



مركز الليزر وباثولوجيا الجلد

LASER AND DERMATOPATHOLOGY CENTER

Elevating Dermatology Through Innovation

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INTRODUCTION

The Laser and Dermatopathology Center at Kobry El Kobba Medical Complex is a specialized medical unit dedicated to delivering advanced dermatological and laser-based treatments. The center integrates medical precision with compassionate patient care, offering innovative solutions in a safe and professional environment.

This brand identity system has been developed to reflect the center's values of excellence, trust, and technological advancement while maintaining warmth and patient-centered care.

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PURPOSE

This document serves as a comprehensive reference for the correct and consistent application of the brand identity across all communication platforms.

Its purpose is to:

- Ensure visual consistency.
- Preserve brand integrity.
- Provide clear implementation standards.
- Align all internal and external communications with the center's positioning.
- Strengthen recognition and credibility.

VISION

To become a leading center of excellence in laser and dermatopathology services, recognized for innovation, clinical precision, and exceptional patient experience.

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MISSION

To deliver advanced laser and dermatological diagnostics and treatments through state-of-the-art technology, highly qualified professionals, and a patient-first philosophy that ensures safety, dignity, and positive outcomes.

5

CORE VALUES

CLINICAL EXCELLENCE

Commitment to the highest medical standards.

PRECISION & INNOVATION

Adoption of advanced laser technologies.

COMPASSIONATE CARE

Patient well-being as a primary priority.

INTEGRITY & TRUST

Transparency and ethical medical practice.

PROFESSIONALISM

Consistent and disciplined service delivery.

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Brand

POSITIONING

The center positions itself as:

- A technologically advanced yet human-centered medical unit.
- A trusted extension of Kobry El Kobba Medical Complex.
- A symbol of safety, sophistication, and reliability.

The brand bridges the strength of a structured medical institution with the reassurance of personalized care.

LOGO DESIGN

Concept Narrative

The logo combines three primary symbolic elements:

1. The Lotus / Floral Element Represents:

- Skin regeneration
- Healing and renewal
- Natural balance and growth

The upward expansion symbolizes transformation and medical advancement.

2. The Supporting Hands Represent:

- Care and protection
- Human compassion
- Patient-centered service

They visually embrace the floral element, emphasizing safety and reassurance.

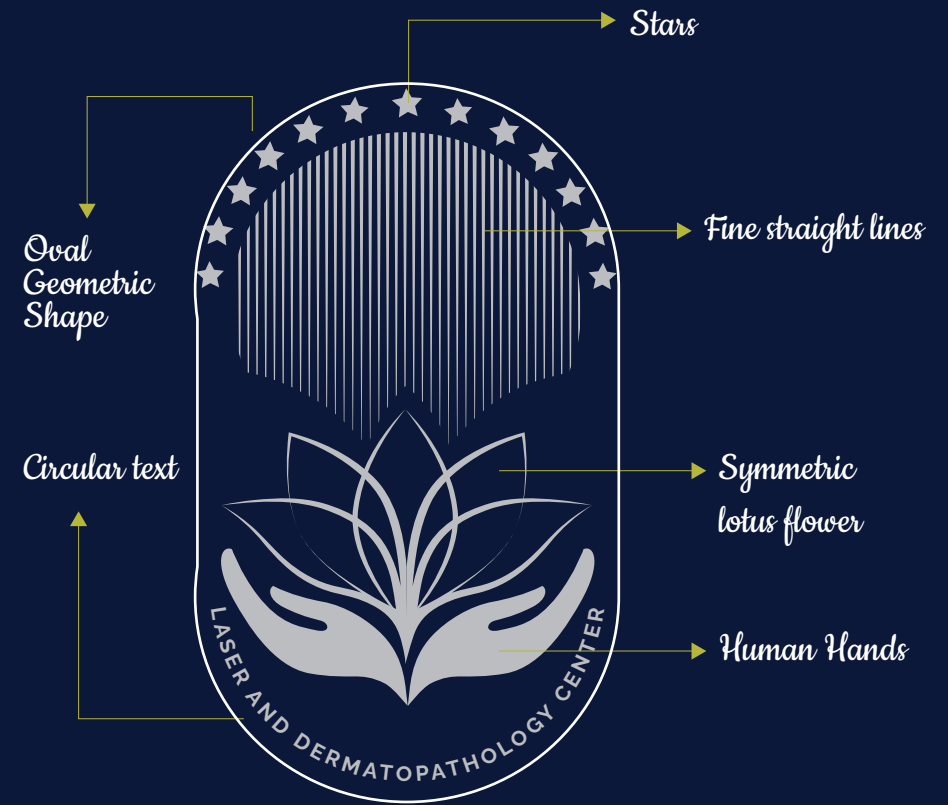
3. The Radiant Golden Arc with Stars Represents:

