



OFFICIAL BRAND GUIDELINES

Version 1.0 - 2026

For partners, sponsors, media, designers, printers, broadcasters and official production teams.

10 DECEMBER 2026

ABUJA CONTINENTAL HOTEL

ABUJA, NIGERIA



CELEBRATING IMPACT.
INSPIRING EXCELLENCE.

Brand Foundation

- Brand story
- Mission and vision
- Personality and voice
- Core message system

Visual Identity

- Logo system
- Colour palette
- Typography
- Graphic elements

Applications

- Website style
- Social media
- Print materials
- Media and partner use

Governance

- Logo approval
- File naming
- Accessibility
- Final checklist

This manual translates the CHA website look and official partnership language into a practical brand baseline for public use.

The promise behind every CHA touchpoint

Nigeria's definitive health honours

The Capital Health Awards recognises exceptional service, courageous leadership and measurable advancement in health. The brand should feel credible, prestigious, human, national and future-facing.

Impact

Recognition must point to real healthcare value.

I

Integrity

The awards process must feel credible and transparent.

I

Legacy

CHA should look like a lasting institution, not a one-night event.

L

From national health media to institutional recognition

1

The Health Show

A weekly national health programme established in September 2024.

2

Public Trust

A credible bridge between health professionals and the public.

3

CHA Academy

A formal institution created to elevate healthcare excellence.

4

2026 Edition

A selective national awards cycle with verification and independent review.

5

African Vision

A long-term ambition to become a continental health recognition platform.

Every design should reflect a serious institution: not entertainment-first, but honour, dignity, service and excellence.

The language partners should preserve

Mission

To recognise and elevate outstanding healthcare professionals, institutions and ideas that improve lives and strengthen health systems.

Vision

To become Africa's most respected healthcare recognition institution and a trusted platform for health excellence.

Tagline

Celebrating Impact. Inspiring Excellence.

Core values

- Professional excellence
- Transparency and fairness
- Respect for service and human dignity
- Inclusivity across healthcare disciplines
- Long-term impact over short-term visibility

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LOGO SYSTEM

The official identity lockup



Primary Logo

Use this lockup for official documents, partner decks, letters, media kits, banners and website headers.



Dark Background Use

The gold logo may appear on navy, black or dark image overlays if visibility is high.

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LOGO CLEAR SPACE

Let the mark breathe



Clear Space Rule

Keep a minimum margin around the logo equal to the height of the trophy base or the height of the capital "C" in Capital.

Do not crowd the logo with partner logos, slogans, sponsor badges, edges, images or busy backgrounds.

Minimum digital width: 180 px
Minimum print width: 35 mm

Protect the credibility of the awards

Do

Use the full official lockup.

Do

Place it on clean white, light blue, navy or black.

Do

Respect clear space and legibility.

Do not

Stretch, rotate or crop the logo.

Do not

Change gold to random colours.

Do not

Place on noisy backgrounds without a dark overlay.

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COLOUR PALETTE

Luxury, clarity and health-sector trust



CHA Gold

#C49A3E

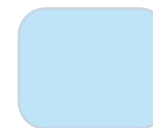
Recognition, prestige, ceremony



Deep Navy

#071B33

Authority, trust, foundation



Capital Blue

#BFE4F7

Health, calm, modernity



Pure White

#FFFFFF

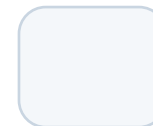
Space, elegance, purity



Black Text

#111111

Readability and authority



Soft Grey

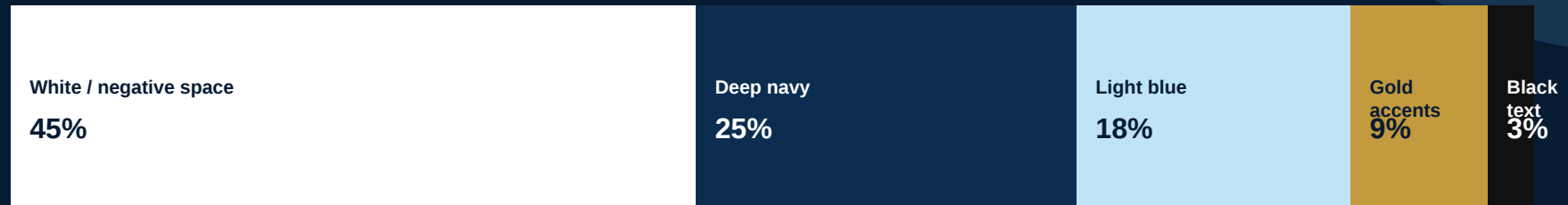
#F4F7FA

Background panels

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COLOUR USAGE RATIOS

A premium palette must feel controlled



Rule: gold is an accent, not a background. It should feel like honour, not decoration overload.

