



Identify the correct version of the logo

## Description

Are you using the AfroCentric logo and tagline correctly? Take a look at the guidelines on how to use it properly.

“Healthier Together” is the AfroCentric Group tagline. The purpose of this tagline is to communicate our value chain offering by creating an impression and conveying our brand essence to our clients without mentioning our services and partnerships.

Below is the current and correct AfroCentric Group logo.



Due to challenges encountered during the use of the logo, for example where the there is no adequate

space or the tagline is not legible, it is permitted to use the current logo without the associated tagline “Healthier Together”. However, we need to ensure that the descriptor is positioned to the right. Throughout our transitional period, our logos underwent significant variations. In the earlier iteration, the division or descriptor of the entity resided to the left beneath the word “AfroCentric,” whereas in the final version, this division or descriptor was repositioned to the right.

Old Version of the logo	New Version of the logo
	

The table below comprises a list of logos that have been incorrectly used. Please review the comparisons and familiarise yourself with the correct form of the logo.

default watermark

 <b>AfroCentric</b> GROUP			 <b>Afro</b>
 <b>AfroCentric</b> HEALTH			 <b>Afro</b>
 <b>AfroCentric</b> HEALTH			 <b>Afro</b>
 <b>AfroCentric</b> Distribution Services			 <b>Afro</b>
 <b>AfroCentric</b> TECHNOLOGIES			 <b>Afro</b>
 <b>AfroCentric</b> WORKCARE			 <b>Afro</b>
<small>A Member of AfroCentric Group</small> <b>medscheme</b> 			 <b>Med</b>

## Category

1. Our Business