

# **WORLD HEALTH ORGANIZATION**

## **Information Note: 11/2021**

### **Distribution: All staff at WHO**

### **Subject: Development and use of logos for collaborative arrangements, campaigns and other initiatives**

**Date: 6 May 2021**

In recent years, use of logos (often referred to as visual identifiers) for work in which WHO is involved has proliferated. Oversight of their development and use has been lacking, leading to an undermining of the WHO logo as the Organization's core visual identity. Lack of registration of new logos also complicates the process of clearance of new information materials.

To rectify this situation, policy and guidance on the development and use of logos for collaborative arrangements, campaigns and other initiatives in which WHO is involved, either as the lead, or as a collaborating partner, have been revised. The revised policy and guidance, together with the policy on the development and use of logos for WHO departments and teams, are described here. This Information Note replaces Cluster Note 2002/15 – Use of WHO programme and project logos.

This Information Note includes the following:

- eligibility criteria for development of new logos
- process for requesting approval of a new logo
- guidance on design of new logos
- process for requesting approval to continue using existing logos.

### **Eligibility criteria for development of new logos**

In accordance with the *Guidelines on use of the World Health Organization logo*,<sup>1</sup> authorization is required for the development and use on WHO publications, information materials and channels of logos and visual identifiers that could be perceived as logos for work in which WHO is involved at all levels: headquarters, regional offices and country offices. It is recognized that there are occasions when a collaborative arrangement, campaign or other initiative may benefit from a logo; these should be restricted to cases when the work involved is an organizational priority and fits into one of the categories below.

As of the date of this Information Note, only requests for clearance of new logos that fall into one of the following categories will be considered:

1. campaigns mandated by the World Health Assembly;<sup>2</sup>
2. collaborative arrangements that are of a global or regional nature, have clear goals and objectives, and are expected to last at least three years;

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<sup>1</sup> [Guidelines on use of the World Health Organization logo](#)

<sup>2</sup> [WHO global health campaigns](#)

3. joint activities of a time-limited nature with intergovernmental entities, such as a major ministerial conference; and
4. hosted partnerships and other entities hosted by WHO.

In the case of category 1, the use of new logos is subject to the [Terms of Use](#) to be obtained from [logo@who.int](mailto:logo@who.int).

In the case of categories 2, 3 and 4, new logo designs will only be considered for approval following the establishment of an agreement between WHO and the other entities involved that have been cleared by the Office of the Legal Counsel (LEG). In addition, when the arrangement involves one or more non-State actors, input from the Due Diligence and Non-State Actors Unit (DAN) is required. The agreement should include express provisions on the creation and use of a new logo, including information on its ownership and use, in order to be considered for approval by WHO at a later stage.

New logos for WHO departments, teams, projects and programmes in headquarters, regional and country offices are not permitted.

This policy does not cover specific artwork, visual image, icons for specific WHO products such as apps. For questions related with this topic, please contact DCO at [logo@who.int](mailto:logo@who.int).

### **Process for requesting approval of a new logo**

Requests for approval of new logos need to be supported by the Executive Director, Assistant Director-General or Regional Director concerned and are subject to clearance by the WHO Visual Identity Working Group (VIWG) ([See FAQ](#)). The VIWG consists of focal points from the Department of Communications (DCO), Office of the Legal Counsel (LEG), Due Diligence and Non-State Actors Unit (DAN/CRE) in the Compliance, Risk Management and Ethics Department, Office of the Publisher in the Department for Quality of Norms and Standards (WHP/QNS). The process for submitting a new request is as follows.

1. The responsible officer submits a request for approval through this [online application form](#). In the case of campaigns mandated by the World Health Assembly, the number of the relevant World Health Assembly resolution should be included; in all other cases, the agreement cleared by LEG should be attached. The request must be accompanied by the following.
  - (a) Images of the proposed logo in colour and black and white, together with the visual identity guidance which should contain information on the rationale for development of the logo, intended use by WHO, terms of use (types of entities and conditions) and contact information for requesting permissions.
  - (b) If the logo is for a collaborative arrangement involving one or more external entities, an explanation of how and when each type of entity can use the logo. A mock-up should be provided of how the logo will be presented with the WHO logo and with the logos of other entities authorized to use it ([See Checklist](#)).
  - (c) Confirmation that the World Intellectual Property Organization's Global Brand Database<sup>3</sup> has been checked, in order to avoid a design that could be confused with other logos in use, especially commercial ones.

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<sup>3</sup> [World Intellectual Property Organization Global Brand Database](#)

2. Upon receipt of a submission pursuant to the above, the VIWG will review the application and make a recommendation to the Executive Director, External Relations and Governance with relation to approval.
3. Before starting work on the design of the logo, the focal point for the development of the logo in the originating team should contact DCO (through [logo@who.int](mailto:logo@who.int)) for advice.
4. In addition to the online application, the Director of the responsible unit should submit a memo requesting for a written approval, cleared through the relevant Executive Director, Assistant Director-General or Regional Director, submitted to the Executive Director, External Relations and Governance through VIWG, coordinated at [logo@who.int](mailto:logo@who.int).

### **Guidance on design of new logos**

New logo designs should have elements that are relevant to the goals and/or activities of the collaborative arrangement, campaign or other initiative for which they are being developed. The logo should be legible when reproduced in small size and in black and white. The graphic element should appear in close association with wording to indicate what it is.

Consideration should be given to the need/implications for translation through consultation with the Coordinator, Language Services. Acronyms should be avoided if there is any plan to translate the logo as they cannot be translated and pose significant problems for audience reach. The design, colour and symbols used should take cultural sensitivities and accessibility for people with visual impairment into account.<sup>4</sup>

### **Process for requesting approval to continue using existing logos**

In order to obtain a clear picture of the logos in use across the Organization and to facilitate clearance of materials on which existing logos are included, WHO is undertaking an inventory of all logos in use by WHO staff.

For this purpose, departments, hosted partnerships and other entities hosted by WHO are requested to provide information about logos in use, the rationale for their development, any authorizations obtained for their use (if they exist), and how they are being used. The information should be submitted through this [online application form](#). The deadline for submission of this information is 30 September 2021.

The WHO Visual Identity Working Group will review submissions to make recommendations regarding further use.

All departments submitting a request for continued use will be informed of the decision taken before 1 December 2021.

As of 1 January 2022, the inclusion of existing logos that have not been approved on new materials and information channels should be discontinued.

Questions on the revised policy can be sent to [logo@who.int](mailto:logo@who.int)

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<sup>4</sup> [Accessible information at WHO](#)

Annexes:

- Annex 1: [Terms of use for WHO campaign logos](#)
- Annex 2: [Checklist to request logos for special arrangements, campaigns and initiatives](#)
- Annex 3: [FAQ on VIWG](#)
- Annex 4: [Template memo for approval of new logos](#)
- Annex 5: [Template memo for approval of existing logos](#)