

Designed by MAZCODEX



**BRAND  
GUIDELINES**

# OVERVIEW

Welcome to the Well Health Clinics Brand Guidelines. This document serves as your guide to understanding and embodying our brand's identity in every interaction and creation. Crafted to ensure a cohesive and polished presentation across all forms of communication, these guidelines unify every element of our brand. At Well Health Clinics, our identity represents more than a visual design; it reflects our commitment to excellence in women's and children's healthcare, our dedication to luxury and personalized care, and the unique, premium experience we deliver to our distinguished Class A and A+ clientele. Each element plays a distinct role, but true impact emerges when they come together in harmony. These guidelines will guide you through the essence of our brand, its values, and how to represent it in the most compelling and authentic way.



## 01

### **Brand Guidelines Element**

Within this guide, you'll find detailed instructions on the correct use of our brand assets, including our logo, color palette, typography, imagery style, and tone of voice. These elements work together to create a cohesive, elegant, and recognizable brand presence across all platforms—whether in marketing campaigns, digital communications, clinic design, or patient interactions.

By adhering to these guidelines, we ensure that Well Health Clinics remains synonymous with luxury, care, and professionalism in women's and children's healthcare.

## 02

### **Brand Guidelines Goal**

Our aim with these guidelines is not to limit creativity, but to provide a structured framework that ensures our brand is consistently and accurately represented at every touchpoint. This consistency builds trust, fosters recognition, and reinforces our position as a premier provider of healthcare for women and children, catering exclusively to Class A and A+ patients.

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Guidelines

01

# Logo Usage Guidelines

WHC

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WELL HEALTH CLINICS

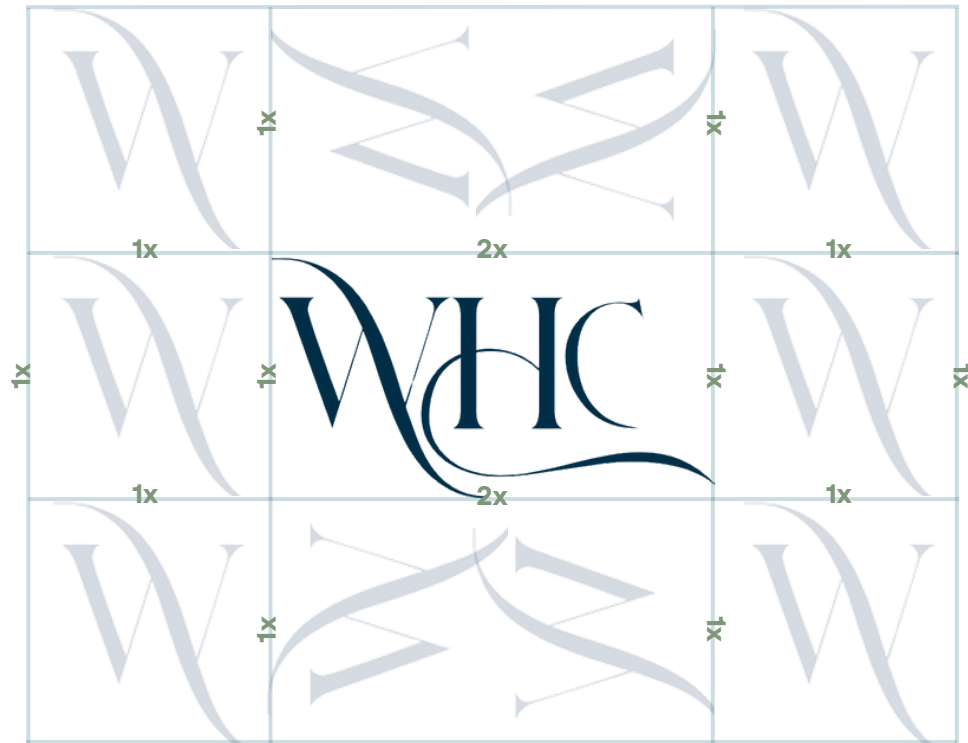
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Weight

