

HMS  
Strategic Visual Identity

mohamedfa.com



HMS<sup>®</sup>

A W H I S P E R O F C A R E

# Brand core:

## BRAND PURPOSE

To revolutionize health monitoring through innovative digital solutions that empower individuals and organizations to live healthier, safer, and more fulfilling lives.

## BRAND VALUES

### **Empathy**

Understanding and addressing the unique needs of our diverse customer base.

### **Innovation**

Continuously pushing boundaries to deliver cutting-edge health monitoring solutions.

### **Sustainability**

Contributing to a healthier society and environment through ethical practices.

### **Excellence**

Striving for the highest quality in everything we do.

### **Collaboration**

Fostering partnerships to drive positive change in the health sector.

## **Vision Statement**

To foster a healthier world by making advanced health monitoring solutions accessible and approachable for individuals and organizations, driving positive change in their well-being and performance.

## **Mission Statement**

We are committed to developing advanced digital health wearables that provide accurate, real-time health monitoring for individuals, medical, military, and sports sectors, ensuring better care and enhanced quality of life for all.

**BRAND ATTRIBUTES**

Advanced  
technology

Accessible and  
approachable

Adaptable to  
diverse needs

Reliable, real-time  
monitoring

Collaborative  
approach  
across sectors

BRAND ARCHETYPE

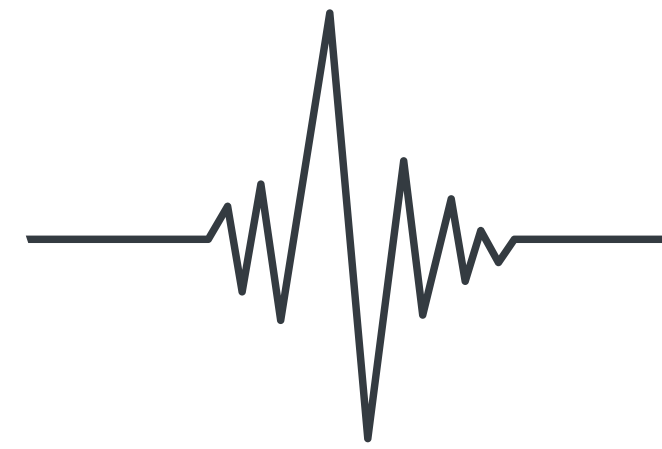


We are committed to providing care and support for our users, empowering them to lead healthier lives.

The image features the HMNS logo in white, centered on a dark blue background. The logo consists of the letters 'H', 'M', 'N', and 'S' in a bold, sans-serif font. The 'M' is stylized with a vertical line through its center. A registered trademark symbol (®) is located to the right of the 'S'. The background is composed of several overlapping, semi-transparent, light blue circular shapes that create a sense of depth and movement. A small, solid dark blue sphere is positioned on the left side of the image, partially overlapping one of the circular shapes.