- Laser precision (vertical beams)
- Excellence and recognition
- Institutional strength and credibility

The arc symbolizes guidance, leadership, and elevated standards of care.

Together, these elements communicate a unified message:

Technology guided by care. Precision supported by humanity.



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LASER AND DERMATOPATHOLOGY CENTER

Arabic and English Typography

PRIMARY
LOGO

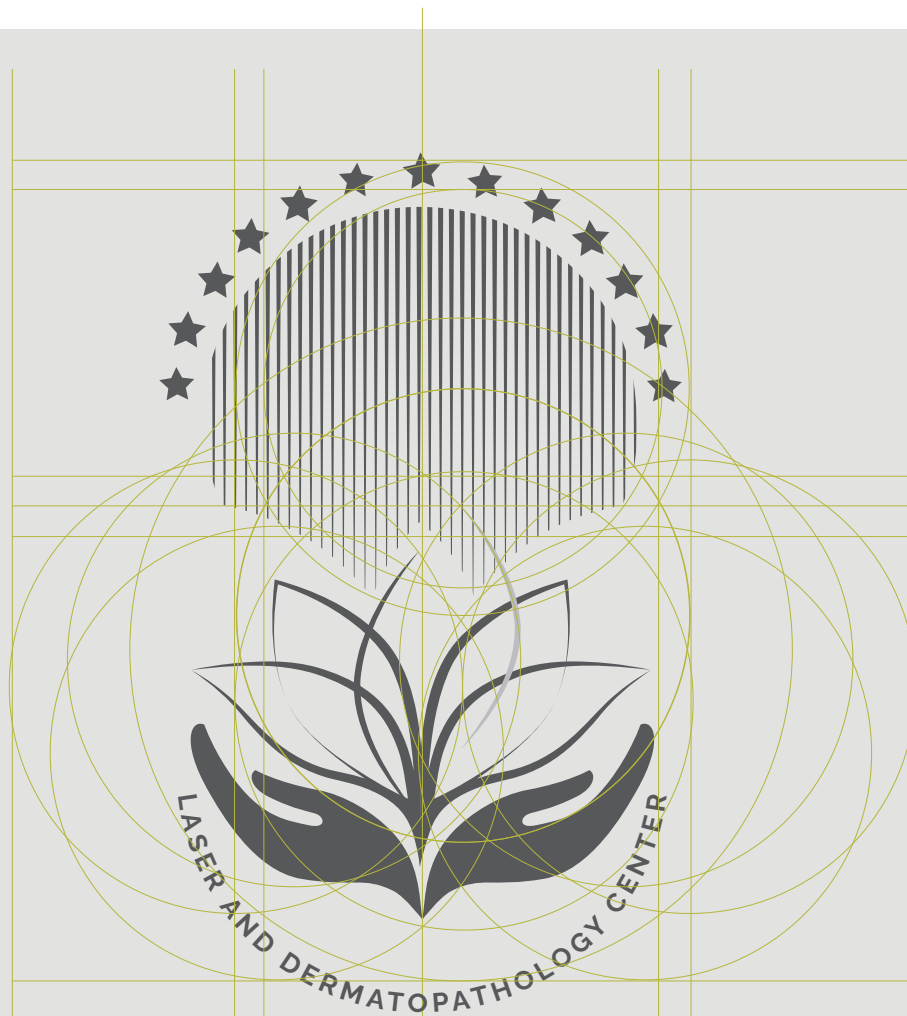


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ACCURACY | INNOVATION | CONFIDENCE

