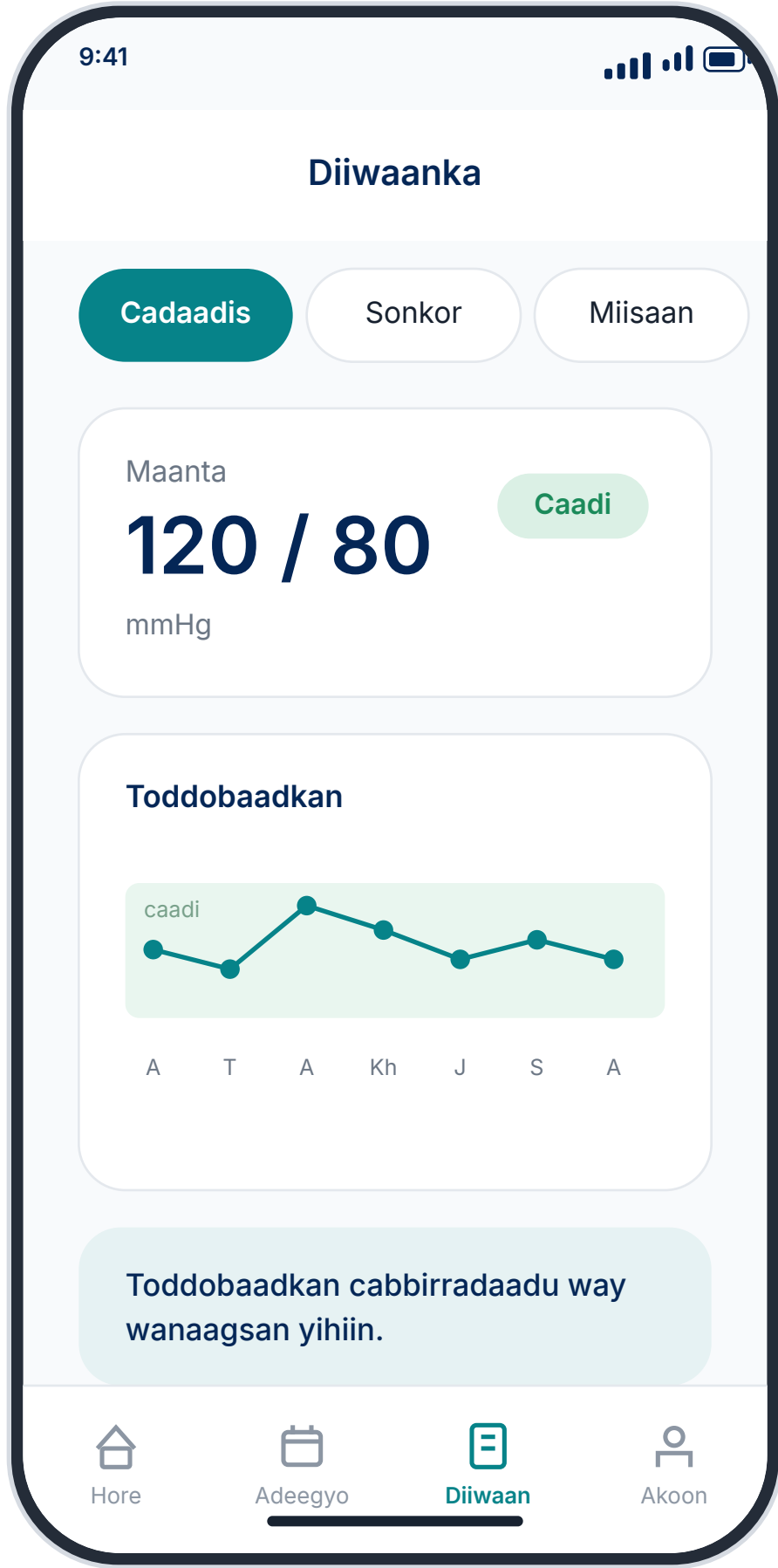
The record.

The chart the app ships today, beside the chart we propose.