HMNS<sup>®</sup>

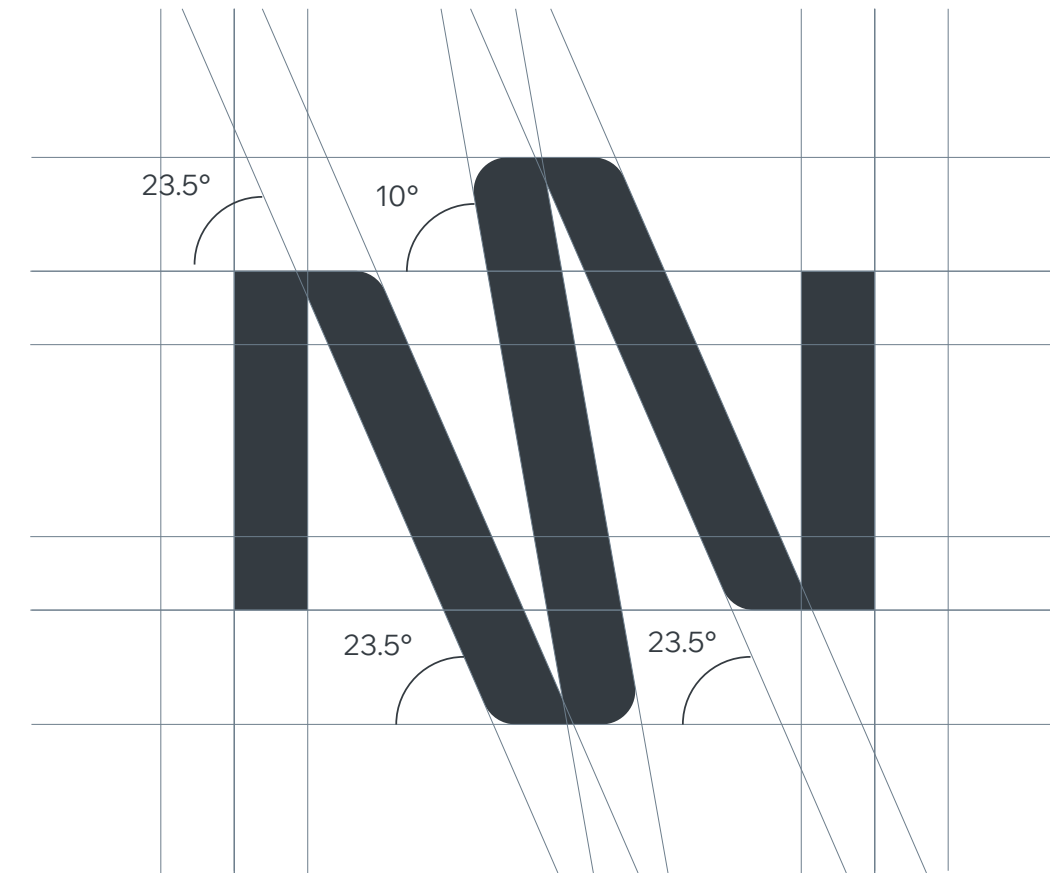
BRAND CONCEPT



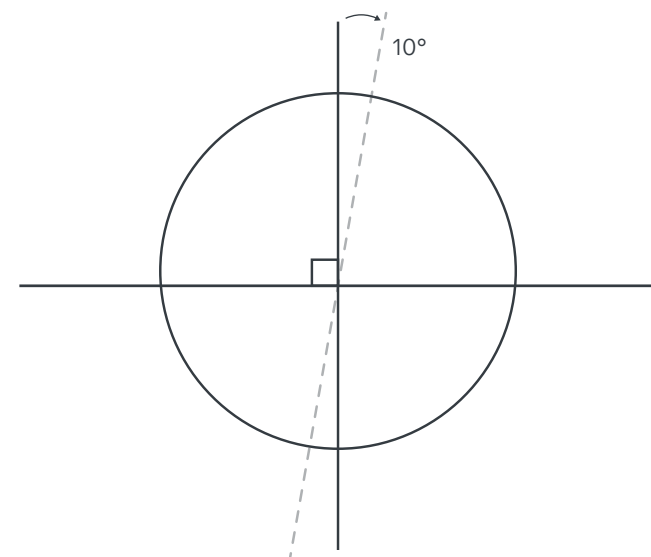
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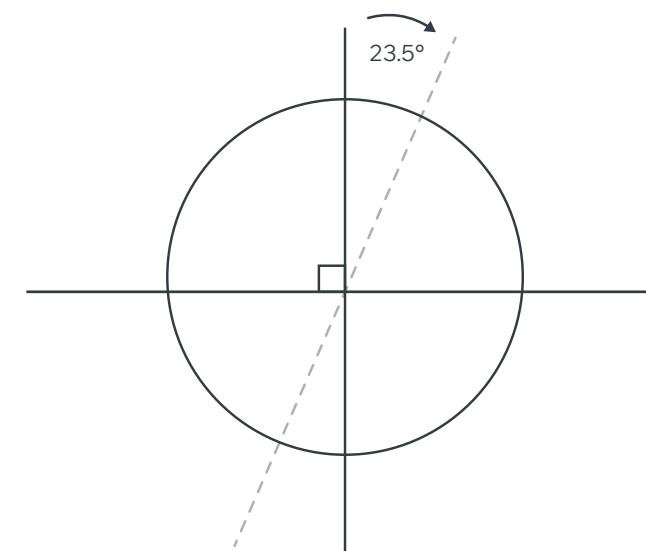
10° Degrees Symbolizing:



Sense of Movement

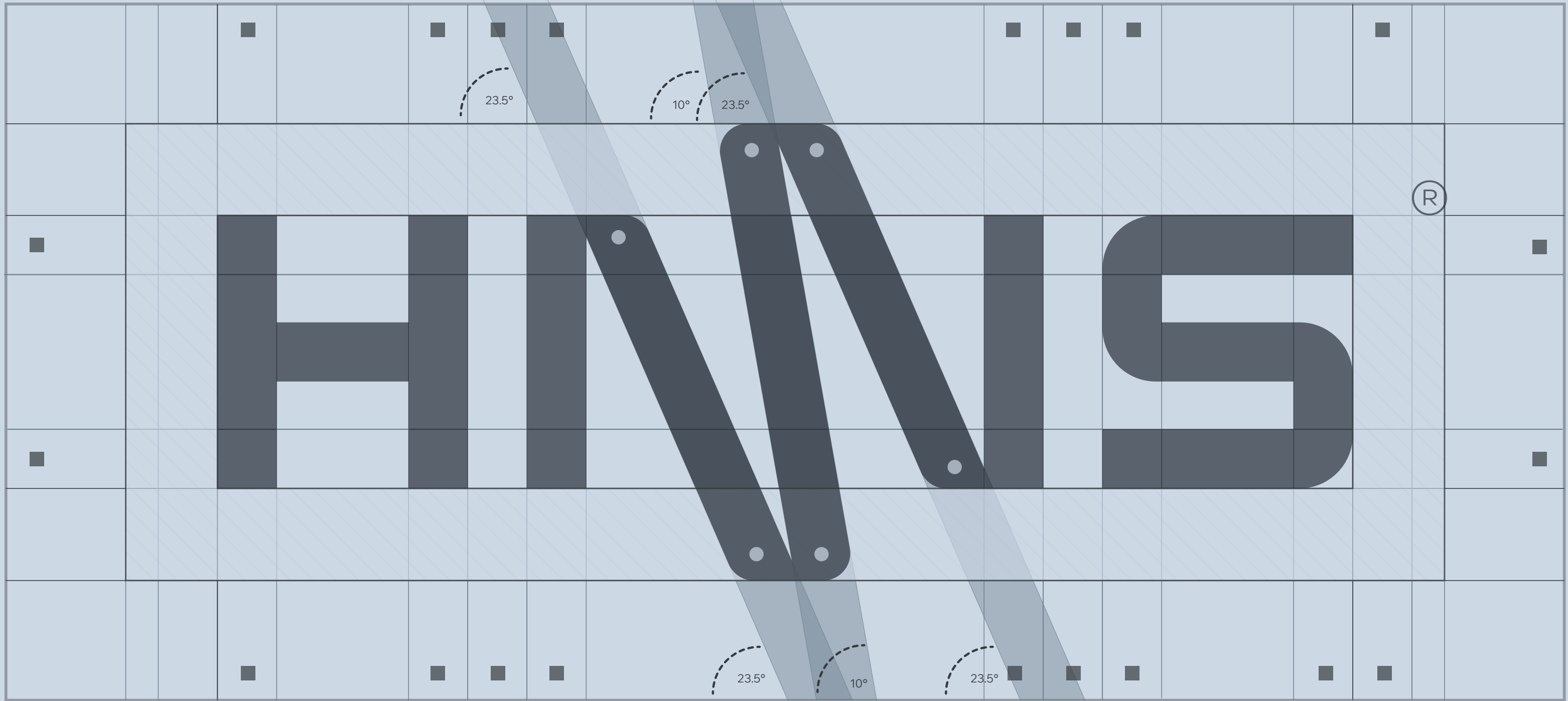
vitality

Earth Tilt: 23.5 Degrees Axis Symbolizing:



Innovation

Creativity





HMS<sup>®</sup>

**HNNS<sup>®</sup>**



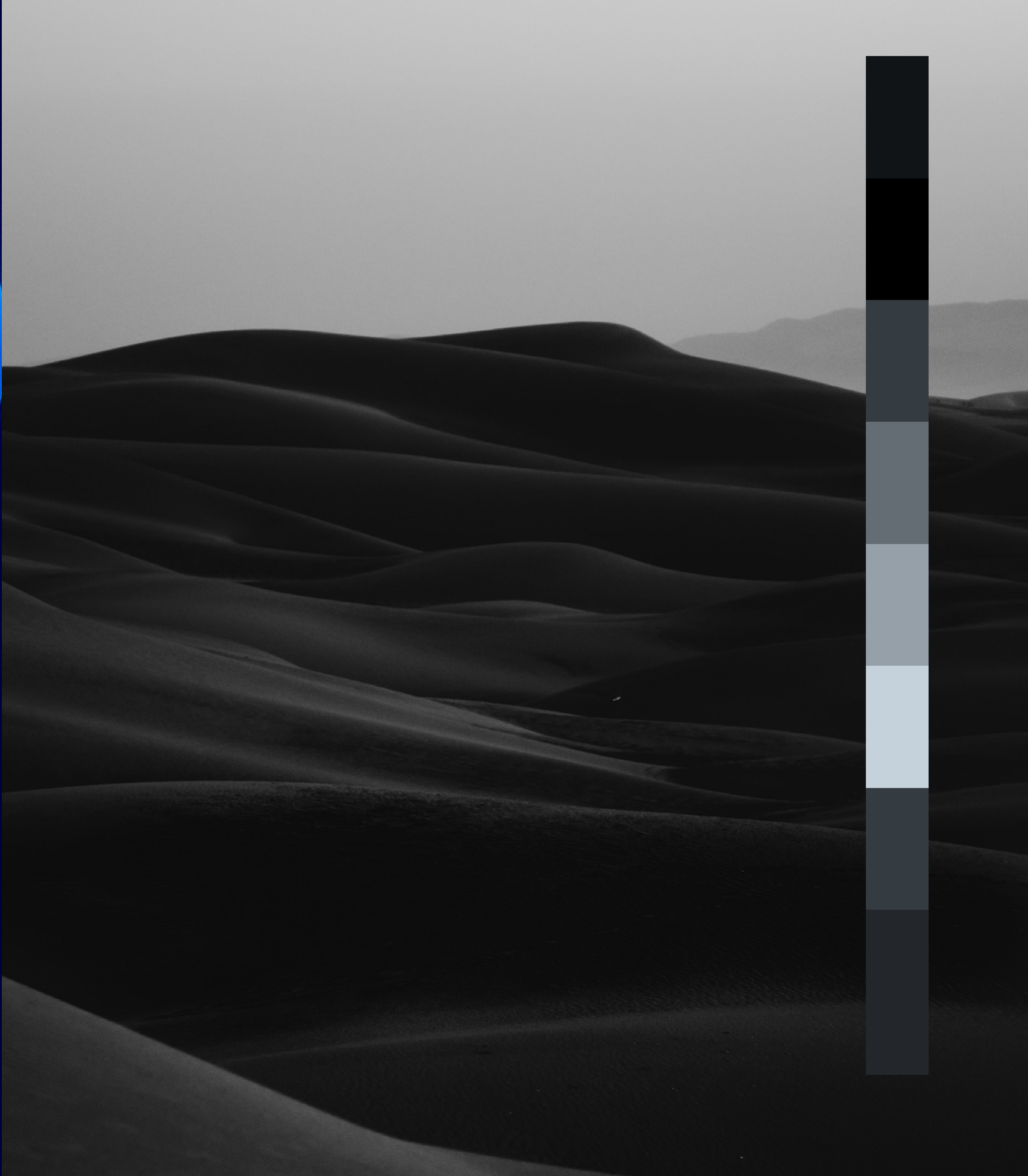
NM



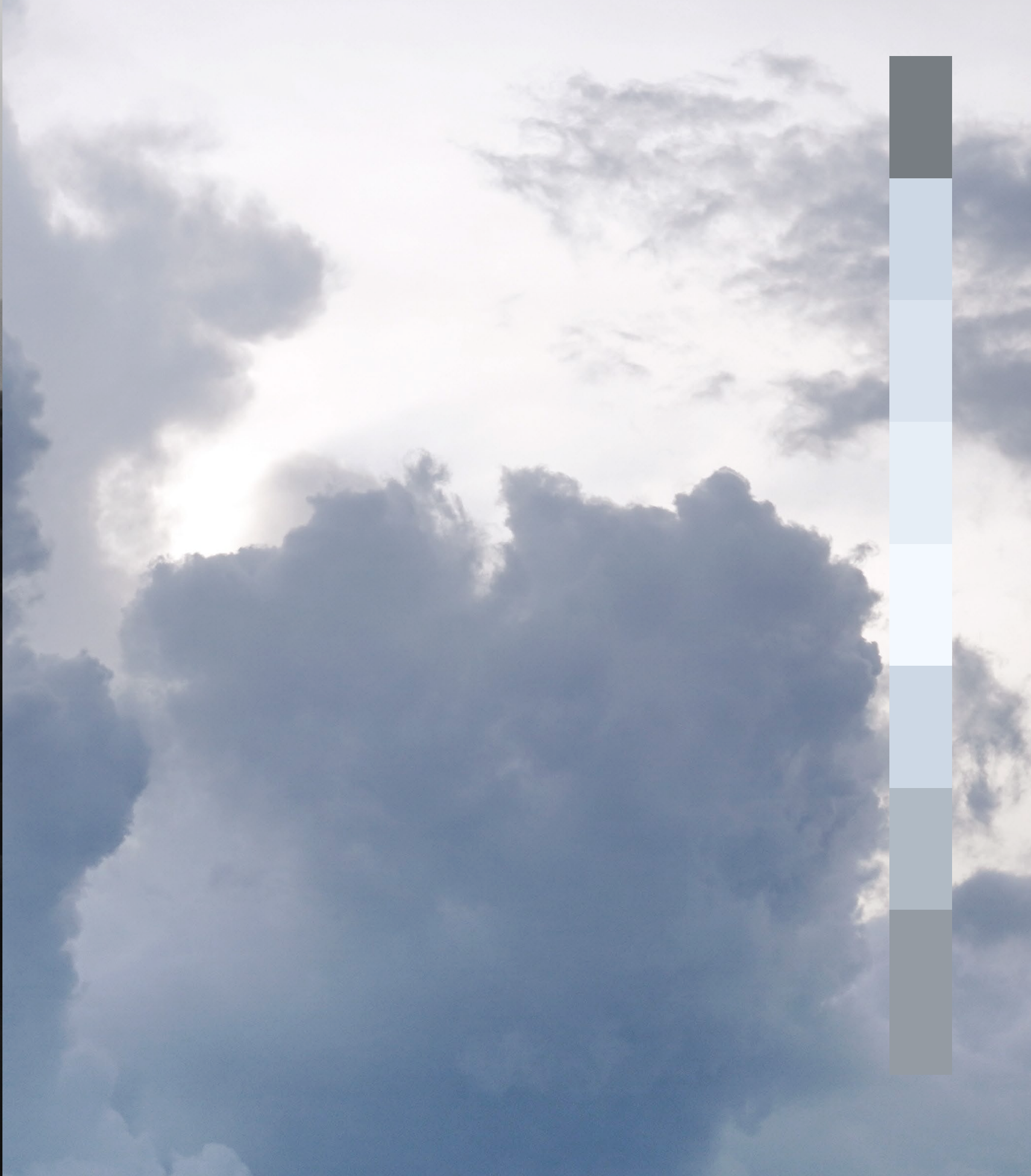
