

Brand Manual

Version 1.1

Prepared by Decimal



World Organisation
for Animal Health

What is a Brand Manual

This manual details the technical brand characteristics for the World Organisation for Animal Health. It should be used as a strict guide for producing anything related to the Organisation's brand.

This manual is a reference document for applying the various graphics, formats, photos, colours, fonts and uses of the logotype. We kindly request your consistency in applying them. For further questions, please contact WOAHA's Communication Department at: communication@woah.org.

Please follow the guidelines within this manual and contact WOAHA's Communication Department before using our logos for any event or publication that is not hosted by us.

Index

1. Our Brand

1.1 Why a New Brand Strategy	7
1.2 Our Core Concept	8
1.3 What We Do	12
1.4 Our Tagline	18

2. Brand Identity

2.1 Logo	21
2.2 Typography	39
2.3 Colour	55
2.4 Graphic Element	63
2.5 Layout System	69
2.6 Graphic Resources	76
2.7 Motion	92
2.8 Art Direction	100

3. Photography

3.1 Keywords	103
3.2 Examples	104
3.3 Don'ts	109

4. Illustration

4.1 Illustration Examples	110
---------------------------	-----

5. Applications

5.1 Stationery	115
5.2 Flags	123
5.3 E-mail Signature	125
5.4 Word Documents	127
5.5 Social Media	130
5.6 Powerpoint Template	160
5.7 Institutional Brochures	164
5.8 Fact Sheets	169
5.9 Reports	174
5.10 Animal Health Codes and Manuals	177
5.11 Scientific and Technical Review	188

6. Our Communications

6.1 Our Brand Lens	195
6.2 Our Brand Voice	196
6.3 Brand Characteristics	197
6.4 Our Leadership	199
6.5 Strategy Overview	201

A Note About the Name

Our New Strategy includes the transition from the historical acronym (OIE) to the name, World Organisation for Animal Health. The visual identity features a primary logo using the full name of the organisation as well as a new acronym version (WOAH), both of which incorporate language to reflect the former acronym (“Founded as OIE”). In time, as the name and new acronym become known and used by all our audiences, we will abandon the additional language. In this Brand Manual, we have consistently used the new acronym to reflect this direction because it represents the future trajectory of the Organisation (to be more accessible to a variety of audiences) and more directly and accurately represents our name.

Our Brand

A look at our global strategy. This section covers our Global Brand Strategy and how it supports our work for the health of animals and our future.

1.1 Why a New Brand Strategy 7

1.2 Our Core Concept 8

1.3 What We Do 12

1.4 Our Tagline 18

Why a New Brand Strategy

In May 2021, the World Organisation for Animal Health (WOAH, formerly OIE) launched its 7th Strategic Plan 2021-2025, and committed itself to providing effective leadership and strengthening its network of strategic partners, in order to achieve its mission and win support for the cause of animal health from decision-makers and audiences worldwide.

In preparation for the launch, WOAH took the opportunity to improve its Brand Strategy and create strong, aligned and impactful brand guidelines that would support and highlight the Organisation's new strategic goals.

WOAH recognises that the impact of animal health systems on human health, livelihoods and ecosystems has never been more apparent to the public—disease outbreaks have become highly publicised. Today, the need for international coordination is clear, not only to those working in the global animal health and welfare sectors, but also increasingly to new audiences, including the general public. In order to continue carrying out its mandate effectively, WOAH will need to increase public awareness of its values, expertise and unique positioning by communicating global animal health challenges and how they can be addressed.

Strong, proactive communication can play a key role in raising awareness of WOAH's mission, priorities and successes among various audiences, including the media, Members, new partners, animal health experts, NGOs and the general public.

A new Brand Strategy can also highlight the aspirational nature of the Organisation—one that is constantly seeking to learn, grow and evolve.

The updated Brand Strategy will position WOAH as a unique organisation, increase visibility, provide clarity to stakeholders and generate trust, thus stimulating financial investment in the Organisation.

It will also make it easier to measure successes of the Organisation against strategic indicators, including:

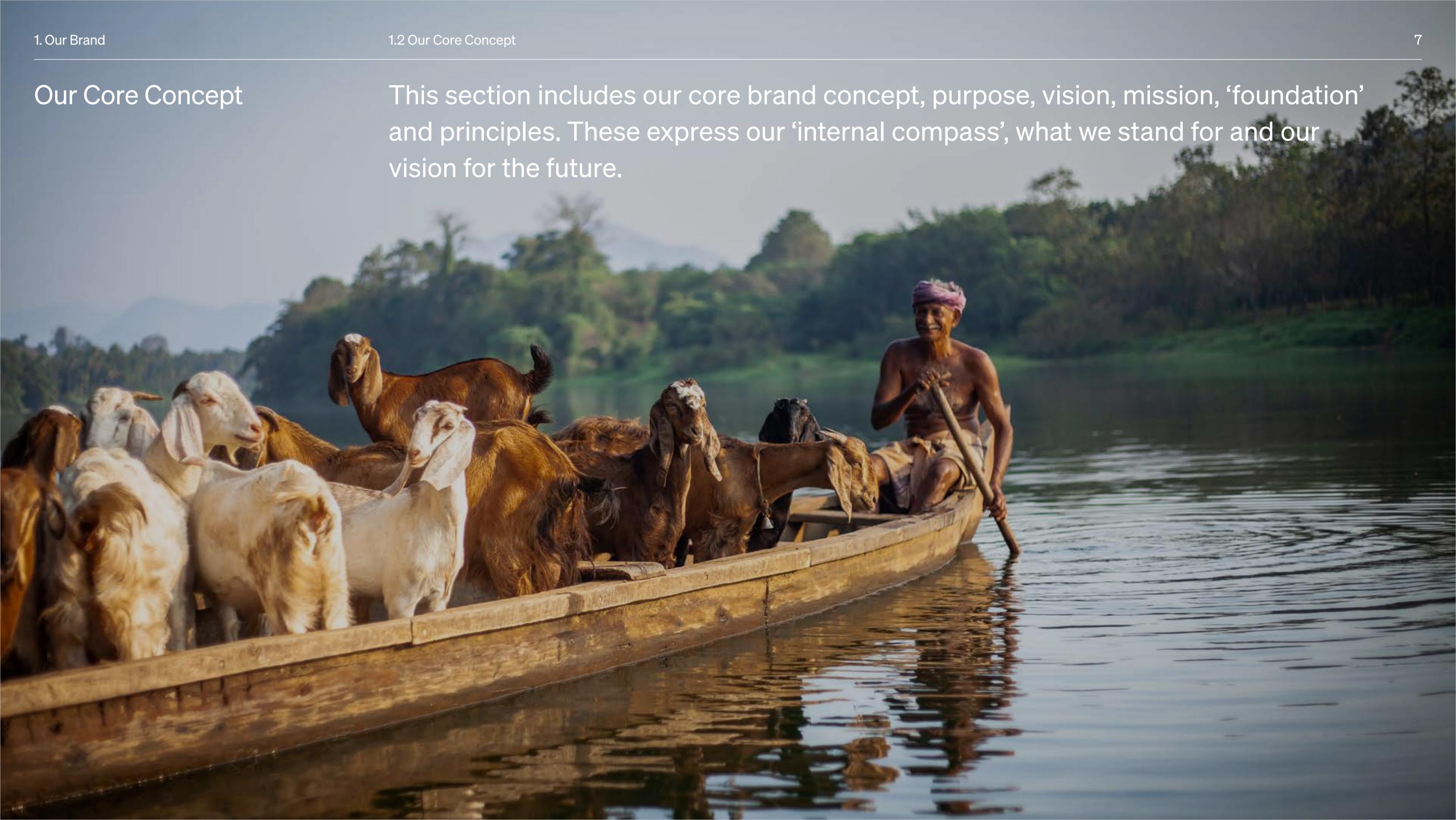
- How well WOAH's purpose and scope are understood by audiences worldwide.
- Whether WOAH is increasingly regarded as the reference organisation for animal health, globally.
- Whether audiences at different levels of specialisation feel inspired by, supportive of and willing to share WOAH's mission and activities.
- Whether WOAH is increasingly successful in communicating the importance of animal health on the global agenda.

WOAH's new Brand Strategy was developed over a period of six months in consultation with stakeholders and staff at all levels. A brand-building workshop, stakeholder interviews and informal surveys with the general public were conducted; overall, about 60 staff members (from Headquarters and regional offices) and partners participated in the process, and about 100 members of the public were informally surveyed.

The new strategy acts as a guiding light for future communication, as well as an objective measure by which we can evaluate work and make decisions. It includes target audience analysis, messaging framework, content guidelines, logo and visual identity. It also articulates the Brand Personality, Brand Voice and Tagline as well as the Brand Vision, Purpose and Mission. The new Brand Strategy and the visual identity were approved by our Director General, Monique Éloit, and the High Council in 2021; they are meant to be launched throughout the Organisation and to continue growing and evolving with its needs.

Our Core Concept

This section includes our core brand concept, purpose, vision, mission, ‘foundation’ and principles. These express our ‘internal compass’, what we stand for and our vision for the future.



Our Core Concept

A core concept is a simple idea at the heart of our strategy. It is the sum of our philosophy, our essence and our values that inspires everything we do. Our core concept is 'Interdependence': we focus on a vision of a society that fully embraces interdependence. In our communications and when describing our vision, the word 'interdependence' does not necessarily have to be used, but we can draw attention to the interconnectedness of all living systems and the importance of caring for animal health within this view of interdependence.

Interdependence

Our Vision, Purpose and Mission

Vision

Our vision is to help create a future in which humans and animals benefit and support each other, for a healthier, more sustainable world.

Purpose

Our purpose is to contribute to a more sustainable world, so that livelihoods are transformed, economies are boosted and the future is safer and healthier for everyone.

Mission

Our mission is to improve animal health globally, thereby ensuring a better future for all.

Vision + Purpose + Mission

We help policy-makers and governments create a future in which humans and animals benefit and support each other so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

Foundation

We have been at the forefront of controlling animal diseases for a century. Since 1924, we have focused on monitoring and disseminating knowledge about animal diseases and how to use scientific data to limit animal diseases' adverse effects on society. We work with 182 countries and territories, our Members, to protect the health of animals, humans and the planet.

Our Brand Principles

1. We focus on animal health

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

2. We think ahead

We set ambitious goals for ourselves and our partners, but we are realistic and forward-thinking in how we work to achieve them. We are far-sighted, have sustainability in mind, and imagine a future that goes beyond material prosperity and that is healthier for animals, humans and the planet.

3. We work towards interdependence

Our goal is to create conditions and opportunities for humans to build a more sustainable world.

4. We inspire

We consider the big picture in everything that we do. We work towards a healthier world and strive to inspire others to join us. We are honest and realistic yet optimistic.

5. We are inclusive and fair

We are only as strong as the foundation we are built upon. Taking into consideration the needs of all our partners, communities and Members—together, the keystone of our foundation—is critical to achieving our goals. We approach all challenges with a holistic view, recognising political, social and economic differences and are committed to being fair and inclusive.

6. We collaborate

We work hard to build a robust network of Members, partners, experts and global communities. We rely on these important partnerships and acknowledge that we cannot operate and evolve without the continuous exchange of information and resources.

7. We follow the science

For a century, we have served as the authority on animal health. We use advances in technology, medicine and veterinary healthcare and we share information and create best practices and strategies that are based on scientific evidence.

8. We are independent

We operate from a place of impartiality and political neutrality. The solidarity principle and strong regional accountability processes keep us guarded from undue persuasion by specific interests, which allows us to work towards a common goal that benefits all rather than some.

9. We are results-oriented, agile and cost-efficient

We strive to solve some of the world's greatest challenges, since our founding, we have faced significant obstacles. We are persistent and work tirelessly to achieve results thanks to the careful use of resources. Our impact can be seen throughout the communities we are committed to serving.

What We Do

Consistency in how we describe our Organisation through all of our products and in person reinforces our vision and our brand internally and externally; it raises awareness and it resonates with a variety of audiences for the good of our brand and our mission. This section provides guidance on how to describe WOA H to our stakeholders. It includes copy in varying lengths which is meant to be shared with internal and external teams and used in all materials, including print, digital and social media where appropriate as well as press releases, partner materials, and any communications or advocacy effort that calls for a description of WOA H and its values.



What We Do Bio

- 01 Animal health impacts everyone's health; we work across borders for a safer and healthier future.
- 02 WOAHA is the global authority on animal health, working across borders to improve the health of animals and therefore, our future.
- 03 WOAHA is the global authority on animal health: we work across borders to improve the health of animals and our future, recognising that animal health impacts everyone's health.
- 04 WOAHA works across borders to foster a One Health approach to global health. We recognise that the health of animals and the environment strongly depend on human activities. Their health determines our health, it's everyone's health.
- 05 WOAHA is a global organisation, working to ensure the health of animals across the world. Since 1924, we have focused on the complexities of animal health. We disseminate information on animal diseases and use science-based strategies to limit their potentially negative impact on society.

What We Do Short Version

WOAH is the global authority on animal health: we work to ensure the health of animals and their environments across the world, recognising that animal health impacts everyone's health and that the safety of our future depends on it.

Since 1924, we have focused on the complexities of animal health. Over time, we expanded our mission to include building partnerships with other international organisations on global initiatives, developing and disseminating knowledge, monitoring animal diseases and designing science-based protocols to manage outbreaks before they become a threat to public health, livelihoods and international trade. We have 182 Members worldwide that are committed to complying with our animal health and welfare standards. We strive for transparency in everything we do.

We know that collaboration is the key to obtaining sustainable results, which is why we endeavour to ensure solidarity among all our Members to effectively control animal diseases, whether they affect livestock, aquatic animals or wildlife. We work to create a substantial network of people, a solid knowledge base and a pool of resources and information that can be easily accessed and shared. We work to empower all of our Members, communities and partners in our global quest for a more sustainable society, one that benefits animals, humans and the planet.

We are building a better future through better animal health.

What We Do Long Version

WOAH is the global authority on animal health: we work to ensure the health of animals and their environments across the world, recognising that animal health is fundamentally connected with our health.

Since 1924, we have focused on the complexities of animal health. We disseminate information on animal diseases and use science-based strategies to limit their potentially negative impact on society. We monitor the emergence and development of animal diseases, whether they affect livestock, aquatic animals or wildlife to address them before they become a threat to public health. We partner with leading organisations like FAO, WHO and UNEP on global health initiatives. Our 182 Members know that adhering to our animal health and welfare standards is essential to ensuring safe trade, public health and economic growth within and beyond their borders, which makes us relevant and effective.

We believe that collaboration is the key to achieving results, which is why we strive to achieve solidarity among all our Member to effectively prevent and control animal diseases. We work to create a substantial network of people, a solid knowledge base and a pool of resources and information that can be easily accessed and shared.

We seek to empower our partners by providing data and solutions to help them with their specific animal health challenges. We also work to reassure those who may be concerned about threats to their own health and livelihood by offering tools, knowledge and our track record of success in controlling animal diseases.

For those aiming to build a more sustainable society, one that fully embraces interdependence, we endeavour to be a leader for achieving this vision; our purpose is to improve animal health globally, so that livelihoods are transformed, economies are boosted and the world is a safer and healthier place.

We believe that animal health is essential to our future.
Animal health is our health. It's everyone's health.

Our Story

At the heart of WOAHA is our purpose: to improve animal health globally and contribute to a more sustainable world, so that livelihoods are transformed, economies are boosted and the future is a safer and healthier for everyone.

WOAHA was founded in 1924, as the Office International des Epizooties (OIE), in response to the infectious disease rinderpest or 'cattle-plague' that swept across Europe, South America and India, ravaging livestock and causing devastating economic losses. The crisis made it clear that animal diseases posed a real threat to food security, economic growth and livelihoods. For a century, WOAHA has strived to reduce these threats. We work across the globe to ensure the health of animals and their environments, recognising that our health, the safety of our future and the planet depend on it.

WOAHA is the global authority on animal health. We disseminate information on animal diseases and use science-based standards to limit their potentially negative impact on society. We monitor the emergence and development of animal diseases affecting livestock, aquatic animals and wildlife, and address them before they become a threat to public health. We set animal health and welfare standards to improve veterinary public health and secure the international trade of animals and their products.

We partner with other leading organisations like the FAO (agriculture and food systems), the WHO (human health), and UNEP (the environment) on global initiatives such as One Health, which views health as an interconnected system involving animals, humans and the environment. Our 182 Members know that adhering to our animal health and welfare standards is essential to ensuring safe trade, public health and economic growth within and beyond their borders, which makes us relevant and effective.

We seek to empower our partners by providing data and solutions to their specific animal health challenges, which allows them to keep their own communities safe and their economies growing. We also work to reassure those who may be concerned about threats to their health and livelihood by offering tools, knowledge and our track record of success in controlling animal diseases. And finally, we wish to inspire and serve as a guide for those looking to embrace a worldview of interdependence. Because for us, interdependence is not just a concept, it is a reality that we put into practice daily.

Animal health is essential to our future.

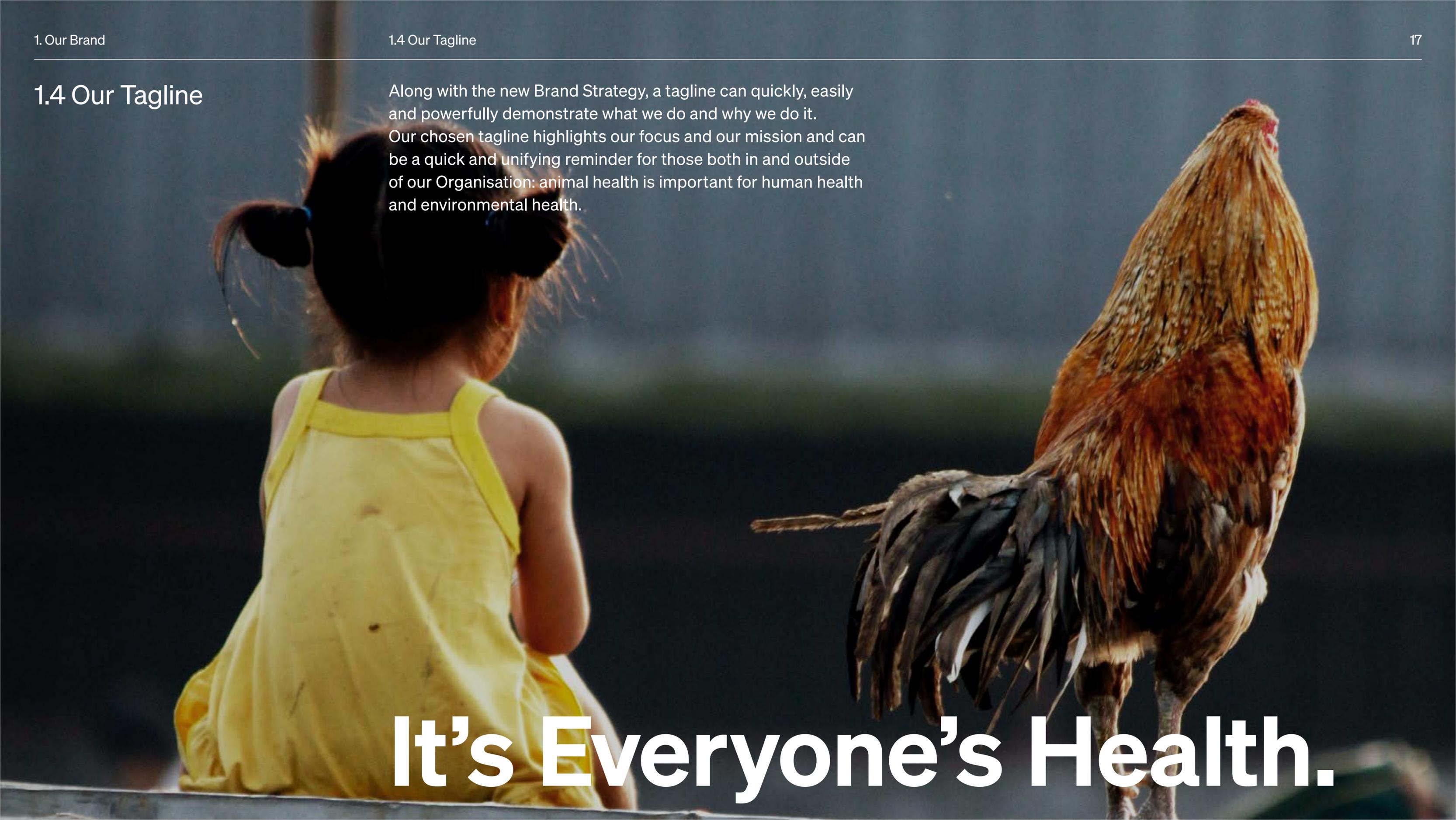
Animal health is our health. It's everyone's health.

WOAH is the global authority on animal health: we work across borders to improve the health of animals and our future, recognising that animal health impacts everyone's health.



1.4 Our Tagline

Along with the new Brand Strategy, a tagline can quickly, easily and powerfully demonstrate what we do and why we do it. Our chosen tagline highlights our focus and our mission and can be a quick and unifying reminder for those both in and outside of our Organisation: animal health is important for human health and environmental health.

A young girl with her hair in two buns, wearing a bright yellow dress, is seen from behind, looking out over a landscape. To her right, a large, brown and black rooster stands prominently, also looking out over the same landscape. The background is a soft, out-of-focus natural setting, possibly a farm or rural area, with a clear sky.

It's Everyone's Health.

Brand Identity

2.1 Logo	21
2.2 Typography	39
2.3 Colour	55
2.4 Graphic Element	63
2.5 Layout System	69
2.6 Graphic Resources	76
2.7 Motion	92
2.8 Art Direction	100

This section provides direction on the key graphic elements of the new brand strategy and includes guidance on use and application.

Identity Elements

Our brand identity consists of a set of iconic elements that, when combined, make us immediately recognisable.

Health



We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife.

By doing so, we contribute to the improvement of animal welfare. We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare. We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife.

Our Logo
Our logo must remain consistent and have a strong presence across all applications.

Our Colour
Our colour is orange, and it should have a strong presence across all applications.

Our Typefaces
Our primary typefaces are Söhne and Söhne Schmal and we should use them consistently.

Our Layout System
Our layout system is how we structure and arrange our content, it should be visibly present across applications.

Symbolisation
WOAH is more than a name, logo and visual system. Our imagery is integral for communicating and showing the interconnection between humans, animals and the environment.