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Proportion



Clear Space

25%



50%



75%



100%



Size





Variations



Variations



Variations



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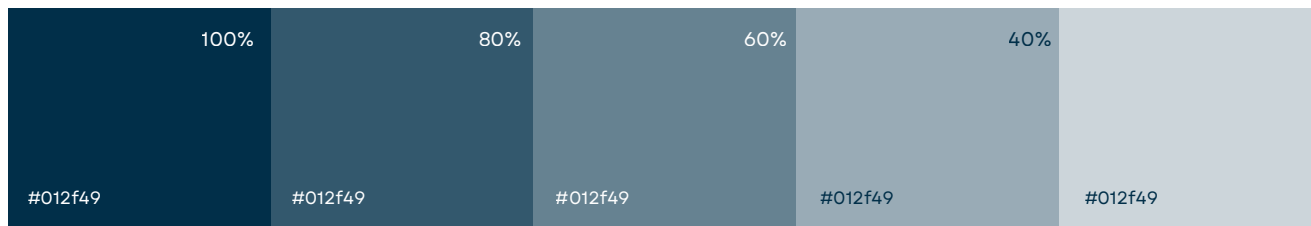
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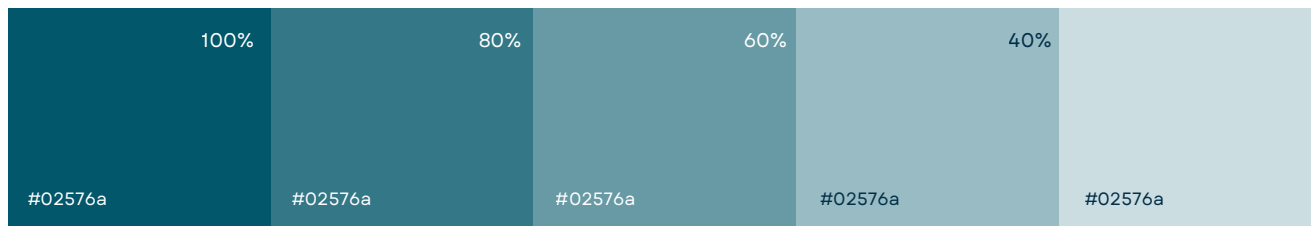
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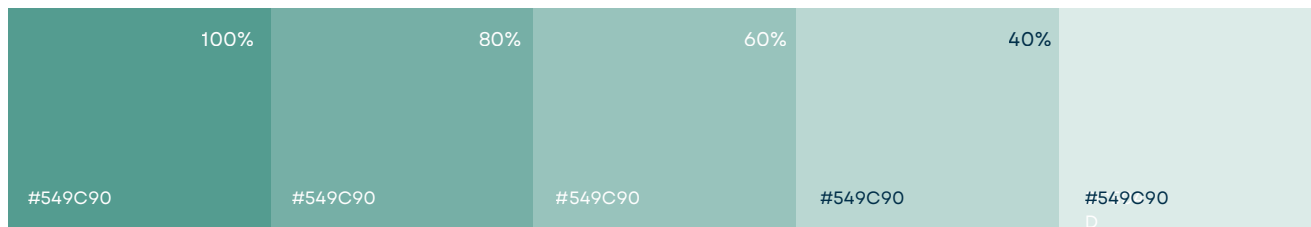
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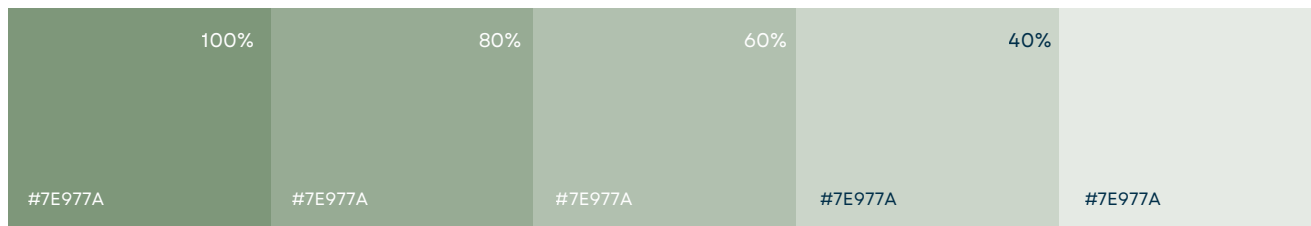
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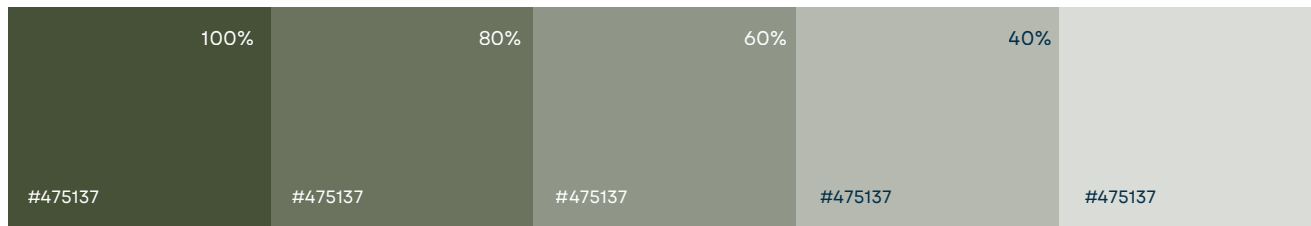
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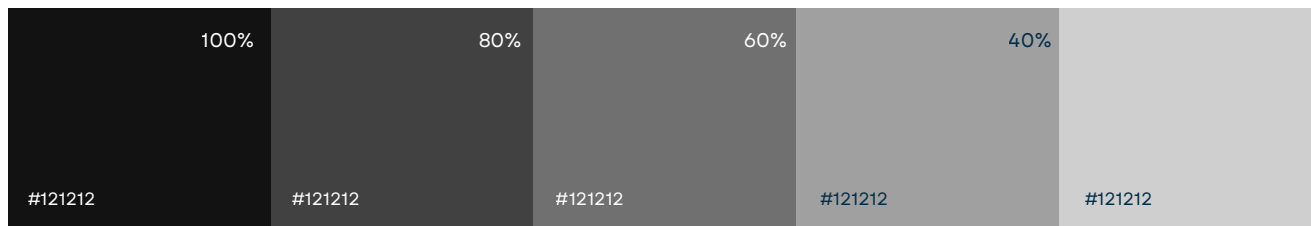
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03

# Typography

## Primary Font

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Hello Paris

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O P Q R S T U V W X Y Z

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Garet

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LARGE

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Hello Paris

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BIG

Heading 2

Hello Paris

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MEDIUM

Title

Hello Paris

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SMALL

Subtitle

Hello Paris

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# Large

Heading 1

Garet

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# Big

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# Medium

Title

Garet

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# Small

Subtitle

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Primary Font

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Gulzar

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

طث طح طخ طد طز طس طش طض طظ طع طغ طق طك طل طم طن طه۔ طو طي ظ ظب ظت ظث ظح ظخ ظد ظذ  
طر طز طس طش طض طظ طع طغ طق طك ظل ظم ظن ظه۔ ظو ظي ع عب عت عث عج عح عذ عر عز عس عش عص  
عض عط عظ عع عغ عف عق عك عل عم عن عهد۔ عو عي فاغب غت غث غج غح غغ غد غر غز غس غش غص غض غط غظ غع غغ  
غف غق غك غل غم غن غه۔ غو غي ف فاب فت فث فح فخ فد فذ فر فز فس فش فص فض فط فظ فغ فف فق فك فل فم فن فه۔ فوني  
قاب قت قث قح قخ قد قدز قز قس قش قص قض قظ قع قغ قق قك قل قم قن قه۔ قو قي كاكب كت كث كح كخ كد كذ كر كز  
كس كش كص كض كظ كع كغ كف كق كك كل كم كن كه۔ كو كي ل لال لب لت لث لح لخ لد لذر لزل لشل لص لض لظ لعل لغ لف لق  
لك لل لم لن له۔ لولي ماب مت مث م ح مخ مد مذ مزمز مس مش مص مض مط مظ مع مغ مف مق مك مل مم من مه۔ مومي نانب  
نت نث ن ح ن خ ند نذر نزن نش نص نض نط نظ نغ نف نق نك نل نن نه۔ نوني ههاب هت هث هج هح هخ  
هه هذ هز هس هش هص هض هظ هع هغ هق هك هل همل همل همل هه۔ هو هي و اوب و ت  
و ث و ج 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۔ ووي يايب يت يث ي ح ي خ يد  
يذ ي ر يز يس يش يص يض يظ ي غ ي ف ي ق ي ك ي ل ي م ين يه۔ يوي

