GROUPE BINA · 14 NOVEMBER 2026

Identity and image compilation

Two parts, so the team can choose one set. The options themselves are unchanged. Only the order is new.

Selected

Identity Options v5, in full.
Image styles 6, 11, 12, 13 and 14, every scene and every prompt.

Others

What v5 did not keep, under Bina, Lumina and Sina.
The other image styles, in full.

HOW TO CHOOSE

Tick one in each row, from Selected.

Open Others only to bring an earlier option back. Icons and the group footer are still open questions on the v5 board.

Logo

L3 · L4 · L6 · L10 · L11 · L12 · L14 · L15 · L16

Sina

S1–S5 · S7 · S11 · S12 · S13

Tagline

1 to 10, on the v5 board

Bina colour

1 · 2 · 4 · 6 · 8 · 10 · 11 · 12

Lumina

A · B · C · D · G · H

Image style

6 · 11 · 12 · 13 · 14

SELECTED

Identity Options v5

The whole board follows, as written. Logos, colours, Sina, Lumina, icons, growth figures, the group footer and the taglines carried forward.

GROUPE BINA · IDENTITY OPTIONS · V5

A full stethoscope, an icon set, and a livelier Sina

This round adds the pieces a working brand needs day to day: a service icon set of your own, growth figures you can use now and later, and a group footer that holds all three brands. The logos and Sina are reworked from your notes.

6 + 3 logos · 32 service icons · 5 growth strips · 9 Sina · 6 Lumina

01 Settled 02 Logos 03 Icon set 04 Growth figures 05 Sina 06 Lumina 07 Group footer 08 Carried forward 09 Your choices

01

Settled so far

Pillars
Service at the centre, with Clarity, Continuity, Prevention and Vision around it.

Sina’s meaning
Named for Avicenna. The word itself means brilliance and wisdom. Corrected from v4.

Groupe Bina
Appears only in the footer, as a row of all the brands. No line about separate entities.

Images
You are testing the prompts from the v3 board.

Taglines
Ten on the table. You will choose later.

02

Logos: L12 as a full stethoscope, and three more

L12 now runs the whole length of the instrument: earpieces at the top, the tube down the stem and around, ending in the small chest piece. L11 joins the shortlist. The three new ones are below it.

Preview all logos in scheme 1 2 4 6 8 10 11 12

bina

CLINIQUE MÉDICALE

bina

binamd.ca

L12 · The full stethoscope Revised

Revised as you asked. Earpieces at the top, the tube running down the stem, and the line now continues past the bowl to end in the small chest piece, in orange. Still a b, now a complete instrument.

bina

CLINIQUE MÉDICALE

bina

binamd.ca

L14 · The signature My pick

The whole name as a stethoscope. The earpieces sit on the b, the tube runs under the word as an underline, and the chest piece lands after the a. The name is the instrument.









L15 · The pulse

A heartbeat trace that rises into a b and runs on to an orange point. One continuous line: the patient’s rhythm becoming the clinic’s initial.

bina

CLINIQUE MÉDICALE

bina

binamd.ca

L16 · Cross and leaf

The capsule cross of L11 with its top arm grown into an orange leaf. It keeps the two ideas in your current logo, the cross and the leaf, in a simpler form.

Shortlist





L3 · Four around one

Clean and modern. Draws the pillars: four around Service.





L4 · Two lenses

The wordmark alone: b and a mirrored, one orange point.





L6 · One lens, two generations

b and a fused around a shared lens.



L10 · Two alphabets

Latin b with the dot of Persian ب beneath.



L11 · Four capsules

A medical cross of four capsules around an orange centre. Added to the shortlist.

L14 is the same stethoscope idea carried through the whole name, so L12 and L14 can be one system: L12 as the icon, L14 as the full signature. **L16** is the closest to today's logo, which already pairs a cross with a leaf. These remain direction sketches that need a designer's refinement and a trademark search.

03

A service icon set of your own

SM Privé's icons are small solid pictograms in navy and coral, built around a pixel cross. To avoid looking like a copy, Bina's set takes the opposite approach: open line drawings made from the same stems and circles as the wordmark, each with exactly one orange point. People are drawn the way the wordmark draws its i: a stem and a dot.



- Nurse visit
- Preventive review
- Results follow-up
- CNESST and SAAQ forms
- Orthopedics and sports
- Weight management
- Mental health and ADHD
- Women’s health
- Men’s health
- Dermatology
- Dietitian
- Speech therapy
- Psychoeducation
- Blood sample
- Screening tests
- Body composition
- ECG
- Holter monitor
- Lung function
- Glucose monitoring
- Blood pressure
- Sleep apnea test
- Minor surgery
- Guided injection
- Memberships
- Booking
- Open 7 days

Location

Three languages

Three ways to set them



A · Open line My pick

On white or sky, no container. The lightest and the most distinct from SM Privé.



B · Navy tile

White line on a rounded navy tile. For app-style menus and small sizes.



C · Sky disc

On a pale blue circle, echoing the lens. Softer, for service cards.

One set, three brands



Bina

Navy line, orange point.



Lumina

Navy line, amber point (direction A).



Sina

Sea ink line, green point (direction S2).

32 icons covering the services on binamd.ca today, plus booking, location, hours and languages. Rules for the kit: 48-unit grid, 3.4-unit stroke, round ends, one orange point per icon and never two. New services get an icon drawn to the same rules, so the set can grow with the clinic. Tell me which services are missing or mislabelled.

04

Growth figures: what to say now, and later

With one location and a small team, the honest large numbers are services, days open, languages and reviews. So the versions for now never mention people or places. The later versions add them once they are numbers to be proud of.

USE NOW

30+
services under one roof

7 / 7
open every day of the week

3
languages of care

540+
five-star Google reviews

Now 1 · The strip. For the homepage, pamphlets and the About page.

Open 7 days. 30+ services. One roof.

Now 2 · The sentence. For a page top, a poster or a social post. In French: « Ouvert 7 jours. Plus de 30 services. Un seul toit. »

[n]
new services in 2026

7 / 7
in clinic, and by video across Québec

Now
welcoming new patients

Now 3 · The momentum strip. Shows movement without any headcount. Pair it with a “New at Bina” feed.

USE LATER

[n]
professionals

[n]
disciplines

[n]
clinics

30+
services

7/7
every day

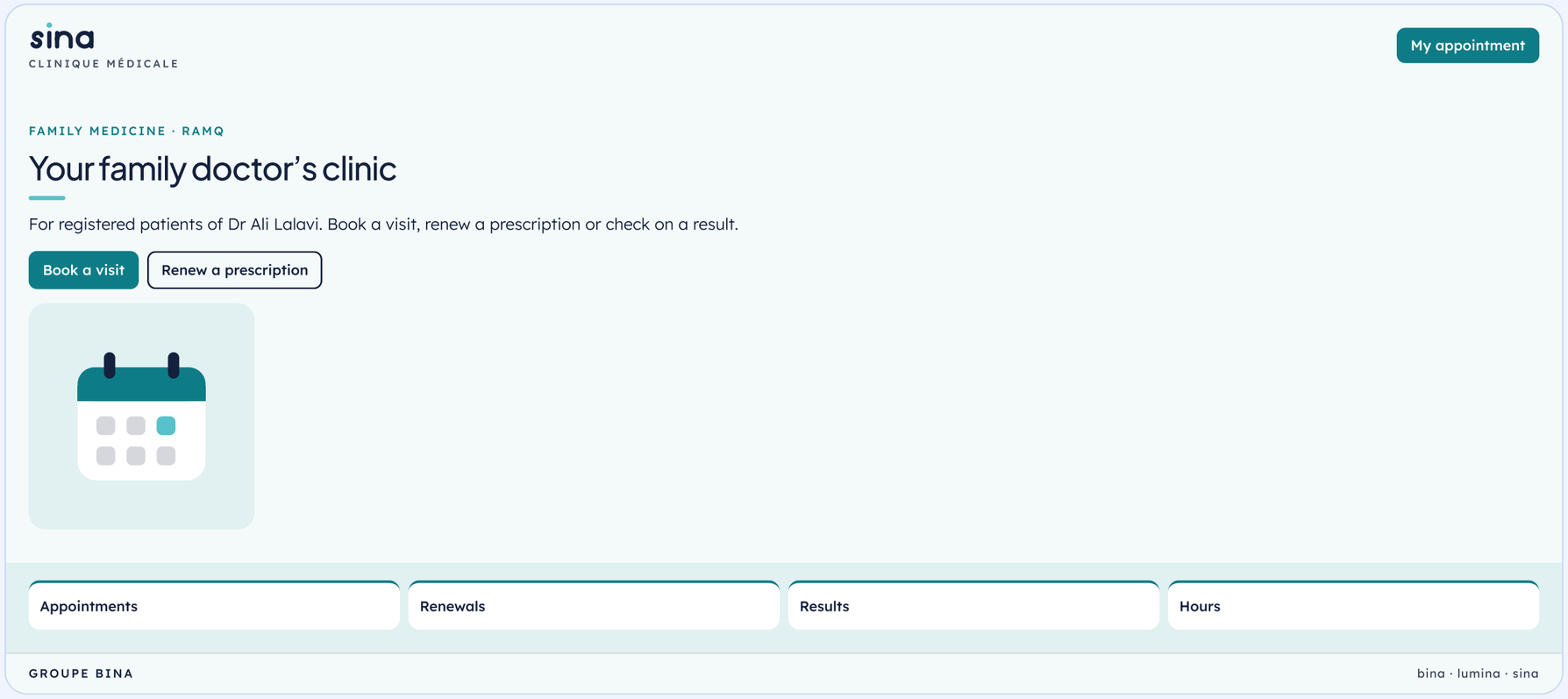
Later 1 · The full strip. Switch to this when the professional and clinic counts are worth showing.

> [n] professionals. [n] clinics. One team.

Later 2 · The sentence. Rules for all five: every figure is true on the day it is published, the strip carries a date and is reviewed each quarter, and nothing is rounded up. 30+ and 540+ come from your site today; please confirm 7 days a week is accurate year-round.

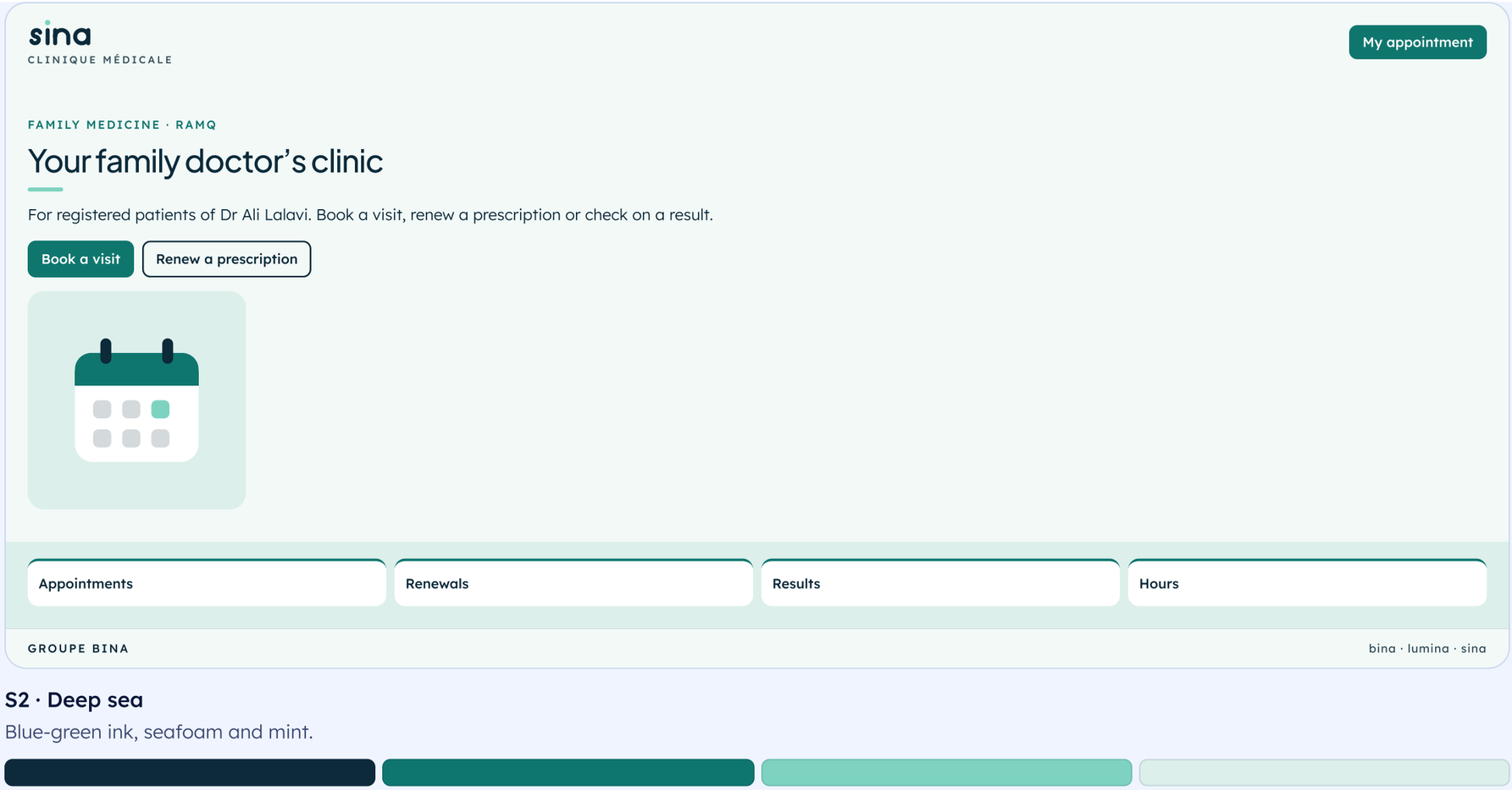
Sina: the friendlier design returns, with nine palettes

The sober version is withdrawn. S1 to S5 are back as they were in v3. S7, saffron and ink, is kept from v4. S11 to S13 are new, each with its own layout and a motif drawn from the name: brilliance, shown as light.



