



DR. AHMED MANSOUR[®]

ORTHOPAEDIC CONSULTANT

BRAND GUIDELINE
Designed by MAZCODEX

OVERVIEW

Welcome to the brand identity of Dr. Ahmed Mansour Orthopedic Surgery Clinic. These guidelines serve as your compass for understanding and expressing our brand in every interaction and touchpoint. Crafted to deliver a refined, world-class presence, this document ensures that our communication, visual language, and patient experience remain unified, polished, and unmistakably premium.

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01

Our Brand Values

Excellence

Compassion

Trust

Innovation

Personalization

Luxury

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02

Brand Statement

Our brand stands for exceptional orthopedic care delivered with precision, compassion, and refined professionalism. Every detail—from our visual identity to the patient experience—reflects our commitment to excellence, trust, and a distinctly elevated standard of care for both local and international patients.

Vision

To be Egypt's leading orthopedic destination, offering premium care, exceptional outcomes, and a superior patient experience.

Mission

To deliver advanced orthopedic care with excellence, personalized attention, and world-class standards from consultation to full recovery.

03

Logo and Variations

Logo

DR. AHMED MANSOUR ^{MD}

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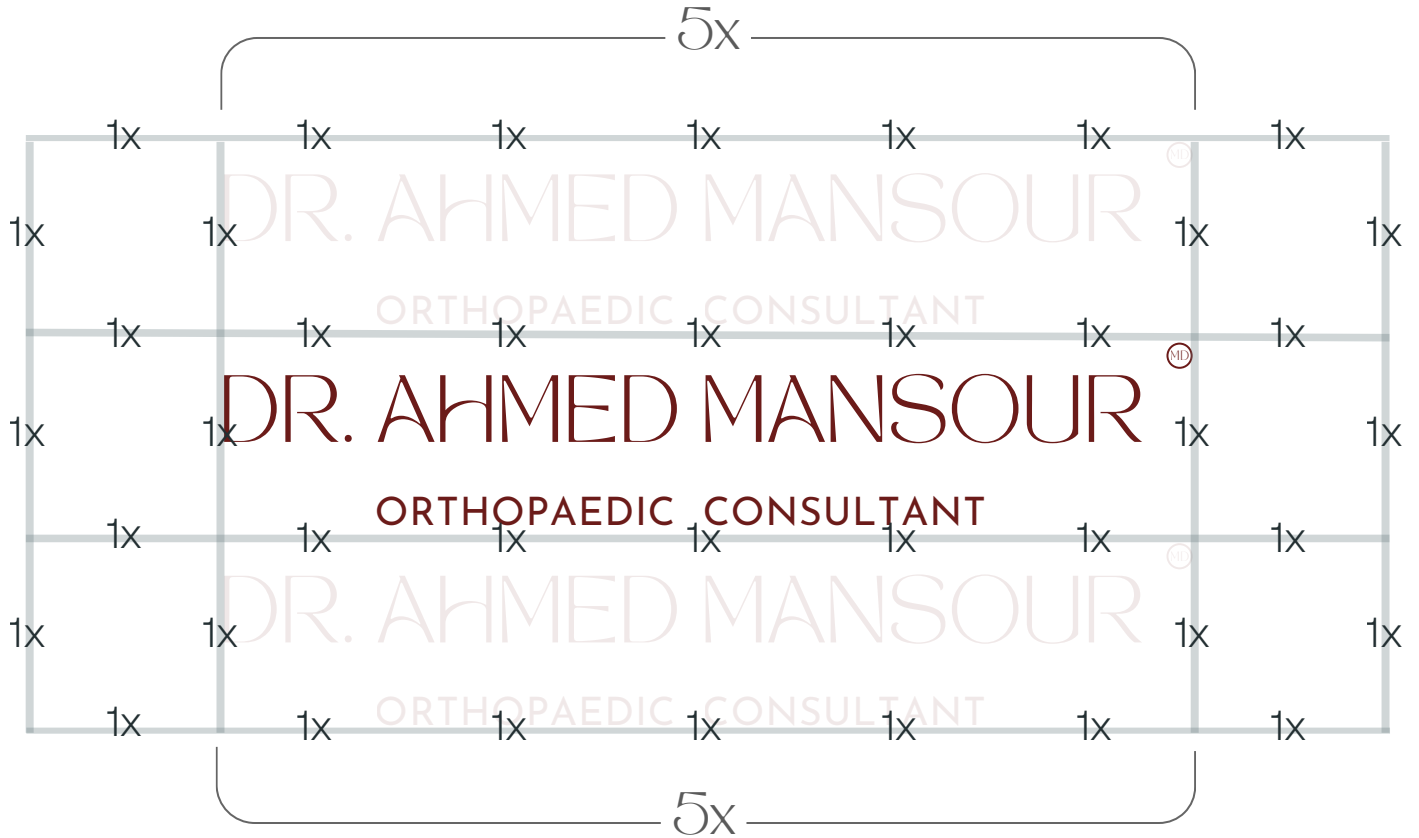
Proportion

DR. AHMED MANSOUR



ORTHOPAEDIC CONSULTANT

Clear Space



Logo Variations



Logo Variations



Logo Variations



Logo Variations



Logo Variations



Logo Variations

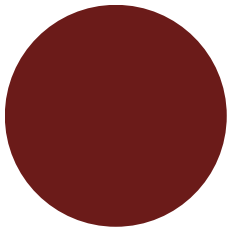


Logo Variations

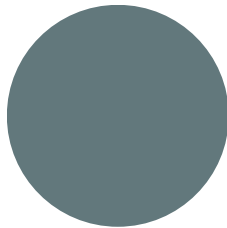


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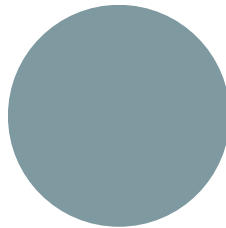
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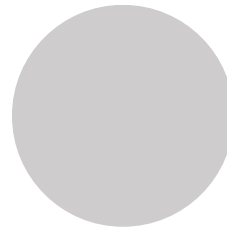
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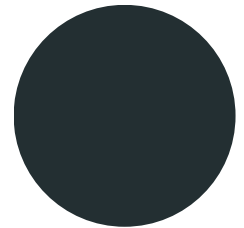
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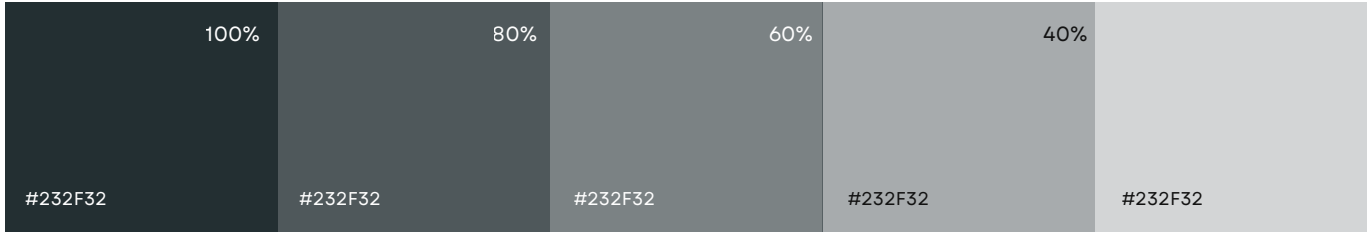
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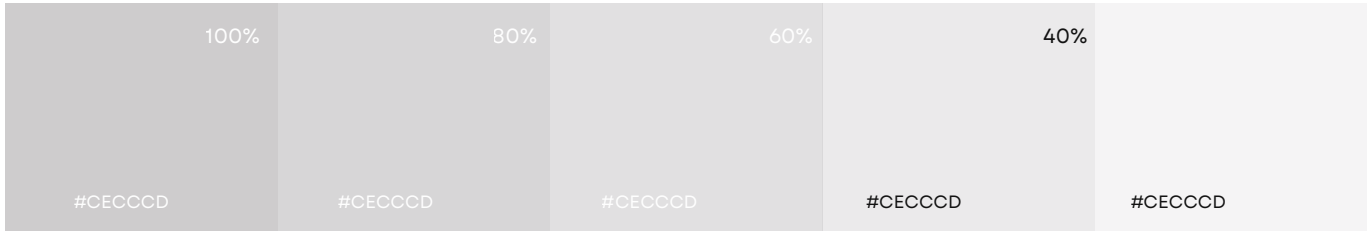
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Palette Variations

