GUIDELINES ON THE USE OF THE WOAH REFERENCE CENTRE EMBLEM BY WOAH REFERENCE CENTRES

INTRODUCTION
In accordance with Article 6 of the Internal Rules for WOAH Reference Centres, designation as a WOAH Reference Centre confers on the institution the right to use the title WOAH Reference Laboratory or WOAH Collaborating Centre, as appropriate, and the WOAH Reference Centre emblem on all documents issued by the Reference Centre in its official capacity.

The authorisation for the use of the official WOAH Reference Centre emblem comes to an end once the designation is terminated.

For the purpose of these Guidelines, “documents” as mentioned in Article 6 of the Internal Rules include but are not limited to the following: envelop, letter or facsimile with letterhead, webpage, electronic correspondence, publication (including report), brochure, video clip, poster, presentation, plaque (wall plate), and business or visiting card. In case of doubt, Reference Centres should consult the Science Department of the WOAH.

1. General rules

1.1 The official WOAH logo or WOAH emblem shall never be used. Instead, the official WOAH Reference Centre emblem using the exact title of the WOAH Reference Laboratory (hereafter referred to as the “title”), as indicated in the official letter of designation (e.g. “WOAH Reference Laboratory for foot and mouth disease”, “WOAH Collaborating Centre for Animal Welfare”) shall be used. For this purpose, WOAH has designed a WOAH Reference Centre emblem, the title of which can be modified for each designated Centre. The Reference Centre emblem should be used along with the designated institution’s emblem, and the former should not be of larger size than the latter.

Fig. 1. Bad example – The WOAH logo is used instead of the WOAH Reference Centre emblem.

1.2 The WOAH Reference Centre emblem should be used discreetly, and placed immediately underneath or next to the name of the (relevant part of the) designated institution, which should have a more prominent position.

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1 Emblem and logo are different things. The WOAH logo incorporates the WOAH emblem and the name of the Organisation in a single design. Normally, WOAH Reference Centres are not allowed to use the WOAH logo. Instead, they may be authorised to use the WOAH emblem and title of their designation as an WOAH Reference Centre following the rules stated in this document.
Fig. 2. Good Examples.

The complete name of the (relevant part of the) institution that has been designated (and its emblem) is placed in a prominent manner.

Blogg Vaccine Institute

WOAH Reference Laboratory for Classical Swine Fever

Reference Centre

World Organisation for Animal Health

The title of the designation (and the WOAH Reference Centre emblem) are discreetly placed underneath the name of the (relevant part of the) institution, in a smaller font.

Fig. 5. Good Example.

Ecole Inter-Etats des Sciences et Médecine Vétérinaires

OMSA Laboratoire de référence pour la peste porcine classique

The complete name of the (relevant part of the) institution that has been designated (and its emblem) is placed in a prominent manner.
2. Material-specific rules

2.1. LETTERHEADS AND ENVELOPES

Subject to the general rules stated above, a WOAH Reference Centre may use its official WOAH Reference Centre emblem on letterheads and envelopes for correspondence related to the Terms of Reference as a WOAH Reference Centre (see example: WOAH Reference Centre emblem and title smaller than that of the institution and placed underneath it; it can be placed on the left- or right-hand side of the page).

Fig. 3. Good example of letterhead.

2.2. WEBPAGES (GENERAL WEBPAGE AND DEDICATED WEBPAGE)

Subject to the general rules stated above, and the additional conditions stated below, a WOAH Reference Centre may use its official WOAH Reference Centre emblem on a dedicated WOAH Reference Centre web page, subject to the permission of the WOAH Headquarters.

Before submitting the request for permission, the WOAH Science Department should receive a draft web page from the WOAH Reference Centre to ensure that:

a) The WOAH emblem is not used in a head or prominent position on the main web page of the designated institution. Instead, a discreet reference to the designation of the institution as a WOAH Reference Centre may be included in the web page of the institution, and that reference could be linked to a separate page fully dedicated to the activities of the institution as a WOAH Reference Centre.

b) The proposed web page refers only to the activities of the institution in its capacity as a WOAH Reference Centre as described in the Terms of Reference.

c) The content of the proposed web page is acceptable to WOAH from a technical and scientific point of view.

2.3. BROCHURES, PRESENTATIONS, POSTERS AND PRINTED MATERIAL

Such use is subject to the general rules stated above and on the condition that the content of the document is related to the Terms of Reference as a WOAH Reference Centre. Exceptions may be granted by WOAH Headquarters on a case-by-case basis.

