

The logo features the word "DSHEBA" in a bold, rounded, sans-serif font. The letter "D" is a vibrant pink, while the letters "S", "H", "E", "B", and "A" are a bright cyan. Below the main name, the tagline "COMPLETE CARE AT HOME" is written in a clean, white, uppercase, sans-serif font. The entire logo is centered on a dark blue background with a large, faint, light blue circular graphic behind it.

DSHEBA
COMPLETE CARE AT HOME

VISUAL **IDENTITY**

DSHEBA brand features are proprietary

If you opt to use any trademarks, logos, designs and/or other brand features, you acknowledge your acceptance of the terms in the brand guidelines.

THE PRINCIPLE OF VISUAL IDENTITY

This guide defines the fundamental rules for using the DSHEBA logotype. The consistent application of these rules will contribute to the visibility, readability, and coherence of DSEBA image among its consumers. These rules, very straightforward, must therefore be consistently adhered to. Apart from the various versions presented in this guide, the logotype is not editable. Therefore, it is prohibited to change the colors, fonts, or positioning of each element. Any distortion of proportions is also strictly forbidden.

The logo for DSHEBA features a stylized letter 'D' on the left, which is a solid blue circle with a white crescent-shaped cutout on its right side. To the right of the 'D' are the letters 'S', 'H', 'E', 'B', and 'A' in a bold, sans-serif font. The 'S' and 'H' are blue, while the 'E', 'B', and 'A' are white. Below the logo is a horizontal line that is blue on the left and red on the right.

DSHEBA

THE LOGOTYPE

The DESHEBA logo embodies our identity: efficient, reliable, and pioneering. It visually represents our commitment to innovation and modernization within the spare parts industry. The distinctiveness of the logo communicates our approach of simplicity and effectiveness

The logo for DSHEBA features a stylized letter 'D' on the left, which is a solid blue shape with a white crescent cutout on its right side. To the right of the 'D' are the letters 'S', 'H', 'E', 'B', and 'A' in a bold, blue, sans-serif font. The 'E' has a white horizontal bar across its middle.

LOGO VERSIONS



The simplified version of the logo
(Suitable for small formats)



COMPLETE CARE AT HOME

The horizontal version of the logo with slogan
(Suitable for big formats use)



The horizontal version of the logo

STRUCTURES

Our logo is designed with precision and balance, utilizing the Golden Ratio system for optimal visual appeal. It consists of an icon and logotype that work together to create a cohesive and recognizable brand identity.



COMPLETE CARE AT HOME

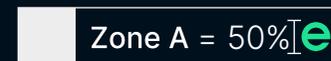
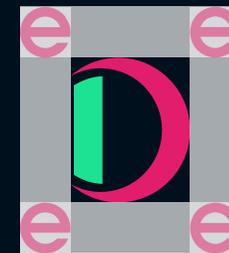
LOGO USAGE

To preserve the integrity and identity of the logo, a minimum area must be maintained on all 4 sides. Depending on the dimensions for logo usage and the types of communication materials on which it will be reproduced, there are two options:

Zone A: Minimum space to be maintained when the logo is reproduced wide

e = 50% e of the logo size

The logo can be reduced to a minimum size of 50 Pixels in height

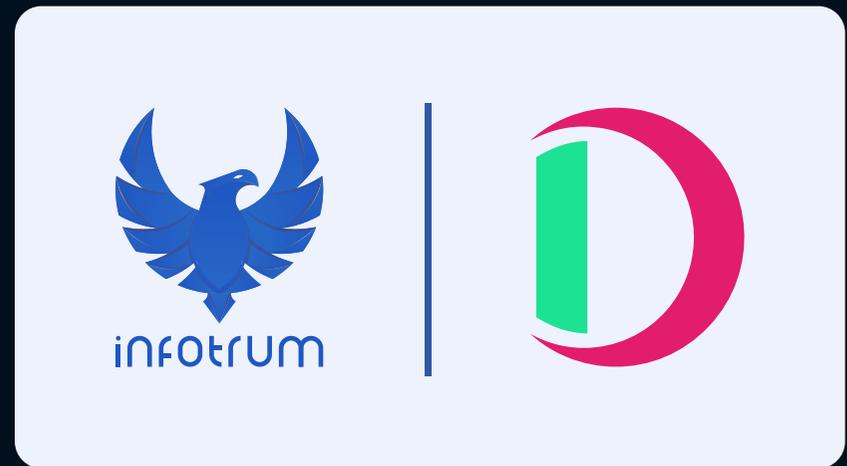


DSHEBA

50 Pixels

CO BRANDING

Maintain clear space when combining partner logos with the DSHEBA logo.