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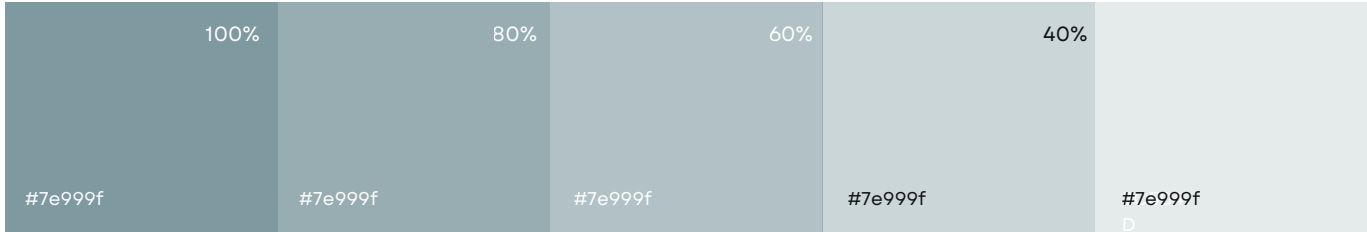


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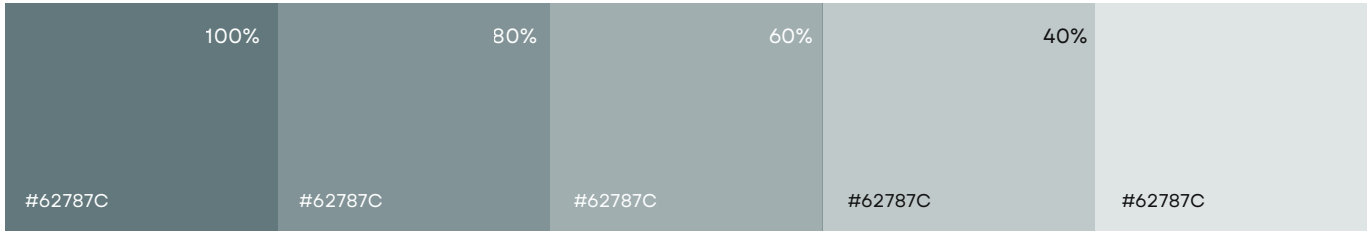


Palette Variations

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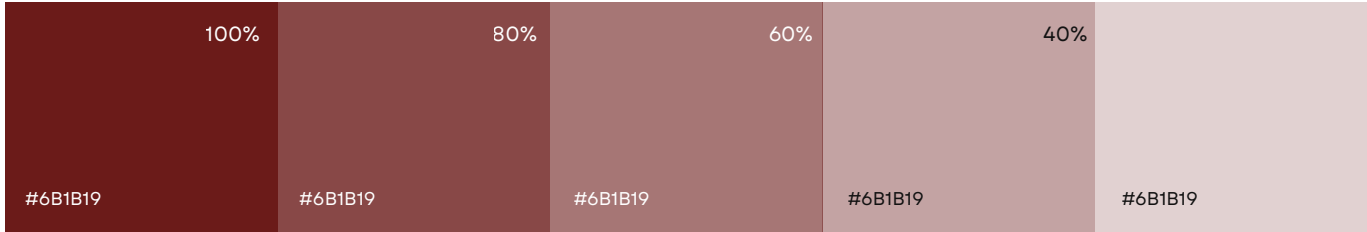


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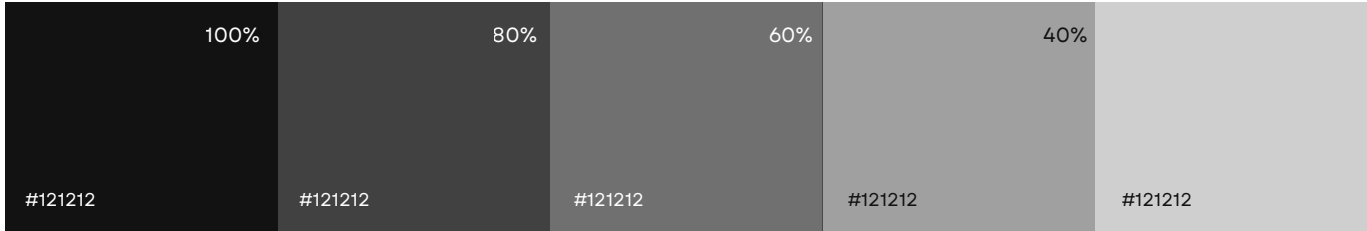


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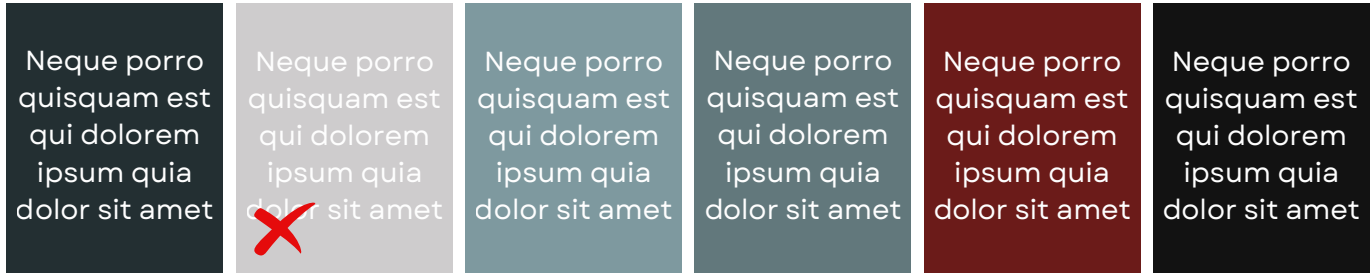


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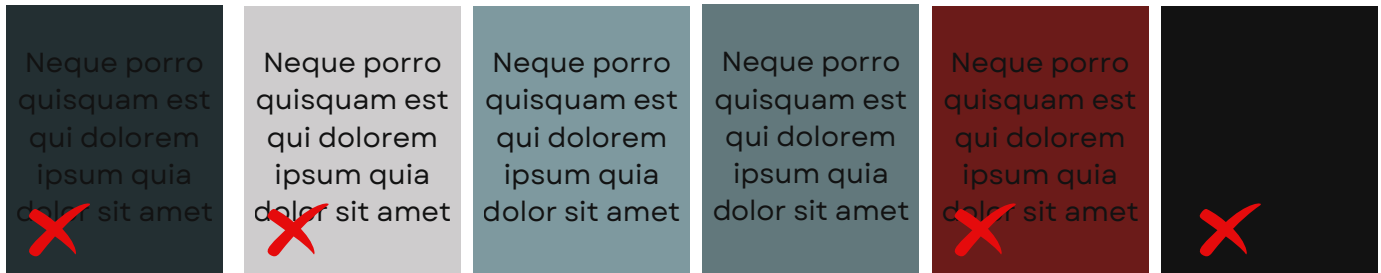


Palette Accessibility

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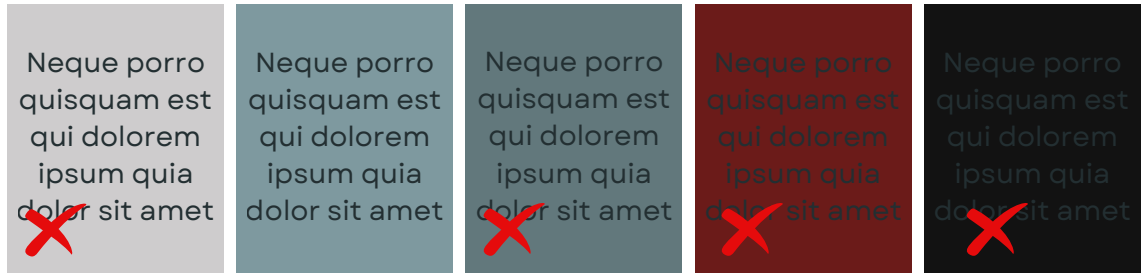