ضخم

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Montaser Arabic

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كبير

Heading 2

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متوسط

Title

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105 pt

صغير

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Montaser Arabic

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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 با بب  
 بت بث بج بح بد بذ بر بز بس بش بص بض بط بظ بع بغ بف بق بك بل بم بن به بو بي تا تب  
 تت تث تج تح ته تذ تر تز تس تش تص تظ تع تغ تف تق تك تل تم تن ته تو تي ثا ثب  
 ثث ثج ثح ثد ثذ ثر ثز ثس ثش ثص ثض ثط ثظ ثع ثغ ثف ثق ثك ثل ثم ثن ثه ثو ثي جا جب  
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 جھ جو جي حا حب حت حث حج حح حد حذ حر حز حس حش حص حض حط حظ حع حف  
 حق حك حل حم حن حه حو حي خا خب خت خث خج خح خد خذ خر خز خس خش خص خض  
 خط حظ خع خف خق خك خل خم خن خه خو خي دا دب دت دث دج دح دخ دد دذ در دز دس  
 دش دص دض دط دظ دع دغ دف دق دك دل دم دن ده دو دي ذا ذب ذت ذث ذج ذح ذخ  
 ذد ذذ ذر ذز ذس ذش ذض ذط ذظ ذع ذغ ذف ذق ذك ذل ذم ذن ذه ذو ذي را رب رت  
 رث رج رح رخ رد رذ رر رز رس رش رص رض رط رظ 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 زض زط زظ زع زغ زف زق زك زال زم زن زه زو زي سا سب ست سث  
 سح سخ سد سذ سر سز سس سش سص سض سط سظ سع سف سق سك سل



سم سن سه سو سي شا شب شت شث شج شح شخ 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 صح  
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صط صظ صغ صف صق صك صل ضم صن ضه ضو ضي طا طب طت  
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طل طم طن طه طو طي ظا ظب ظت ظث ظج 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 عج عح عخ  
عد عذ عر عز عس عش عص عض عط عظ عع 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 فج فح فخ فد فذ فر فز فس فش فص فض فط فظ فع فغ  
فف فق فك فل فم فن فه فو في قا قب قت قث قج قح قخ قد قذ قر قز قس قش قص  
قض قط قظ 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 لح لخ لد  
لذ لر لز لس لش لص لض لظ لع لغ لف لق لك لال لم لن له لو لي ما مب مت مث مج مح  
مخ مد مذ مر مز مس مش مص مض مط مظ مع مغ مف مق مك مل مم من مه مو مي نا  
نب نت نث نج نح 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 هذ هر هز هس هش هص هض هط هظ هع هغ هف  
هق هك هل هم هن هه هو هي وا وب وت وث وچ وح وخ ود وذ ور وز وس وش وص  
وض وط وظ وع وغ وف وق وك ول وم ون وه وو وي يا يب يت يث يج يح يذ ير يز يس  
يش يص يض يط يظ يع يغ يف يق يك يل يم ين يه يو يى

04

## Photography & Imagery

The imagery for Well Health Clinics embodies sophistication, warmth, and a sense of trust. the photography serves as a visual representation of the premium healthcare experience it provides, blending elegance with genuine care.



Each photograph is carefully curated to convey your dedication to women's and children's wellness while maintaining an air of luxury. Photographs should be natural yet polished, capturing real moments that evoke emotions of comfort, reassurance, and confidence. Focus on soft lighting, clean compositions, and a harmonious color palette that aligns with your brand's aesthetic. Each image must feel inviting, professional, and authentic, reflecting the high standards your patients expect.

## **Core Keywords**

- Elegant: Images should reflect sophistication and high-class appeal.
- Warm: Use inviting tones to evoke comfort and reassurance.
- Authentic: Capture genuine emotions and real moments of care.
- Professional: Maintain a polished and refined appearance in all visuals.

## **Mood Keywords**

- Comforting: Evoke a sense of trust and security.
- Serene: Incorporate calm, uncluttered compositions.
- Reassuring: Highlight compassionate interactions between staff and patients.
- Joyful: Subtly showcase positive, heartwarming moments.

### **Visual Keywords**

- Soft Light: Ensure natural, diffused lighting that flatters subjects.
- Neutral Palette: Emphasize muted, harmonious colors for a sophisticated look.
- Clean Composition: Focus on simplicity and clarity in framing.
- Modern Design: Incorporate contemporary, upscale environments.

### **Demographic Keywords**

- Women-Centric: Highlight women in relatable, empowering roles.
- Children's Wellness: Depict children in moments of care, safety, and joy.
- Family Focused: Showcase nurturing connections among family members.

### Lighting

Maintain soft, natural lighting with no harsh contrasts. Highlights and shadows should be subtly balanced to create a calming effect.

### Tone

Use a warm, neutral tone with gentle desaturation to emphasize elegance and sophistication. Avoid overly vibrant or stark color shifts.

### Filters

Apply a custom filter that softens colors, enhances skin tones, and maintains a clean, professional appearance. This filter must align with our clinic's luxury positioning and resonate with Class A and A+ clientele.

### Retouching

Ensure retouching is subtle and respectful of authenticity, enhancing natural beauty while maintaining realism.

- **Focus Areas**

Highlight women, children, and families in moments of care, comfort, and connection within healthcare environments.

- **Context**

Use images that depict your clinics' serene atmosphere, modern facilities, and attentive staff.

- **Placement**

Choose visuals that complement layouts without overwhelming or detracting from the message.

- **Exclusions**

Avoid clichés or overly dramatic visuals (e.g., excessive medical equipment or unrealistic smiles) that could undermine authenticity.





