

00 — Master Symbol

Approved artwork at 100 % (184.4 px). Every symbol in this file is an untouched duplicate of this group.



Symbol Master · 155.6 × 184.4 px · head diameter x = 53.6 px · teal #1096A2 · navy #042656
Layer "00 Master" is locked. Duplicate from it; never edit it.

01 — Existing Logo Audit

The supplied lockup as received, measured and assessed against 15 criteria.



Acme Gothic Bold 73 pt · auto leading 120 % · tracking 0 · both lines equal weight · 4 unnamed paths + 2 text frames, no groups

- Symbol: one clear idea — a person held by two hands. Human, continuous, ownable. Approved and locked.
- Symbol is horizontally symmetric and bottom-weighted: visual centre sits 5 % below the geometric centre.
- Thinnest features: the two ring cuts and the arm-to-hand gaps. These are the first to close below 24 px.
- Acme Gothic Bold is a condensed signage face; its narrow, high-shouldered letters fight the round, open symbol.
- Acme Gothic is an Adobe Fonts desktop licence: it cannot be embedded in the app or web build, and it is outside the decided Lifecare type system.
- Equal weight on both lines lets the longer word "Lifecare" outweigh "Hiraal"; loose 120 % leading splits the block into two words.

AUDIT SCORECARD · 1 – 5

1. Icon quality	● ● ● ● ●	distinct, warm, one idea
2. Wordmark quality	● ● ● ● ●	typeface character mismatched
3. Icon / wordmark relationship	● ● ● ● ●	proportions sound, voice differs
4. Typography	● ● ● ● ●	condensed display face, licence risk
5. Optical balance	● ● ● ● ●	block centred geometrically
6. Visual hierarchy	● ● ● ● ●	"Lifecare" outweighs "Hiraal"
7. Spacing	● ● ● ● ●	gap fine, leading loose
8. Alignment	● ● ● ● ●	left edge good, no vertical logic
9. Scalability	● ● ● ● ●	symbol scales; type not tested
10. Mobile-app suitability	● ● ● ● ●	symbol app-ready
11. Healthcare credibility	● ● ● ● ●	calm palette, human gesture
12. Digital-product suitability	● ● ● ● ●	type reads print / signage
13. Small-size performance	● ● ● ● ●	four thin gaps to watch
14. Distinctiveness	● ● ● ● ●	not a cross, heart or pulse
15. Long-term scalability	● ● ● ● ●	no system rules recorded

Symbol criteria are recorded to shape the system around it, not to change it.

02 — Wordmark Exploration

Four considered directions on the identical symbol at identical size. Symbol unchanged.

A · CURRENT — ACME GOTHIC BOLD / BOLD



Acme Gothic Bold both lines · leading 120 % · tracking 0 · as received

Condensed signage voice; subscription-only licence; equal weight. Retire.

B · SCHIBSTED GROTESK BOLD / BOLD



Schibsted Grotesk Bold both lines · leading 108 % · tracking -15

Right family, wrong hierarchy: the longer "Lifecare" still outweighs "Hiraal".

C · SCHIBSTED GROTESK BOLD / MEDIUM

RECOMMENDED



Hiraal: Bold, tracking -15 · Lifecare: Medium, tracking -10 · leading 108 %

Hiraal leads, Lifecare supports; one solid block; open forms echo the symbol. Recommended.

D · INTER BOLD / MEDIUM



Inter Bold + Inter Medium · leading 108 % · tracking -15 / -10

Competent and neutral, but reads as interface text rather than a name. Keep Inter for UI only.

03 — Final Wordmark

Recommended typography and the construction rules behind it.

FINAL TWO-LINE WORDMARK

Hiraal — Schibsted Grotesk Bold · tracking −15 · optical kerning



Lifecare — Schibsted Grotesk Medium · tracking −10 · optical kerning

WHY THE CURRENT WORDMARK IS RETIRED

- Acme Gothic is condensed and high-shouldered; the symbol is round and open. The two voices disagree.
- It is an Adobe Fonts desktop licence: the app, web and device builds could never carry it.
- It sits outside the decided Lifecare type system (Schibsted Grotesk display, Inter UI) shared with Hiraal Group.
- Two equal Bold lines make the longer product word louder than the family name.