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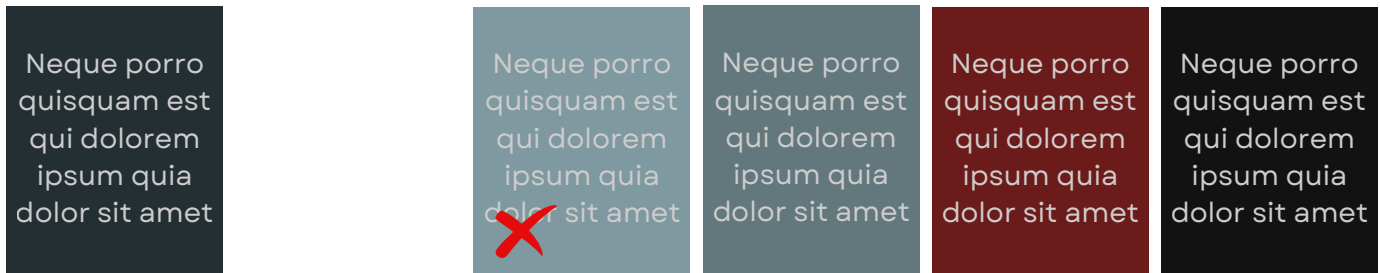


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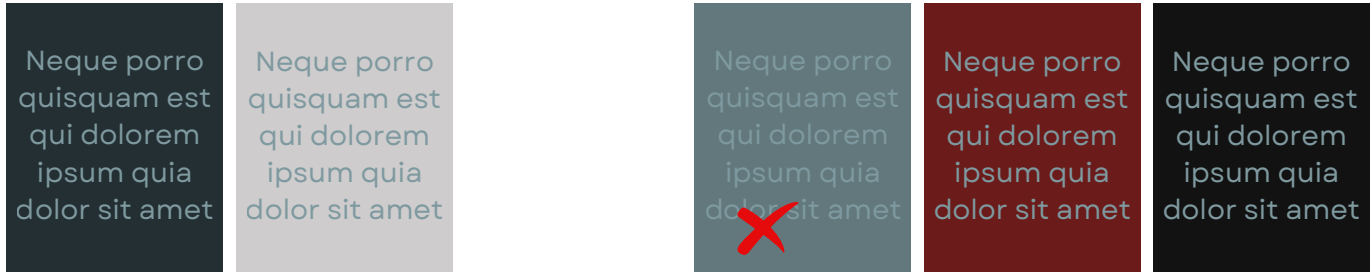


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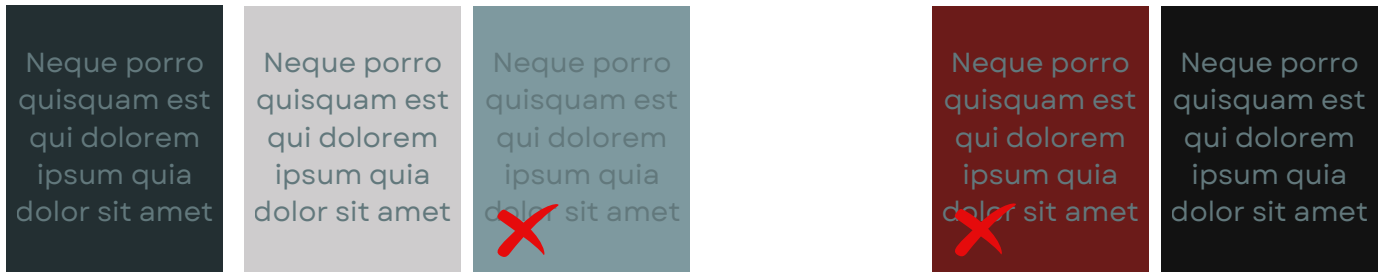


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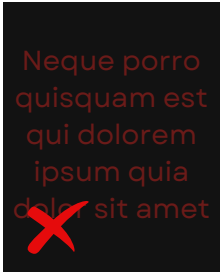
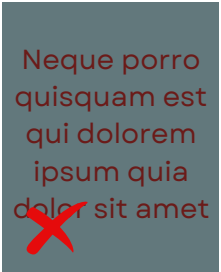
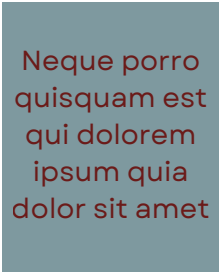
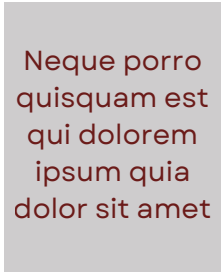
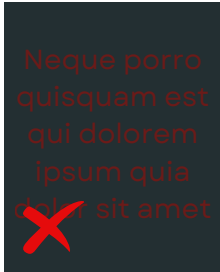


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Palette Accessibility

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05

Typo-
graphy

English Font

Primary Font

Tan Mon Cheri

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () { } _ =

Secondary Font

Visby

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () { } _ =

Tan Mon Cheri

Large

Heading 1

Tan Mon Cheri

220 pt

Big

Heading 2

Tan Mon Cheri

180 pt

Medium

Title

Tan Mon Cheri

105 pt

Small

Subtitle

Tan Mon Cheri

50 pt

Visby

Large

Heading 1

Visby

220 pt

Big

Heading 2

Visby

180 pt

Medium

Title

Visby

105 pt

Small

Subtitle

Visby

50 pt

Arabic Font

Primary Font

Gumela Arabic

ا 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 ي

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

! @ # \$ % ^ & * () { } _ =

Secondary Font

DIN Arabic

ا 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 ي

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

! @ # \$ % ^ & * () { } _ =

ضخم

Heading 1

Gumela Arabic

220 pt

كبير

Heading 2

Gumela Arabic

180 pt

متوسط

Title

Gumela Arabic

105 pt

صغير

Subtitle

Gumela Arabic

50 pt

Arabic Letter Combinations (Gumela Arabic)

ا ا ب ات اث اج اح اد اذ ار از اس اش اص اض اط اع اغ اف اق اك ال ام ان اه او اي با بب بت بث بح بخ بد بذر بر بز بس بش
بص بض ببط بع بغ بف بق بك بل بم بن به بو بي تاب تب تت تث تج تح تخ تد تذر تتر تس تش تص تط تع تغ تف تق تك
تل تم تن ته تو تي ثا ثب ثث ثج ثح ثد ثذ ثر ثز ثس ثش ثص ثط ثع ثغ ثف ثق ثك ثل ثم ثن ثه. ثو ثي جا جب جت
جث جح جج جد جذ جر جز جس جش جص جض جط جع جغ جف جق جك جل جم جن جه جو جي حا حب حت حث
حج حح حد حر حز حس حش حص حط حع حغ حف حق حك حل حم حن هه هو حي خا خب خت خث خج
خح خد خذ خر خز خس خش خص خط خع خغ خف خق خك خل خم حن هه خو حي دا دب دت دث دج دح دخ
دد دذ در دز دس دش دص دض دط دق دغ دف دك دل دم دن ده دو دي ذا ذب ذت ذث ذج ذح ذخ ذذ ذر ذز ذس
دش دص دض دط دق دغ ذف ذك ذل ذم ذن ذه ذو ذي را رب رت رث رج رز رس رش رص رض رط رر رع رغ
رف رق رك رل رم رن ره رو ري زا زب زت زث زج زح زخ زد زذ زر زز زس زش زص رض زط زع زغ زف زق زك زل زم زن زه زو زي سا
سب ست سث سج سخ سد سذ سر سز سس سش سص سض سط سغ سف سق سك سل سم سن سه سو سي
شا شب شت شث شج شح شد شذ شر شز شس شش شص شض شط شظ شع شغ شف شق شك شل شم شن شه شو
شي صا صب صت صث صج صخ صد صد صر صز صس صش صص صض صط صع صغ صف صق صك صل
صم صن صه صو صي صا صب صت صث صج صح صخ ضد

