



NEW HELIOPOLIS HOSPITAL

Branding

B R A N D S T R A T E G Y

1. INTRODUCTION

The brand strategy of New Heliopolis Hospital is designed to establish the institution as a symbol of excellence, innovation, and trust in Egypt's healthcare landscape. Branding in healthcare goes beyond a logo; it is the articulation of values, vision, and identity that shape how patients, staff, and the wider community experience the hospital. For New Heliopolis Hospital, the brand must communicate not only medical capability, but also compassion, accessibility, and long-term commitment to citizen well-being.

By adopting a modern and human-centered visual identity, New Heliopolis Hospital positions itself as a forward-looking model under the Egyptian Health Insurance Organization.

The strategy aims to create a cohesive identity system that conveys professionalism, inclusivity, and advanced care while ensuring emotional resonance with patients. In doing so, the hospital brand becomes a benchmark for integrated healthcare in Egypt, competitive with leading global institutions.

2. BACKGROUND

The New Heliopolis Hospital project represents a landmark in Egypt's national healthcare strategy, reinforcing the country's commitment to expanding access to advanced medical services. Located in East Cairo on a 42,000 m² site, the hospital consists of four floors and a wide spectrum of specialized units designed to meet the needs of a diverse population.

With a total of 400 beds, including 190 intensive care units, 15 operating rooms, and 50 neonatal incubators, the hospital is among the most advanced public healthcare facilities in the country.

The establishment of New Heliopolis Hospital marks a significant step in strengthening Egypt's healthcare infrastructure. This project is part of the national development efforts aimed at enhancing the quality and reach of medical services to meet the needs of all citizens.

It houses emergency services, 31 outpatient clinics, women's and children's care, advanced endoscopy, dialysis, catheterization, and specialized ICUs, positioning it as a national hub for critical and integrated care.

Beyond infrastructure, New Heliopolis Hospital embodies a strategic investment in citizen health, designed to meet rising demand, enhance quality of care, and strengthen resilience across Egypt's healthcare system.

3. VISION

To be Egypt's leading model of advanced, inclusive, and integrated healthcare delivering excellence, trust, and innovation for the well-being of every citizen.



4. MISSION

As part of the Egyptian Health Insurance Organization, New Heliopolis Hospital is committed to delivering affordable, high-quality, and comprehensive healthcare services. By combining advanced infrastructure, specialized expertise, and a patient-first approach, we strive to provide care that protects health, restores dignity, and inspires trust.

5. VALUES

Core

Compassionate Care

Excellence

Equity & Accessibility

Innovation

Integrity

Collaboration

Patient-Centeredness

Compassionate Care الرحمة والرعاية

Placing dignity, comfort, and empathy at the heart of all services.

Excellence التميز

Striving for the highest standards in clinical outcomes and service delivery.

Equity & Accessibility العدالة وإتاحة الخدمة

Ensuring healthcare is available to all, without barriers.

Innovation الابتكار

Embracing medical and technological advancements to improve outcomes.

Integrity النزاهة

Operating with transparency, ethics, and accountability.

Collaboration العمل الجماعي

Building strong partnerships across medical, administrative, and community levels.

Patient-Centeredness التركيز على المريض

Guiding every decision by the needs and safety of patients and families.

Strategic


6. OBJECTIVES

Expand Capacity: Meet the growing demand for healthcare in Cairo and neighboring regions.

Provide Advanced Medical Services: Deliver comprehensive, specialized, and technology-driven care.

Support National Healthcare Goals: Strengthen Egypt's healthcare infrastructure in alignment with public health priorities.





At the heart of every act of care lies the power to transform lives and shape a better tomorrow.

Helping people is more than a service it is a profound expression of humanity, compassion, and shared responsibility. Through care, we restore hope; through humanity, we inspire strength; and together, we build communities where dignity and well-being flourish.

It is this spirit of giving and healing that creates the foundation for a healthier, brighter future for all.

7. LOCATION

Concorde El Salam
Cairo By Royal Tulip

16 Gesr Al Sweis
Recently viewed

El Shams Sporting Club
نادي الشمس
للألعاب الرياضية

CIB Bank Branch

166
Inpatient
Beds

400
Beds

190
ICU
Beds

15
Operating
rooms

Strategically located in East Cairo, the hospital occupies a total area of 42,000 square meters, consisting of 4 floors, designed to offer specialized, high-quality medical services.

