

# UNIFIKASI IDENTITAS BRANDING

CARE AND LEGAL COACHING CLINIC 2025



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01



# *Caring* Through Law, Protecting the Right to *Health*

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25





# 02

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mind  
mapping





01

access

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health care

03

environment

04

patient



05

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typography

Manrope

Aa

Regular

Aa

Light

Aa

Medium

Aa

SemiBold

Aa

Bold

Aa

ExtraBold

20  
25





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color  
palette



**#00A692**

## Persian Green

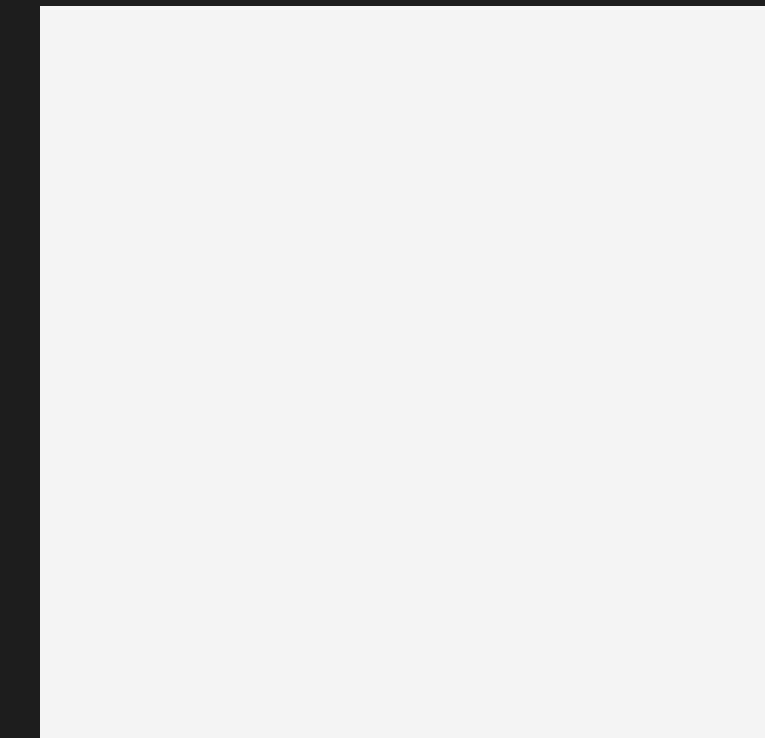
Symbolizes health, healing, and renewal, reflecting the event's commitment to promoting well-being and supporting the right to quality healthcare.



**#4169E2**

## Royal Blue

Represents trust, integrity, and legal authority, emphasizing the role of law in protecting health rights and ensuring justice.



**#F5F5F5**

## White Smoke

Conveys compassion, clarity, and openness, aligning with the values of care, accessibility, and transparency in legal support.



05

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logo  
configuration



primary  
configuration



20  
25



# secondary configuration



# CLCC 2025

**Caring** Through Law, Protecting the Right to **Health**



# CLCC 2025

**Caring** Through Law, Protecting the Right to **Health**

20  
25



third  
configuration



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logo  
philosophy





### Healthy Patient

Symbolizes well-being and dignity, reflecting the impact of law in protecting everyone's right to health.



### Shaking Hands

symbolize help and support, reflecting the legal community's role in assisting and upholding the right to health.



### Ring

symbolizes protection and unity, representing the law's role in safeguarding the right to health for all.



### "C" and "L" Shape

embodies the essence of **CLCC**, merging care and law into a unified visual message.

# 07

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logo  
implementation





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25

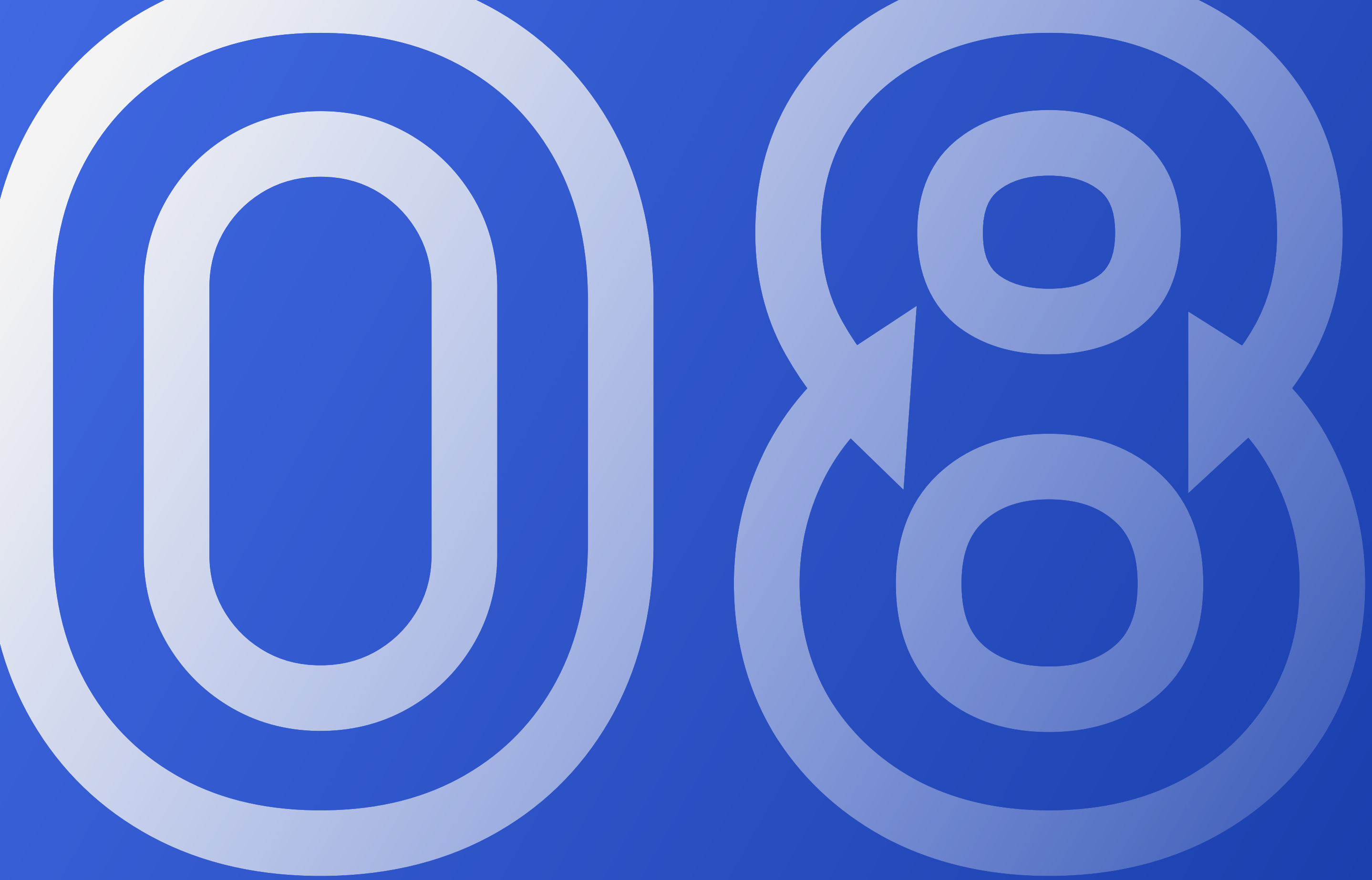


*Caring* Through  
Law, Protecting  
the Right to  
*Health*



20  
25

CL  
CC



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**contact  
info**



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