Arabic Letter Combinations (Gumela Arabic)

ضد ضر ضز ضس ضش ضص ضض ضط ضبط ضغ ضف ضق ضك ضل ضم ضن ضه ضو ضي طا طب طت طث طح
طح طخ طد طذ طر طز طس طش طص طض طط طظ طع طغ طف طق طك طل طم طن طه طو طي ظا ظب ظت ظث
ظح ظخ ظد ظذ ظر ظز ظس ظش ظص ظض ظط ظظ ظع ظغ ظف ظق ظك ظل ظم ظن ظه ظو ظي عا عب عت
عث عح عخ عد عدز عدر عس عش عص عض عط عظ عع عغ عف عق عك عل عم عن عه عو عي غا غب غت غث غج
غح غخ غد غذ غر غز غس غش غص غض غط غظ غع غغ غف غق غك غل غم غن غه غو غي فا فب فت فث فح فخ فد
فذ فر فز فس فش فص فض فط فظ فغ فف فق فك فل فم فن فه فو في قا قب قت قث قح قخ قد قذ قر قز
قس قش قص قض قط قع قع قف قق قك قل قم قن قه قو قي كا كب كت كث كح كخ كد كذ كر كز كس كش
كص كض كط كظ كع كغ كف كق كك كل كم كن كه كو كي لا لب لت لث لج لخ لد لذ لر لز لس لش لص لظ لظ لع
لغ لف لوق لوك لول لمل لمل لن له لو لي ما مب مت مث مح مخ مد مذ مر مز مس مش مص مض مط ممع ممغ ممق مق مك
مل مم من مه مو مي نا نب نت نث نج نح ند نذ نر نز نس نش نص نض نط نع نغ نف نوق نوك نول نن نه نو ني ها هب
هت هث هح هخ هد هذ هر هز هس هش هص هض هط هظ هع هغ هف هق هك هل هم هن هه هو هي وا
وب وت وث وح وخ ود وذ ور وز وس وش وص وظ ووط ووع ووغ ووق ووك وول ووم وون وه ووي يا يب يت يث يج يح
يخ يد يذ ير يز يس يش يص يض يط يظ يع يغ يف يق يك يل يم ين يه يو يي

ضخم

Heading 1

DIN Arabic

220 pt

كبير

Heading 2

DIN Arabic

180 pt

متوسط

Title

DIN Arabic

105 pt

صغير

Subtitle

DIN Arabic

50 pt

Arabic Letter Combinations (DIN Arabic)

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

Arabic Letter Combinations (DIN Arabic)

زب زت زث زج زح زخ زد زد زر زز زس زش زص زض زط زظ زع زغ زف زق زك زل زم زن زه زو زي
سا سب ست سث سج سخ سد سد سر سز سس سش سص سض سط سظ سغ سخ سف
سق سك سل سم سن سه سو سي شا شب شت شث شج شخ شذ شد شر شز شس
شش شص شض شظ شط شظ شغ شف شق شك شل شم شن شه شو شي صا صب صت
صث صج صح صخ صد صد صر صز صس صش صص صض صط صظ صغ صه صف صق صك
صل صم صن صه صو صي ضا ضب ضت ضث ضج ضح ضخ ضد ضد ضر ضر ضس ضش ضص
ضض ضبط ضغ ضف ضق ضك ضل ضم من ضه ضو ضي طا طب طت طث طج طح
طخ طد طذ طر طز طس طش طص طض طط طظ طغ طف طق طك طل طم طن طه طو
طي ظا ظب ظت ظث ظج ظح ظخ ظد ظذ ظر ظز ظس ظش ظص ظض ظط ظظ ظغ ظف
ظق ظك ظل ظم ظن ظه ظو ظي عا عب عت عث عج عح عخ عد عد عر عز عس عش عص
عض عط عظ عغ عف عك عل عم عن عه عو عي غا غب غت غث غج غح غخ غد غذ غر غز غس

Arabic Letter Combinations (DIN Arabic)

غش غص غض غط غظ غغ غف غق غك غل غم غن غه غو غي فا فب فت فت فث فح فغ فذ
فد فر فز فس فش فص فظ فط فظ فح فف فق فك فل فم فن فه فو في قا قب قت
قث قح قح قد قذ قر قز قس قش قص قض قط قظ قع قع قف قق قك قل قم قن قه قو
قي كا كب كت كث كج كح كخ كد كذ كر كز كس كش كص كض كط كظ كع كغ كف كق كك كل
كم كن كه كو كي لا لب لت لث لج ل ح ل خ لد لذ لر لز لس لش لص لض لظ ل ع ل ع ل ف ل ق لك
لل لم لن له لو لي ما مب مت مث م ح م ح م خ مد مذ مر مز مس مش مص مض مط مظ مع م ع
مف مق مك مل مم من مه مو مي نا نب نت نث نج نح نخ ند نذ نر نز نس نش نص نض نط نظ
نع نغ نف نق نك نل نم نن نه نو ني ها هب هت هث هج هح هخ هد هذ هر هز هس
هش هص هض هط هظ هع هغ هف هق هك هل هم هن هه هو هي وا وب وت
وث و ح و خ و د و ذ و ر و ز و س و ش و ص و ض و ط و ظ و ع و غ و ف و ق و ك و ل و م و ن و ه و و و ي
يا يب يت يث يج يح يخ يد يذ ير يز يس يش يص يض يظ يع يغ يف يق يك يل يم ين يه يو يي

06

Photography & Imagery

The photography style of Dr. Ahmed Mansour’s clinic reflects precision, trust, and refined medical excellence. Every image should visually communicate the elite orthopedic experience we offer—balancing sophistication with authentic human care.

Our imagery highlights modern clinical environments, confident patient interactions, and moments that convey expertise, reassurance, and comfort.

Photos should appear natural yet polished, using soft lighting, clean compositions, and a premium aesthetic. Each visual must reinforce our values, professionalism, luxury, precision, and genuine patient-focused care.

Keywords

Core Keywords

- Precise: Imagery should reflect accuracy, expertise, and high-level orthopedic care.
- Refined: Maintain a polished, luxurious, and elite visual presence.
- Trustworthy: Convey confidence, professionalism, and medical reliability.
- Authentic: Capture real interactions and genuine patient reassurance.
- Advanced: Highlight modern techniques, innovation, and cutting-edge orthopedic technology.

Mood Keywords

- Confident: Highlight strength, capability, and secure patient experiences.
- Serene: Use calm, uncluttered visuals that evoke peace and comfort.
- Reassuring: Showcase compassionate, supportive doctor–patient moments.
- Empowering: Reflect recovery, mobility, and renewed quality of life with elegance and subtle strength.

Keywords

Visual Keywords

- Soft Light: Use clean, diffused lighting that highlights precision and professionalism.
- Neutral Palette: Favor muted, elegant tones that reinforce a premium clinical feel.
- Clean Composition: Keep frames simple, uncluttered, and focused on expertise.
- Modern Design: Feature contemporary medical spaces and advanced technology.

Demographic Keywords

- High-End Patients: Represent confident, refined individuals who reflect our Class A/A+ audience.
- International Appeal: Include visuals that suit medical tourism and global patient expectations.
- Professional Care: Showcase respectful, reassuring doctor–patient interactions.
- Active Lifestyle: Highlight movement, recovery, and strength in a subtle, sophisticated way.

Keywords

- **Focus Areas**

Highlight moments that reflect expert orthopedic care—patient consultations, mobility assessments, treatment interactions, and modern clinical environments. Showcase confidence, comfort, and professionalism.

- **Context**

Use imagery that illustrates the clinic’s calm atmosphere, advanced medical technology, and refined patient experience. Focus on real, respectful interactions that communicate trust and expertise.