BEFORE



AFTER



Three lines on one axis became one measure at a time.

The axis ran to 550

Blood pressure and blood sugar shared it, so pressure was a flat line near the bottom.

One measure per chart

Chosen with the chips at the top. Two units never share an axis again.

A green band does the reading

Inside the band is good news. The chart no longer needs explaining.

One sentence underneath

In plain Somali. The chart supports the sentence, not the reverse.



HOW WE BUILD IT

Five rules that decide every screen.

These are not preferences. Each one answers a problem found in the current build.

1

One question per screen

If a screen asks for two unrelated things, split it. A progress bar tells the person how much is left, so nothing feels endless.

2

Tap, do not type

Numbers change by tapping plus and minus. The keyboard only appears for free text, and free text is always optional.

3

Nothing under 13 px

Body text 15 px, labels 13 px, numbers 30 px and above. Grey text must still reach 4.5 to 1.

4

Every target 60 px

Buttons are 60 px tall and full width. Two choices sit stacked, never side by side, so neither is hit by mistake.

5

Answer, do not just collect

Every reading returns a plain sentence: normal, high, or low. The person learns something each time they open the app.

The test

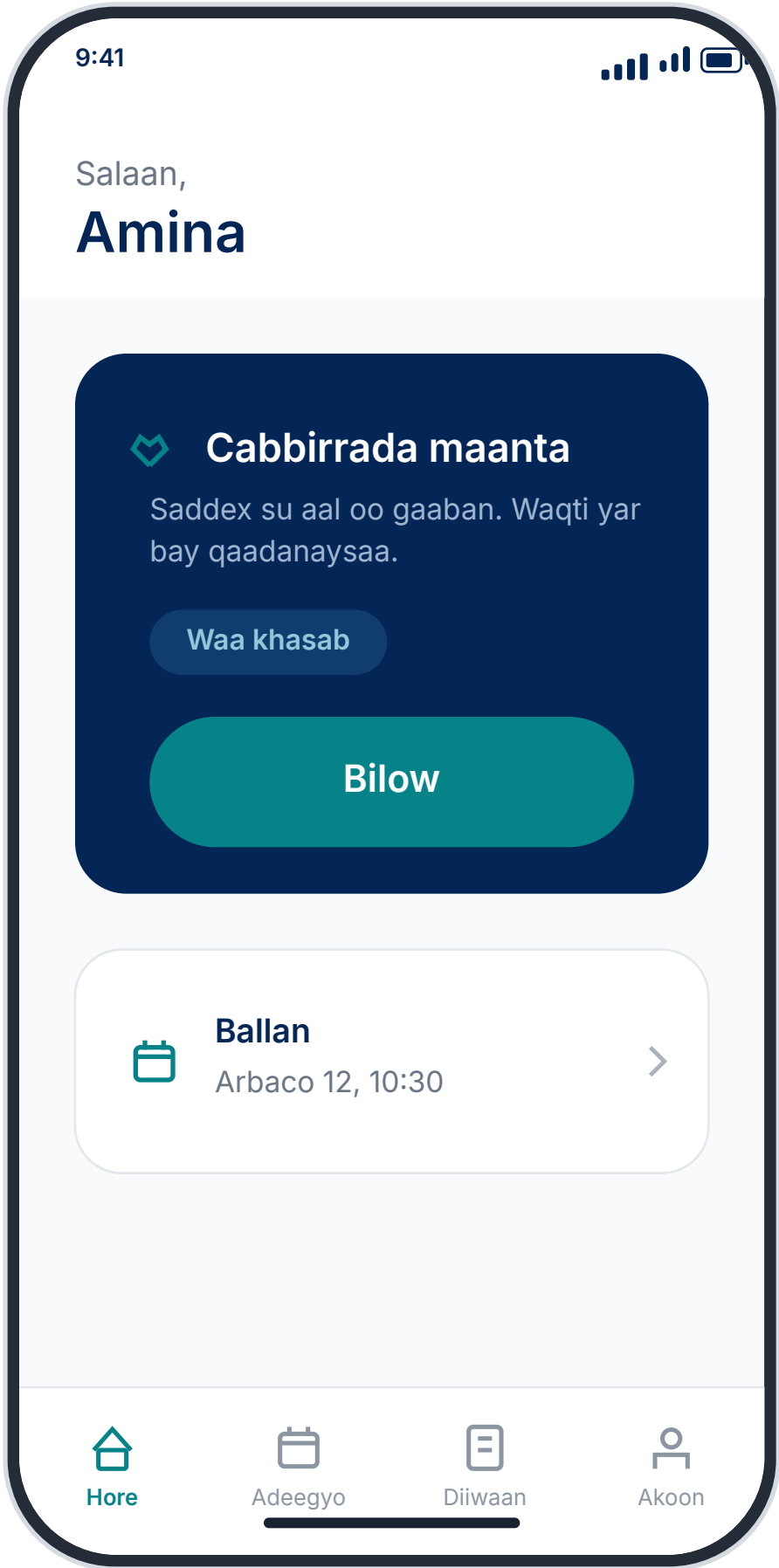
Hand the phone to someone who has never seen it, in the dark, without their glasses. If they can finish today's reading without asking a question, the screen is done.