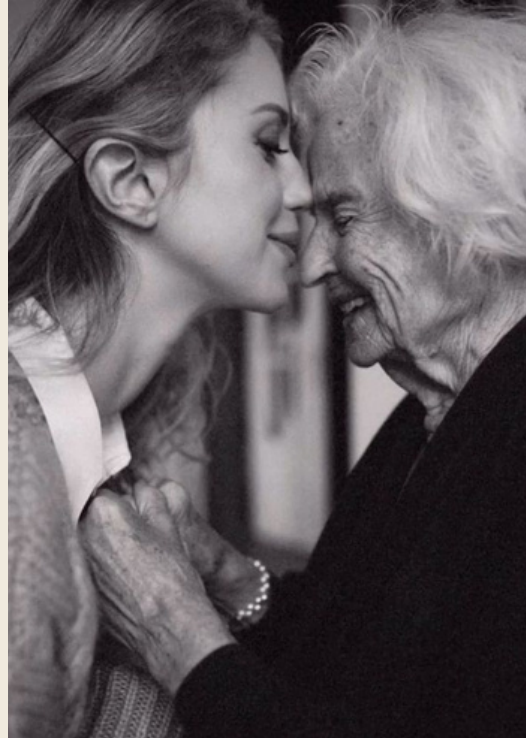


WHIC

A black and white photograph of a woman and a young girl sitting together. The woman is in the background, wearing a light-colored, off-the-shoulder sweater and dark pants, looking upwards. The girl is in the foreground, wearing a dark sweater and light-colored pants, looking directly at the camera. The word "WHIC" is overlaid in a large, white, serif font, with the letters partially obscuring the subjects. The background is dark with faint, concentric circular patterns.













Our preference is to use original photography that aligns with your brand's tone and values. Original images reflect the uniqueness of Well Health Clinics and strengthen your connection with patients by showcasing your actual spaces, services, and staff.

### **When stock photography is necessary:**

- Select high-quality images that seamlessly blend with your original visuals.
- Ensure all stock images follow your 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 your brand's position as a trusted, premium provider of women's and children's healthcare.

05

# Iconography



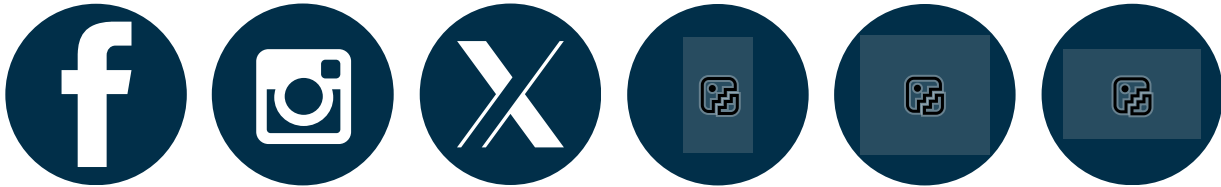
### Navigation



### User Interaction



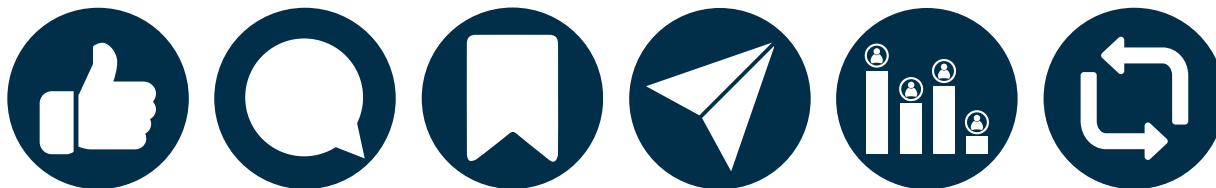
### Platform-Specific



### Content Enhancement



### Engagement



### Healthcare-Specific



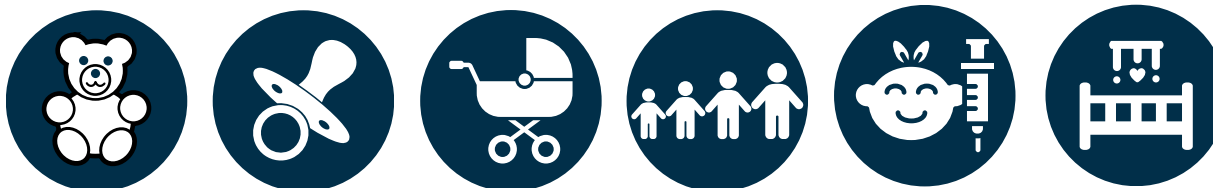
### Visual Representation



### Women's Health



### Childcare



### Classy Enhancements



### Typography/Emphasis



### Actions



### Notifications



### Festive



### Health Awareness Campaigns



06

## 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 Warm**

Speak with confidence and expertise, but remain approachable and understanding.

### **Compassionate and Reassuring**

Prioritize language that provides comfort and instills trust.

### **Elegant and Polished**

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

### **Inclusive and Empathetic**

Address the unique needs and concerns of women and children while respecting diversity.



### **Welcoming Message**

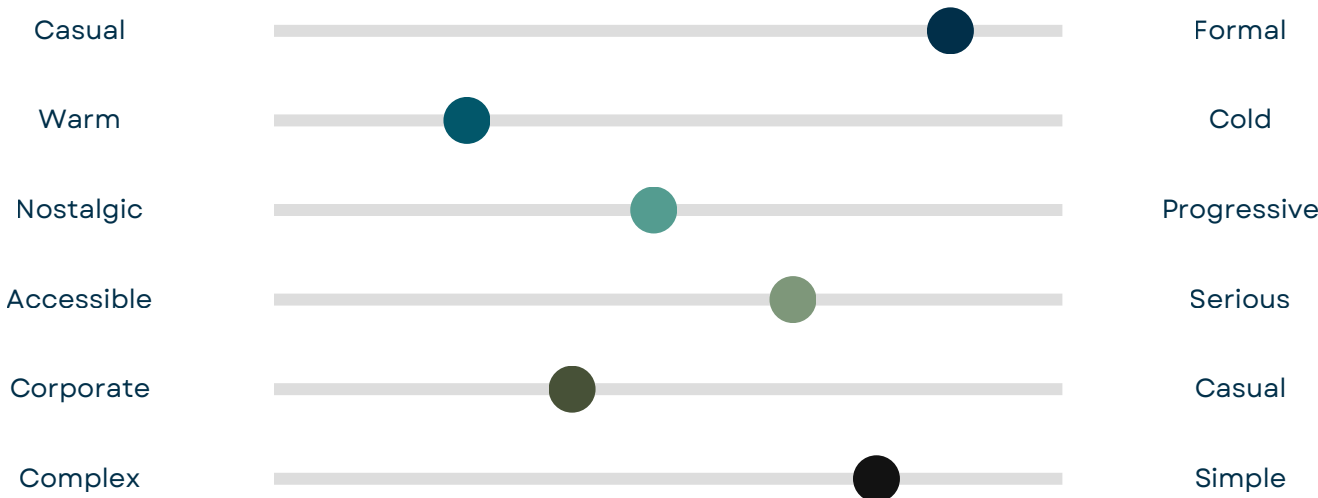
“At Well Health Clinics, we’re dedicated to providing personalized, world-class healthcare for you and your children. Your wellbeing is our priority, and we’re here to support you every step of the way.”

