

# SHC Brand Guidelines

Saudi Health Council

المجلس الطبي السعودي  
Saudi Health Council





Brandmark



المجلس الصحي السعودي  
Saudi Health Council

Vertical Logo

المجلس الصحي السعودي  
Saudi Health Council



Horizontal Logo

# Variation Logo Versions

The Saudi Health Council logo includes several approved versions to ensure flexible usage across different communication and visual applications while maintaining brand clarity and consistency.

## Brandmark

## Vertical Logo

## Horizontal Logo

# Alternative Logo Versions

Alternative logo versions are used when applying the identity across different backgrounds and layouts. Only approved versions should be used without altering the logo colors, proportions, or element arrangement.

المجلس الصحي السعودي  
Saudi Health Council



المجلس الصحي السعودي  
Saudi Health Council





# Alternative Color

المجلس الصحي السعودي  
Saudi Health Council



المجلس الصحي السعودي  
Saudi Health Council



المجلس الصحي السعودي  
Saudi Health Council

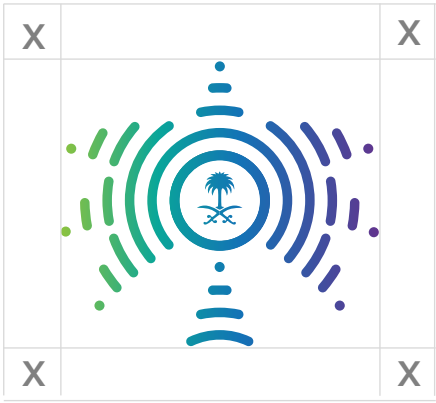


المجلس الصحي السعودي  
Saudi Health Council



# Logo Mark

The logo consists of the brandmark, Arabic wordmark, and English wordmark. It must be used as a complete visual unit. Logo elements must not be separated, rearranged, or resized except according to the approved versions in this guideline.



# Incorrect Logo Usage

To ensure logo clarity and consistency, the logo must be placed on backgrounds that provide sufficient contrast. The appropriate version should be selected based on the background color and design space.

## Correct usage:

Use the primary colored logo on light backgrounds, or the white logo version on dark backgrounds.

## Incorrect usage:

Do not change the logo colors, place it on busy backgrounds, or use it in a way that affects its legibility.



\*DON'T CHANGE THE COLOR PALETTE



\*DON'T ROTATE THE LOGO



\*DON'T PLACE THE LOGO THAT MAKE IT ILLEGIBLE



\*DON'T CHANGE THE LOGO INTO OUTLINE

# Logo Color

The logo includes four approved color options to ensure clear visibility across different applications. The appropriate version should be selected based on the background, while strictly following the approved color palette.

FOUR COLOR  
OPTION FOR THE  
LOGOTYPE

01



02



03



04



# Logo Placement

The logo should be placed in clear and consistent positions within the design, with sufficient clear space around it to ensure a balanced and uncluttered appearance.

The logo may be placed in upper or lower corners depending on the layout, while considering the media size and content area.



\*PLACEMENT FOR EVERY MEDIA SIZE

# Co-Branding & Initiative Placement

**Entity Hierarchy:** Logos are ordered horizontally by priority:

(Vision 2030 → Health Sector Transformation Program → Ministry of Health → Saudi Health Council → Any additional entity).

**Initiative Logos:** Always placed on the **opposite side** of the official entity logos.

**Multiple Initiatives:** Positioned on the opposite side, ordered as: (Our Initiative → Co-partner Initiative).

**Entity-Specific Initiatives:** Place (Our Logo + Partner Entity Logo) on one side, and the (Initiative Logo) on the **opposite side**.





# Color Pallete

# Primary & Secondary Color

## Primary Color

The primary gradient represents the most distinctive expression of the identity and is used to highlight key messages with strong visual impact.  
It combines green, blue, and violet to reflect the integration of healthcare, data, and institutional leadership.

## Secondary Color

The secondary gradient is used when a more balanced and subtle visual presence is needed, especially in backgrounds, reports, presentations, and supporting elements.  
It helps maintain the institutional tone while adding suitable visual depth.