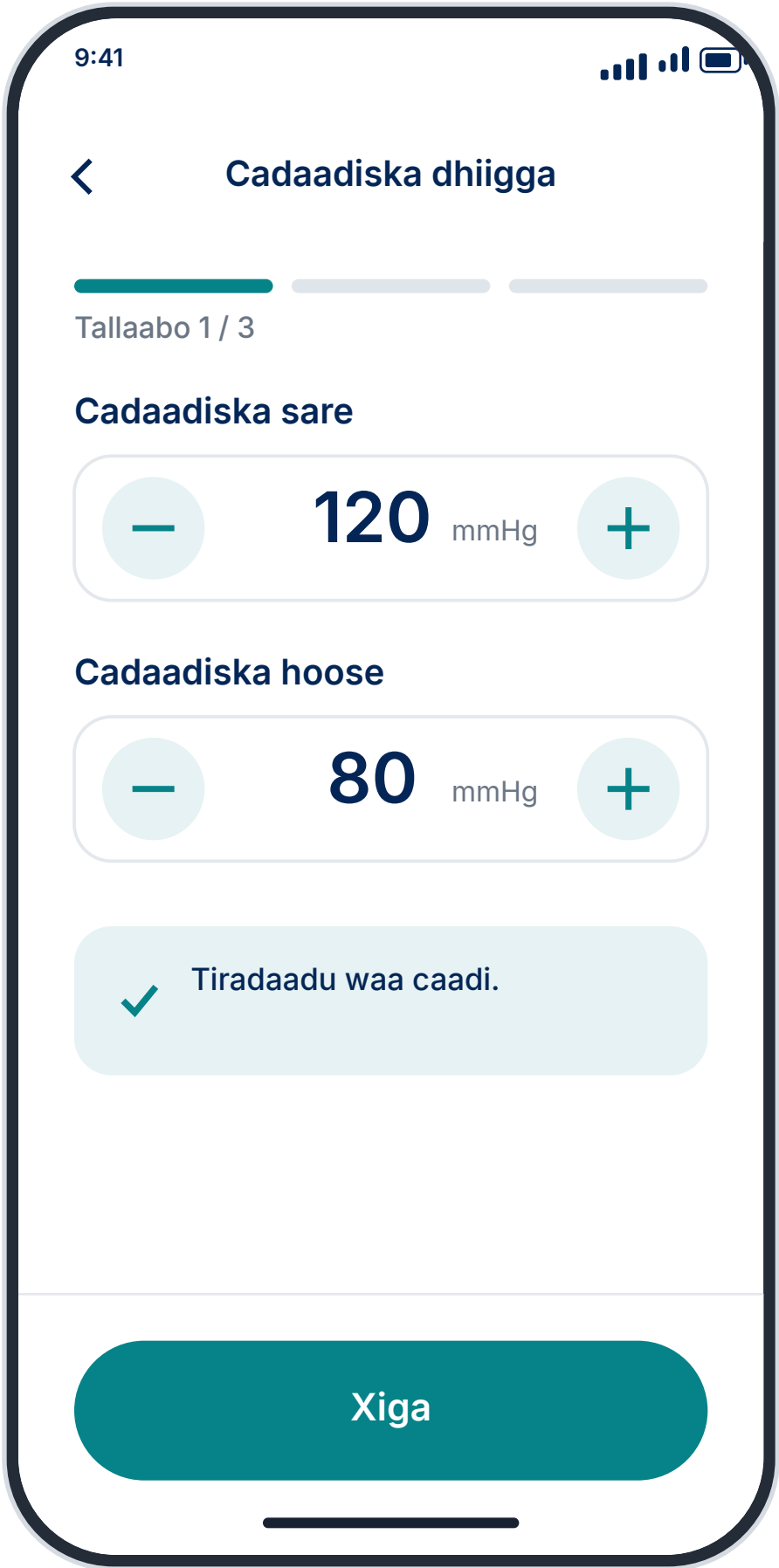
MOBILE APP

The daily check, in three steps.

The whole task is four taps and two adjustments. Somali