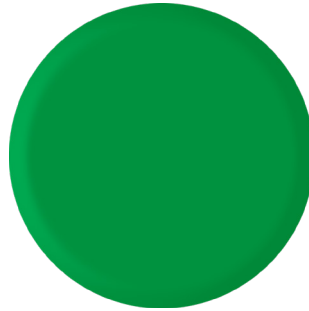


The Green Dot

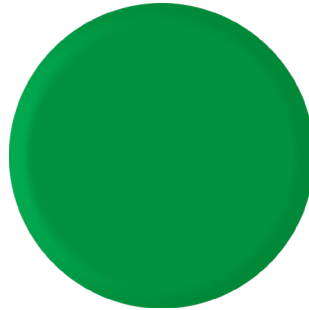
Brand Guideline

May 2019





Modern Family Planning Methods: ***Safe and Trusted***



Modern Childbirth Spacing Methods: ***Safe and Trusted***



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Introduction



The Green Dot is the National Family Planning logo.

It represents the symbol of Family Planning in Nigeria and signifies availability of quality services.

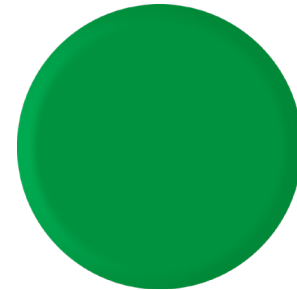
Logo

Logo

In a diverse, multi-ethnic and religious society like Nigeria, logos are prone to misinterpretations. The Green Dot logo as the name implies is a simple Green Dot.

It is simple, abstract in nature, easy to describe and recall.

Its simple color conceptually represents the diversity and oneness of Nigeria.



Logo Usage

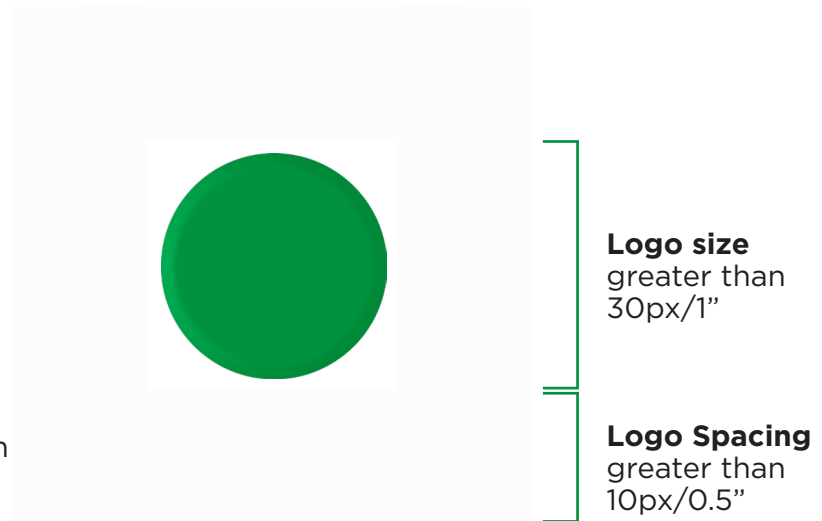
To protect the integrity of the Green Dot brand, the logo should be downloaded from the website of the Federal Ministry of Health.

www.health.gov.ng

It can also be collected in-person from Federal Ministry of Health, Family Health Department, Health Promotion Division or State Ministry of Health, Public Health Department.

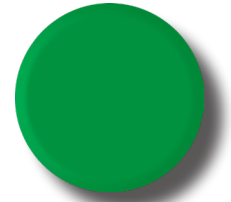
Basic logo guidelines have been created with regards to safe area, logo combinations, and size restrictions. Care should be taken when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.

- Screen minimum size - 30px
- Print minimum size - 1"
- Maximum size - less than 1/3 of the media.



Logo Misuse

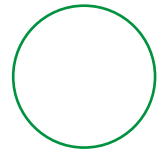
In order to maintain a strong, consistent, and successful brand, we ask that the Green Dot logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo.



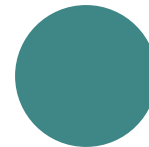
Don't add shadows, strokes, or other effects



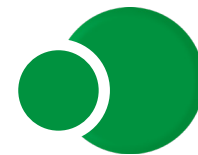
Don't change aspect ratio, stretch, or squeeze



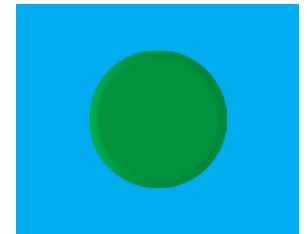
Don't make the Green dot into an outline



Don't alter the colours of the Green dot.



