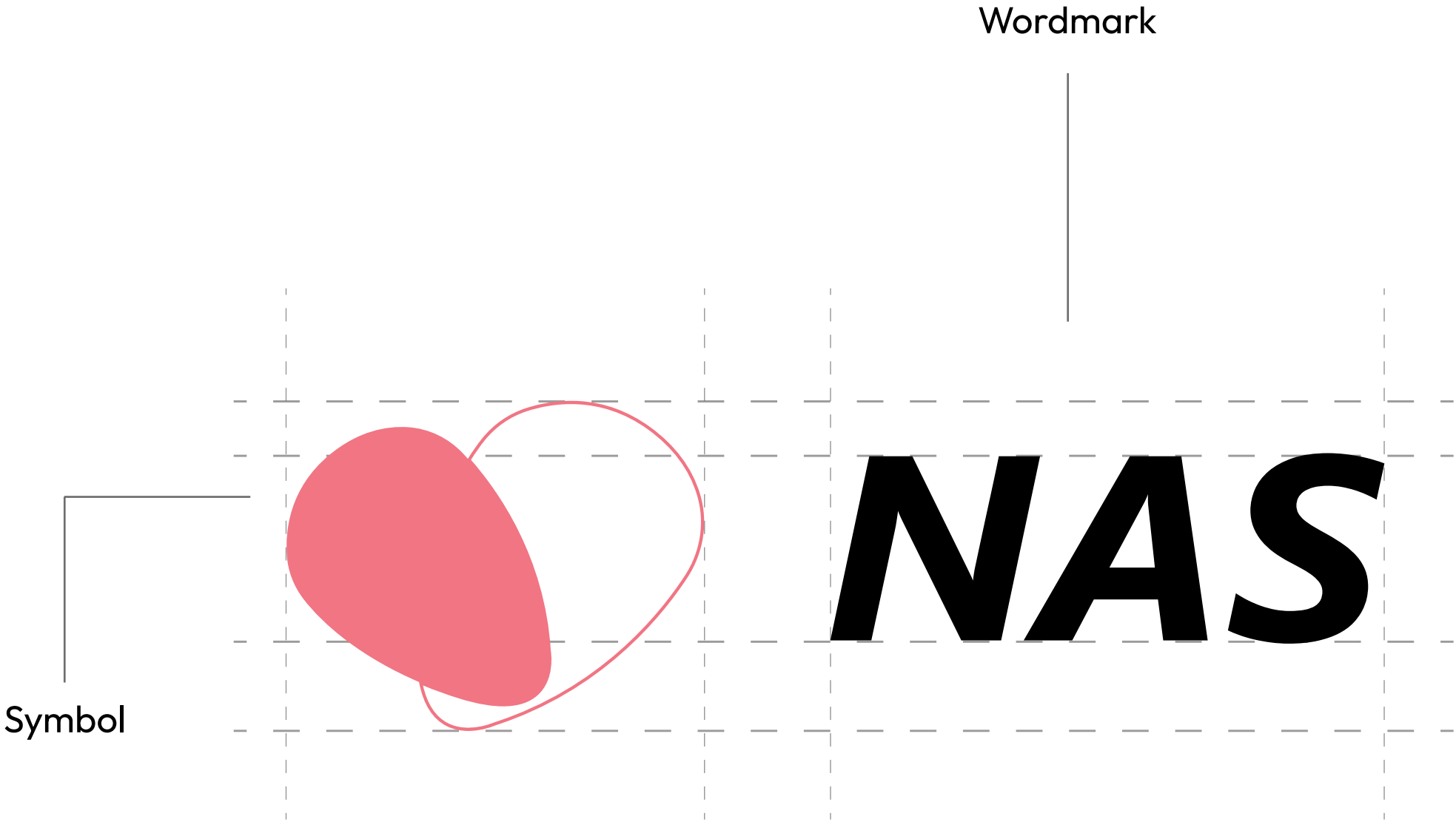


MEDIA KIT

MEDIA KIT *NAS*

LOGO

This guideline has been created to ensure a clear Understanding of what the brand represents, and that Nas has a consistent Brand image at all times.





VERSIONS

The "NAS" logo features the bold "NAS" wordmark in black, paired with an abstract heart-shaped icon. The heart is half-filled with pastel red, while the other half remains outlined, symbolizing care, innovation, and balance in the field of health and wellness.

Color Usage:

- Positive Color Logo: Black for the "NAS" text and a pastel red heart, combining strength, compassion, and creativity.
- Color-Reverse Logo:
For dark backgrounds, ensuring high contrast with legibility.
- One-Color Solid Logos:
Available in positive and white for simplicity and adaptability.