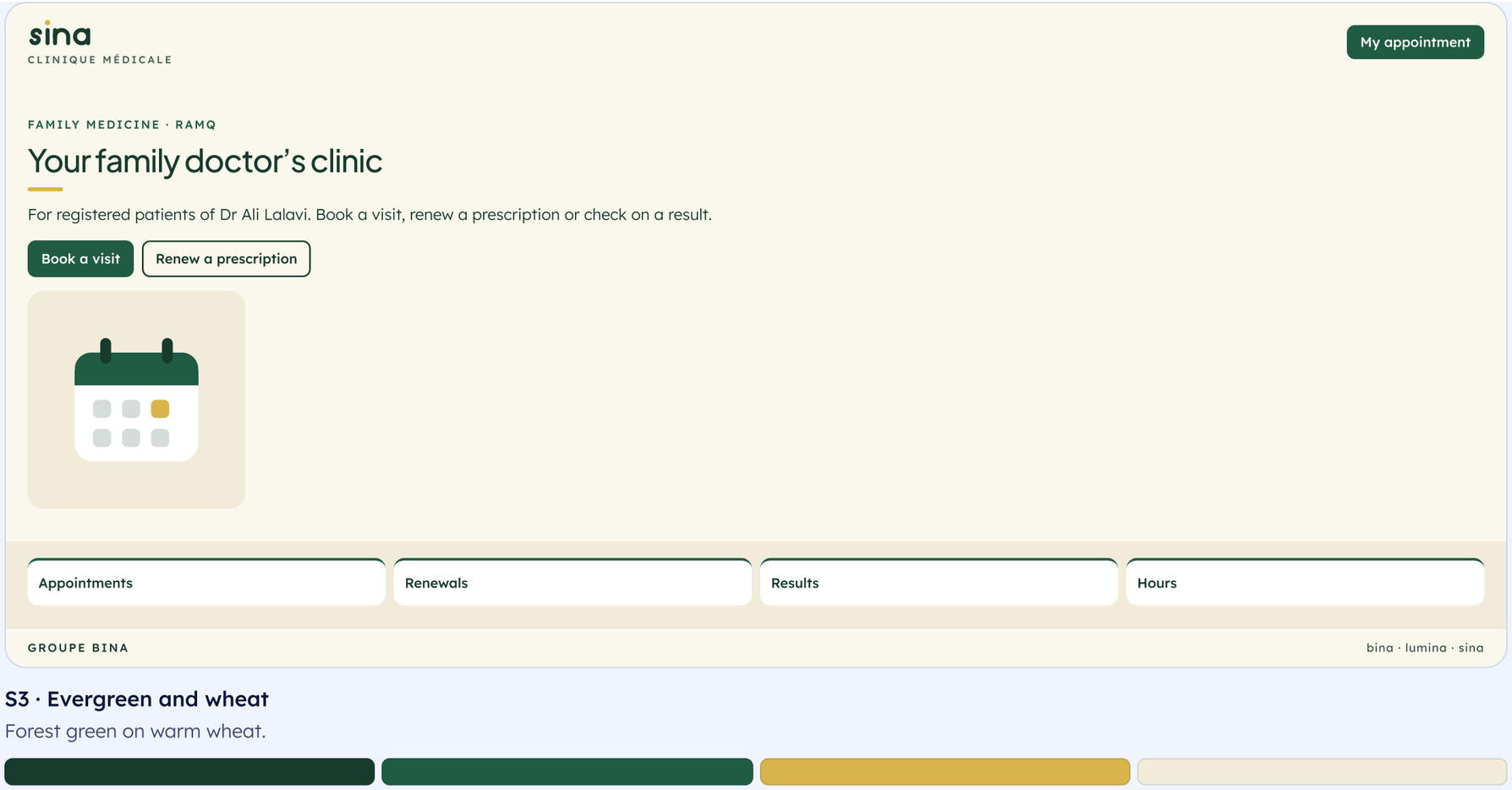
S1 · Teal harbour

Navy ink with a clinical teal.



S2 · Deep sea

Blue-green ink, seafoam and mint.



S3 · Evergreen and wheat

Forest green on warm wheat.

sina
CLINIQUE MÉDICALE

My appointment

FAMILY MEDICINE · RAMQ

Your family doctor's clinic

For registered patients of Dr Ali Lalavi. Book a visit, renew a prescription or check on a result.

Book a visit | Renew a prescription



Appointments | Renewals | Results | Hours

GROUPE BINA

bina · lumina · sina

S4 · Slate and sun

Slate grey with one sunny yellow point.

sina
CLINIQUE MÉDICALE

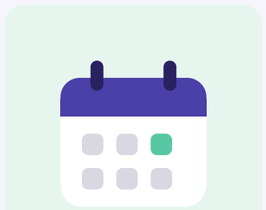
My appointment

FAMILY MEDICINE · RAMQ

Your family doctor's clinic

For registered patients of Dr Ali Lalavi. Book a visit, renew a prescription or check on a result.

Book a visit | Renew a prescription



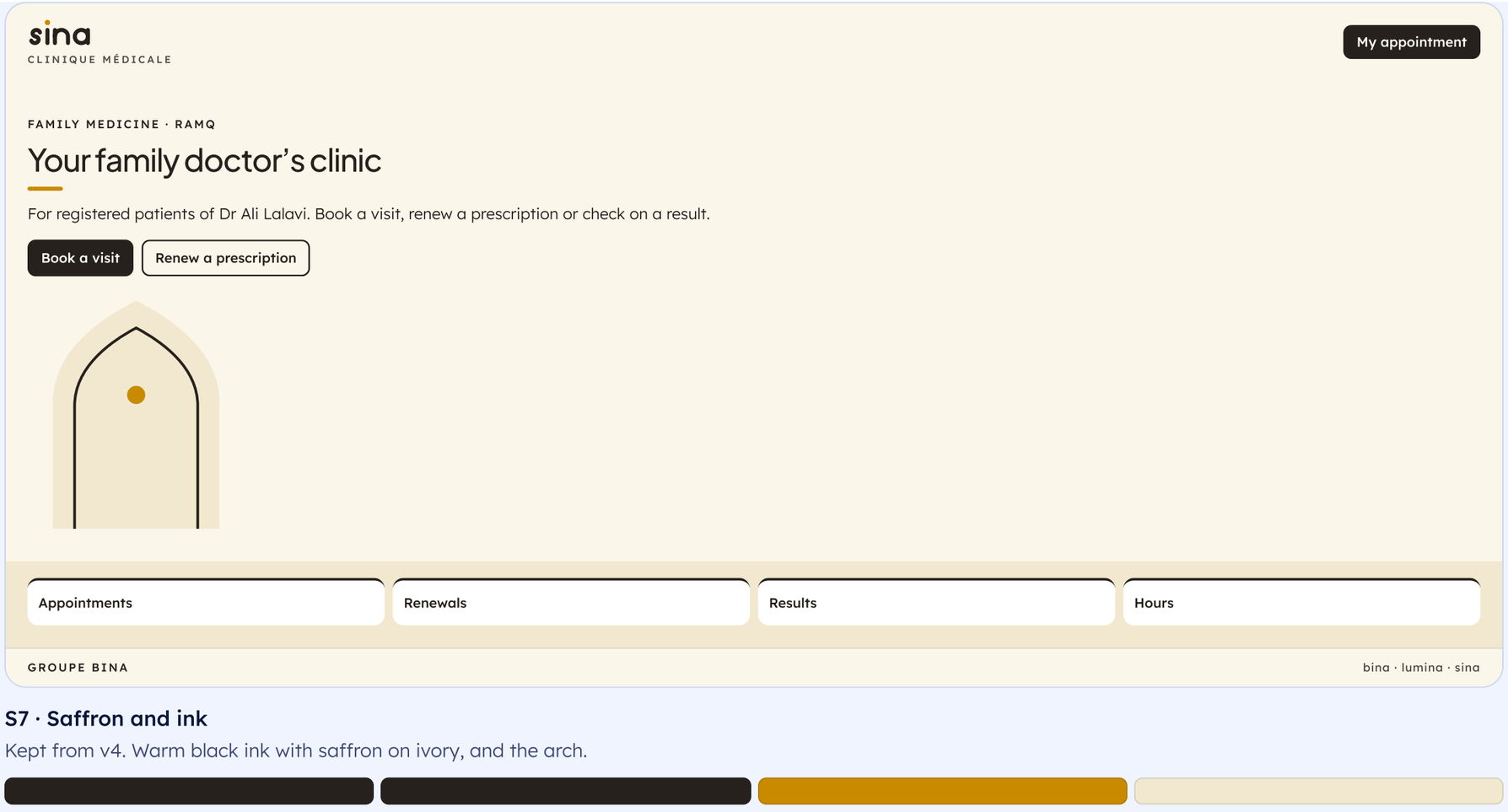
Appointments | Renewals | Results | Hours

GROUPE BINA

bina · lumina · sina

S5 · Violet and mint

Soft violet with mint.



S7 · Saffron and ink

Kept from v4. Warm black ink with saffron on ivory, and the arch.

sina
CLINIQUE MÉDICALE

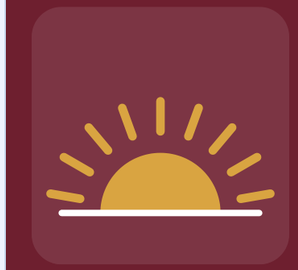
My appointment

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Book a visit | Renew a prescription



Appointments | Renewals | Results | Hours

GROUPE BINA

bina · lumina · sina

S11 · Burgundy and blush New

The burgundy you asked for, on blush cream with a gold sunrise. A solid colour block opens the page.

sina
CLINIQUE MÉDICALE

My appointment

FAMILY MEDICINE · RAMQ

Your family doctor's clinic

For registered patients of Dr Ali Lalavi. Book a visit, renew a prescription or check on a result.

Book a visit | Renew a prescription



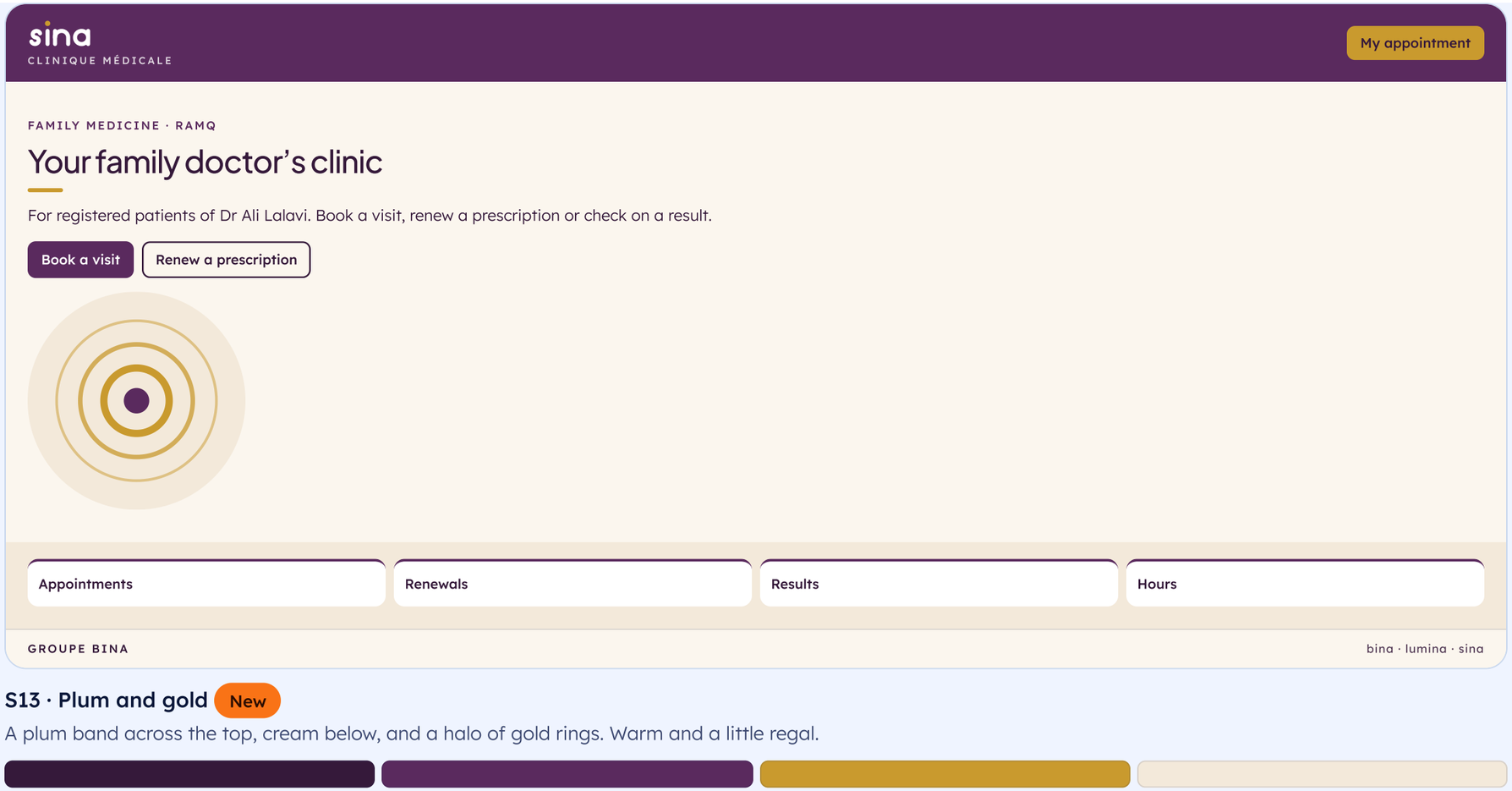
Appointments | Renewals | Results | Hours

GROUPE BINA

bina · lumina · sina

S12 · Cobalt and sun New

Bright cobalt with a yellow rising sun. Brilliance, drawn literally. The liveliest of the nine.



S13 · Plum and gold New

A plum band across the top, cream below, and a halo of gold rings. Warm and a little regal.

The burgundy you asked for is **S11**. Every sample now ends with the group footer instead of a line under the wordmark. Since Sina means brilliance and wisdom, I suggest updating its signature line to « La sagesse au service du soin », “Wisdom in the service of care”. Page content is still a sample to confirm.

06

Lumina by Bina

Lavender is removed. H is new. A, B, C, D and G are unchanged.

Lumina
BY BINA

Book now

MEDICAL AESTHETICS · BROSSARD

Aesthetic care, *clinically* guided

Botox, fillers, microneedling and skin rejuvenation, delivered to the clinical standards of Bina.

Book a consultation | Treatments



Injections | Microneedling | Regeneration | Laboratory

GROUPE BINA

bina · lumina · sina

A · Amber, refined

Today’s amber and cream, with Bina navy for text and buttons.

Lumina
BY BINA

Book now

MEDICAL AESTHETICS · BROSSARD

Aesthetic care, *clinically* guided

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Book a consultation | Treatments



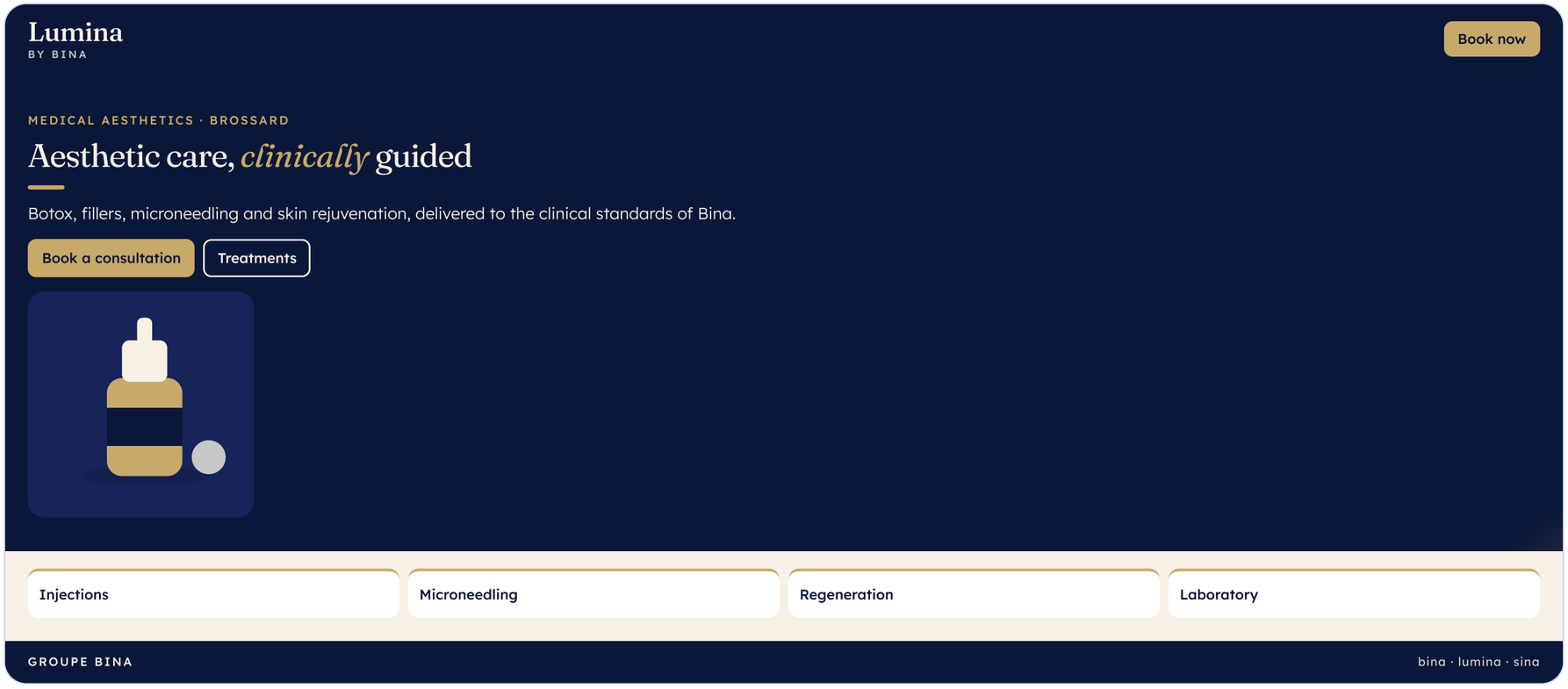
Injections | Microneedling | Regeneration | Laboratory

GROUPE BINA

bina · lumina · sina

B · Terracotta and sand

A rosier clay on warm sand.



