

Kokilaben Dhirubhai Ambani Hospital Logo



KDAH Colour logo has to be used only against white background and not against a white patch.



KDAH Black logo must be used against light coloured backgrounds.



KDAH White logo must be used against dark coloured backgrounds.

CLEAR SPACE

The KDAH Logo should always appear with the minimum area of clear space around the logo. It is essential that the logotype remains free of all graphics, taglines, identities and photography.

MINIMUM SIZE

The minimum width size of the logo should be 4 cm and height proportionate to the width size. In order to ensure legibility and visual prominence, the KDAH logo should never appear smaller than the minimum size shown here for print and digital applications.

COMMON ERRORS

The identity system must not be altered or manipulated. Always present the logo fully, being clearly visible with the tagline 'Every Life Matters'.

DO NOT...

- Alter or partially cover the logo
- Alter the proportions, position or letter spacing
- Stretch, condense, distort or separate logo elements
- Alter the colour or add effects (drop shadow, glow, etc.)
- Replace the logotype with another typeface
- Place an image within the logotype
- Rotate (vertically, horizontally or diagonally) or flip