



**AL BAYROONI
DIALYSIS CENTRE**

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INTRODUCTION





These branding guidelines and standards create and establish a powerful and distinct brand recognition within the industry and amongst Al Bayrooni Dialysis Centre's target customers.

The aim is to be instantly recognizable in any form of representation of the brand – from visual identity, editorial standards to the general tone of voice of Al Bayrooni Dialysis Centre. With a robust and successful set of branding guidelines that drive effective communication, you can differentiate your business strategy and communicate Al Bayrooni's personality across all marketing platforms.

To create a comprehensive Corporate Identity, these branding standards will act as a term of reference that conveys a coherent message describing Al Bayrooni's rules, services, and the overall ethos.

Kindly refer to these branding guidelines when creating any marketing material on behalf of Al Bayrooni Dialysis Centre.

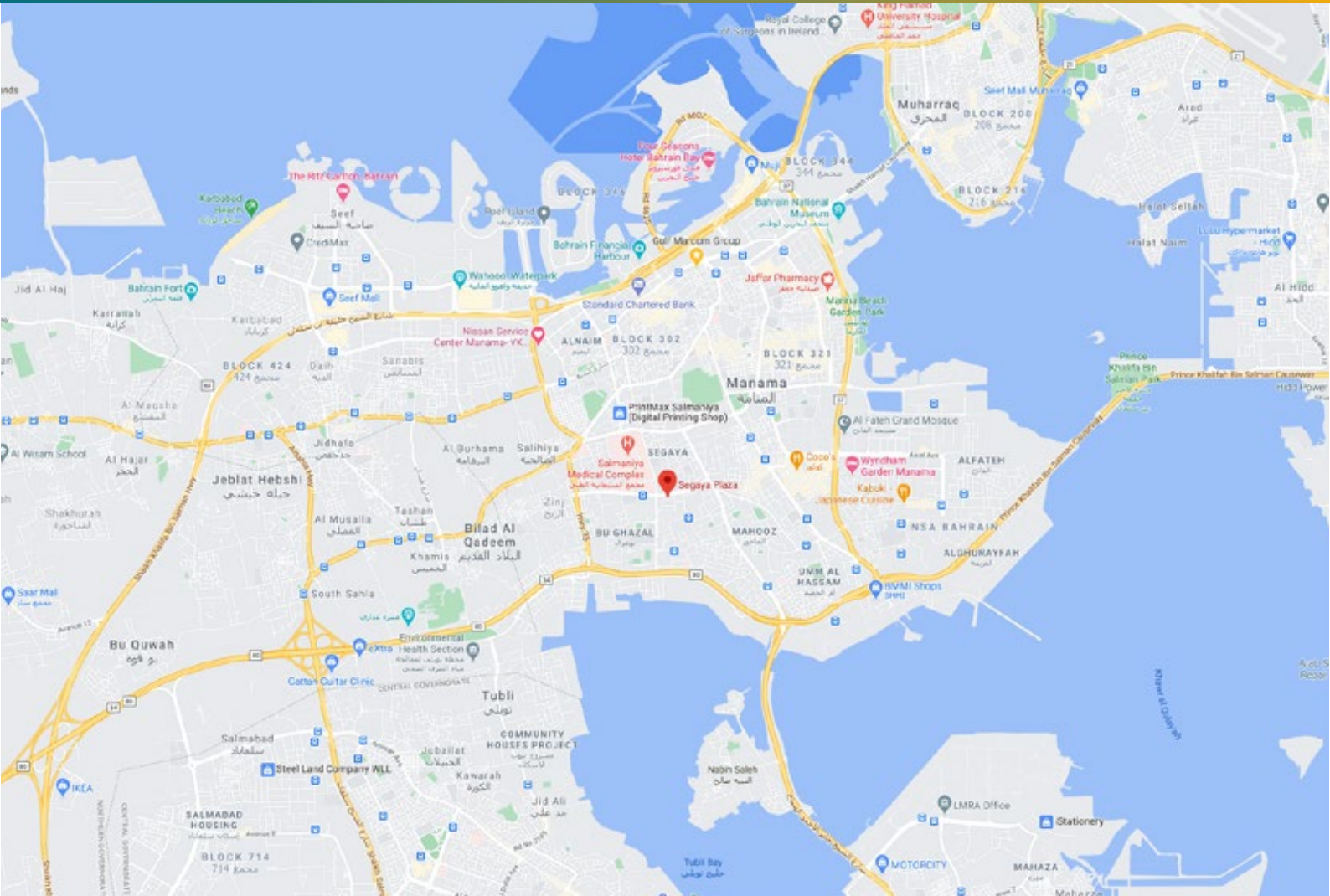


Over the years, dialysis in the Kingdom of Bahrain has gained a massive demand amongst many locals and residents. With only government hospitals like Salmaniya Medical Hospital and private hospitals like Royal Bahrain Hospital capable of providing these services, patients tend to experience a lack of privacy because of the crowded units and long waiting period for treatments.

There is a significant gap in the demand for available and certified dialysis centres, resulting in a grave medical inadequacy for those individuals affected by end stage renal disease.

At Al Bayrooni Dialysis Centre, we don't just treat conditions; we treat individuals. We strive to place our patient's priorities at the core of our care, striving for breakthrough results to improve people's lives.

INTRODUCTION _ WHY CHOOSE US



Our Centre aims to combat that gap by becoming the Kingdom of Bahrain's first stand-alone dialysis centre which will spread across multiple locations in Bahrain. Our centres will be exclusively dedicated to treating a vast range of kidney conditions including chronic kidney disease and end stage renal disease.

A specialized multidisciplinary team delivers each service provided at the Al Bayrooni Dialysis Centre of professionals, including nephrologists, registered nurses, certified technicians, and registered dieticians who are recognized experts in their field. Our goal is to improve the overall health of the patients, their quality of life and achieving patient satisfaction by providing the best healthcare paired with the Centre's highest standards of state-of-the-art technology, operation, and patient care.

Being the first stand-alone Centre and the only one present to provide comprehensive kidney care, Al Bayrooni Dialysis Centre presents itself with a truly unique advantage in terms of quality of the dialysis supplied and other related kidney treatments. In addition to providing the best medical services, our Centre aims to help our patients with multiple support services to choose from which will help them to lead a more fulfilling lifestyle.

**What future do we
want to help create?**

**What does the future
look like?**

To become the leading dialysis provider in the GCC region, renowned for providing quality care, state-of-the-art equipment, and highly trained and empathetic staff.

What are we here to do?

How do we create that future?

To uplift the quality of life by expert humanistic care that is continually evolving and is easily accessible.

EMPATHETIC

Creating long-term relationships and 'dream teams' for individual patients.

ENHANCED

Creating an environment conducive to physical and psychological comfort by providing uplifting distractions in private rooms via television and books.

