



مَغْرِبِي الْمَرْبِيَّة
MAGRABI HEALTH



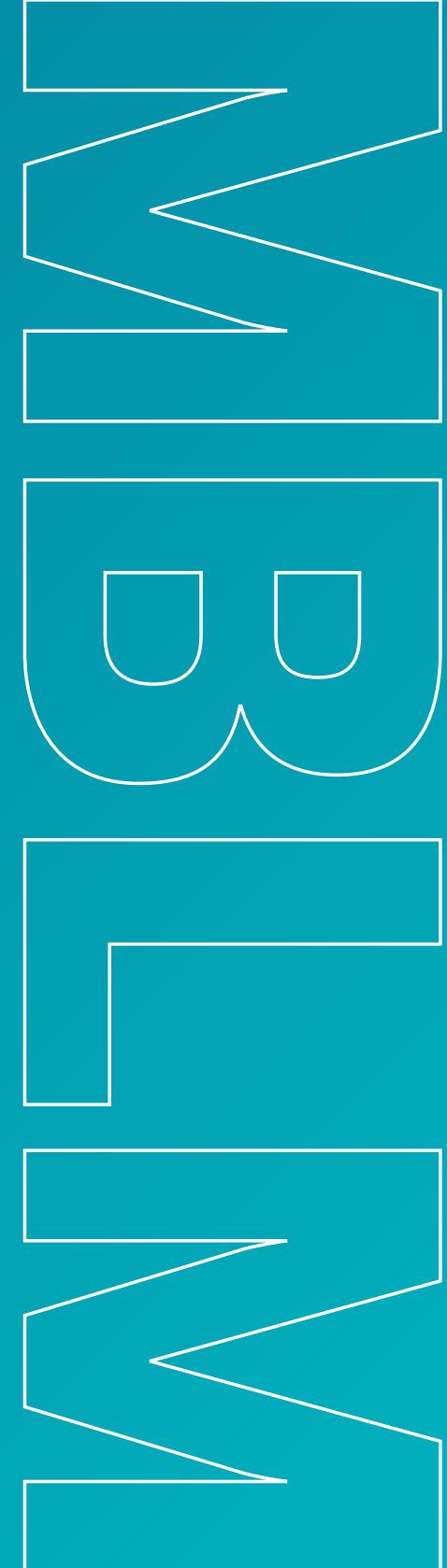


Revitalizing a Legacy Brand to Shape the Future of Healthcare

Magrabi, a renowned specialized healthcare provider in Saudi Arabia, had long been associated with world-class ophthalmology. As the brand expanded into ENT and dental care across the Kingdom, UAE, Egypt, and Qatar, its identity remained outdated and no longer reflected its innovative spirit.

With a fragmented visual identity and a narrow market perception, Magrabi was still seen primarily as an eye care provider. Recognizing the need for change, Magrabi turned to MBLM to refresh its brand.

The objective was to modernize the brand for the next era and retell its story—one that highlighted the company's expanded expertise in multi-specialty healthcare while still honoring its ophthalmology legacy.