C · Champagne on navy

Bina's navy band with champagne gold.

Lumina
BY BINA

Book now

MEDICAL AESTHETICS · BROSSARD

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Book a consultation | Treatments



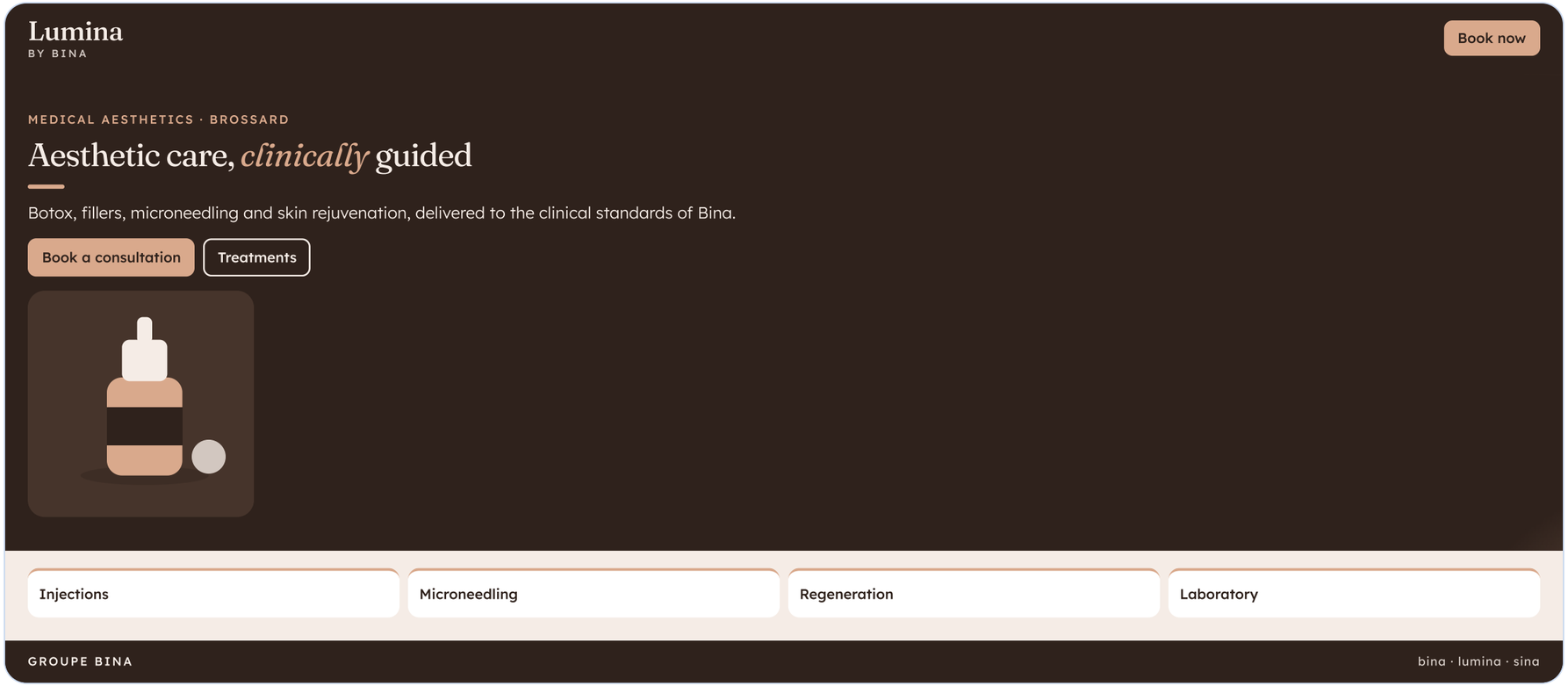
Injections | Microneedling | Regeneration | Laboratory

GROUPE BINA

bina · lumina · sina

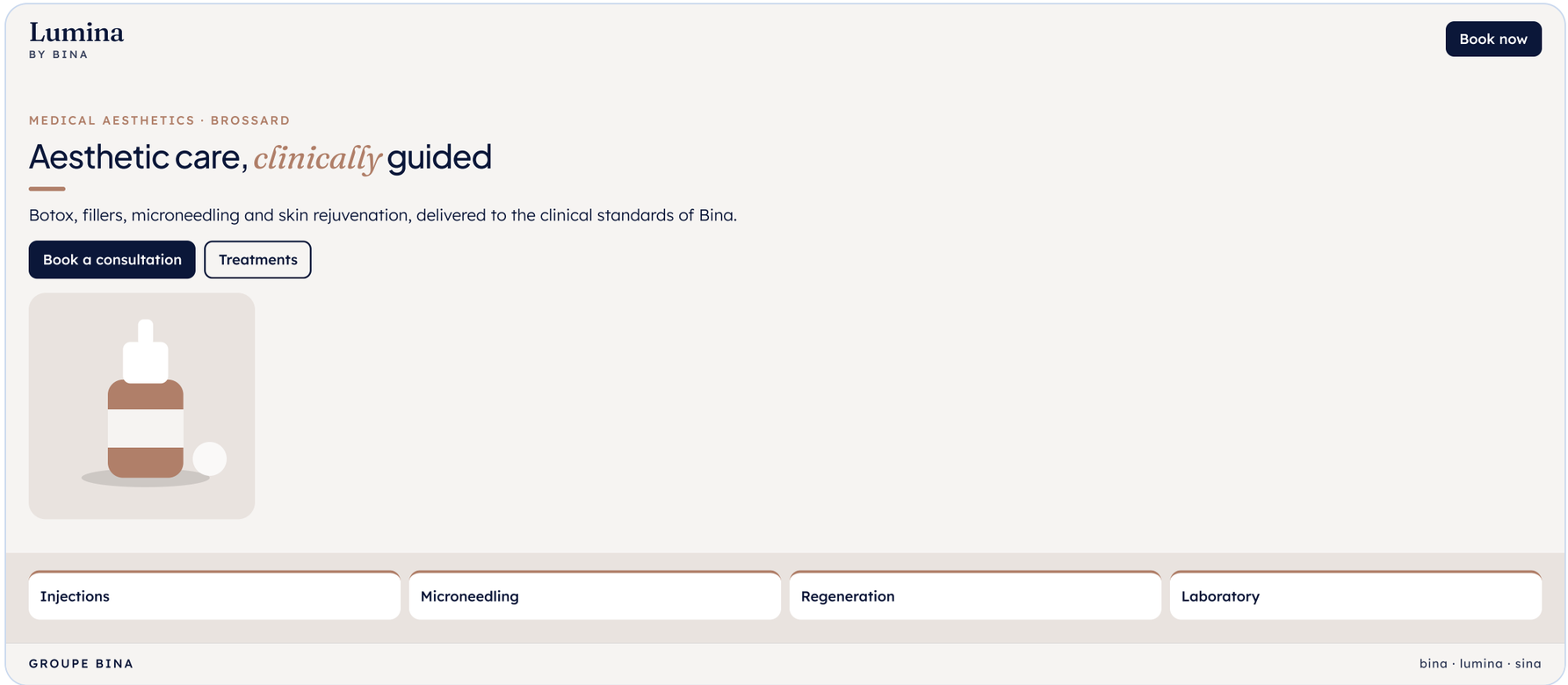
D · Rose quartz

Dusty rose and blush with navy.



G · Mocha and rose

Deep mocha with rose bronze and pearl.



H · Pearl and rose gold New

Cool pearl grey with a rose-gold accent. Quiet, clean and expensive-looking.

07

The group footer

One footer block, the same on every site, is the only place the three brands appear together. There is also a story in the names worth using inside the group: all three are about light.

Bina

Sight. The one who sees clearly. The private clinic and the name of the group.

Sina

Brilliance and wisdom. The public family practice.

Lumina

Light. Medical aesthetics.

GROUPE BINA

bina

Clinique médicale privée

Lumina

Esthétique médicale

sina

Médecine familiale · RAMQ

Each site keeps its own address, phone and hours above this block.

One point to settle: you said Sina is not promoted on binamd.ca. A shared footer on Bina's own site would show the Sina name there. I can make the footer list all three everywhere, or leave Sina out of the footer on Bina's and Lumina's sites and show the full row only on Sina's.

08

Carried forward, unchanged

The eight Bina colour schemes and the ten taglines from v4, kept here so this board is complete.

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

1 · Classic, tuned

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

2 · Deep contrast My pick

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

4 · Warm balance

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

6 · Ink and ember

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

8 · Soft apricot

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

10 · Sunrise

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

11 · Dusk

bina

FAMILY MEDICINE

A doctor who sees you

Private care in Brossard, in French, English and Persian.

Book a visit | See prices

New

Doctor visit $285

What a visit includes

12 · Honey

Taglines

1

See a doctor who sees you.

Un médecin qui vous voit vraiment.

2

Seen. Heard. Followed.

Vu. Écouté. Suivi.

3

No guessing. No surprises.

Sans détour. Sans surprise.

4

Your health. Our full attention.

Votre santé. Toute notre attention.

5

Here to serve. Here to stay.

Là pour servir. Là pour rester.

6

Better seen than sorry.

Mieux vaut prévoir que guérir.

7

At your service, for life.

À votre service, pour la vie.

8

Care that keeps its word.

Des soins qui tiennent parole.

9

We see you through.

On vous voit. On vous suit.

10

Know your doctor. Know what’s next.

Connaître son médecin. Savoir la suite.

What I need back

Logo

L3, L4, L6, L10, L11, L12, L14, L15 or L16.

Bina colour

1, 2, 4, 6, 8, 10, 11 or 12.

Sina

S1 to S5, S7, or S11 to S13.

Lumina

A, B, C, D, G or H.

Icons

Approve the style, pick a treatment, list missing services.

Footer

Sina shown on every site, or only on its own.

Identity options v5 for Groupe Bina, 14 November 2026. Logo and icon drawings are concepts. Prices in specimens come from the November 2026 membership preview.

SELECTED

Image styles 6, 11, 12, 13, 14

Each style keeps its study page and its prompt page from the image PDFs. Nothing on those pages was redrawn or rewritten.

6 · Documentary photography
The original candid daylight study.

11 · Bina Signature Daylight
Natural care, clear architecture, navy as a signature.

12 · Warm Editorial Film
Soft film colour and unforced moments.

13 · Architectural Calm
Clean space, people at a believable scale.

14 · Navy Windowlight
Real spaces, deep navy, sculpted daylight.

06 Documentary photography

SELECTED ORIGINAL

Your first preference: candid daylight and a credible clinical setting.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



The clearest starting point for the new photographic directions.

REFERENCE

Original image set retained from the supplied PDF.

FULL PROMPTS / NEXT PAGE

06 Documentary photography

FULL GENERATION PROMPTS / SELECTABLE TEXT

These are the generation prompts preserved in the supplied PDF. Original images were generated without image references.

01 DOCTOR + PATIENT

Generate a standalone image. Show ONLY the following scene (do not combine other scenes from the conversation): One female doctor in her late 30s wearing deep navy scrubs and one male adult patient in a pale blue shirt, seated facing each other across a small light wood desk during a calm consultation, doctor gesturing toward a blank tablet. One small orange mug on the desk is the sole orange element. Subjects occupy the right two thirds. No other people.

STYLE AND MEDIUM: Documentary photograph, soft daylight from one large window/one side, cool neutral walls and light wood in a modern private medical clinic. Staff in plain deep navy scrubs no badges. 35mm lens eye level shallow depth of field, slightly cool colour grade neutral skin. For family scene retain an outdoor clinic entrance, soft daylight.

Landscape 3:2, generous EMPTY LEFT THIRD for headline. No text, lettering, logos, badges, watermarks, border, inset or collage. Exactly one small orange element. Photorealistic, natural skin texture pores fine lines, no retouching, no plastic skin, anatomically correct hands, natural asymmetry, candid expressions, nobody looking at camera.

02 FAMILY OUTDOORS

Generate a standalone image. Show ONLY the following scene (do not combine other scenes from the conversation): A happy family of four, two parents in their 30s and two school-age children, enjoying a candid moment OUTSIDE a modern clinic beside a simple pale wall and greenery. Navy, white and pale blue clothing. One child holds a small vivid orange ball, the sole orange element. They smile at each other rather than the camera. Family grouped in the right two thirds.

STYLE AND MEDIUM: Documentary photograph, soft daylight from one large window/one side, cool neutral walls and light wood in a modern private medical clinic. Staff in plain deep navy scrubs no badges. 35mm lens eye level shallow depth of field, slightly cool colour grade neutral skin. For family scene retain an outdoor clinic entrance, soft daylight.

Landscape 3:2, generous EMPTY LEFT THIRD for headline. No text, lettering, logos, badges, watermarks, border, inset or collage. Exactly one small orange element. Photorealistic, natural skin texture pores fine lines, no retouching, no plastic skin, anatomically correct hands, natural asymmetry, candid expressions, nobody looking at camera.

03 MEDICATION PENS

Generate a standalone image. Show ONLY the following scene (do not combine other scenes from the conversation): Exactly THREE different unbranded GLP medication injector pens lying neatly side by side on a clean table: one slender white cylindrical pen with a pale blue cap; one broader deep navy pen with a white cap; one white rectangular auto-injector with a pale blue base. All capped, no exposed needles, no pills, no syringes, no boxes, no labels, no numbers. One small orange tray beside them, the sole orange element. Products in the right two thirds. These are generic visual concepts, not identifiable commercial products.

STYLE AND MEDIUM: Documentary photograph, soft daylight from one large window/one side, cool neutral walls and light wood in a modern private medical clinic. Staff in plain deep navy scrubs no badges. 35mm lens eye level shallow depth of field, slightly cool colour grade neutral skin. For family scene retain an outdoor clinic entrance, soft daylight.

