

## Our logo

The Hikma logo acts as visual shorthand for all we stand for. It is simple, assured and modern. The use of lower case letters makes our brand friendly and accessible.

Whilst our logo is represented in lower case, we always refer to Hikma in written text with a capital 'H'. So, 'Hikma', NOT 'hikma'.

Our name appears in precisely-drawn and spaced lettering, punctuated at the end with a period that conveys certainty and confidence, as well as a nod to our digital age.

The logo takes its cue from our heritage colour, re-interpreted in a contemporary hue.

It replaces all previous logos.



hikma.

# Preferred logo version

This logo exemplifies Hikma’s ‘practical creativity’. It appears vertically, and is positioned bottom right in an area rarely used in traditional layouts. This does three things:

- It makes us distinctive, helping Hikma stand out in the marketplace.
- It has an upward, aspirational feel.
- Practically, its positioning leaves plenty of space for our messages and information.

For consistency and brand-building purposes, use this vertical logo version whenever possible and, in particular, on topline market-facing branded materials.

The clear space that should always appear above and to the left of the logo is defined by X: the diameter of the period. This is the minimum clear space, give the logo more room whenever possible.

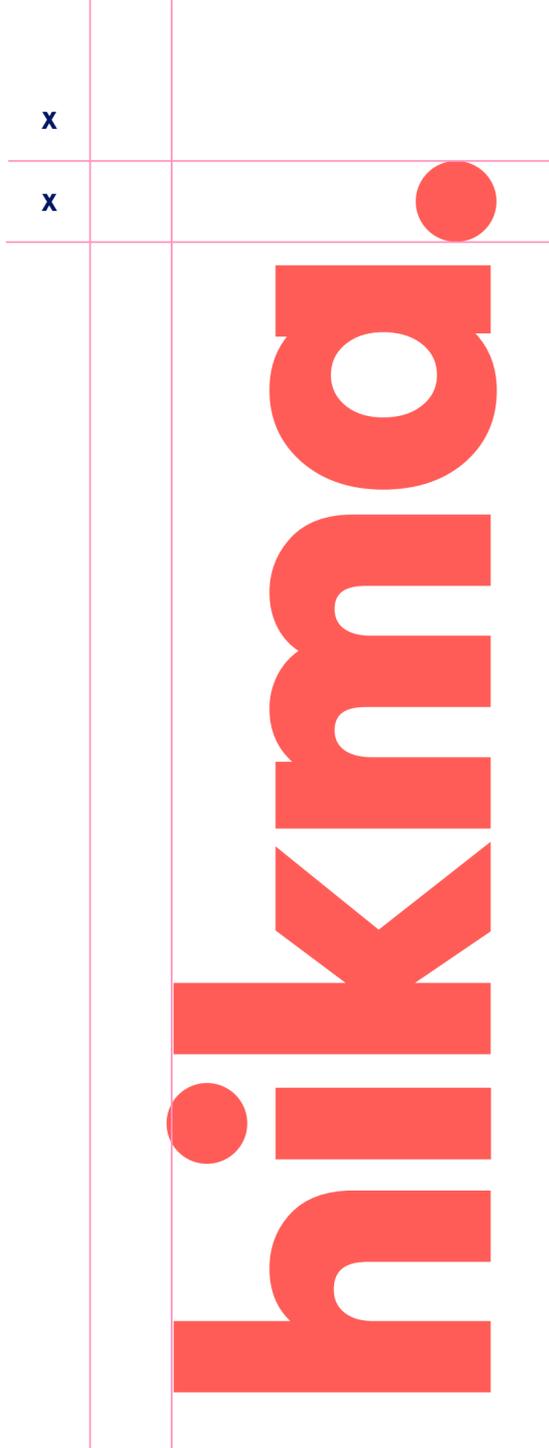
 **The Hikma logo is a valuable business asset that must be treated with care and respect. Always use the approved electronic artwork and never adapt, manipulate or recreate the logo.**

 **More detail on the scaling and positioning the logo is given on page 29.**

15mm/  
20 pixels



To ensure our logo is always legible in print, digital and other branded applications, there is a prescribed minimum size based on the width of the logo. Minimum widths for print and screen are shown above.



# Alternative logo version

The vertical version of the logo is the primary and preferred version. However, in some instances it may not always be possible to use it.

This horizontal version of the Hikma logo should only be used if:

- The vertical version may not be fully visible, e.g. on scrolling web pages.
- Part of the vertical version might be obscured, e.g. in built environments or on signage.
- Correct application of the vertical version cannot be guaranteed, e.g. on third-party materials.



For further direction or guidance please contact [brand@hikma.com](mailto:brand@hikma.com).

15mm/  
20 pixels

**hikma.**

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The Hikma logo is a valuable business asset that must be treated with care and respect. Always use the approved electronic artwork and never adapt, manipulate or recreate the logo.

The clear space that should always appear beneath and to the right of the logo is defined by X: the diameter of the period. This is the minimum clear space, give the logo more room whenever possible.

# Small use

On small applications such as pills, app icons and favicons, where our full logo would not be legible, we use an abbreviated version. This takes the key elements from the full logo to ensure our brand is recognizable. As shown in the examples on the right.

The clear space that should always appear above and to the left of the small-use logo is defined by X: the diameter of the period.

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