



MINISTRY *of* HEALTH  
REPUBLIC OF BOTSWANA

# MINISTRY *of* HEALTH



# About Ministry of Health (MoH)

The Ministry of Health (MoH) has the portfolio responsibility to provide leadership on health matters. It does this by formulating Health policies, ensuring their correct interpretation and implementation throughout the health care delivery system.

4

## Strategic Themes

- Health Promotion
- Patient Care Services
- Organizational Excellence

## Strategic Results

- Reduced incidences prevalence of diseases
- Restored Health
- Customers Satisfied

# Mission

- Ministry of Health exists to promote comprehensive quality health service to the nation

# Vision

- Model of excellence in quality health service

# Values

- Customer Focus
- Timeliness
- Integrity
- Botho
- Equity

# Ministry of Health Logo

This logo conveys a message of a professional body with attitudes of order, cleanness and a clinical feel. It portrays a compelling image of the ministry's vision and mission, denoting a strong sense of credibility, professionalism and experience. Most importantly, this logo is designed to be a vital tool in aiding the Ministry of Health's visual communication, service orientation and its unique positioning among other organisations both in the local and international platforms.

The overall feel of the logo has been hailed to be simple and distinctive. It is designed to be highly instrumental in building the ministry's identity and to successfully exude the ministry's attitude and its fundamental values.

6

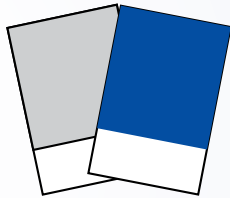
## Objectives

- The objectives of the MoH brand include but are not limited to:
- Delivering clear messages
- Confirming credibility
- Connecting with customer and stake holder prospects emotionally
- Substantiating user loyalty and trust



MINISTRY *of* HEALTH  
REPUBLIC OF BOTSWANA

## Colours

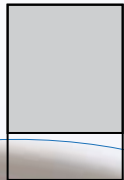


From an economic and usability point of view, the colours used were kept minimal, so that the logo still has to maintain the same impact even when in black and white.

7



**Pantone DS 187-7C (Blue) C:100 M:80 Y:0 K0** inspires feelings of patience, clarity, understanding and mental control, as well as endowing elements of health, environment, purity and cleanness.



**Grey 40% black** is a subtle tone symbolising neutrality and balance (which are the fundamentals of good health).



# Fonts

The Serif font (TIMES ROMAN) used is entirely as a symbol of an up to date “moving with the times” corporate sophistication and formality, to communicate a more staid and professional message that resonates among the Ministry’s employees and the organisation itself.

TIMES ROMAN

24 pt OHamburgefönstiv

36 pt OHamburgefönstiv

48 pt OHamburgefönstiv

60 pt OHamburgefönst

72 pt OHamburgefö

84 pt OHamburge

96 pt OHamburg



# Elements



The **Caduceus** symbol attached to it is synonymous with institutions upholding best international health practices, and it is employed here to reiterate the ministry's endeavours in meeting global health standards.



Map, Rays and Waves

The rays radiating out of the Botswana map symbolise not only hope but promises of better health care services to the people of Botswana as in line with the mandate of the Ministry.



The waves at the bottom carry the form of our national flag, and they signify the dynamics of the health sector and bestow a rather energetic and vibrant feel.

# Do's and Don'ts



## No other colors

Do not use colors other than the defined MoH colors. Never place the logo on images or gradient backgrounds.



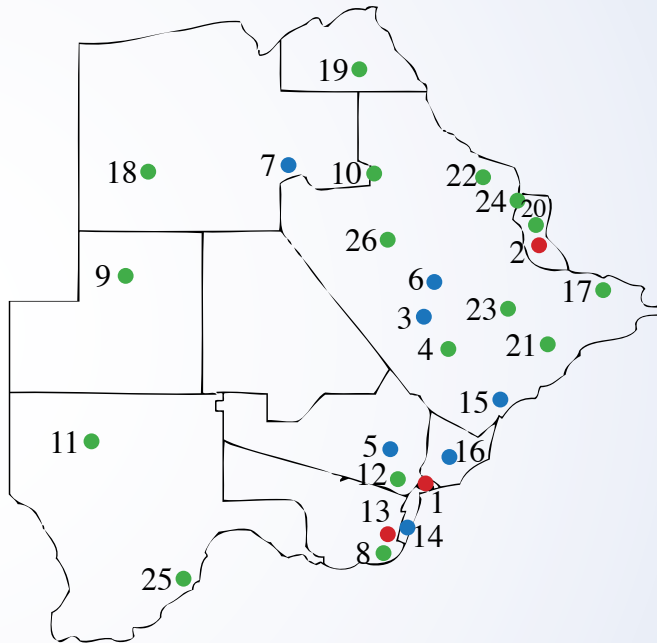
## Never reshape

Never reshape or break up the logo. If it does not fit your design, redesign. The shape and whitespace of the logo come first.



## No 3D

Do not use 3D. Do not use shadows, bevels or in any way create an illusion of depth in any material produced.



**Key**

- District Hospital
- Referral Hospital
- Primary Hospital

1. Princess Marina Referral Hospital
2. Nyangabgwe Referral Hospital
3. Sekgoma Memorial Hospital (District Hospital)
4. Palapye Primary Hospital
5. Scottish Livingstone Hospital (District Hospital)
6. Selibe-Phikwe Government Hospital (District Hospital)
7. Letsholathebe II Memorial Hospital (District Hospital)
8. Good Hope Primary Hospital
9. Ghanzi Primary Hospital
10. Gweta Primary Hospital
11. Hukuntsi Primary Hospital
12. Thamaga Primary Hospital
13. Sbrana Psychiatric Hospital (Referral)
14. Athlone Hospital (District Hospital)
15. Mahalapye Hospital (District Hospital)
16. Deborah Retief Memorial Hospital (District Hospital)
17. Bobonong Primary Hospital
18. Gumare Primary Hospital
19. Kasane Primary Hospital
20. Masunga Primary Hospital
21. Mmadinare Primary Hospital
22. Sefhare Primary Hospital
23. Rakops Primary Hospital
24. Tutume Primary Hospital
25. Tsabong Primary Hospital
26. Letlhakane Primary Hospital



MINISTRY *of* HEALTH  
REPUBLIC OF BOTSWANA

Public Relations Office  
Toll free 0800 600 740  
Fax 3910647