Landscape 3:2, generous EMPTY LEFT THIRD for headline. No text, lettering, logos, badges, watermarks, border, inset or collage. Exactly one small orange element. NO PEOPLE, NO faces, NO family, NO doctor, ONLY three pens and tray. Photorealistic, natural skin texture pores fine lines, no retouching, no plastic skin, anatomically correct hands, natural asymmetry, candid expressions, nobody looking at camera.

11 Bina Signature Daylight

PRIMARY IDENTITY

Natural care, clear architecture and a recognisable navy signature.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



My first choice for the main website and service pages.

DEVELOPED FROM

6, refined with the restraint of 7

FULL PROMPTS / NEXT PAGE

11 Bina Signature Daylight

FULL GENERATION PROMPTS / SELECTABLE TEXT

Attach the corresponding original 6 image for: consultation, family. Other scenes were generated without a reference.

01 DOCTOR + PATIENT

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: Exactly one female doctor in plain deep navy scrubs and one adult male patient in a pale blue shirt, seated across a compact light-oak desk in a contemporary private medical clinic. A calm, attentive consultation; doctor and patient look at each other, with a blank tablet on the desk. One small orange ceramic cup is the only orange object. No additional people or family members.

ART DIRECTION: A premium documentary photograph with honest human warmth. Broad soft NORTH WINDOW daylight, lightly cool neutral shadows and true neutral skin; light oak, warm-white mineral plaster and discreet deep navy architectural joinery. Airy but dimensional, not flat grey. Eye-level 35mm, moderate shallow depth of field so the setting remains credible. Editorially precise composition, candid small gestures, no posed promotional smiles. Soft directional light sculpts real faces. Predominantly pale neutral atmosphere anchored by deep navy with tiny pale blue notes. Quiet polished private-clinic identity, personal rather than corporate.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

02 FAMILY OUTDOORS

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: A happy family of FOUR, two parents and two school-age children, outdoors beside a modern private clinic exterior with a restrained planted edge. An unforced candid moment of connection; they look at one another, not the camera. Navy, white and pale blue clothing. One child holds one small orange ball, the only orange object. No doctor, no medication, no other people.

ART DIRECTION: A premium documentary photograph with honest human warmth. Broad soft NORTH WINDOW daylight, lightly cool neutral shadows and true neutral skin; light oak, warm-white mineral plaster and discreet deep navy architectural joinery. Airy but dimensional, not flat grey. Eye-level 35mm, moderate shallow depth of field so the setting remains credible. Editorially precise composition, candid small gestures, no posed promotional smiles. Soft directional light sculpts real faces. Predominantly pale neutral atmosphere anchored by deep navy with tiny pale blue notes. Quiet polished private-clinic identity, personal rather than corporate.

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03 MEDICATION PENS

A SINGLE PRODUCT STILL LIFE ONLY. Exactly THREE distinct generic, unbranded GLP medication injector pens arranged side by side on a clean table: slender white cylindrical pen with pale blue cap; broader deep navy pen with white cap; white rectangular auto-injector with pale blue base. All capped and whole, with no exposed needles. One small matte orange tray is the sole orange object. NO PEOPLE, hands, faces, boxes, pills, syringes, labels, numbers or logos. Generic visual concepts, not replicas of identifiable commercial products.

ART DIRECTION: Premium documentary PRODUCT PHOTOGRAPHY in broad soft north-window daylight; lightly cool neutral shadows, light oak table, warm-white plaster, discreet navy joinery blurred in background. Airy dimensional light, true plastic materials, 50mm eye-level slightly above table, editorially precise. Products right two thirds.

Landscape 3:2, empty left third for headline, exactly three whole capped pen-shaped medication devices and one small orange tray. NO PEOPLE OR PARTS OF PEOPLE, NO hands, NO faces, NO doctor, NO family, NO human reflection, NO extra scenes, NO inset. No text, logos, labels, numbers, badges, borders or watermark. Keep blue/white pen colours and exactly one orange prop.

12 Warm Editorial Film

HUMAN / LIFESTYLE

Soft film colour, tactile surfaces and unforced moments.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



A warmer alternative for family medicine and patient stories.

DEVELOPED FROM

6 with a warmer editorial sensibility

FULL PROMPTS / NEXT PAGE

12 Warm Editorial Film

FULL GENERATION PROMPTS / SELECTABLE TEXT

Attach the corresponding original 6 image for: consultation, family, medications. Other scenes were generated without a reference.

01 DOCTOR + PATIENT

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: Exactly one female doctor in plain deep navy scrubs and one adult male patient in a pale blue shirt, seated across a compact light-oak desk in a contemporary private medical clinic. A calm, attentive consultation; doctor and patient look at each other, with a blank tablet on the desk. One small orange ceramic cup is the only orange object. No additional people or family members.

ART DIRECTION: Premium editorial lifestyle PHOTOGRAPHY with the tonal character of fine colour-negative film: warm ivory highlights, restrained navy, gently lifted shadows, very subtle fine grain, natural skin colours without orange cast. Soft late-afternoon daylight, no hard sun on faces. 50mm lens at eye level, intimate candid framing with breathing room and subtle asymmetry. Tactile light oak and off-white linen textures where appropriate, softened clinic architecture. Human interaction caught between poses; understated expressions and lived-in realism. Not hazy, not retro sepia, not fashion retouching. Distinctively warmer than a cool clinic documentary.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

02 FAMILY OUTDOORS

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: A happy family of FOUR, two parents and two school-age children, outdoors beside a modern private clinic exterior with a restrained planted edge. An unforced candid moment of connection; they look at one another, not the camera. Navy, white and pale blue clothing. One child holds one small orange ball, the only orange object. No doctor, no medication, no other people.

ART DIRECTION: Premium editorial lifestyle PHOTOGRAPHY with the tonal character of fine colour-negative film: warm ivory highlights, restrained navy, gently lifted shadows, very subtle fine grain, natural skin colours without orange cast. Soft late-afternoon daylight, no hard sun on faces. 50mm lens at eye level, intimate candid framing with breathing room and subtle asymmetry. Tactile light oak and off-white linen textures where appropriate, softened clinic architecture. Human interaction caught between poses; understated expressions and lived-in realism. Not hazy, not retro sepia, not fashion retouching. Distinctively warmer than a cool clinic documentary.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

03 MEDICATION PENS

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: Exactly THREE distinct generic, unbranded GLP medication injector pens arranged side by side on a clean table: slender white cylindrical pen with pale blue cap; broader deep navy pen with white cap; white rectangular auto-injector with pale blue base. All capped and whole, with no exposed needles. One small matte orange tray is the sole orange object. NO PEOPLE, hands, faces, boxes, pills, syringes, labels, numbers or logos. Generic visual concepts, not replicas of identifiable commercial products.

ART DIRECTION: Premium editorial lifestyle PHOTOGRAPHY with the tonal character of fine colour-negative film: warm ivory highlights, restrained navy, gently lifted shadows, very subtle fine grain, natural skin colours without orange cast. Soft late-afternoon daylight, no hard sun on faces. 50mm lens at eye level, intimate candid framing with breathing room and subtle asymmetry. Tactile light oak and off-white linen textures where appropriate, softened clinic architecture. Human interaction caught between poses; understated expressions and lived-in realism. Not hazy, not retro sepia, not fashion retouching. Distinctively warmer than a cool clinic documentary.

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13 Architectural Calm

SPACE / PRECISION

Clean spatial geometry with people kept at a believable scale.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



A precise, contemporary direction for clinic and diagnostic services.

DEVELOPED FROM

6 + 1, through architecture

FULL PROMPTS / NEXT PAGE

13 Architectural Calm

FULL GENERATION PROMPTS / SELECTABLE TEXT

These images were generated without an image reference.

01 DOCTOR + PATIENT

Create a single Bina Medical Clinic branding image. This is a new standalone composition of this scene only. Use natural adult faces, not the stiff poses of stock advertising.

SCENE: Exactly one female doctor in plain deep navy scrubs and one adult male patient in a pale blue shirt, seated across a compact light-oak desk in a contemporary private medical clinic. A calm, attentive consultation; doctor and patient look at each other, with a blank tablet on the desk. One small orange ceramic cup is the only orange object. No additional people or family members.

ART DIRECTION: Photorealistic architectural editorial PHOTOGRAPHY with a human subject integrated into a quietly premium medical environment. Wide 35mm rectilinear eye-level camera, straight verticals, NOT overhead or wide-angle distortion. Clear geometry, disciplined off-centre composition, generous negative space. White mineral surfaces, light oak, deep navy inset cabinetry, pale blue glass reflections; meticulous but welcoming, not a luxury hotel. Bright diffused daylight creates delicate crisp linear shadows. Medium depth of field with more environmental clarity than a portrait, balanced human scale. The main subject occupies the RIGHT HALF, leaving the LEFT HALF as meaningful clean architecture or tabletop. Crisp realistic materials, restrained colour, no visual clutter.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

02 FAMILY OUTDOORS

Create a single Bina Medical Clinic branding image. This is a new standalone composition of this scene only. Use natural adult faces, not the stiff poses of stock advertising.

SCENE: A happy family of FOUR, two parents and two school-age children, outdoors beside a modern private clinic exterior with a restrained planted edge. An unforced candid moment of connection; they look at one another, not the camera. Navy, white and pale blue clothing. One child holds one small orange ball, the only orange object. No doctor, no medication, no other people.

ART DIRECTION: Photorealistic architectural editorial PHOTOGRAPHY with a human subject integrated into a quietly premium medical environment. Wide 35mm rectilinear eye-level camera, straight verticals, NOT overhead or wide-angle distortion. Clear geometry, disciplined off-centre composition, generous negative space. White mineral surfaces, light oak, deep navy inset cabinetry, pale blue glass reflections; meticulous but welcoming, not a luxury hotel. Bright diffused daylight creates delicate crisp linear shadows. Medium depth of field with more environmental clarity than a portrait, balanced human scale. The main subject occupies the RIGHT HALF, leaving the LEFT HALF as meaningful clean architecture or tabletop. Crisp realistic materials, restrained colour, no visual clutter.

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03 MEDICATION PENS

A SINGLE PRODUCT STILL LIFE ONLY. Exactly THREE distinct generic, unbranded GLP medication injector pens arranged side by side on a clean table: slender white cylindrical pen with pale blue cap; broader deep navy pen with white cap; white rectangular auto-injector with pale blue base. All capped and whole, with no exposed needles. One small matte orange tray is the sole orange object. NO PEOPLE, hands, faces, boxes, pills, syringes, labels, numbers or logos. Generic visual concepts, not replicas of identifiable commercial products.

ART DIRECTION: Photorealistic architectural PRODUCT STILL LIFE. White mineral tabletop, navy inset cabinetry in a softly legible geometric background, pale-blue glass reflection, light oak detail, diffuse daylight and delicate linear shadows. Straight verticals, 50mm rectilinear perspective, moderate depth of field, immaculate private-clinic setting. Whole products occupy RIGHT HALF, left half clean tabletop.

Landscape 3:2, empty left third for headline, exactly three whole capped pen-shaped medication devices and one small orange tray. NO PEOPLE OR PARTS OF PEOPLE, NO hands, NO faces, NO doctor, NO family, NO human reflection, NO extra scenes, NO inset. No text, logos, labels, numbers, badges, borders or watermark. Keep blue/white pen colours and exactly one orange prop.

14 Navy Windowlight

DEPTH / DISTINCTION

Real spaces, deep navy surfaces and sculpted natural light.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



The strongest darker option for a distinctive hero or campaign.

DEVELOPED FROM

7 + 1 with the honesty of 6

FULL PROMPTS / NEXT PAGE

14 Navy Windowlight

FULL GENERATION PROMPTS / SELECTABLE TEXT

These images were generated without an image reference.

01 DOCTOR + PATIENT

Create a single Bina Medical Clinic branding image. This is a new standalone composition of this scene only. Use natural adult faces, not the stiff poses of stock advertising.

SCENE: Exactly one female doctor in plain deep navy scrubs and one adult male patient in a pale blue shirt, seated across a compact light-oak desk in a contemporary private medical clinic. A calm, attentive consultation; doctor and patient look at each other, with a blank tablet on the desk. One small orange ceramic cup is the only orange object. No additional people or family members.

ART DIRECTION: Premium realistic editorial PHOTOGRAPH in a REAL architectural setting dominated by deep navy #0B1739 matte mineral surfaces, not a seamless studio backdrop. A broad side window produces sculpted luminous daylight on subjects, gentle rim separation and rich open navy shadows with visible detail. Elegant 65mm lens perspective, slightly shallow depth of field, sophisticated natural contrast without theatrical darkness. Navy-on-navy tonal layers, white and pale blue highlights, true neutral skin tones, subtle oak where needed. Atmosphere intimate and assured, authentic human expression, not posed glamour. For the outdoor family use a deep navy exterior wall with soft side daylight and a discreet planted edge. Large clean navy left third, softly dimensional right two thirds.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

02 FAMILY OUTDOORS

Create a single Bina Medical Clinic branding image. This is a new standalone composition of this scene only. Use natural adult faces, not the stiff poses of stock advertising.

SCENE: A happy family of FOUR, two parents and two school-age children, outdoors beside a modern private clinic exterior with a restrained planted edge. An unforced candid moment of connection; they look at one another, not the camera. Navy, white and pale blue clothing. One child holds one small orange ball, the only orange object. No doctor, no medication, no other people.

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FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

03 MEDICATION PENS

A PREMIUM REALISTIC PRODUCT STILL-LIFE PHOTOGRAPH. Only THREE whole capped generic medication injector pens on a matte dark navy tabletop: slender white cylindrical pen with pale blue cap; broader deep navy pen with white cap; white rectangular auto-injector with pale blue base. One small orange #F97316 tray beside the pens, sole orange element. No identifiable commercial products. REAL deep navy #0B1739 mineral wall behind the table, side window daylight from right sculpts the white plastic with a delicate rim, rich open navy shadows and visible matte texture. Sophisticated 65mm perspective, shallow depth of field, carefully restrained premium clinical editorial finish. Product group right two thirds, large clean navy left third for website headline. Landscape 3:2. ABSOLUTELY NO PEOPLE OR PARTS OF PEOPLE: no doctor, woman, man, faces, arms, hands, reflections, portraits or any living subjects. No text letters labels numbers logos badges borders watermarks insets or collage. Exactly three pens and one orange tray, nothing else on table.

OTHERS

Options v5 did not keep

Grouped by brand. A direction that still appears on the v5 board is not repeated here.

Bina

Colours 3, 5, 7, 9. Logos A to E, L1, L2, L5, L7, L8, L9, L13. Taglines left off the ten.

Sina

S6 Lapis and gold, S8 Civic blue, S9 Copper and stone, S10 Garnet and pearl.

Lumina

Plum, E Sage clinical, F Lavender haze.

BINA

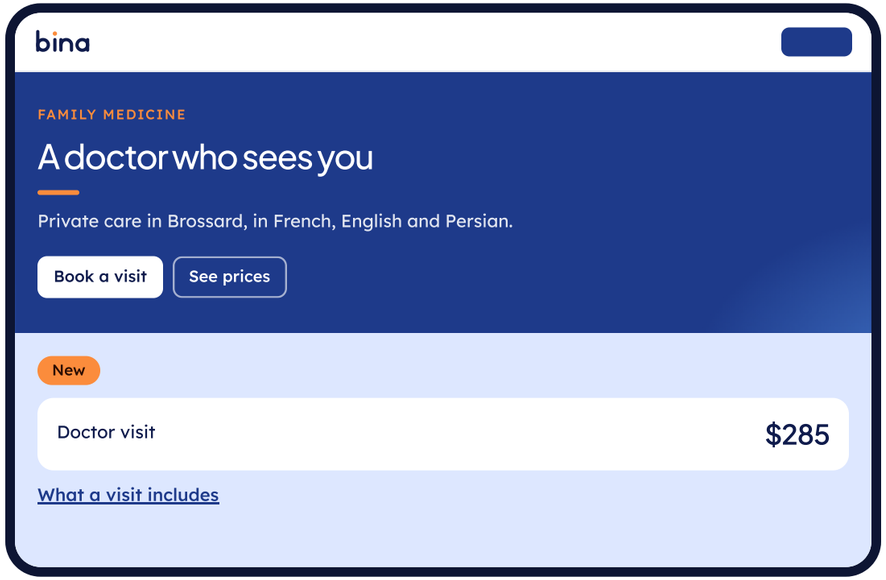
Colour, logos and taglines v5 did not keep

Specimens and wording are the ones from the round that last showed them. Nothing here was rewritten.