World Organisation
for Animal Health

www.woah.org

2.1 Logo

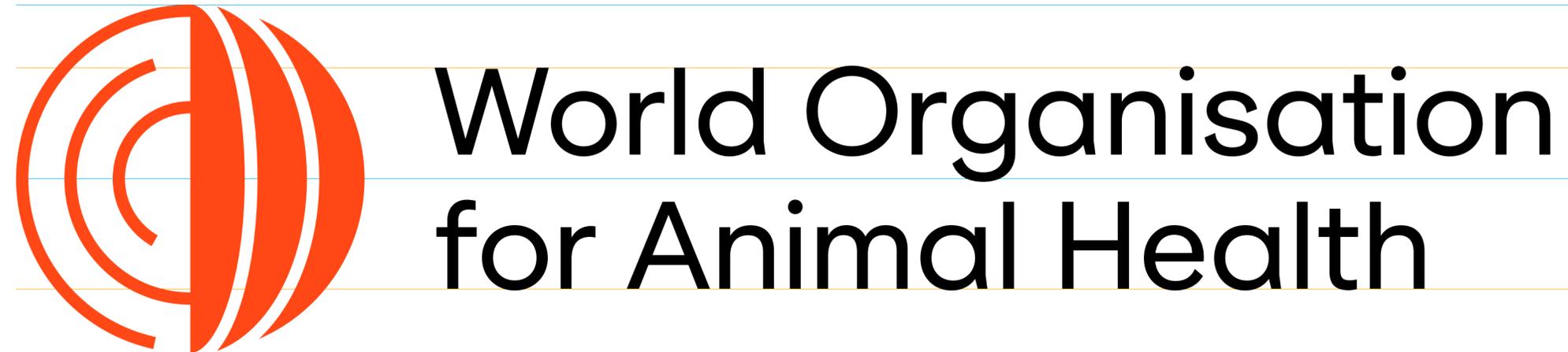
Our logo represents who we are and clarifies the name of our Organisation. For brand recognition and to reflect our cohesive story, we use our logo across all applications, whether it is an internal document, a corporate application or a public communication campaign. Consistency is key.

Primary Logo

Our logo stands at the centre of our graphic design system and is our brand identifier. Our primary logo is made up of a unique symbol and wordmark that celebrates all things WOAAH but with a more contemporary vision.

We are called the World Organisation for Animal Health. Our new logo will help establish this recognition, but it is also important to adopt this into our language. The primary version of the logo is a combination of orange and black. See page 33 for other colour options.

Primary logo



Logo construction



Primary logo



Full orange version



Full white version



Primary Logo OIE Addition

For the transitional phase from the old identity to the new one, we have a logo version that makes reference to the initial acronym, OIE, as the Organisation was originally founded as the Office International des Epizooties. **We will apply this logo until at least the end of 2023.**

This logo version should only be used for a specific time frame whilst the new logo gains visibility. This logo version is created using the same spacing and grid as the primary logo to ensure coherency and overall unity. For the minimum sized logo, there is a specific version created that ensures the smaller text is legible when used at a smaller size.

Primary logo + OIE addition



Logo construction



Orange and black version



Full orange version



Full white version



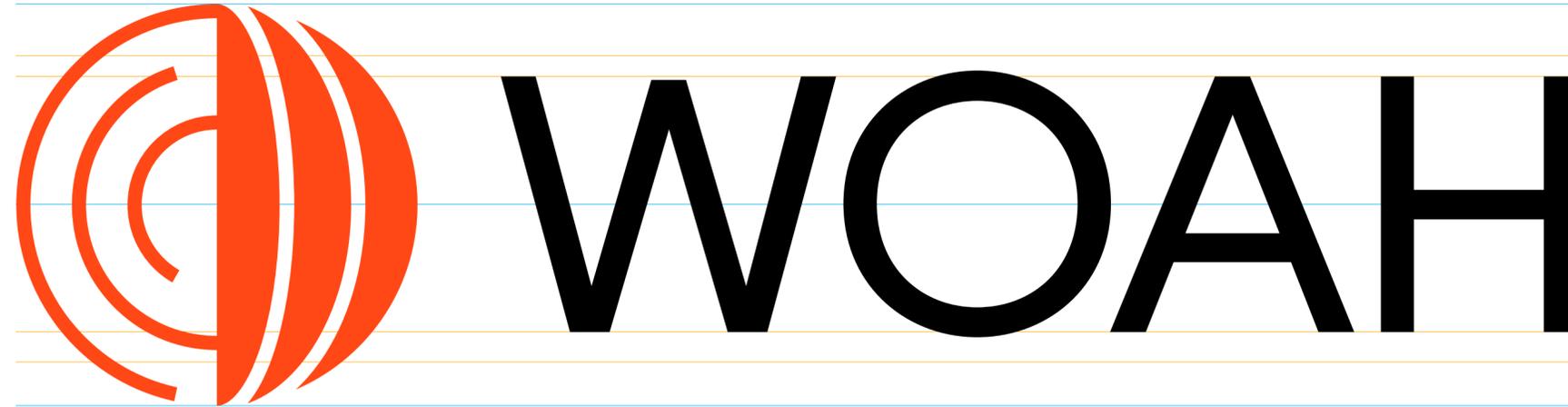
Acronym Logo

We also have an acronym version of our logo. It is based on the same proportions as our primary logo, ensuring consistency between the two. The acronym version of the logo should only be used when space is limited and less than the minimum size of the primary logo.

Our logo minimum sizes are further explained on pages 27 and 28.

Requests for this logo should be directed to the Communications Department to evaluate if its usage is appropriate.

Acronym



Acronym construction



Orange and black version



Full orange version



Full white version



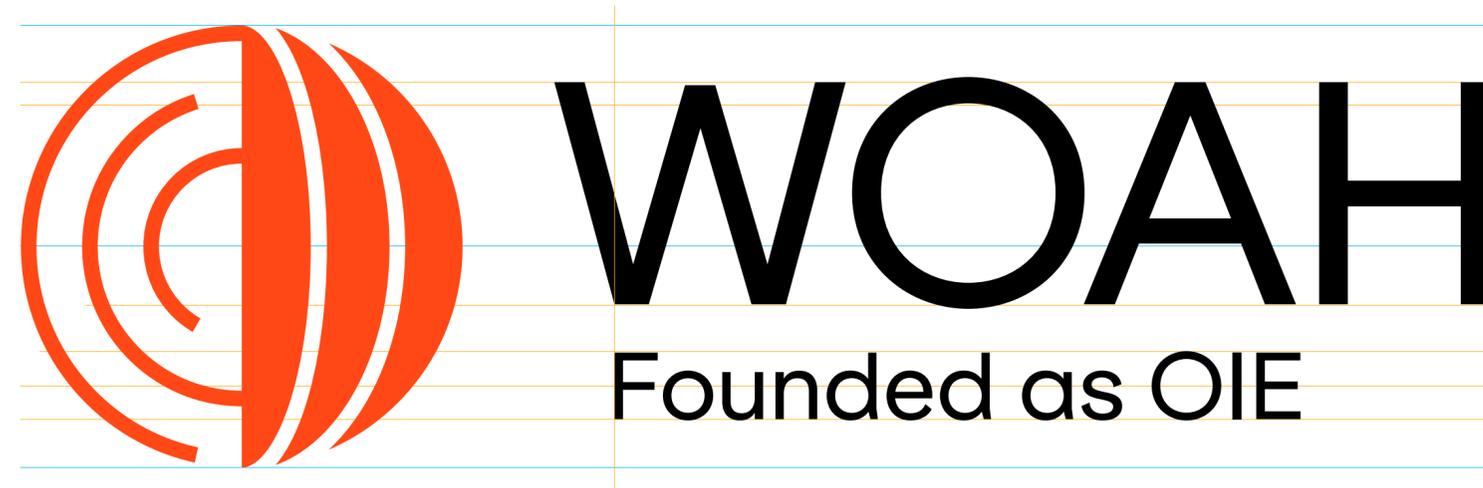
Acronym Logo OIE Addition

For a century, we have been known as the OIE, but with our new branding comes a new acronym. During this changeover phase we should use a version of the acronym logo that makes reference to the original acronym of OIE.

We should only use this version when space is limited and whilst the new logo gains visibility.

Any requests for this logo should be made to the Communications Department to evaluate its usage.

Acronym + OIE addition



Acronym construction



Orange and black version



Full orange version



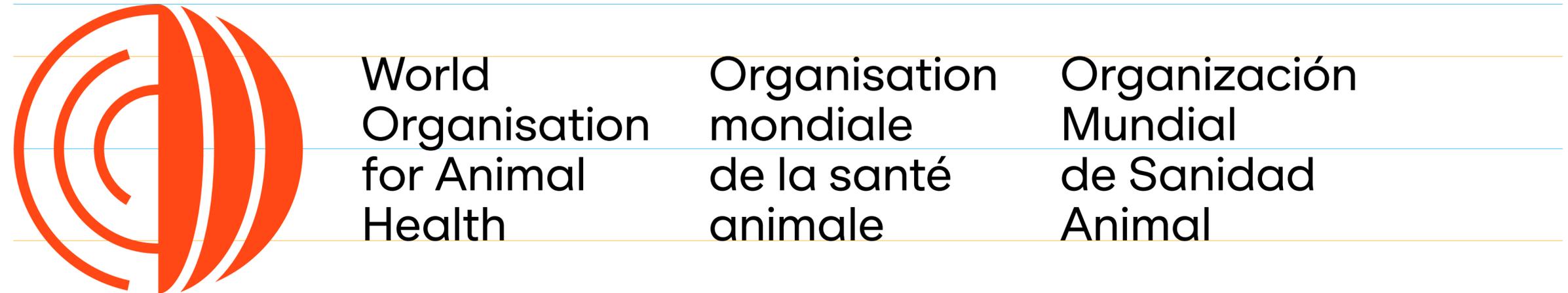
Full white version



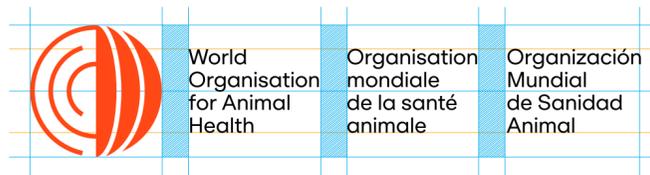
Trilingual Logo

We have a trilingual version of the logo that should only be used in corporate applications where we need to address all three languages. The logo is constructed on the same grid as the other logo versions, providing overall coherence.

Trilingual logo



Logo construction



Orange and black version



Full orange version



Full white version



Logo Minimum Sizes

The minimum size of the logos is determined by the height of the symbol, as this is the common element across all logo variations. Below are the minimum sizes for both print and digital, with the same rules applying across all three languages.

Primary logo
Screen: 35 px
Print: 15 mm



Primary logo + OIE
Screen: 50 px
Print: 25 mm



Acronym
Screen: 20 px
Print: 7 mm



Acronym + OIE
Screen: 35px
Print: 15mm



A custom version of the minimum sized logo will be delivered, as special tracking has been applied.

Trilingual logo
Screen: 35 px
Print: 15 mm



Symbol
Screen: 20 px
Print: 7 mm



A custom version of the minimum sized logo will be delivered, as special tracking has been applied.

Logo Uses

Primary logo

Our primary logo is the symbol and name, and it should be used across all applications. The logo has been constructed to function well at various sizes.

Acronym

The acronym should only be used when there is limited space. This is determined using the guidance below, where the acronym is used instead of the primary logo when the logo needs to be less than 35 px for digital and 15 mm for print.

Symbol

Our symbol alone can be used in places such as book spines and social media avatars where the full name is not necessary or where there isn't sufficient space. The minimum size for the symbol is the same as the acronym version.

110 px



World Organisation
for Animal Health



World Organisation
for Animal Health
Founded as OIE

80 px



World Organisation
for Animal Health



World Organisation
for Animal Health
Founded as OIE

50 px



World Organisation
for Animal Health

Minimum height:
Screen: 50 px
Print: 25 mm



World Organisation
for Animal Health
Founded as OIE

Minimum height:
Screen: 35 px
Print: 15 mm



World Organisation
for Animal Health



WOAH
Founded as OIE

25 px



WOAH

Minimum height:
Screen: 20 px
Print: 7 mm



WOAH

Logo Clear Space

To prevent overcrowding the logo, we need to give it some clear space. This space is determined using half the size of the symbol (semi-circle) and should be the minimum space surrounding the logo at all sizes.

The same rule applies across all versions of the logo, including language variations.

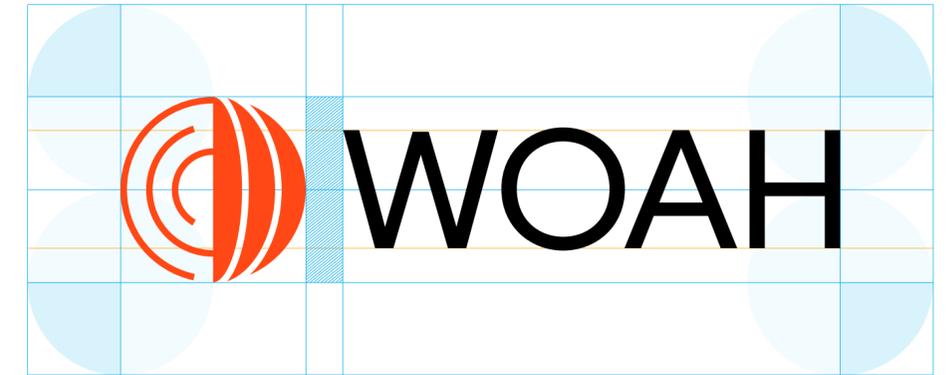
Primary logo



Primary logo + OIE



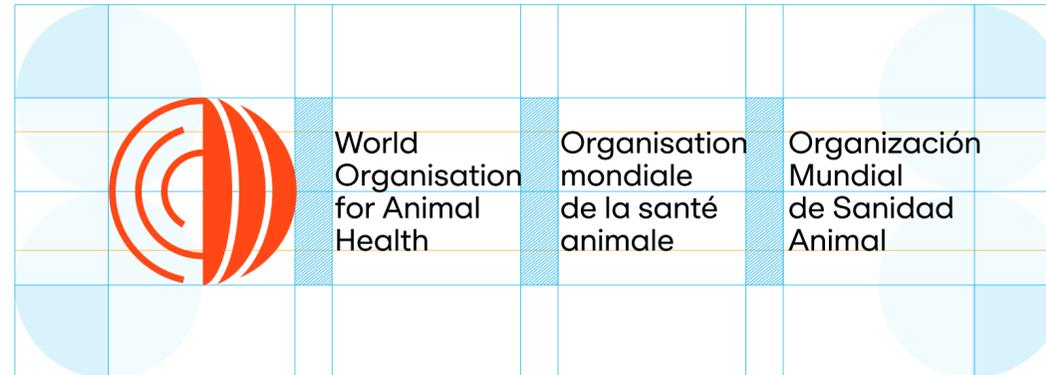
Acronym



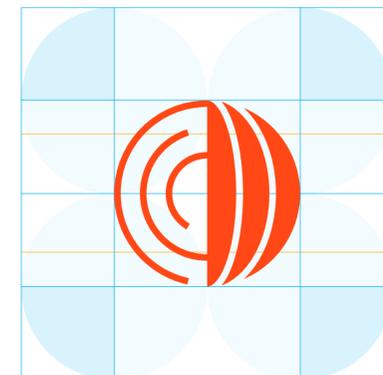
Acronym + OIE



Trilingual logo



Symbol



Logo Overview

All three versions of the logo are available as final arts in PDF format.

Primary logo



Primary logo + OIE



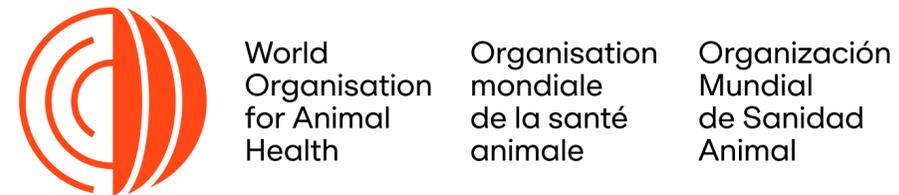
Acronym



Acronym + OIE



Trilingual logo

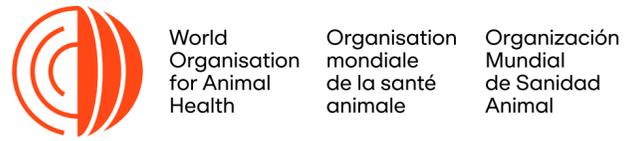


Symbol



Logo Language Versions

Trilingual



English



French



Spanish



Tripartite Use

When working on a tripartite (FAO-WOAH-WHO) document, we should use the following logo series. This logo series is delivered as a final art to ensure the logos are optically balanced and evenly spaced.

The space between the three logos is the equivalent to the diameter of the WOAH symbol, ensuring that each logo has sufficient breathing space.

Tripartite logo



Layout and structure



Clear space



Logo Colour

Our primary logo is the orange and black version and should always be our preferred choice. However, we have other coloured options available. When we are using a solid vibrant coloured background, the logo should always be white.

* A complete black version of the logo should only be used if there is no option to print in colour.
* The blue and green logos should only be used for the Animal Health Codes and Manuals.



*

*

*

*

*

*

*

Logo Don'ts

Example 1
Don't introduce new colours within the logo.



Example 2
Don't outline the logo.



Example 3
Don't stretch the logo.



Example 4
Don't add effects to the logo.



Example 5
Don't change the lock-up.



Example 6
Don't change the proportion of the logo.



Example 7
Don't place the logo at an angle.



Example 8
Don't put the logo in a frame.



Example 9
Don't attach text of any kind to the logo.



Example 10
Don't use any version of the old logo.



Example 11
Don't place the logo on backgrounds that provide insufficient contrast.



Example 12
Don't place the logo over busy backgrounds.

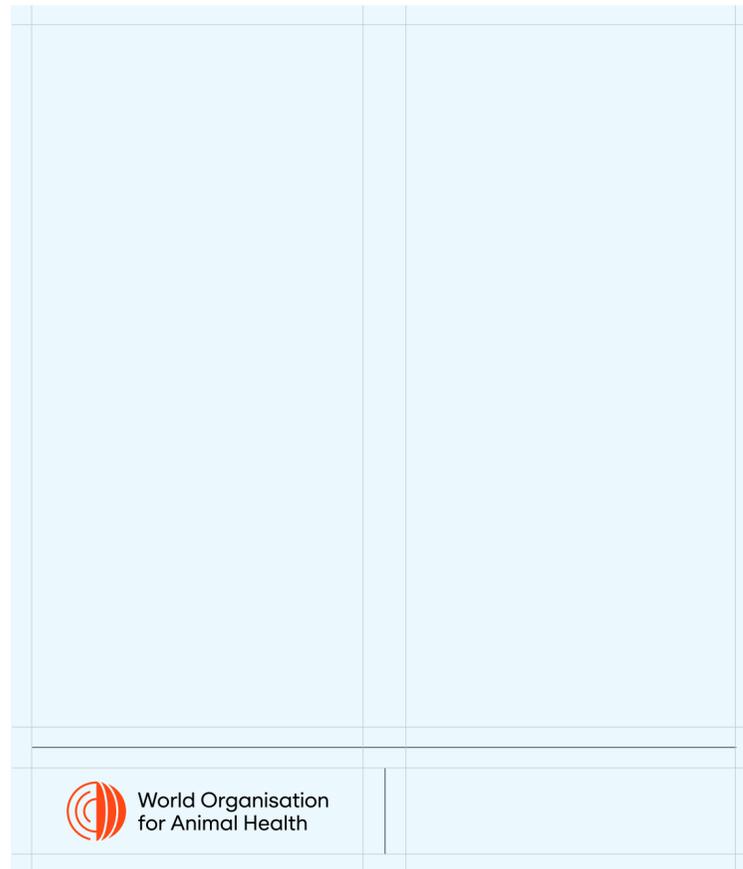


Logo Placement

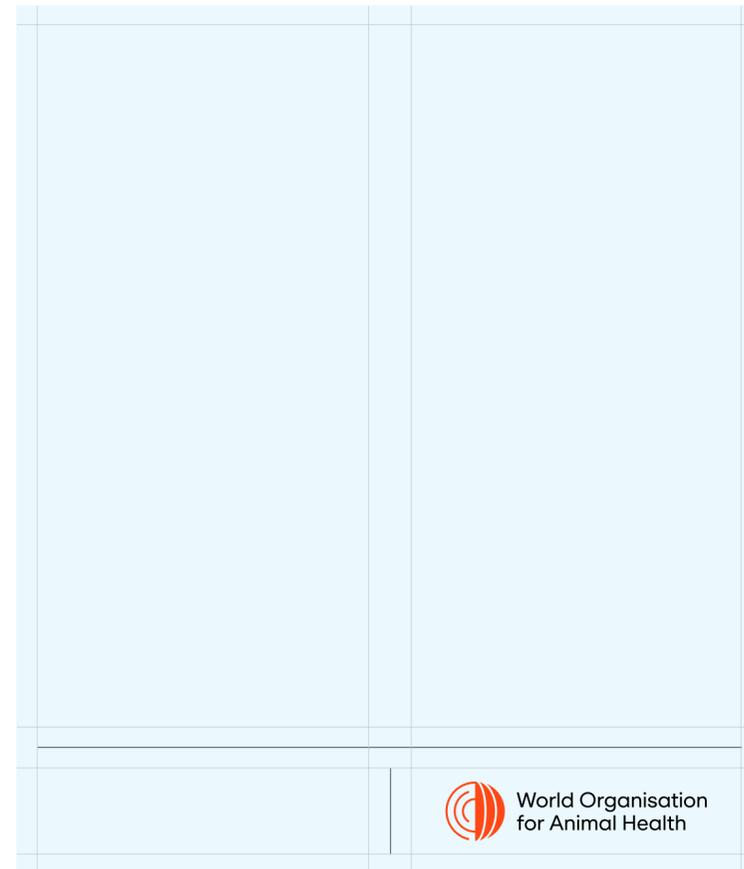
We organise content using a visible grid so the placement of the logo can be quite flexible. Use these suggestions for the placement of the logo to enhance consistency and legibility across all applications.

The logos can be aligned in the centre of the segment or on the left side depending on the rest of the layout. Refer to page 33 for logo and background colour variations.