- **Placement**

Choose visuals that enhance layouts without overpowering them. Images should support the message with clean compositions, balanced spacing, and a premium visual flow.

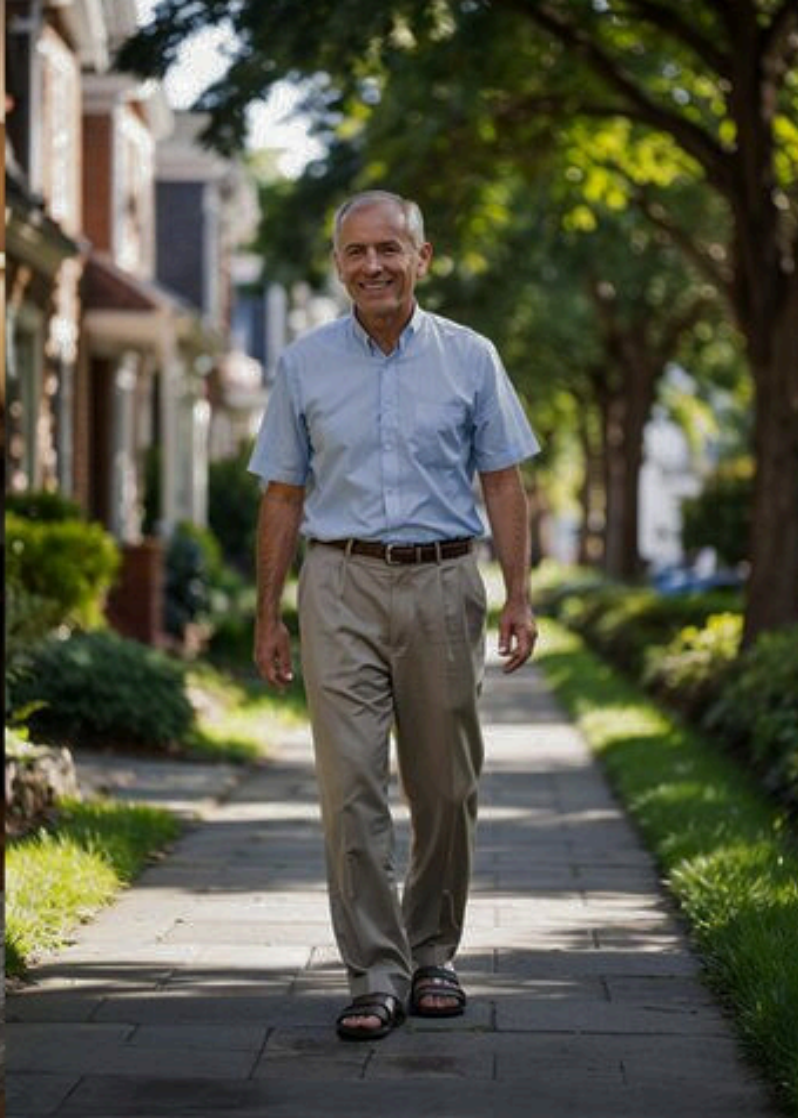
- **Exclusions**

Avoid exaggerated medical dramatization, cluttered environments, or unrealistic expressions. Exclude imagery that feels overly staged, chaotic, or inconsistent with a luxury orthopedic brand.



DR. AHMED MANSOUR^{MD}

ORTHOPAEDIC CONSULTANT

















Stock vs. Original Direction

Our preference is to use original photography that aligns with your brand's tone and values. Original images reflect the uniqueness of Dr. Ahmed Mansour Orthopedic Surgery Clinic and strengthen your connection with patients by showcasing our actual spaces, staff, and advanced orthopedic services.

When stock photography is necessary:

- Select high-quality images that seamlessly blend with our original visuals.
- Ensure all stock images follow our photography style, tone, and treatment guidelines.
- Avoid generic or overused images, particularly those that feel staged or impersonal.

By prioritizing original imagery while maintaining a cohesive look across all visuals, we reinforce our brand's position as a trusted, premium provider of orthopedic care for both local Class A/A+ patients and international medical tourists.

07

Iconography

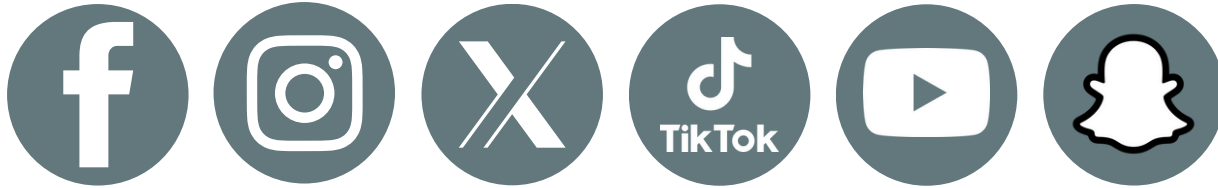
Navigation



User Interaction



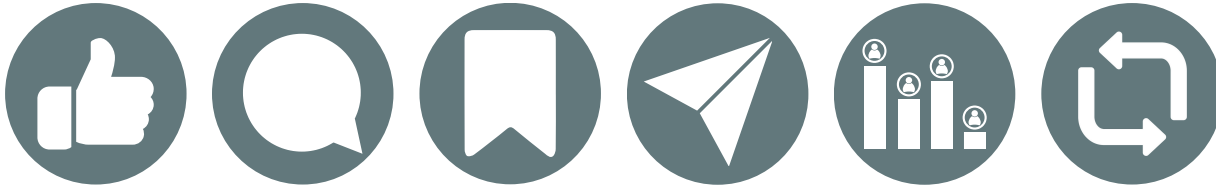
Platform-Specific



Content Enhancement



Engagement



Healthcare-Specific



Visual Representation



Classy Enhancements



Typography/Emphasis



Notifications



Festive



Actions



08

Brand Voice & Tone

The voice of Well Health Clinics reflects our core values: professionalism, compassion, and exclusivity. It embodies a tone that is warm, empathetic, and refined while maintaining the authority and trustworthiness expected in high-class healthcare.

Professional yet Approachable

Speak with confidence and expertise while remaining friendly and reassuring.

Compassionate and Reassuring

Use language that instills trust and emphasizes patient comfort throughout the care journey.

Elegant and Polished

Maintain a refined and sophisticated tone, avoiding casual or overly technical jargon.

Inclusive and Attentive

Address the unique needs of all patients, reflecting empathy, respect, and personalized care.

Luxurious and Premium

Communicate an elevated experience, highlighting exclusivity, high-quality service, and a world-class orthopedic environment.

Examples of Voice in Practice

Welcoming Message

At Dr. Ahmed Mansour Orthopedic Clinic, we provide personalized, world-class orthopedic care. Your wellbeing and mobility are our priority, and we are here to guide and support you every step of the way.

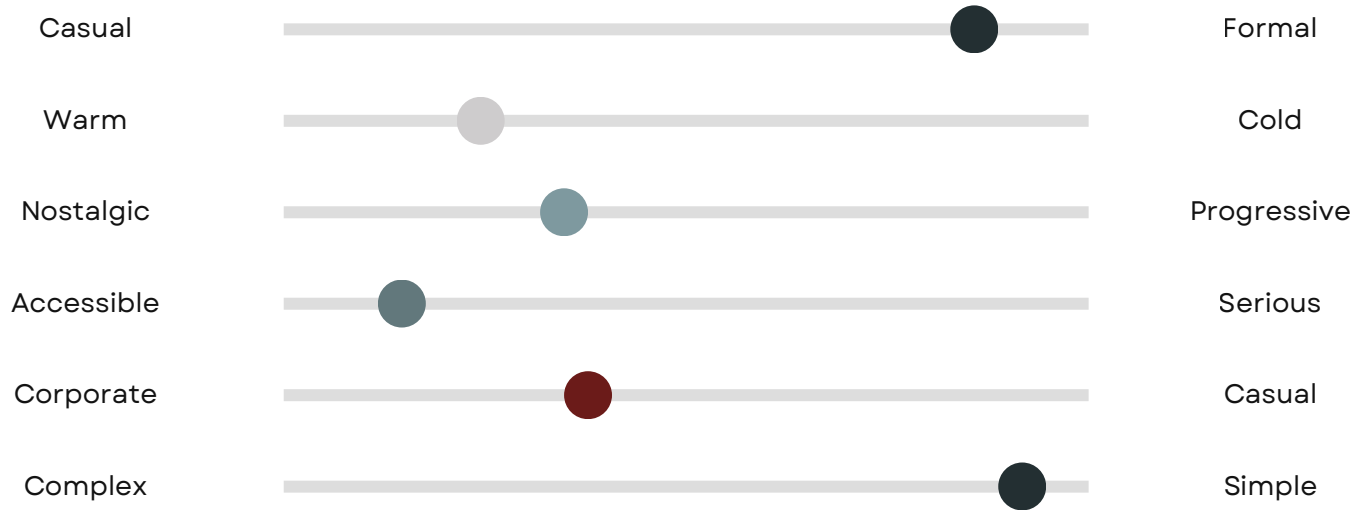
Your upcoming appointment is scheduled for [Date and Time]. If you have any questions or need to reschedule, please contact us at [Phone/Email]. We look forward to seeing you and helping you on your path to recovery.