DERIVED SINGLE-LINE FORM (COMPACT / IN-APP)

Hiraal Lifecare

Same fonts, weights and tracking; word space unchanged. Never set on one line in equal weight.

WORDMARK RULES

- Typeface: Schibsted Grotesk — the Hiraal Group display face, SIL Open Font Licence, embeddable in app, web and print.
- Hierarchy: "Hiraal" Bold, "Lifecare" Medium at identical size. The family name leads; the product name supports.
- Line spacing 1.08 em locks the two words into one block; cap height 0.28 of symbol height in the primary lockup.
- Title case only. Never all caps, never a wordmark-only logo, never colour-split words, never a tagline inside the lockup.
- Tracking −15 (Bold) / −10 (Medium) with optical kerning; no manual letter distortion, no outlines converted until final export.

04 — Primary Logo

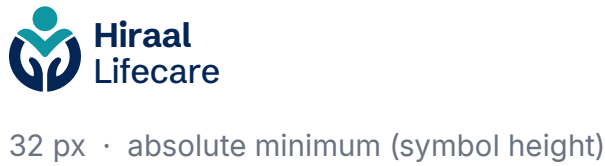
Horizontal two-line lockup with construction and clear space.

CONSTRUCTION & CLEAR SPACE



Red line: visual centre of the symbol (0.5485 H) = centre of the two-line block.
Clear space x (one head diameter) on all sides. Nothing enters this zone: no type, rules, photographs or format edges.

MINIMUM SIZE



Print: symbol height ≥ 10 mm. Below 32 px switch to the compact lockup; below 24 px use the symbol alone.

05 — Compact Horizontal

Single-line lockup for headers, navigation bars and narrow strips.

CONSTRUCTION & CLEAR SPACE



Cap height 0.435 H; cap centre on the symbol's visual centre (red); gap $\frac{1}{2} x$; clear space x. Same weights and tracking as the primary wordmark.