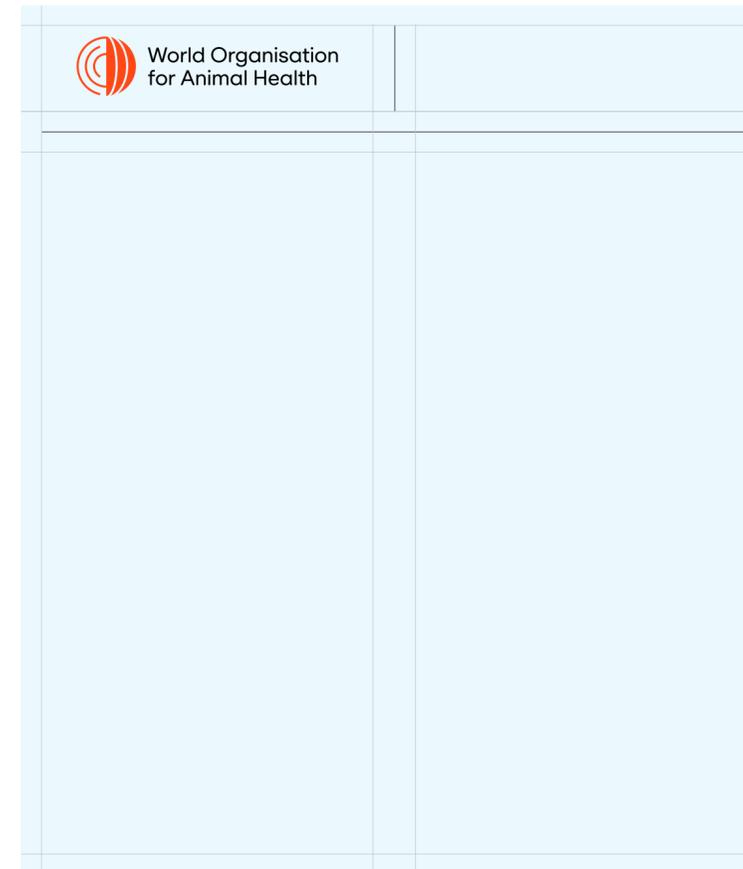
Position 1
Bottom left



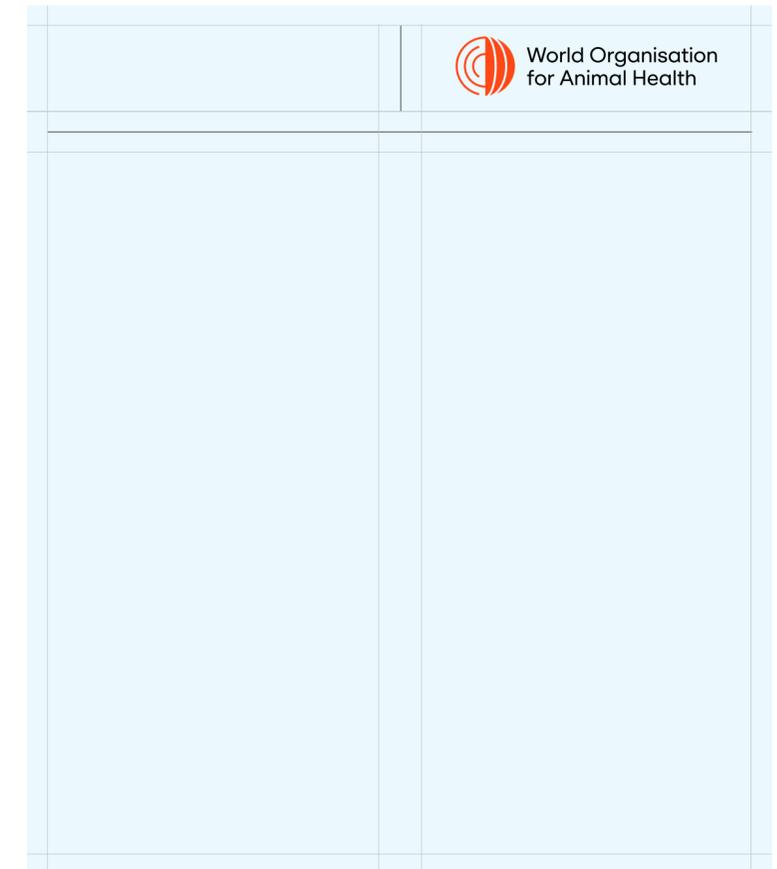
Position 2
Bottom right



Position 3
Top left



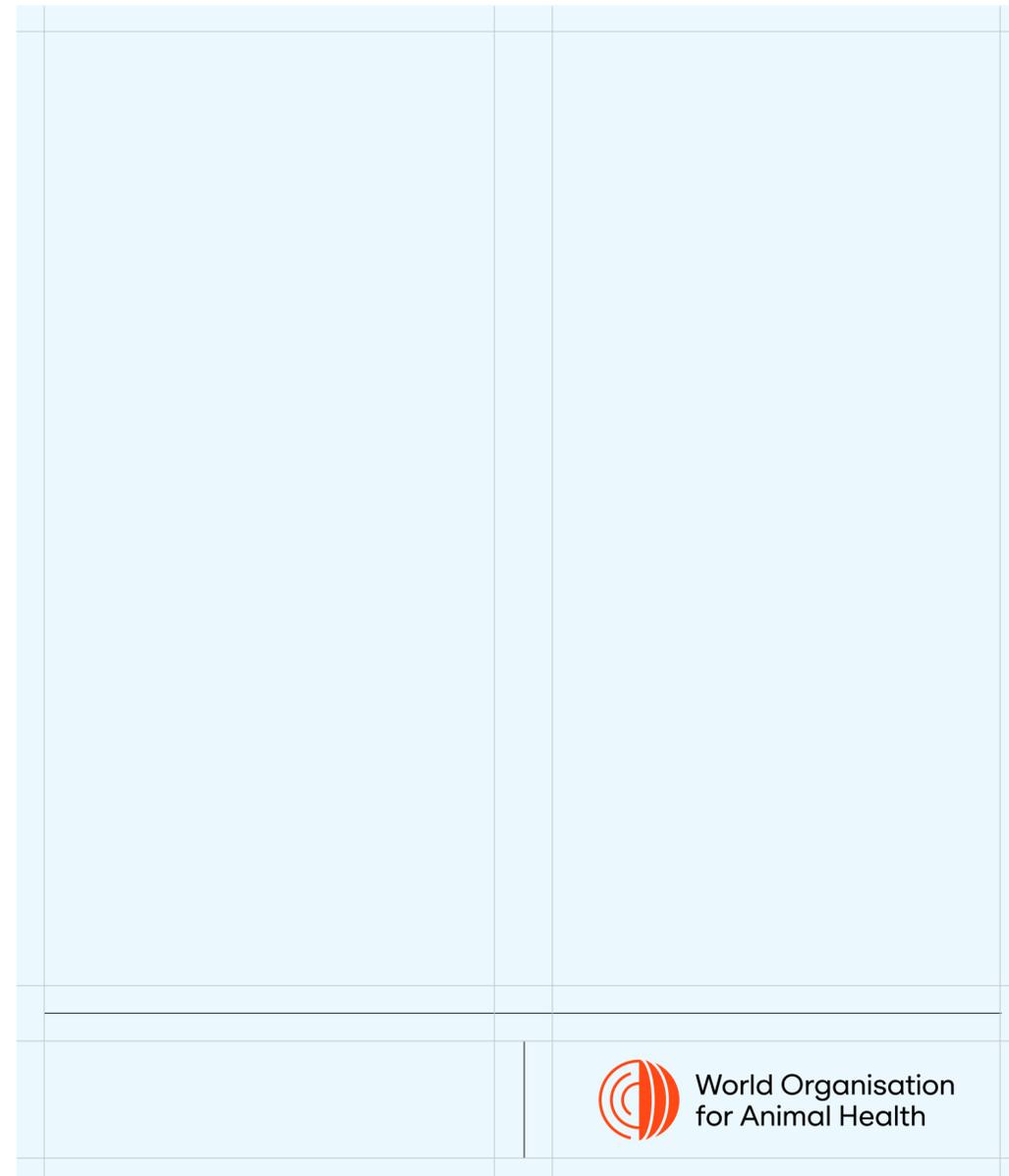
Position 4
Top right



Logo Placement Within the Section

The logos can be aligned in the centre of the section or on the left side depending on the rest of the layout. Refer to page 33 for logo and background colour variations.

Position 1
Centre aligned logo.



Position 2
Left aligned logo.



Logo on Image

In circumstances where the logo needs to be placed on top of an image, it should be positioned left-aligned either top or bottom depending on the image. The logo colour should offer enough contrast and be positioned away from the main focus of the image.

Our preferred colour is white as this normally offers the most contrast, however we can use the full orange logo and the orange and black logo when the backgrounds are light and free from noise.

Logo Colour Options



White version



Orange version



Orange and black version

Example 1
Top left



Example 2
Centred



Example 3
Bottom left

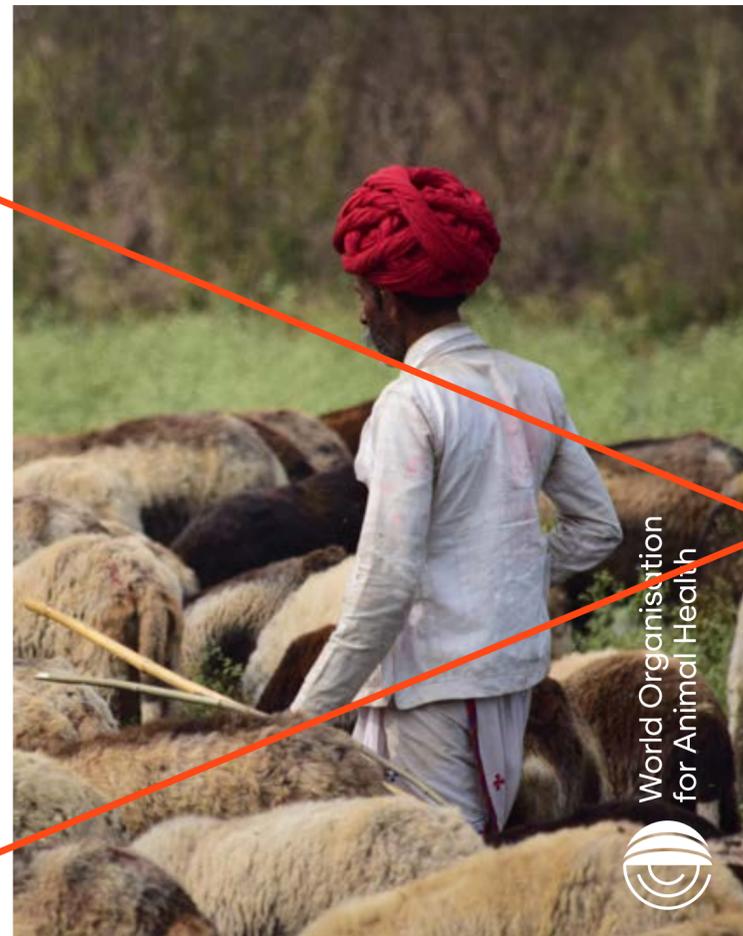


Logo Placement Don'ts

Example 1
Don't right align the logo.



Example 2
Don't rotate the logo.



Example 3
Respect the clear space around the logo.



Example 4
Choose the image and logo colour carefully, ensuring legibility. Don't cover the main focal point of an image.



2.2 Typography

Like our logo, typography is a central element to our identity, helping achieve brand recognition within our competitive landscape. The consistent use of our selected typefaces creates a cohesive look and feel across all our applications.

Our Typefaces

Our range of typefaces helps bring a sense of identity to the brand and has been chosen to give us flexibility within the messaging across the different applications.

- a. Söhne
- b. Söhne Schmal
- c. Times Now

a.

b.

c.



Font Families

a. Söhne

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 0123456789
 !@#\$%^&*()-+=?>

Weights

Söhne Buch
 Söhne Buch Kursiv
 Söhne Kräftig
 Söhne Halbfett

b. Söhne Schmal

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnopqrs
 tuvxyz
 0123456789

Weights

Söhne Schmal Buch
 Söhne Schmal Kräftig
 Söhne Schmal Halbfett
 Söhne Schmal Dreiviertelfett

c. Times Now

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 0123456789
 !@#\$%^&*()-+=?>

Weights

Times Now Semi Light
 Times Now Semi Light italic

Brand Attributes

a. Söhne Buch

Söhne Halbfett

Expert
Inspiring
Functional
Resonant
Shareable

**Expert
Inspiring
Functional
Resonant
Shareable**

b. Söhne Schmal Buch

Söhne Schmal Dreiviertelfett

Expert
Inspiring
Functional
Resonant
Shareable

**Expert
Inspiring
Functional
Resonant
Shareable**

c. Times Now Semi light

Times Now Semi light italic

Expert
Inspiring
Functional
Resonant
Shareable

*Expert
Inspiring
Functional
Resonant
Shareable*

Typeface Usage

Söhne

Uses

Headlines + Statements
Sub titles
Quotes
Body copy
Infographic details

Weights

Söhne Buch
Söhne Buch Kursiv
Söhne Kräftig
Söhne Halbfett

Our primary typeface is regular Söhne; it should be the typeface we use most predominantly. We use this typeface on corporate applications and when communicating standard or corporate messages. It is our most diverse typeface and can be used in headlines, titles, body copy and infographics.

Although we have flexibility with type weight and size, we should always stick to a maximum of 2 to 3 different type styles per layout when structuring the content. This will help keep the design organised and modern.

Headlines

Kräftig
Halbfett

Biodiversity

Statements

Kräftig
Halbfett

Disease data collection

Short titles

Halbfett

One Health Science Research Aquatic Economy

Intro copy

Kräftig

One of WOAHA's missions is to ensure transparency in and enhance knowledge of the worldwide animal health situation. Among the formal obligations of WOAHA Members is the submission of information on the relevant animal disease situation – including on zoonoses present on their territory.

Body copy

Buch

Highlighted words
are set in Halbfett.

Links are underlined

Diseases of animal origin that are transmissible to humans, such as **avian influenza, rabies, Rift Valley fever** and brucellosis, pose worldwide risks to public health that must be prevented and controlled. Pathogens of animal origin that are not transmissible to humans, but which have a severe impact on the production of animal protein, should not be neglected either.

Subtitles

Halbfett

**Animal Health
Animal Welfare
Animal Security
Biodiversity
Public Health**

Tags

Buch

**NEWS
EVENTS
PRESS RELEASE
SESSIONS
EXPERTS MEETING**

Typeface Usage

Söhne Schmal

Uses

Headlines + Statements
Sentence headlines
Quotes
Facts and figures
Infographic titles

Weights

Söhne Schmal Buch
Söhne Schmal Kräftig
Söhne Schmal Halbfett
Söhne Schmal Dreiviertelfett

We use the Söhne Schmal typeface for headlines, titles, subtitles and short quotes or statements. It is our secondary typeface used for visual purposes, and we can be playful with the type size and type weights depending on the application or messaging in order to create visually engaging layouts.

It should not be used for body copy or at very small sizes due to the condensed nature of the characters. Due to its bold and unique appearance we should not use the typeface in places where we need to feel more corporate or institutional, for example within the stationery.

Although we have flexibility with type weight and size we should always stick to a maximum of 2 to 3 different styles in each layout and be consistent with the way they are applied.

Headlines + titles

Buch
Kräftig
Halbfett

Health Health Health Health

Sub titles + graphics

Buch
Kräftig
Halbfett

103.21 103.21 103.21 103.21

Quotes or statements
that are more
urgent or direct
(social media)
Uppercase Halbfett

**NO ANIMAL RABIES CASES WERE REPORTED
IN LEWEI FROM 2016 TO 2018**

ACTION

Statements + Quotes
+ short texts
Buch
Kräftig
Halbfett

**Global health risks
and tomorrow's
challenges**

**Global health risks
and tomorrow's
challenges**

**Global health risks and
tomorrow's challenges**

**Global health risks and
tomorrow's challenges**

Typeface Usage

Times Now

Uses

Quotes
Supporting paragraphs
Image and text credits
References and small details

Weights

Times Now Semi Light

Statements

Quotes
Times Now
Semi light

Times Now is our serif typeface, chosen to compliment the Söhne family and achieve a richer and a more journalistic feel. We use it on a secondary level and always in conjunction with Söhne and Söhne Schmal. We can use this typeface for tags, footnotes, references and biographical content.

Occasionally, we can use the typeface for short quotes and sentences where we would like to communicate more thought-provoking messages, or messages with a more narrative and editorial feel.

We do not use Times Now for main body copy but it can be used at a smaller size for larger paragraphs of text in conjunction with Söhne Buch or Söhne Kräftig.

Ten years on, Rinderpest eradication highlights the value of vaccines.

Ten years on, Rinderpest eradication highlights the value of vaccines.

Short copy

Reference
Times Now
Semi light italic

Times Now
Semi light

Peste des petits ruminants (PPR) is an example of how Veterinary Services contribute to meeting several of the Sustainable Development Goals of the 2030 Agenda. Learn how we help them build a better and more sustainable future for all.

Veterinarians are at the forefront of the fight against diseases that affect animals, humans and the environment. To protect the health of all, they must collaborate with other sectors.

[1] WOA, 2011. World Livestock 2011 – *Livestock in the food security.*

[2] WOA, 2015. *Global control and eradication of peste des petits ruminants Investing in veterinary systems, food security and poverty alleviation.*

Credits

Times
Now
Semi light

28th June 2021
Author
Edition
12:00am - 4:30pm
Paris, France

Typeface Usage Website Hierarchy

Web typefaces

Söhne Buch
Söhne Buch Kursiv
Söhne Kräftig

Söhne Schmal Kräftig
Söhne Schmal Halbfett

Times Now Semi Light
Times Now Semi Light Italic

Main titles

Söhne Schmal
Kräftig

Latest News
One Health

Key Takeaway
Mission

Diseases
Anthrax

The following are suggestions of how to structure content on the website. There are fewer weights to use for the website, so we should be consistent with their usage and have well-defined hierarchy.

Try to use no more than three to four type sizes, instead playing with the typeface weight and colour to help distinguish hierarchy. Our primary orange colour should prevail, used on key titles, hover interactions, buttons and menu dropdowns.

Please note that this is not an example of exact type sizes, this is just to show the typographic hierarchy.

Quotes

Söhne Kräftig

Supporting countries to better prepare and respond to zoonotic diseases: reflection from the Tripartite Alliance

Tags

Söhne Buch

NEWS
EVENTS
PRESS RELEASE
SESSIONS
EXPERTS MEETING

Sub titles

Söhne Halbfett

One Health

Disease Data
Collection

Antimicrobial
resistance

Animal Welfare

Sub subtitles
Söhne Buch

Who we are
What we do

What we offer
Media

Body copy
Söhne Buch

Highlighted words
are set in Halbfett.

Links are underlined

WOAH News is the monthly newsletter that relays news from the World Organisation for Animal Health (WOAH), as well as from its network and regions. News includes its Members' self-declarations, articles, **upcoming events, publications, communication tools** and more. Subscribe to the monthly newsletter and stay informed on the organisation's latest activities at both global and regional levels

Image credits
Times Now
Semi Light

Times Now
Semi Light Italic

Peste des petits ruminants (PPR) is an example of how Veterinary Services contribute to meeting several of the Sustainable Development Goals of the 2030 Agenda. Learn how we help them build a better and more sustainable future for all.

6 July 2021

The importance of Veterinary Services (including its relevance to the United Nations Sustainable Development Goals), and the full PVS Pathway programme of activities, is available in the document *Strengthening Veterinary Services Through the WOAH PVS Pathway – Case for Engagement and Investment* (PVS Business Case)

Typeface Hierarchy Example

While there are many possibilities in the size and style of type, the following are preferred usages of Söhne, Söhne Schmal and Times Now in composition together.

Typefaces and weights

Headline

Söhne Schmal Kräftig

Quote

Söhne Schmal Buch

Tags

Söhne Buch upper case

Short text

Söhne Kräftig

Dates or credits

Times Now Semi Light

Latest News

● NEWS

Ten years on, Rinderpest eradication highlights the value of vaccines

28 June 2021

● NEWS

New official disease status recognised by the World Organisation for Animal Health (WOAH)

28 June 2021

● PRESS RELEASE

Dr Monique Éloit is re-elected as Director General of the World Organisation for Animal Health (WOAH)

28 June 2021

● NEWS

A new strategy propels international community to improve aquatic animal health and welfare worldwide

28 June 2021

Ten years on, Rinderpest eradication highlights the value of vaccines

Typeface Hierarchy Example

While there are many possibilities in the size and style of type, the following are preferred usages of Söhne, Söhne Schmal and Times Now in composition together.

Typefaces and weights

Tags

Söhne buch uppercase

Headlines

Kräftig

Quote

Times Now Semi Light

Body copy

Söhne buch

Image credits

Times Now semi light

Times Now semi light italic

Side column

Times Now semi light

Times Now semi light italic

DISEASES

Rinderpest

Ten years on, Rinderpest eradication highlights the value of vaccines

Rinderpest is a deadly disease that has affected cattle and caused economic disruption for centuries. 2021 marks the 10th anniversary of its eradication, declared ten years after the last case was reported.

Reports point to the origins of Rinderpest in Central Asia and its rapid spread to the rest of the continent and across Europe, following trade and migration routes. The disease was also reported in the Americas and Australia, with a lower prevalence.



Image credit *Description*

In 1920, Rinderpest occurred unexpectedly in Belgium, when infected zebu cattle from India on their way to Brazil stopped in transit at the port of Antwerp.

At the initiative of France, an international conference was held to which all countries were invited. The conference was held in Paris in May 1921. It called for the establishment, in Paris, of an international office for the control of infectious animal diseases.

Typeface Hierarchy Example

While there are many possibilities in the size and style of type, the following are preferred usages of Söhne, Söhne Schmal and Times Now in composition together.

Typefaces and weights

Headline

Kräftig

Quote

Statement
Söhne Halbfett

Subtitle

Söhne Halbfett

Body copy

Söhne Buch

Image credit

Times Now Semi Light
Times Now Semi Light Italic



Image credit *Description*

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Livelihoods

Subtitle

Faccat quia viduntem que seque conse nonesto cor reprovidem a endiosa pelluptasi rest vel et re volupturia veligendit, iliquibus di dunt quist, quunt, ommolor at volore omniasit, omni velitatio. Que num fuga. Rovid quia sequam evel iliti berisse quatur aliquib usdantetum laut ariorerum faces ex etum veliquam iusda quid eum es nient, solorest, vendam quisquisit provit vollo

Imagnis eatempori volendunt molumque simus et ariatem haruptus distis excesci liquist quia cusae pora con nobitem que parciento enet que mint il molupta estatis velut orico niendendi

Typeface Hierarchy Languages

There will be circumstances where we need to display content in the three official languages, English, French and Spanish. We should be consistent in how we differentiate the texts of the three languages.