COLOUR SCHEMES

Four schemes taken off the Bina board

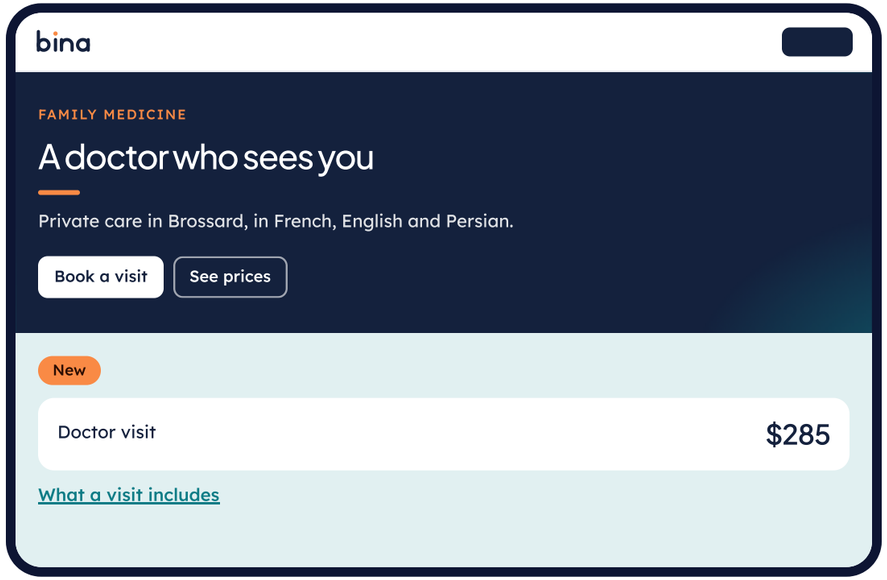
From Identity Options v3: “Scheme 7 is removed. Schemes 5 and 9, the teal ones, move to Sina.” Sina S1 and S2, the versions kept, are in the selected board. The phones below are the Bina specimens, which v5 no longer offers as Bina colours.



3 · Royal

Brighter, more corporate blue.

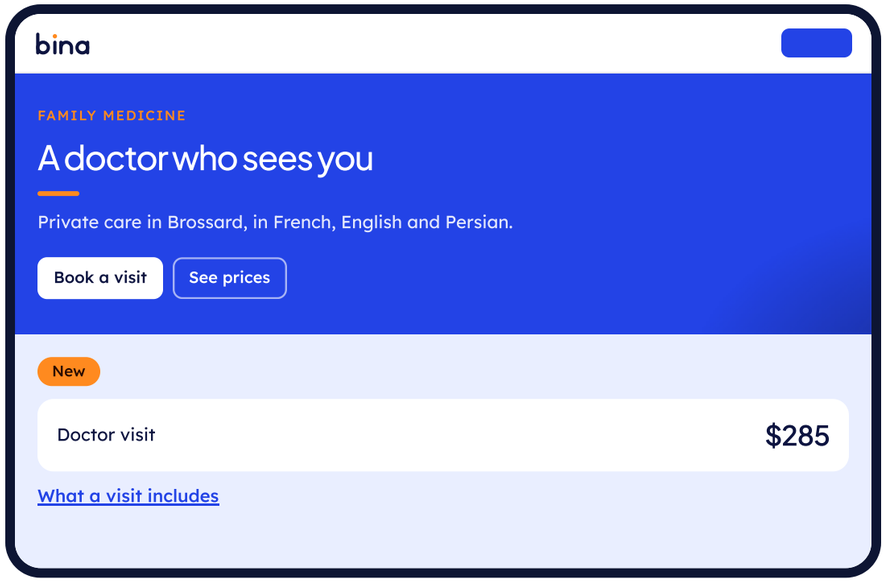




5 · Navy and teal

Adds a clinical teal.

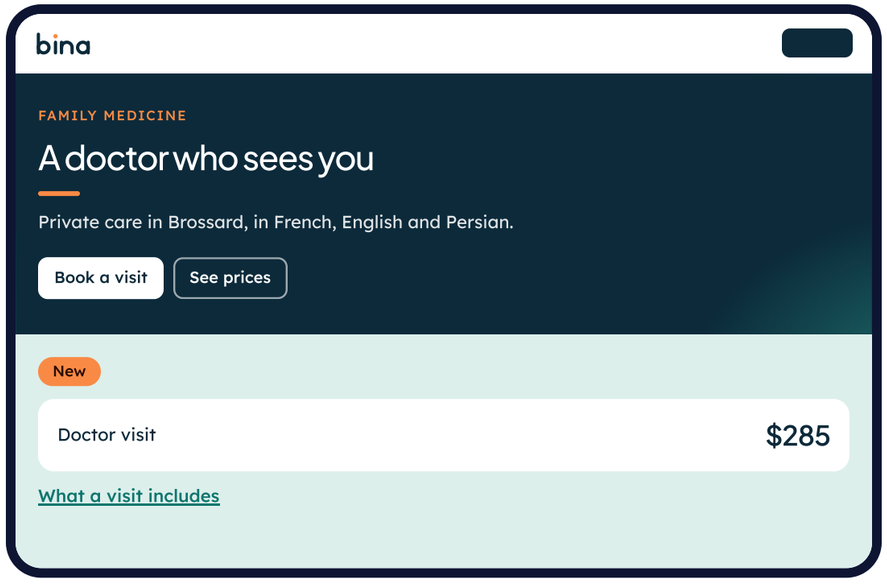




7 · Daylight cobalt New

Bright cobalt heroes. Feels like health tech.





9 · Deep sea New

Blue-green navy and seafoam. Unlike anyone nearby.



LOGOS · FIRST BOARD

Five logo directions

These are concept drawings to choose a direction, not finished artwork. The chosen one gets redrawn precisely, with a Persian lockup, before the kit.

A · Evolved B

Closest to today

BINA
CLINIQUE MÉDICALE

BINA

The current idea, cleaned up: a solid B with the cross, no leaf, a calmer wordmark. Safe if signage and uniforms already exist. The least modern of the five.

B · Horizon

bina
CLINIQUE MÉDICALE

bina

A sun rising on a horizon: vision as foresight. Warm and optimistic, works well as an app icon. Risk: sunrise marks are common in wellness.

C · The spark

My pick

bina

CLINIQUE MÉDICALE

bina

A wordmark only. The dot of the i becomes a small orange cross: the moment of insight, and the medical sign, in one detail. The cross then travels alone as the icon, bullet and “New” marker.

D · Care at the core

bina

CLINIQUE MÉDICALE

bina

A lowercase b with the cross at its centre, on a rounded tile. Reads as a modern app or health-tech brand, which suits the enterprise ambition. Strongest at small sizes.

E · Two generations



Two stacked forms make a B: a smaller orange one above a larger navy one. Father and son, family and enterprise, growth. The most abstract and the most distinctive.

How I would decide

- **C** if you want the cleanest, most flexible system. It also pairs with **D**'s tile as its app icon.
- **D** if the icon matters more than the wordmark.
- **E** if you want something nobody else in Québec health care has.
- **A** if changing signage is not worth it yet.

LOGOS · LATER ROUNDS

Marks not on the v5 shortlist

L2 was dropped in v3 as too expected. L7, L8 and L9 were not carried past v3. L13 was not carried into v5. L1 and L5 were not carried past v2.









L1 · The lens

A monoline B whose lower bowl holds an orange point of focus. Keeps the B you have today, drawn in the same hand as the wordmark. The safest step forward.

bina

CLINIQUE MÉDICALE

bina

binamd.ca

L2 · The seeing leaf

One shape that is both a leaf and an eye. It keeps the leaf from your current logo and gives it the meaning of the name. Growth and insight together.









L5 · Be · ب

The first letter of بینا in Persian: a cradle with a point beneath it. To everyone else it is a smile or an open hand. The only mark here that nobody else could claim.









L7 · Five lines

A capital B built from five bars, one for each pillar, with Service in orange at the centre. It reads as a B at a glance and as a system when you look closer. The bars can extend into layouts as rules and dividers.









L8 · The point

The least a b can be: a stem and a disc. The disc is the single point of focus. Bold enough for a sign across a parking lot, simple enough to stamp on a form.

bina

CLINIQUE MÉDICALE

bina

binamd.ca

L9 · First light

The wordmark with a sunrise inside the b. Vision as the first light of the day. It pairs naturally with colour scheme 10.









L13 · Asclepius

The rod of Asclepius, medicine’s oldest symbol, redrawn as a b. The rod is the stem and the serpent coils into the bowl. Heritage and letterform in one sign.

TAGLINES

Lines that did not make the ten

The ten taglines still on the table are in the selected board, carried forward unchanged from v4.

From the first board

1

Medicine with vision.

La médecine qui voit plus loin.

2

We look after you. We look ahead.

On veille sur vous. On voit plus loin.

3

Cared for like family.

Soigné comme un proche.

4

See further. Feel better.

Voir plus loin. Aller mieux.

5

Health care, clearly.

La santé, en clair.

6

Insight into your health.

Un regard éclairé sur votre santé.

1 and 2 carry the meaning of the name. 2 also holds both sides of the brand: family care and ambition. If none of these land, tell me which is closest and what is off.

From the second board

MY TOP THREE

Good medicine sees it coming.
La bonne médecine voit venir.

Vision and prevention in five words, with a little wit.

Know sooner. Live better.
Savoir plus tôt. Vivre mieux.

Prevention as a benefit. Parallel rhythm.

Private care, nothing hidden.
Le privé, sans zone grise.

The sharpest one. Sets Bina against vague competitors without naming them.

Health care that looks ahead.
La santé qui voit loin.

The enterprise line: ambition and prevention together.

Care is foresight.

Soigner, c’est prévoir.

French-led. Echoes a familiar proverb, so it lands instantly in Québec.

From the third board

We see to it.

On y voit.

New · service and sight in three words, in both languages

LUMINA

Directions v5 did not keep

Lavender is removed. Sage was removed in the round before that. Plum was drawn on the first board and never rebuilt. Clay and champagne from that first board were developed into Lumina B and C, which are in the selected board.

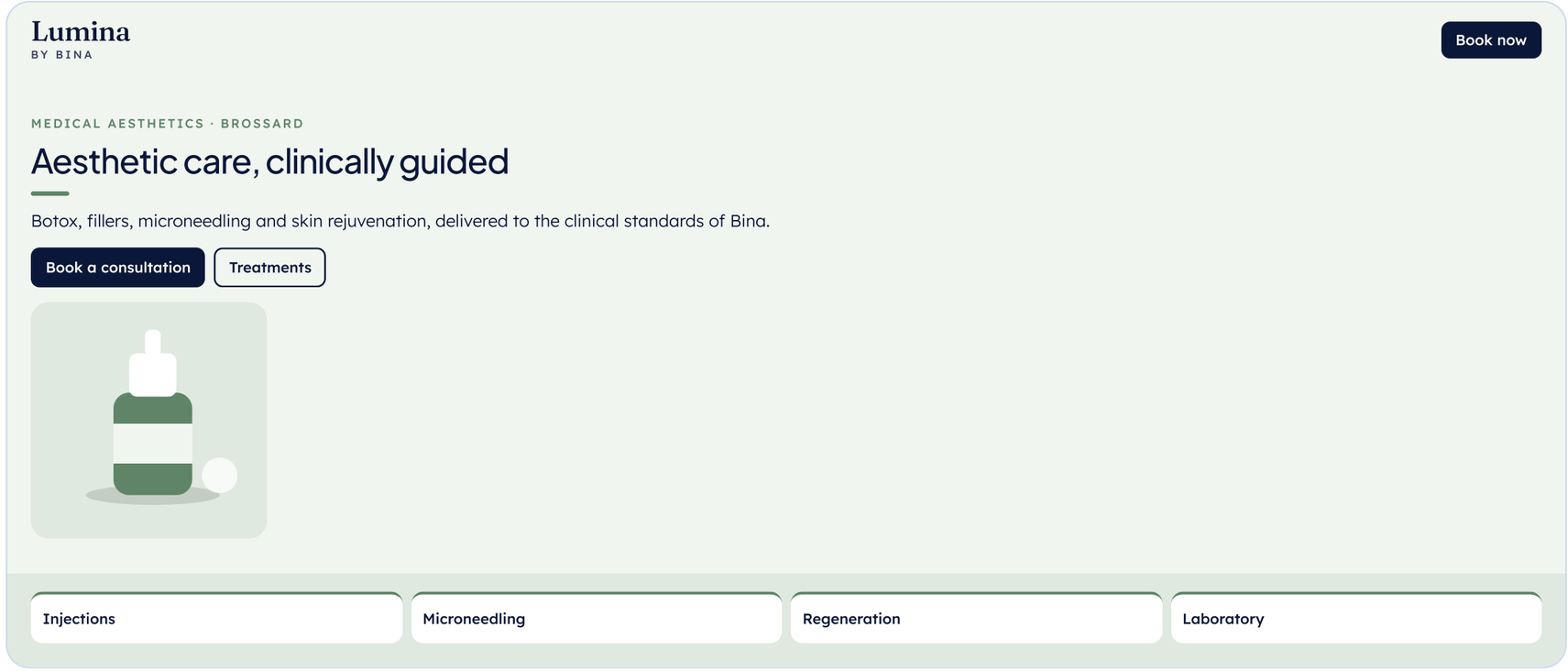
Lumina

BY BINA · PLUM



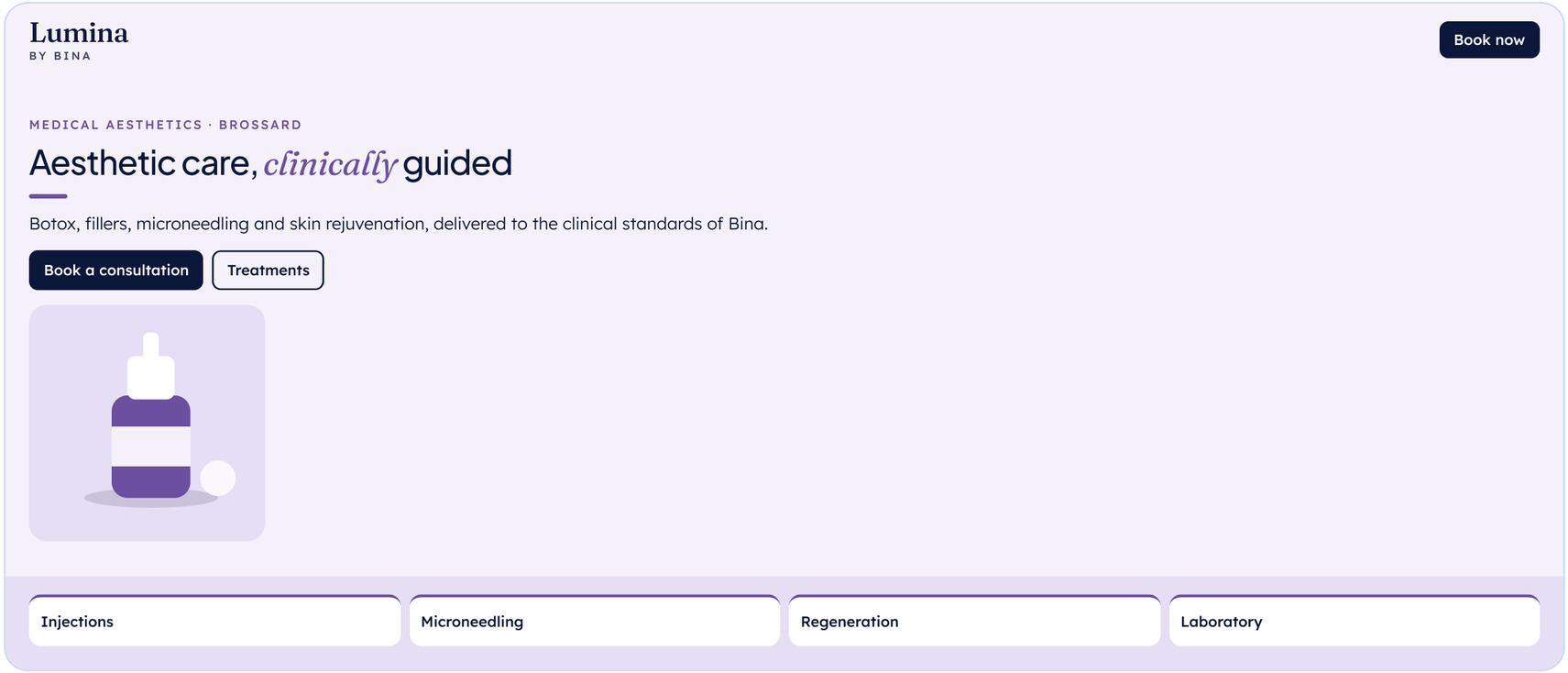
Clearly distinct from Bina’s orange.

