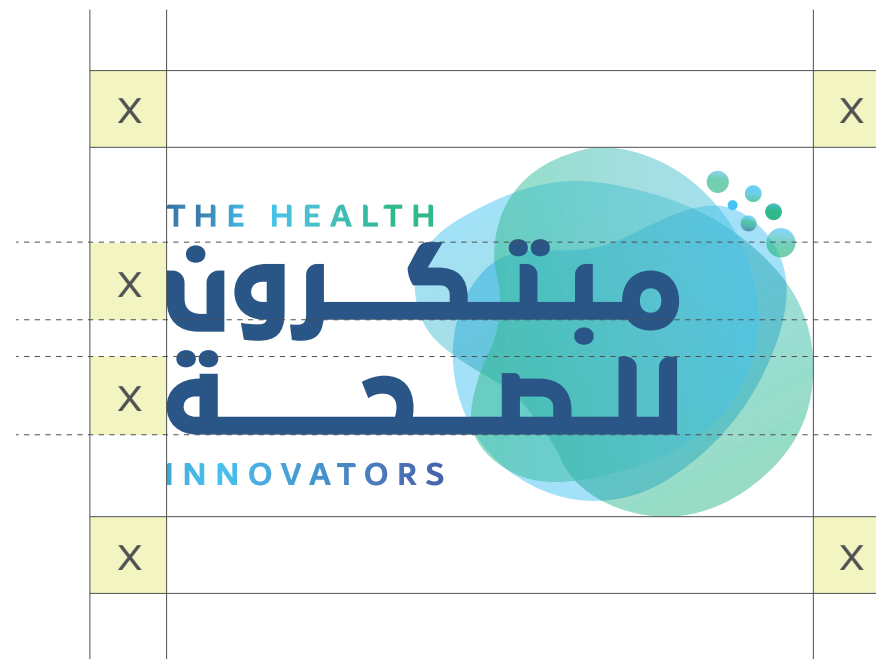




Logo
Safe area



x - minimum safe area around the logo

Logo

white and black background



29LT Bukra Font Family is the primary font family to be used for all the communication for The Health Innovators.

29LT Bukra Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

29LT Bukra Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

29LT Bukra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Logo

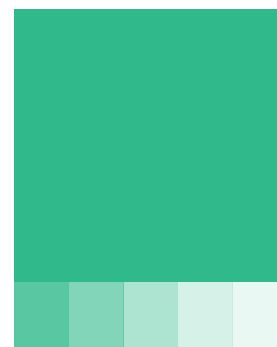
Primary colors



C 90
M 70
Y 20
K 10



C 80
M 70
Y 0
K 0



C 70
M 0
Y 60
K 0

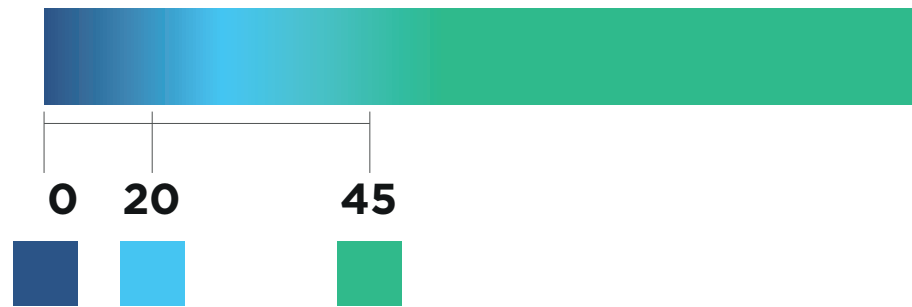


C 60
M 0
Y 0
K 0

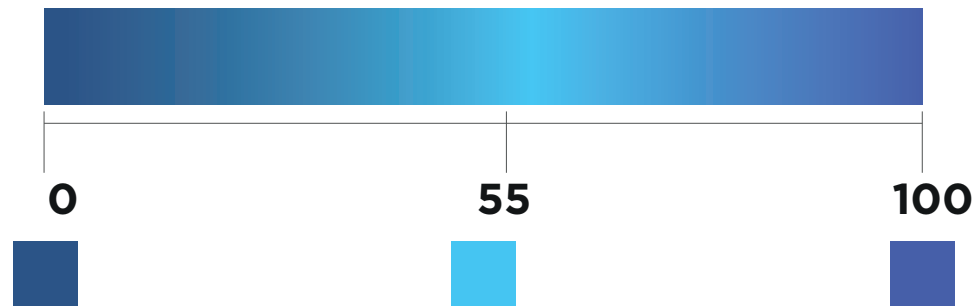


C 100
M 100
Y 100
K 100

Note: Any two primary colors can be used to make a gradient pattern for design materials



Gradient for word 'THE HEALTH'



Gradient for word 'INNOVATORS'

Logo

Do's & Dont's

A. Do not rotate the logo

B. Do not change the logo colors

C. Do not change the text size

D. Do not outline the logo

E. Do not add dropshadow to logo

F. Do not distort the logo

G. Do not stretch the logo

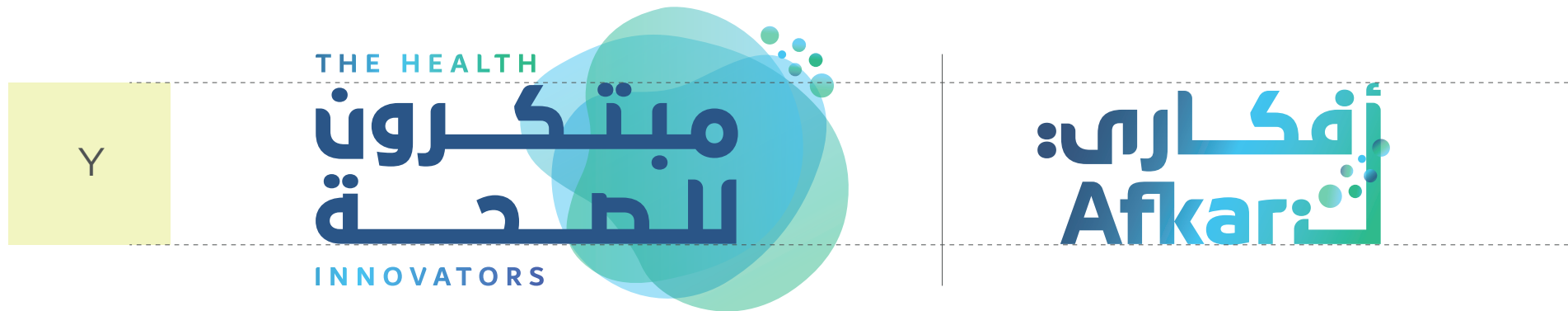
H. Do not change font

I. Do not change the icon size



Logo

with other brand logos



Height of the Afkari logo should be 'Y' with respect to The health innovators logo.

Logo

with other brand logos



Height of the Afkari logo should be 'Y' with respect to The health innovators logo.

Photo

usage

A gradient tint can be used on the photography whenever required to identify with the brand.