For body copy, always use the same type style across all three languages adding an indicator to the start of the paragraph. For long titles, keep each translation separate on one line, adding an indicator to the start of the sentence.

(ENG) Diagnostic test validation science

(FRA) La validation scientifique des tests de diagnostic

(ESP) La ciencia de la validación de pruebas de diagnóstico

(ENG) Faccat quia viduntem que seque conse nonesto cor reprovitem a endiosa pelluptasi rest vel et re volupturia veligendit, iliquibus dunt quist, quunt, ommolor at volore omniasit, omni velitatio. Que num fuga. Rovid quia sequam evel iliti berisse quatur aliquib usdantetum laut ariorerum faces ex etum veliquam iusda quid eum es nient, solorest.

Imagnis eatempori volendunt molumque simus et ariatem haruptus distis excesci liquist quia cusae pora con nobitem que parciento enet que mint il molupta ectatis volut eriae niendandi.

(FRA) Faccat quia viduntem que seque conse nonesto cor reprovitem a endiosa pelluptasi rest vel et re volupturia veligendit, iliquibus dunt quist, quunt, ommolor at volore omniasit, omni velitatio. Que num fuga. Rovid quia sequam evel iliti berisse quatur aliquib usdantetum laut ariorerum faces ex etum veliquam iusda quid eum es nient, solorest.

Imagnis eatempori volendunt molumque simus et ariatem haruptus distis excesci liquist quia cusae pora con nobitem que parciento enet que mint il molupta ectatis volut eriae niendandi.

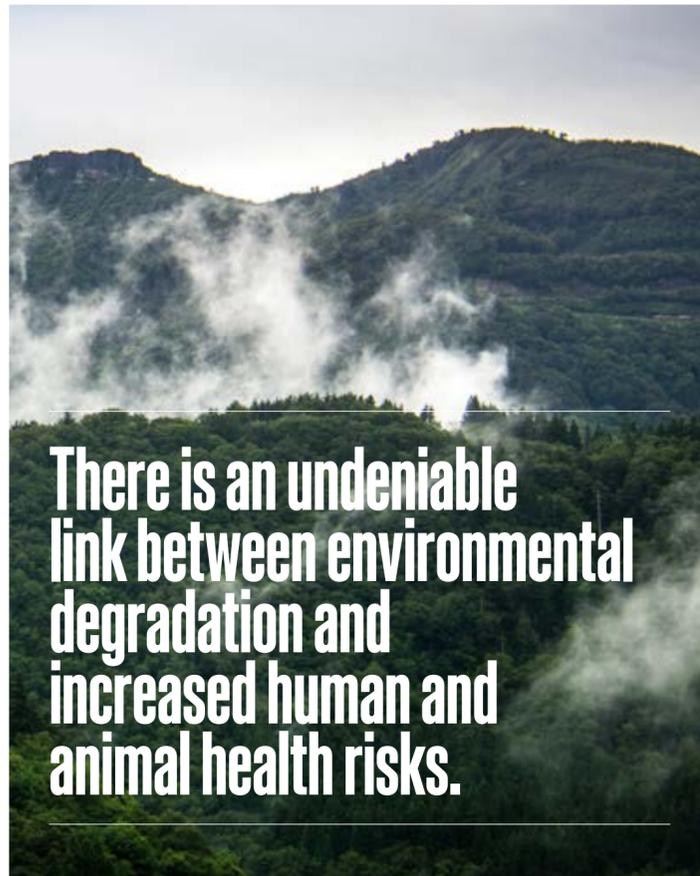
(ESP) Faccat quia viduntem que seque conse nonesto cor reprovitem a endiosa pelluptasi rest vel et re volupturia veligendit, iliquibus dunt quist, quunt, ommolor at volore omniasit, omni velitatio. Que num fuga. Rovid quia sequam evel iliti berisse quatur aliquib usdantetum laut ariorerum faces ex etum veliquam iusda quid eum es nient, solorest.

Imagnis eatempori volendunt molumque simus et ariatem haruptus distis excesci liquist quia cusae pora con nobitem que parciento enet que mint il molupta ectatis volut eriae niendandi.

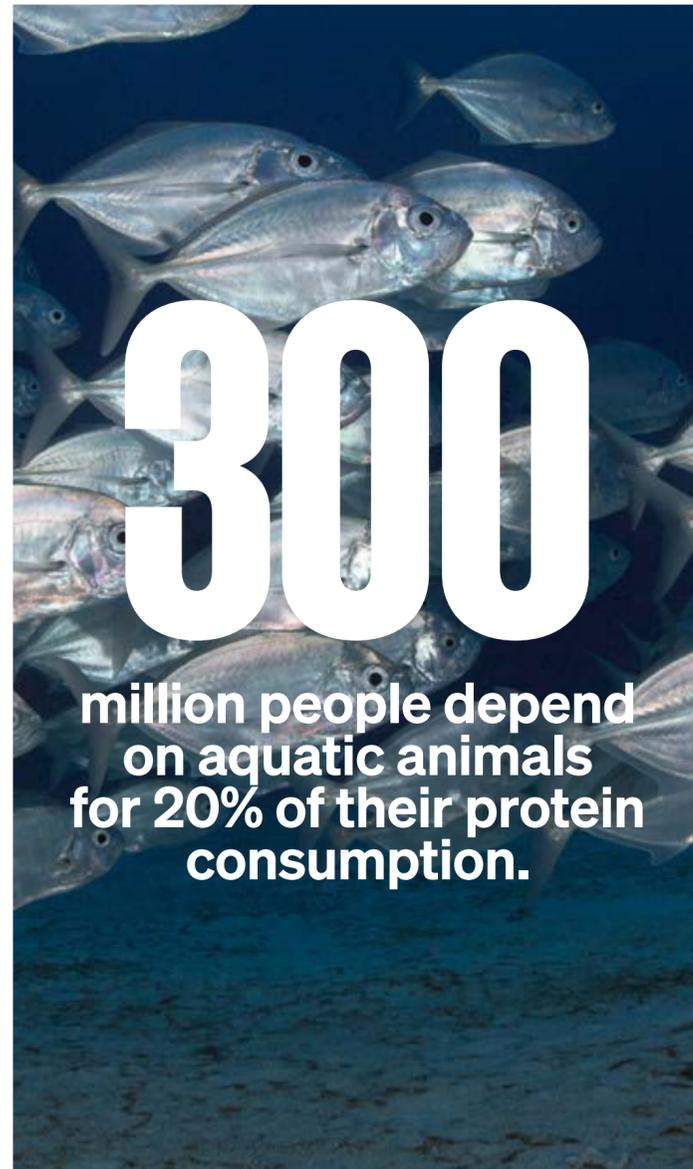
Text Layout on top of an Image

We primarily position text within the layout grid, however, there will be circumstances when we need to place text on top of an image or video content. In these circumstances, we position the type either left aligned or centred and usually in white.

Example 1
Instagram post



Example 2
Instagram story



Example 3
Website banner



Typeface Usage Messaging

Standard or corporate messaging

We use the Söhne family to communicate standard or corporate messages on social media that are not urgent or serious. Söhne Buch, Kräftig and Halbfett are our preferred weights.

Our range of typefaces helps bring identity to the brand and has been chosen to give us flexibility within the messaging. We can use them for different messaging purposes as seen below.

Urgent or direct messaging

We use the Söhne Schmal typeface to communicate messages that are more urgent or direct, such as phrases, words or short sentences. Söhne Schmal Buch, Kräftig and Halbfett are the preferred weights using upper or lower case.

Gravitas

We use Times Now to communicate messages that are thought-provoking, including quotes and interviews. This typeface can also be used for messages that feel more editorial.



INSIGHTS

NO ANIMAL RABIES CASES WERE REPORTED IN LEWEI FROM 2016 TO 2018



STORIES

My ambition for the coming years is to contribute to building a WOAAH that is still influential, engaging and – I hope – an organisation recognised for its values.

Dr Monique Éloit,
WOAH Director General

Web Safe Typefaces

'Web safe' fonts appear across all operating systems. They're the small collection of fonts that overlap from Windows to Mac to Google as well as Unix or Linux. In the screen environment where branded fonts are not available (Google Docs, Newsletters...) Franklin Gothic, Arial and Times New Roman are used in place of Söhne, and Times Now.

Arial should be used as the primary typeface and is preferred for body copy. Times New Roman should be used for quotes, credits and references. Franklin Gothic condensed should be used for main titles and in large sizes.

Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789
!@#\$%^&*()-+=?>

Weights

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Times New Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789
!@#\$%^&*()-+=?>

Weights

Times Regular
Times Regular italic
Times Bold
Times Bold Italic

Franklin Gothic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789
!@#\$%^&*()-+=?>

Weights

Franklin gothic medium condensed
Franklin gothic bold condensed

Typeface Don'ts

Example 1
Don't stretch the type.

This type is stretched

Example 2
Don't add shadows to the type.

**This type is sohne
kraftig with a shadow**

Example 3
Don't Kern type too tightly.

This type is kerned at -70

Example 4
Don't space type too loosely.

**This type is kerned
at +100**

Example 5
Avoid widows (words by themselves on a line) shorter than seven characters.

Don't leave widows in text.

Example 6
Don't compress type.

This type is compressed

Example 7
Avoid loose line spacing.

**The line spacing on this
text is 100%**

Example 8
Avoid right-aligned type.

**This type is aligned to
the right**

Example 9
Don't use more than one or two type styles in close proximity, and try to follow the rule of three type sizes per page layout.

**TOO MANY
type styles**
In one layout

Example 10
Don't leave orphans in your type. (An orphan is a lone word at the top of a page or column).

**This 2 column
layout of body
copy leaves an
orphan.**

Example 11
Avoid staggering the alignment of typographic elements.

Headline
This subtitle is not aligned to
the title

Example 12
Don't have long lines of text. The number of words should be between 9 and 12 for each line of text.

This line length is too long for one line of text within a paragraph of body copy

2.3 Colour

As with our typefaces, our colour palette is a key element of our identity, chosen to heighten brand visibility within a competitive landscape. We communicate primarily in orange but we enrich our identity through a broader colour system that is engaging and inspiring.

Our Primary Colour

Our brand colour is orange, and we use this colour confidently across communications in order to establish ourselves amongst a competitive landscape. Use the HEX value for all digital assets and, where possible, print using the COATED PANTONE colour as this is the best match.

We have different shades of the orange to be used as backgrounds in corporate applications as well as for infographics, graphs and tables.

HEX: FF4815
R:255 G:72 B:21
C:0 M:80 Y:90 K:0
***Pantone Coated: 172 C**
Pantone Uncoated: 165 U

90%

80%

70%

60%

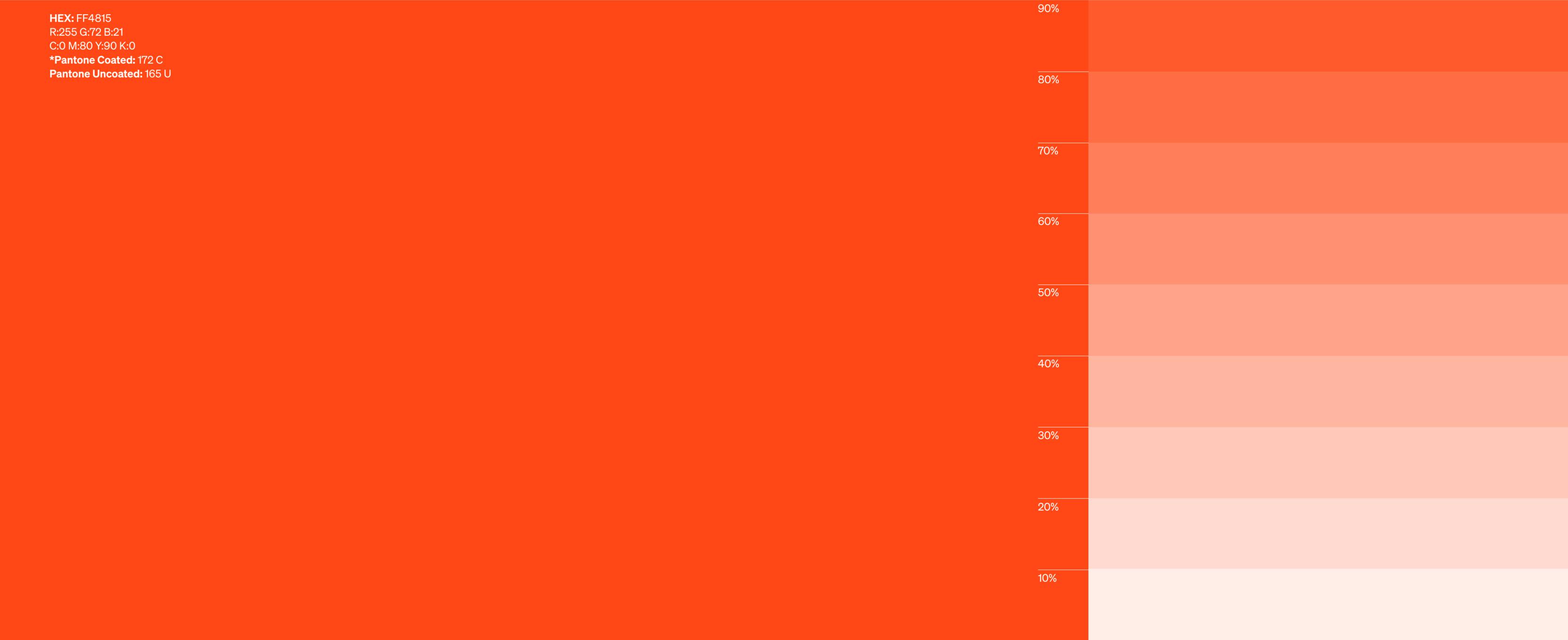
50%

40%

30%

20%

10%

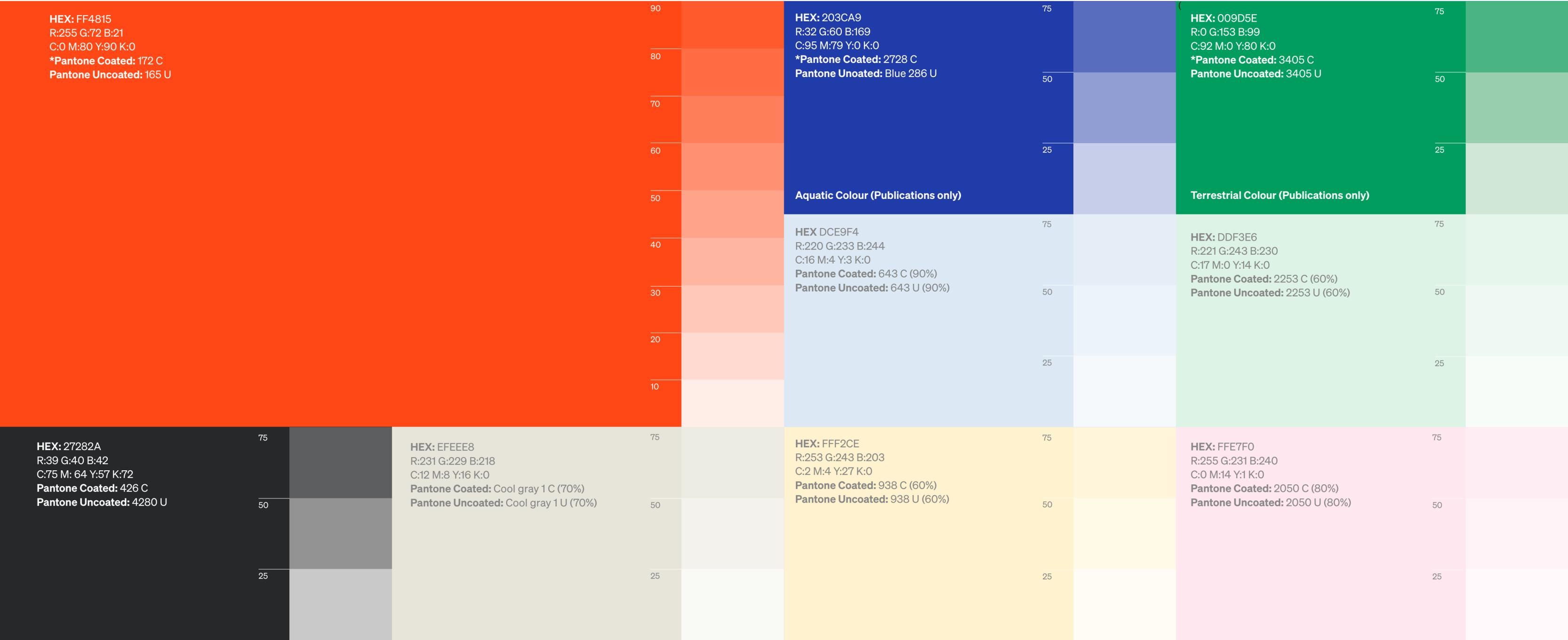


Colour Palette

Orange, dark grey and beige make up our corporate colour palette. The four pastels are background colours to create engaging visuals. Other pastel background colours can only be created for social media assets. The dark blue and green are only to be applied to our Animal Health Codes and Manuals.

When printing using Pantones, it is important to select the correct version for the correct paper. The coated value should be used when the paper is glossy and the uncoated value for matte paper. Printers will offer guidance on this.

Where possible, we should print using the Pantone colours. We use the HEX values for digital assets as these are more vibrant than the RGB colours.



Corporate Colour Usage

Our orange colour should be used as the primary choice for communication, text and grid applications and occasionally as the background colour. Together with the beige and dark grey, they make up our corporate colour palette.

These colours should be used for all corporate communication pieces, including stationery and the corporate flags.

<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>
<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>

Animal Health Codes and Manuals Colour Usage

We have a colour system in place for the Animal Health Codes and Manuals. The two tones of blue can be used for all pieces where the communication is Aquatic focused and the two green tones for when the communication is Terrestrial focused.

These colours can be applied as backgrounds, text colour and line colour and can be used in both print and digital applications.

<p>Aquatic Colour</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>Aquatic Colour</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>Aquatic Colour</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>
<p>Terrestrial Colour</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>Terrestrial Colour</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>Terrestrial Colour</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>

Pastel Colour Usage

Our set of four pastel colours should only be used as background colours and never as the text colour due to the lightness of the tone. Black or orange should be used as the text colour, or the dark green or blue for the Manuals and Codes.

These colours can be applied as backgrounds in both print and digital applications. The text colour can be orange or black or a combination of both.

<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>
<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, for a more sustainable ecosystem balance, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>	<p>What We Do</p> <p>We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.</p>

Colour Usage Dont's

Avoid colour combinations that do not convey our brand values. Avoid light colour combinations, including combining two pastel colours, and never use the pastel colours for text.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

What We Do

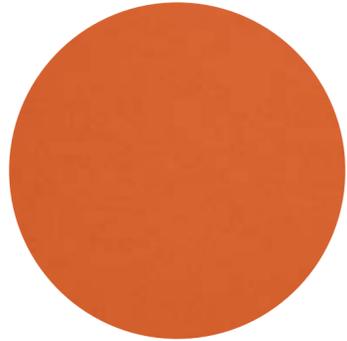
We help policy-makers and governments create a future in which humans and animals benefit and support each other, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone. We do that by improving animal health, globally.

Coloured paper suggestions

Our colours are key to our identity and should not only translate between digital and printed inks but also through the paper we use. It is impossible to match 100% of our digital colour palette to that of a paper but below you will find some suggestions that are a close match.

These paper suggestions are for the more specialised printed applications; more standard papers can be used for general documents. Where possible, FSC® certified paper should be used.

Corporate Colours



Fedrigoni plus
Sirio Color Arancio



G.F. Smith
Colorplan mist

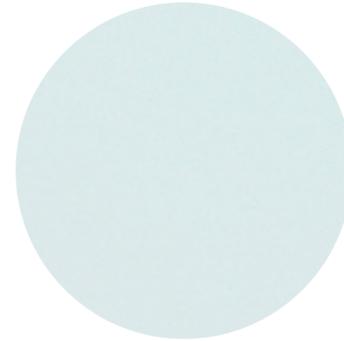


Fedrigoni plus
Sirio Color Black

Pastel Backgrounds



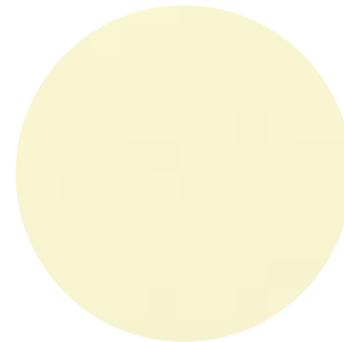
Arjowiggins
Keaykolour Pastel Green



Arjowiggins
Keaykolour Pastel Blue

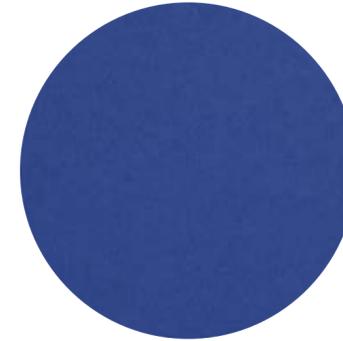


Arjowiggins
Keaykolour Pastel Pink

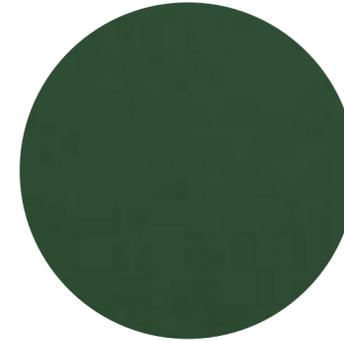


G.F. Smith
Colorplan Sorbet Yellow

Animal Health Codes and Manuals



Fedrigoni
Sirio colour Iris



Fedrigoni
Sirio colour Foglia

2.4 Graphic Element

Line Element

The graphic line element is taken from our symbol and is used as a pattern within our identity. The pattern is always made up of three open paths that make reference to three elements within the One Health concept: animals, humans and the environment.