EFFICIENT

Making appointments readily available and suitable to reduce patients' unnecessary waiting time and optimize treatment time.

EMPOWERING

To provide all available primary information to patients and their caregivers to help them better understand and grasp the severity of their condition and discuss required in-home care.

EVOLVING

Dedicated to the continued honing of professional expertise and ensuring all our operations, facilities, and technology are up-to-date with the latest developments and standards.

How will we conduct ourselves in support of and pursuit of our mission, vision, and purpose?

To provide an unparalleled experience and promote easy access to health services, quality of care, and patient satisfaction.

- Gentle care by friendly and compassionate staff.
- Long-term relationship with patients.
- Respecting patient privacy through private treatment rooms.
- Ethically-priced treatments and services.
- Confidentiality of patient information.
- Continuous training of staff and honing of skills.
- Pursuing the latest state-of-the-art technology available in the field.

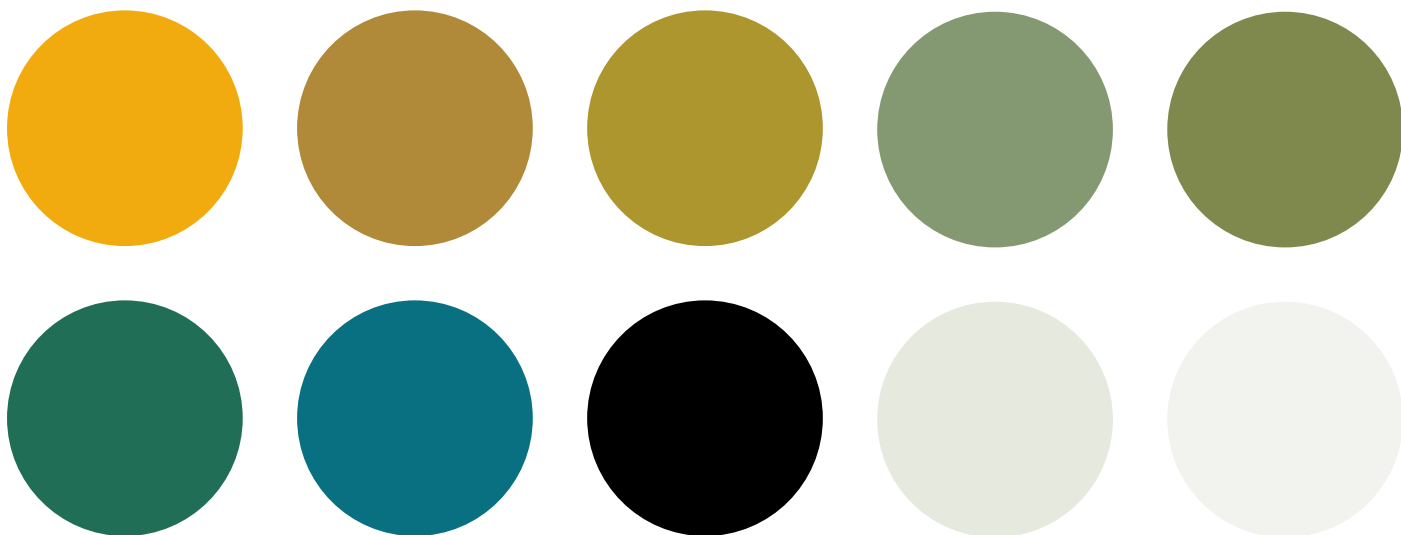
ESSENTIALS

2

LOGOS



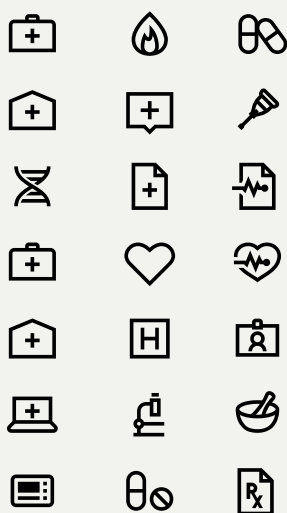
COLOURS



TYPOGRAPHY

A	B	C	č	ć
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ICONOGRAPHY



PHOTOGRAPHY



Al Bayrooni Dialysis Centre's tone of voice aims to be a confluence of the best minds in practice, resources, passion for the service provided, and the commitment to provide the best possible care and outcomes for our patients. All efforts made to deliver our message must be in the spirit of innovation, collaboration, and compassion.

Conveying the message tends to differ depending on the audience and the platform. The key to the precise delivery of our ethos depends mainly on a right, clear and consistent tone of voice that does not consist of unnecessary jargon. Most importantly, one that backs the brand voice with the successful delivery of the services provided.

The tone of voice of Al Bayrooni Dialysis Centre must represent a culmination of elements that express and uniquely position the Centre in the Kingdom of Bahrain. It must embody who we are and our role clearly and consistently. By bringing forth a consistency in the style of all forms of communication and marketing, we ensure that the core qualities of our Centre are always aptly defined to reinforce the nurturing spirit and vast expertise of Al Bayrooni Dialysis Centre.

The importance of establishing a unique brand voice will ascertain the framework of Al Bayrooni Dialysis Centre's choice of words, the syntax used and the tone- each and everything that goes into any form of writing or speech.

This is the Voice of Al Bayrooni Dialysis Centre:

CONSISTENT & WARM

CLEAR


CONFIDENT & EFFECTIVE

UNIQUE

CONSISTENT & WARM

Pairing the brand voice with the Centre’s visual elements is crucial to building a genuinely identifiable voice that evokes a sense of consistency and familiarity with the readers and the broader audience. In doing so, you help individuals develop a long-term connection and a sense of comfort with the Centre. The aim is to build a sense of warmth and belonging within a familiar surrounding every time patients interact with the Centre’s staff, read, or hear about the brand.

The key is to implement a sense of warmth in every form of a conversational tone. Use contractions and turns of phrases to avoid any jarring. For example:

We are here to assist you with what you need. 

We’re here to help you with any doubt or query you might have. 




CLEAR

All written or spoken communication of Al Bayrooni Dialysis Centre must support the core values and principles of the Centre by being professional, respectful, straightforward and transparent. By incorporating a clear brand voice, the Centre speaks with one tone, one voice, making the message more compelling and eminent.

Try avoiding always referring to patients or your audience in the third person (while some circumstances are inevitable). The aim is to narrow the emotional distance between the brand and the patient. For example:





 **Al Bayrooni Dialysis Centre aims to help you live better every day.**
 **We work with you to help you live better every day. This is our Centre’s motto.**

CONFIDENT & EFFECTIVE

The backbone of every successful message is prioritizing the delivery of a clear message with a sense of continuity describing the extensive range of services and a patient experience that the Centre can offer. Focus on delivering a clear message in every form of interaction- through a web page, a brochure, a person-to-person encounter. All types of expression that play a critical role in how people perceive the Centre.