copy shown is for review.



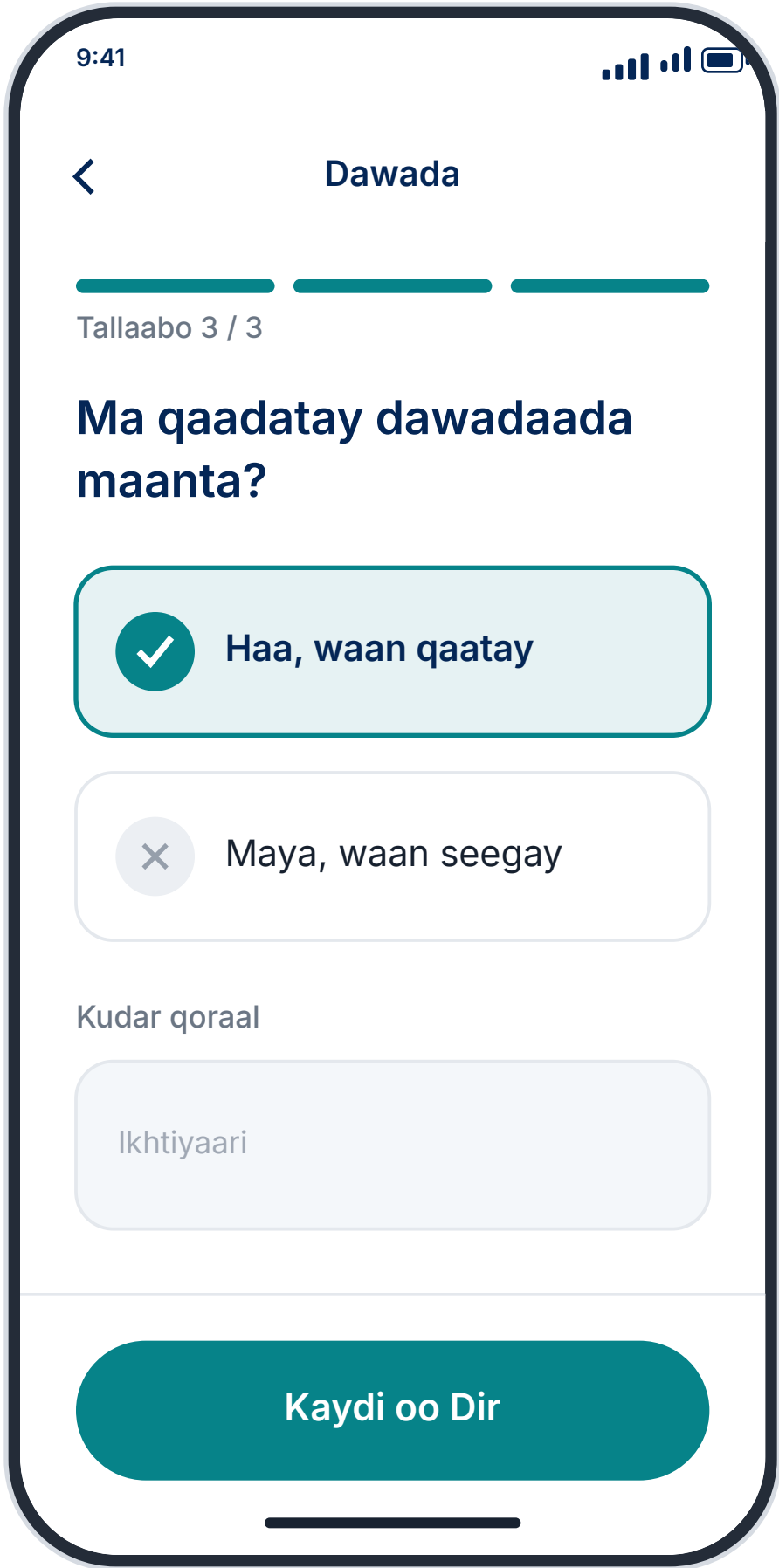
Maanta
One card, one button. Nothing else competes.



