



Brand Guidelines

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Brand Introduction

Welcome to the official website of Prof. Dr. Ünal Aydın, a leading expert in hepatobiliary and pancreatic surgery. With years of medical excellence and innovative surgical expertise, Prof. Dr. Ünal Aydın is dedicated to providing advanced, patient-centered care.

Our Vision

To be a leading center of excellence in hepatobiliary and pancreatic surgery, recognized globally for innovative treatments, advanced medical technology, and compassionate patient care. Prof. Dr. Ünal Aydın aims to improve patients' quality of life through precise surgical expertise, continuous research, and a commitment to medical innovation.

Our Mission

To provide world-class healthcare in hepatobiliary and pancreatic surgery through evidence-based practices, advanced technology, and a patient-focused approach. Prof. Dr. Ünal Aydın is dedicated to delivering precise diagnoses, effective treatments, and compassionate care to every patient—enhancing health outcomes and improving lives.

Helvetica

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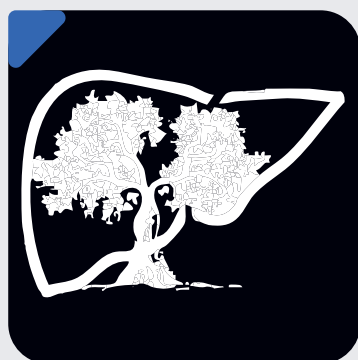
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Anatomy of a logo



Prof.Dr.
Ünal Aydın
Healthcare

This logo artistically combines the anatomical shape of the liver with a flourishing tree at its center, creating a powerful symbol of healing, vitality, and regeneration. The tree's trunk and branches are seamlessly integrated into the liver's outline, representing the interconnectedness of life and health within the human body.

Rendered in cool blue and teal tones, the design evokes a sense of calm, trust, and medical professionalism, while the organic brushstroke style adds a touch of humanity and compassion.

Overall, the logo beautifully conveys Prof. Dr. Ünal Aydın's expertise in liver and hepatobiliary surgery, symbolizing both scientific precision and the renewal of life through advanced medical care.

Color Palette & Color Usage

#02CAC0

#349DEC

#0C1D39

#FFFFFF

#000A17

- Use #02CAC0 for the logo icon and #000A17 for the wordmark. This ensures a high-contrast, legible appearance for digital use, business cards, and signage.
- Apply a smooth gradient between #349DEC and #02CAC0 on icons to achieve a modern and corporate look, while using #000A17 for text to add a professional touch. This is ideal for

- For a monochrome version, use #0C1D39 for icons and #FFFFFF for text; suitable for official documents, presentations, and conservative branding.

- In dark mode designs, use #000A17 as the background, highlight the logo icon with #02CAC0, and add #349DEC as accent colors to enhance brand visibility.