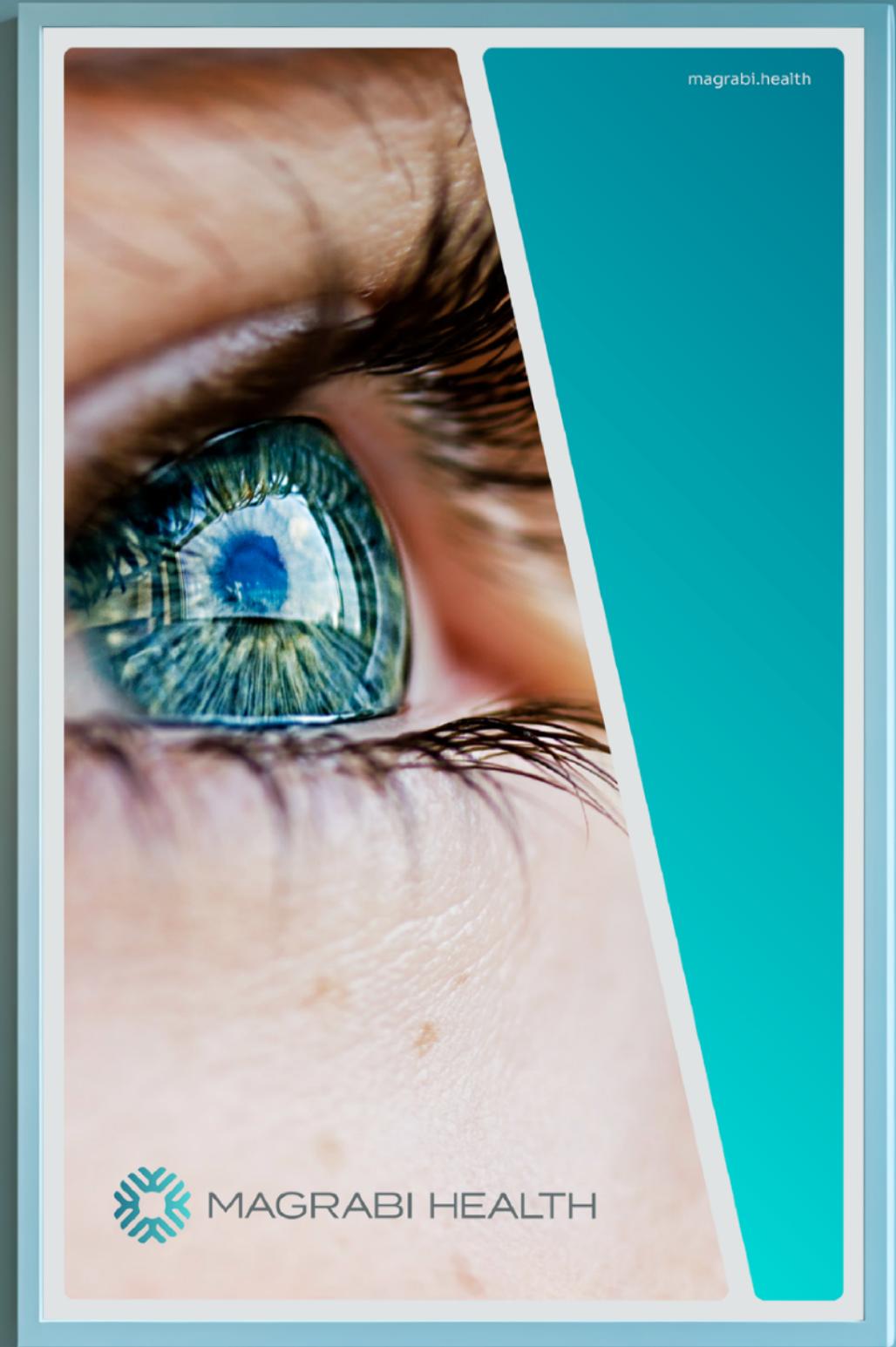
Before



Rebranded









مغاربي الطبية

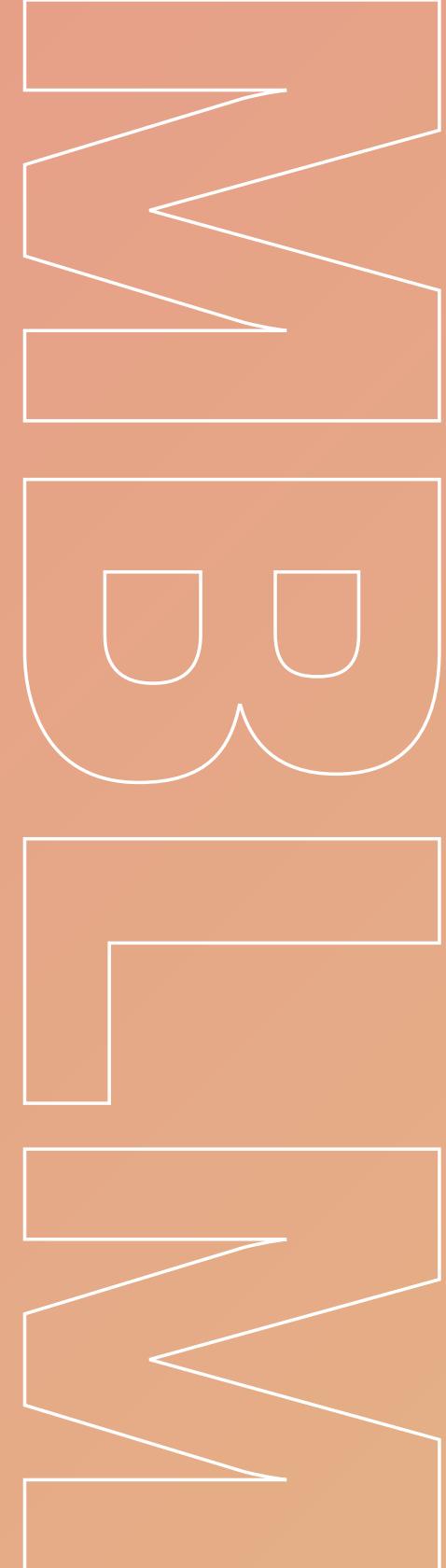
MAGRABI HEALTH



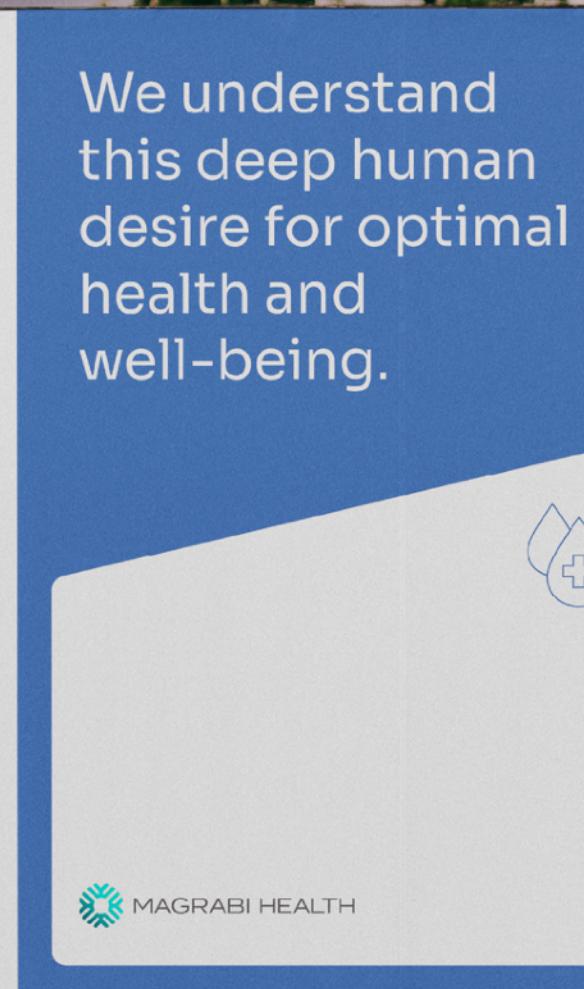
A Strategic Rebrand to Modernize Magrabi, Expand Its Perception, and Unify Its Identity Across Multi-Specialty Care.

Alongside the refreshed brand promise, we recommended a bold strategic shift: changing the name from Magrabi Hospitals & Centers to Magrabi Health. This decision was driven by a key insight—many people associated the "Magrabi" name with the retail eyewear stores. The name change was a deliberate move to distance the brand from this association and create a more contemporary, dynamic identity that better aligned with its evolving vision. More than just a name update, the addition of "Health" was a forward-thinking choice, offering greater flexibility for future growth.

The new brand promise served as a creative springboard for the reimaging of Magrabi's visual identity. Drawing inspiration from the very essence of vision and clarity, we created a visual identity inspired by the eye, aligning with Magrabi's legacy while representing its broader future in healthcare.