Guidelines:

- Use the positive color logo for consistency across branding materials.
- Ensure high visibility by placing the logo on contrasting backgrounds.
- Adhere to legal mark guidelines to protect the integrity of the logo.

This logo design blends warmth and professionalism, making it suitable for various platforms while maintaining a strong, recognizable brand identity.

COLOR - POSITIVE LOGO



OUTLINE LOGO



THINGS TO AVOID

Where we are in partnership with any company for any project, the two brandmarks should endorse the project with equal prominence.

Our logo and other company brandmarks should be on the same baseline and equal in height.

Our brandmark always appears to the left of the other company brandmark as shown

EXAMPLE: IN PARTNERSHIP WITH

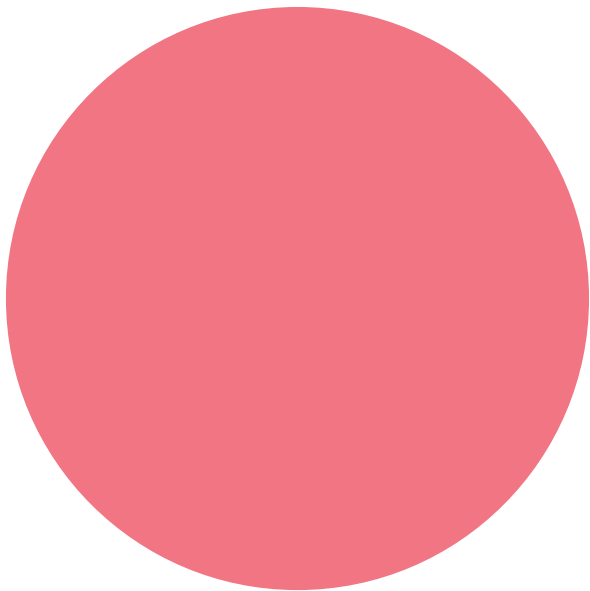


COLOR PALETTE

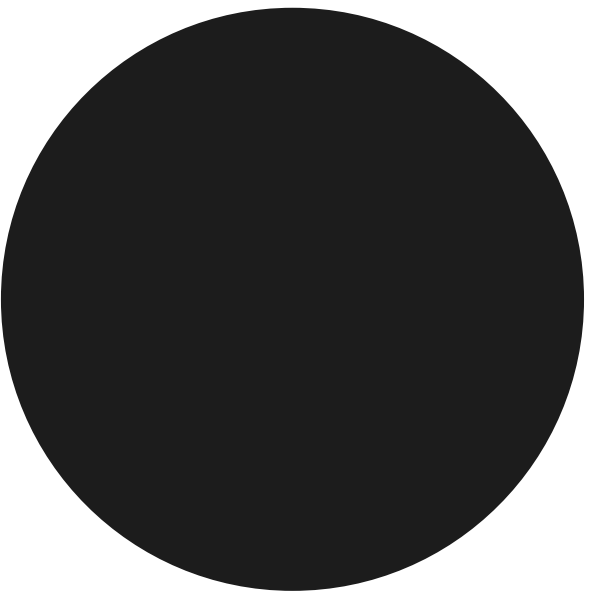
The Nas logo combines a bold black wordmark with a pastel red icon, reflecting strength, care, and innovation.

- **Pastel Red (Icon):** Represents warmth, compassion, and creativity.
- **Black (Wordmark):** Conveys professionalism, strength, and clarity.
- **One-Color Logos:** Available in black for minimalist applications.

This color combination ensures a modern and approachable brand identity, suitable for various platforms while maintaining strong visual impact.



Light Red
-
CMYK: 0 68 33 0
RGB: 241 117 131
HEX#: F17583



Black
-
CMYK: 72 66 65 77
RGB: 28 28 28
HEX#: 1c1c1c

TYPEFACE - OUTFIT

Our typography conveys a sense of contemporary elegance and clarity. The Outfit font, with its sleek, modern design and balanced proportions, adds a refined touch to our communications. This typeface not only enhances legibility but also imbues our messaging with a sense of professionalism and warmth. Its clean, geometric structure ensures a polished look, while its versatility allows for a dynamic and engaging presentation. The Outfit font strikes the perfect balance between sophistication and approachability, ensuring that our brand voice is both authoritative and inviting.

OUTFIT

Outfit is a versatile, modern sans-serif typeface that embodies clarity and readability while offering a clean, professional aesthetic. Its balanced design makes it suitable for a wide range of applications, from digital interfaces to print materials. Outfit features a neutral tone that aligns with contemporary design trends, ensuring it complements a variety of brand styles and visual identities.

Aa

With its well-proportioned letterforms and subtle geometric touches, Outfit exudes modernity while remaining approachable and legible. It provides excellent versatility, working well in both display and body text settings. Outfit’s simple yet refined structure makes it ideal for conveying a sense of professionalism, trust, and clarity, perfectly aligning with the brand’s focus on innovation, reliability, and sophistication.