When you talk about the Centre's state-of-the-art care, do so with humility and confidence, not pride and arrogance.




AI Bayrooni Dialysis Centre's professionals are unmatched in experience and reputation. 
Every patient that we interact with receives guidance and care from our team of trained experts. 




UNIQUE

Strive to make every individual feel confident, valued, respected and inspired after interacting with AI Bayrooni Dialysis Centre. Make sure your voice is how you want to be perceived, differentiating yourself from anyone in the competition. You want to show that you offer the latest cutting-edge technology, expert opinion, and innovation- but also kindness, comfort, and emotional support; similarly, you have the utmost confidence in your professionals' knowledge and experience- but aim to express that confidence with humbleness.

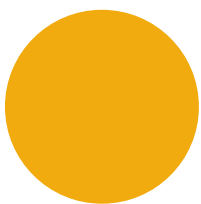
One way of being unique is to get your name exactly right, every time. Any hospital with similar facilities can call themselves 'Dialysis Centre,' but only you can use 'AI Bayrooni Dialysis Centre' in any form of written copy. Always first use the complete brand name, with every subsequent use written as AI Bayrooni and not ABDC.

 **At AI Bayrooni Dialysis Centre, our staff is here to support you during each visit, helping you relieve the stress.**

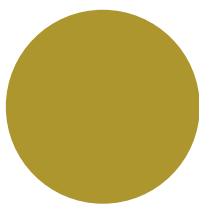
 **At AI Bayrooni Dialysis Centre, we understand how stressful hospital visits can be. AI Bayrooni's staff is present to support you with any requirements during your visit.**

Al Bayrooni Dialysis Centre's colour palette must accurately reinforce communicating what the Centre stands for. The core brand colours used in Al Bayrooni's logo must represent a sense of confidence, approachability, and trust, while the secondary colours used must express a feeling of inspiration, comfort, and warmth.

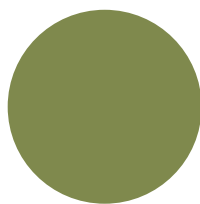
PRIMARY COLOURS



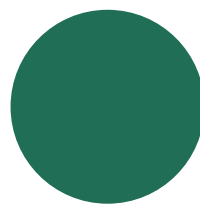
C4M37Y95K0
R241G171B14
#F1AB0E



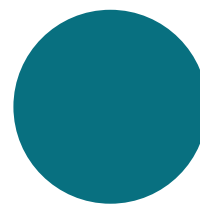
C40M37Y95K0
R172G150B45
#AC962D



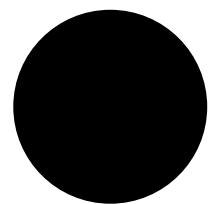
C53M31Y77K15
R127G137B77
#7F894D



C85M35Y70K20
R32G110B86
#206E56

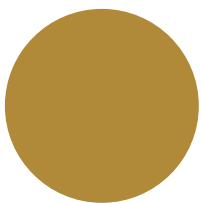


C85M35Y38K20
R8G112B128
#087080

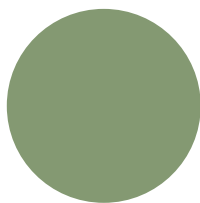


C20M0Y0K100
R19G26B28
#131A1C

SECONDARY COLOURS



C26M40Y84K16
R176G137B57
#B08939



C53M26Y60K9
R132G153B114
#849972



C12M5Y15K0
R230G233B222
#E6E9DE



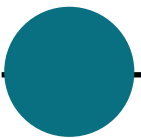
C7M3Y8K0
R242G243B238
#F2F3EE

GRADIENT & 5TH ELEMENT

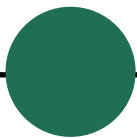
Al Bayrooni Dialysis Centre's gradient background was extracted from the logo-mark colours and can be used either as a background colour or as a 5th element to be placed at the footer. It's rounded top corners is to establish a connection with the logo-mark curves.



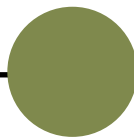
GRADIENT BACKGROUND



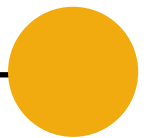
C85M35Y38K20
R8G112B128
#087080



C85M35Y70K20
R32G110B86
#206E56



C53M31Y77K15
R127G137B77
#7F894D



C4M37Y95K0
R241G171B14
#F1AB0E

5TH ELEMENT AT THE FOOTER OR VERTICALLY AT THE LEFT SIDE



Similar to the concept of using brand colours to deliver your communications in a unique look, the type of text selected must be crisp, clear, and represent the brand, but at the same time, be memorable.

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Š	T	U	V	W	X	Y	Z	Ž	a	b	c	č	ć	d	đ	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s	š	t	u	v	w	x	y	z	ž	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
g	ي	ء	1	2	3	4	5	6	7	8	9	0	١	٢	٣	٤	٥	٦	٧	٨	٩
.	'	?	'	"	!	"	(%)	[#]	{	@	}	/	&	\	<	-	+

HEADINGS

CAIRO BOLD 700

لوريم إيبسوم هو ببساطة نص شكلي بمعنى أن الغاية هي الشكل
 Lorem Ipsum is simply dummy text of the printing and typesetting industry.

BODY COPY

CAIRO REGULAR 400

لوريم إيبسوم هو ببساطة نص شكلي بمعنى أن الغاية هي الشكل
 Lorem Ipsum is simply dummy text of the printing and typesetting industry.

SECONDARY

CAIRO SEMI BOLD 600

لوريم إيبسوم هو ببساطة نص شكلي بمعنى أن الغاية هي الشكل
 Lorem Ipsum is simply dummy text of the printing and typesetting industry.

EXAMPLE

HEADINGS

NULLAM FRINGILLA IACULIS PULVINAR.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas dignissim quis quam eu eleifend. Sed tincidunt feugiat lorem, non dignissim ipsum laoreet et. Ut non quam quis nulla malesuada vestibulum. Cras varius justo dignissim orci mollis interdum. Vivamus eleifend dolor tortor, ut euismod quam suscipit eget. Fusce fringilla eget urna id dapibus. Phasellus a neque ut enim viverra pretium. Aenean imperdiet porttitor sem, eu finibus dolor. Integer non cursus ante, et pulvinar risus.

BODY COPY

Nullam fringilla iaculis pulvinar. Nulla vel nisi porta, tincidunt risus et, pretium erat. Sed gravida cursus arcu nec commodo. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam viverra magna posuere, rutrum nunc nec, mattis ante. Nam eu enim eget sapien semper convallis. Proin eu tellus vitae ipsum pulvinar condimentum.

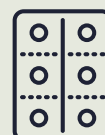
Sed feugiat posuere risus vitae accumsan. Nullam feugiat placerat ligula, eget placerat metus. Quisque sed iaculis ex. Nam id suscipit augue, sed porttitor augue. Aenean in convallis ipsum. Nam ultricies nisl justo, et efficitur velit facilisis in. Morbi aliquam augue et imperdiet tincidunt. Donec ut est in diam porttitor blandit eget at tellus. Etiam vitae lobortis est, quis pellentesque enim. Praesent vitae convallis metus.