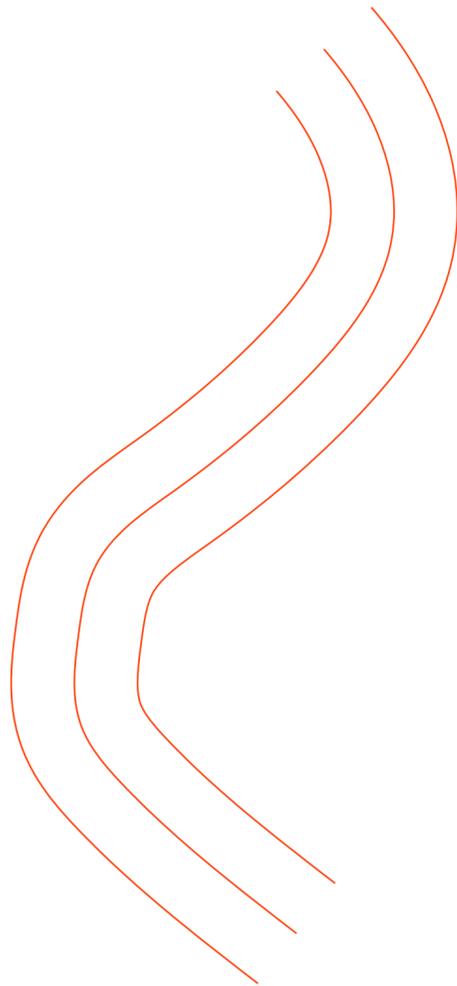
We use this pattern on a secondary level to further distinguish our identity in the design and layouts. We create the line pattern following the steps outlined below. In order to create visual pieces, we can play with the brush stroke curves and the size and weight of the lines, ensuring our communications are not too bold or too loud.

Step 1
Draw 3 horizontal lines of equal space apart. The bigger the gap the bigger the pattern.

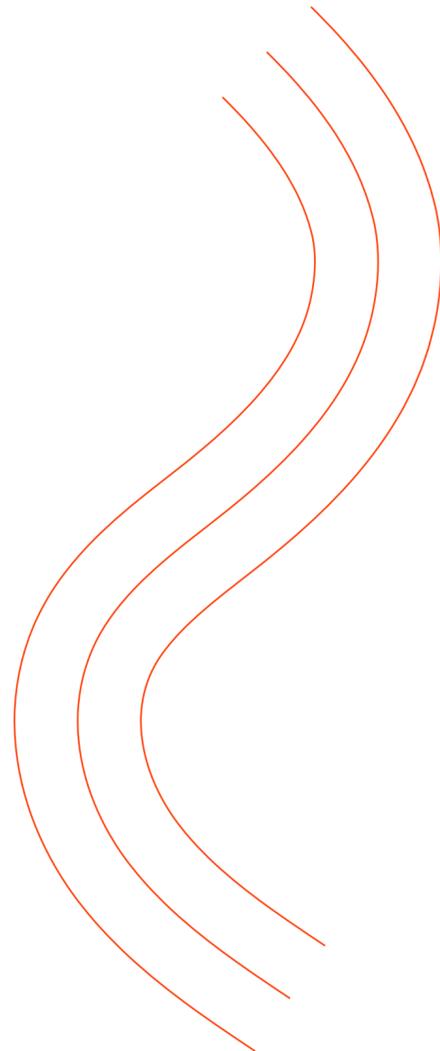
- Create the brush by dragging the 3 lines into the brush panel.
- Save as a new pattern brush.



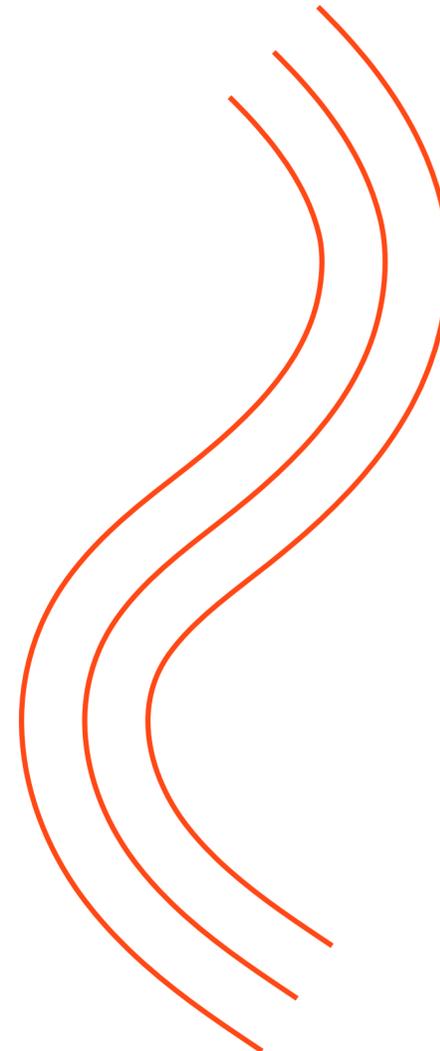
Step 2
Draw a curved line using the new brush, creating some interesting curves and movements.



Step 3
Using the smooth tool remove any awkward corners until you have a smooth path.



Step 4
Change the colour and thickness of the line. Example: 3pt



Step 5
Apply to application.



Line Element Flexibility

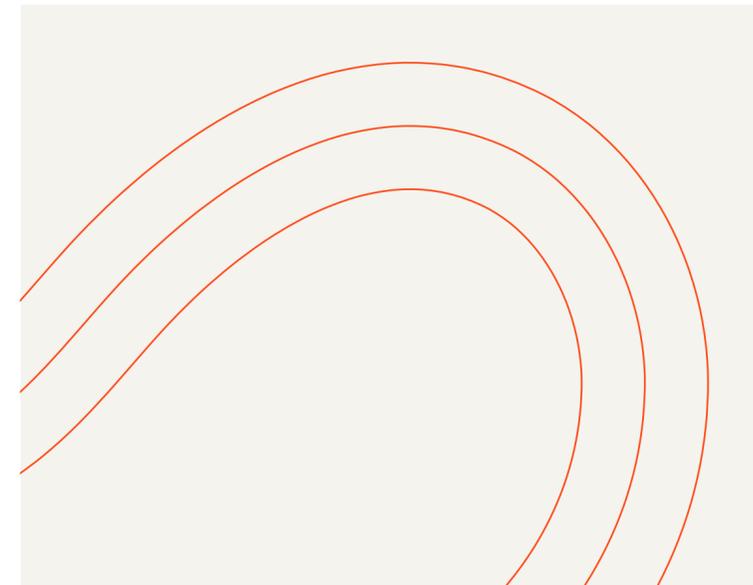
The space between lines can vary depending on their application. Below are three size examples for visual reference. Others can be created for specific applications using the steps on the previous page.

We have flexibility with the thickness of the line, which can change throughout the identity depending on the application. We must ensure that we stay on brand and do not appear too loud or too bold.

Line thickness



Size 1



Size 2



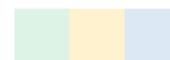
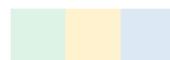
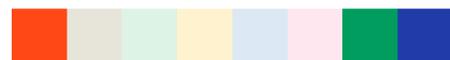
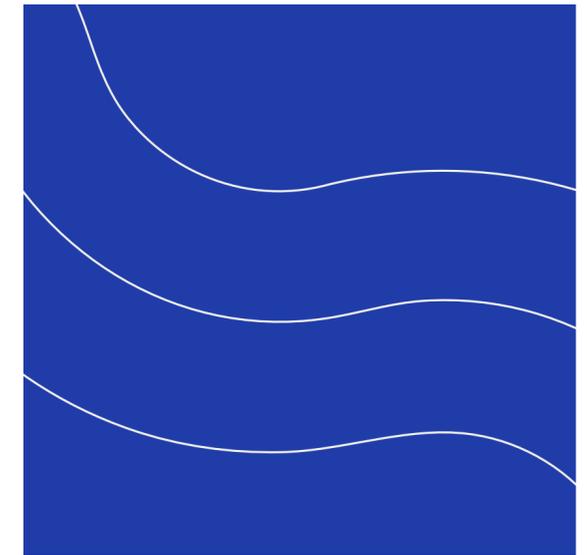
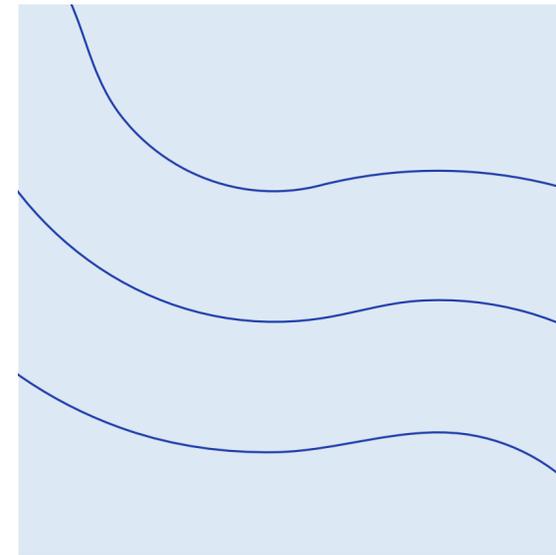
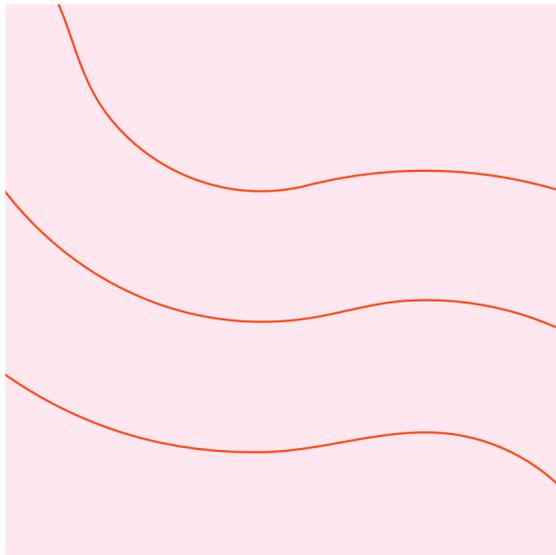
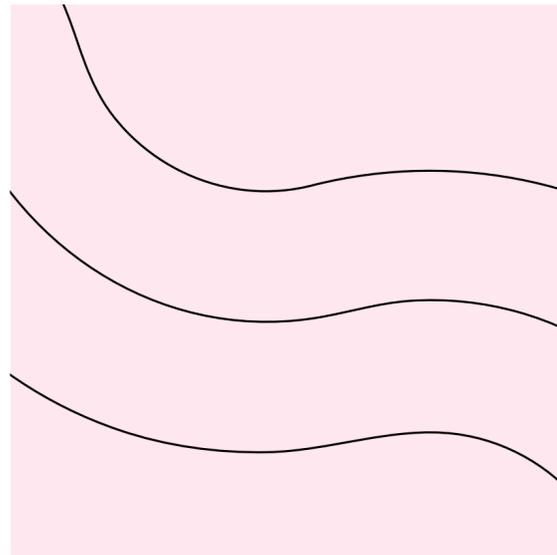
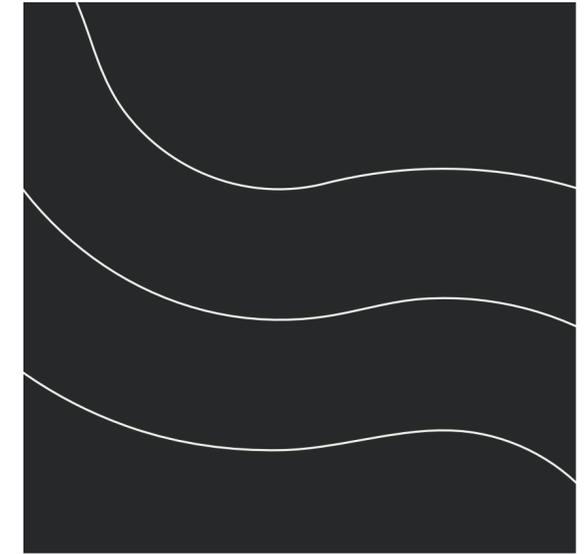
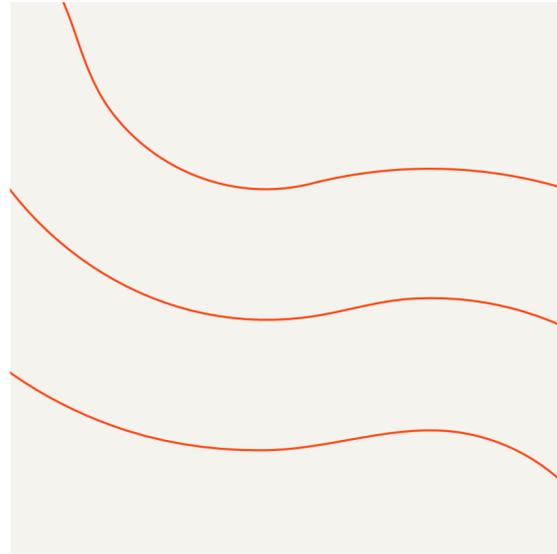
Size 3



Line Element Colour Treatment

When the graphic line element is animated on top of image or video content, we can use any of the colours from our palette. See page 99 for more guidance on line transitions within videos. When the line element is used as a static texture, we use our corporate colours with the background colours shown below.

We only use the green and blue lines when we are communicating about terrestrial or aquatic animals. Ensure the line thickness is chosen, taking into account the background colour to give enough contrast and a strong visual effect.



Line Element Examples in Use

We use the line as a pattern and a graphic element to bring identity to the applications. Below are some examples of how we can use it.

The line element is an essential graphic for motion. Refer to section 2.8 Motion on page 92 for further guidance on how to incorporate the motion within our identity.

Example 1
Line on top of the image. Ensure the line weight is thin and elegant.



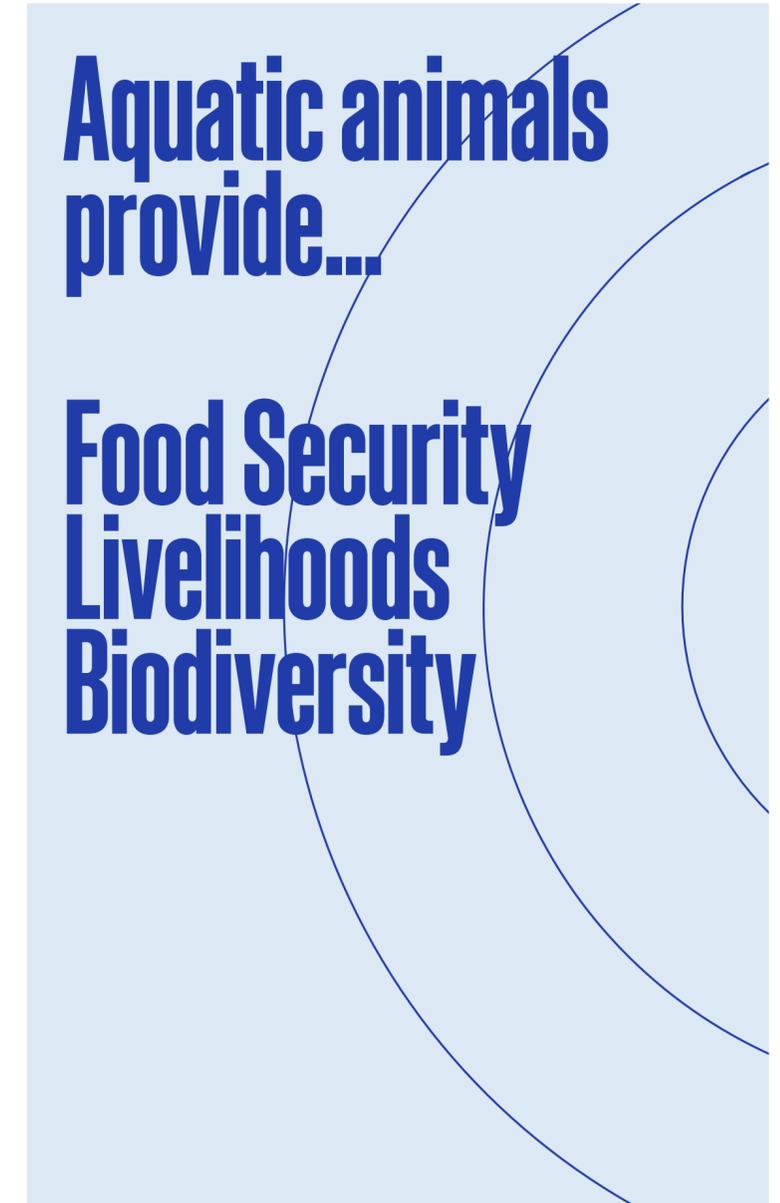
Example 2
The line can be used as a pattern within the grid layout.



Example 3
The line can be used as an image to create different textures.



Example 4
The line element can be used behind text on digital assets only.



Line Element Don'ts

Example 1
Don't mix colours in the same pattern.



Example 2
Don't incorporate more than three lines.



Example 3
Don't cut through text on printed applications.



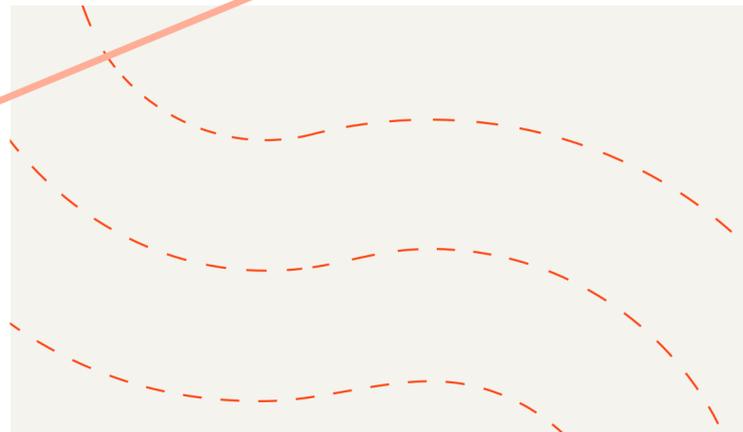
Example 4
Don't cut through the logo if the application is static.



Example 5
Don't be too loud and bold especially on top of imagery.



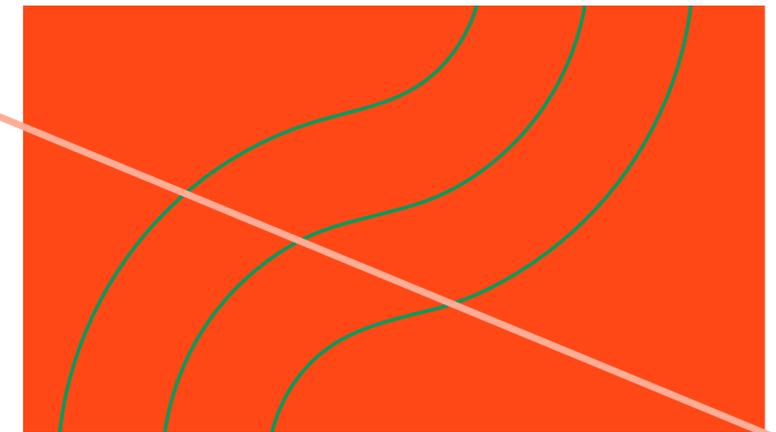
Example 6
Don't add a stroke pattern to the three lines.



Example 7
Don't have any sharp corners within the curves.



Example 8
Don't choose colour combinations that don't offer enough contrast or ones that are not on brand.



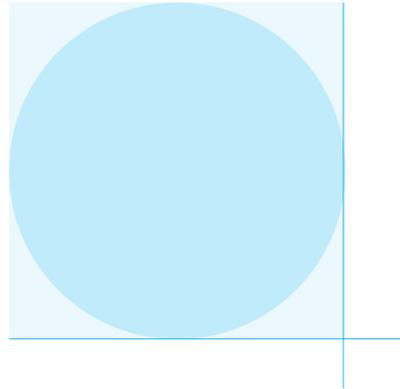
2.5 Layout System

The graphic layout system ties together all elements of our branding, in a flexible grid of horizontal and vertical lines designed to give order and structure to our broad range of content. The consistent use of our grid will ensure a coherent look and feel across all our applications.

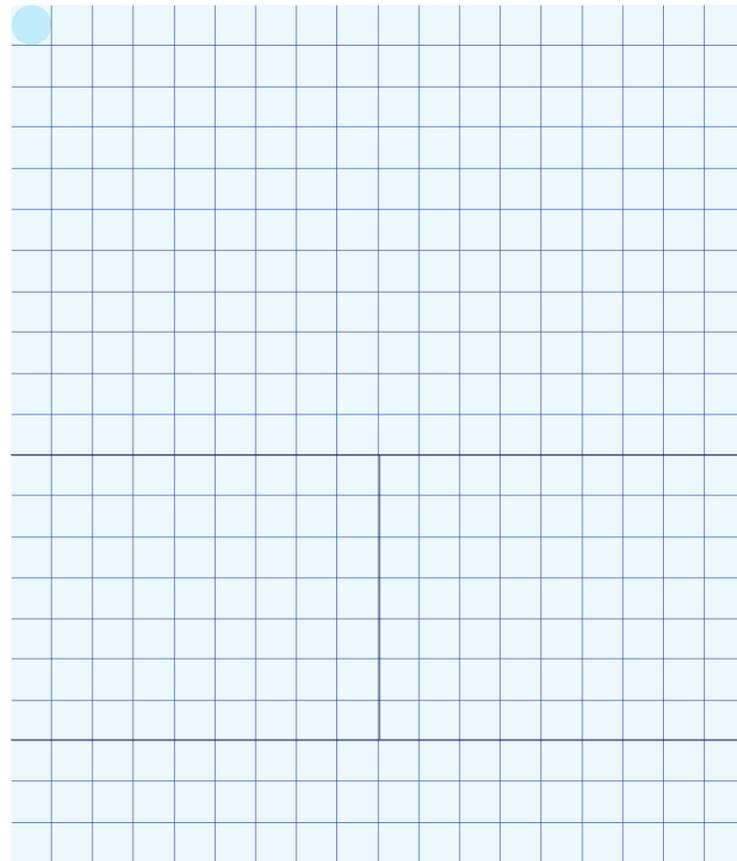
Grid Layout

Our identity comes through the graphic system: the horizontal and vertical lines imitate styles found in journalism, while helping to organise our content. These sections are made using a square grid. Aim to use a high number of squares, which will allow for the creation of more unique grids.

