



MINISTRY OF HEALTH

National Medical Supplies Agency (NMSA)

31 Murray Town Road, Freetown, Sierra Leone
Operations Office: Central Medical Stores, Off Jomo Kenyatta Road, New England Ville



GUIDELINES FOR SUBMISSION OF NAME & LOGO ENTRIES

MOH COST-RECOVERY SCHEME REBRANDING COMPETITION • 2026

1. Background

The National Medical Supplies Agency (NMSA) on behalf of the Ministry of Health (MOH) invites creative individuals, designers, innovators and members of the public to propose a new name and logo for the redesigned MOH Cost-Recovery Scheme. The competition seeks a distinctive, meaningful and public-friendly identity for an initiative supporting sustainable availability of essential medicines and stronger healthcare service delivery.

2. Purpose of the Competition

The proposed identity should be simple, memorable, inclusive and suitable for national use. It should communicate trust, accessibility, sustainability, accountability and support for medicine availability.

3. What Participants Should Submit

- A proposed name for the redesigned Cost-Recovery Scheme.
- A logo representing the proposed name and purpose of the scheme.
- A brief concept/rationale explaining the name, symbols and colors.
- A short description of how the identity can be used across print, digital and physical materials.
- Entrant identification details, preferably submitted separately from the creative entry.

4. Recommended File Formats

Submission Item	Preferred Format	Requirement
Proposed name & concept	PDF / Microsoft Word document	Maximum 2 pages
Logo – viewing copy	PNG	High resolution; transparent background preferred
Logo – additional copy	JPG / PDF	High resolution
Editable master logo	SVG / AI / EPS	Required from selected winner
Colour specifications	PDF / included in concept	HEX / RGB / CMYK where available
Entrant details	PDF / Microsoft Word document	Name, phone, email and address

5. Logo Design Requirements

- The design must be original and should not knowingly copy an existing organization, trademark or logo.



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- The logo should be simple, distinctive, modern, professional and easy to remember.
- It should be relevant to healthcare, essential medicines, access, sustainability, accountability and service delivery.
- It should remain legible at both large and small sizes.
- It should work on white, dark and colored backgrounds.
- A black-and-white version should be possible.
- Avoid unnecessarily complicated graphics, excessive text and too many colors.
- The identity should be suitable for social media, websites, documents, posters, vehicles, signage, uniforms and promotional materials.

6. Concept and Rationale

The concept statement should briefly explain:

1. What the proposed name means.
2. Why the name is appropriate for the redesigned scheme.
3. What the logo symbols, shapes or imagery represent.
4. Why the selected colors were used.
5. How the identity supports public trust and understanding.

7. Entrant Information

- Full name
- Telephone/contact number
- Email address
- Organization/company, if applicable
- City/district
- Declaration that the submitted work is original

8. Submission Procedure

Entries should be submitted electronically by email. Participants may submit the viewing copy and concept as PDF/PNG files. The selected winner will be required to provide editable vector/master files for production and official use.

Submission emails: info@nmsa.gov.sl/ronaldmorovia@new.nmsa.gov.sl

Deadline: 18 September 2026 at 5p.m GMT

9. Suggested File Naming Convention

- NMSA_NameLogo_Entry.pdf
- NMSA_NameLogo_Entry.png
- NMSA_NameLogo_Editable.svg (or AI/EPS, if selected)
- NMSA_EntrantDetails.pdf



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10. Judging Considerations

Criterion		What Will Be Considered
Relevance	-25%	Fit with the purpose and public-health role of the scheme
Creativity /Originality	-20%	Originality and strength of the idea
Clarity & Memorability	-15%	Ease of understanding and remembering the name and logo
Visual appeal	-15%	Professional, balanced and distinctive design
Versatility	-10%	Ability to work across print, digital and physical applications
Public trust /Accountability/Sustainability	-15%	Ability to communicate transparency, accountability and sustainability

11. Ownership, Originality and Use

- All submitted work must be original and created by the entrant or with the entrant's authority. Participants must have the necessary rights and permissions to submit the work.
- Participants must not submit material that infringes another person's or organization's intellectual property rights.
- By accepting the prize, the selected winner grants the Ministry of Health (MoH) and the National Medical Supplies Agency (NMSA) have the necessary rights to officially use, reproduce, publish, adapt, modify, display, distribute and apply the winning name and logo, in whole or in part, across official communications, publications, websites, social media, signage, facilities, vehicles, uniforms, stationery, campaigns and other print, digital or physical materials, without requiring additional permission for each use.
- The prize is provided in consideration of the rights granted for official use of the winning name and logo. The winner must provide the final editable/vector artwork and relevant colour specifications in the required production formats.
- MoH/NMSA may make reasonable design, technical or production adaptations to the selected identity to meet official branding, accessibility, reproduction or communication requirements while maintaining the approved concept.

12. Important Note to Participants



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Participants should keep their concepts clear, practical and appropriate for a national public-health programme. The strongest entry will be one that can be easily understood by health workers, patients, communities, partners and other stakeholders across Sierra Leone.

NMSA — Transparency • Accountability • Integrity