SECONDARY

Maecenas Donec

The concept of iconography is the type of visuals in terms of illustrations and data visualizations used to communicate complex ideas and figures effectively. The aim is to let the visuals do the talking. Use images that are more abstract and suggestive in nature rather than depictive.

PLACE AND THINGS



EMOTIONS AND ACTIONS



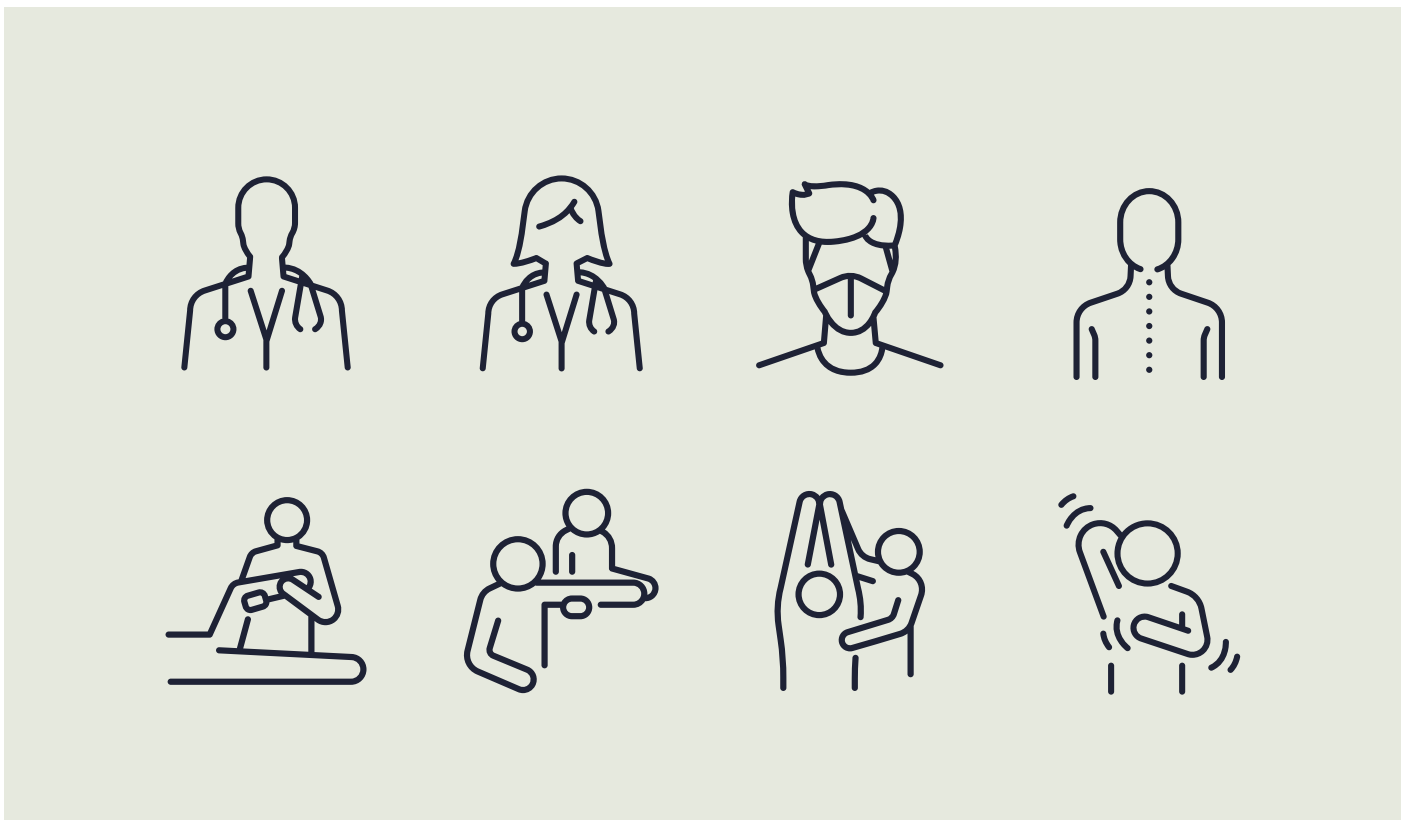
MEDICAL



ORGANS



PEOPLE



LOGOS

3

Al Bayrooni's core logos and their uses are summarized in this chapter. For signage branding, please email at marketing@albayroonidialysis.com.

ARABIC



ENGLISH



VARIATION 1: DARK BACKGROUND



VARIATION 2: ONE COLOUR OUTLINED ON NON-WHITE OR ON PHOTO



VARIATION 3: GREY SCALE



VARIATION 4: FLAT COLOURS (EMBROIDERED ONLY)



FOOTER

Stationary

91 & 91A, Segaya Plaza, Bu Ashira, Road 3201, Block 332, Segaya, Bahrain
Phone +973 XXXX XXXX | albayroonidialysis.com

Promotional materials

91 & 91A, Segaya Plaza, Bu Ashira, Road 3201, Block 332, Segaya, Bahrain
Call now +973 XXXX XXXX | albayroonidialysis.com



CO-BRANDING



SLOGAN AND LOGO



**AL BAYROONI
DIALYSIS CENTRE**
Uplifting Lives Through Specialized Care

SLOGAN AND GRADIENT

Uplifting Lives Through Specialized Care

Clear space is the area around the logo that must be kept clear for optimal presentation.

CLEAR SPACE RULE



MINIMUM SIZE

The height of the mark is used as a guide for Minimum Size.



GREY-SCALE

The logo must be printed using black ink only.



In certain circumstances, the logo can appear over photography.

The logo must be clearly legible, placed in the negative space of the photos, and should not be placed over high-contrast or visually busy areas of the image. If using a one-color logo is necessary, it must be the outlined version.

