





**NiMSA**  
Nigerian Medical  
Students' Association

**1st Edition**

# Brand Guidelines

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Nigerian Medical Students



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# NiMSA

Nigerian Medical  
Students' Association

**The proposed NiMSA logo combines the Rod of Asclapius with a coiled snake to symbolize medicine and healing, placed over the map of Nigeria to reflect national identity**

**Only the official logo of NiMSA can be used. Changes in layout or any other additions are not allowed.**

**The official logo can only be used by the member Students Associations and Officials of NiMSA**



# Legal notice & relevant bylaws

- 1. Ownership – The NiMSA logo and brand identity are the exclusive property of NiMSA and cannot be used without authorization.**
- 2. Authorized Use – Only NiMSA chapters, committees, and approved partners may use the logo under the official brand guidelines.**
- 3. Prohibited Use – No alterations, distortions, or unapproved combinations of the logo and colors are allowed.**
- 4. Approval Process – All logo usage must be reviewed and approved by the Secretariat Graphics Team before release.**
- 5. Enforcement – Unauthorized use attracts disciplinary action, including warnings, withdrawal of privileges, or NEC sanctions.**



# Introduction

**The Nigerian Medical Students' Association (NiMSA) is the official representative body of all medical students in recognized Nigerian medical schools. It is a non-governmental organization dedicated to the welfare, unity, and development of its members.**

## **Our Vision**

**To be the leading voice and representative body of Nigerian medical students, fostering unity, professionalism, and impactful health advocacy.**

## **Our Mission**

**To promote the welfare, rights, and academic growth of Nigerian medical students while contributing to healthcare advancement and policy advocacy at both national and international levels..**

## Introduction

# Our objectives

1. Promote welfare, rights, and unity of members.
2. Uphold medical ethics and professionalism.
3. Contribute to healthcare improvement and advocacy.
4. Represent Nigerian medical students nationally and internationally.
5. Encourage research, academic exchange, and innovation.
6. Build partnerships with medical and student

# Our Tagline

**Stand Out ,  
Reach Out,  
Help Out**



## Introduction

# Our personality

**We are the only official and largest independent body representing medical students in Nigeria, cutting across all recognized medical schools in the country. With six active regions and over 40 medical schools under our umbrella, NiMSA serves as the united voice of thousands of Nigerian medical students, ensuring their welfare, professional development, and representation on both national and international stages.**

**We are an association committed to creating impact, empowering our members to transform their ideas into reality, and shaping the future of healthcare in Nigeria. NiMSA inspires generations of medical students to develop leadership abilities and professional skills that prepare them to tackle pressing healthcare challenges within the country and beyond.**

# Our personality

**We believe that medical students are not just learners within classrooms and hospitals, but active contributors with the power to influence healthcare, policy, and society. NiMSA provides the platform for students to engage with real health issues, participate in impactful campaigns, and learn how their visions can be achieved with knowledge, advocacy, and commitment.**

**We emphasize not just on equipping students with professional and academic growth, but also on empowering them to return to their local chapters with renewed ideas, innovative strategies, and practical solutions to improve their communities. As the future doctors of Nigeria and leaders of global health, NiMSA members are prepared to carry this spirit of service, leadership, and excellence throughout their careers, making meaningful contributions wherever they go.**

# Our brand tone

**Formal**  
**Inspiring**  
**Empowering**  
**Collaborative**  
**Engaging**

## Introduction

# Official name

The official name of the organization,  
as defined by its constitution (article 1.1) is:

**Nigerian Medical Students' Association**

The official abbreviation,  
as defined by the constitution (article 1.2), is:

**NiMSA and referred to as "The Association"**

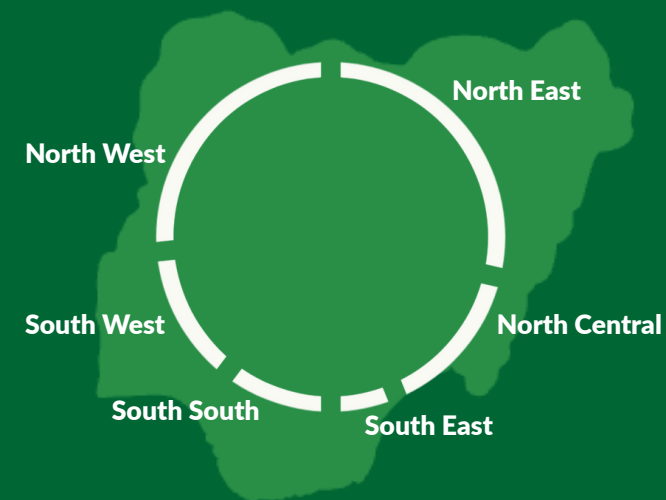
# Official logo

- Logo story
- Logo elements & Logo versions
- Minimum size & Logo on solid background
- Unacceptable logo use
- NiMSA Regions



## Official logo

# Logo story



### Encircling Ring

The entire design is enclosed in a circle outline, divided into 6 quadrants.