Tallaabo 1
Two paired numbers, tap to change, result shown at once.



Tallaabo 2
Sugar and weight, the same control repeated.



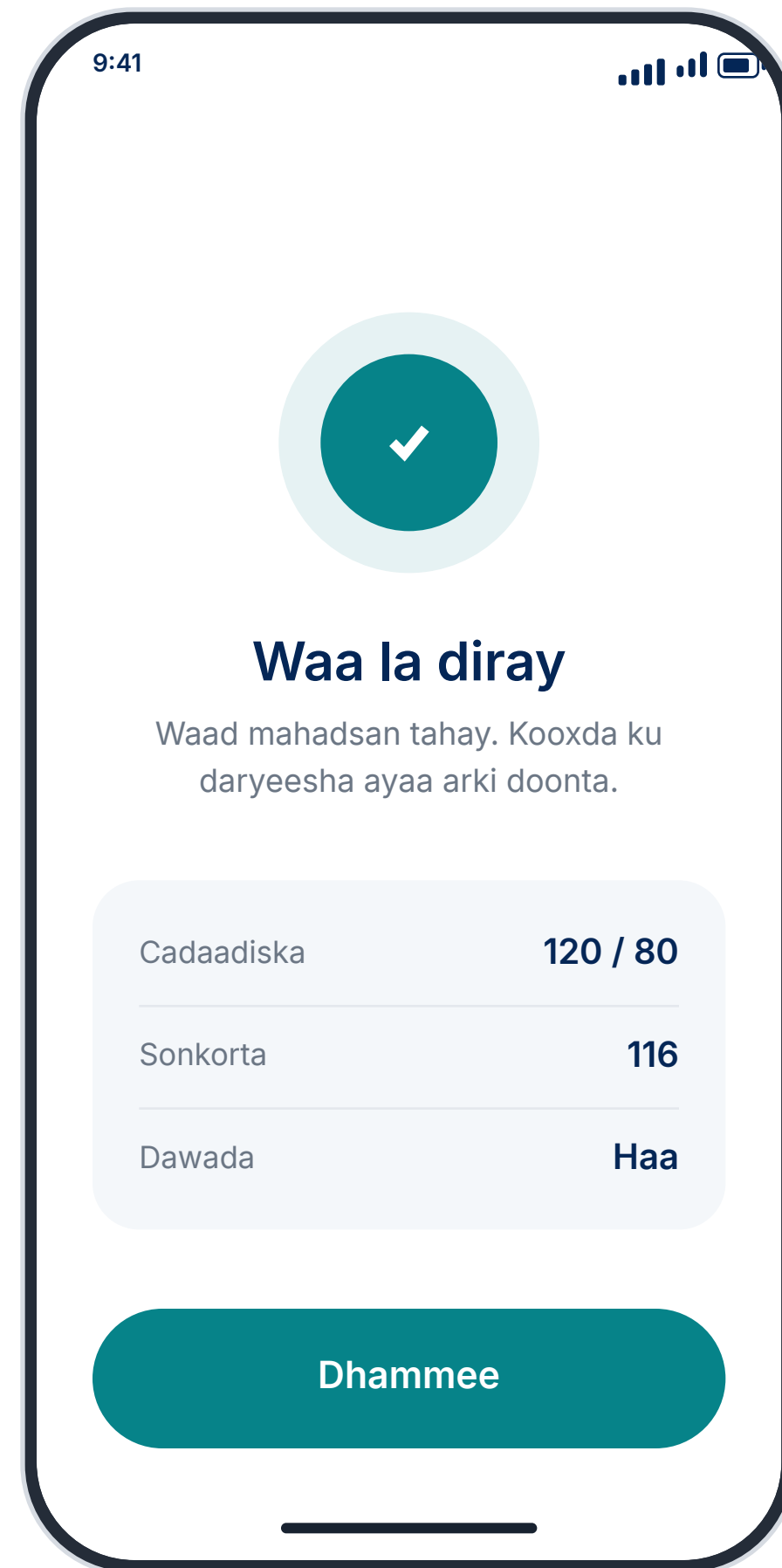
Tallaabo 3
One question, two large answers, note optional.