“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!”

### **Appointment Reminder**

### **General Inquiry About Insurance**

Hi [Name], we’re happy to assist! Well Health Clinics works with a variety of insurance providers to ensure seamless care for our patients. Could you share which provider you’re inquiring about? We’ll provide all the details you need. Thank you!



### Clarity and Precision

- Be direct and concise while maintaining a gracious tone.
  - Avoid ambiguity; ensure all communication is easy to understand.
- 

### Empathy and Support

- Use language that resonates emotionally with patients and families.
  - Emphasize care, attentiveness, and personalized service.
- 

### Consistency Across Channels

- Maintain the same voice and tone across all platforms, including digital, print, and in-person interactions.
  - Align messaging with our brand's luxury and professionalism.
-

07

## Business Collateral

Brand Applications" refer to the various ways a brand's identity, including its logo, colors, typography, and overall design style, is applied across different mediums and products. It encompasses how the brand's visual and communication elements are consistently and effectively used to maintain brand identity and recognition. Here are some examples of your brand applications.











WHC





WHC

FOR WOMEN WELLNESS

WHC  
FOR WOMEN WELLNESS



WHC

WHIC

FOR WOMEN WELLNESS

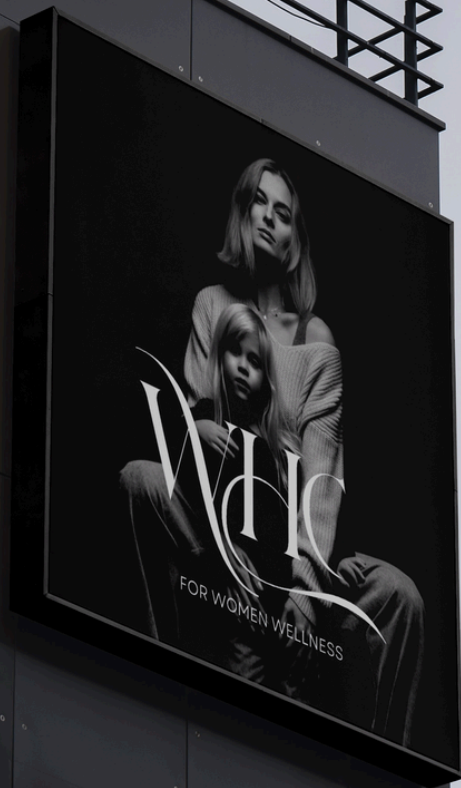




FOR WOMEN WELLNESS















Eterna medical city, Mivida, 5th Settlement, Cairo  
www.wellhealthclinics.net  
+20 101 101 8655

Daniel Gallego  
123 Anywhere St.,  
Any City, ST 12345

December 29, 2021

Greetings!

A letter is a message written for a variety of purposes, from friendly to formal. They can help maintain bonds between friends, especially if they're far apart. Letters are also used by professionals to communicate their concerns. In some schools, kids are encouraged to write letters to Santa for Christmas. There are also letters given by school administrators to the students' parents or guardians.

If you're thinking of writing a letter yourself, make your intentions clear from the start. You can be fun and creative or straightforward, depending on your needs. Most letters are divided into sections, including the date, recipient's name, and salutations. As for the main content of your letter, there are often three main parts: the introduction, paragraph, and conclusion.

Your letter's introduction can be a brief greeting, a few polite statements, or a background of why you're writing. The paragraph-1 is the bulk of your letter, containing the most important parts of your message. Finally, the conclusion sums up all your ideas. It can also include a closing statement or salutation. No matter what reason you have behind writing, it's best to be organized and plan the contents of your letter before sending it out.

Sincerely,

# BUSINESS CARD





FOR WOMEN WELLNESS

PHONE : +123-456-7890  
EMAIL : asiaessmat@wellhealthclinics.net  
WEBSITE : www.wellhealthclinics.net  
ADDRESS : Eterna medical city, Mivida, 5th Settlement, South  
Teseen Street, Cairo - 3rd floor, Clinic A 3/3

FOR WOMEN W

**DR. ASIA ESSMAT**  
CONSULTANT OF GYNAECOLOGY AND  
OBSTETRICS

PHONE : +123-456-7890  
EMAIL : asiaessmat@wellhealthclinics.net  
WEBSITE : www.wellhealthclinics.net  
ADDRESS : Eterna medical city, Mivida, 5th Settlement, South  
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FOR WOMEN WELLNESS

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Teseen Street, Cairo - 3rd floor, Clinic A 3/3



FOR WOMEN W

**DR. ASIA ESSMAT**

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OBSTETRICS

PHONE : +123-456-7890  
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WEBSITE : [www.wellhealthclinics.net](http://www.wellhealthclinics.net)  
ADDRESS : Eterna medical city, Mivida, 5th Settlement, South  
Teseen Street, Cairo - 3rd floor, Clinic A 3/3



WHC

FOR WOMEN WELLNESS

DR ASIA ESSMAT

CONSULTANT OF GYNAECOLOGY AND  
OBSTETRICS

PHONE : +123-456-7890

EMAIL : asiaessmat@wellhealthclinics.net

WEBSITE : www.wellhealthclinics.net

ADDRESS : Eterna medical city, Mivda, 5th Settlement, South  
Teseen Street, Cairo - 3rd floor, Clinic A 3/3