WHITE-OUTLINE LOGOTYPE

FULL_COLOUR LOGOTYPE



CONTRAST (10 TO 100 %)



DON'T CONTRACT



DON'T EXPAND



DON'T ROTATE OR SKEW



DON'T CHANGE THE LETTERING



DON'T CHANGE THE FONT



DON'T CHANGE PROPORTIONS



DON'T CHANGE THE COLOURS

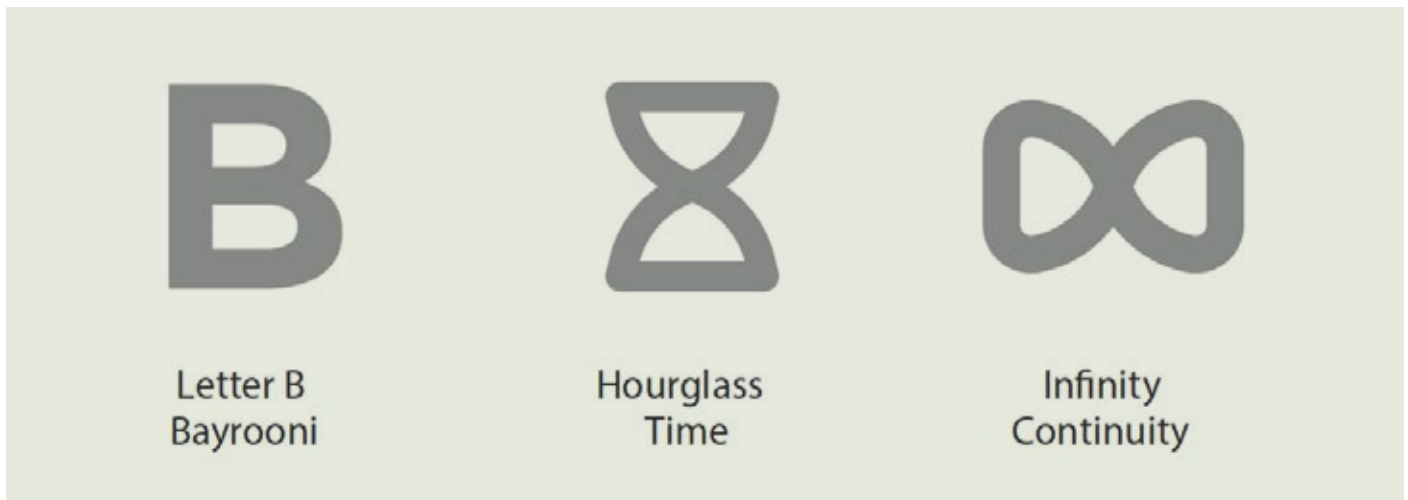


DON'T APPLY EFFECTS



Al Bayrooni Dialysis Centre logo-mark was conceived merging 3 elements:

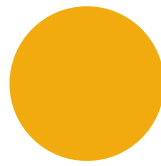
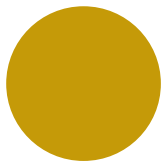
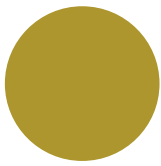
- The letter "B" from the name of the brand, Bayrooni.
- The hourglass showing efficiency and precision in clinical procedures.
- The infinity symbol as the constant and on going process of chasing excellence.



LOGOS _ LOGO ON UNIFORMS

For embroidered use only, please use the flat version of the logo with 4 colours.

Colours to be used:



BRANDING

4

A4 LETTER-HEAD



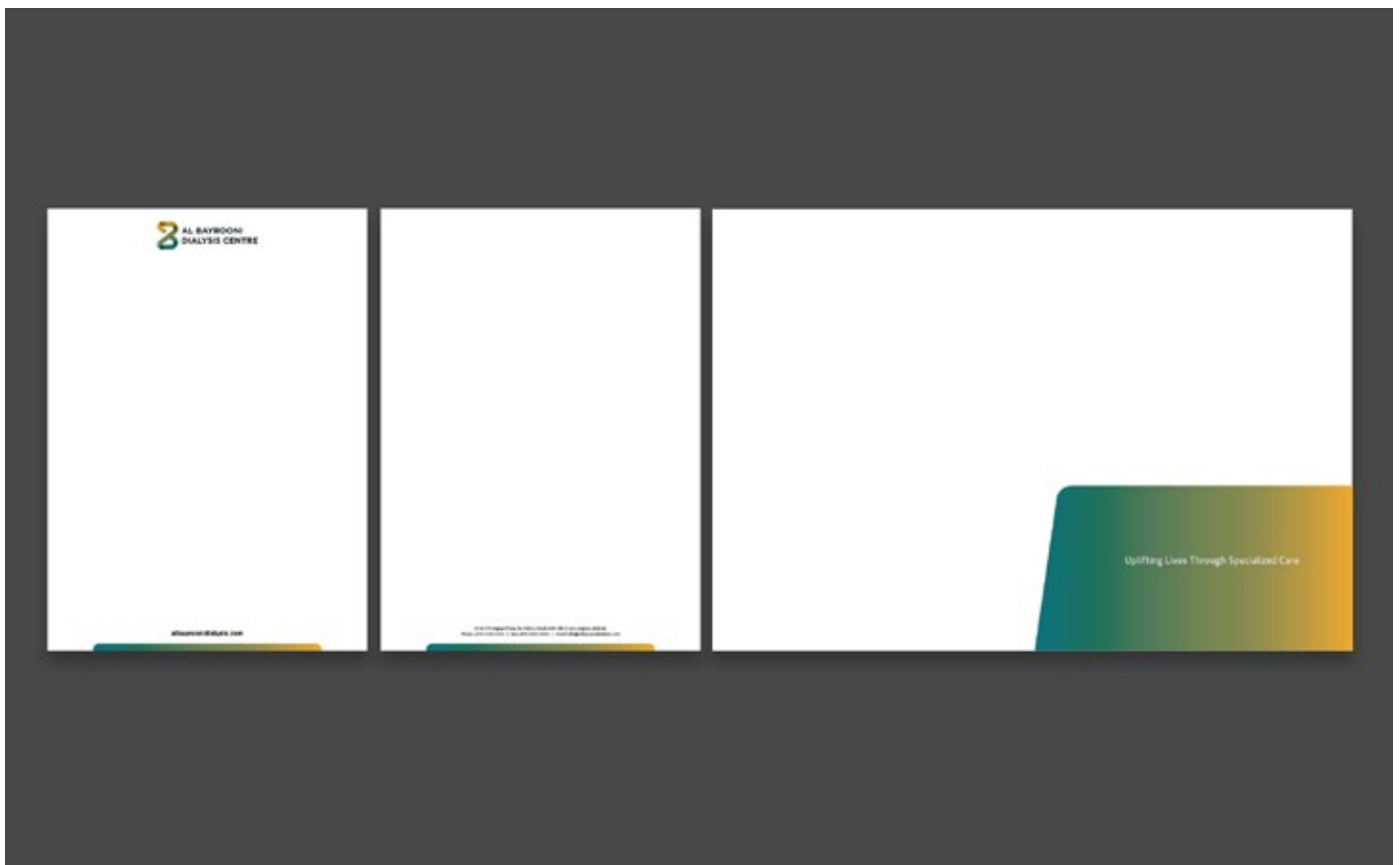
ENVELOPES



BUSINESS CARDS



C4 FOLDER



INVOICE



**AL BAYROONI
DIALYSIS CENTRE**

Invoice

Invoice# 57989
Date: June 10, 2018

Bill To:
Jonathan Deo
123 Street, Town/City, Country
0778 12345678

Total Due:
BHD 1400

ITEM DESCRIPTION	PRICE	QTY	TOTAL
Item Name Description	BHD 750.00	2	BHD 1500.00
Item Name Description	BHD 750.00	2	BHD 1500.00
Item Name Description	BHD 750.00	2	BHD 1500.00
Item Name Description	BHD 750.00	2	BHD 1500.00
			SUB TOTAL
			BHD 8530.00
			Tax Vat 18%
			BHD 120.70
			Discount 10%
			-BHD 853
			Grand Total
			BHD 7797.70

Payment Method
Payment: Visa, Master Card
We accept Cheque

Contact
91A-91A, Segaya Plaza, Bu Ahsna
Road 2201, Block 332, Segaya, Bahrain
info@albayroonidialysis.com
albayroonidialysis.com

Terms & Condition
Here goes terms and conditions.