MINIMUM SIZE

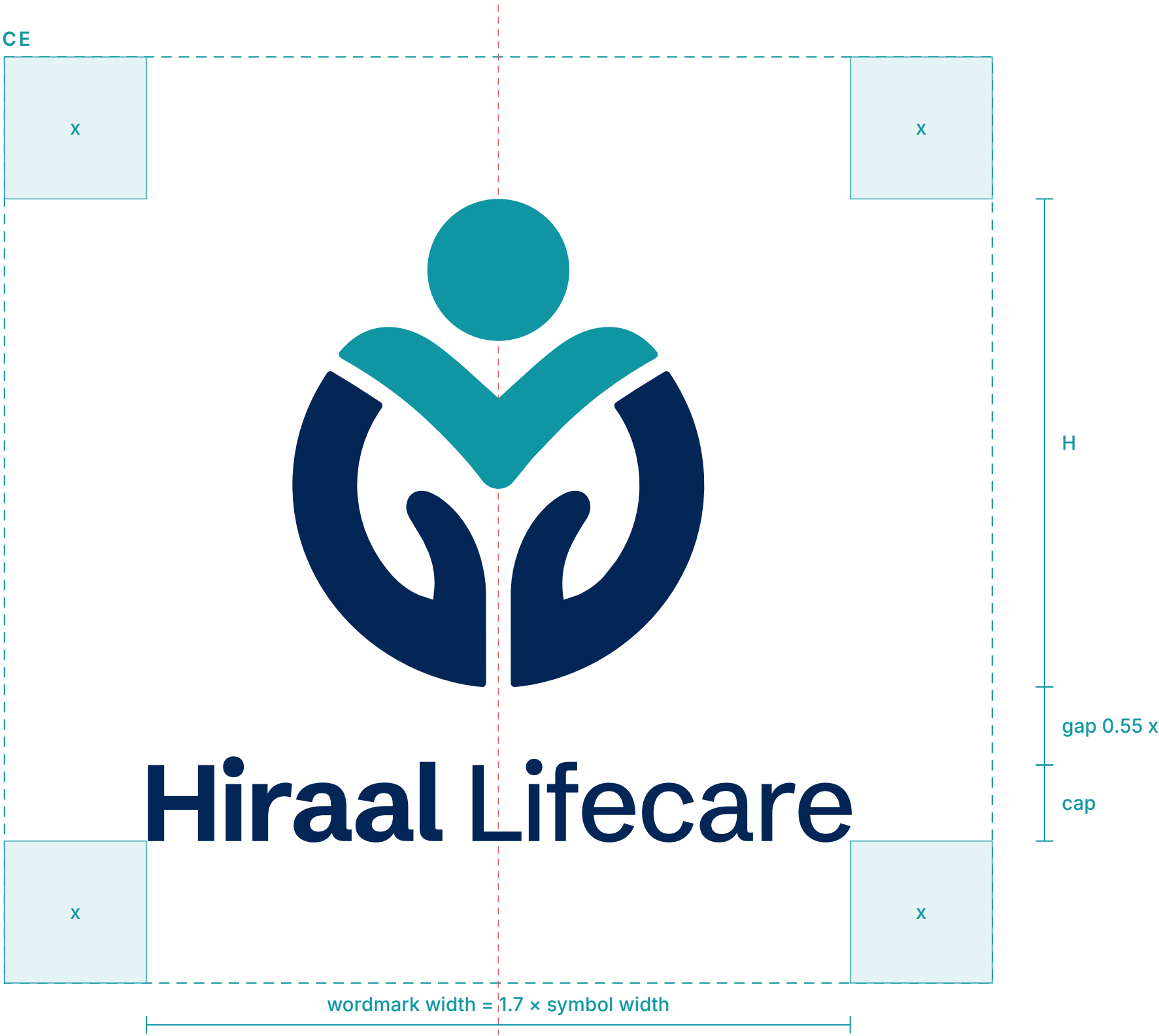


Use: app navigation header, web header, e-mail footer, co-branding strips, any band under 0.4 H tall. Not for the app icon, splash screens or print covers.

06 — Stacked Logo

Symbol over wordmark for square and portrait formats.

CONSTRUCTION & CLEAR SPACE



Symbol centred on the wordmark axis (red); single-line wordmark 1.7 × symbol width; gap 0.55 x; clear space x.

MINIMUM SIZE



Use: splash and onboarding screens, square social avatars with type, portrait print, signage, device packaging.
Below 80 px symbol height the wordmark cap drops under 12 px: use the symbol alone instead.

07 — Symbol Only

The approved symbol used independently, with clear space and minimum sizes.

ANATOMY & CLEAR SPACE



- Head · teal #1096A2 · diameter $x = 0.291 H$
- Arms · teal · open chevron, cut from the ring by a parallel gap
- Visual centre · $0.5485 H$ from the top (5 % below geometric centre)
- Hands / ring · navy #042656 · two cupped hands rising from the ring
- Central slot · thinnest negative space; sets the minimum size

USE THE SYMBOL ALONE

- App icon, favicon, avatars and any square or circular container.
- Any placement under 24 px, and wherever the name is already written beside it (headers, tab bars, notifications).
- Loading and empty states, watermarks and pattern elements — once Phase 02 defines the graphic language.

NEVER

- Rotate, mirror, outline, add a stroke, shadow or gradient.
- Recolour outside the approved modes: full colour, navy, black, white, two-tone reverse.
- Alter gaps, head size or hand geometry to "fix" small sizes — change size or mode instead.

Minimum symbol size: 16 px (favicon floor) · 24 px preferred digital minimum · print 6 mm.

08 — App Icon

How the symbol sits inside launcher icon environments. Symbol not redesigned.



A · NAVY TILE · TWO-TONE REVERSE

Recommended. Premium and calm, reads on every wallpaper; the teal head stays the focal point.



B · WHITE TILE · FULL COLOUR

Light alternative for store listings and marketing tiles. Needs the OS hairline on white wallpapers.



C · TEAL TILE · WHITE SYMBOL

Reserved for sub-products or campaign icons; never the primary launcher icon.