## EMPLOYEE TAG











# ID CARD











NAME : May Mohamed  
ID : #23412121  
DATE : 01-01-2025







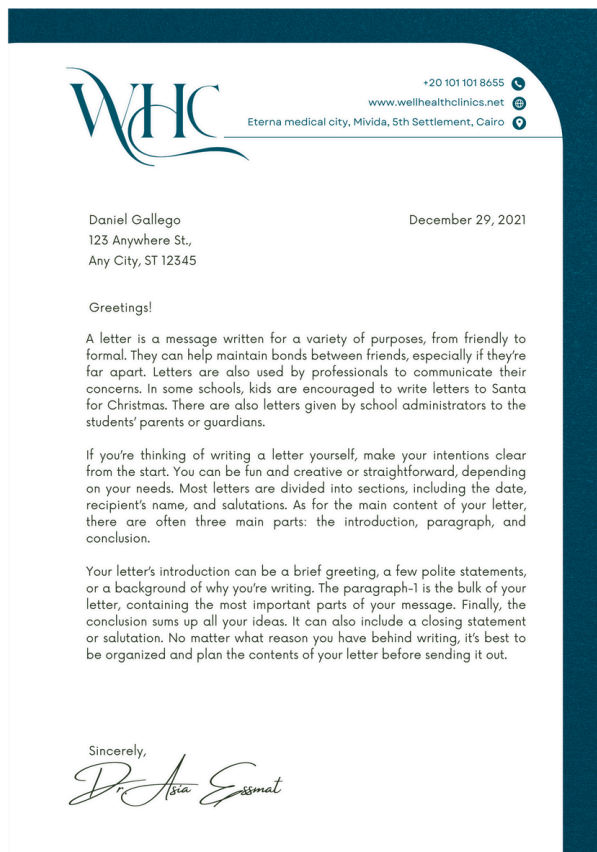
NAME : May Mohamed  
ID : #23412121  
DATE : 01-01-2025



NAME : May Mohamed  
ID : #23412121  
DATE : 01-01-2025



## LETTERHEAD







+20 101 101 8666  
www.weihealthclinics.net  
Eterna medical city, Mivda, 5th Settlement, Cairo

December 29, 2021

Daniel Gallego  
123 Anywhere St.  
Any City, ST 12345

Greetings!

A letter is a message written for a variety of purposes, from friendly to formal. They can help maintain bonds between friends, especially if they're far apart. Letters are also used by professionals to communicate their concerns. In some schools, kids are encouraged to write letters to Santa for Christmas. There are also letters given by school administrators to the students' parents or guardians.

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Sincerely,

*D. A. Esmat*



+20 101 101 8666  
www.weihealthclinics.net  
Eterna medical city, Mivda, 5th Settlement, Cairo

December 29, 2021

Daniel Gallego  
123 Anywhere St.  
Any City, ST 12345

Greetings!

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Sincerely,

*D. A. Esmat*





+20 101 101 8655  
www.wellhealthclinics.net  
Eterna medical city, Mivida, 5th Settlement, Cairo

Daniel Gallego  
123 Anywhere St.,  
Any City, ST 12345

December 29, 2021

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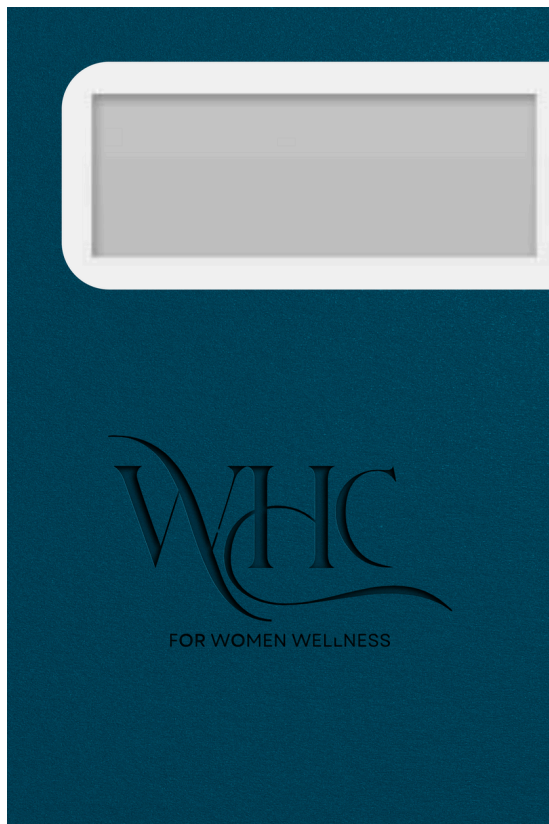
Sincerely,

*Dr. Asia Essamat*

+20 101 101 8655  
www.wellhealthclinics.net  
Eterna medical city, Mivida, 5th Settlement, Cairo

December 29, 2021

# FOLDER



### CONTACT US:

- +20 101 101 8655
- [www.wellhealthclinics.net](http://www.wellhealthclinics.net)
- Eterna medical city, Mivida, 5th Settlement, South Teseen Street, Cairo - 3rd floor, Clinic A 3/3







+20 101 101 8455  
www.wellhealthclinics.net  
Eterna medical city, Mivida, 5th Settlement, Cairo

December 29, 2021

Daniel Gallego  
123 Anywhere St.,  
Any City, ST 12345

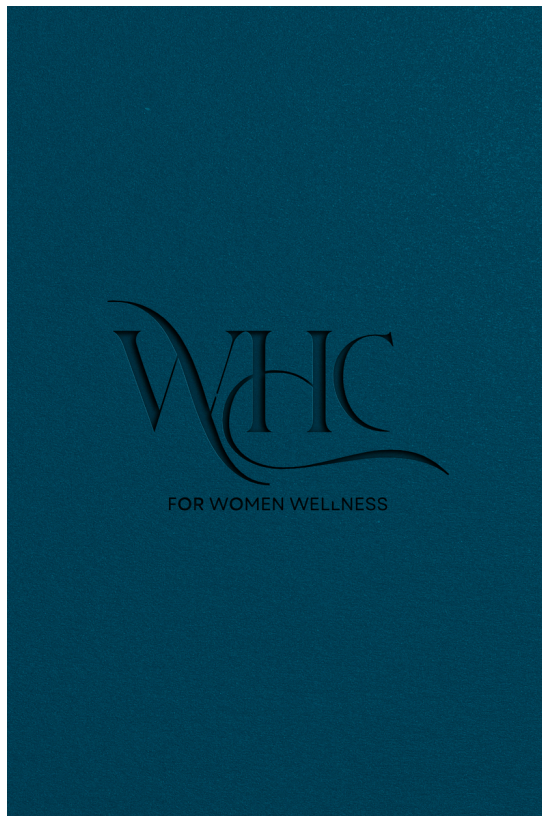
Greetings!