LOGO

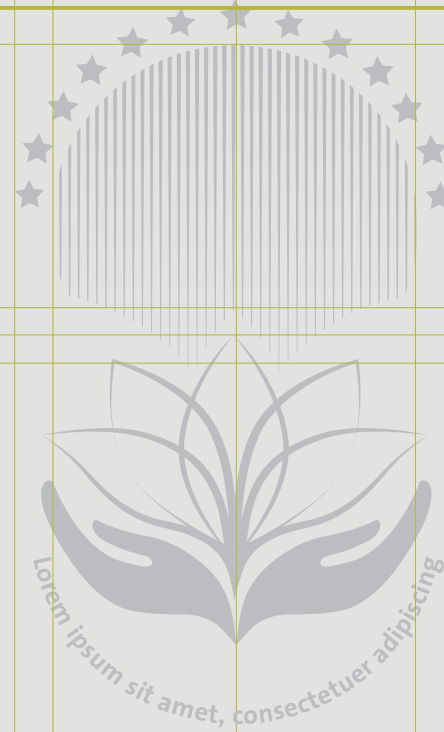
ARCHITECTURE



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SAFE
SPACE



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LASER AND DERMATOPATHOLOGY CENTER

LOGO

VARIATIONS



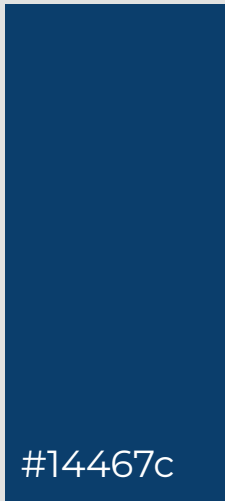
COLOR SCHEME

PRIMARIES

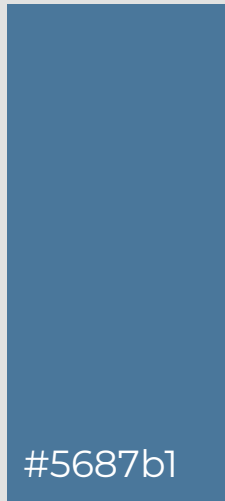
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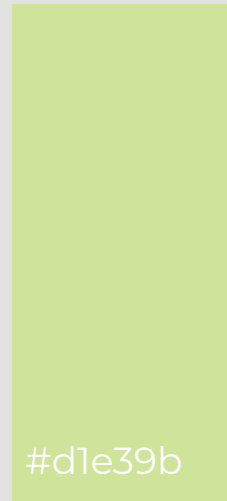
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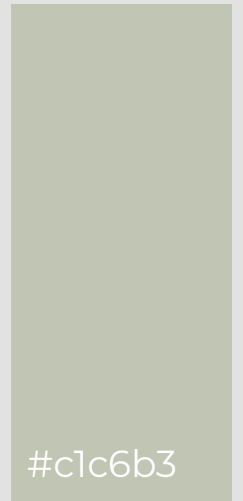
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TYPOGRAPHY

LASER AND DERMATHOLOGY

ACCURACY | INNOVATION | CONFIDENCE

Technology guided by care. Precision supported by humanity.

A brand is more than a name or logo; it is the perception that people have about a product, service, or organization.

A brand lives in the minds and hearts of customers.

The process of creating, shaping, and managing a brand. It involves actions that build recognition, trust, and loyalty. It is telling your story consistently across touchpoints.

أهمية بناء الماركة وتصميم الهوية للمشروعات القومية

إن الماركة المؤسسية تمثل الإطار الذي تُدار من خلاله العلاقة بين المشروع والمجتمع، فهي أداة للثقة، والانتماء، والحوكمة، وتُعد عنصرًا أساسيًا في قياس جودة الأداء المؤسسي وليس مجرد مظهر بصري. وفي قطاع حيوي كقطاع الصحة، تكتسب الهوية أهمية مضاعفة، لما لها من تأثير مباشر على الإحساس بالأمان، والمصداقية، والاحترام. الإنساني للمريض.