CONSTRUCTION



- Symbol height = 60 % of the tile; its visual centre (0.5485 H) sits on the tile centre: head slightly high, ring slightly low, which reads as centred.
- Fits inside the 66 % Android adaptive safe circle (dashed) with margin; iOS masks the tile at r = 22.37 %.
- Keep the inner 80 % square (dotted) free of anything but the symbol: no wordmark, badge, gloss or border art.

RECOMMENDED ICON AT REAL SIZES



180 px · App Store



120 px · iPhone @2x



76 px · iPad



60 px · @1x



40 px · Spotlight



120 px · Android circle mask

09 — Monochrome

Single-colour and black versions for restricted production.

SINGLE COLOUR · NAVY #042656



Preferred one-colour version: single-ink print, engraving, embossing, foil, embroidery, laser marking on devices. Keeps the brand colour.

BLACK



Black only where colour is technically impossible: newsprint, fax, legal documents, black-only stamps. Never as a styling choice.

Not offered: grey, tints, outlines or teal-only. Teal alone fails contrast on white (3.2 : 1) and loses the navy hands.

10 — Reverse

Versions for navy, teal and photographic dark backgrounds.



On photographs: use A on navy overlays, B on any dark image; never place the full-colour logo on mid-tone or busy backgrounds. Minimum contrast for the wordmark: 4.5 : 1.

11 — Small-Size Test

True-size vector tests at 16, 24, 32, 48, 64 and 128 px.

SYMBOL



PRIMARY LOCKUP · SYMBOL HEIGHT



COMPACT LOCKUP · SYMBOL HEIGHT



Artboards are in pixels at 72 ppi: every item above is placed at its true 1× size. Export at 2× / 3× for device checks.