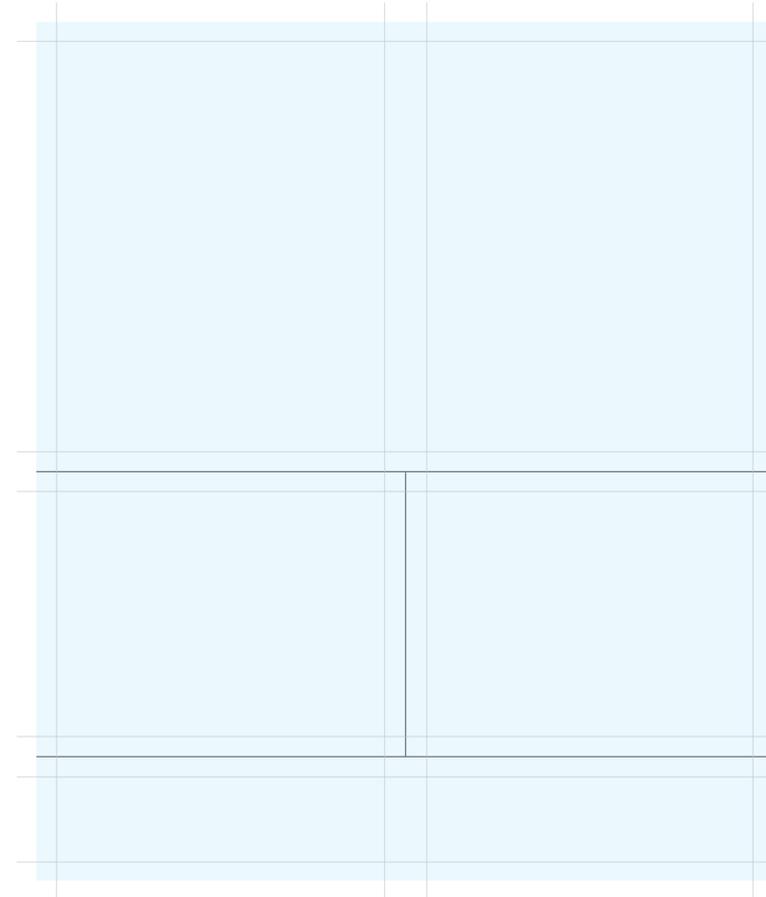
Create as many sections as you desire for the content, remembering to contrast small and narrow sections with larger areas. This will generate more visually engaging layouts.



Step 1
Make a grid based on squares. The more squares the more interesting sections you will achieve.



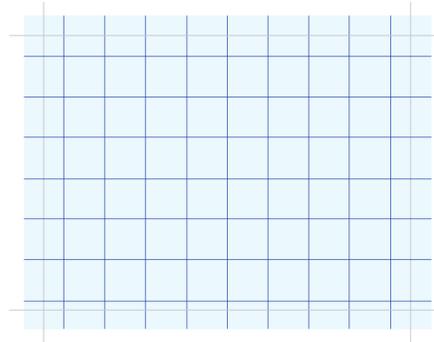
Step 2
Draw the desired number of sections you need using horizontal and vertical lines. Think of it as one section per content element.



Step 3
Place the elements on the grid. Refer to page 72 for guidance on how to place the content.



Line weight
0.5pt

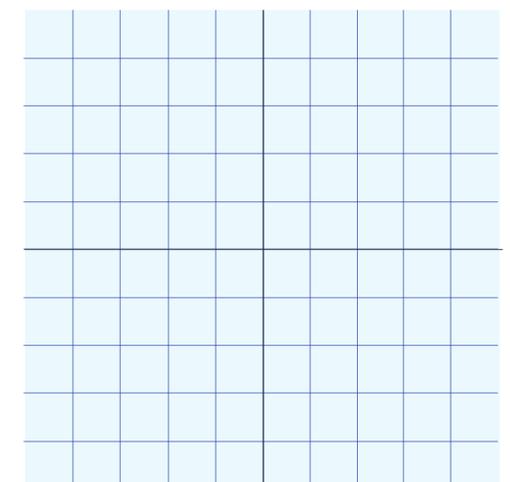
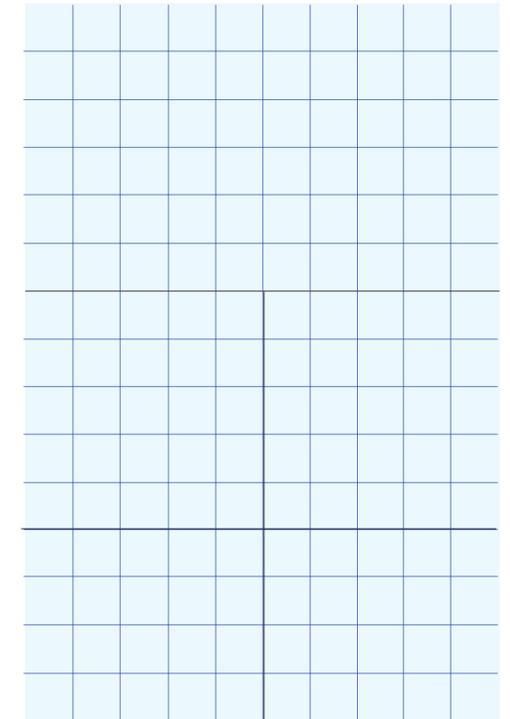
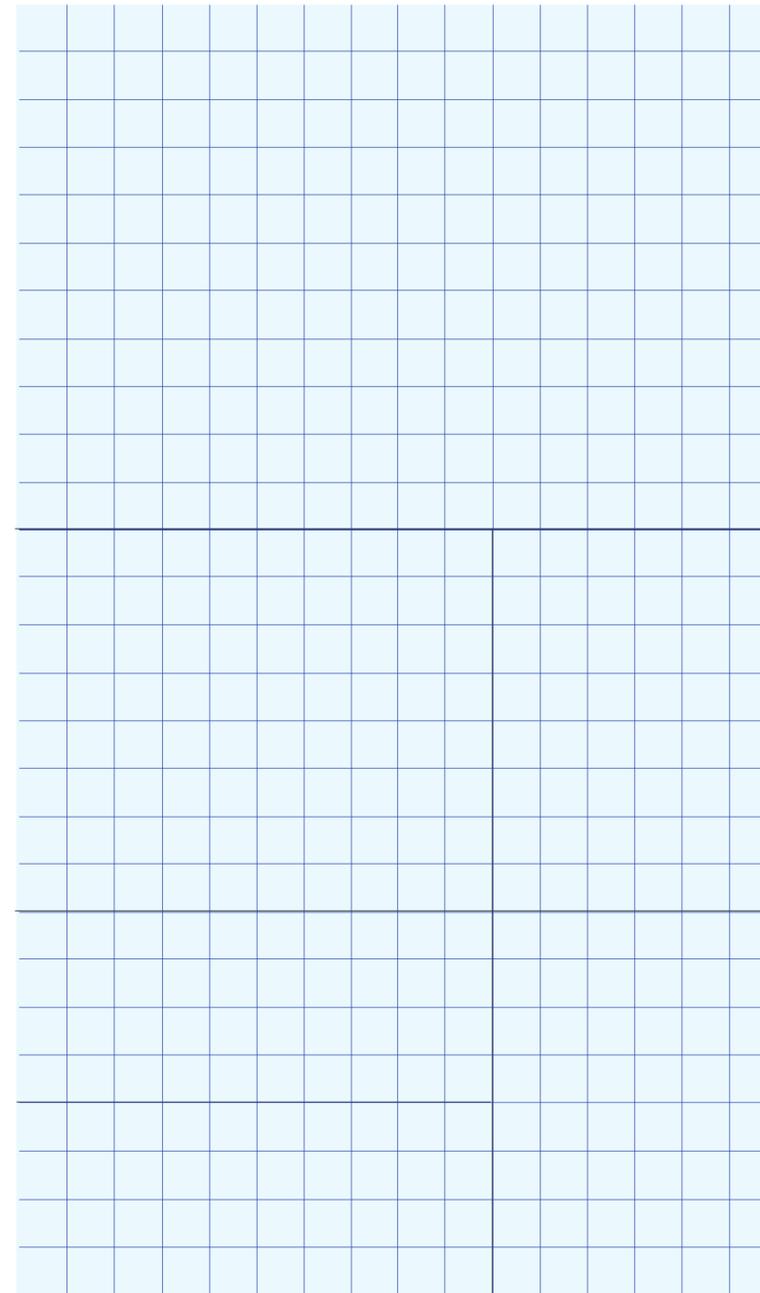
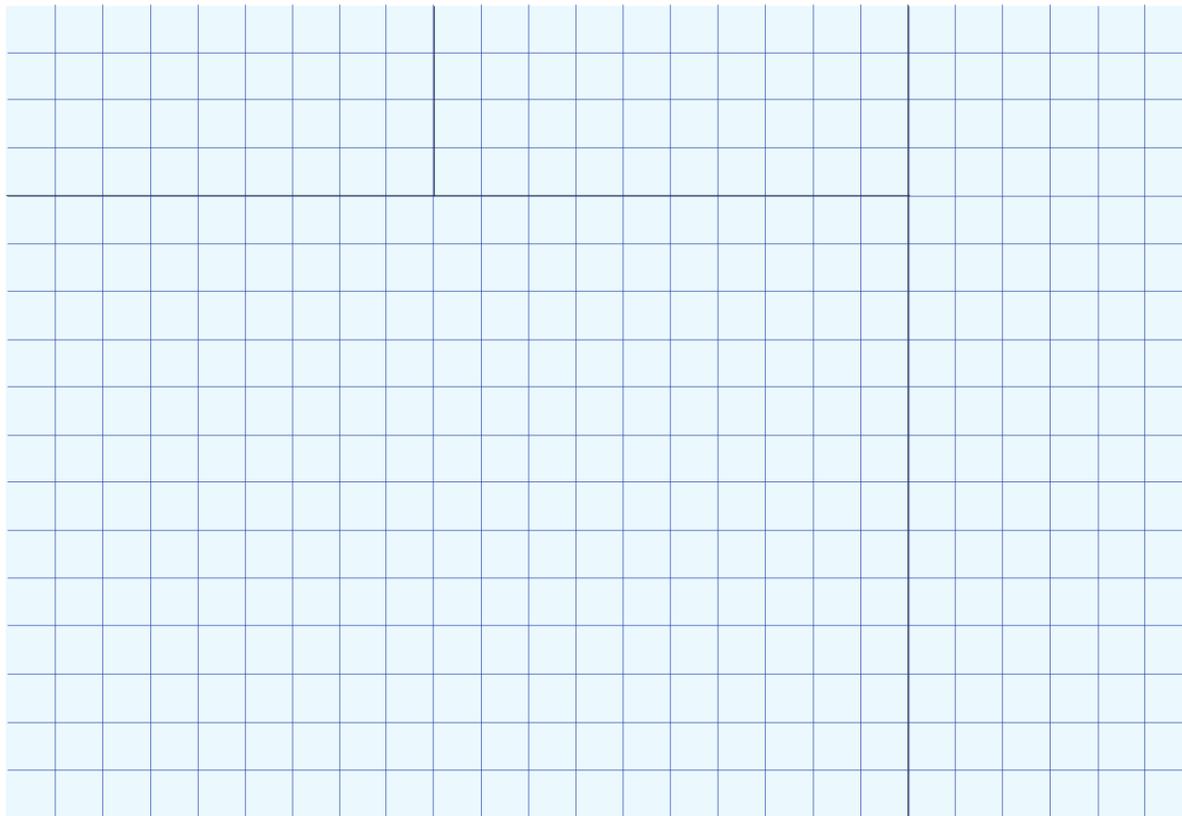
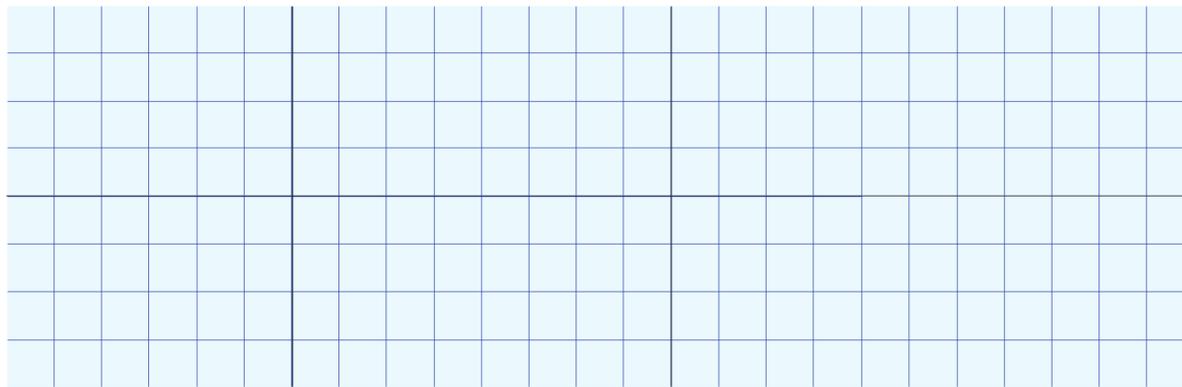
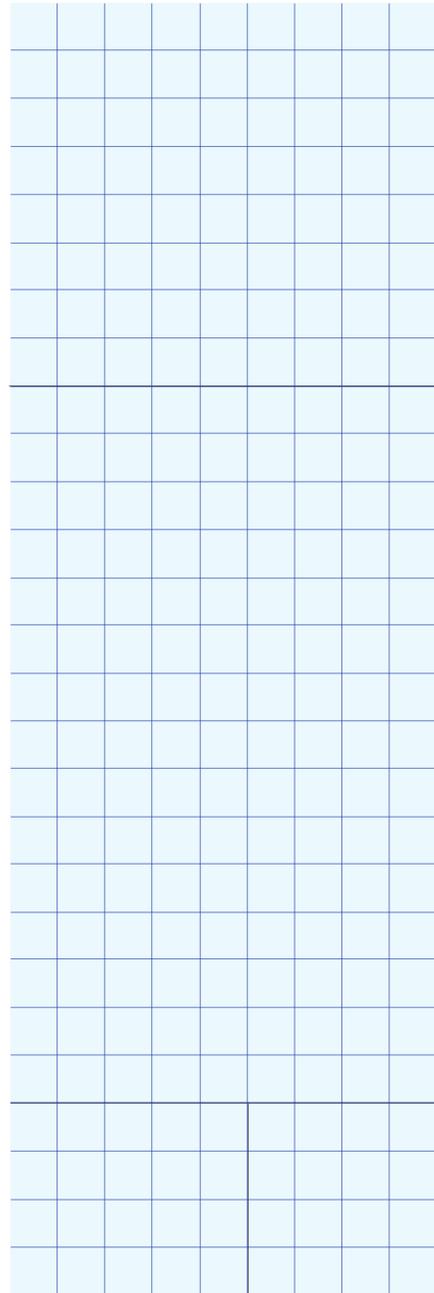


Note that not all page sizes will allow you to create a perfect grid of squares. In that case, continue to use a square-based grid, but allow the last row or column to be narrower than the others.

Grid Flexibility

Since our grid system is simple and flexible, it can adapt to any given ratio, size and platform. The grid can be represented in many different ways depending on the given task.

Create as many sections as you desire for the content, remembering to contrast small and narrow spaces with larger areas. This will generate more visually engaging layouts.



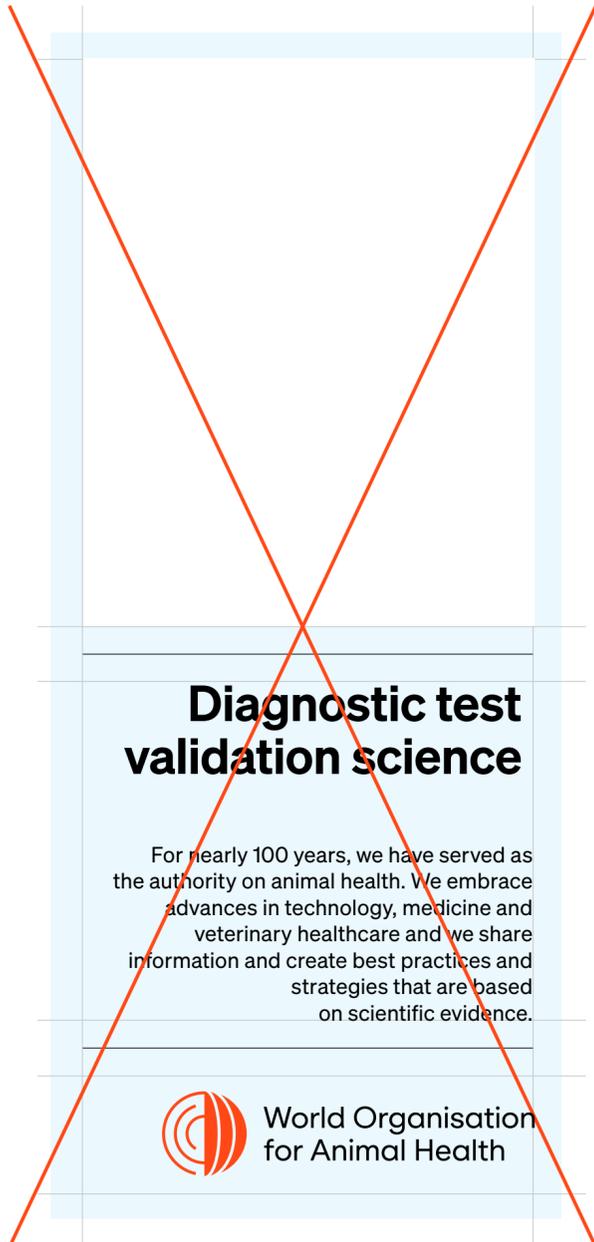
Content Layout

Images should always be aligned to the margins within the grid. Headlines, titles, body copy, logos and other elements can either be positioned centred within the space or aligned to the top left or bottom left of each section.

Don'ts
Never right align the text or the logo.

Example 1
Logo and website are centre aligned and text is left aligned.

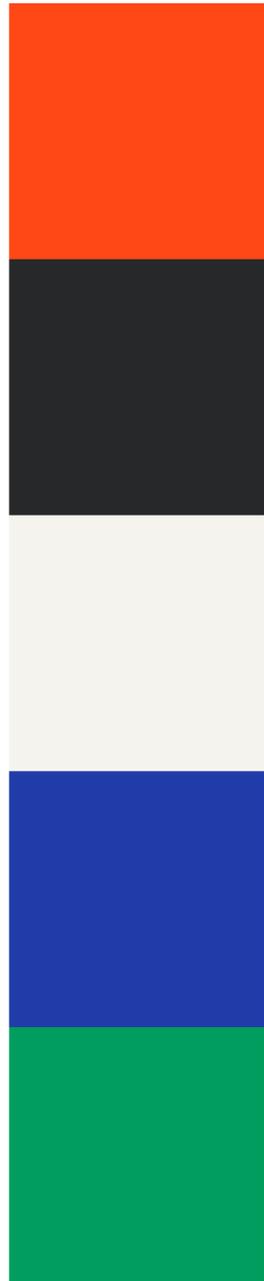
Example 2
Logo and text are left aligned.



Grid Colour Combinations

The grid and text colour work alongside one another and should be consistently applied. Our corporate palette, with the addition of the Animal Health Codes and Manuals colours, are the only colours that should be used for the grid.

For more corporate pieces, we use a combination of orange and black for the line and text colour, as shown in example d.



a.

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

b.

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

c.

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

d.

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

e.

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

f.

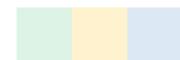
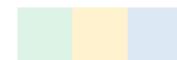
We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

g.

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.

h.

We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare.



Grid Layout Examples



Ensuring Safe Trade In Animals and Animal Products

Vol. 21

For nearly 100 years, we have served as the authority on animal health. We embrace advances in technology, medicine and veterinary healthcare and we share information and create best practices and strategies that are based on scientific evidence.

4.

Health



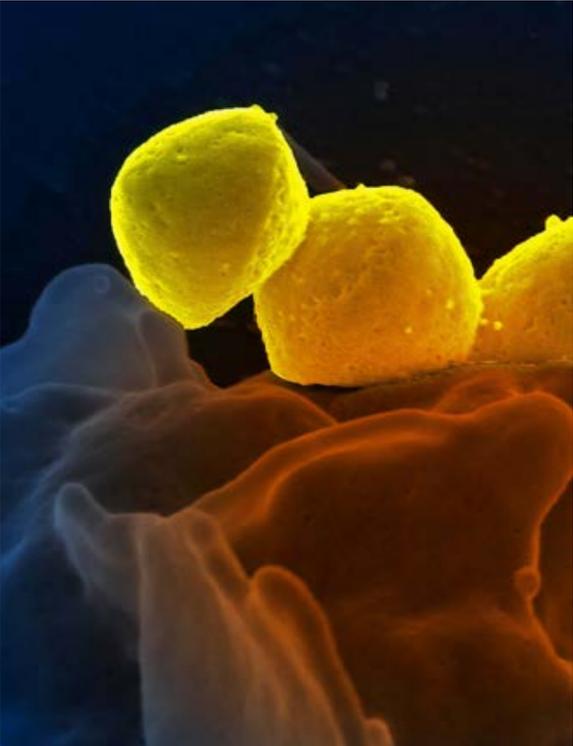
We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare. We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife. By doing so, we contribute to the improvement of animal welfare. We work to ensure animal health across borders. Like human health, animal health is complex, and we embrace advances in technology, medicine and science to offer modern solutions to the challenges of ever-evolving animal diseases, whether they affect terrestrial animals, aquatic animals or wildlife.