Mark Williams
Manager

QUOTE TEMPLATE



**AL BAYROONI
DIALYSIS CENTRE**

Quote

Quote# 57989
Date: June 10, 2018

Bill To:
Jonathan Deo
123 Street, Town/City, Country
0778 12345678

Total Due:
BHD 1400

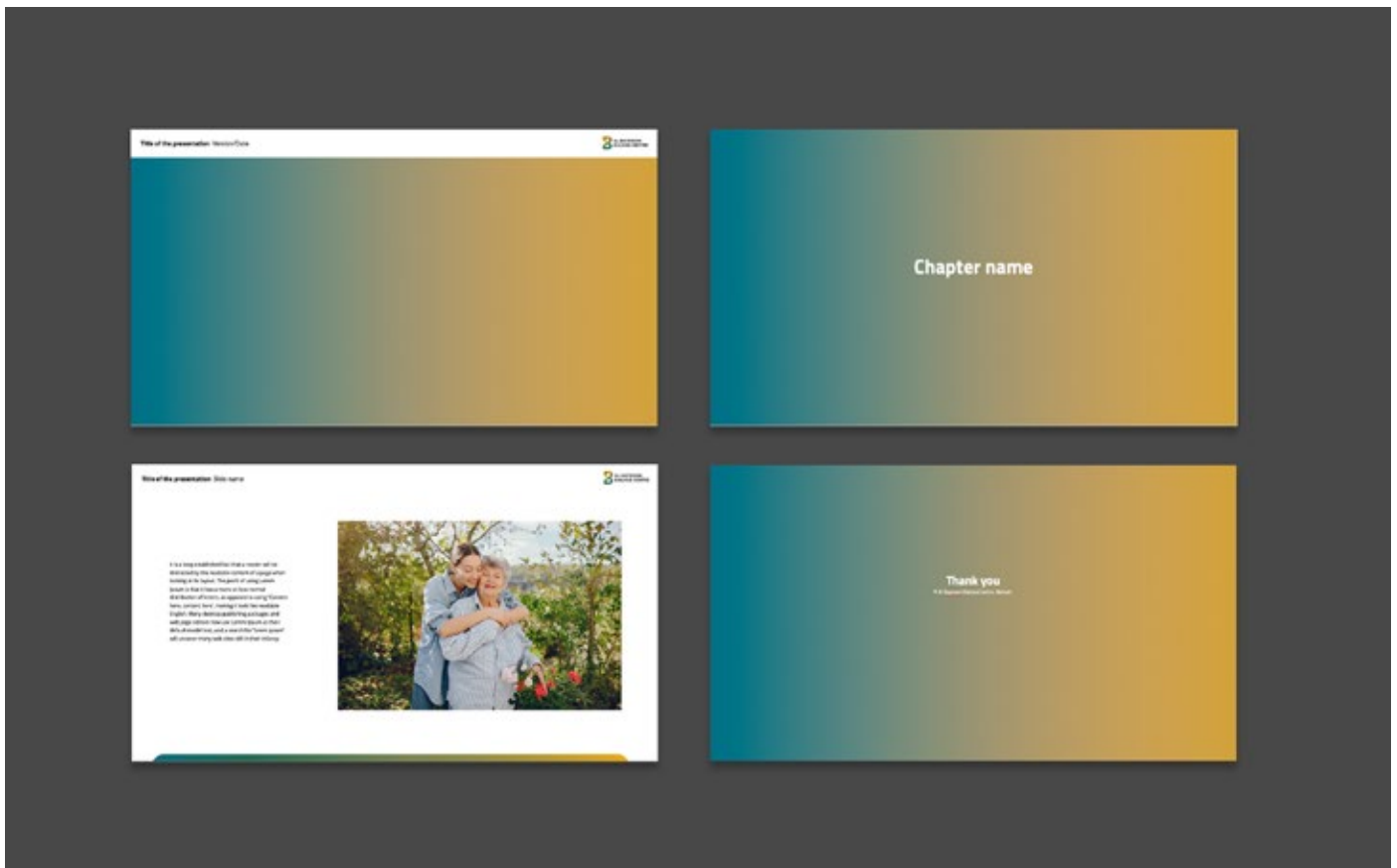
ITEM DESCRIPTION	PRICE	QTY	TOTAL
Item Name Description	BHD 750.00	2	BHD 1500.00
Item Name Description	BHD 750.00	2	BHD 1500.00
Item Name Description	BHD 750.00	2	BHD 1500.00
Item Name Description	BHD 750.00	2	BHD 1500.00
			SUB TOTAL
			BHD 8530.00
			Tax Vat 18%
			BHD 120.70
			Discount 10%
			-BHD 853
			Grand Total
			BHD 7797.70

