

*Bupa* بوبابا

The logo features the word "Bupa" in a blue, italicized sans-serif font on the left. To its right is a stylized heartbeat line composed of three parallel lines in blue, green, and yellow. The line starts flat, then dips, rises to a sharp peak, dips again, and ends with a smaller peak. To the right of the heartbeat line is the word "بوبابا" in a blue, rounded Arabic script font.