 World Organisation for Animal Health

www.woah.org

Diagnostic test validation science

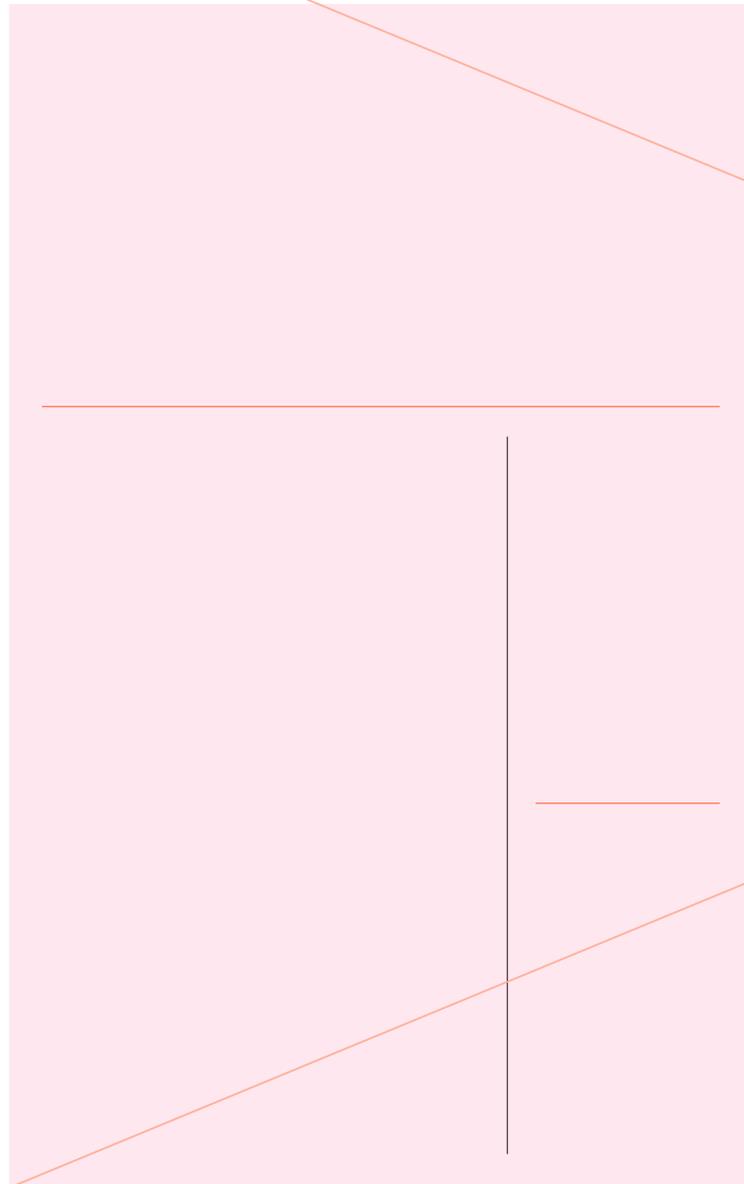
Vol. 21



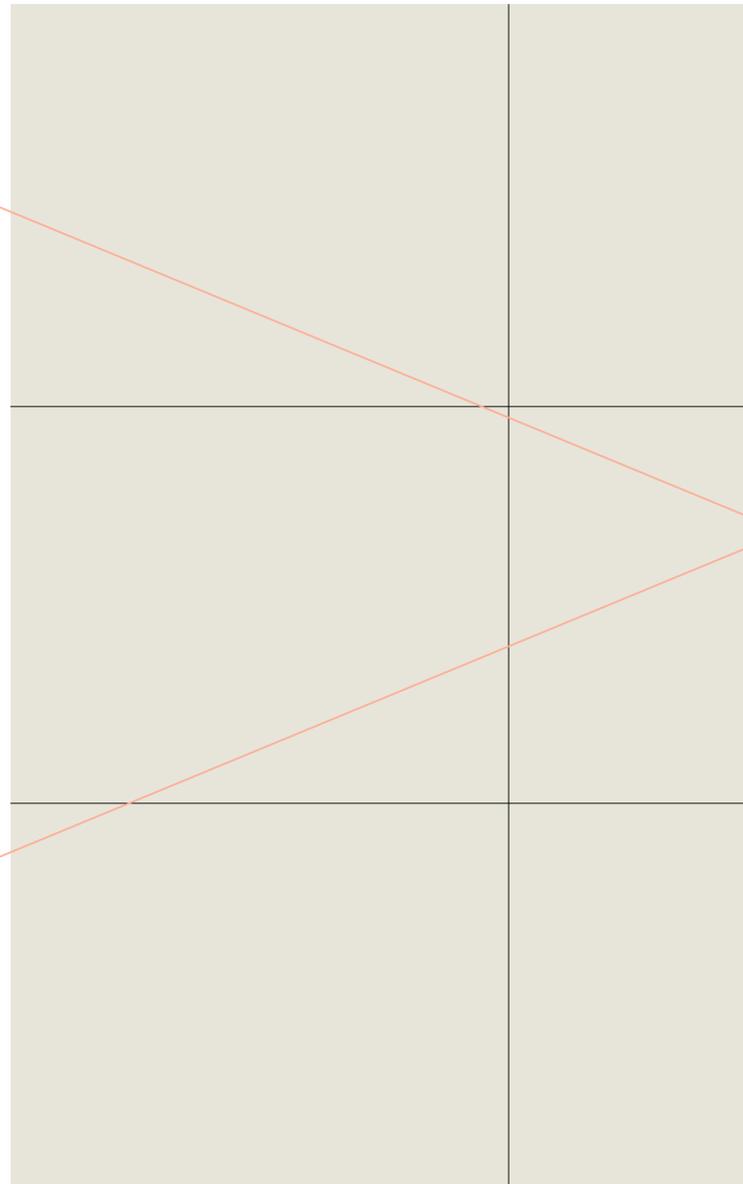
 World Organisation for Animal Health

Grid Layout Don'ts

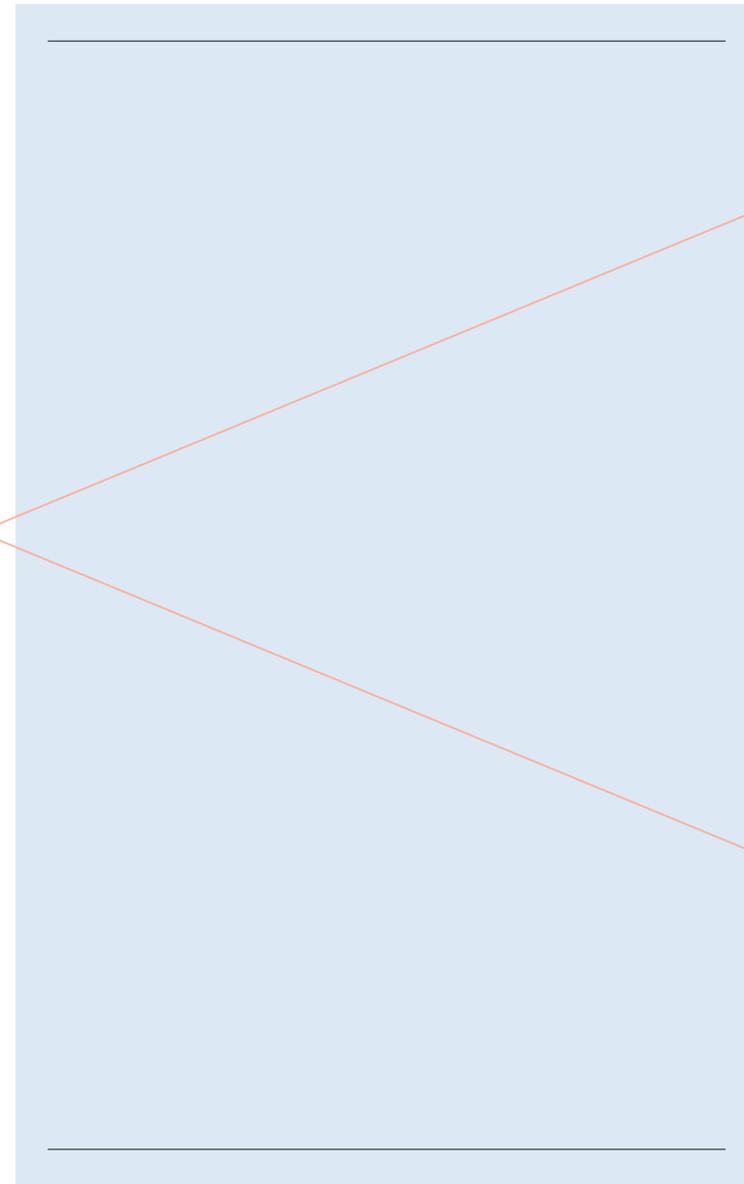
Example 1
Don't mix the colour of the lines within the same piece.



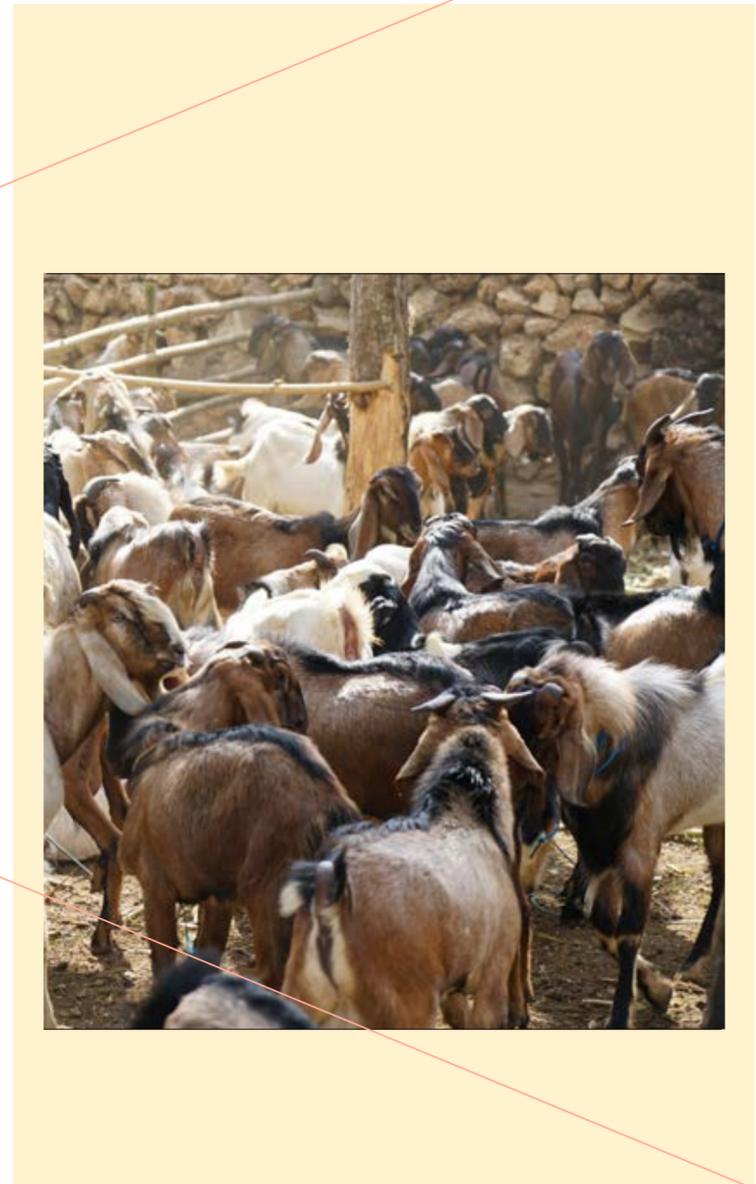
Example 2
Don't bleed the lines off the page or overlap the lines.



Example 3
Don't frame the page using a horizontal line, the idea is that the modules feel more open.



Example 4
Ensure there is a margin in between the line and the image.

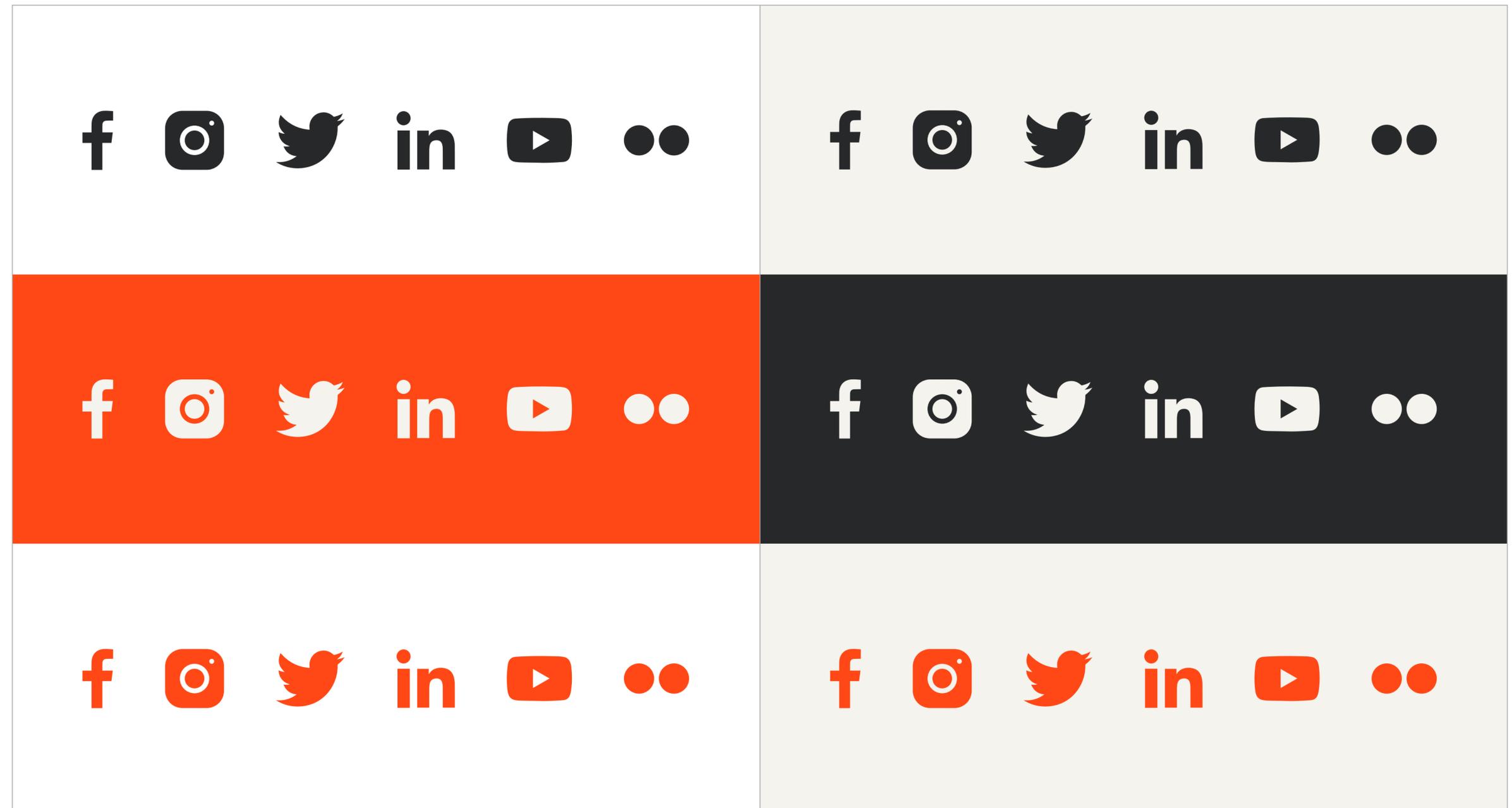


2.6 Graphic Resources

Social Media Icons

In order to contrast the lines of the layout system, the social media icons should be fill vectors. The same style and order should be consistently used across digital and printed applications.

Minimum size
Printed: 15 mm height
Screen: 20 px height

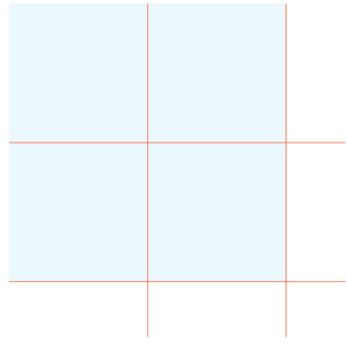


Icon Style Three Lines

We create stylised icons using the same square grid as the layout. The icons can be drawn using a custom brush of three lines. You should use this style for basic and simple icons that are used regularly.

Simplicity is key, and a minimum number of elements is recommended for each concept, to help with legibility. Always design this version of the icon before the single line version, as explained on the following page.

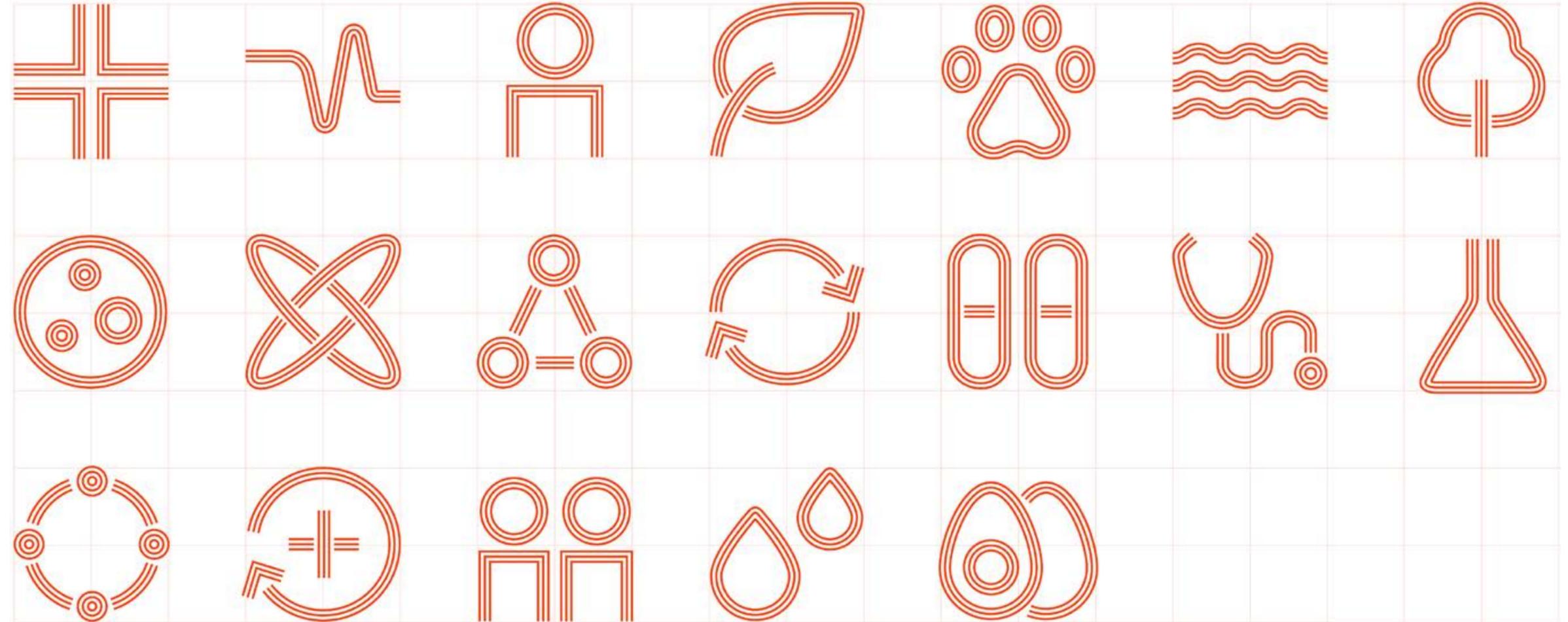
Each icon is drawn on a square grid



Icon style
3 open paths



When drawing the icons, it's important to keep some endings open and not connected so that the lines can breath and be in sync with the symbol from the logo.

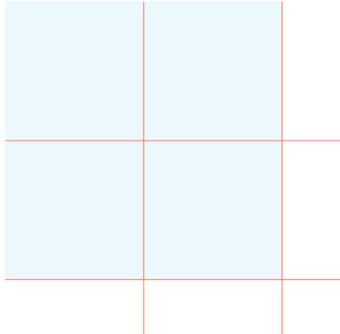


Icon Style Single Line

We have two options for the basic icons: the more stylised three path version and a simplified version using a single line. These single-line icons should only be used at a small size with the only exception being when they are used alongside the animal icons as explained on the following pages.

The three path icons are always drawn first. Then to create the single-line version change the brush from the pattern brush to the regular line brush.

Each icon is drawn on a square grid



Icon Scaling

We can use the icons at different sizes, following the guidance below. The three-line stylistic icons are the preferred style as they offer the most identity and uniqueness. However, when space is limited, the one-line versions should be used as they offer greater legibility at smaller sizes.

Change the thickness of the line when you are deciding the size to ensure the overall visual is balanced across all icons. Use the examples below to help determine this.

