



BRAND GUIDELINES



LOGO ELEMENTS

SYMBOL

This logo features a cross symbol integrated with a leaf and supported by a pair of hands beneath it. The cross symbolizes healthcare and medical services, while the leaf represents health, vitality, and nature. The hands add a nurturing and protective element, signifying care and support, which aligns with Kriam Health’s mission to provide holistic and compassionate care.

COLOR SCHEME

The font for "KRIAM" is modern and slightly angled, giving the brand a dynamic and forward-looking appearance. The "A" in Kriam is designed to resemble a leaf, further emphasizing the brand's connection to natural health and wellness. The use of green and blue in the text complements the symbol, with green representing health and growth, and blue conveying trust and reliability.

OVERALL IMPRESSION

This logo effectively combines elements that represent healthcare, nature, and compassion. The cross, leaf, and hands work together to communicate Kriam Health's commitment to comprehensive and supportive care. The modern typography and clean design ensure that the logo is both professional and approachable, making it suitable for a healthcare brand that values innovation and care. This design would appeal to customers looking for a trustworthy and health-focused provider.

TYPOGRAPHY

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APPLICATION

The logo is versatile, as shown in different applications, such as on buttons and stationery. It maintains its integrity and legibility across various mediums, making it a strong candidate for both digital and physical branding needs.

OUR LOGO



PRIMARY LOGO



LOGO CLEAR SPACE



SECONDARY LOGO



LOGO CLEAR SPACE



COLOR PALETTE



RGB
#36208D

CMYK
#433185



RGB
#1C9A50

CMYK
#1B9B50

BLACK & WHITE VERSION



RGB
#000000

CMYK
#1F1B20

RGB
#FFFFFF

CMYK
#E7E7E7

TYPOGRAPHY



CAPITAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBER
12345678910

TYPOGRAPHY



Montserrat
SemiBold

CAPITAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBER
12345678910

ICON



LOGO COLOUR USAGE



1. Full Color



2. Full Color Reverse



3. Color Reverse



4. Color



5. Black



6. White Reverse

LOGO MISUSE



1. Don't alter color the logo



2. Don't distort the logo



3. Don't rotate the logo



4. Don't Outline the logo



5. Don't use any effects

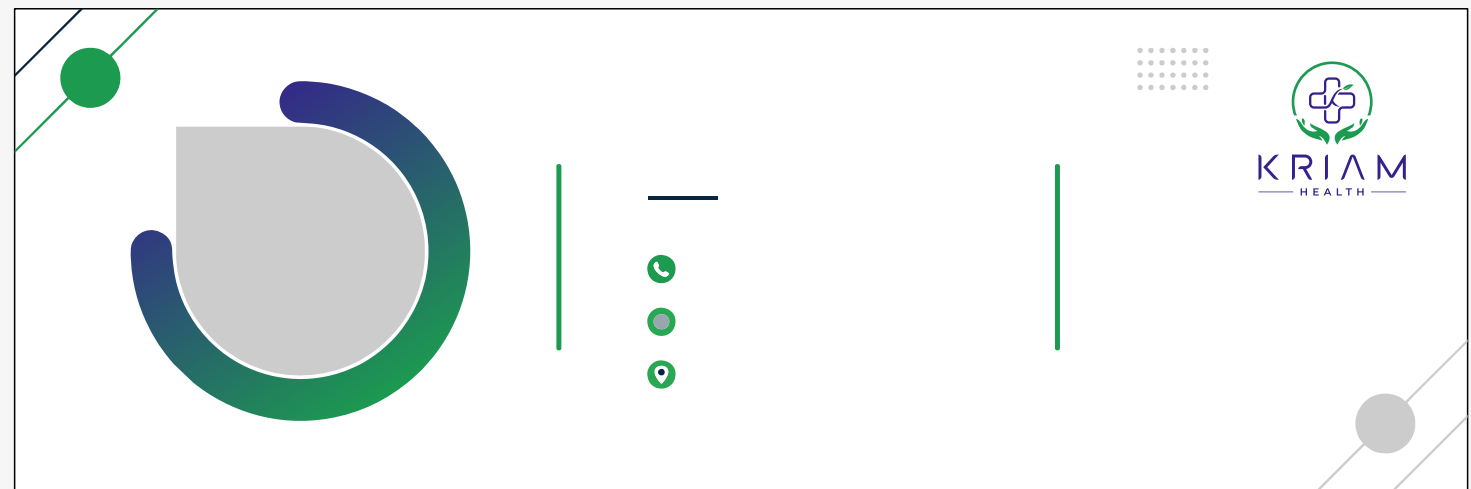


6. Don't alter font

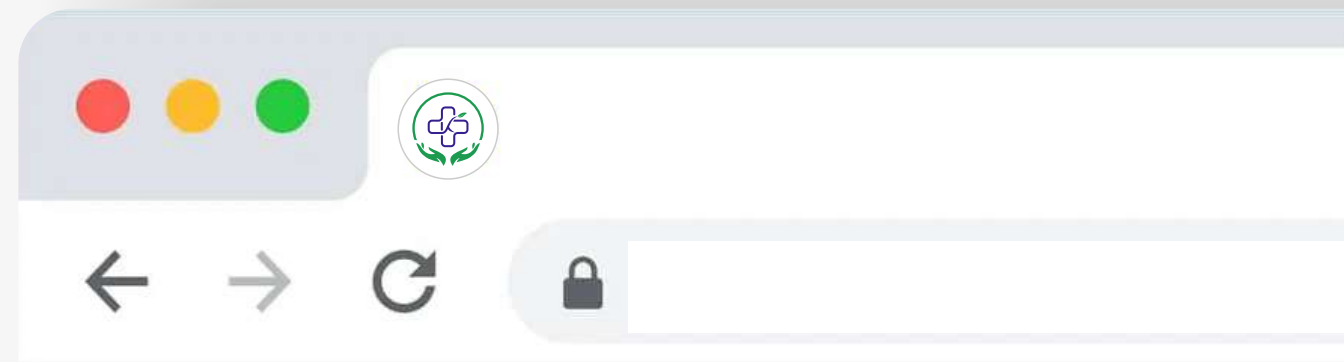
PROFILE IMAGE



EMAIL SIGNATURE



WEBSITE FAVICON



MOCKUP

Zoom/Teams
Backgrounds

BRAND GUIDELINES



MOCKUP

Paper Print



MOCKUP

LED Light



MOCKUP

Black Paper
Printing



MOCKUP

Sign Board



MOCKUP

T-Shirt



MOCKUP

Mug



MOCKUP

Application



MOCKUP

Cap



MOCKUP

lanyard



MOCKUP

Apron



Thank you
Thank you
Thank you
Thank you
Thank you