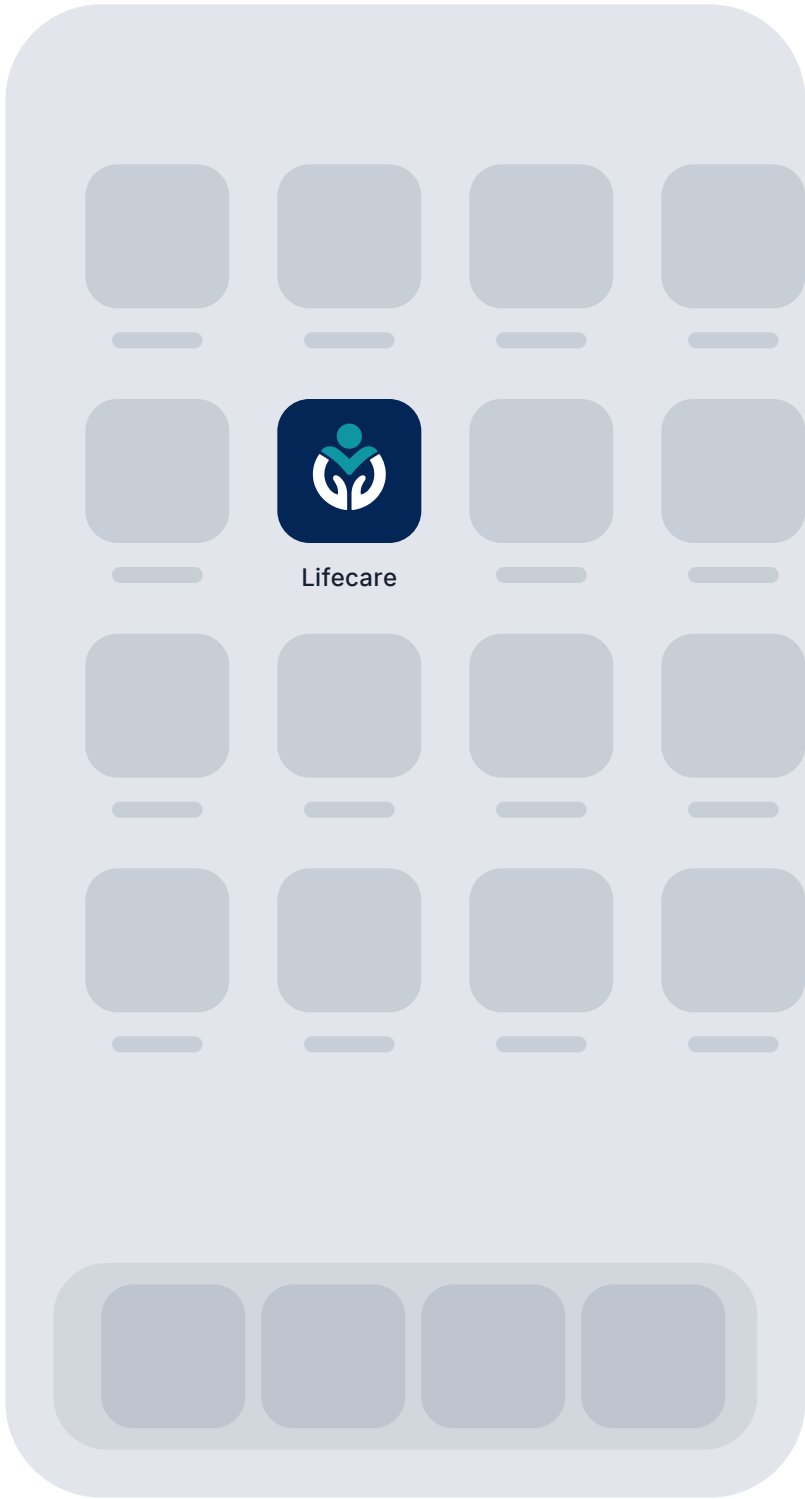
FINDINGS

- 16 px: the silhouette (head + cupped ring) still reads; the two ring cuts and the arm-to-hand gaps merge into one shape. Acceptable for favicons only.
- 24 px: all four gaps stay open, the head is a clean disc. This is the preferred digital floor for the symbol.
- 32 px symbol height in the primary lockup gives a 9 px cap: legible, but "Lifecare" Medium starts to fill in. 40 px is the comfortable floor.
- Compact at 24 px: cap 10.4 px, x-height 7.8 px. Fits a 44 pt navigation bar with 10 pt of breathing room.
- Two-tone symbol holds at every size because the teal and navy never touch; no hairline colour gaps appear.
- Rule: symbol alone below 24 px; compact between 24 and 32 px; primary from 32 px, comfortably from 40 px.