Appointment Reminder

General Inquiry About Insurance

Hi [Name], we're happy to assist! Dr. Ahmed Mansour Orthopedic Clinic works with a range of insurance providers to ensure seamless care. Could you share which provider you're inquiring about? We'll provide all the details you need. Thank you!

Brand Tone



Responsiveness and Excellence

- Respond promptly and courteously to all patient communications.
- Uphold the clinic's standard of exceptional service in every interaction, reinforcing trust and loyalty.

Luxury Experience

- Every communication should subtly reflect the exclusivity, sophistication, and premium standards of our brand.
- Highlight the clinic's advanced orthopedic capabilities and world-class facilities in a tasteful, elegant manner.

Discretion and Privacy

- Maintain a uniform voice across all touchpoints—digital, print, and in-person—ensuring the brand feels cohesive and premium.
- Align every message with the clinic's refined, elite identity and high-quality patient experience.

Clarity and Precision

- Communicate complex orthopedic information in a simple, understandable way while maintaining authority and professionalism.
- Use precise, confident language that reflects our expertise and commitment to world-class care.

Empathy and Support

- Always address patients with warmth, respect, and attentiveness.
- Emphasize reassurance, comfort, and a personalized approach to each patient’s journey.

Consistency Across Channels

- Maintain a uniform voice across all touchpoints—digital, print, and in-person—ensuring the brand feels cohesive and premium.
- Align every message with the clinic’s refined, elite identity and high-quality patient experience.

09

Business Collateral





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thursday, 4th December, 2025

To Whom It May Concern,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

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Sincerely,

Owner and CEO
Dr. Ahmed Mansour Clinic

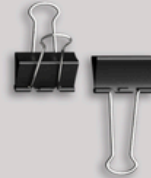


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ORTHOPAEDIC CONSULTANT



DR AHMED MANSOUR
ORTHOPAEDIC CONSULTANT

APR 2014-2020
Dr. Ahmed Mansour
1051 North Street, Core One, CMC, G

Monday 4 September 2024

To Whom It May Concern,

I am pleased to tell you that you have been selected to be a member of the 2024-25 class of the *Dr. Ahmed Mansour* Orthopaedic Fellowship. This is a highly competitive and prestigious program that is designed to provide you with the highest quality of training and education in the field of Orthopaedics. The program is a two-year, full-time, residency-style program that is designed to provide you with the highest quality of training and education in the field of Orthopaedics. The program is a two-year, full-time, residency-style program that is designed to provide you with the highest quality of training and education in the field of Orthopaedics.

Dr. Ahmed Mansour
Orthopaedic Consultant
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thursday, 4th Dec

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Business Card





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Letterhead

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Sincerely,

Dr. Ahmed Mansour

Owner and CEO
Dr. Ahmed Mansour Clinic



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Thursday, 4th December, 2025

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Sincerely,

Dr. Ahmed Mansour
Owner and CEO
Dr. Ahmed Mansour Clinic

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Core Clinic - CHC - South 90th Street - Fifth Settlement



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Sincerely,
Dr. Ahmed Mansour
Owner and CEO
Dr. Ahmed Mansour Clinic
105 Nostra Street - Triumph Square

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Sincerely,

Dr. Ahmed Mansour
Owner and CEO
Dr. Ahmed Mansour Clinic

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Sincerely,

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Owner and CEO
Dr. Ahmed Mansour Clinic



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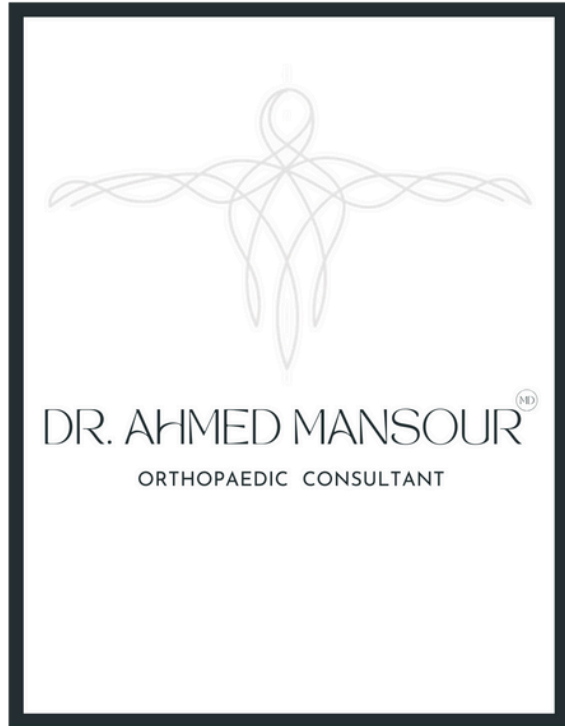
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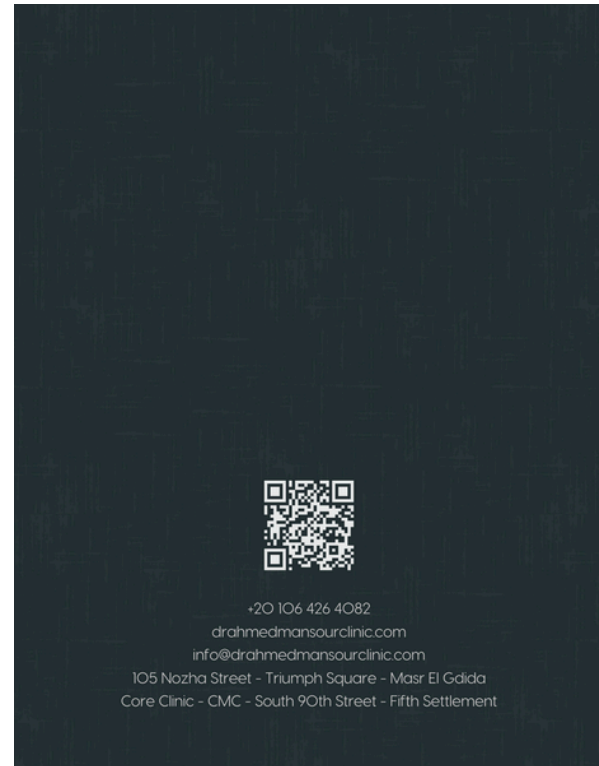
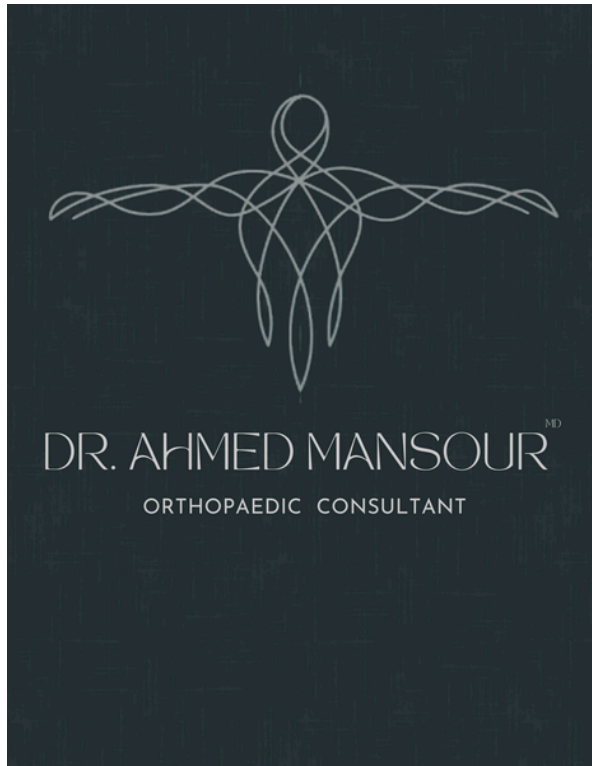
Owner and CEO
Dr. Ahmed Mansour Clinic