MOBILE APP

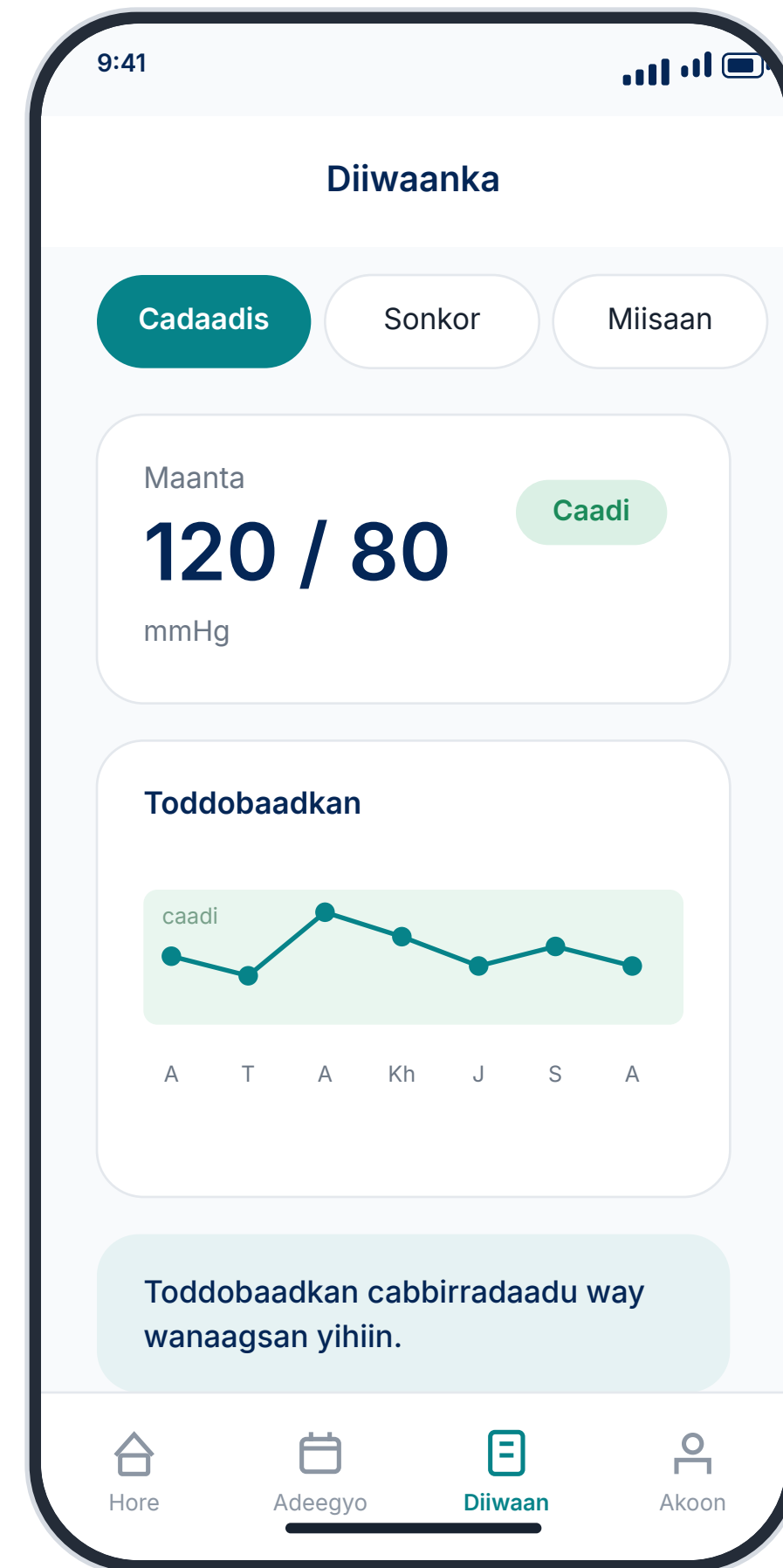
What the person gets back.

