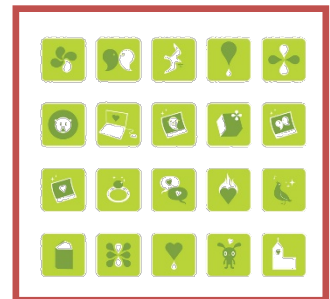




World Organisation  
for Animal Health  
Founded as OIE

# Guidelines on the Use of the World Organisation for Animal Health (WOAH) Reference Centre Emblem and title of WOAH expert





# ▶ GUIDELINES ON THE USE OF THE WOAHP REFERENCE CENTRE EMBLEM BY WOAHP REFERENCE CENTRES

## INTRODUCTION

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

The authorisation for the use of the official WOAHP 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 WOAHP.

## 1. General rules

- 1.1 The official WOAHP logo or WOAHP emblem<sup>1</sup> shall **never** be used. Instead, the official WOAHP Reference Centre emblem using the exact title of the WOAHP Reference Laboratory (hereafter referred to as the “title”), as indicated in the official letter of designation (e.g. “WOAHP Reference Laboratory for foot and mouth disease”, “WOAHP Collaborating Centre for Animal Welfare”) shall be used. For this purpose, WOAHP has designed a WOAHP 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 WOAHP logo is used instead of the WOAHP Reference Centre emblem.*




- 1.2 The WOAHP 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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<sup>1</sup> Emblem and logo are different things. The WOAHP logo incorporates the WOAHP emblem and the name of the Organisation in a single design. Normally, WOAHP Reference Centres are not allowed to use the WOAHP logo. Instead, they may be authorised to use the WOAHP emblem and title of their designation as an WOAHP 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

Centre de référence  Organisation mondiale  
de la santé animale  
Fondée en 1969 / O.F.F.

## 2. Material-specific rules

### 2.1. LETTERHEADS AND ENVELOPES

Subject to the general rules stated above, a WOA Reference Centre may use its official WOA Reference Centre emblem on letterheads and envelopes for correspondence related to the Terms of Reference as a WOA Reference Centre (see example: WOA 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 WOA Reference Centre may use its official WOA Reference Centre emblem on a dedicated WOA Reference Centre web page, subject to the permission of the WOA Headquarters.

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

- a) The WOA 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 WOA 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 WOA Reference Centre.
- b) The proposed web page refers only to the activities of the institution in its capacity as a WOA Reference Centre as described in the Terms of Reference.
- c) The content of the proposed web page is acceptable to WOA 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 WOA Reference Centre. Exceptions may be granted by WOA Headquarters on a case-by-case basis.

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

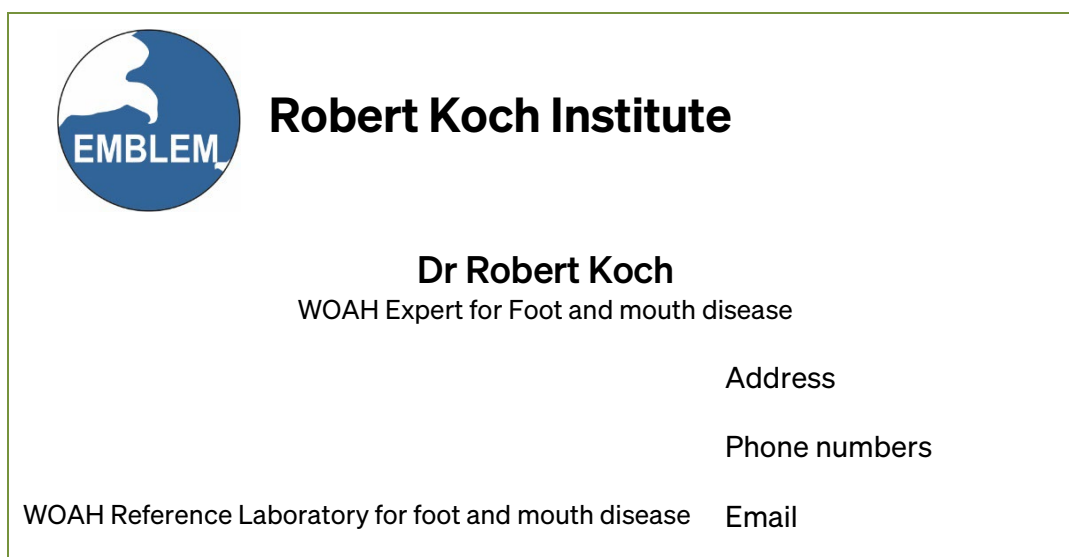
## **2.4. FLAG**

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.