The Saudi Health Council color system combines a modern institutional character with digital clarity.  
The colors were selected to reflect the Council’s role as a national coordinating body, connecting precision, transparency, empowerment, and responsibility.

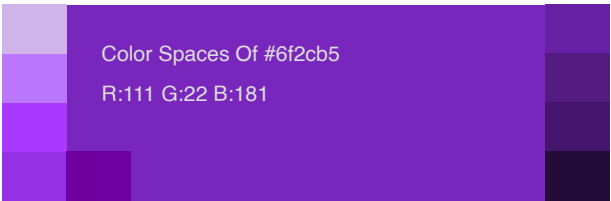
Primary colors are used in core brand applications such as headlines, backgrounds, key visual elements, and official communication materials.  
Secondary colors support content hierarchy, information organization, and visual flexibility without compromising brand clarity.

|                                                                            |                                                                     |                                                                         |                                                                           |
|----------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <div>Purple</div> <div>HEX #6f2cb5</div> <div>RGB(111, 44, 181)</div>      |                                                                     | <div>Blue Sea</div> <div>HEX #0d77ce</div> <div>RGB(13, 119, 206)</div> |                                                                           |
| <div>Light Green</div> <div>HEX #93c15d</div> <div>RGB(147, 193, 93)</div> | <div>Teal</div> <div>HEX #2bb5a4</div> <div>RGB(43, 181, 164)</div> | <div>Gray</div> <div>HEX #92a3b7</div> <div>RGB(146, 163, 183)</div>    | <div>Off-White</div> <div>HEX #F2F2F2</div> <div>RGB(242, 242, 242)</div> |

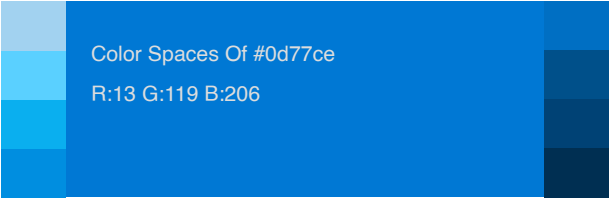


# Color Pallete

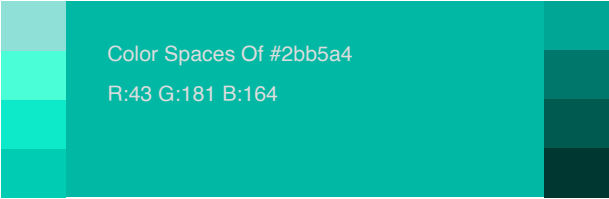
The Saudi Health Council color palette consists of primary and supporting shades designed to provide flexibility while maintaining visual consistency across all outputs. These shades help create clear contrast between backgrounds, text, icons, tables, and interactive elements. The specified color values must be followed to ensure consistent identity application across digital and printed materials.



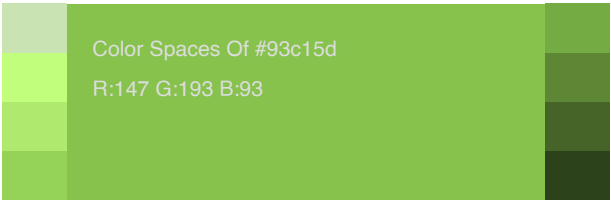
**Violet Leadership**  
Reflects responsibility and leadership, used for headlines, official backgrounds, and high-impact elements.



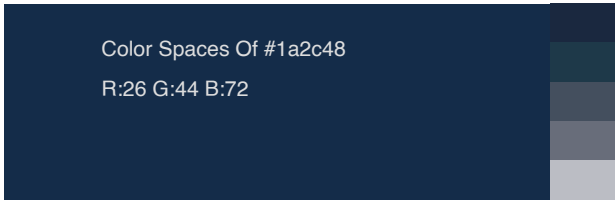
**Trust Blue**  
Communicates trust and precision, used in data, charts, and information-based content.



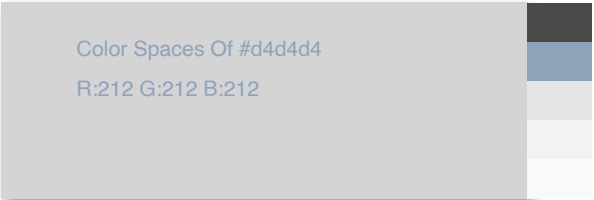
**Aqua Teal**  
Adds a modern digital feel, used as a supporting color in interfaces and secondary elements.