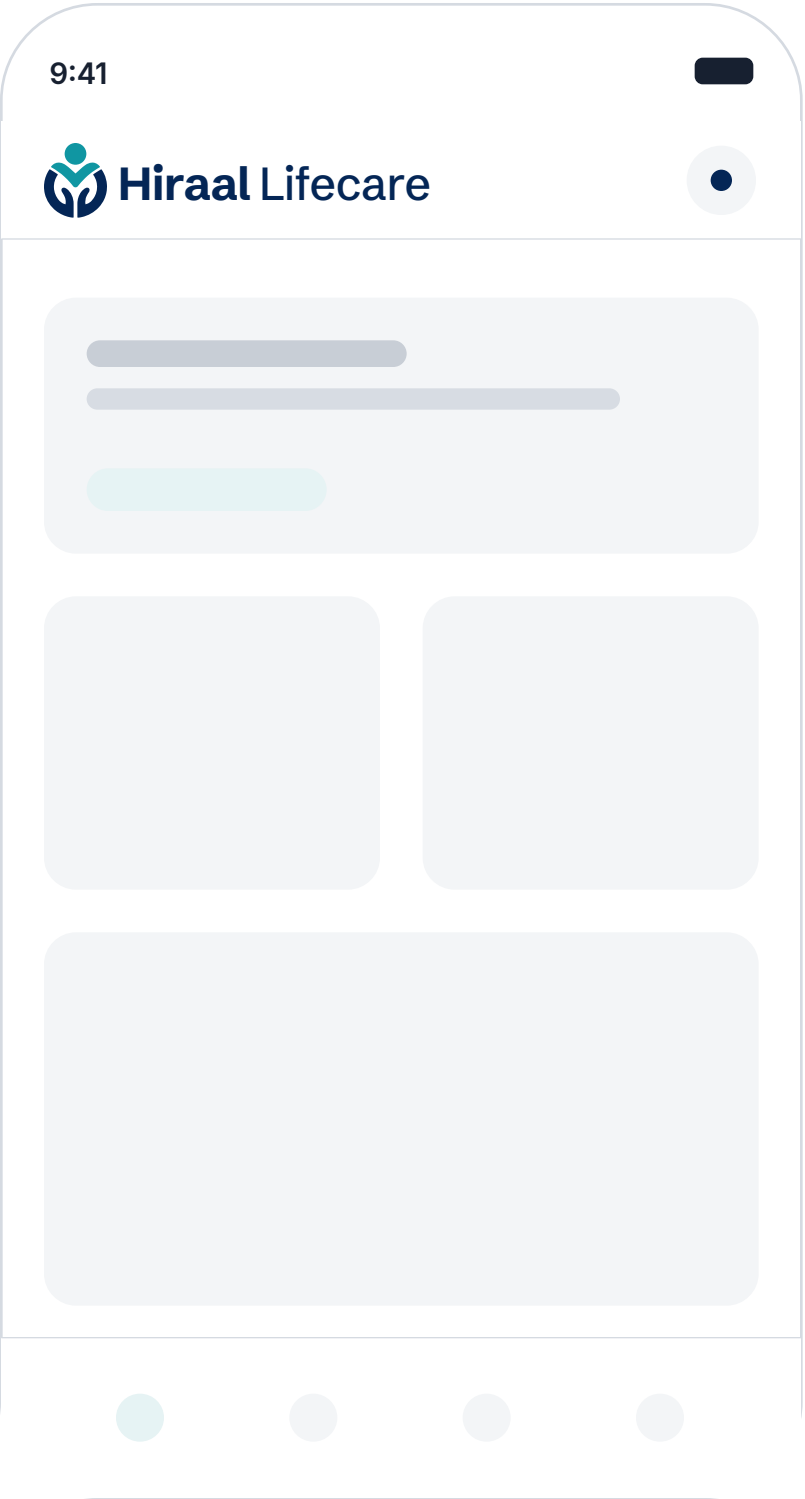
12 — In-App Contexts

Evaluation only: launcher, navigation header, splash and favicon-scale usage.