The circle reflects unity, inclusiveness, and global connection, while the quadrants may symbolize the diverse regions of Nigeria coming together under one association.



### Medical snake

A serpent is coiled around the rod, facing outward. The snake traditionally represents renewal, vigilance, and the enduring pursuit of knowledge in medicine, linking NiMSA with the international medical community's heritage.



### Rod of Asclepius

At the center of the logo is the Rod of Asclepius, a universally recognized emblem of medicine. The vertical rod runs straight through the middle, symbolizing healing, medical practice, and the core identity of NiMSA as a body of medical students.



### Nigerian Map

Behind the rod and snake is a silhouette of Nigeria's map. This emphasizes NiMSA's national scope and identity, showing that the association is the unified voice of medical students across Nigeria.

## Official logo

## Logo elements



**NiMSA**  
Nigerian Medical  
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### Elements

The NiMSA logo combines the Rod of Aesculapius with a snake to symbolize medicine and healing, placed over the map of Nigeria to represent national unity, and encircled by a ring that conveys inclusion and global outlook, while the bold typography reflects professionalism and clarity.

### Proportions

To maintain consistency, the logo should always preserve its proportions with a clear space equal to the height of the "N" in NiMSA around it.

# Logo versions



## Versions

The NiMSA logo has four main versions designed for flexibility across different platforms and materials. The Logo Icon is a simplified version featuring only the emblem without text, making it ideal for small-scale applications such as social media avatars, watermarks, and merchandise where space is limited. The Horizontal Version without text retains the emblem and “NiMSA” wordmark but omits the full association name, offering a clean and compact look that works well for informal branding or instances where the audience already recognizes the brand.

The Horizontal Version with the full text includes both “NiMSA” and “Nigerian Medical Students’ Association,” making it the primary version for official communication, documents, and digital platforms, ensuring clarity and recognition. Finally, the Vertical Version stacks the emblem above the wordmark and full name, giving it a strong and balanced appearance that is well-suited for posters, banners, certificates, and centered layouts. Together, these variations provide consistency and adaptability, ensuring the NiMSA brand is presented professionally in any context.

# Minimum size



10 mm  
28 px  
0.39



20 mm  
55 px  
0.8 "



41 mm  
116 px  
1.62 "