CO BRANDING SIGNBOARD



TYPEFACES

Inter

ExtraLight

Light

Regular

Medium

Bold

ExtraBold

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Aa

Signature

Consistency in typography is key to maintaining a cohesive brand image. Use the specified fonts in body texts and secondary for heading, sub heading of design, website, app

TYPEFACES

Raleway

ExtraLight

Light

Regular

Medium

Bold

ExtraBold

Black

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Consistency in typography is key to maintaining a cohesive brand image. Use the specified fonts and secondary for heading, sub heading in all communications, adhering to the guidelines

PRIMARY COLORS

HEX

1DE294

RGB

29, 226, 148

CMYK

64, 0, 59, 0

75%

50%

25%

HEX

E21D6B

RGB

226, 29, 107

CMYK

100, 97, 30, 21

75%

50%

25%

ACCENTS COLORS

HEX

00101D

RGB

0, 16, 29

CMYK

100, 83, 55, 89

HEX

BFC2C1

RGB

191, 194, 193

CMYK

28, 19, 22, 2

HEX

7A7B79

RGB

122, 123, 121

CMYK

51, 40, 41, 23

LOGO APP VARIATIONS

Dsheba



Provider



Doctors



Optional



Doctors v2



MONOCHROME VERSIONS

To ensure visibility and brand recognition, the logotype and/or symbol must be clearly distinguishable from the background color. Whenever possible, please adhere to the DSHEBA logo palette. If necessary, use black or white to ensure clarity.



DSHEBA



DSHEBA

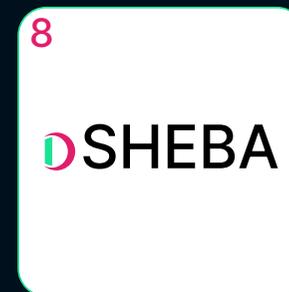
USE ON BACKGROUND

Our logo has alternative color combinations that can be used to create different variations of the brand identity.



THE PROHIBITIONS

- 1- Don't make the logo 3D
- 2- Don't rotate the logo
- 3- Don't use blurry logo
- 4- Don't warp
- 5- Don't change width
- 6- Don't change height
- 7- Don't use strokes
- 8- Don't change the typeface
- 9- Don't use drop shadow



NAMING USAGE

To maintain consistency and clarity, our brand name "**DSHEBA**" should never be modified or abbreviated. "DSHEBA" should always be in all uppercase, and it should always be presented as a single word.

Our legal name is "**DSHEBA LLC**" should always be in all uppercase.