Your Story,
Our Purpose:
Magrabi's
Commitment
to Care

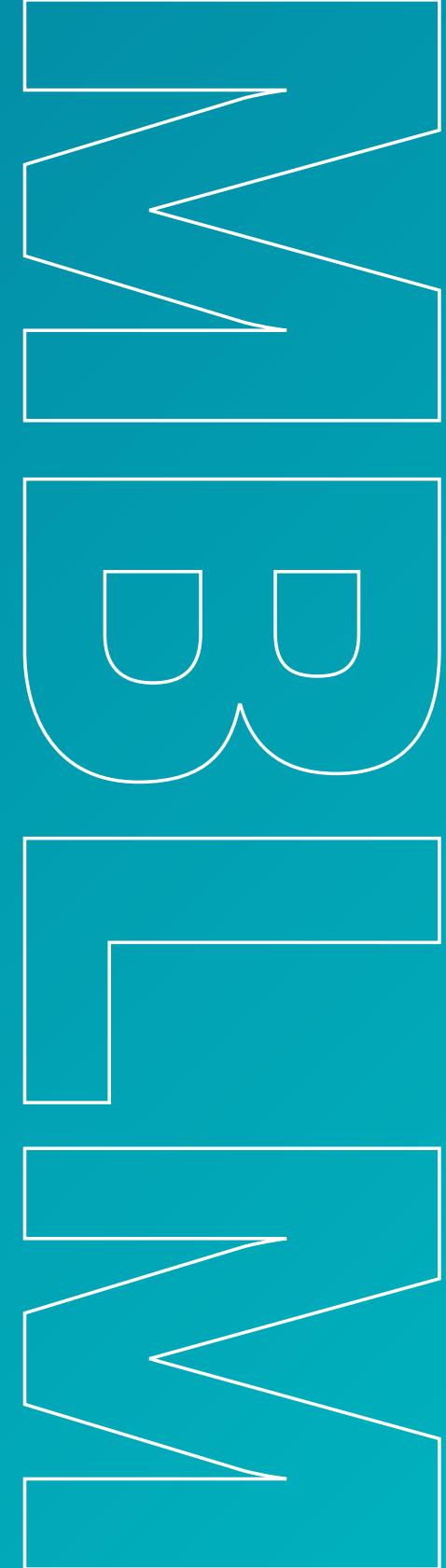




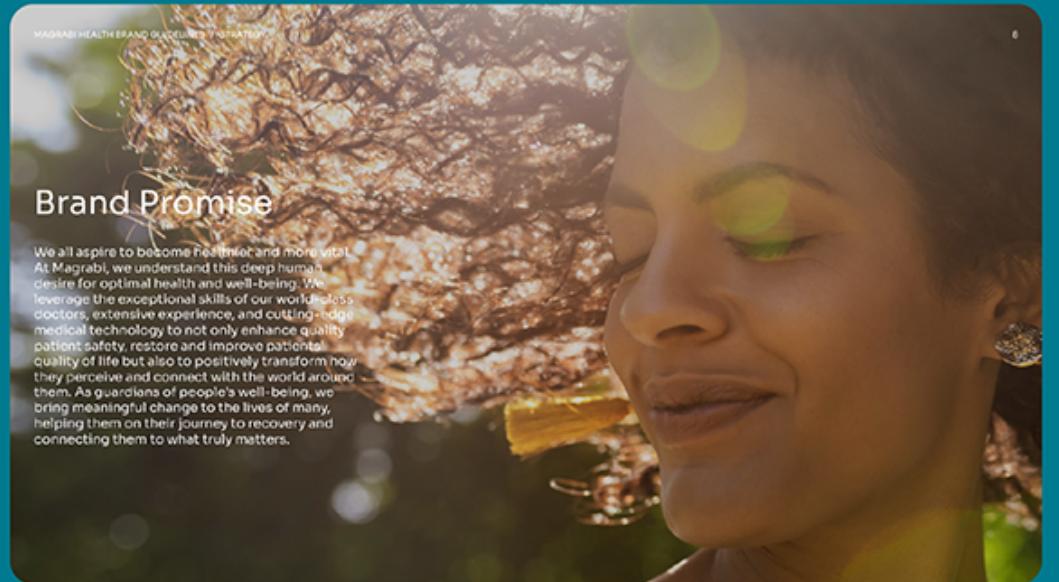
The Identity Extended Beyond the logo

The identity extended beyond the logo, influencing every aspect of the brand's visual language. The transformation of Magrabi's brand architecture marked a pivotal step in redefining its market presence. Previously, the operating divisions, specialities, and locations under the Magrabi umbrella lacked a coherent brand structure, leading to confusion and a diluted brand identity. Our team meticulously designed a brand architecture that not only clarified the relationship between the corporate brand and its sub-brands but also facilitated easier navigation for patients across service lines.

This new modified unitary model structure allowed Magrabi to communicate its specialties more effectively and align its operational brands under a unified 'Magrabi Health', significantly enhancing brand clarity and market perception.