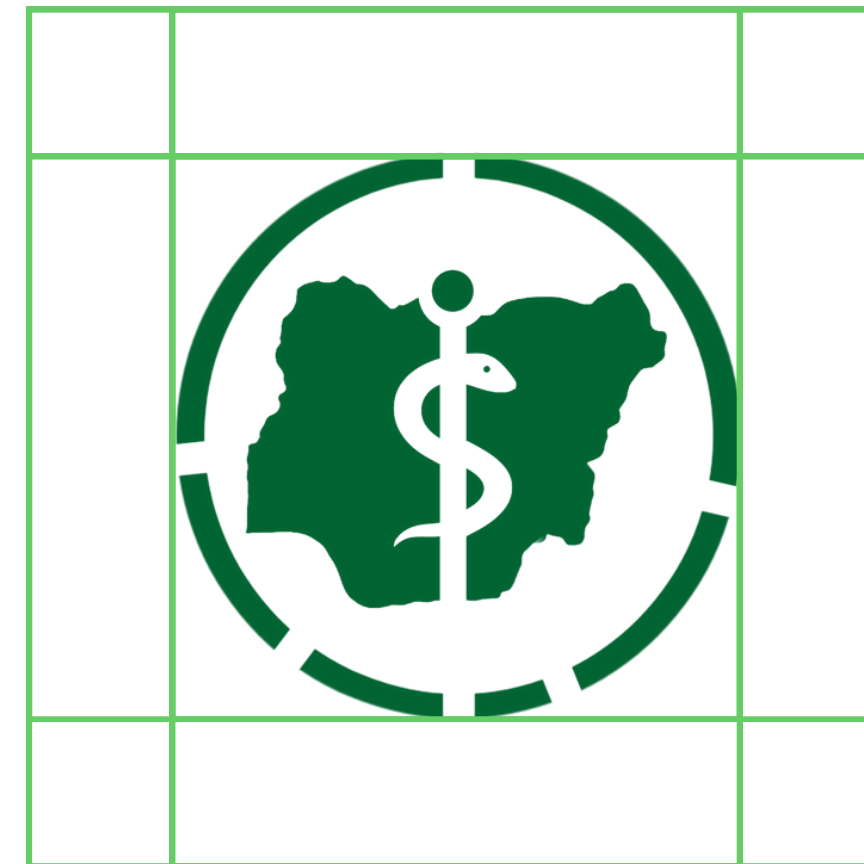
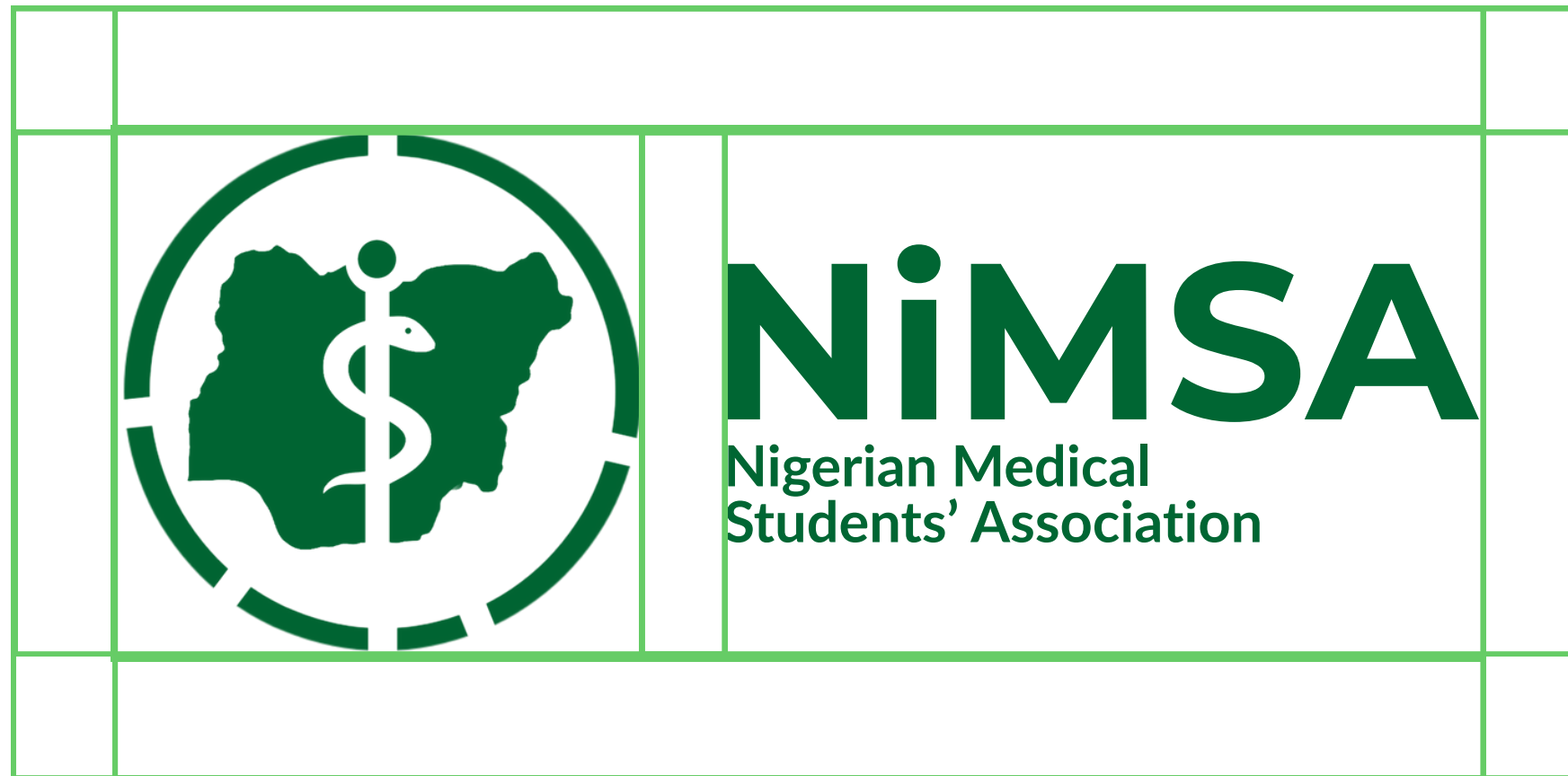
25 mm  
70 px  
0.98 "



**Sizing**  
For the logo to maintain its readability and corporate appearance, this minimal sizing system must be respected, both on printing materials or digital. The values above are the outcome of visibility and readability tests.