Use light blue for calm healthcare warmth; use navy for official weight; use white to create the luxury spacing seen on the website.

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TYPOGRAPHY

A hierarchy that feels official and elegant

Display / Ceremony

The Capital Health Awards

Recommended: Playfair Display, Cormorant Garamond, or a refined serif. Use for titles, cover pages and ceremonial st

Functional / Web and Documents

Clear body text for every audience

Recommended: DM Sans, Inter, Helvetica Neue or Arial. Use for paragraphs, forms, captions, tables and website UI.

Aa

Titles: elegant serif

Aa

Body: clear sans serif

Recommended sizes for consistency

Hero / cover title	56-72 pt	Times/Playfair Bold
Page title	34-44 pt	Times/Playfair Bold
Section title	22-28 pt	Times/Playfair Bold
Subheading	13-16 pt	Helvetica/DM Sans Bold
Body copy	9.5-11.5 pt	Helvetica/DM Sans Regular
Caption / metadata	7-8.5 pt	Helvetica/DM Sans Medium

How CHA should look beyond the logo

Gold linework

Thin gold rules, dividers and star details create ceremony.

Curved ribbons

Use sweeping gold or light-blue curves for motion and elegance.

Soft gradients

Use navy to blue, white to light blue or gold glows sparingly.

Trophy watermark

Use as a low opacity prestige motif, never as clutter.

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PHOTOGRAPHY DIRECTION

People, purpose and prestige



Healthcare excellence

Doctors, nurses, pharmacists, institutions, frontline workers and real health environments.



Awards atmosphere

Trophies, stage lighting, red carpet, formal portraits, acceptance moments and guests.



Human impact

Images should show dignity, care, collaboration and professional service.



Abuja identity

Use refined Abuja skyline, venue and national context as secondary supporting visuals.

Avoid: stock images that feel unserious, low-resolution screenshots, crowded collages, exaggerated medical imagery, or anything that undermines dignity.

Simple, official and readable

A**Awards**

Trophy / star

D**Date**

Calendar

V**Venue**

Map pin

M**Media**

Camera / play

H**Health**

Cross / heart

P**Partners**

Handshake

N**Nominations**

Document

I**Integrity**

Shield

Icon rule: use thin-line icons, gold or navy outlines, and circular light-blue containers. Do not mix cartoon, 3D and filled icon styles in one layout.

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WEBSITE STYLE

Digital experience principles from the current site

The website uses cinematic headlines, a national-awards tone, countdown urgency, section numbers, archive storytelling and clear calls to action.

01 / THE AWARDS

**Some careers change
lives.**

LIVE COUNTDOWN

128 days 16 hours

CALL TO ACTION

Nominate

Digital rules

- Use strong editorial headings, not generic website labels.
- Keep buttons simple: gold fill for primary, outline for secondary.
- Use smooth reveal animations, never distracting effects.
- Keep navigation clean: About, Awards, 2025 Legacy, Newsroom, Attend, Partners, Contact.

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COMPONENTS

Buttons, cards and calls to action

Buttons

Primary CTA

Secondary CTA

Dark CTA

Cards

Clinical Excellence

Exceptional patient care and clinical leadership.

Public Health Impact

Measurable progress across communities and systems.

Health Innovation

Ideas and technologies moving Nigerian health forward.

Templates partners and media can repeat



CHA 2026

Instagram square

1080 x 1080

[Learn more](#)



CHA 2026

Story / reel cover

1080 x 1920

[Learn more](#)



CHA 2026

LinkedIn post

1200 x 627

[Learn more](#)

Use official handles, consistent caption tone and the hashtag style: #CapitalHealthAwards #CHA2026 #CelebratingImpact

How the brand should move

Motion should feel cinematic and graceful, not noisy. Use slow gold sweeps, elegant fades, trophy reveals, countdown ticks and archival photo transitions.

Homepage hero

Muted background video or featured trailer with a dark navy overlay.

The Health Show

Episode cards with YouTube embeds, still thumbnails and clear titles.

Ceremony clips

Short social reels with gold lower-thirds and official event metadata.

Partner videos

Keep sponsor logos in official lockups and avoid over-branding.

Materials that must look ceremonial

Letterheads

Use logo top-centre or top-right, generous margins and gold footer rules.

Certificates

White or ivory background, gold seal, signature line and clear recipient hierarchy.