**Health Green**  
Represents vitality, growth, and activation, used to highlight important elements such as indicators and interaction points.



**Deep Navy**  
Enhances formality and contrast, used for dark backgrounds and strong headings.



**Mist Grey**  
Used for soft backgrounds, tables, and areas that require visual neutrality.

# Gradient Color

**Use in:**

Main backgrounds, visual dividers, highlight elements, presentation covers, and official communication materials.

**Avoid in:**

Long text areas, detailed tables, busy backgrounds, or spaces that require direct readability.

Gradients are a core part of the Council's identity, reflecting the transition from institutional structure to a modern digital presence. They are used to add visual depth, guide attention, and connect elements within a unified composition.

Gradients should be used with balance and should not be placed behind long text blocks if they affect readability.

## Primary Color



## Secondary Color





# Typography

## 29LT Bukra Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&amp;\*()

أ، ب، ت، ث، ج، ح، خ، د،  
ذ، ر، ز، س، ش، ص، ض،  
ط، ظ، ع، غ، ف، ق، ك،  
ل، م، ن، ه، و، لا، ا، آ.Brand  
Typeface

Main Font

29LT Bukra

## 29LT Bukra Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&amp;\*()

أ، ب، ت، ث، ج، ح، خ، د،  
ذ، ر، ز، س، ش، ص، ض،  
ط، ظ، ع، غ، ف، ق، ك،  
ل، م، ن، ه، و، لا، ا، آ.

## 29LT Bukra LigBoldht

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&amp;\*()

أ، ب، ت، ث، ج، ح، خ، د،  
ذ، ر، ز، س، ش، ص، ض،  
ط، ظ، ع، غ، ف، ق، ك،  
ل، م، ن، ه، و، لا، ا، آ.

Tajawal light

Aa

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

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س،  
ش، ص، ض، ط، ظ، ع، غ، ف، ق،  
ك، ل، م، ن، ه، و، لا، ي.

**Brand**  
**Typeface**

**Secondary Font**

Tajawal

Tajawal medium

Aa

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

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز،  
س، ش، ص، ض، ط، ظ، ع، غ،  
ف، ق، ك، ل، م، ن، ه، و، لا، ي.

Tajawal Bold

Aa

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

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز،  
س، ش، ص، ض، ط، ظ، ع، غ،  
ف، ق، ك، ل، م، ن، ه، و، لا، ي.