8. UNITS AND DEPARTMENTS

Emergency & Trauma Unit:

Equipped to handle critical cases efficiently and rapidly.

Outpatient Clinics:

Hosting 31 specialized clinics to serve non-hospitalized patients with a broad range of medical services.

Dialysis Unit:

Equipped with 70 dialysis machines, ensuring the hospital can serve a large number of patients requiring renal care

Gastrointestinal Endoscopy Unit:

Offers advanced diagnostics and therapeutic procedures for digestive system diseases.

Obstetrics & Gynecology Unit:

Features modern facilities to care for mothers and newborns.

Cardiac, Neurological, and Peripheral Catheterization Units:

Provide specialized interventions for heart, brain, and vascular conditions using advanced catheter-based techniques.



Identity
VISUAL

VISUAL REFERENCES

Hospital	Logo Features	Design values
Charité (Germany)	Minimal, modern serif font, color ring implying diversity/inclusivity	Scientific precision + openness
MGH (USA)	Traditional shield, serif type, historic year	Heritage, authority, and trust
Cleveland Clinic (USA)	Abstract cross in gradient blue/green, bold sans-serif	Modern, modular, tech-forward
Stanford Health (USA)	Academic shield + clean wordmark	Prestige + healthcare expertise
Karolinska (Sweden)	Bold typeface, blue palette	Institutional clarity, national identity
Pitié-Salpêtrière (France)	Heart + leaf in a rounded square, light blue	Compassion + public service
Mayo Clinic (USA)	Interlocking shields + elegant serif font	Elite, academic, secure
UHN (Canada)	Abstract gold + bold sans-serif	Institutional strength, innovation
USZ Zürich (Switzerland)	Clean, modern blue text	Simplicity, tech-institutional image
Sheba (Israel)	Colorful abstract S-loop + modern sans-serif	Futuristic, healing, "city of health"

Visual Analysis of Global Hospital Logos



DESIGN CONCEPT

The New Heliopolis Hospital logo embodies a modern and forward-looking identity that reflects trust, care, and excellence. Deep blue conveys professionalism, safety, and authority in healthcare, while the gold accent symbolizes prestige, leadership, and innovation. The sunburst motif represents vitality, renewal, and the heritage of Heliopolis the City of the Sun underscoring the hospital's role as a beacon of hope and healing.

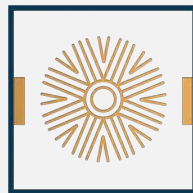
Typography and form are carefully balanced: bold and structured to project strength, yet refined and approachable to reflect compassion and accessibility. The integration of the word “NEW” emphasizes progress and transformation, reinforcing the hospital's role as a national model for modern healthcare under the Health Insurance Organization.