For presentations, the official WOAH Reference Centre emblem may appear on the first and last slides only and should not appear in the header or footer in all slides.
2.4. **FLAG**

A WOAH Reference Centre may submit a request for time-limited use of a WOAH flag at events for which WOAH is a (co)-sponsor. Such a request should be submitted to WOAH well in advance of each relevant event. At the end of the specific event for which approval has been granted, the flag must immediately be withdrawn and returned to the Organisation.

2.5. **BUSINESS OR VISITING CARDS**

Only the named expert from a WOAH Reference Laboratory can use the official WOAH Reference Laboratory title (without the WOAH Reference Centre emblem) on business or visiting cards. For Collaborating Centres, the use of the official WOAH Collaborating Centre title (without the WOAH Reference Centre emblem) is allowed on business or visiting cards of the Director of the Collaborating Centre and his/her the staff members engaged in the technical activities directly related to the Terms of Reference as an WOAH Collaborating Centre.

*Fig. 6.* Good example of a visiting card for the named expert from an WOAH Reference Laboratory

![Example of a visiting card](image)
**Fig. 7.** Bad example of a visiting card for the named expert from a WOAH Reference Laboratory (the official WOAH title is disproportionately larger than that of the institution; the WOAH Reference Centre emblem should not be included on a business card).

Robert Koch Institute

Dr Robert Koch
WOAH Expert for Foot and mouth disease

Address

Phone numbers

Email

**Fig. 8.** Good example of a visiting card for the Director of an WOAH Collaborating Centre

Robert Koch Institute

Dr Robert Koch
Director, WOAH Collaborating Centre for Animal Welfare

Address

Phone numbers

Email
2.6. **E-MAILS**

Only the named expert from a WOAH Reference Laboratory can use the official WOAH Reference Laboratory title (without the WOAH Reference Centre emblem) on an email signature. For Collaborating Centres, the use of the official WOAH Collaborating Centre title (without the WOAH Reference Centre emblem) on the email signature of the Director of the Collaborating Centre and his/her the staff members engaged in the technical activities directly related to the Terms of Reference as an WOAH Collaborating Centre in the correspondence related to the Terms of Reference as a WOAH Reference Centre. However, the WOAH Reference Centre emblem shall never be included.

*Fig. 9. Good example of e-mail signature*

<table>
<thead>
<tr>
<th>Reference Laboratory</th>
<th>Collaborating Centre</th>
</tr>
</thead>
</table>
| Robert Koch, D.V.M  
Executive President  
Robert Koch Institute  
Address  
City, Country  
telephone (direct)  
telephone (mobile)  
Email  
WOAH Expert at the WOAH Reference Laboratory for Anthrax | Robert Koch, D.V.M  
Executive President  
Robert Koch Institute  
Address  
City, Country  
telephone (direct)  
telephone (mobile)  
Email  
WOAH Collaborating Centre for Diseases of Wildlife |

2.7. **TRAINING DIPLOMAS AND CERTIFICATES**

The official WOAH Reference Centre emblem may not be used on certificates of attendance, diplomas or similar awards to participants in training or other courses, even when these are organised as part of a WOAH Reference Centre's work plan.

3. Administration

3.1. **WOAH Reference Centre Emblem**

Electronic files for the WOAH emblem can be obtained from the WOAH Science Department.

3.2. **Contact**

Any questions on the use of the official WOAH Reference Centre emblem by the WOAH Reference Centres should be addressed to scientific.dept@woah.org
GUIDELINES ON THE USE OF THE TITLE OF WOAH EXPERT

In accordance with Article 6 of the Internal Rules, designation of a WOAH Reference Laboratory gives the expert the right of the designated specialist to use the title of WOAH Expert.

The Guidelines on the Use of the WOAH Reference Centre Emblem by WOAH Reference Centres apply mutatis mutandis to the use of the title of WOAH Expert.

REFERENCE – INTERNAL RULES FOR WOAH REFERENCE CENTRES

ARTICLE 6

This notification shall confer on the institution the right to use the title WOAH Reference Laboratory or WOAH Collaborating Centre, as appropriate, and the WOAH Reference Centre emblem on all documents issued by the Reference Centre in its official capacity, and for the Reference Laboratory, the right of the designated specialist to use the title of WOAH Expert.