29LT Bukra Light

أبجد هوز حطي كلمن  
سעفص قرشت تخذ  
ضظغ

أبجد هوز حطي كلمن  
سعفص قرشت تخذ  
ضظغ

أبجد هوز حطي كلمن  
سعفص قرشت تخذ  
ضظغ

Brand  
Typeface

Tajawal Family

أبجد هوز حطي كلمن  
سعفص قرشت تخذ ضظغ

أبجد هوز حطي كلمن  
سعفص قرشت تخذ ضظغ

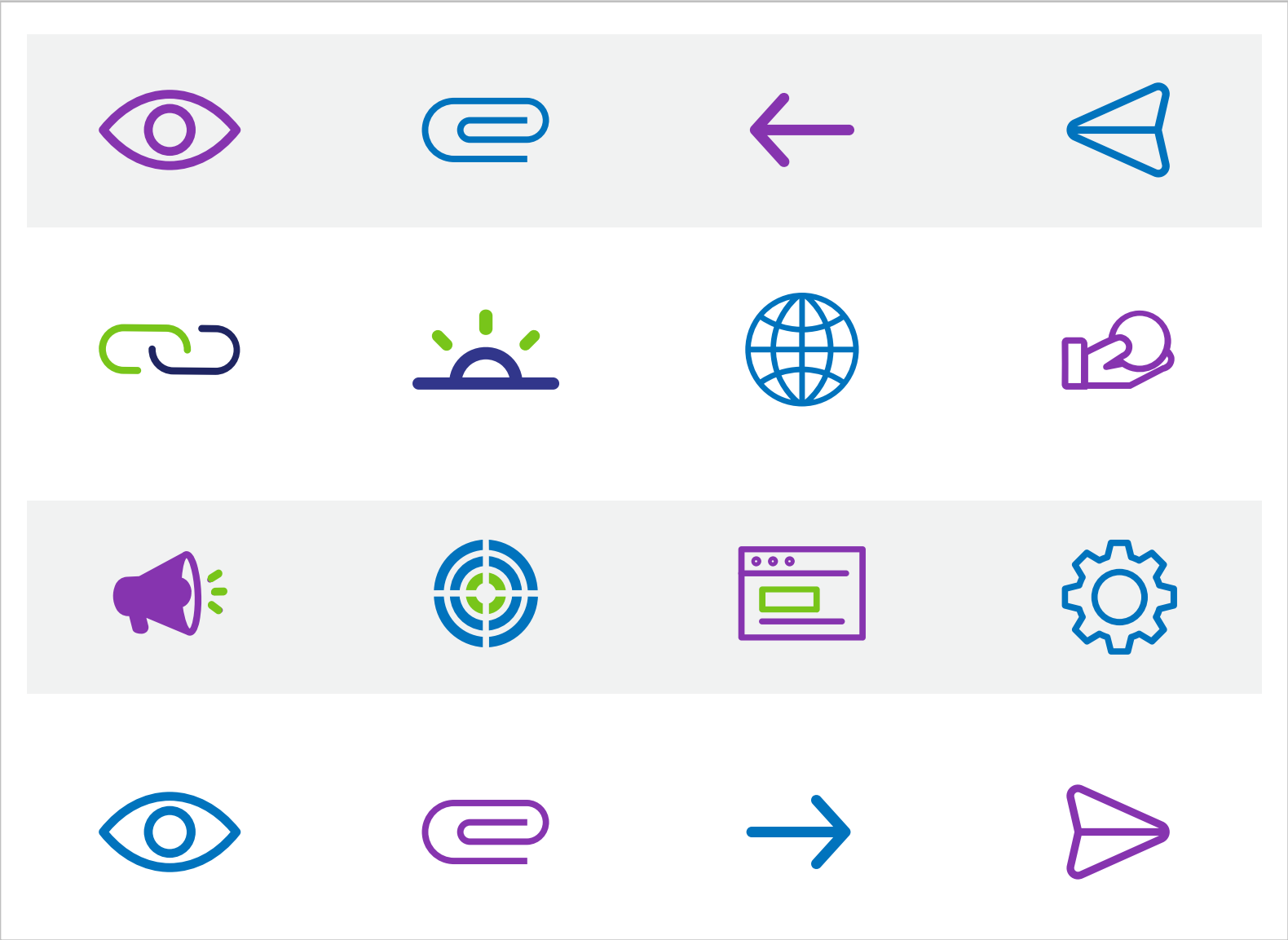
أبجد هوز حطي كلمن  
سعفص قرشت تخذ ضظغ

أبجد هوز حطي كلمن  
سعفص قرشت تخذ  
ضظغ

أبجد هوز حطي كلمن  
سعفص قرشت تخذ  
ضظغ

أبجد هوز حطي كلمن  
سعفص قرشت تخذ ضظغ





## Iconography

The iconography system is based on a clear outline style that reflects simplicity, precision, and flexibility. Icons are designed to support content and simplify information without overpowering text or key visual elements.

This style aligns with the new identity direction, moving icons from traditional filled forms to a lighter, more professional system based on clean strokes and highlight points.

Icons should maintain consistent stroke weight, corners, and internal spacing. Outline icons are preferred, with the option to add a green highlight point when needed to indicate activity or interaction.

Icons should only use the approved brand colors and preferably remain in one color or a maximum of two colors. Icon clarity and contrast must be maintained, especially in digital applications and presentations.





# Photography



# Brand photos

---

The photography style of the Saudi Health Council identity is based on realistic, calm, and clear imagery that reflects the institutional and human side of the healthcare sector.

Images should feel professional and natural, with authentic Saudi representation, clean lighting, and enough space to integrate text and visual elements when needed.

Photography is used to support communication messages and highlight the Council's impact on individuals, the healthcare system, and related entities.