Directions
DESIGN

TYPOGRAPHY BASED LOGOS

HELLIPOLIS
H O S P I T A L S



TYPOGRAPHY BASED LOGOS

NEW
HELIOPOLIS
HOSPITALS

TYPOGRAPHY BASED LOGOS

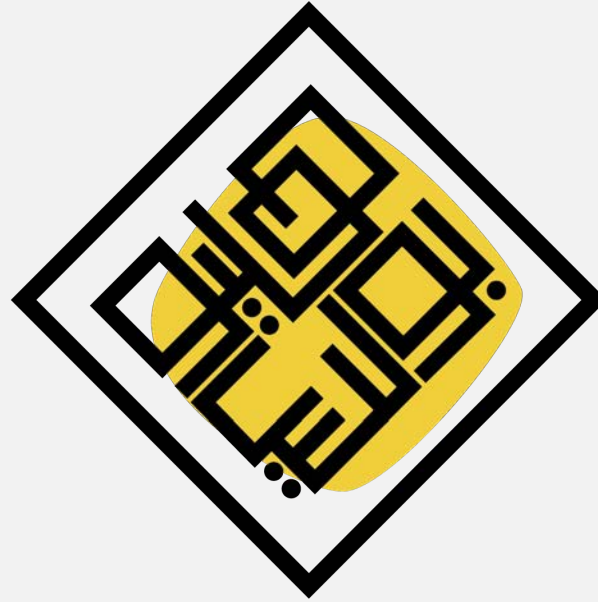


ARABIC BASED LOGOS



مستشفى هليوبوليس الجديدة
NEW HELIOPOLIS HOSPITALS

ARABIC BASED LOGOS



NEW HELIOPOLIS HOSPITAL

مستشفى هليوبوليس الجديدة

ARABIC BASED LOGOS



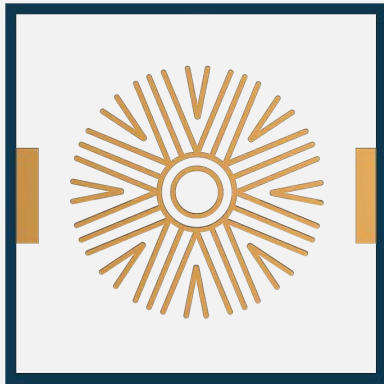
FORM BASED LOGOS



NEW HELIOPOLIS HOSPITAL

مستشفى هليوبوليس الجديدة

EMBLEMS



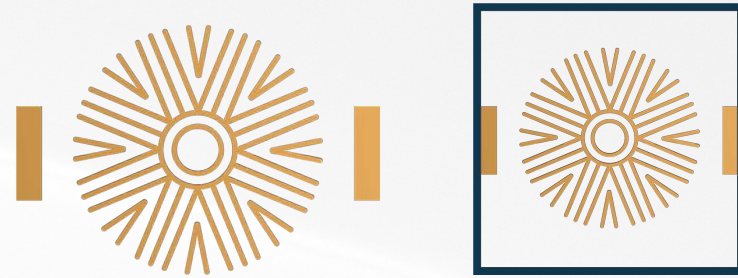
EMBLEMS





Logos MOCKUPS

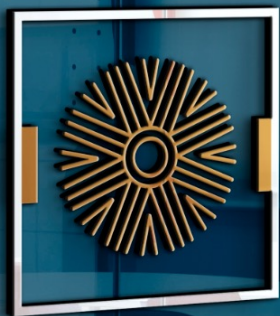
1



HELLO NEW POLIS

H O S P I T A L S





HELI **NEW** **POLIS**
H O S P I T A L S



HELI **NEW** **POLIS**
H O S P I T A L S



2



نيو
هليوبوليس
NEW HELIOPOLIS HOSPITALS

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NEW HELIOPOLIS HOSPITALS

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NEW HELIOPOLIS HOSPITALS



3



مستشفى هليوبوليس الجديدة





4



H O S P I T A L S
مستشفى هليوبوليس الجديدة

NEW  HELIOPOLIS

مستشفى هليوبوليس الجديدة H O S P I T A L S

NEW HELIO
POLIS

HOSPITALS
مستشفى هليوبوليس الجديدة





مستشفى هليوبوليس الجديدة
NEW HELIOPOLIS HOSPITALS

New Heliopolis



NEW HELIOPOLIS HOSPITAL
مستشفى هليوبوليس الجديدة



NEW HELIOPOLIS HOSPITAL
مستشفى هليوبوليس الجديدة



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مستشفى هليوبوليس الجديدة

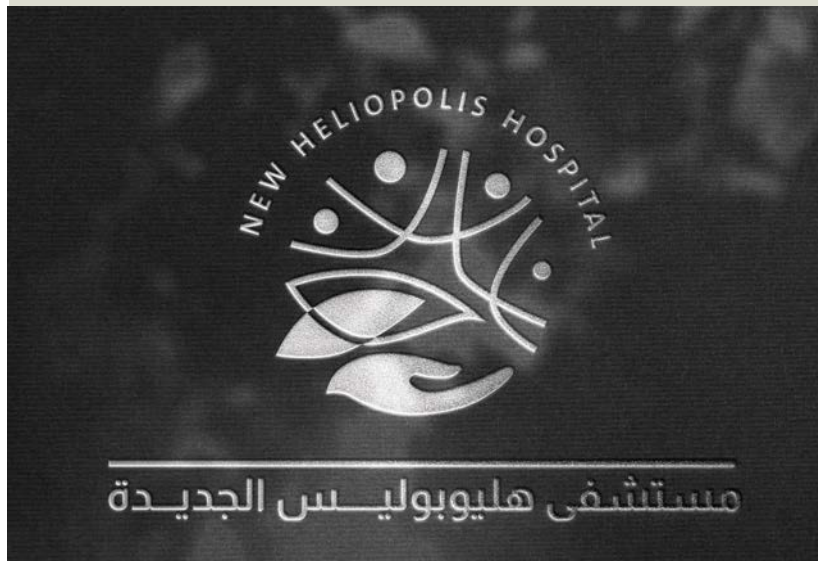


مستشفى هليوبوليس الجديدة

New Heliopolis Hospital-Brand S



مستشفى هليوبوليس الجديدة



The background features a light beige color with faint, overlapping leaf patterns in shades of blue and green. A large white circle is positioned on the left side, containing the text. A solid gold square is located in the top right corner.