105 Nozha Street - Triumph Square - Masr El Gdida C -ra Clinic - CMC

Envelope (A4) - Standard Version



Envelope (A4) - Premium Version



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thursday, 4th December, 2025

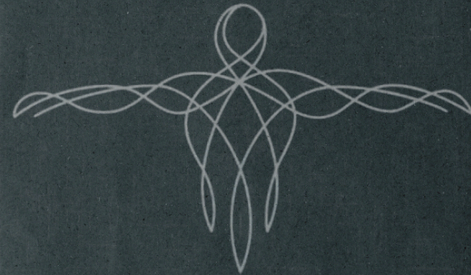
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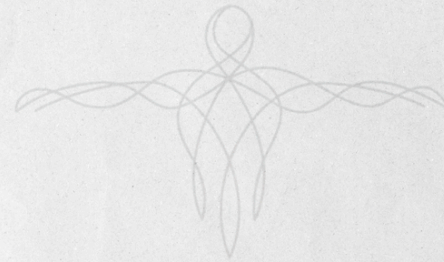
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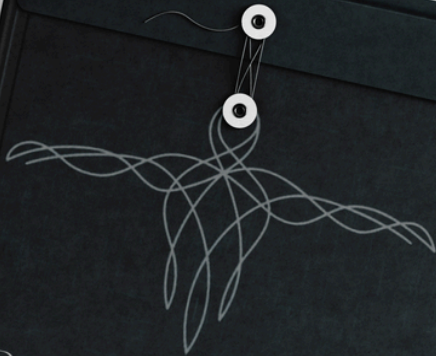
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Envelope





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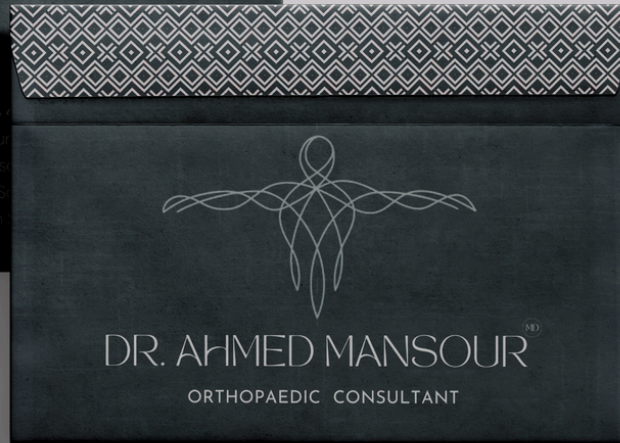
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Envelope (DL)





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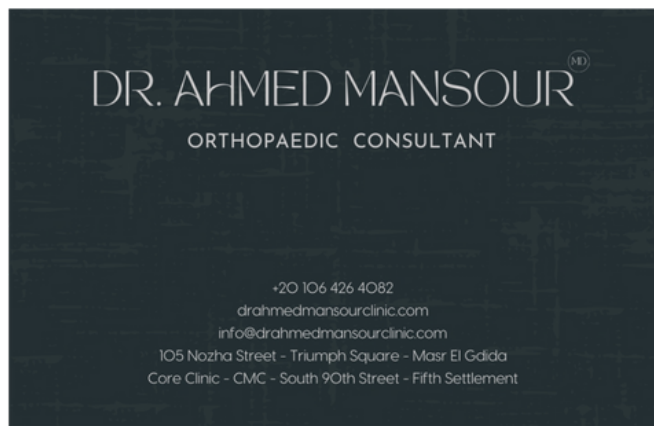
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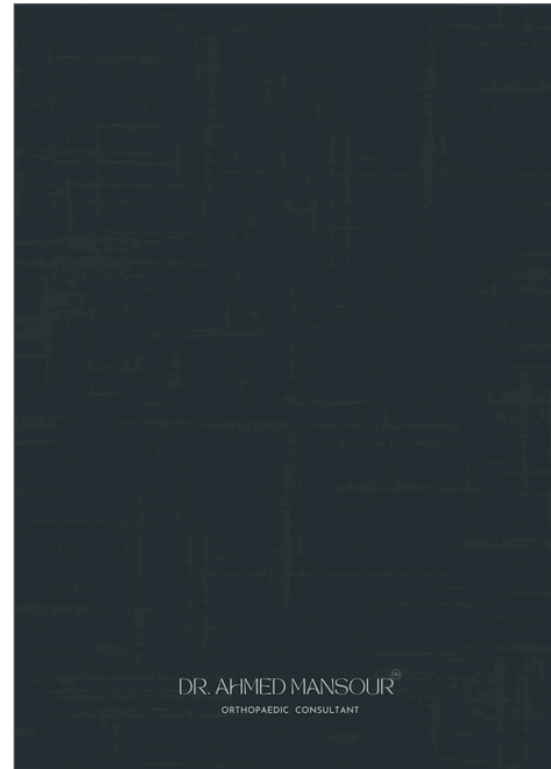
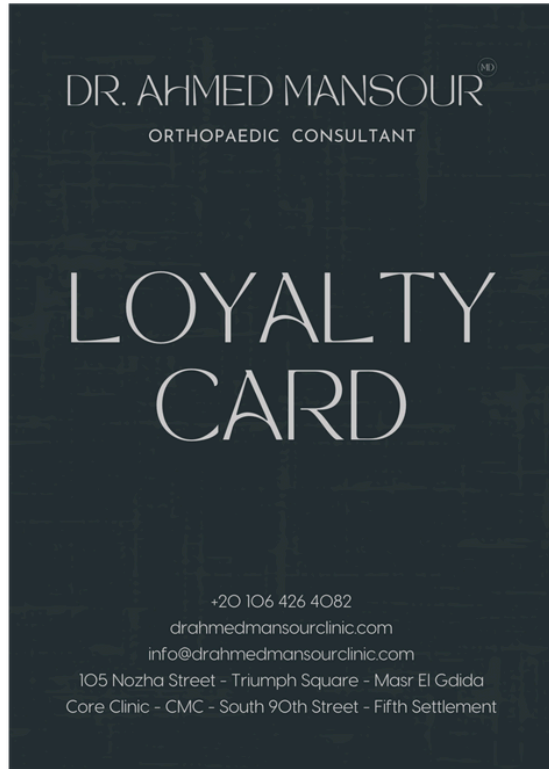


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Loyalty Card



Loyalty Card Cover



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LOYALTY CARD

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DR. AHMED MANSOUR®
ORTHOPAEDIC CONSULTANT



DR. AHMED MANSOUR®
ORTHOPAEDIC CONSULTANT

A dark blue ceramic mug with a C-shaped handle is centered on a white surface. The mug features white text: "DR. AHMED MANSOUR" on the top line and "ORTHOPAEDIC CONSULTANT" on the bottom line. The background is a deep red, draped fabric. The lighting is dramatic, casting a soft shadow of the mug onto the white surface.