It is used for awareness campaigns, public health advice, and positive messages.

---

# Light Mood

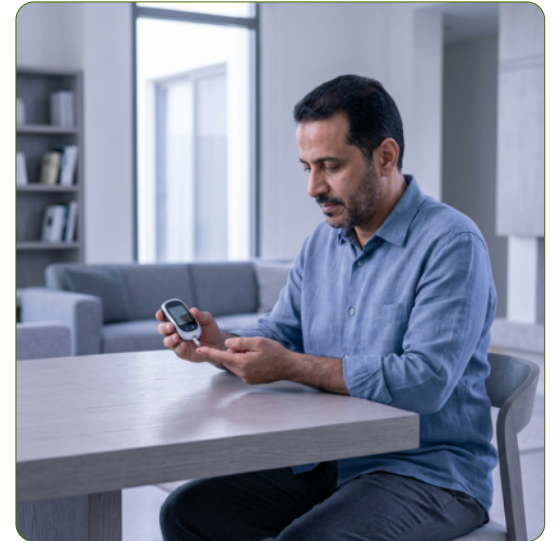
The light mood is used for public messages, awareness campaigns, health tips, positive communication, and materials targeting the general audience. This mood relies on light backgrounds, soft lighting, and subtle cool tones that reflect clarity, reassurance, and accessibility.

## Used for:

Awareness campaigns, positive messages, community content, health tips, social media posts, and materials directed to individuals and families.

## Light Mood Guidelines

- Use off-white or light grey backgrounds.
- Apply soft and natural lighting.
- Present people clearly and naturally.
- Use subtle blue and violet accents without overdoing them.
- Leave suitable negative space for text.
- Avoid strong warm tones such as yellow and orange.
- Avoid crowded images or visuals that feel overly commercial.



# Dark Mood

The dark mood is used for official materials, reports, statistics, government announcements, and strategic presentations. It reflects seriousness, trust, and leadership, giving the content a stronger and more formal presence.

The dark mood relies on deep navy, blue, and violet tones, with focused lighting and clean compositions that present information or people in a professional manner.

## Used for:

Official reports, data and statistics, executive presentations, strategic content, government campaigns, and high-level institutional materials.

## Light Mood Guidelines

- Use deep navy or dark blue backgrounds.
- Apply calm and focused cinematic lighting.
- Use blue and violet accents to enhance the digital character.
- Maintain clear composition and organized spacing.
- Avoid warm or yellow lighting.
- Avoid random backgrounds or traditional hospital stock imagery.
- The image should feel official, precise, and aligned with the identity.





# Photography

## Do & Don't

### Recommended:

Realistic images of Saudi people, modern healthcare or institutional environments, simple compositions, clean lighting, and backgrounds that support message clarity.

### Avoid:

Generic stock photos, exaggerated smiles, crowded backgrounds, warm lighting, contextually inappropriate clothing, or any image that feels non-Saudi or unofficial.



# Light Mood

## prompt (Nano banana)

Create a photorealistic branded editorial healthcare photograph for the Saudi Health Council.

Scene:  
في الحديق الاشجاروالزرع واضح بدون مباني  
Main Subject:  
امراه تتمشي مع ابنتها

Visual Identity & Color Grading: > Implement a cool-tone visual system. Use off-white and cool light grey as the base. The image must be infused with subtle lavender-violet shadows and soft blue-glow highlights. Strictly no warm yellow, orange, or gold tints. Purple and blue must be the dominant 'emotional' identity colors of the grading. dont over do it.

Environment & Lighting:  
High-key soft light, diffused and clean. Use a cool color temperature with subtle blue edge lighting to separate the subject from the background. The home environment should feel realistic, clean, calm, and modern, with no artificial or overly stylized color treatment.

Composition & Geometry:  
Editorial composition using strong geometric framing with 45-degree or 90-degree structures. Ensure generous negative space. No rounded visual elements in the composition.

Saudi styling:  
People must have realistic Saudi features and culturally accurate attire.  
For men in bright official Saudi dress, prefer white thobe and red ghutra unless another dress code is intentionally required. others colors shemagh should not appear by default and should only be used when clearly seasonally or contextually appropriate.  
For formal business settings, Saudi men may wear suits or business attire with a refined local appearance.  
For women, use elegant modest attire, abayas, or professional clothing in navy, cool grey, muted purple, or dark blue tones. Avoid overly fashionable or loud styling.