NM



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RGB 15 90 255



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CMYK 75 64 56 48  
RGB 52 59 65



HEX #CDD8E5  
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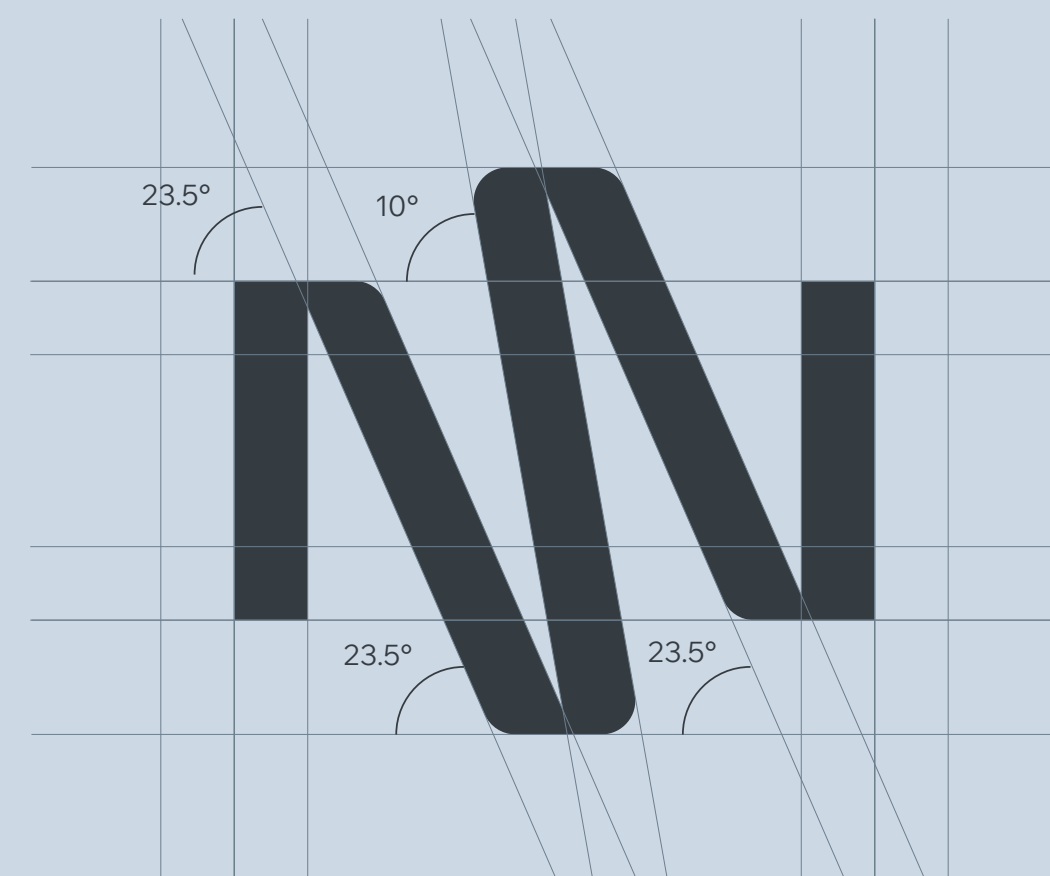
BRAND CONCEPT