Capture is only half of it. The reading is answered, and the record is readable at a glance.



Waa la diray

Confirmation with the three answers repeated, so a mistake is caught immediately.



Diiwaanka

One measure at a time. The green band is the normal range, so the line explains itself.

THE CHART, REBUILT

The current chart puts blood pressure and blood sugar on one axis that runs to 550. Pressure collapses into a flat line near the bottom and nothing can be judged.

- 1 One measure per chart**
Choose the measure with the chips above it. Never plot two units on one axis.
- 2 Show the normal band**
A soft green band behind the line does the interpreting. Inside the band is good news.
- 3 Seven points, not forty**
A week is what a person can act on. Longer ranges belong to the clinician view.
- 4 Say it in words**
Under the chart, one sentence in plain Somali. The chart supports the sentence, not the reverse.

UI KIT

The pieces, at the size we actually use them.

Every control here is drawn at its real size. If a component is smaller than this in the build, it is wrong.

BUTTONS 60 px tall

Kaydi oo Dir

Dib u noqo

Ka bood

CHOICE stacked, never side by side

✓

Haa, waan qaatay

✕

Maya, waan seegay

NUMBER ENTRY no keyboard

Cadaadiska sare

—

120

mmHg

+

PROGRESS

Tallaabo 2 / 3

RESULT PILLS

Caadi

Sare

Hoose

NAVIGATION



Hore



Adeegyo



Diiwaan



Akoon

TYPE AND SPACE the floor, not the target

Screen title	20 to 24 px
Body text	15 px
Label	13 px, never lower
Number on a control	30 px
Button label	16 px
Button height	60 px
Tap target, minimum	60 px
Page margin	24 px
Corner radius, card	20 px
Corner radius, control	16 px
Grey text contrast	4.5 to 1 minimum

Interface type is Inter as a placeholder until the typography stage. Sizes and spacing above are final.



STATIONERY

Enough to open a door.

