

AL KINDI

SPECIALISED HOSPITAL



Client : Al Kindi Specialised Hospital.
Agency : Bravo Media (Advertising & Marketing).

Art Director : M. Abdul Rahim.
Illustrator : M. Abdul Rahim.



Concept Theory

Al Kindi Specialised Hospital is a family health care, focusing on women's well being. The design concept for the proposed logo is in a contemporary form of design development.

The design consists of flower in an abstract form. The focus of the design is the flower stands as an object related to female. Various sizes of petals mean various ailments and various treatments. It stands as a center point for various ailments and various treatments as well. The deliberate order in which each petal placed shows the excellent administration. Gorgeous shapes of the petals signify state-of-the art technology. This beautifully rendered artistic logo design appeals to the affluence of the healthcare center.



Color Scheme

The classic color scheme used to give the logo an elegant and refined appeal. This contemporary design is simple yet attractive with fresh colour turquoise green (clinical green) to give the logo a female kind of feel. Blue along with grey added to the logo to give a sense of care, strength and trust.

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Center of Excellence

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AL KINDI
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A logo icon consisting of four rounded, leaf-like shapes arranged in a cross pattern, all in black.

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A logo icon consisting of four rounded, leaf-like shapes arranged in a cross pattern, all in grey.

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A logo icon consisting of four rounded, leaf-like shapes arranged in a cross pattern. The top and bottom shapes are teal, and the left and right shapes are gold.

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