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WHC  
FOR WOMEN WELLNESS

# BINDER







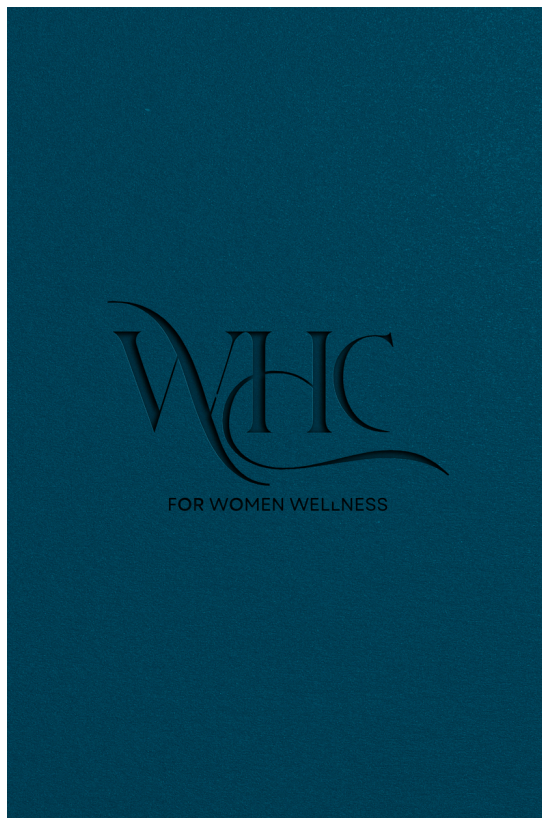








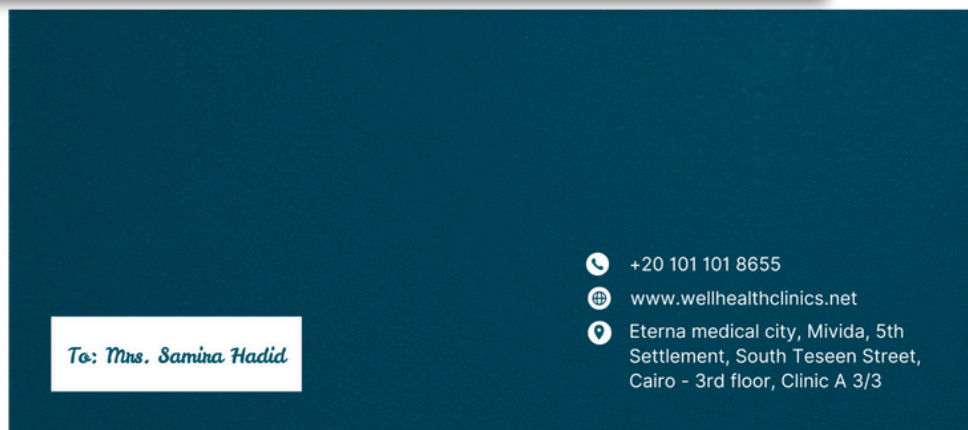
# A4 ENVELOPE







# DL ENVELOPE



WHC  
FOR WOMEN WELLNESS

To: Mrs. Samia Haddad



+20 101 101 8655  
[www.wellhealthclinics.net](http://www.wellhealthclinics.net)  
Eterna medical city, Mynda, 5th  
Settlement, South Teseen Street,  
Cairo - 3rd floor, Clinic A 3/3



FOR WOMEN WELLNESS

WHIC

FOR WOMEN WELLNESS

+20 101 101  
www.wellhe  
Eterna medic  
Settlement,  
Cairo - 3rd f

WHIC

FOR WOMEN WELLNESS

To: Mrs. Samira Hadid

+20 101 10  
www.wellh  
inics.net  
Eterna medic  
Settlement  
Cairo - 3rd  
ty, Mivida, 5th  
Teseen Street,  
Clinic A 3/3

FOR WOMEN WELLNESS

+20 101 101 8655  
wellhealthc  
et  
5th







*To: Mrs. Samira Hadid*



+20 101 101 8655



[www.wellhealthclinics.net](http://www.wellhealthclinics.net)



Eterna medical city, Mivida, 5th  
Settlement, South Teseen Street,  
Cairo - 3rd floor, Clinic A 3/3

NOTEPAD







WVHC  
WOMEN WELLNESS

01 8655

allhealthclinics.net

Medical city, Mivida, 5th  
ent, South Teseen Street,  
3rd floor, Clinic A 3/3

WVHC

FOR WOMEN WELLNESS





# PRESCRIPTION PAD



FOR HER WELLNESS

DR. ASIA ESSMAT

CONSULTANT OF GYNAECOLOGY AND OBSTETRICS

Patient's Name: \_\_\_\_\_

Sex: \_\_\_\_\_ Age: \_\_\_\_\_ Date: \_\_\_\_\_





Signature \_\_\_\_\_

+20 101 101 8655 

[www.wellhealthclinics.net](http://www.wellhealthclinics.net) 

Eterna medical city, Mivida, 5th Settlement, Cairo 







DR. ASIA ESSMAT  
CONSULTANT OF GYNAECOLOGY AND  
OBSTETRICS

Patient's Name: \_\_\_\_\_  
Sex: \_\_\_\_\_ Age: \_\_\_\_\_ Date: \_\_\_\_\_



\_\_\_\_\_  
Signature

+20 101 101 8655

[www.wellhealthclinics.net](http://www.wellhealthclinics.net)

Sterna medical city, Mivida, 5th Settlement, Cairo



# PEN / PENCIL



# MUG / CUP













WVHC  
FOR WOMEN WELLNESS




A close-up photograph of a person's hands holding a white ceramic mug. The person is wearing a white, textured sweater. The left hand, adorned with a silver ring and a gold ring, grips the handle. The right hand, also with a gold ring, supports the mug from below. The background is softly blurred, showing warm, out-of-focus lights. The logo 'WHC' is printed in a dark blue, elegant serif font on the front of the mug.

WHC

 | New Message |   





    


To :



**Consultant of Gynaecology and Obstetrics**

PHONE : +123-456-7890  
EMAIL : asiaessmat@wellhealthclinics.net  
WEBSITE : www.wellhealthclinics.net  
ADDRESS : Eterna medical city, Mivida, 5th Settlement, South  
Teseen Street, Cairo - 3rd floor, Clinic A 3/3

   Aa 



08

## Social Media Guidelines

# Cover



## Profile Picture









# HER WELLNESS JOURNEY

A COMPREHENSIVE HEALTH AND  
WELLNESS PROGRAM DESIGNED  
TO SUPPORT WOMEN AT EVERY  
STAGE OF THEIR LIFE.