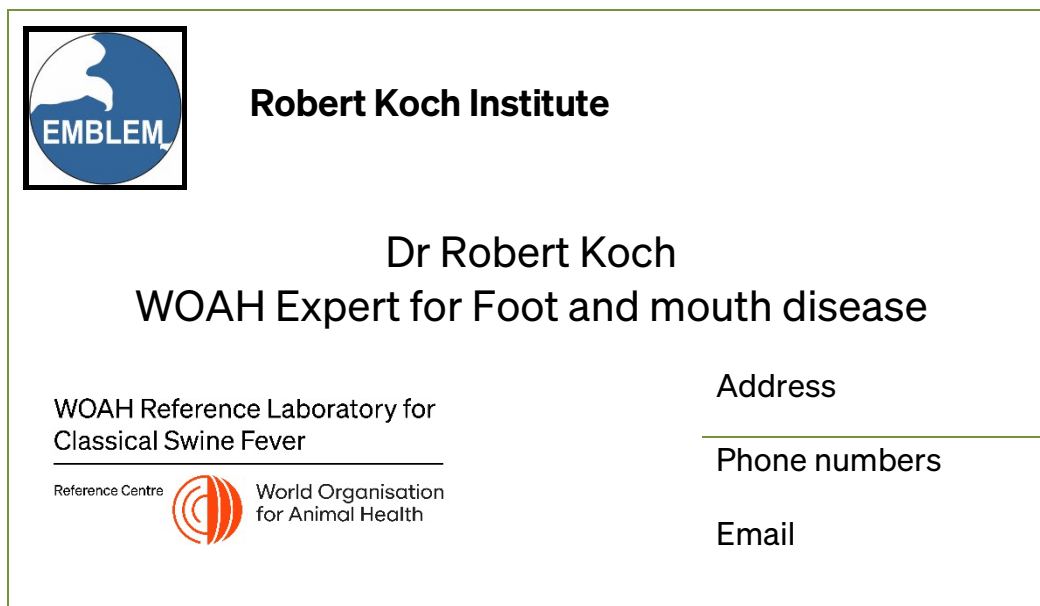
## **2.5. BUSINESS OR VISITING CARDS**

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*



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



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



## 2.6. E-MAILS

Only the named expert from a WOA Reference Laboratory can use the official WOA Reference Laboratory title (**without** the WOA Reference Centre emblem) on an email signature. For Collaborating Centres, the use of the official WOA Collaborating Centre title (**without** the WOA 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 WOA Collaborating Centre in the correspondence related to the Terms of Reference as a WOA Reference Centre. However, the WOA Reference Centre emblem shall never be included.

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

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

## 2.7. TRAINING DIPLOMAS AND CERTIFICATES

The official WOA 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 WOA Reference Centre's work plan.

## 3. Administration

### 3.1. WOA Reference Centre EMBLEM

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

### 3.2. CONTACT

Any questions on the use of the official WOA Reference Centre emblem by the WOA Reference Centres should be addressed to [scientific.dept@woah.org](mailto:scientific.dept@woah.org)



## ► GUIDELINES ON THE USE OF THE TITLE OF WOAHP EXPERT

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

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

### ***REFERENCE – INTERNAL RULES FOR WOAHP REFERENCE CENTRES***

#### ***ARTICLE 6***

This notification shall confer on the institution the right to use the title WOAHP Reference Laboratory or WOAHP Collaborating Centre, as appropriate, and the WOAHP 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 WOAHP Expert.