DR. AHMED MANSOUR
ORTHOPAEDIC CONSULTANT



DR. AHMED MANSOUR[®]
ORTHOPAEDIC CONSULTANT

10


Social Media Guidelines

The voice of Dr. Ahmed Mansour Orthopedic Surgery Clinic communicates confidence and professionalism while remaining warm, approachable, and reassuring, reflecting the refined, world-class experience our patients expect.


Every message—from patient communication to digital and print materials—reinforces our position as a premium orthopedic destination, catering to both discerning local patients and international medical tourists.

Profile Picture & Banner

COVER



A portrait of Dr. Ahmed Mansour, a man with a beard and glasses, wearing a red surgical cap and blue scrubs, standing with his arms crossed against a dark background.

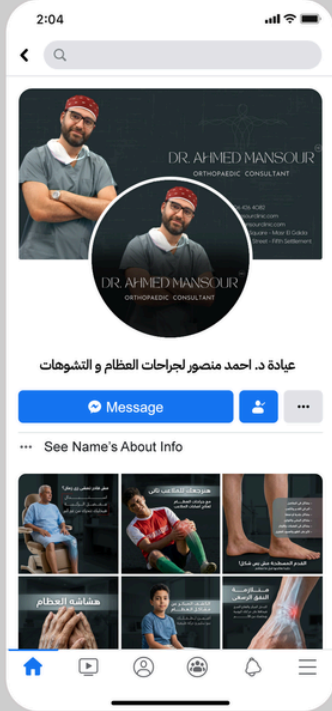

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Core Clinic - CMC - South 90th Street - Fifth Settlement

Profile Picture & Banner

PROFILE
PICTURE





هنرجعك للملاعب تاني

مع جراحات العظام
لعلاج اصابات الملاعب

010 642 640 82
DR.AHMED MANSOUR
DR.AHMEDMANSOURCLINIC.COM
MASR EL GIDDA - NEW CAIRO

اصابات الحوادث او مصادفنا
صحح حالتكافا ممكن بسبب
مصادفنا لسقوط مصادفنا

الى اتكسر هيتصلح

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هشاشة العظام

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لاحظت تقوس فى رجليه عند الولاده؟

التشخيص المبكر والاطاع
باجتراء او التدخل البسيط
يحمى رجليه ويحياى حركته
طبيعية

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**الكشف المبكر عن
مشاكل العظام**

اضمن لطفلك
نمو سليم و حركة طبيعية

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تقوس الساقين

انت عارف ايه المشاكل
الى ممكن تحصلك؟

- ألم أسفل الظهر
- زيادة خطر الاوتومات
- خشونة الركبة المتكئة
- قد يؤدي إلى فلات فوت
- يند على عضلات الفخذ والساق

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CONSULTANT

إصابات العنق أو الكتف
صحة واختصاصها يمكن نسب
معالجتي لتخصص معالجتي

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Tone and Voice

Our social media presence embodies the essence of Dr. Ahmed Mansour Orthopedic Surgery Clinic: precision, expertise, and a refined patient experience. Every post, story, or message communicates professionalism while remaining warm, approachable, and reassuring.

Examples:

- “Experience orthopedic care elevated to world-class standards with Dr. Ahmed Mansour—precision, expertise, and comfort in every step.”
- “Your recovery, our commitment: trust Dr. Ahmed Mansour Orthopedic Surgery Clinic for an unmatched premium experience.”
- “Achieve a full, confident recovery with Dr. Ahmed Mansour Orthopedic Clinic—where expertise meets personalized, world-class care.”

Tone and Voice

- Professional and Confident

Share content that reflects our authority in orthopedic care and advanced medical techniques.

- Empathetic and Supportive

Use language that addresses patient concerns, emphasizes comfort, and reinforces trust.

- Elegant and Aspirational

Showcase our world-class facilities, successful patient outcomes, and premium experience with a polished, sophisticated aesthetic.

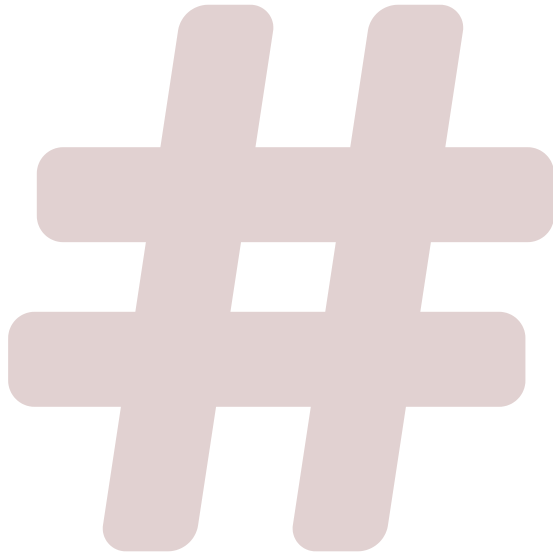
- Consistent and Premium

Maintain a unified voice across all digital platforms to reinforce our brand's elite identity and high-quality care for local and international patients.

- Authoritative and Innovative

Communicate the clinic's leadership in orthopedic advancements and innovative treatments, reinforcing expertise and patient confidence.

Hashtags



#DrAhmedMansour
#LuxuryOrthopedicCare
#PremiumPatientExperience
#WorldClassOrthopedics
#EgyptMedicalExcellence
#EliteHealthcareEgypt
#OrthopedicInnovation
#PrecisionCare
#MedicalTourismEgypt
#RecoveryWithConfidence
#ExpertOrthopedicTreatment
#PatientFirstCare
#LuxuryRedefinedInMedicine
#YourHealthOurPriority

Target Audience

Primary Audience

- Egyptian Class A and A+ Families:

Affluent individuals and families in Egypt seeking exceptional orthopedic care for themselves or their loved ones, with a focus on precision, comfort, and world-class service.

Secondary Audience

- International Patients Traveling to Egypt:

Patients from the region or overseas seeking advanced orthopedic treatments combined with a premium medical tourism experience.

- Expats and Diplomats in Egypt:

Foreign residents seeking high-quality, personalized healthcare solutions.

- Medical Tourists:

Patients willing to travel for elite orthopedic care, blending wellness and recovery with Egypt's cultural and historical attractions.

Demographic Breakdown

- Age: Adults aged 30–55 (primary focus), including active professionals and families seeking premium orthopedic care.
- Income Level: High-income individuals and families (Class A and A+) who value world-class healthcare services.
- Interests: Health, wellness, active lifestyle, family care, luxury living, travel, and premium experiences.

By understanding and engaging these audiences, Dr. Ahmed Mansour Orthopedic Surgery Clinic positions itself as the premier choice for elite orthopedic care in Egypt and a trusted destination for medical tourism.

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Legal & Copyright Guidelines

01

Copyright

All materials produced related to the brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

02

Trademark

Logos, slogans, and other brand elements has to be registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

03

Licensing

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

04

Unauthorized Use

Avoid unauthorized or potentially brand-damaging use of your brand assets.

05

Objections and Violations

Immediately report any objections or violations against your brand to your legal department.

06








Marketing Material Approval

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.








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Do's & Don'ts

Do's

-  Ensure you use the brand's specified colors in all assets.
-  Use the specified fonts and styles in the brand guidelines for all written communications.
-  Use photography and illustrations that match the brand's aesthetic.
-  Ensure the message delivered is aligned with our brand values.
-  Use inclusive language that reflects respect and compassion (e.g., "We're here for you and your family.").
-  Highlight our commitment to high-quality care and patient experience.
-  Use uplifting phrases that inspire confidence and trust.

Don'ts

-  Do not alter, distort, or change the logo colors without permission.
-  Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.
-  Do not use colors that are not included in the brand's official palette for brand representation.
-  Avoid communications that contradict or obscure our brand message.
-  Use overly casual language (e.g., "Hey, moms!").
-  Overload messaging with technical or clinical jargon.
-  Come across as impersonal or overly promotional.

Word from mazcodex

Your brand identity is built on a deep philosophy of innovation and excellence. Every element, from your logo to your color palette, reflects your vision and core values. The sleek design of your logo embodies your commitment to maximum care, while the vibrant colors in your palette symbolize your passion and excellence.

Contact Information



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