Lanyards and tags

Light blue/gold/white with black text for legibility.

Brochures

Magazine-style layouts; avoid dense tables unless used as an appendix.

Backdrops

Logo repeat must be spacious; partner logos should never overpower CHA.

Pull-up banners

One message, one logo, one CTA; strong vertical hierarchy.

Co-branding without weakening CHA



PARTNER LOGO

Preferred horizontal lockup: CHA first, partner second, equal visual balance unless contract specifies title sponsorship.



PARTNER LOGO

Dark version: ensure every partner logo has a white or single-colour alternative for readability.

- Do not place partner logos above the CHA logo on official CHA-led materials.
- Sponsor tiers may vary logo size, but all placements must maintain dignity and order.
- Do not create unofficial hybrids, seals, or altered CHA logos for sponsors.
- Media partners should use the official logo files supplied in the media kit only.

For TV, online publications and press rooms

- Use the official full-colour logo on clean light or dark plates.
- For TV lower-thirds, use navy background, gold divider line and white/black text depending on contrast.
- Do not redraw the trophy or recreate the logo from screenshots.
- Include event metadata where relevant: Capital Health Awards 2026, 10 December 2026, Abuja Continental Hotel.
- For interviews, frame CHA as a health recognition institution, not only as an entertainment event.



CAPITAL HEALTH AWARDS 2026

Celebrating Impact. Inspiring Excellence. | Abuja, Nigeria

Prestigious, clear and human

Prestigious

Use words like honour, excellence, integrity, legacy, service, recognition, impact.

Specific

Mention healthcare professionals, institutions, health systems and measurable public value.

Human

Celebrate people and dignity, not only programmes and metrics.

Credible

Avoid exaggerated claims unless they are verified and documented.

International

Write as though partners, embassies, development institutions and global companies will read it.

Sample line: "The Capital Health Awards recognises the people, institutions and ideas moving Nigerian health forward."

Core phrases to repeat consistently

MASTER TAGLINE

Celebrating Impact. Inspiring Excellence.

POSITIONING LINE

Nigeria's definitive health honours.

HERO LANGUAGE

The people moving health forward.

SUPPORT LINE

Help recognition create a lasting record.

AWARDS LINE

Some careers change lives. The finest change the future.

NEWSROOM LINE

Follow the road to 10 December.

The media foundation of CHA

The Health Show should be treated as a sister platform: credible health education, professional dialogue and public engagement. Its visuals can be lighter and more editorial, while still sharing CHA gold, navy and light-blue anchors.

70+

weekly episodes

25 min

episode format

NTA

News 24 broadcast

DSTV

GOtv and Startimes reach

Design link: use episode thumbnails, play icons, clean title cards, and consistent lower-thirds when embedding Health Show videos on the CHA website.

Premium must also be readable

- Use black or navy for body text on white and light-blue backgrounds.
- Avoid gold text for long paragraphs; gold is best for titles, dividers and highlights.
- Ensure website buttons have strong contrast and clear labels.
- Do not place text on busy images without an overlay.
- Keep forms simple and large enough for older guests and first-time users.
- Export print files at high resolution; do not use screenshots of the logo.

Make partner usage easy

CHA-Logo-Primary-Gold.png	Full colour primary logo
CHA-Logo-White.png	For dark backgrounds
CHA-Trophy-Mark.png	Trophy icon / watermark
CHA-2026-Event-Poster.pdf	Official event poster
CHA-2026-FAQ.pdf	Public FAQ guide
CHA-2026-Partner-Packages.pdf	Sponsorship and support packages
CHA-2026-Brand-Guidelines.pdf	This manual
CHA-2026-Press-Release.docx	Editable media announcement

Before any public release

Create

Designer/media team prepares material using this guide.

Check

Confirm logo, colours, event details and tone.

Approve

CHA Secretariat reviews final public-facing version.

Release

Publish or distribute only approved final assets.

All partner, sponsor, media and print assets should be approved before public use to protect institutional credibility.

For every designer, printer and partner



Official logo used from the media kit



Logo not stretched, recoloured or cropped



Correct colours: gold, light blue, white, navy/black



Correct event details: 10 December 2026, Abuja Continental Hotel



Text is readable and not crowded



Gold used as accent, not overused



Partner logos correctly sized and positioned



Tone feels prestigious, credible and healthcare-focused



Images show dignity, excellence and real impact



Final file approved by the CHA Secretariat



The Capital
Health Awards

Build the brand like the institution it is becoming.

For logo files, press materials, partnership assets, brand approvals and usage requests, contact the Capital Health Awards Secretariat.

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