Elements **DESIGN**

MOODBOARD

The mood board for New Heliopolis Hospital draws inspiration from the natural world flowers, greenery, and the sun as symbols of vitality, renewal, and healing. Just as flowers bloom to reflect beauty and growth, the hospital represents care that nurtures life and restores strength. The presence of nature-inspired elements conveys freshness, balance, and holistic well-being, while the sun serves as a powerful metaphor for hope, energy, and new beginnings, echoing the heritage of Heliopolis, **“the City of the Sun.”** This blend of natural inspiration ensures that the brand identity communicates not only advanced medical excellence but also warmth, humanity, and optimism.

COLOR IDENTITY

- **Core Healthcare Colors (Deep Blues & Teals):** Trust, safety, and modernity, aligned with international healthcare leaders.
- **Supporting Neutrals (Greys & Off-Whites):** Clarity, transparency, and accessibility in communication.
- **Human-Centered Accents (Green, Light Blue, Beige/Gold):** Healing, empathy, and optimism ensuring the brand remains approachable and patient-focused.

This palette balances science with humanity, projecting New Heliopolis Hospital as both technologically advanced and deeply compassionate.



TYPOGRAPHY

حياة افضل لكل المصريين
نرعى لمستقبل افضل
رعاية متطورة يستحقها الجميع

تُعد صناعة الرعاية الصحية من أعظم الصناعات الإنسانية على الإطلاق، فهي ليست مجرد خدمات طبية أو تقنيات متقدمة، بل رسالة سامية تتمحور حول إنقاذ الأرواح وصون الكرامة الإنسانية. تجمع هذه الصناعة بين العلم والمعرفة والخبرة من جهة، وبين الرحمة والحب من جهة أخرى، لتحسد جوهر الإنسانية وقلبيها النابض. فالرعاية الصحية هي مزيج من العقل والقلب، من البحث والاكتشاف ومن العطاء غير المحدود، لتبقى دائمًا مرآة لحضارة الشعوب وتقدمها، وأسعى أشكال المسؤولية تجاه الإنسان.

A Model of Integrated Healthcare Excellence in Every Dimension of Care

Caring with Science, Healing with Heart

The healthcare industry stands as one of humanity's greatest achievements, as it is built on the noble mission of saving lives and improving well-being. It is an industry where science meets compassion, where knowledge and research are transformed into healing and hope. At its core, healthcare is not only about treatments and technologies, but about love, empathy, and the human connection that unites patients and caregivers. It represents the heart of humanity—an ongoing pursuit to preserve life, ease suffering, and uplift communities. In every innovation, every act of care, and every life saved, healthcare reflects the best of what humanity can achieve when guided by purpose and compassion.

TheSans

Noor

Arabic Ejaza

Noto Kufi Arabic

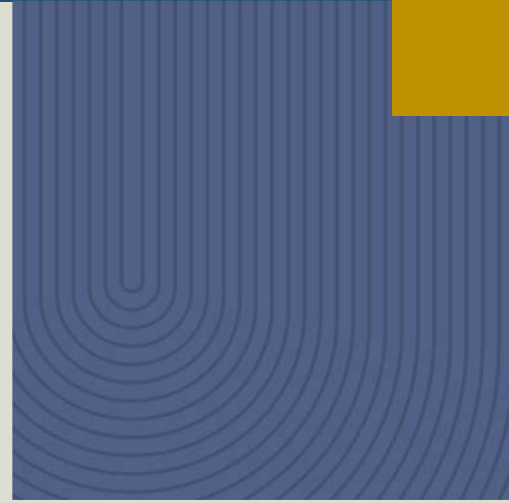
Gotham Black

Heiti SC

Alex Brush

Gotham

PATTERN





THANK YOU