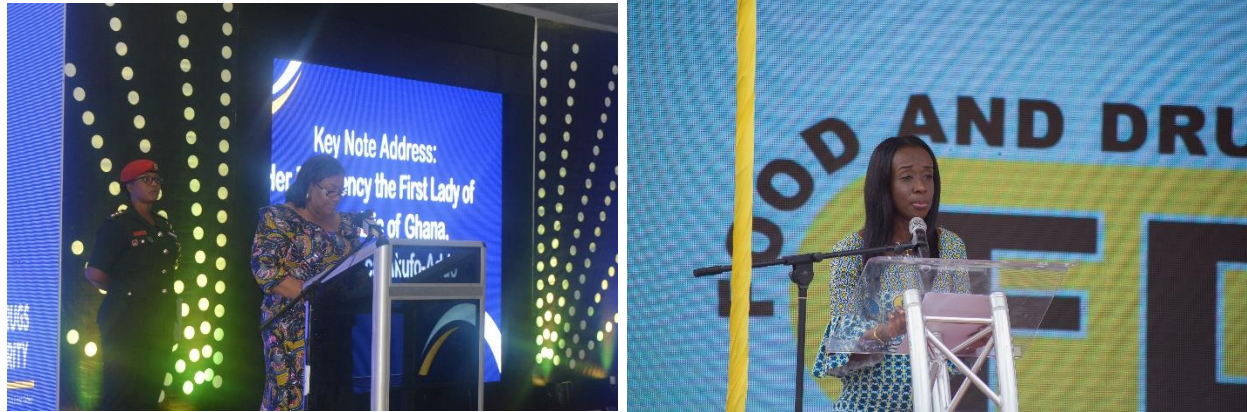


FDA REBRANDS



The Food and Drugs Authority (FDA) has rebranded itself with a new Corporate Identity after over two decades of its establishment. The rebranding is to reflect the Authority's new strategy in addressing issues to meet the changing demands of the industry in these contemporary times.

The First Lady of the Republic of Ghana, Mrs. Rebeca Akufo-Addo who launched the new logo at the GIMPA Executive Conference Centre on the 16th of April 2019 said the rebranding will help revitalize the FDA's brand and reposition it to appeal more to the public. She however cautioned the staff of FDA to desist from any practice that would mar the new Corporate image of the Authority.

The Deputy Minister of Health, Hon. Alexander Kodwo Kom Abban who spoke on behalf of the Sector Minister charged the Authority to look more into product advertisement as they rebrand since advertisements are very influential and for that matter misleading advertisements could have serious repercussions on the public.

The Chief Executive of the FDA, Mrs. Delese Darko explained that the Authority in rebranding is positioning itself as an evolving dynamic brand that moves with the times and remain relevant in a changing business environment. She explained that the new logo is not a total deviation from the old logo but rather a realignment to address the core mandate of the FDA and the many products they regulate.

The new logo which has two arcs interlocking each other to form a circle signifies the willingness of the Authority to engage their stakeholders and the 360° required checks FDA conduct on products to ensure the wellbeing of the public. The new tagline “Your Wellbeing, Our Priority is empathetic and compelling and points to a commitment from the Authority to do things differently