DSHEBA



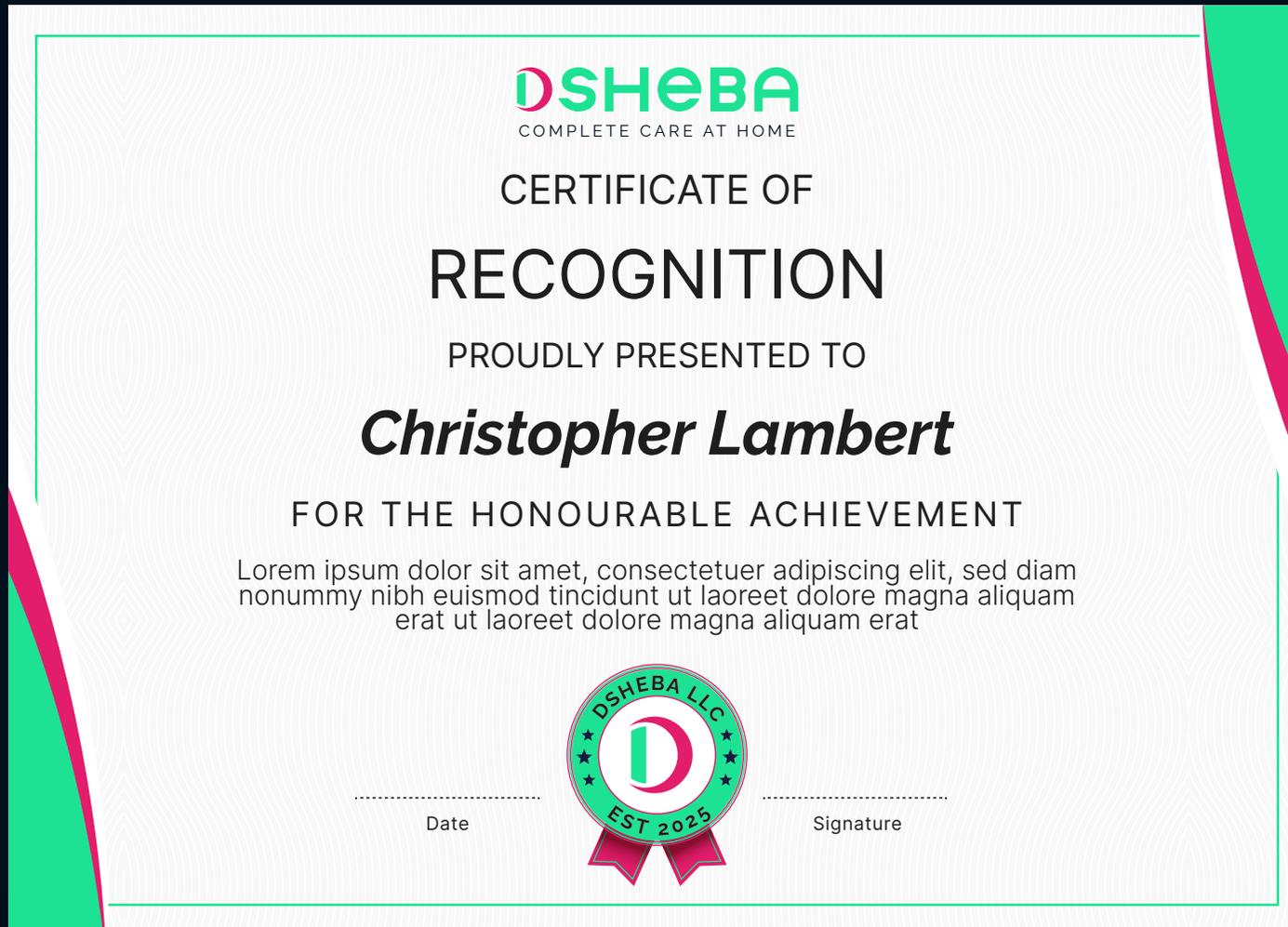
DESHEBA is a single word and all in uppercase

