



Immunization

Saves Lives

Visual Identity Guidelines



VISUAL IDENTITY GUIDELINES

This document is an overview on how to apply the visual components of our logo to various media.
For further information, please contact:

World Health Organization

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Developed by Inís Communication – www.iniscommunication.com

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CORPORATE VISION

The Immunization and Vaccine Development's (IVD) mission is to protect the people of the South-East Asia Region against vaccine preventable diseases through its support to its eleven Member States. The IVD Team focuses on implementing strategies and activities to support countries in the following areas of work: increasing immunization coverage; increasing access to vaccines with assured quality & safety; eradicating polio & eliminating measles from the region; strengthening vaccine-preventable disease (VPD) surveillance, including laboratory capacity; developing research capacity in prevention and control of VPDs.

01

LOGO ELEMENTS

It is vitally important to use it correctly and consistently.

02

Symbol



Typeface

Tagline

LOGO CLEAR SPACE

As illustrated below, the height of the logo's uppercase letters is used as the standard unit of measurement for maintaining a margin of clear space around the logo. Keep the clear space to each side of the logo equal to or greater than the logo typeface-height (X).

03



LOGO IDENTITY COLOURS

The logo has two special corporate colours: WHO Blue and Black 60%. A precise visual match to the identity colours must be achieved no matter which medium your project requires. Colour swatches on both coated (shiny) and uncoated (matte) paper have been included in this guide for that purpose.

04



CMYK

For process colour (CMYK) simulation, the following formulas should be used:



WHO Blue
C=90, M=25, Y=0, K=0



Black 60%
C=0, M=0, Y=0, K=60

PANTONE®

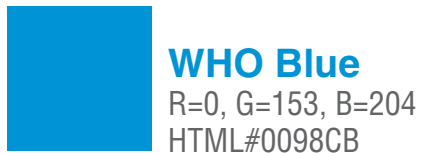
If you are using the **PANTONE®** matching system for printing inks, you may substitute the following colours:



05

RGB

When your output will be on-screen only (websites, for example) – and for some inkjet printers – , create the colours by entering the RGB values provided.



LOGO COLOUR VARIATIONS

Illustrated below are the only three permissible colour variations for the logo. These colour rules apply to all versions of our logo.

You may choose from:

Full-colour version

When placed on a white background, the full-colour logo uses WHO Blue (PANTONE 2925 C) and Black 60%. No other variation may be used.



One-colour version

The one-colour version is black only. Use it for products where colour is not an option.
One-colour solid, positive: 100% black on 100% white background.



Reversed colour version

Reversed white on black background

Reversed white on WHO Blue

Reversed white on Black 60%



UNACCEPTABLE USES

Always use the official master artwork files to reproduce the logo. Neither alter nor add to the logo, nor create your own version of it. These illustrations show many – but by no means all – common errors you must avoid. If you have questions, please contact us about incorporating the logo in a design.

09

Do not enclose the logo in any shape or outline.



Do not use a busy, complex background that interferes with legibility.



Do not place the logo on an angle.



Do not alter the relationship between the elements of the logo.



Do not change the size or proportional relationships of the elements.



Do not replace the SAPAN logo with another typeface. The logotype has been carefully drawn and letter-spaced.



Do not use any colours or colour relationships not specified in this guide.



Do not change the values of the identity colours. They should not be lightened or darkened.



Do not stretch, condense or distort the logo.



Do not separate the elements of the logo.



The background of the page features several thick, flowing blue lines that create a sense of movement and connectivity. These lines are positioned in the upper and middle sections of the page, framing the contact information.

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