Whether used for headlines, subheadings, or body text, Outfit ensures a consistent and impactful presentation across all mediums.

VALUE SAN-SERIF

Sans-serif fonts are valued for their clean, modern look and excellent readability. Without the small lines (serifs) at the end of strokes, they offer a minimalist design that enhances clarity, especially on digital screens. Their versatility makes them suitable for various applications, from websites to printed materials, and they often convey a professional, contemporary tone.

BRAND FONT

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEMIBOLD

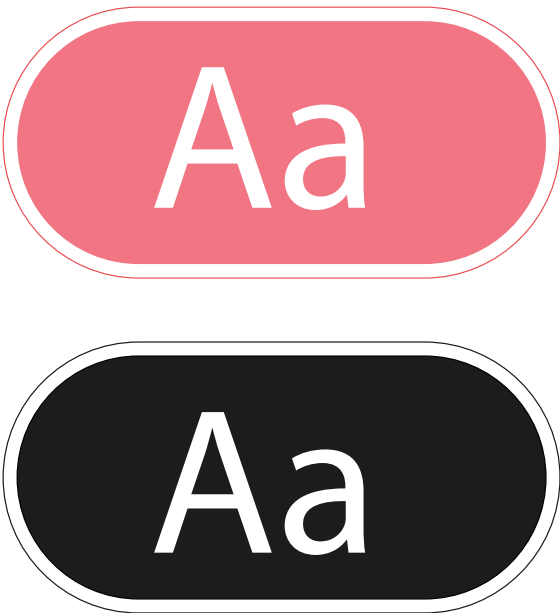
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



TYPEFACE

NOTO KUFİ ARABIC

Our typography reflects a blend of modern sophistication and cultural richness. The Noto Kufi Arabic font, with its clean lines, geometric structure, and balanced proportions, offers a distinctive, contemporary aesthetic that enhances the legibility and impact of our communications. This typeface brings a sense of elegance and clarity to our brand while staying true to the beauty of Arabic calligraphy. Its strong, structured form ensures a professional yet approachable appearance, while its versatility enables dynamic and compelling presentations. The Noto Kufi Arabic font perfectly marries tradition with modernity, allowing our brand voice to resonate with authority, warmth, and authenticity.

FONT NAME - ENGLISH

NOTO KUFİ ARABIC

Noto is a global font collection for writing in all modern and ancient languages. Noto Kufi Arabic is a simplified, unmodulated (“sans serif”) Kufi design mainly for texts in larger font sizes in the Middle Eastern Arabic script. It has multiple weights and 733 glyphs.