Technical Specs:  
Shallow depth of field with a softly blurred background and pin-sharp focus on the subject. Professional DSLR photography, 8k resolution, cinematic editorial quality, photorealistic skin textures.

Negative Prompt:  
Generic hospital stock-photo, warm lighting, orange tint, yellow glow, exaggerated smiles, messy background, rounded corners, non-Saudi features, cluttered space, logos, text, plastic skin, 3D render, illustration, heavy purple cast, magenta tint, oversaturated violet shadows, strong lavender wash.

# Dark Mood prompt (Nano banana)

Create a photorealistic branded editorial healthcare photograph for the Saudi Health Council.

Scene:  
مشهد للضرار التدخين  
Main subject:  
دخان مطفي بدون صور اشخاص

Style direction:  
SHC Dark Signature v2. A premium Saudi governmental healthcare image with a formal, strategic, and authoritative atmosphere.

Visual identity:  
Use a dark institutional visual system built around deep navy blue and royal purple as the dominant colors, with subtle blue highlights and minimal cool violet reflections. just dont over do it. The image must feel branded, precise, and editorial.

Environment:  
A designed institutional environment such as a strategic healthcare office, data room, executive meeting setting, or modern healthcare governance space. Include blurred blue-purple data ambiance, geometric light structure, and a premium official feel. No random office or generic hospital background.

Lighting:  
Low-key cinematic lighting, cool temperature, focused light on the subject, deep controlled shadows, subtle blue-violet rim light, no warm tones.

Composition:  
Strong geometric composition, large negative space, clean communication-friendly layout, 45-degree or 90-degree visual structure, subject placed intentionally for Arabic typography overlay.

Saudi styling:  
People must have realistic Saudi features and culturally accurate attire.  
For men in bright official Saudi dress, prefer white thobe and red ghutra unless another dress code is intentionally required. others colors shemagh should not appear by default and should only be used when clearly seasonally or contextually appropriate.  
For formal business settings, Saudi men may wear suits or business attire with a refined local appearance.  
For women, use elegant modest attire, abayas, or professional clothing in navy, cool grey, muted purple, or dark blue tones. Avoid overly fashionable or loud styling.

Mood:  
Official, sovereign, trustworthy, strategic, calm, and data-aware.

Depth:  
Shallow depth of field, blurred background, crisp subject, layered professional depth.

Technical:  
Photorealistic, premium Saudi editorial photography, professional DSLR, realistic skin texture, 8k.

Negative prompt:  
No generic stock photo, no warm yellow lighting, no orange tint, no foreign-looking people, no exaggerated smiles, no random red shemagh, no culturally inaccurate Saudi clothing, no cartoon, no illustration, no 3D render, no logo, no text, no watermark, no plastic skin, no messy composition.



**illustration**

---

# Illustration

The illustration style of the Saudi Health Council identity is based on a simple and modern line-based approach that balances human warmth with institutional precision. Illustrations are used to simplify concepts, explain services, support awareness content, and add a friendly visual touch without compromising the formality of the identity.

The style relies on clean lines, clear shapes, calm spaces, and colors from the brand palette, while maintaining simplicity and easy understanding.

## Simplicity

Use limited and clear details that serve the idea without visual clutter.

## Clarity

Characters and elements should be understood at first glance.

## Saudi Character

Represent people with features, attire, and contexts suitable for the Saudi environment.

## Healthcare & Institutional Tone

Connect illustrations to healthcare, data, coordination, and services without overusing medical symbols.

## Consistency

Maintain the same stroke weight, facial style, colors, and spacing across all illustrations.



# Illustration Usage

Illustrations are used when the goal is to simplify an idea, explain a process, or present awareness content in a more friendly and accessible way.

They are suitable for educational materials, infographics, presentations, guides, internal screens, and digital posts.

Illustrations should not replace realistic photography in high-level official messages or executive reports, unless the goal is to explain a concept or system in a simplified way.







# Branding implementation

---