dsheba
DSheba
dshebA
D Sheba



Never split DESHEBA into two words and always use all uppercase

CERTIFICATE



BUSINESS CARD



LETTERHEAD



DOCTOR PERCEPTION



MUG



PENS



OFFICIAL SEAL



OFFICIAL EXUCUTIVE STAMP



POLO



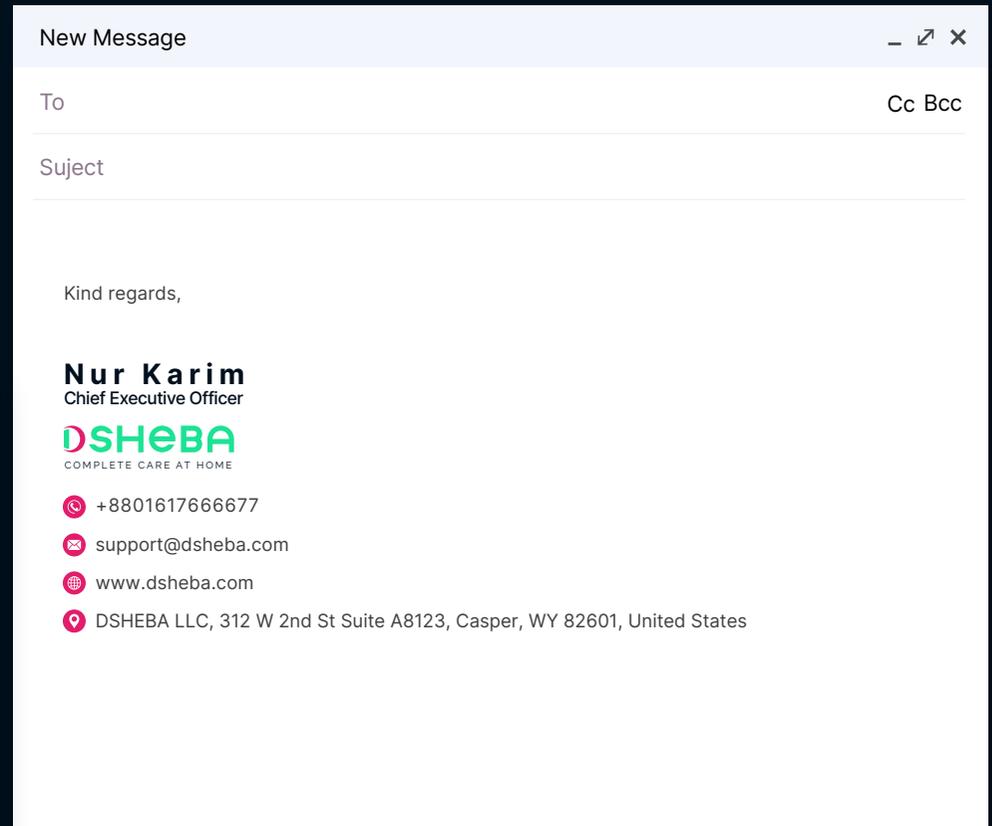
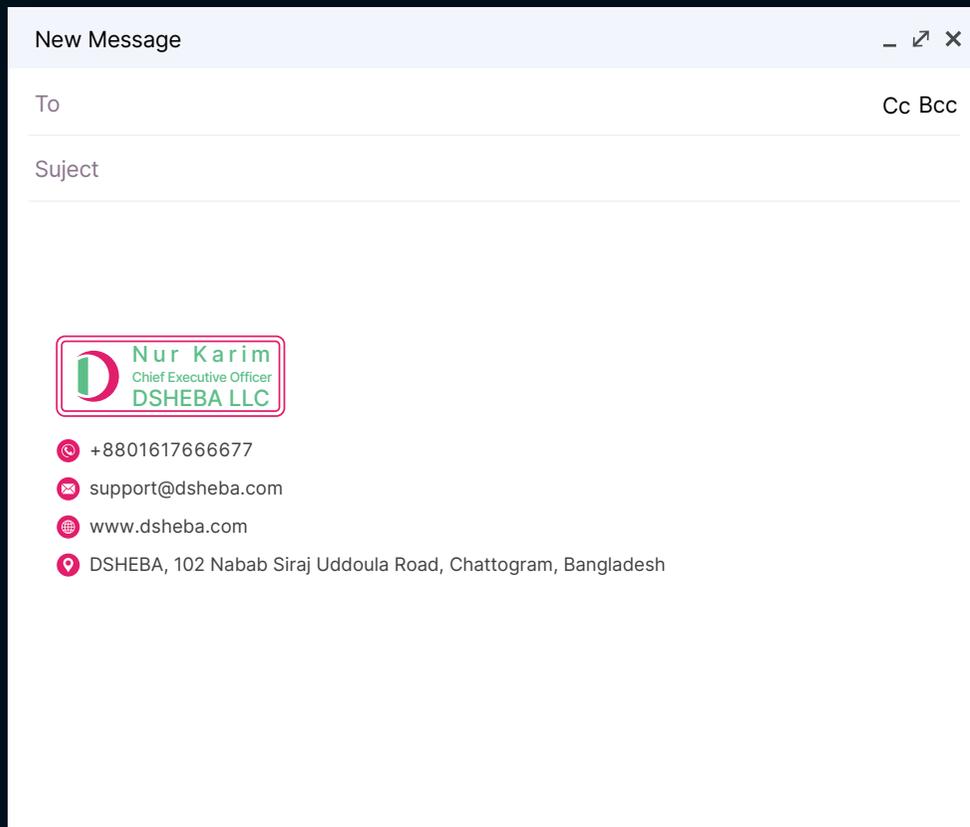
POLO