Brand Promise

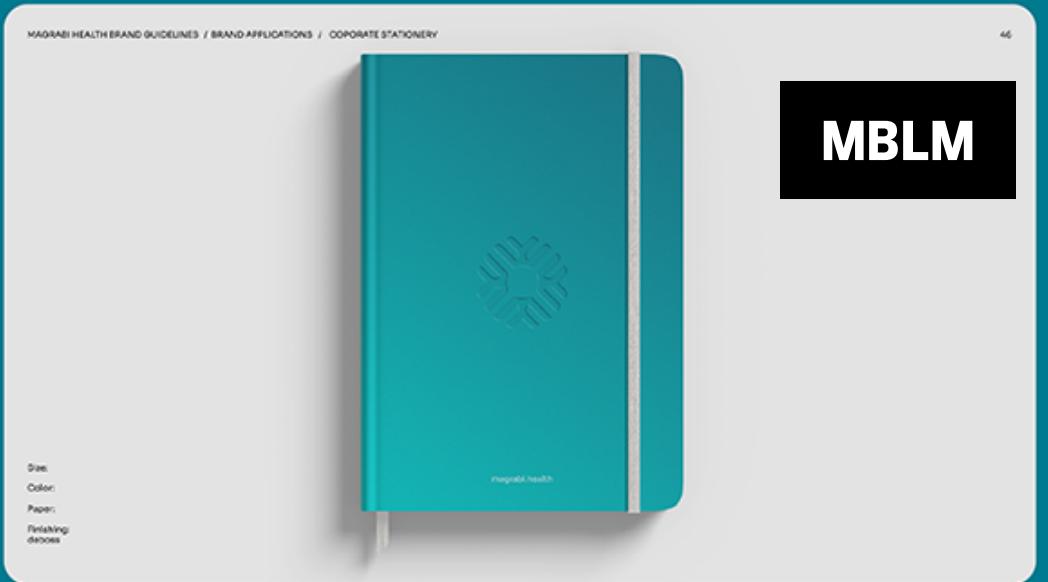
We all aspire to become healthier and more vital. At Magrabi, we understand this deep human desire for optimal health and well-being. We leverage the exceptional skills of our world-class doctors, extensive experience, and cutting-edge medical technology to not only enhance quality patient safety, restore and improve patients' quality of life but also to positively transform how they perceive and connect with the world around them. As guardians of people's well-being, we bring meaningful change to the lives of many, helping them on their journey to recovery and connecting them to what truly matters.

MAGRABI HEALTH BRAND GUIDELINES / INTRODUCTION

Brand Model

Messaging/Narratives

Patients	General Public	Medical Professionals	Hospital & Clinics	Insurance Providers	Government	Magrabi employees	Who Magrabi will communicate with
Key Messaging	Magrabi's key messages and voice						Magrabi's key messages and voice
ICARE - Integrity, Care, Accountability, Respect, Education	Attributes that embody Magrabi						Attributes that embody Magrabi
Transforming What Matters	What Magrabi stands for						What Magrabi stands for
We guide individuals on their transformative path to recovery, positively reshaping their perception and connection with the world around them.	Magrabi's reason for being						Magrabi's reason for being
To lead the way in transforming people's health and lives.	Magrabi's noble purpose						Magrabi's noble purpose



MBLM

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CARE
We deliver compassionate, personalized, and high-quality care that prioritizes patient safety.

RESPECT
We deeply value and respect the dignity, autonomy, and rights of each patient.

EDUCATION
We strive for continuous learning to ensure that our patients receive optimal healthcare aligned with the latest advancements.

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MAGRABI HEALTH BRAND GUIDELINES / BRAND IDENTITY / LOGO USAGE

Primary Logo

The logo, inspired by the letter M and a four-leaf clover, embodies the concepts of attention, care, and prosperity. Its soft edges impart a warm, human touch, reflecting our commitment to compassionate service. Consistent application of the logo is essential for maintaining brand integrity and ensuring that it effectively communicates our values across all platforms.

مغربي المانية MAGRABI HEALTH

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MAGRABI HEALTH BRAND GUIDELINES / BRAND IDENTITY / IMAGERY AND PHOTOGRAPHY

Image Usage Examples

Full Bleed

Container

Doctor Introduction (png)

Enhance

Graphic Devices

Using the Brand Promise as inspiration we have created 3 devices that bring the core essences of Magrabi activation. They represent "Enhance", "Restore" and "Transform" and allows multiples opportunities to create layouts combining images, colors and typography. Please refer to the next pages for the devices usages.

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MAGRABI HEALTH BRAND GUIDELINES / BRAND APPLICATIONS / KEY TEMPLATES

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Send

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MAGRABI HEALTH BRAND GUIDELINES / BRAND IDENTITY / COLOR PALETTE

Color Usage Guidelines

When applying the logo on different backgrounds make sure it has a good contrast and legibility. Never change the color of the logo. Don't apply color gradient on the logo type.

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MAGRABI HEALTH BRAND GUIDELINES / BRAND IDENTITY / COLOR PALETTE

Gradients Usage

Choosing gradient from image

Final result

Your health, Our priority.

MBLM



مغربي البحريّة
MAGRABI HEALTH

TRANSFORMING WHAT MATTERS

A compelling brand promise, "Transforming What Matters," reflecting Magrabi's commitment to innovation and care

MAGRABI HEALTH

A name change to Magrabi Health, signaling its evolution and broader service offerings

REFRESHED IDENTITY

A refreshed identity that modernized Magrabi's image and set it apart from competitors

UNIFIED BRAND

A unified brand architecture supporting Magrabi's expansion and ensuring consistency across touchpoints



MAGRABI HEALTH