In each case Lumina keeps Bina’s navy, type, shapes and voice, and swaps orange for its own accent. Its wordmark will follow whichever logo direction you choose.



E · Sage clinical

Sage green and mist. Fresh, calm and medical. The furthest from today.



F · Lavender haze

Soft lavender with a deep violet accent. Cool, calm, modern.

SINA

The sober directions that were withdrawn

From Identity Options v5: “The sober version is withdrawn. S1 to S5 are back as they were in v3. S7, saffron and ink, is kept from v4.” S7 is on the selected board. S6, S8, S9 and S10 are not.

Sina
CLINIQUE MÉDICALE · GROUPE BINA

FR · EN · فا

MÉDECINE FAMILIALE · RAMQ

Votre clinique de médecine familiale

Pour les patients inscrits auprès du Dr Ali Lalavi.

Prendre rendez-vous | Renouveler



Le savoir au service du soin. · Sina et Bina sont exploitées par des entités distinctes.

S6 · Lapis and gold My pick

Lapis blue and gold leaf on parchment. The colours of a Persian manuscript.

Sina
CLINIQUE MÉDICALE · GROUPE BINA

FR · EN · فا

MÉDECINE FAMILIALE · RAMQ

Votre clinique de médecine familiale

Pour les patients inscrits auprès du Dr Ali Lalavi.

Le savoir au service du soin.

- Prendre rendez-vous ›
- Renouveler une ordonnance ›
- Résultats ›
- Heures et adresse ›

Sina et Bina sont exploitées par des entités distinctes.

S8 · Civic blue

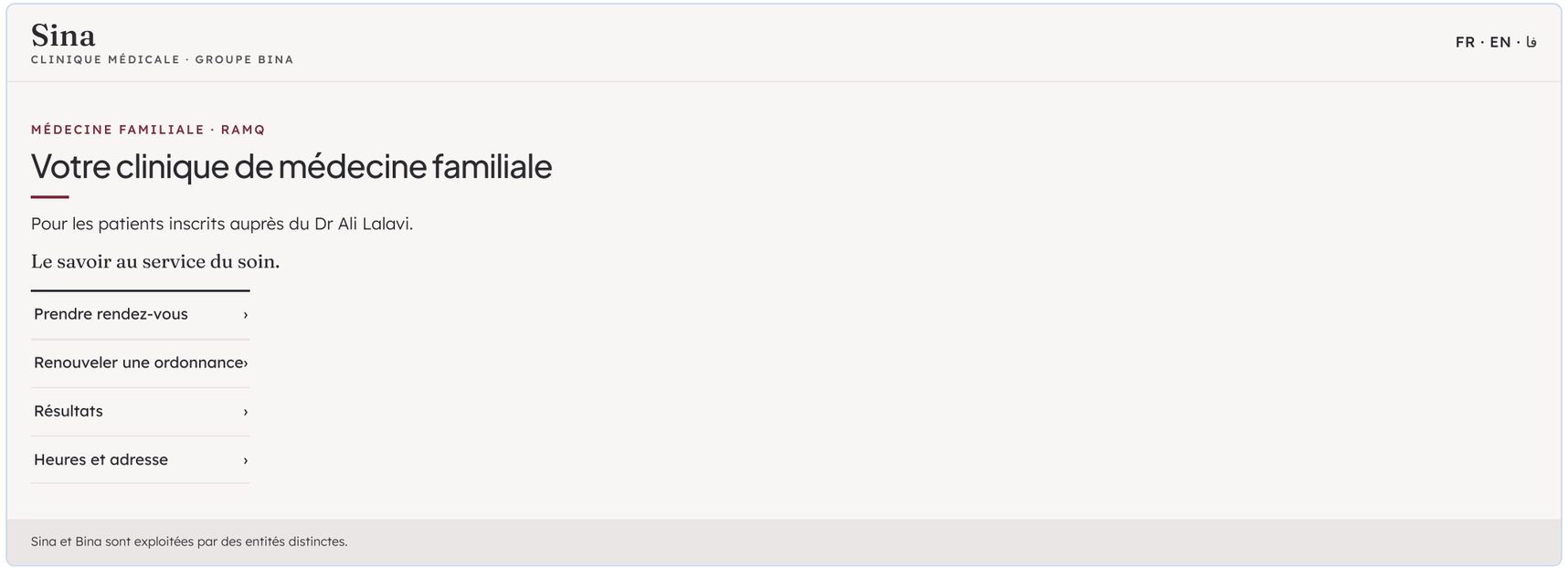
A clear public-service blue on white. Plain, familiar, trustworthy.



S9 · Copper and stone

Copper on warm stone with espresso ink. Calm and grounded.





S10 · Garnet and pearl

Pomegranate red on pearl grey. Serious and distinctive.

Why these cannot be mistaken for Bina

- No navy with orange in any of the five.
- Light, paper-like pages. Bina opens every page on a dark band.
- Square corners and hairlines. Bina uses round pills and soft cards.
- A serif wordmark. Bina’s is geometric and lowercase.
- No prices, offers or tags anywhere.

Other options for Groupe Bina. Logo drawings are concepts. Wording and specimens are unchanged from the boards they come from.

OTHERS

The other image styles

Styles 1, 2, 3, 4, 5, 7, 8, 9, 10, 15 and 16. Full study pages. Where the image PDF has a prompt page, it follows. Where it does not, the prompt from the identity board is copied onto the next page.

01 Studio still life / staged photo

SELECTED ORIGINAL

Your studio alternative: tactile product lighting and a deep navy setting.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



Retained to compare seamless studio light against a real architectural setting.

REFERENCE

Original image set retained from the supplied PDF.

FULL PROMPTS / NEXT PAGE

01 Studio still life / staged photo

FULL GENERATION PROMPTS / SELECTABLE TEXT

These are the generation prompts preserved in the supplied PDF. Original images were generated without image references.

01 DOCTOR + PATIENT

A realistic studio photograph of ONE female doctor in plain deep navy scrubs seated across a light wood desk from ONE male adult patient in pale blue shirt, doctor gesturing toward a blank tablet. Exactly one small vivid orange mug on desk. Seamless DEEP NAVY #0B1739 STUDIO BACKDROP AND FLOOR, indoor staged consultation. No greenery, no garden, no outdoor setting, no plants. Soft directional key light upper left, one crisp natural shadow, true to life skin pores and fine lines, candid natural expressions looking at each other, not camera. 50mm lens shallow depth of field. Calm minimalist navy white pale blue and natural skin tones. Generous empty left third. Landscape 3:2. No text badges logos watermarks.

02 FAMILY OUTDOORS

Create ONE image for a Bina clinic branding style comparison. Scene: A happy family of four, two parents in their 30s and two school-age children, enjoying a candid moment OUTSIDE a modern clinic beside a simple pale wall and greenery. Navy, white and pale blue clothing. One child holds a small vivid orange ball, the sole orange element. They smile at each other rather than the camera. Family grouped in the right two thirds.

Style: Studio photograph on a seamless deep navy (#0B1739) backdrop and matching surface. Soft directional daylight from upper left, one crisp natural shadow, shallow depth of field, true-to-life materials. Navy, white and pale blue palette with natural skin tones and exactly one orange object. Minimal editorial photography, 50mm lens. For people scenes retain the requested people, use a carefully staged studio scene rather than an empty still life. For the family preserve OUTDOORS by using a seamless-looking navy exterior wall with a small garden edge.

Common constraints: Landscape 3:2, generous clean EMPTY LEFT THIRD for website headline. No text, lettering, logos, badges, watermarks or graphic border. Exactly one small vivid orange #F97316 element. If photographic: photorealistic natural skin pores/fine lines, no retouching/plastic skin, anatomically correct hands, natural asymmetry, candid expressions, nobody looking at camera. Retain this scene and subjects; adapt medium only. Style number 1 is metadata, do not print it.

03 MEDICATION PENS

Create ONE image for a Bina clinic branding style comparison. Scene: Exactly THREE different unbranded GLP medication injector pens lying neatly side by side on a clean table: one slender white cylindrical pen with a pale blue cap; one broader deep navy pen with a white cap; one white rectangular auto-injector with a pale blue base. All capped, no exposed needles, no pills, no syringes, no boxes, no labels, no numbers. One small orange tray beside them, the sole orange element. Products in the right two thirds. These are generic visual concepts, not identifiable commercial products.

Style: Studio photograph on a seamless deep navy (#0B1739) backdrop and matching surface. Soft directional daylight from upper left, one crisp natural shadow, shallow depth of field, true-to-life materials. Navy, white and pale blue palette with natural skin tones and exactly one orange object. Minimal editorial photography, 50mm lens. For people scenes retain the requested people, use a carefully staged studio scene rather than an empty still life. For the family preserve OUTDOORS by using a seamless-looking navy exterior wall with a small garden edge.

Common constraints: Landscape 3:2, generous clean EMPTY LEFT THIRD for website headline. No text, lettering, logos, badges, watermarks or graphic border. Exactly one small vivid orange #F97316 element. If photographic: photorealistic natural skin pores/fine lines, no retouching/plastic skin, anatomically correct hands, natural asymmetry, candid expressions, nobody looking at camera. Retain this scene and subjects; adapt medium only. Style number 1 is metadata, do not print it.

02 Flat vector

CARTOON / ILLUSTRATION

Simple shapes, bright blues and a friendly graphic language.

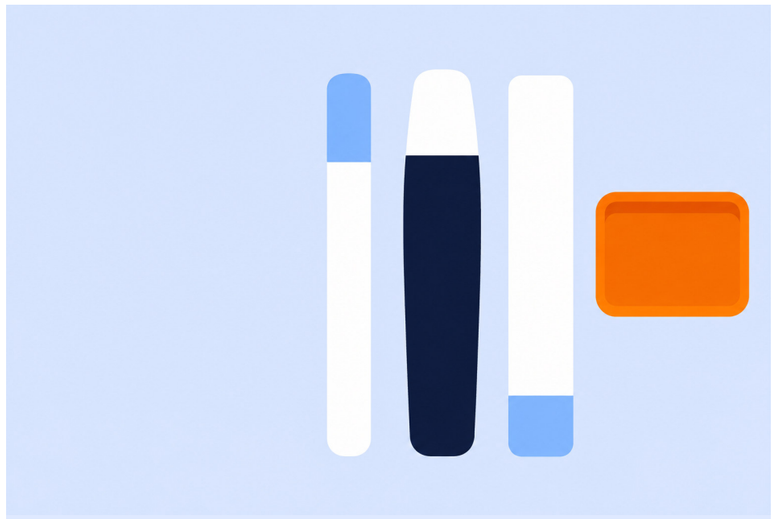
01 DOCTOR + PATIENT



02 FAMILY OUTDOORS



03 GLP MEDICATION PENS



A bold, approachable option for service illustrations and compact website graphics.

COMPARE

Trust + warmth / Distinctiveness / Clarity at small sizes / Space for a headline

PROMPT FROM THE IDENTITY BOARD · STYLE 02

2 · Clear shapes

Flat geometric vector. Solid fills, no outlines.

This style’s study page is the page before this one. It has no separate prompt page in the image PDFs, so the prompt is copied here unchanged.

```
Flat vector illustration of [SUBJECT]. Simple geometric shapes with solid fills, no outlines, no gradients, no texture. Strict palette: deep navy (#0B1739), mid blue (#2563EB), pale blue (#DFE9FF), white, and a single small accent in orange (#F97316). Pale blue background, rounded corners, modern editorial style. No people. No text, no logos, no watermarks. Calm, uncluttered, generous empty space on the left third for a headline. Landscape 3:2.
```

03 Minimal line

CARTOON / ILLUSTRATION

Sparse navy line work, white space and a single orange detail.

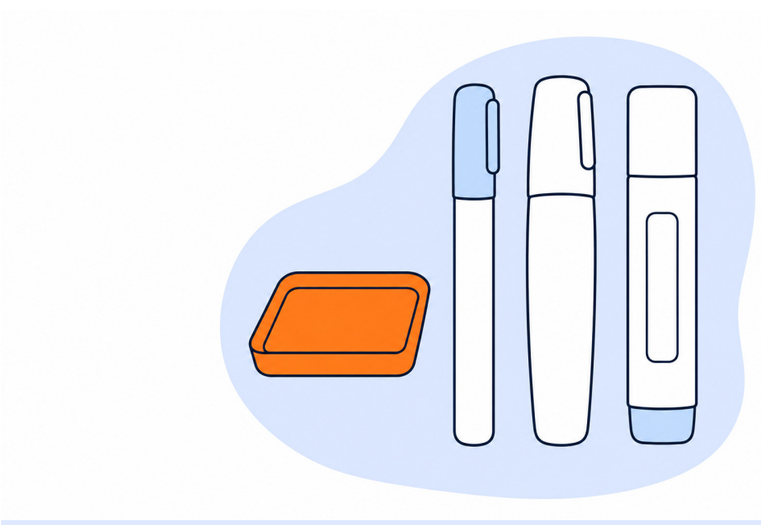
01 DOCTOR + PATIENT



02 FAMILY OUTDOORS



03 GLP MEDICATION PENS



A light editorial direction for explanations, supporting graphics and clean page layouts.

COMPARE

Trust + warmth / Distinctiveness / Clarity at small sizes / Space for a headline

PROMPT FROM THE IDENTITY BOARD · STYLE 03

3 · Blue line

Thin navy line drawings with one orange spot. For diagrams and steps.