BOLD

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

BLACK

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

MEDIUM

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

SEMIBOLD

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

FONT NAME - ARABIC

نوتو كوفي عربي

LIGHT

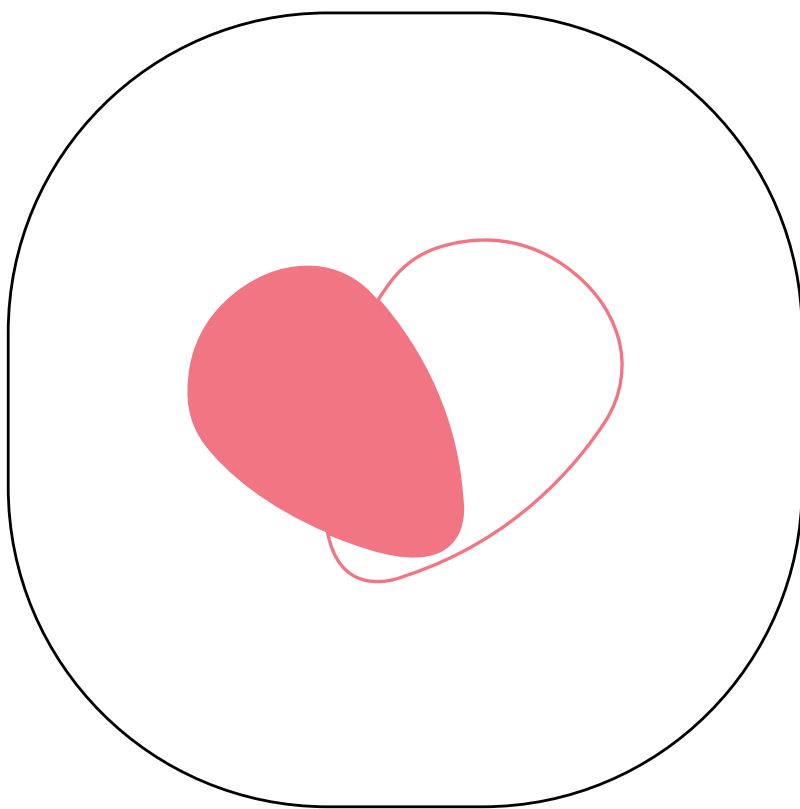
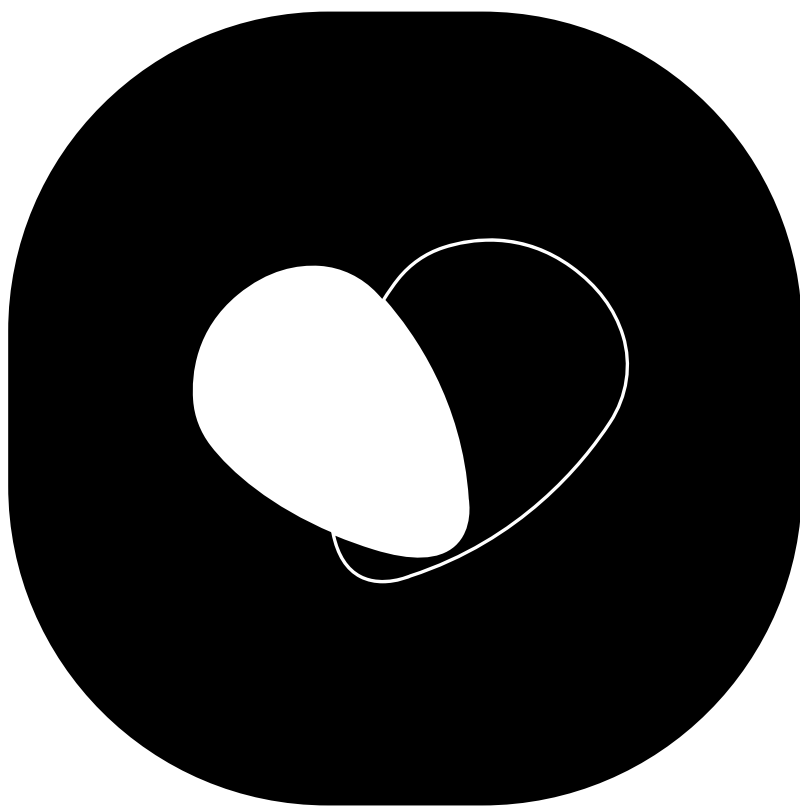
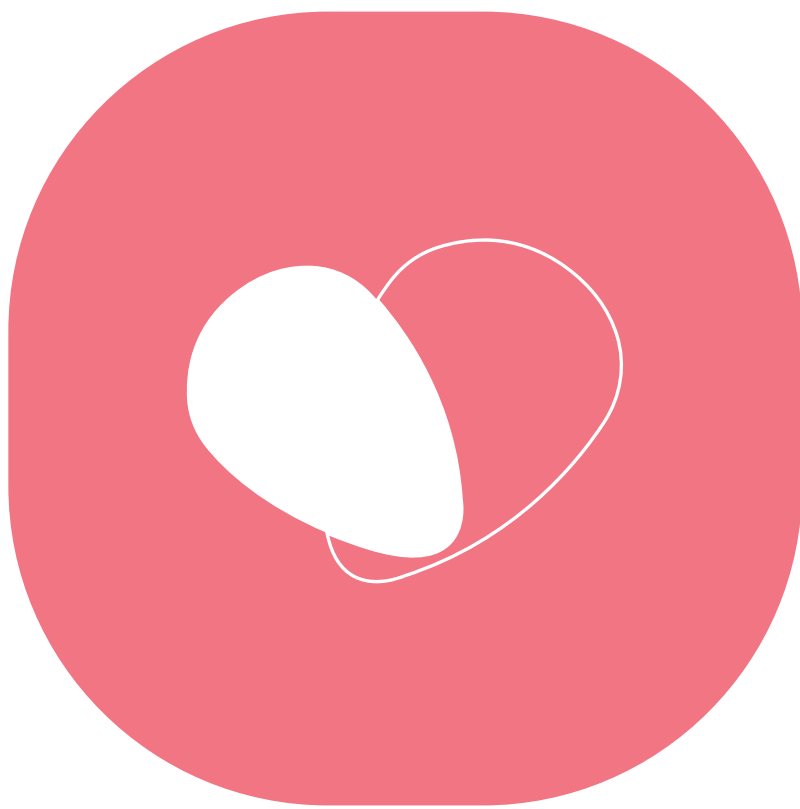
ب ت ث ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

REGULAR

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

COLOR COMBINATION

Refer to the examples at right for approved color combinations when applying on a background.



MOTIF PATTERN

Our Pattern motif represents our commitment to growing and better providing healthcare services. It is an available asset used as a background hero visual.



THANK

YOU 