# Clear Line Spacing



## Clear Space Around the Logo

To maintain the integrity and impact of the NiMSA logo, a minimum clear space must be preserved on all sides. This protective area ensures the logo remains distinct, uncluttered, and visually dominant in any layout. No text, images, patterns, or other graphic elements should encroach upon this space. As a rule of thumb, the minimum clear space should be at least equal to the height of the NiMSA logomark's central symbol (or a defined measurement) to guarantee optimal visibility and balance across all applications.

# Unacceptable Logo Usage



## Versions

- 1 - Do not flip the lockup
- 2 - Do not distort horizontally
- 3 - Do not distort vertically
- 4 - Do not outline
- 5 - Do not apply dropshadow
- 6 - Do not resize single elements
- 7 - Do not place symbol above horizontal wordmark
- 8 - Do not apply any gradient
- 9 - Do not use different angle

# Accepted Versions





**NiMSA**

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**NiMSA Merchandise**









**NiMSA**

# Official Color

- Color palette





**NiMSA**  
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**HEX: 000000**  
**R: 0**  
**G: 0**  
**B: 0**



**NiMSA**  
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**HEX: 64CC64**  
**R: 100**  
**G: 204**  
**B: 100**



**NiMSA**  
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**HEX: 006633**  
**R: 0**  
**G: 102**  
**B: 51**



**NiMSA**  
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**HEX: FFFFFFFF**  
**R: 255**  
**G: 255**  
**B: 255**



**NiMSA**  
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**HEX: FFD633**  
**R: 255**  
**G: 214**  
**B: 51**



**NiMSA**  
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**HEX: 1C88E5**  
**R: 28**  
**G: 136**  
**B: 229**

The primary colors of the NiMSA brand are Deep Green, Light Green, White, and Yellow, representing health, growth, vitality, purity, and optimism, which reflect the association's commitment to the well-being and unity of medical students across Nigeria.

Light Blue complements the palette by conveying trust, professionalism, and a calm, approachable identity, while Black adds strength, contrast, and sophistication for a balanced modern look.

Together, these colors create a vibrant yet professional visual identity that communicates excellence, national pride, and a forward-thinking approach, ensuring the brand remains timeless and adaptable across all applications.



# Typography

- Primary Font
- Secondary Font



# Primary Typeface

The primary font, Montserrat, serves as the cornerstone of the NiMSA brand's visual identity. Modern, clean, and highly versatile, Montserrat reflects professionalism, innovation, and clarity, making it ideal for headlines, titles, and key messaging. Its geometric structure ensures excellent readability and a bold presence, helping the brand stand out while maintaining a contemporary and approachable appeal.

# Primary Typeface

## Montserrat

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

## Secondary Typeface

The secondary font, Lato, complements Montserrat by offering a softer and more neutral tone for body text, subheadings, and longer content. Its elegant curves and balanced proportions provide excellent readability in print and digital formats, ensuring information is easy to consume without distracting from the main design elements.

### Lato

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
0123456789

# Secondary Typeface



# Brand Assets

- Brand Application





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[www.nimsa\\_nigeria](http://www.nimsa_nigeria)



[nimsa\\_nigeria](https://twitter.com/nimsa_nigeria)



[nimsa\\_nigeria](https://www.instagram.com/nimsa_nigeria)





**Stand Out,  
Reach Out,  
Help Out**

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Associations



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**NiMSA**

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# Stand Out , Reach Out, Help Out

Nigerian Medical Students' Association

# Thank You For Viewing!

**“Our brand identity is built on a deep philosophy of unity, professionalism, and progress. Every element, from the modernized logo to the carefully chosen color palette and typography, reflects NiMSA’s mission to inspire excellence among Nigerian medical students. The refreshed logo combines heritage with simplicity, representing growth, knowledge, and the healing profession while remaining adaptable for diverse applications. Our vibrant yet balanced color palette symbolizes vitality, trust, and inclusivity, while the clean, contemporary fonts embody clarity, confidence, and innovation. Together, these elements create a timeless identity that strengthens NiMSA’s presence and communicates our dedication to advancing medical education and student representation across Nigeria.”**

# Designed By:

**48th NiMSA Secretariat Graphics Team.**

**Supervised by:**

**Lead Designer & Chief Supervisor**

**Raugh Muhammed Olajuwon**

**Chairman, 48th NiMSA Secretariat Graphics Team**

**Collaborating Media Partner:**

**Confidence Osaro-Chikere**

**Chairman, New Presidential Media Team**