This style’s study page is the page before this one. It has no separate prompt page in the image PDFs, so the prompt is copied here unchanged.

```
Minimal line illustration of [SUBJECT]. Even-weight thin navy (#0B1739) outlines with rounded ends, no shading, no fill except one flat spot of orange (#F97316) on a single detail and one flat pale blue (#DFE9FF) shape behind the subject. White background. Clean, precise, editorial medical explainer style. No text, no logos, no watermarks. Calm, uncluttered, generous empty space on the left third for a headline. Landscape 3:2.
```

04 Soft 3D clay

CARTOON / 3D

Rounded matte forms, soft shadows and a playful sense of depth.

01 DOCTOR + PATIENT



02 FAMILY OUTDOORS



03 GLP MEDICATION PENS



A friendly direction with a distinctly stylized feel across people and product scenes.

COMPARE

Trust + warmth / Distinctiveness / Clarity at small sizes / Space for a headline

PROMPT FROM THE IDENTITY BOARD · STYLE 04

4 · Soft clay

Matte 3D objects with rounded edges and soft light.

This style’s study page is the page before this one. It has no separate prompt page in the image PDFs, so the prompt is copied here unchanged.

```
3D render of [SUBJECT] in a soft matte clay style. Smooth rounded simplified forms, gentle studio lighting with soft shadows, slight top-down three-quarter view. Palette: navy (#0B1739), pale blue (#DFE9FF), white, and one object in orange (#F97316). Plain pale blue background. Minimal, friendly, high quality. No people. No text, no logos, no watermarks. Calm, uncluttered, generous empty space on the left third for a headline. Landscape 3:2.
```

05 Layered paper cut

ILLUSTRATION

Layered shapes, paper grain and subtle physical shadows.

01 DOCTOR + PATIENT



02 FAMILY OUTDOORS



03 GLP MEDICATION PENS



A crafted visual language that adds texture while keeping the palette restrained.

COMPARE

Trust + warmth / Distinctiveness / Clarity at small sizes / Space for a headline

PROMPT FROM THE IDENTITY BOARD · STYLE 05

5 · Paper cut

Layered cut-paper shapes with real shadows.

This style’s study page is the page before this one. It has no separate prompt page in the image PDFs, so the prompt is copied here unchanged.

```
Layered paper-cut illustration of [SUBJECT]. Flat shapes cut from matte coloured paper, stacked in three or four layers with soft realistic shadows between layers, subtle paper grain. Palette: deep navy (#0B1739), mid blue (#2563EB), pale blue (#DFE9FF), white, with one small piece in orange (#F97316). Photographed straight from above in soft daylight. No text, no logos, no watermarks. Calm, uncluttered, generous empty space on the left third for a headline. Landscape 3:2.
```

07 Editorial studio

SELECTED ORIGINAL

Your navy portrait option: polished light and a controlled background.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



Retained to compare studio polish against natural navy windowlight.

REFERENCE

Original image set retained from the supplied PDF.

FULL PROMPTS / NEXT PAGE

07 Editorial studio

FULL GENERATION PROMPTS / SELECTABLE TEXT

These are the generation prompts preserved in the supplied PDF. Original images were generated without image references.

01 DOCTOR + PATIENT

Generate ONE standalone image depicting ONLY this scene: One female doctor in her late 30s wearing deep navy scrubs and one male adult patient in a pale blue shirt, seated facing each other across a small light wood desk during a calm consultation, doctor gesturing toward a blank tablet. One small orange mug on the desk is the sole orange element. Subjects occupy the right two thirds. No other people.

STYLE: Editorial studio photograph in front of a seamless deep navy #0B1739 backdrop, one large soft key light upper left, gentle falloff subtle rim light. Navy white pale blue wardrobe, one orange accent. 85mm lens waist-up people framing calm confident mood. For family preserve OUTDOORS using a clean deep navy exterior wall as seamless-looking background. For medication scene use an elegant product portrait of three pens on tabletop against same navy studio backdrop.

Follow the STYLE adaptations especially the face-free crop for style 8. Landscape 3:2 with generous EMPTY LEFT THIRD. No letters, labels, numbers, logos, watermarks, badges, border, insets or collage. Exactly one small vivid orange element. Photorealism with natural skin pores fine lines, no retouching/plastic skin, anatomically correct hands and natural asymmetry; nobody looks at camera.

02 FAMILY OUTDOORS

Generate ONE standalone image depicting ONLY this scene: A happy family of four, two parents in their 30s and two school-age children, enjoying a candid moment OUTSIDE a modern clinic beside a simple pale wall and greenery. Navy, white and pale blue clothing. One child holds a small vivid orange ball, the sole orange element. They smile at each other rather than the camera. Family grouped in the right two thirds.

STYLE: Editorial studio photograph in front of a seamless deep navy #0B1739 backdrop, one large soft key light upper left, gentle falloff subtle rim light. Navy white pale blue wardrobe, one orange accent. 85mm lens waist-up people framing calm confident mood. For family preserve OUTDOORS using a clean deep navy exterior wall as seamless-looking background. For medication scene use an elegant product portrait of three pens on tabletop against same navy studio backdrop.

Follow the STYLE adaptations especially the face-free crop for style 8. Landscape 3:2 with generous EMPTY LEFT THIRD. No letters, labels, numbers, logos, watermarks, badges, border, insets or collage. Exactly one small vivid orange element. Photorealism with natural skin pores fine lines, no retouching/plastic skin, anatomically correct hands and natural asymmetry; nobody looks at camera.

03 MEDICATION PENS

Generate ONE standalone image depicting ONLY this scene: Exactly THREE different unbranded GLP medication injector pens lying neatly side by side on a clean table: one slender white cylindrical pen with a pale blue cap; one broader deep navy pen with a white cap; one white rectangular auto-injector with a pale blue base. All capped, no exposed needles, no pills, no syringes, no boxes, no labels, no numbers. One small orange tray beside them, the sole orange element. Products in the right two thirds. These are generic visual concepts, not identifiable commercial products.

STYLE: Editorial studio photograph in front of a seamless deep navy #0B1739 backdrop, one large soft key light upper left, gentle falloff subtle rim light. Navy white pale blue wardrobe, one orange accent. 85mm lens waist-up people framing calm confident mood. For family preserve OUTDOORS using a clean deep navy exterior wall as seamless-looking background. For medication scene use an elegant product portrait of three pens on tabletop against same navy studio backdrop.

Follow the STYLE adaptations especially the face-free crop for style 8. Landscape 3:2 with generous EMPTY LEFT THIRD. No letters, labels, numbers, logos, watermarks, badges, border, insets or collage. Exactly one small vivid orange element. Photorealism with natural skin pores fine lines, no retouching/plastic skin, anatomically correct hands and natural asymmetry; nobody looks at camera. ONLY THREE PENS AND TRAY, NO PEOPLE, no hands or faces.

08 Hands + task close-up

REALISTIC PHOTOGRAPHY

Tight crops focus on hands, objects and a shared activity.

01 DOCTOR + PATIENT



02 FAMILY OUTDOORS



03 GLP MEDICATION PENS



People scenes omit faces; the medication scene becomes a close product study.

COMPARE

Trust + warmth / Distinctiveness / Clarity at small sizes / Space for a headline

PROMPT FROM THE IDENTITY BOARD · STYLE 08

8 · Hands at work

Close, lifelike detail of care being given. Faces stay out of frame.

This style's study page is the page before this one. It has no separate prompt page in the image PDFs, so the prompt is copied here unchanged.

```
Close-up documentary photograph of [SCENE], framed tightly on the hands and the task, faces out of frame. Clean clinical setting, soft side daylight, nitrile gloves where appropriate, medically accurate technique and equipment. Deep navy scrubs partly visible, cool neutral background out of focus, exactly one small orange detail. 50mm macro feel, shallow depth of field. No text, no logos, no watermarks. Calm, uncluttered, generous empty space on the left third for a headline. Landscape 3:2.
```

09 Navy duotone + orange

REALISTIC / DUOTONE

Photographic detail reduced to navy and pale blue, with orange retained.

01 DOCTOR + PATIENT



02 FAMILY OUTDOORS



03 GLP MEDICATION PENS



The strongest colour consistency across scenes, with a more graphic overall mood.

COMPARE

Trust + warmth / Distinctiveness / Clarity at small sizes / Space for a headline

PROMPT FROM THE IDENTITY BOARD · STYLE 09

9 · Navy duotone

Any photo, real or generated, toned in navy with one area left in orange.

This style’s study page is the page before this one. It has no separate prompt page in the image PDFs, so the prompt is copied here unchanged.

```
Photograph of [SCENE] rendered as a duotone in deep navy (#0B1739) and pale blue-white, high clarity, soft contrast, with a single element kept in vivid orange (#F97316). Documentary framing, soft daylight, shallow depth of field, large area of smooth dark navy on the left for a headline. No text, no logos, no watermarks. Calm, uncluttered, generous empty space on the left third for a headline. Landscape 3:2.
```

10 Realistic digital gouache

SELECTED ORIGINAL

Your second preference: realistic people with a soft painted finish.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



The starting point for the two new painting directions.

REFERENCE

Original image set retained from the supplied PDF.

FULL PROMPTS / NEXT PAGE

10 Realistic digital gouache

FULL GENERATION PROMPTS / SELECTABLE TEXT

These are the generation prompts preserved in the supplied PDF. Original images were generated without image references.

01 DOCTOR + PATIENT

Generate ONE standalone image showing ONLY this scene: One female doctor in her late 30s wearing deep navy scrubs and one male adult patient in a pale blue shirt, seated facing each other across a small light wood desk during a calm consultation, doctor gesturing toward a blank tablet. One small orange mug on the desk is the sole orange element. Subjects occupy the right two thirds. No other people.

STYLE: Realistic digital gouache painting, accurate human proportions and credible clinical props, visible soft brush texture, simplified backgrounds. Deep navy pale blue warm natural skin tones white and exactly one small orange accent. Soft daylight one side. Calm editorial illustration, NOT cartoon, NOT anime.

Landscape 3:2. Generous clean EMPTY LEFT THIRD, no text logos numbers letters badges watermarks inset or collage. Exactly one small orange element. Painted natural human proportions with soft visible brushstrokes, not a photographic filter.

02 FAMILY OUTDOORS

Generate ONE standalone image showing ONLY this scene: A happy family of four, two parents in their 30s and two school-age children, enjoying a candid moment OUTSIDE a modern clinic beside a simple pale wall and greenery. Navy, white and pale blue clothing. One child holds a small vivid orange ball, the sole orange element. They smile at each other rather than the camera. Family grouped in the right two thirds.

STYLE: Realistic digital gouache painting, accurate human proportions and credible clinical props, visible soft brush texture, simplified backgrounds. Deep navy pale blue warm natural skin tones white and exactly one small orange accent. Soft daylight one side. Calm editorial illustration, NOT cartoon, NOT anime.

Landscape 3:2. Generous clean EMPTY LEFT THIRD, no text logos numbers letters badges watermarks inset or collage. Exactly one small orange element. Painted natural human proportions with soft visible brushstrokes, not a photographic filter.

03 MEDICATION PENS

Generate ONE standalone image showing ONLY this scene: Exactly THREE different unbranded GLP medication injector pens lying neatly side by side on a clean table: one slender white cylindrical pen with a pale blue cap; one broader deep navy pen with a white cap; one white rectangular auto-injector with a pale blue base. All capped, no exposed needles, no pills, no syringes, no boxes, no labels, no numbers. One small orange tray beside them, the sole orange element. Products in the right two thirds. These are generic visual concepts, not identifiable commercial products.

STYLE: Realistic digital gouache painting, accurate human proportions and credible clinical props, visible soft brush texture, simplified backgrounds. Deep navy pale blue warm natural skin tones white and exactly one small orange accent. Soft daylight one side. Calm editorial illustration, NOT cartoon, NOT anime.

Landscape 3:2. Generous clean EMPTY LEFT THIRD, no text logos numbers letters badges watermarks inset or collage. Exactly one small orange element. Only 3 pens and one orange tray on table, NO PEOPLE, NO hands, NO doctor or family. Painted natural human proportions with soft visible brushstrokes, not a photographic filter.

15 Modern Editorial Gouache

PAINTED / APPROACHABLE

Visible brushwork, thoughtful simplification and believable people.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



My choice for supporting illustrations alongside Signature Daylight.

DEVELOPED FROM

10, with more deliberate illustration

FULL PROMPTS / NEXT PAGE

15 Modern Editorial Gouache

FULL GENERATION PROMPTS / SELECTABLE TEXT

Attach the corresponding original 6 image for: consultation, family. Other scenes were generated without a reference.

01 DOCTOR + PATIENT

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: Exactly one female doctor in plain deep navy scrubs and one adult male patient in a pale blue shirt, seated across a compact light-oak desk in a contemporary private medical clinic. A calm, attentive consultation; doctor and patient look at each other, with a blank tablet on the desk. One small orange ceramic cup is the only orange object. No additional people or family members.

ART DIRECTION: A hand-painted REALISTIC EDITORIAL GOUACHE illustration on fine warm-white paper. Clearly a painting, not a photo covered by a texture filter. Natural adult and child proportions and convincing faces and hands. Broad matte opaque brush masses build simplified light and shadow, with a few crisp dry-brush edges and subtle paper showing through. Realistic but simplified forms, controlled detail at faces and key objects only. Deep navy #0B1739, pale blue #DFE9FF, warm natural skin tones, white and light oak neutral, one orange accent. Bright soft daylight, airy light background and a quiet unpainted LEFT THIRD. Contemporary sophisticated medical editorial art, NOT cartoon, not anime, not children's book art, not glossy 3D.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

02 FAMILY OUTDOORS

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: A happy family of FOUR, two parents and two school-age children, outdoors beside a modern private clinic exterior with a restrained planted edge. An unforced candid moment of connection; they look at one another, not the camera. Navy, white and pale blue clothing. One child holds one small orange ball, the only orange object. No doctor, no medication, no other people.

ART DIRECTION: A hand-painted REALISTIC EDITORIAL GOUACHE illustration on fine warm-white paper. Clearly a painting, not a photo covered by a texture filter. Natural adult and child proportions and convincing faces and hands. Broad matte opaque brush masses build simplified light and shadow, with a few crisp dry-brush edges and subtle paper showing through. Realistic but simplified forms, controlled detail at faces and key objects only. Deep navy #0B1739, pale blue #DFE9FF, warm natural skin tones, white and light oak neutral, one orange accent. Bright soft daylight, airy light background and a quiet unpainted LEFT THIRD. Contemporary sophisticated medical editorial art, NOT cartoon, not anime, not children's book art, not glossy 3D.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

03 MEDICATION PENS

A SINGLE PRODUCT STILL LIFE ONLY. Exactly THREE distinct generic, unbranded GLP medication injector pens arranged side by side on a clean table: slender white cylindrical pen with pale blue cap; broader deep navy pen with white cap; white rectangular auto-injector with pale blue base. All capped and whole, with no exposed needles. One small matte orange tray is the sole orange object. NO PEOPLE, hands, faces, boxes, pills, syringes, labels, numbers or logos. Generic visual concepts, not replicas of identifiable commercial products.

ART DIRECTION: Hand-painted realistic editorial GOUACHE PRODUCT STILL LIFE on warm-white fine paper. Clearly painted, not photo-filtered: broad opaque matte brush masses, a few dry-brush edges, visible subtle paper. Simplified forms but convincing injector-pen construction. Palette deep navy, pale blue, warm-white and neutral oak, one orange accent. Airy bright soft daylight, unpainted quiet left third.