Payment Method
Payment: Visa, Master Card
We accept Cheque

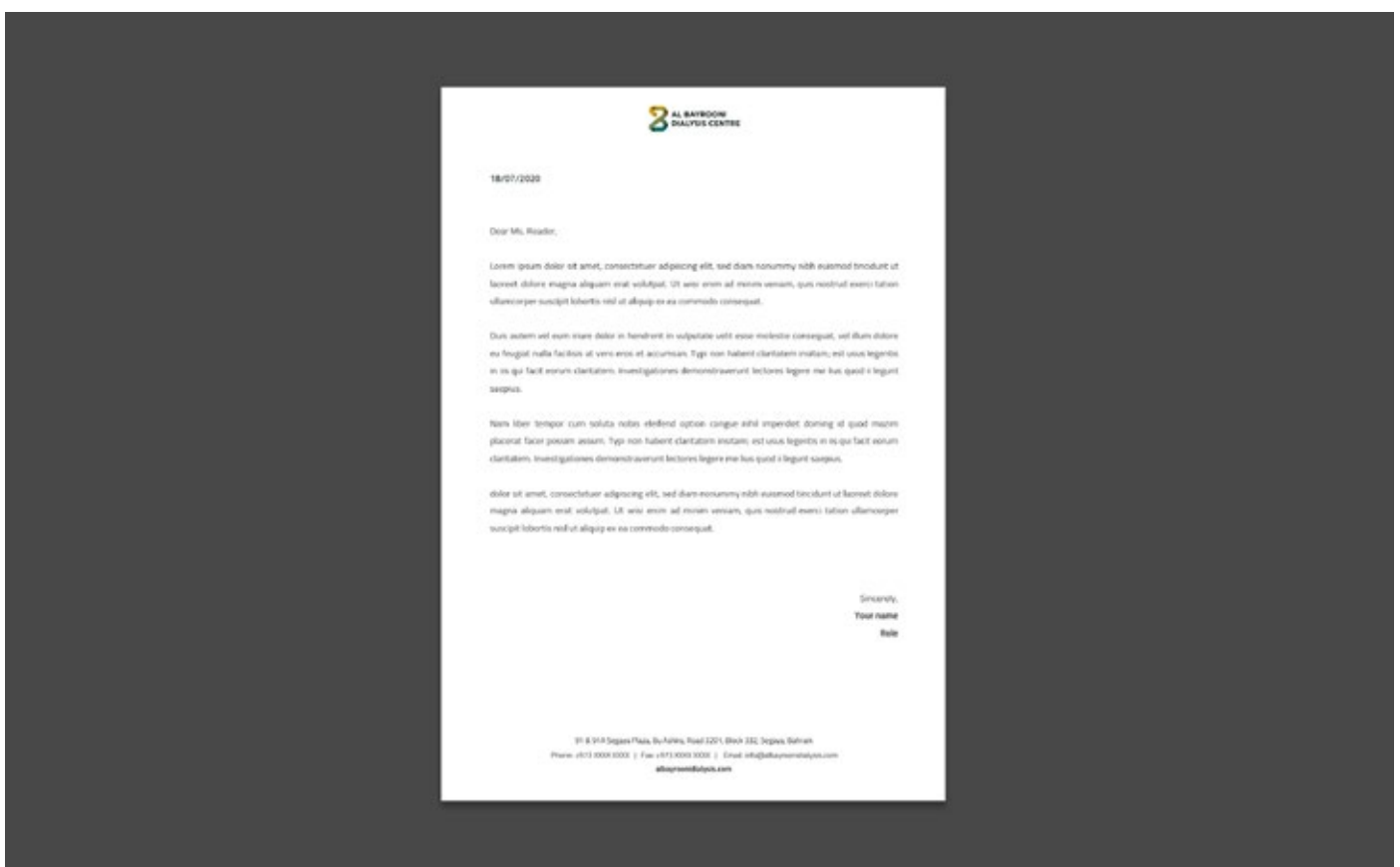
Contact
91A-91A, Segaya Plaza, Bu Ahsna
Road 2201, Block 332, Segaya, Bahrain
info@albayroonidialysis.com
albayroonidialysis.com

Terms & Condition
Here goes terms and conditions.

POWER POINT TEMPLATE



WORD TEMPLATE




FRONT & BACK



SIDE



PRINT




IT'S TIME FOR HOLIDAY DIALYSIS

Donec et aliquam augue. Morbi fermentum risus sed est imperdiet eleifend. Duis feugiat commodo felis, nec semper est luctus vel. Nullam hendrerit, nisl ut imperdiet ornare, tellus massa suscipit nulla, vitae sagittis augue turpis at diam. Ut in pulvinar ex. Nam varius, enim eget imperdiet mollis, elit odio interdum dolet, ac commodo eest magna at lacus. Nunc vel interdum tortor.

91 & 914 Segaya Plaza, Al Zahra, Road 3301, Block 3302, Segaya, Bahrain
Call now +973 XXXX XXXX | albayrooni.com.bh

AL BAYROONI DIALYSIS CENTRE

DIGITAL




facebook

Johnathan Smith 35 Views

Like Comment Share

AlBayrooni_Dialysis Sponsored

Donec et aliquam augue. Morbi fermentum risus sed est imperdiet eleifend. Duis feugiat commodo felis, nec semper est luctus vel. Nullam hendrerit, nisl ut imperdiet ornare, tellus massa. [Read more](#)



IT'S TIME FOR HOLIDAY DIALYSIS

albayroonidialysis.com
Al Bayrooni Dialysis Centre Bahrain [LEARN MORE](#)

209 14 Comments • 30 Shares • 18K Views

Like Comment Share

FB Sponsored

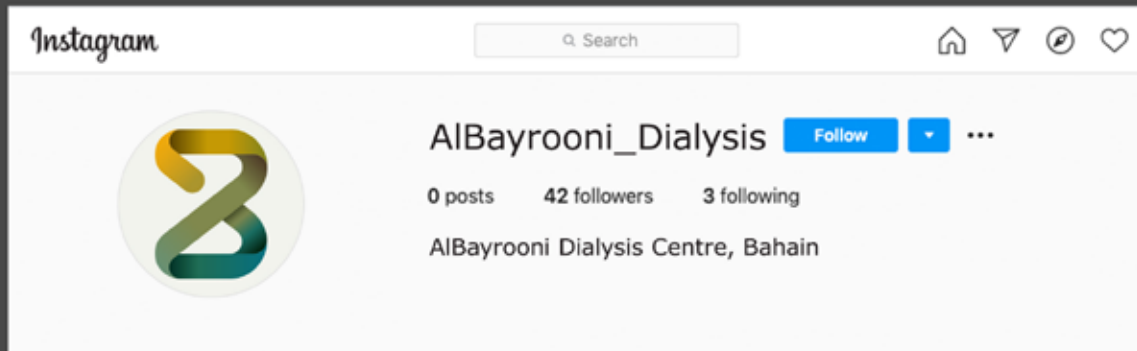
For any outdoor communication avoid inserting too many elements in the promotional material. Focus on a single message with a powerful image.