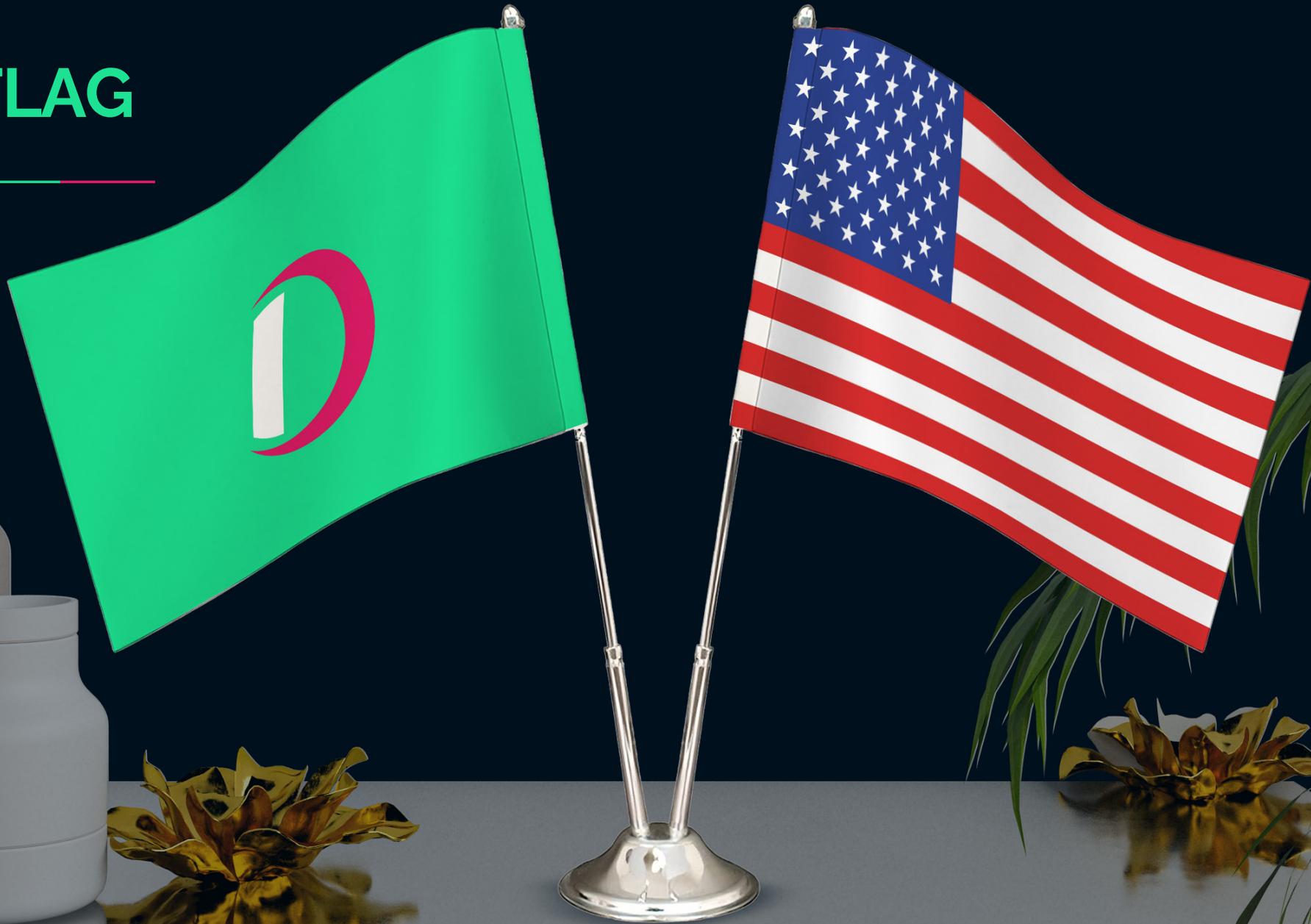
POLO



EMAIL SIGNATURE



FLAG



SIGN BOARDS



ENVELOPE



ENVELOPE A4



EMPLOYEE ID CARDS



DOCTOR DRESS



DOCTOR DRESS



DOCUMENT HOLDER



BAG



NOTEBOOK



PINS



CAPS



GLASS SIGN



DESK NAME PLATE



NAME TAG



TISSUE BOX





DSHEBA
COMPLETE CARE AT HOME

DSHEBA LLC, 312 W 2nd St Suite A8123, Casper, WY 82601, United States

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