Landscape 3:2, empty left third for headline, exactly three whole capped pen-shaped medication devices and one small orange tray. NO PEOPLE OR PARTS OF PEOPLE, NO hands, NO faces, NO doctor, NO family, NO human reflection, NO extra scenes, NO inset. No text, logos, labels, numbers, badges, borders or watermark. Keep blue/white pen colours and exactly one orange prop.

16 Luminous Painted Realism

PAINTED / REFINED

Luminous naturalism with a richer, more painterly navy atmosphere.

DOCTOR + PATIENT



FAMILY OUTDOORS



THREE GLP MEDICATION PENS



An art-led alternative for a more distinctive, mature brand tone.

DEVELOPED FROM

10 + the tonal depth of 7

FULL PROMPTS / NEXT PAGE

16 Luminous Painted Realism

FULL GENERATION PROMPTS / SELECTABLE TEXT

Attach the corresponding original 6 image for: consultation, family. Other scenes were generated without a reference.

01 DOCTOR + PATIENT

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: Exactly one female doctor in plain deep navy scrubs and one adult male patient in a pale blue shirt, seated across a compact light-oak desk in a contemporary private medical clinic. A calm, attentive consultation; doctor and patient look at each other, with a blank tablet on the desk. One small orange ceramic cup is the only orange object. No additional people or family members.

ART DIRECTION: A refined REALISTIC DIGITAL PAINTING with the visual language of contemporary matte oil and acrylic editorial art. Luminous carefully modelled natural faces, convincing anatomy and real human asymmetry. Soft layered translucent colour and visible restrained directional brushstrokes on background, fabric and edges; faces remain recognisable and finely painted. Deep navy tonal architecture, pale blue daylight, warm neutral skin and white highlights, one small orange accent. More depth and richer midtones than airy gouache, but no heavy impasto, no gloss, no antique yellow varnish. Selective detail, quiet cinematic light from one side, calm intimate mood. Clearly authored fine-art illustration rather than a photographic filter; not cartoon, not surreal. Smooth painterly navy negative space at LEFT THIRD.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

02 FAMILY OUTDOORS

Create a single Bina Medical Clinic branding image. Reference image: use the supplied reference only to retain the people or the three pen forms and the underlying scene; restage lighting, surroundings and composition according to the new art direction.

SCENE: A happy family of FOUR, two parents and two school-age children, outdoors beside a modern private clinic exterior with a restrained planted edge. An unforced candid moment of connection; they look at one another, not the camera. Navy, white and pale blue clothing. One child holds one small orange ball, the only orange object. No doctor, no medication, no other people.

ART DIRECTION: A refined REALISTIC DIGITAL PAINTING with the visual language of contemporary matte oil and acrylic editorial art. Luminous carefully modelled natural faces, convincing anatomy and real human asymmetry. Soft layered translucent colour and visible restrained directional brushstrokes on background, fabric and edges; faces remain recognisable and finely painted. Deep navy tonal architecture, pale blue daylight, warm neutral skin and white highlights, one small orange accent. More depth and richer midtones than airy gouache, but no heavy impasto, no gloss, no antique yellow varnish. Selective detail, quiet cinematic light from one side, calm intimate mood. Clearly authored fine-art illustration rather than a photographic filter; not cartoon, not surreal. Smooth painterly navy negative space at LEFT THIRD.

FINISH AND COMPOSITION: Landscape 3:2, subjects mostly on RIGHT TWO THIRDS with an uncluttered LEFT THIRD suitable for a website headline. Brand colours deep navy #0B1739, pale blue #DFE9FF, white and restrained orange #F97316; retain neutral skin tones and natural materials. Exactly ONE small orange object, never an orange cast across the scene. Correct human anatomy and hands. For photographs show natural pores, fine lines and fabric texture, no beauty retouching or plastic skin. No text, letters, logos, badges, labels, watermarks, insets, collage or border.

03 MEDICATION PENS

A SINGLE PRODUCT STILL LIFE ONLY. Exactly THREE distinct generic, unbranded GLP medication injector pens arranged side by side on a clean table: slender white cylindrical pen with pale blue cap; broader deep navy pen with white cap; white rectangular auto-injector with pale blue base. All capped and whole, with no exposed needles. One small matte orange tray is the sole orange object. NO PEOPLE, hands, faces, boxes, pills, syringes, labels, numbers or logos. Generic visual concepts, not replicas of identifiable commercial products.

ART DIRECTION: Refined REALISTIC DIGITAL PAINTING of a PRODUCT STILL LIFE, contemporary matte oil/acrylic editorial art. Luminous modelled pen forms, layered translucent colour, restrained visible brush marks on table and backdrop, selective crisp edges, rich navy midtones, pale-blue side daylight, white highlights. One orange accent. Clearly fine-art illustration, no gloss or heavy impasto. Smooth navy negative space at left.

Landscape 3:2, empty left third for headline, exactly three whole capped pen-shaped medication devices and one small orange tray. NO PEOPLE OR PARTS OF PEOPLE, NO hands, NO faces, NO doctor, NO family, NO human reflection, NO extra scenes, NO inset. No text, logos, labels, numbers, badges, borders or watermark. Keep blue/white pen colours and exactly one orange prop.

GROUPE BINA · ONE RECOMMENDATION

Care, clearly.

Les soins, clairement.

A single set, not another menu. One mark, one palette, one line, one way of taking pictures. It is meant to be taken whole or set aside. It does not extend the navy-and-orange boards.

For
The team choosing a house style

Against
Identity options v1 to v5, and styles 1 to 16

Read from
binamd.ca, UnionMD, ELNA and PrivaMED

Document
Grok's version · 14 November 2026

THE MARK

bina

CLINIQUE MÉDICALE

Two rules under the name. The top of a note that has already started. Not a cross, not a leaf, not a stethoscope.

binamd.ca is saying what the chains say.

The clinic’s facts are stronger than its language. The boards in the other PDF spend those facts on navy, orange, and a symbol. The competitors already live in that neighbourhood.

BINAMD.CA TODAY

A careful clinic, in a template voice.

- Private multidisciplinary clinic, 6955 Taschereau, suite 101, a short walk from REM Panama.
- Founded by family physicians Dr Ali Lalavi and Dr Kourosh Lalavi.
- Care in French, English and Persian. Open seven days. Telemedicine across Quebec where it is appropriate.
- A public 5.0 on Google. New patients accepted.
- The headline it leads with is “multidisciplinary private care”, then easy booking and the star rating.

ON THE SAME SHORE

Chains, and a coral navy.

- UnionMD has a South Shore clinic on Taschereau and about fifteen sites. Its published values are excellence, compassion and service.
- ELNA’s private rooms, including DIX30 and PrivaMED on Marie-Victorin, read as a network: white stone, a cyan wall, a heart-shaped person.
- PrivaMED’s published brand assets use a coral near #FF9149 and a navy near #101C30.
- That pair sits next to the boards’ navy #0B1739 and orange #F97316.

LEFT UNUSED

Judgment, then the next step.

- The name بينا means clear-sighted. Not “we see you”. It means the situation is read correctly.
- The founders are family doctors, not a group. Nobody on Taschereau can claim that the same way.
- Three languages are a way of speaking, not a badge under the fold.
- Sina, Bina and Lumina are a sequence: the chart, the private visit, the aesthetic opinion. Not three brands competing.

So this version refuses

Navy and orange. A medical instrument as a logo. Spa blush for Lumina and a friendlier rainbow for Sina. Taglines about being seen, followed, or “at your service”. Pictures graded toward navy. The words multidisciplinary, excellence, and compassion, which UnionMD and ELNA already spend.

02 · ONE OF EACH

The set. Nothing else in this file.

If a piece is tempting to swap for an item from v5, don’t. The seal on scheme 2 would just be orange again, in a darker red.

COMPONENT	THIS VERSION	ALREADY IN THE OTHER PDF
Mark	The name in a text serif, with two rules of unequal length. No symbol.	L3, L4, L6, L10 to L16, and the earlier A to E, lenses, capsules, pulse, leaf, stethoscope.
Colour	Bone #F3EEE4, espresso #241C16, seal #8C3A32 used rarely.	Schemes 1 to 12, including navy, orange, apricot, honey, dusk.
Type	Newsreader for the name and headlines. Source Sans 3 for everything else.	Fraunces, Lexend, Plus Jakarta Sans.
Line	Care, clearly. / Les soins, clairement.	The ten lines about being seen, heard, followed, or staying.
Sina	The same paper. Rules in indigo #2C3A5F. No sun, no arch, no calendar.	S1 to S5, S7, S11 to S13, and the dropped S6, S8, S9, S10.
Lumina	The same paper. Rules in dried rose #7A4A45. No jar, no gold, no blush field.	A to D, G, H, and the dropped plum, sage and lavender.
Icons	Eight espresso stamps. Filled. No accent dot. Square ends.	Open navy line, one orange point, the opposite of SM Privé.
Pictures	Newsprint daylight. Cool, hard side light, bone walls. Three scenes, below.	Styles 1 to 16, including 6, 11, 12, 13 and 14.
Footer	Sina, Bina, Lumina, in that order, on bone, on every site.	A navy bar, and the open question of whether Sina appears everywhere.

The name is the instrument.

بينا is a word about sight and judgment. Drawing an eye, a lens or a stethoscope says it twice. The rules are enough: a page has been opened, and the next line is coming.

bina

CLINIQUE MÉDICALE

bina

CLINIQUE MÉDICALE

FAVICON AND APP



SMALL LOCKUP

bina

The rules stay with the name. They are not a separate icon floating in a menu.

SINA AND LUMINA USE THE SAME DRAWING

sina

lumina

Do not add the leaf from the current sign, an orange dot on the i, or a Persian dot under the b. L10 and L16 already tested those, and they belong to the other system. Have a designer draw the final curves, and run a trademark search before anything is signed.

Paper, ink, and a seal.

The seal is not a button colour. Buttons are espresso. The seal marks one thing on a page: a decision, a price, a closed file. If it appears more than once in a screen, it is being used wrong.

Bone
#F3EEE4
Pages, rooms, paper

Espresso
#241C16
Type, buttons, rules

Seal
#8C3A32
One mark per view

Sina indigo
#2C3A5F
Rules only, not a field

Lumina rose
#7A4A45
Rules only, not a blush

Care, clearly.
Les soins, clairement.

Newsreader for anything that is the clinic speaking in its own name. Source Sans 3 for navigation, prices, forms and explanations. No third face.

Persian, for a native speaker to approve before print: مراقبت، به‌روشنی.

Judgment. Sequence. Continuity. Plain speech.

These four replace the v5 pillars only if this version is chosen. Service stays the work. It does not need to be a pillar when the line is already about a clear next step.

SAY

A family doctor reads the situation, then names the next step. In French, English or Persian. The same chart next year.

DO NOT SAY

Multidisciplinary excellence. We see you. At your service. Five stars as a headline. Anything a chain on Taschereau could paste onto its own homepage.

The private door.

Same facts as the live site. Different order: judgment first, booking second, the star rating nowhere near the hero.

bina

Prendre rendez-vous

Care, clearly.

Les soins, clairement.

A private clinic in Brossard, founded by family doctors. French, English and Persian. The visit, the test and the specialist are in the same house, in that order.

6955 Taschereau | REM Panama | Open 7 days



01	02	03	04
Tell us what is going on.	A physician names the next step.	The test or specialist is already here.	You leave knowing what happens after.

Same paper. A different rule.

They should not look like a second and third brand. A patient who moves from the family chart to a private visit to an aesthetic opinion should feel they have changed rooms, not companies.

sina

Mon rendez-vous

MÉDECINE FAMILIALE

Your chart stays here.

Votre dossier reste ici.

The family-medicine door of the house. For ongoing care, renewals and results. Named for Avicenna: brilliance as judgment, not as a sunrise drawn on the page.

- RAMQ where it applies
- The same address

VISIT	RENEW	RESULT	NEXT
Book	A prescription	Read it here	Handed to Bina if needed

lumina

Book a consult

BY BINA · ESTHÉTIQUE MÉDICALE

After a medical opinion.

Après un avis médical.

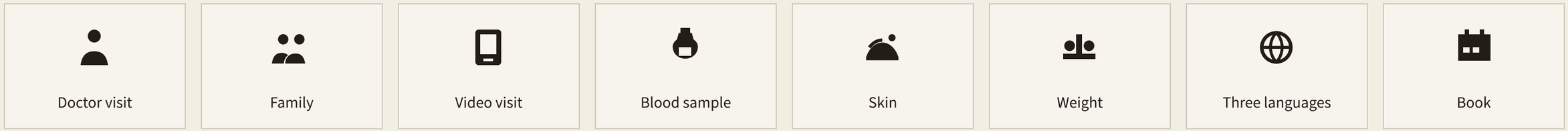
Injectables, skin, regeneration. Offered only once a physician has said what the skin actually needs. Not a spa palette, and not a product jar as the picture.

- Botox and fillers
- Skin
- The Bina chart

ASK	PLAN	TREAT	REVIEW
A physician first	What, and what not	In this house	On the same chart

Stamps, not a dotted line.

Filled espresso, square ends, no second colour. Eight is the set for now. A new service gets a stamp drawn to the same grid, or it does not get an icon. People are not drawn as a stem and a dot. That drawing belongs to the other wordmark.



The house

sina — MÉDECINE FAMILIALE

bina — CLINIQUE MÉDICALE

lumina — ESTHÉTIQUE MÉDICALE

The three names sit on every site, Sina first: the chart, then the private visit, then aesthetics. Not a navy bar. Address, phone and hours stay above this row. Groupe Bina is the house, not a fourth logo.

Cool light. Bone walls. No grade.

One style. These three frames are generated stand-ins so the team can see the light. They are not photographs of Bina, and they should not be published. Reshoot them in the clinic with the people who work there.



The consult. Two people, a chart between them, not a smile at the lens.



The room. A parent and a child waiting. Empty wall is part of the picture.



The table. Paper, water, an instrument at rest. Olive is a prop, not a logo.

Shoot this. Or stay with v5.

Do not mix. A newsprint photograph on a navy-and-orange site will look like a mistake, not a blend.

Photograph of [SCENE], landscape 3:2. Newsprint daylight: cool, slightly desaturated, hard side light, green-grey shadows, bone plaster or bone linen, walnut or pale oak only as wood. People at ease and not performing for the camera. Faces may be unsmiling. Large areas of empty wall or table. No navy paint, no orange object, no cyan accent, no beauty-campaign glow, no duotone, no illustration. Olive, if present, is a single sprig in glass and is not a brand symbol. No text, no logos, no watermarks. 50mm, quiet, precise.

Scenes to reshoot, in this order: a consult with a paper chart between physician and patient; the waiting room with one family, not a crowd; a table with a closed folder, water, and an instrument at rest.

Do not use the generated frames in this PDF as final art.

1. If the team wants to look unlike UnionMD and ELNA from the first second, take this set as it stands.
2. If the team wants the symbol, the orange point and the livelier Sina already drawn, stay with v5 and styles 6, 11, 12, 13 or 14. Do not borrow the seal.
3. Before either is built: a designer finishes the wordmark, counsel searches the mark, and a Persian speaker approves مراقبت، به‌روشنی.
4. The specimens use public facts from binamd.ca. Prices, RAMQ rules and which physicians sit behind Sina still have to be confirmed by the clinic.

One house. The next line is the point.