IT'S TIME FOR HOLIDAY DIALYSIS

Call now **+973 XXXX XXXX**
albayroonidialysis.com

 **AL BAYROONI
DIALYSIS CENTRE**

PROFILE PICTURE



SM POST



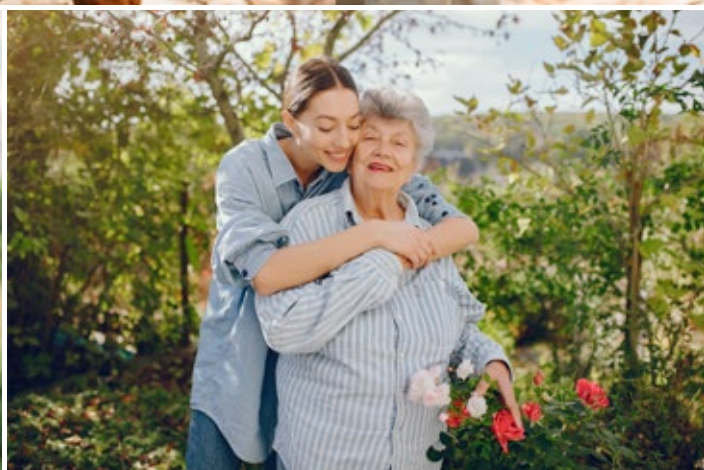
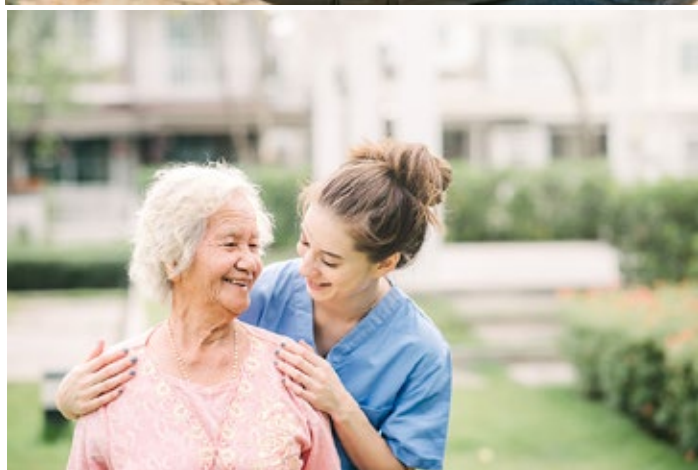
PHOTOGRAPHY

5

POSITIVE & NATURAL

The photography style of Al Bayrooni Dialysis Centre must focus on being genuine and sensitive. The images to be used must be designed to help Al Bayrooni portray their unique advantage and distinct personality.

Emphasize using photographs where the subjects look like they have been captured in real-time, rather than using photographs where the individual looks staged. Always aim to use original photography wherever possible.



LIGHTING AND TONE OF PHOTOS

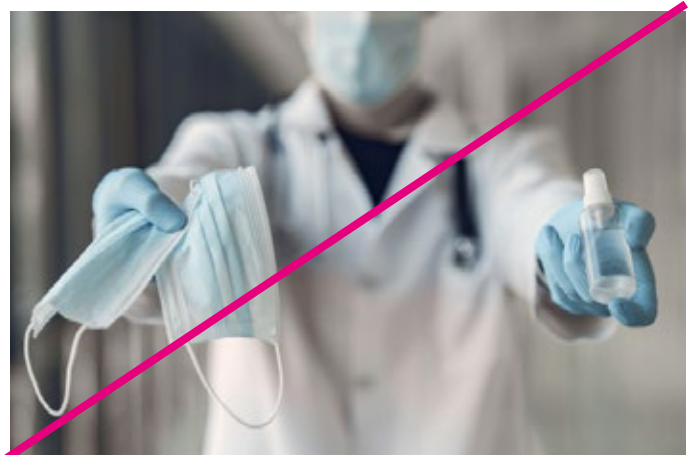
Make sure the lighting of all photos is bright and welcoming, giving viewers a sense of positivity. Do not use dramatic images that can startle your audience.



COMPOSITION AND ANGLE

Having the right structure and angle helps create a connection with a sense of emotional impact.

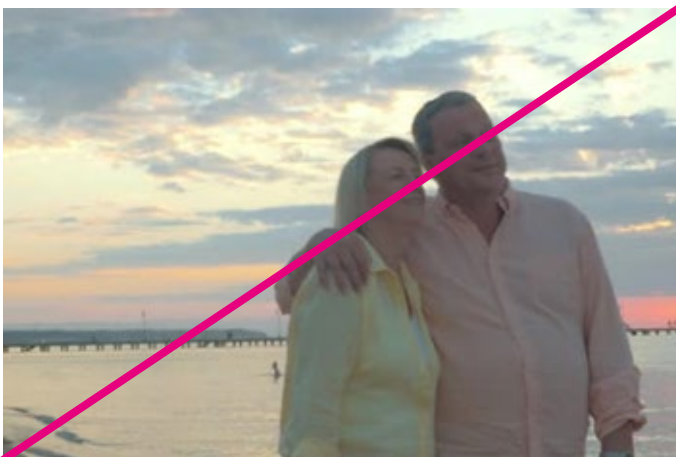
- Avoid using images with angles that make the photograph look intimidating. You want your visitors to feel welcome.
- Use images that are warm and engaging, wherever possible.
- A fresh and unique viewpoint with the use of diversity in patients and employees photography is always welcome.
- Do not use backgrounds that take away the importance of the image.



DEPTH OF FIELD

Shots must be taken in a natural and simple setting.

- Ensure that the subjects used in photography all follow the required medical guidelines and procedures.
- Use images that are of the correct resolution and are accurately colour-balanced.
- Do not use pictures shot in a studio or pictures that have any artificial lighting.



PHOTOGRAPHY _ CLINIC PHOTOGRAPHY

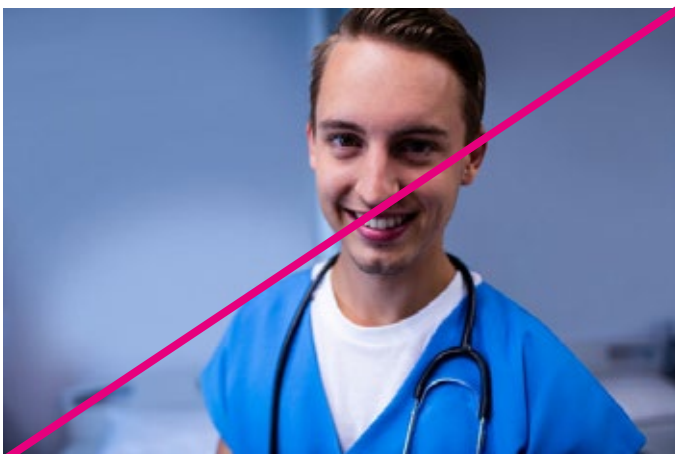
The aim is to convey a feeling of positivity and comfort.

- Focusing on the clinic's interiors is crucial, but try and only sparingly use any dramatic images of architecture.
- Keep as much natural light as you can when conducting clinic photography.
- Avoid the usage of night-time imagery.
- Procedure room images must be well-lit and not intimidating.
- Avoid using heavy flash for indoor photos.



Al Bayrooni Dialysis Centre aims at providing nurturing care with a fulfilling lifestyle change. The doctors, nurses, and staff depicted must also reflect the similar warmth and comfort, giving the patients a feel of what our Centre is genuinely about. It is imperative to be consistent in the photography style while creating an integral collection of our Centre's staff portraits.

- Try and use photographs of hospital staff and employees in an active state or a real-life situation.
- The best method is to capture a photo-journalistic style of images with natural smiles and real-time interactions (if possible). This gives the photos more engagement and relatability.
- Another option would be to use a warm but neutral background consistent with our Centre's colour palette.
- Consider having natural facial expressions to create a robust relatable effect. This helps in capturing the individual's empathetic personality.
- Always stick to clothing that is simple, professional and never distracting to the viewer.





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CONTACTS

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