

Bupa بوب

The logo features the word "Bupa" in a white, italicized sans-serif font on the left, and the Arabic word "بوب" (Bub) in a white, stylized script font on the right. A white heartbeat line, resembling an ECG, is positioned between the two words, starting under the 'B' of "Bupa", passing under the 'و' of "بوب", and ending under the 'ب' of "بوب". The entire logo is set against a solid blue background.