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# BRAND STYLE GUIDELINES

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We depend on you to build our brand by using the styles outlined in our brand guide. Visual presentation is one of the key success of our brand, please follow these guidelines to ensure consistent treatment of our visual identity across all communication.



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# Who We Are

Shaping Fiji's Health

A Healthy Populations.

The Health Ministry is tasked with delivering medical services to Fiji's entire population, which, as per the 2017 National Population Census, is currently 884,887. Additionally, we extend similar services to expatriates who visit or reside in our country.

Our goal is to offer high-quality health services within a compassionate, secure, and dedicated environment. We boast state-of-the-art equipment and take pride in our highly experienced, qualified, and passionate medical team.

We are committed to providing a broad spectrum of fair, effective, affordable, and dynamic health services across all medical subdivisions in Fiji.

Through this brand style guide, we seek the love and respect for our branding from our collaborators.



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HEALTH.GOV.FJ

# Our Mission

## Shaping Fiji's Health

Empowering Fijians to achieve optimal health & well-being through the delivery of cost-effective, quality & inclusive health services.

## Our Vision

A healthy Populations

## Our Values

1. Accountability
2. Excellence
3. Inclusiveness
4. Integrity
5. Professionalism
6. Trust
7. Innovation

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# Brand Fonts

Fonts are the backbone of design. We use practical and easy to read fonts. The fonts was optimized for web, print and mobile interfaces. Its letterforms feature excellent legibility characteristics. This is the default font on your computer.

## Typeface

Our corporate typeface is **Montserrat**

### Montserrat Regular

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =

### Montserrat Italics

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =



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### Montserrat Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =**

### Montserrat light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =

Our display typeface is **Poppins Bold**

We use this font sparingly for main headlines.

### Poppins Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =**

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# Who We Are

We follow several principles that guide us to approach illustration. These principles include:

## Consistent Is The Key

Consider details of a single illustration, and look at the body of illustration work as a whole.

## Be Focused

Every narrative should have a focal point. In addition, it should have a hierarchy of elements that contribute to the single message.



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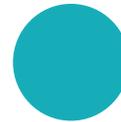
# Brand Colors

Our brand colors convey that we are kind, compassionate, and progressive.

The consistent use of color is an easy way to stand out in the industry. Our corporate color palette includes a green theme with orange with supporting tones. We use limiting colors that serve to strengthen our brand.



MOH Dark Blue  
RGB 1, 99, 122  
CMYK 92, 51, 39, 14  
#01637A



MOH Blue  
RGB 46, 162, 177  
CMYK 75, 17, 29, 0  
#2EA2B1



MOH Orange  
RGB 238, 120, 54  
CMYK 2, 65, 88, 0  
#EE7836



MOH Dark Orange  
RGB 184, 93, 42  
CMYK 22, 72, 98, 9  
#B85D2A



MOH Black  
RGB 0, 27, 33  
CMYK 87, 67, 62, 75  
#001B21



MOH Dark Gray  
RGB 86, 87, 87  
CMYK 64, 55, 55, 30  
#565757



MOH Light Gray  
RGB 178, 179, 180  
CMYK 31, 24, 24, 0  
#B2B3B4



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# Logo Guide



**DO NOT** use the below color combinations or any variations of our logo.



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# Photo Guide

Photography plays a crucial role in our visual identity.

When you take photographs, please ask for permission. Make sure you have permission before you publish photographs. Alternatively, you can mention the details of people in the captions, as permitted.



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# Photo Guide

Photography Do's & Don'ts



Use full color images.



**NO** to black and white images.



For web use, images should be 72 DPI. For print, images should be 300 DPI.



**DO NOT** allow a photo to become pixelated from expanding the photo's size too much.



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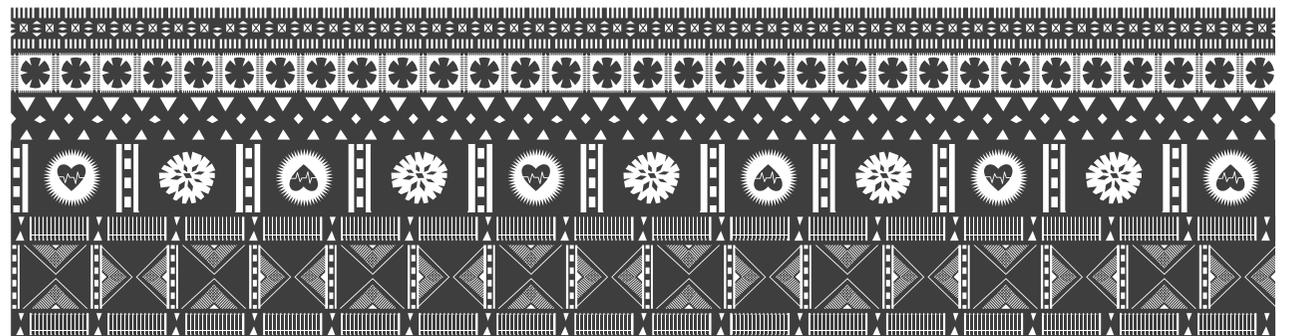
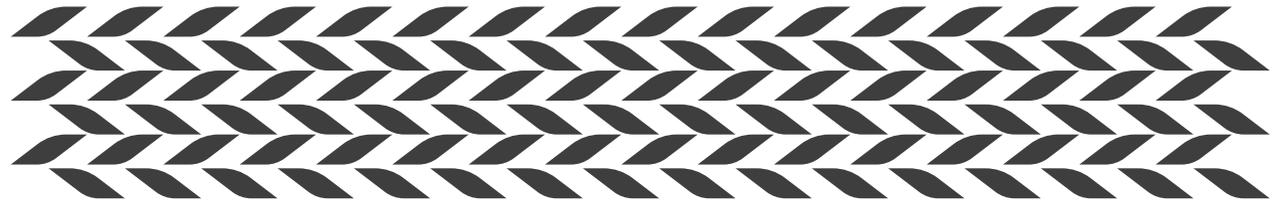
Motifs

# Motifs

## Health Fiji Tapa Pattern

The visual motifs used in MHMS branding are derived from traditional Fijian tapa (masi) designs, which hold deep cultural significance across the Pacific.

These motifs have been customized to reflect the Ministry's values, mission, and identity, creating a visual language that is both respectful of heritage and aligned with modern public service.





**MINISTRY** *of* **HEALTH &**  
**MEDICAL SERVICES**  
*Shaping Fiji's Health*