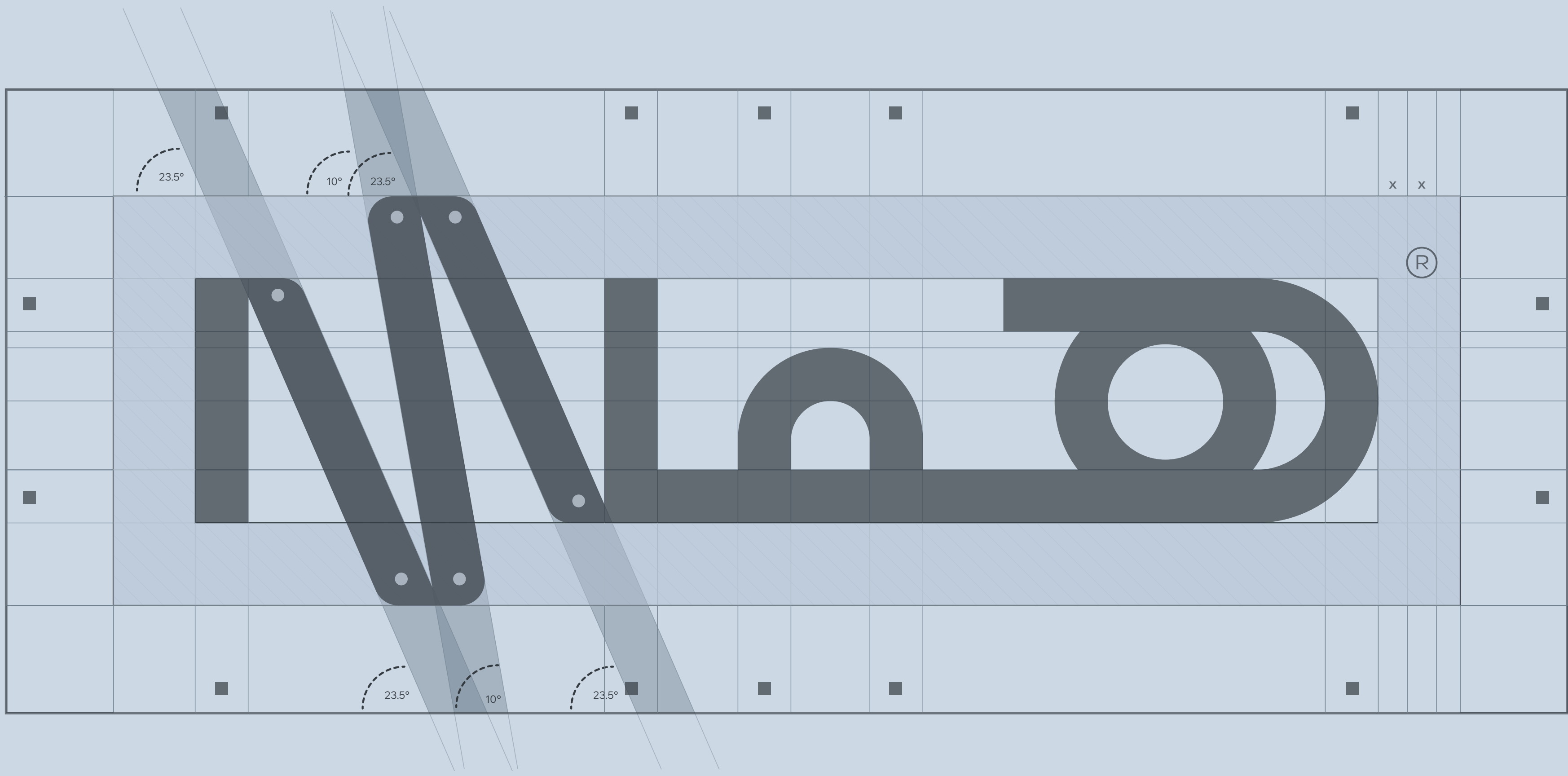


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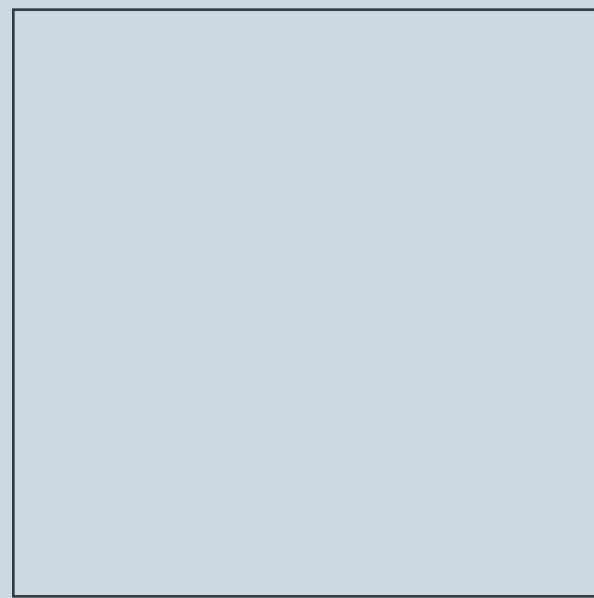


Melo®



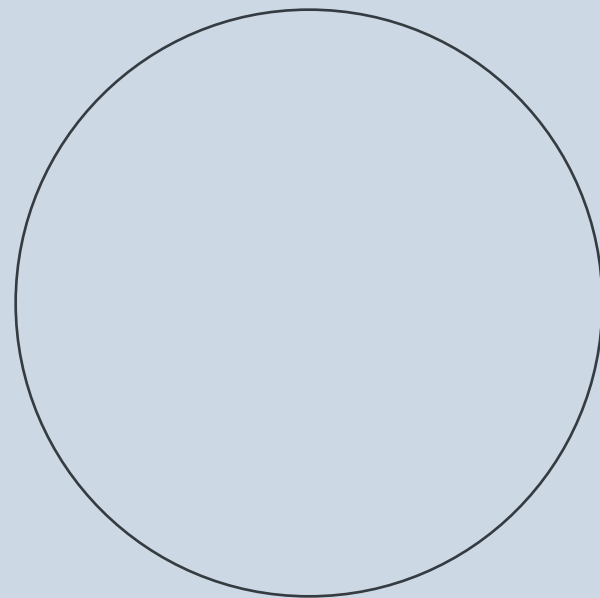
# SQUIRCLE

A shape intermediate between a square and a circle.