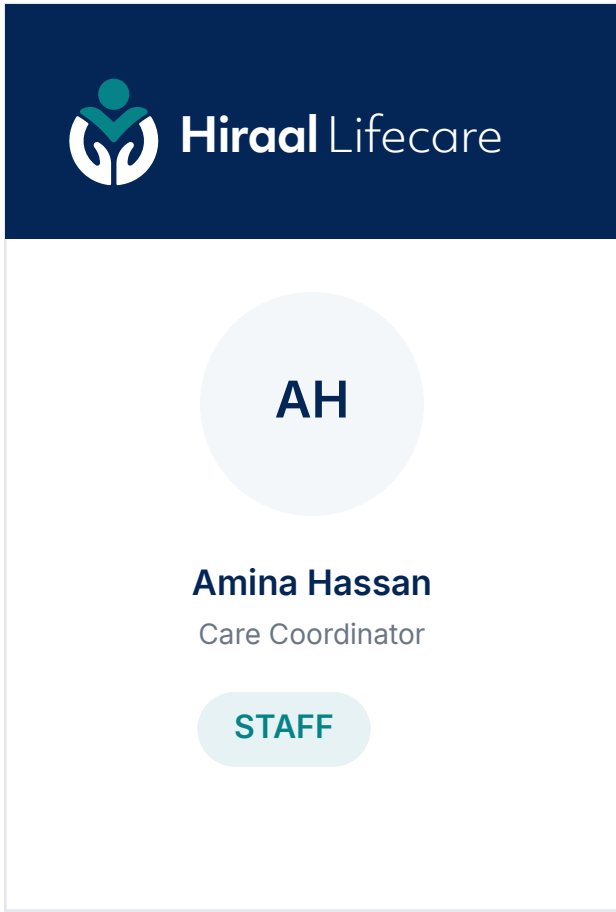
Print stationery, forms and signage come later, with the typography stage.



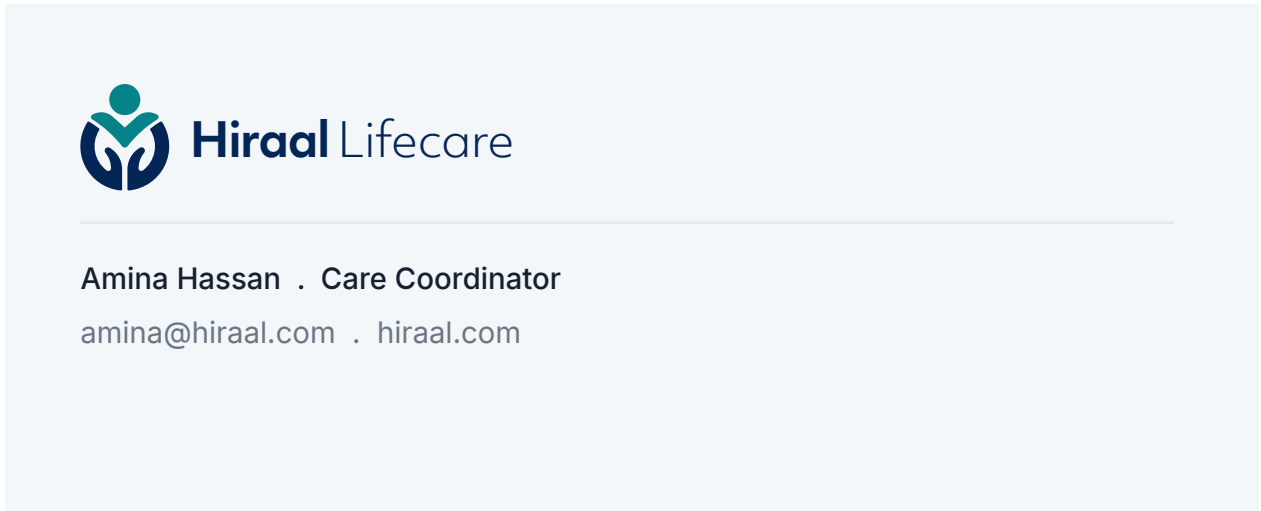
Business card, front
85 x 55 mm



Business card, back
Compact lockup reversed on navy.



ID badge
Navy header band, symbol reversed.



Email signature
One rule, two lines, nothing else.

How to use this document

Everything here is final unless it is marked as placeholder. Interface type is Inter until the typography stage, and the Somali copy in the app screens is written for review by the Hiraal team. The logo files themselves are in Logo Assets and Symbol Assets, already outlined and ready to place.

What comes next

- Typography and the type scale
- Print stationery and forms
- Signage and wayfinding
- Photography and illustration