## PRIMARY COLOR PALETTE

Use of the primary color palette, based on colors in the Swaziland flag, will enhance the impact of the Swaziland Ministry of Health brand. Consistent use of this color palette will make our materials more recognizable and uniform. It provides a strong visual link across a wide range of applications.
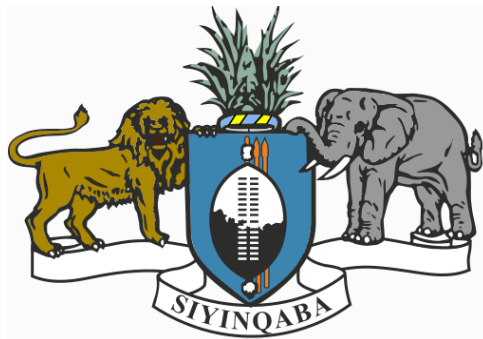


| Primary | CMYK | RGB |
|---|---|---|
|  | 85-52-0-0 | 0-115-198 |
|  | 2-13-100-0 | 255-214-0 |
|  | 20-96-100-11 | 181-41-33 |

**SWAZILAND FLAG MEANING:**

The red stripe represents the past battles fought for Swaziland. The yellow represents the country's mineral wealth and the blue stands for peace. The flag also has a picture of a shield and spear. These two symbols stand for protection of our country from enemies.

## SECONDARY COLOR PALETTE

The secondary color palette, based on colors in the Swaziland Coat of Arms, should be used to provide an accent or to add a highlight. Avoid using these colors as the dominant color field. In most communications the primary colors should dominate.



Ministry of Health

Produced by Environmental Health Department and Health Education Unit

| Secondary | CMYK | RGB |
|---|---|---|
|  | 77-39-16-0 | 60-133-176 |
|  | 2-62-100-0 | 240-126-30 |
|  | 46-19-42-0 | 143-176-157 |
|  | 33-41-100-7 | 170-136-0 |
|  | 43-35-35-1 | 153-153-153 |

## HEADINGS AND SUBHEADINGS

Arial

Arial Regular
*Arial Italic*
**Arial Bold**
***Arial Bold Italic***

## BODY COPY

Arial Narrow

Arial Narrow Regular
*Arial Narrow Italic*
**Arial Narrow Bold**
***Arial Narrow Bold Italic***