[www.wellhealthclinics.net](http://www.wellhealthclinics.net)



Eterna medical city, 5th Settlement



+20 101 101 8655





WHC

# ANTI AGING Clinic

[www.wellhealthclinics.net](http://www.wellhealthclinics.net)



Eterna medical city, 5th Settlement



+20 101 101 8655







# ACNE TREATMENT

Your skin will be better





# WHC SKIN Booster

Because winter  
doesn't have to mean  
dry, dull skin.

[www.wellhealthclinics.net](http://www.wellhealthclinics.net)



Eterna medical city, 5th Settlement



+20 101 101 8655





**Our social media presence must reflect the essence of Well Health Clinics: a blend of professionalism, compassion, and luxury. Whether addressing local patients or international visitors, our tone should always convey warmth, trust, and exclusivity.**

- Professional yet Approachable

Maintain a polished and expert tone while being friendly and welcoming.

- Compassionate and Supportive

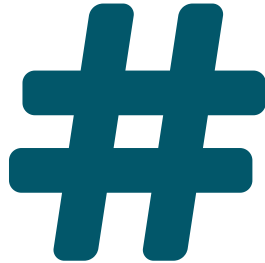
Use empathetic language that addresses patient concerns and emphasizes care.

- Inspirational and Aspirational

Highlight the premium experience of choosing Well Health Clinics for world-class healthcare.

### **Examples:**

- “Your health deserves nothing but the best. Discover premium care for women and children at Well Health Clinics, where compassion meets excellence.”
- “Experience healthcare redefined with Well Health Clinics—luxury, care, and trust in every detail.”



#WellHealthClinics  
#LuxuryHealthcare  
#WomenAndChildrenCare  
#PremiumCareExperience  
#MedicalExcellence  
#EgyptHealthcare  
#MaternityCareEgypt  
#PediatricCareEgypt  
#DestinationHealthcare  
#TravelForHealth  
#WorldClassCareEgypt  
#CaringWithCompassion  
#LuxuryRedefinedInHealth  
#YourHealthOurPriority

### Primary Audience

- Egyptian Class A and A+ Families:

High-income women and families within Egypt seeking premium healthcare services for themselves and their children.

### Secondary Audience

- International Patients Traveling to Egypt:

Individuals and families from neighboring countries or further afield, drawn to Egypt for world-class medical treatments offered by Well Health Clinics.

- Expats and Diplomats in Egypt:

Foreign residents seeking high-quality, personalized healthcare solutions.

- Medical Tourists:

Patients willing to travel for premium healthcare experiences, combining wellness with a visit to Egypt's cultural and historical attractions.

- Age: Women aged 25-45 (primary focus), with families including children up to 16 years old.
- Income Level: High-income individuals and families (Class A and A+).
- Interests: Health and wellness, family care, luxury lifestyle, travel, and premium experiences.

**By understanding and engaging these audiences, Well Health Clinics positions itself as the premier choice for luxury healthcare services in Egypt and beyond.**

09

## Brand Values & Mission



Our brand identity is rooted in a profound commitment to excellence, compassion, and sophistication. Every detail, from our logo to our color palette, is thoughtfully designed to reflect our vision and core values. It embodies our dedication to redefining healthcare for women and children, blending luxury and personalized care with a modern, professional aesthetic.



FOR HER WELLNESS

**From Her Strength to Their First  
Steps, We're Here.**

A close-up portrait of a young woman with dark, wavy hair and freckles, looking directly at the camera. The image is dimly lit with a teal-blue tint. Overlaid on the center of her face is the word "STORY" in a large, white, outlined, sans-serif font. The letter "O" is particularly large and frames her eyes and nose.

STORY

Well Health Clinics was born from a desire to transform the healthcare experience for women and children. Recognizing a need for a service that combines expert medical care with a luxurious and personalized touch, we set out to create a sanctuary where health and elegance converge.

Our clinics are designed to provide more than just medical services—they offer an environment where patients feel valued, cared for, and at ease. From our state-of-the-art facilities to our highly trained staff, every aspect of Well Health Clinics reflects our commitment to excellence and sophistication.

Catering exclusively to Class A and A+ families, we've built our reputation on trust, compassion, and unparalleled attention to detail. At Well Health Clinics, we don't just care for our patients' health; we elevate their entire experience, setting a new benchmark for luxury and quality in women's and children's healthcare.

THIS IS OUR STORY. THIS IS WELL HEALTH CLINICS.

# Our Vision

At Well Health Clinics, our vision is to redefine healthcare for women and children, setting the standard for luxury, compassion, and excellence. We aspire to be the most trusted and sought-after provider for high-class families, delivering an unparalleled experience that combines advanced medical care with a personalized, nurturing approach. By consistently exceeding expectations, we aim to create a legacy of wellbeing, trust, and innovation in healthcare.



# Our MISSION

Our mission is to provide world-class healthcare services tailored exclusively to the needs of women and children. Through a blend of state-of-the-art medical expertise and a luxurious patient experience, we are committed to empowering families to lead healthier, happier lives. We achieve this by fostering trust, delivering compassionate care, and continually innovating to meet the highest standards of quality and excellence.





### Excellence

---

We uphold the highest standards in healthcare, ensuring every patient receives exceptional care.

### Compassion

---

Empathy and kindness are at the heart of everything we do, providing comfort and reassurance to our patients and their families.

### Trust

---

We build lasting relationships through transparency, integrity, and consistent delivery of outstanding care.

### Innovation

---

We embrace cutting-edge technology and techniques to continually enhance the patient experience and outcomes.

### Personalization

---

Every patient is unique, and we tailor our care to meet the specific needs and expectations of each individual.

### Luxury

---

Our services and environments are designed to reflect sophistication and elegance, creating a premium experience for our distinguished clientele.

# 10

## 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 have been 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.

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 our CEO

"Business is like a baby; feed it, nurture it, and watch it grow."

*Mazen Saied*

Specially made for well health clinics

## 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



### Contact us

[info@mazcodex.com](mailto:info@mazcodex.com)



### Phone

+20 111-378-4337



### Website

[www.mazcodex.com](http://www.mazcodex.com)



### Address

Saleh Magdy, Ard Al  
Golf, Nasr City, Cairo  
Governorate, Egypt

11586