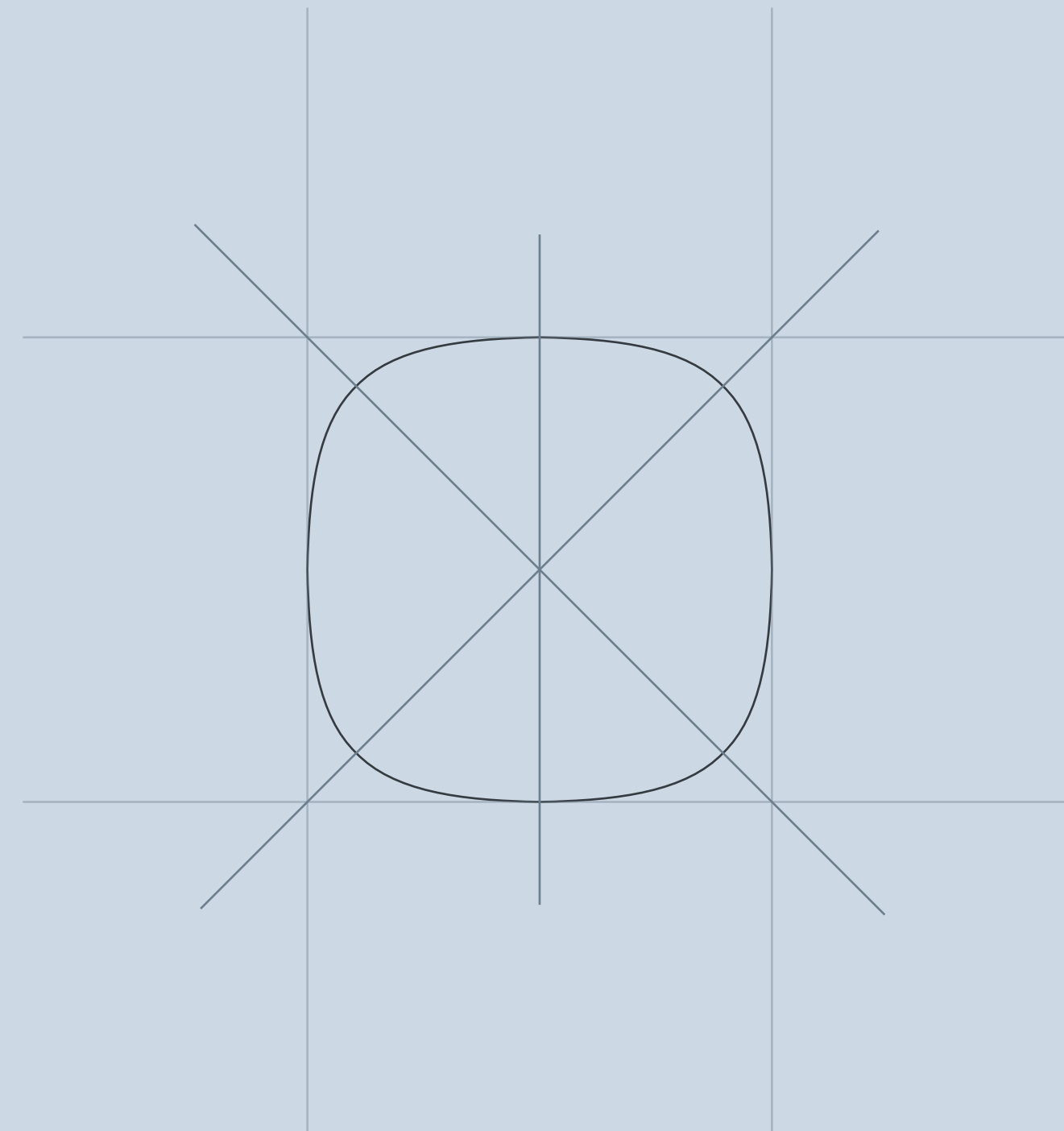
Square

+



Circle

=



Squircle



Hms



Google



Facebook



Gmail

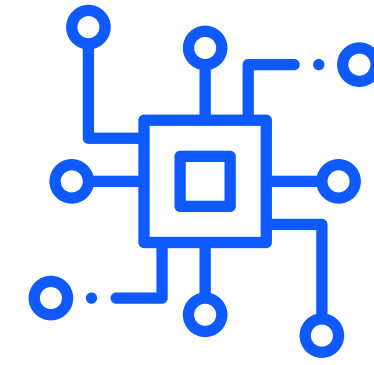
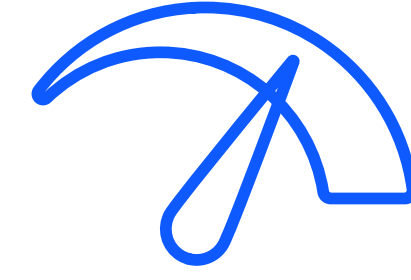
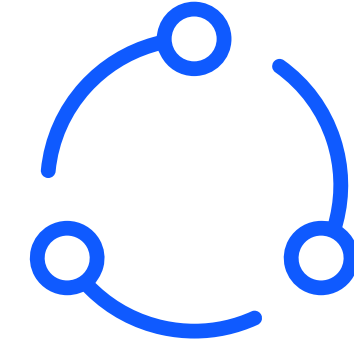


# Typeface

wix madefor

A A A A A

A a



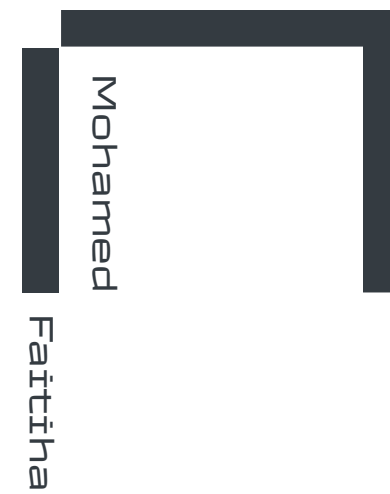


# HMS<sup>®</sup>



A W H I S P E R O F C A R E

# Thank you.



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