Druk Text Wide Trial

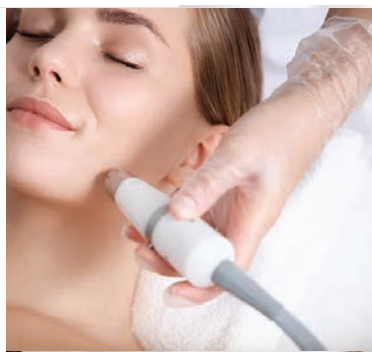
Raleway

Creation

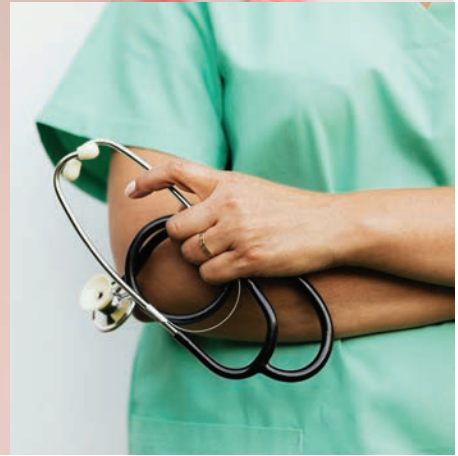
RalewayLight

TheSans

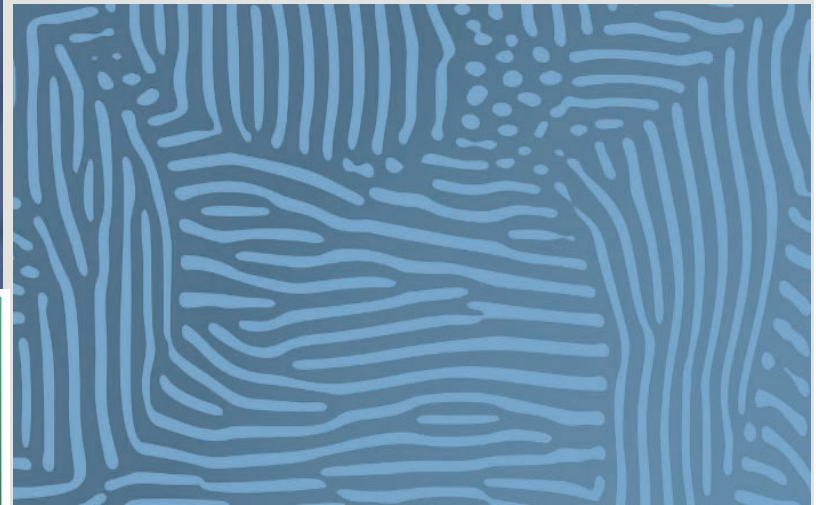
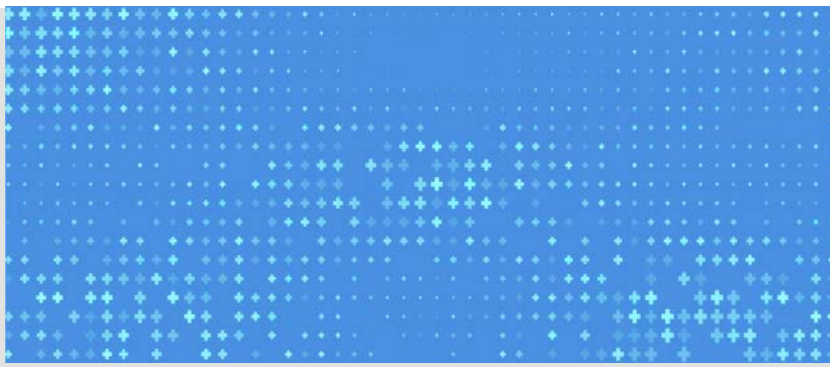
DIN Next LT Arabic



IMAGERY



PATTERNS



Brand

COMMUNICATIONS

Laser and Dermatopathology Center
Kobry El Kobba Medical Complex

ACCURACY

Technology guided by care. Precision supported by humanity.

INNOVATION

CONFIDENCE

www.laseranddermapathology.com





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ACCURACY INNOVATION CONFIDENCE

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Brand

MOCKUPS



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Thank You

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