Don't add extra elements

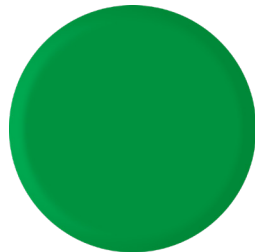


The Green dot should always be on a white background

Colour

Colour

The Green Dot brand is leaf green in colour



R	-	0	C	-	86
G	-	146	M	-	17
B	-	63	Y	-	100
			K	-	4
HEX	-	#00923f			



Identity

Purpose

VISION

To serve as a quick memory aid for the general public on location of Public and Private outlets where Family Planning/Childbirth Spacing services can be obtained.

MISSION

- To create massive public visibility for outlets providing quality Family Planning/Childbirth Spacing services.
- Build a memorable client satisfying experience
- Remind the general public about locations where safe and trusted Family Planning/Childbirth Spacing services can be accessed.
- Establish a unique link with all Family Planning/Childbirth Spacing campaigns in Nigeria.



Our Core Value

The general public is assured that Family Planning/Childbirth Spacing Services provided in locations having the Green Dot logo are safe and trusted.



Identity

Our Brand is “The Green Dot”.

It is:

- Simple
- Easy to remember
- Non-controversial
- Easy to describe
- Not illustrative



Tagline & Typography

The tagline is an expression of the green Dot brand—a short, memorable phrase.

- It should always be written and used as in the format shown in these examples.
- The typeface is “Gotham”.

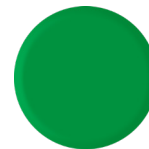
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*()-=+

Modern Family Planning Methods: **Safe and Trusted**

Tagline
height greater than 20px/1”

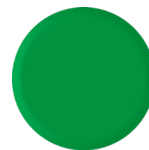
Modern Childbirth Spacing Methods: **Safe and Trusted**

Tagline
height greater than 20px/1”



Modern Family Planning Methods: **Safe and Trusted**

Logo with Tagline
height greater than 90px/0.5”



Modern Childbirth Spacing Methods: **Safe and Trusted**

Logo with Tagline
height greater than 90px/0.5”

Placement & Collaterals

Logo Placement

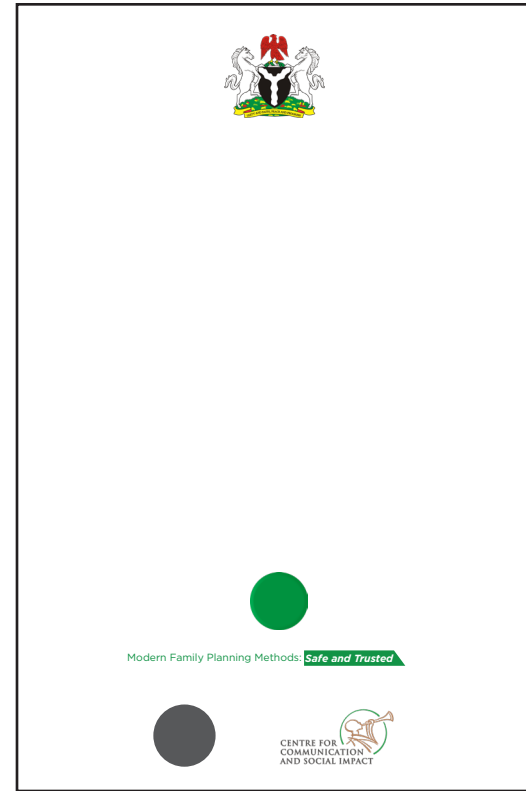
The Green Dot logo will be used as follows:

- Site markers at the entrance of all public and private locations/outlets where Family Planning/Childbirth Spacing services are offered such as: health facilities, pharmacies and chemists.
- Venues where Family Planning/Childbirth Spacing topics are being discussed such as conferences, seminars, workshop etc
- Placed at the top extreme right hand side on print and electronic Family Planning/Childbirth Spacing publications such as fact sheets, letter heads, newsletters etc.
- Symbol which is mentioned and used to direct the public to locations where quality Family Planning/Childbirth Spacing services are provided.

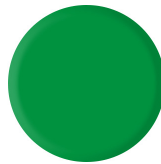


Logo Arrangement

The Green dot logo should always come above the State logo and other logo array as shown in this example. The Nigerian Coat of Arms always take precedence over other logos and as such should be at the top of communication materials. It should never be on the same line with other logos.



1



Modern Family Planning Methods: **Safe and Trusted**

2



State Logo

*3



Scale-up
implementing
organization's
logo

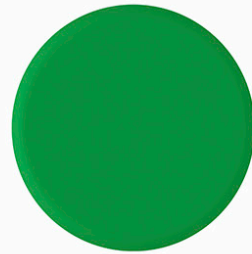

Family Planning Services
Available Here
↓
Life and Health



PBF INTER

MALE WARD





Family Planning Services
Available Here

...Safe and Trusted

Contact Information:

Federal Ministry of Health

www.health.gov.ng



FMoHNigeria

This brand guideline is brought to you by the **Federal Ministry of Health**
with support from **Centre for Communication and Social Impact**