LAUNCHER



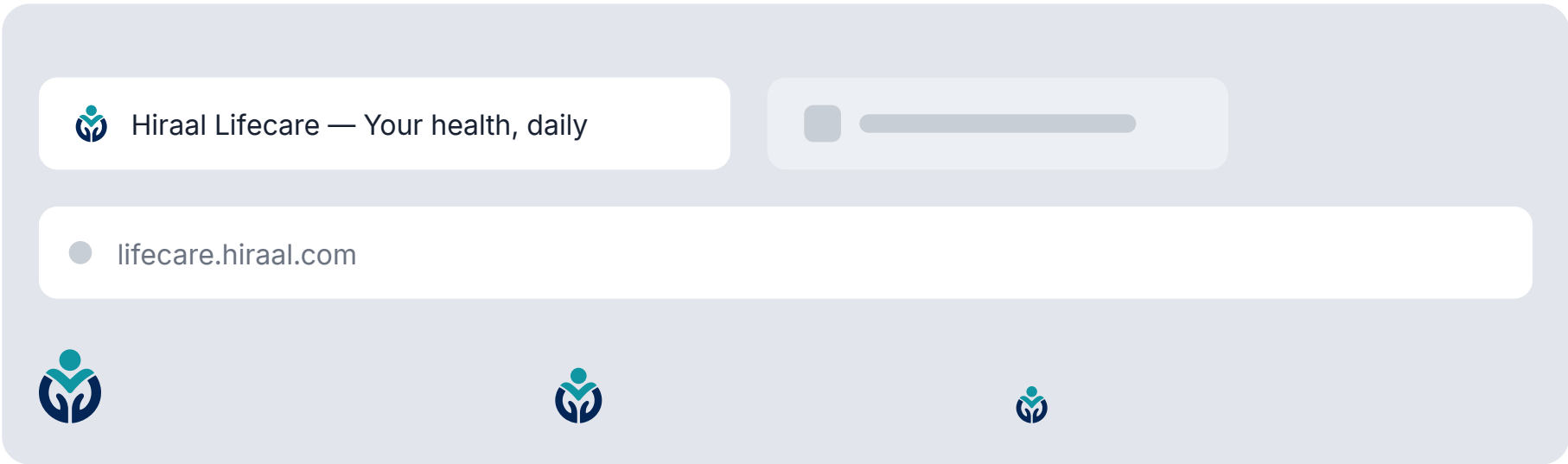
NAVIGATION HEADER



SPLASH / LOADING



FAVICON & BROWSER TAB



OBSERVATIONS

- Launcher: the navy tile separates from every neighbour and the teal head gives the icon a single focal point at 54–60 px.
- Header: compact lockup at 28 px sits in a 44 pt bar with the wordmark cap at 12 px — the name is read, not decoded.
- Splash: stacked reverse at 120 px on navy is the calmest first screen; no tagline, no version number inside the clear space.
- Favicon: at 16 px only the symbol is used; the two-tone survives because teal and navy are separated by white.
- These are evaluation frames, not UI design. Screen layouts, components and colours are Phase 02 and later.

All mocks are at 1× (points = pixels). The app itself will render the symbol from SVG or an asset catalogue, never from a raster.

13 — Logo Family Overview

Every approved configuration on one sheet.



L-01 · PRIMARY

Horizontal two-line · full colour



L-03 · STACKED

Symbol over single-line wordmark



L-04 · SYMBOL

Approved master artwork



L-02 · COMPACT

Single-line · headers and navigation



L-05 · APP ICON

Navy · two-tone reverse



L-06 · SINGLE COLOUR

Navy · one-ink production



L-07 · BLACK

Colour technically impossible



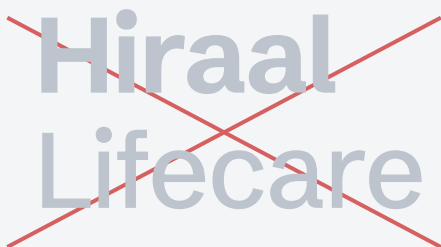
L-08 · REVERSE · TWO-TONE

Navy backgrounds, app dark mode



L-09 · REVERSE · WHITE

Photographic and single-colour dark



NOT IN THE SYSTEM

No wordmark-only · no tagline lockup · no teal-only · no grey



14 — Recommended Hierarchy

Which configuration is used where.

A · PRIMARY LOGO — THE OFFICIAL HIRAAL LIFECARE LOGO



Every first impression: website, store listing, presentations, print, partnerships, press. Wherever there is room for two lines, this is the logo.

WHY THIS HIERARCHY FOR A CHRONIC-CARE APP

- Patients open this app daily for years. The identity has to be calm and consistent rather than loud; one primary lockup, one compact form, one symbol.
- The symbol carries the meaning (a person held) and works alone from 16 px, so the app icon, tab bar and notifications never need the name.
- "Hiraal" in Bold ties Lifecare to Hiraal Clinic and the Group — a patient moving between clinic and app sees one family.
- "Lifecare" in Medium reads as a product, not an institution: it is software, connected devices and daily routines, not a hospital wing.
- Schibsted Grotesk is open-licensed: the wordmark can be embedded in the app, web and device firmware without a licence risk.

B · SECONDARY

Stacked logo



Splash and onboarding, square social avatars, portrait print, signage and device packaging. Minimum 80 px symbol height.

C · INSIDE THE APP

Compact lockup + symbol




Navigation header at 28 px, e-mail and web headers, tab bar and notifications (symbol only). 24 px minimum.

D · APP ICON

Navy tile · two-tone reverse



iOS and Android launcher, App Store and Play listings. Symbol at 60 % of the tile, visual centre on the tile centre.

E · MINIMUM SPACE

Symbol only



Favicon, watch complications, badges, avatars, embroidery, any placement under 24 px. Floor 16 px / 6 mm.