Minimum size of 1 line
Screen: 35 px height
Printed: 20 mm height
Line weight: 1.5 pt



Size: 50 px
Line weight: 2 pt



Size: 75 px
Line weight: 2.5 pt



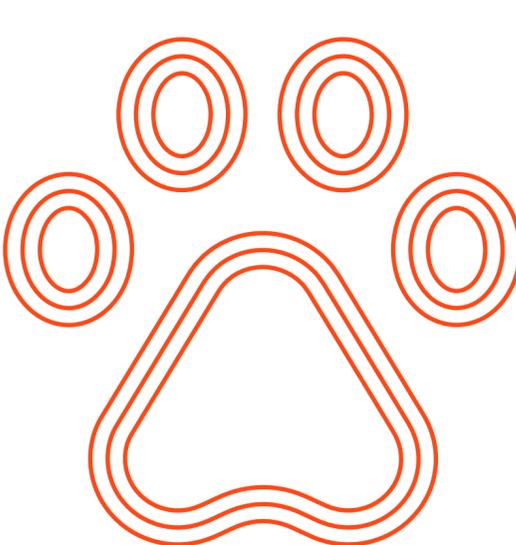
Minimum size of 3 lines
Screen: 100 px height
Printed: 30 mm height
Line weight: 1 pt



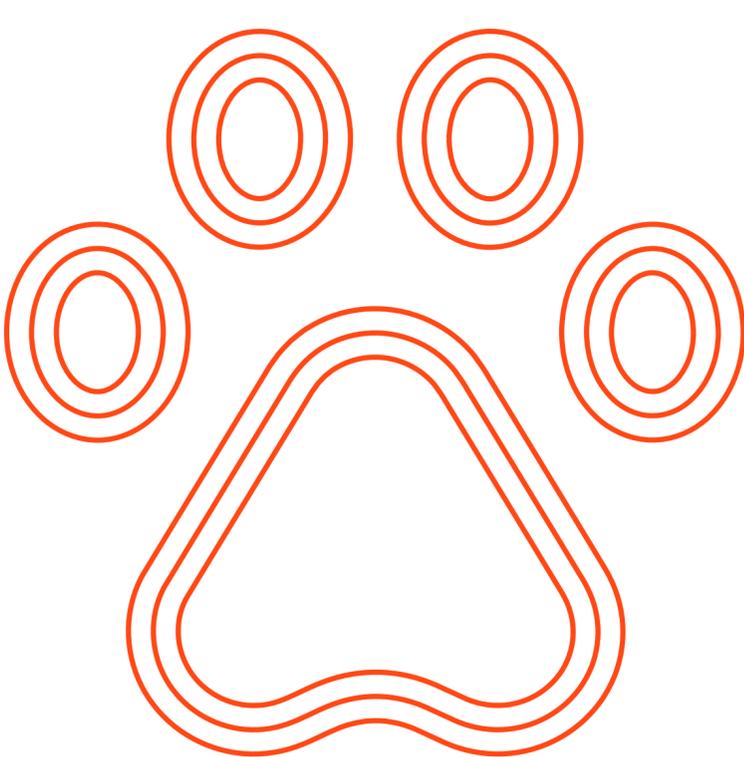
Size: 245 px
Line weight: 2 pt



Size: 365 px
Line weight: 2.5 pt



Size: 490 px
Line weight: 3 pt

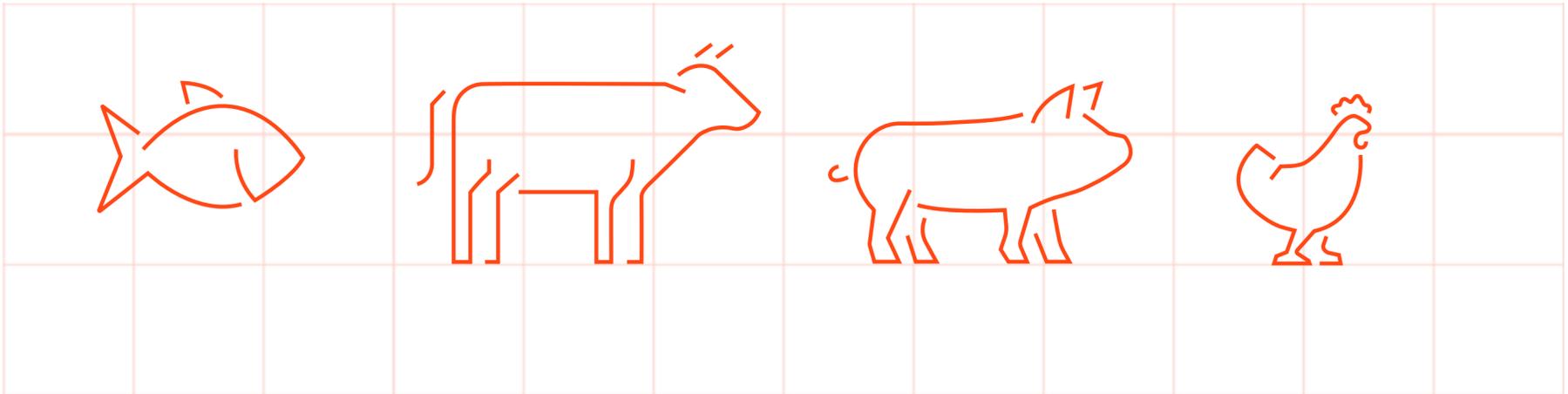
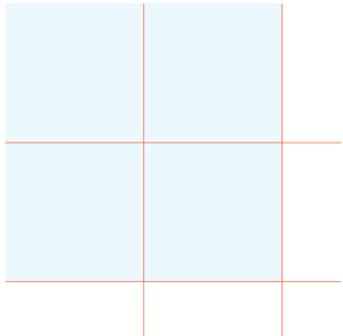


Icon Style for Animals

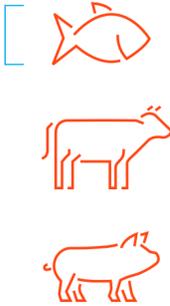
Our animal icons have a similar style to our single-line icons. Due to the detail of the icon, we only have one version, which can be used at large and small sizes. It is important to keep the icons simple, using open paths to help balance the white space.

Draw these icons using the same square grid as the other icons.

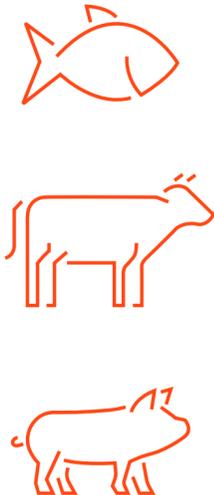
Each icon is drawn on a square grid



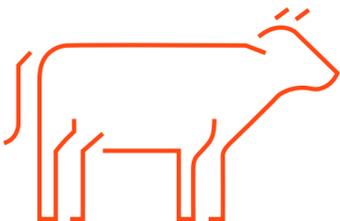
Minimum size of 1 line
Screen: 35 px height
Printed: 20 mm height
Line weight: 1.5 pt



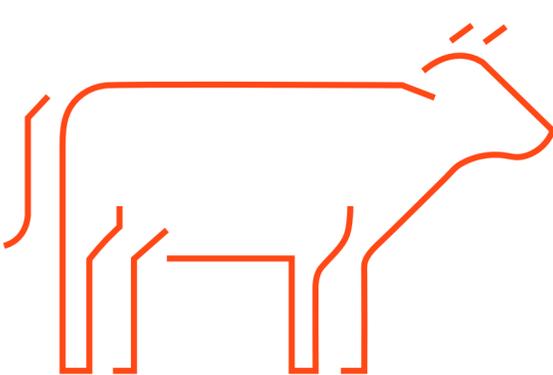
Size: 60 px (height)
Line weight: 2 pt



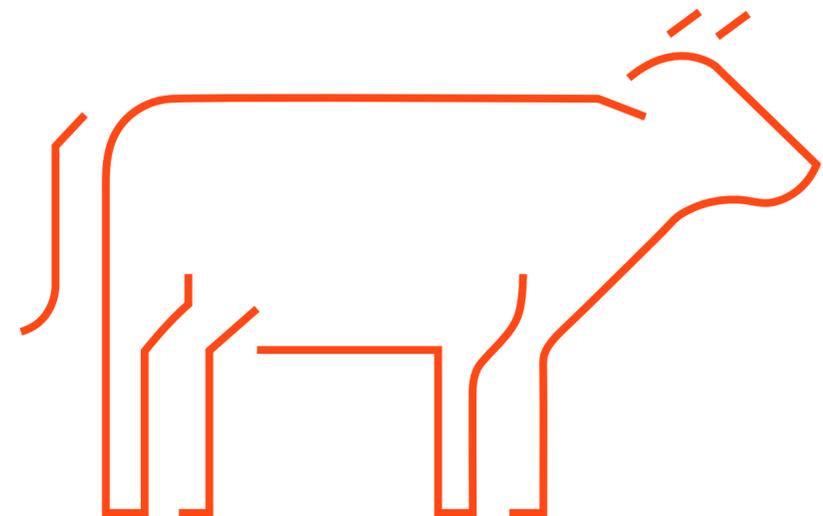
Size: 123 px (height)
Line weight: 2.5 pt



Size: 200 px (height)
Line weight: 3.5 pt



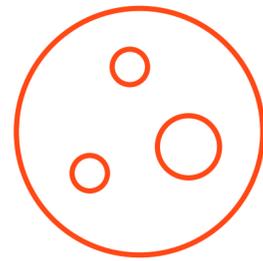
Size: 300 px (height)
Line weight: 4.5 pt



Icons in Use

If the single-line animal icons are used alongside any of the other icons, then we make an exception to the size rules explained on the previous pages. In this case we can use the single-line icon at any size.

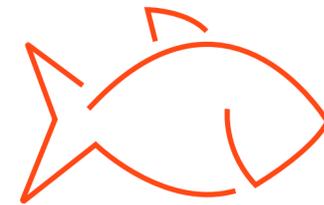
Example
Size: 150 px (height)
Line weight: 3 pt



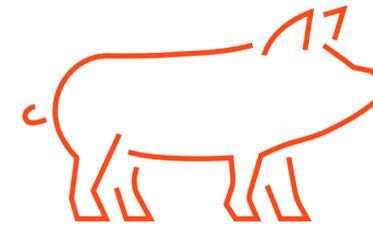
Disease



Science



**Aquatic
Animals**



**Terrestrial
Animals**

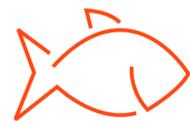
Example
Size: 80 px (height)
Line weight: 2.2 pt



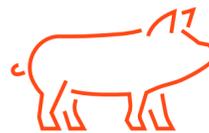
Disease



Science



**Aquatic
Animals**



**Terrestrial
Animals**

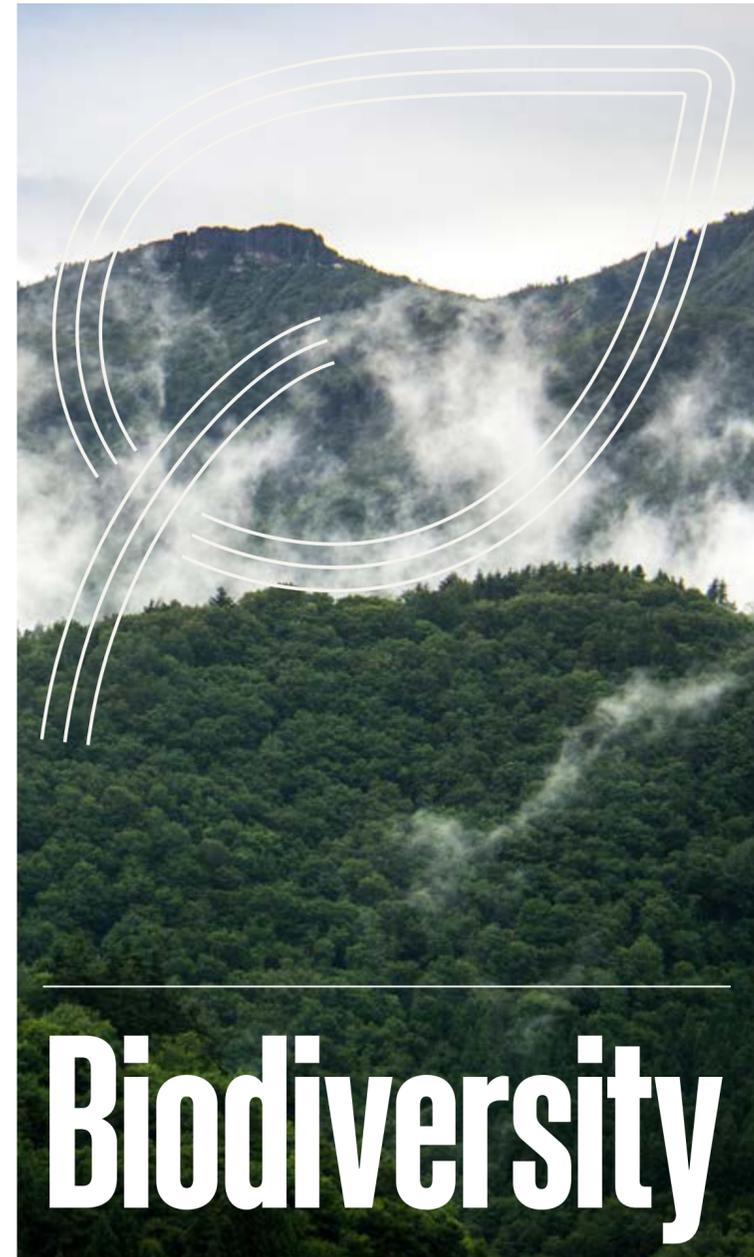
Icons in Use Examples

Our icon use is flexible and we should, where possible, use the three-line stylised versions. Below are some examples of how we can use our icons.

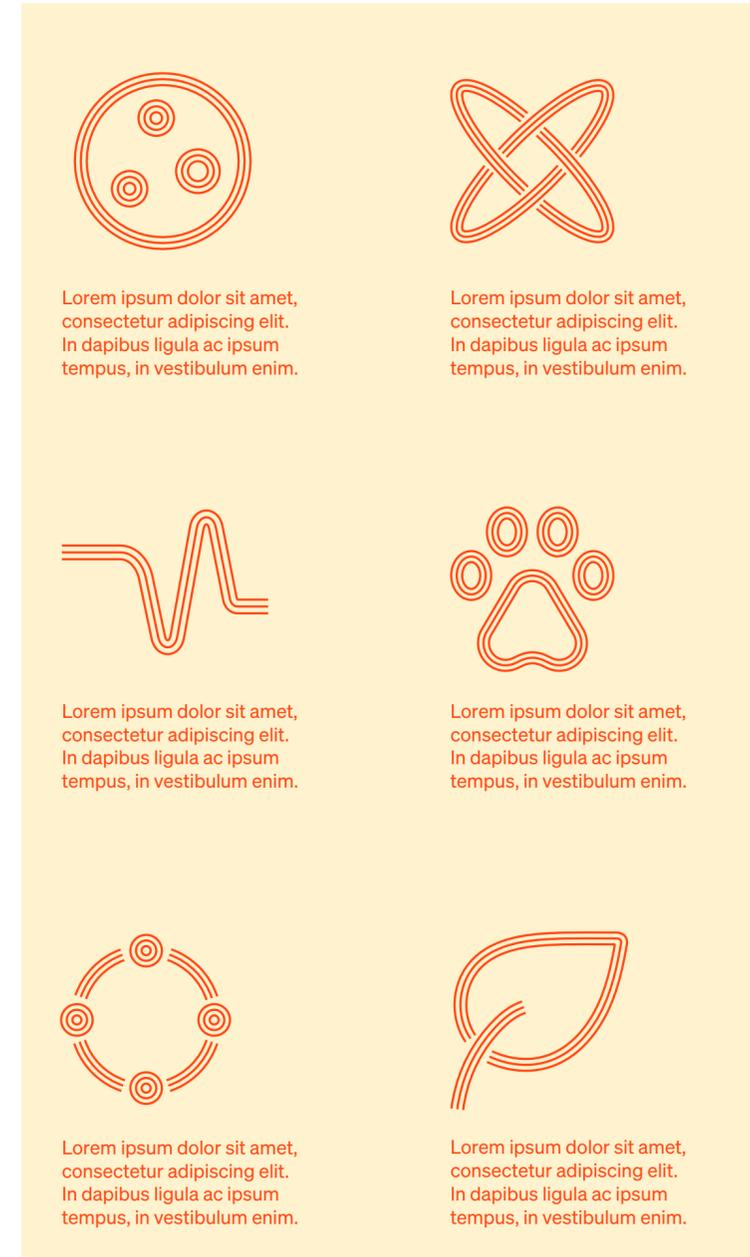
Example 1: Title and large icon.



Example 2: Icon overlaid on an image.



Example 3: Icon and descriptive text.



Example 4: Quote and Icon.

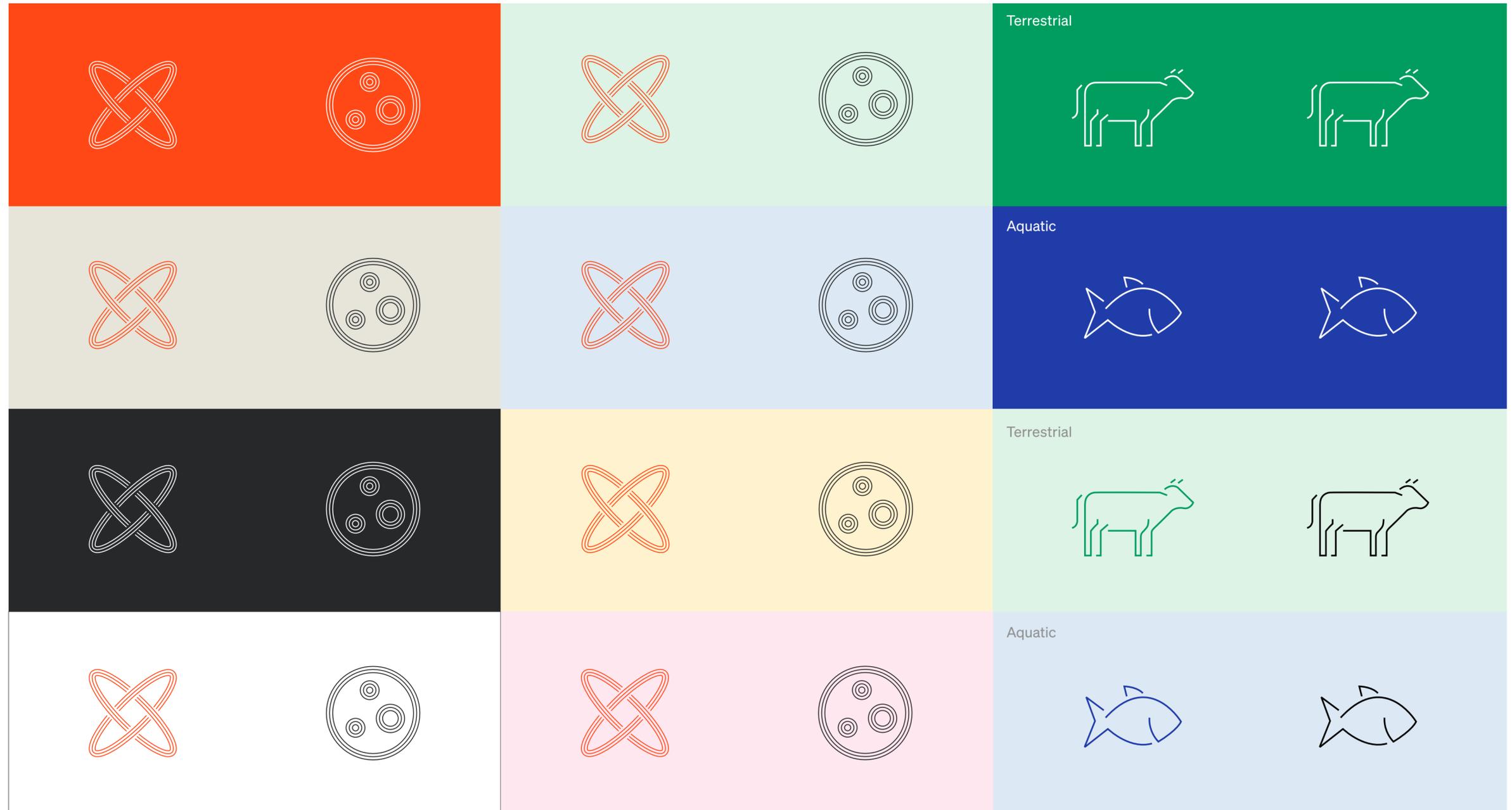


Example 5: Smaller icons.



Icons Colour Application

For brand consistency, our icon colour follows the same approach as our text colour variations. Use the examples below to ensure you are choosing a combination that has good visibility and contrast whilst remaining on brand.



Icon Don'ts



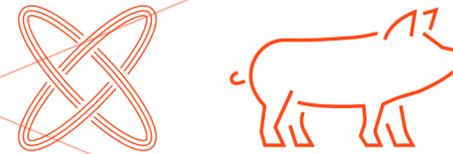
Don't use the three-line versions at a size smaller than 100 px or 30 mm.



Don't place icons next to each that are different colours.



Don't place a single-line icon next to a three-line icon. In this case always use the single-line versions.



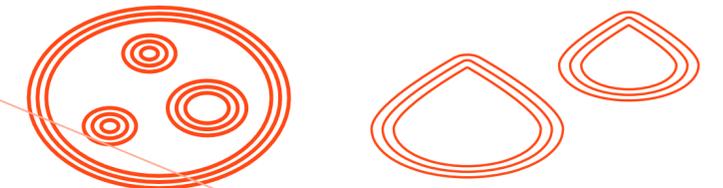
Don't place icons next to each that are different sizes.



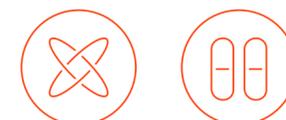
Don't make super thick icons.



Don't distort the icons.



Don't put icons in circles.

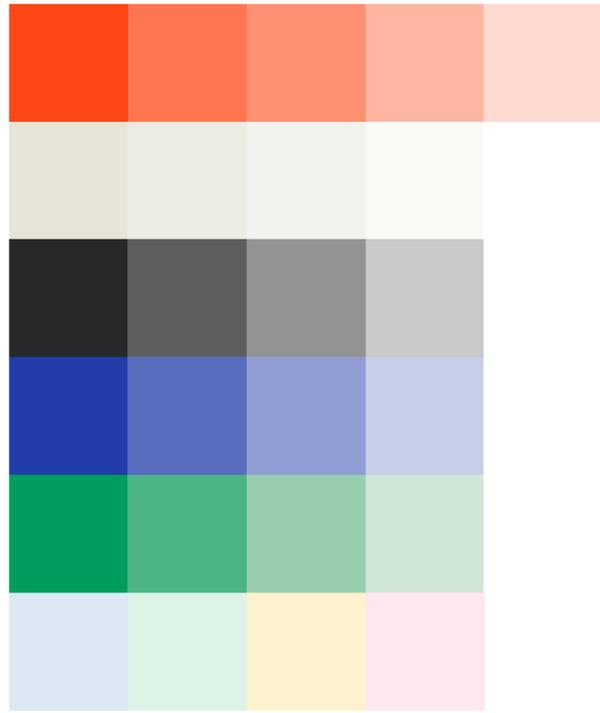


Infographic Toolkit

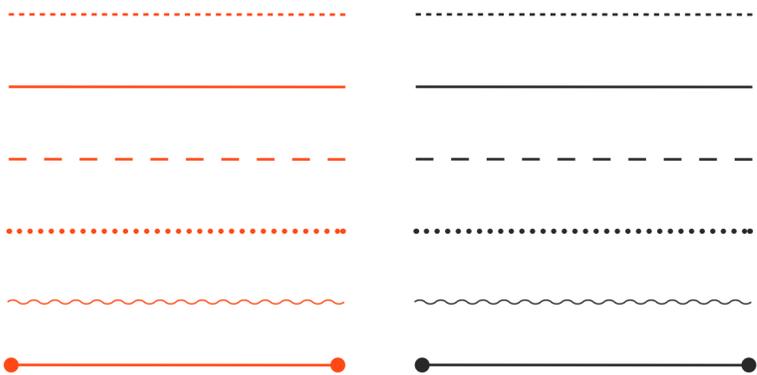
In order to design infographics, diagrams and charts, we have a series of different elements that we can use. We can use both the three-line and single-line icons to help build the visuals as well as a series of patterned lines and shapes to organise content.

The stylised numbers can be used for visual purposes at large sizes when communicating facts and figures.

Colour palette



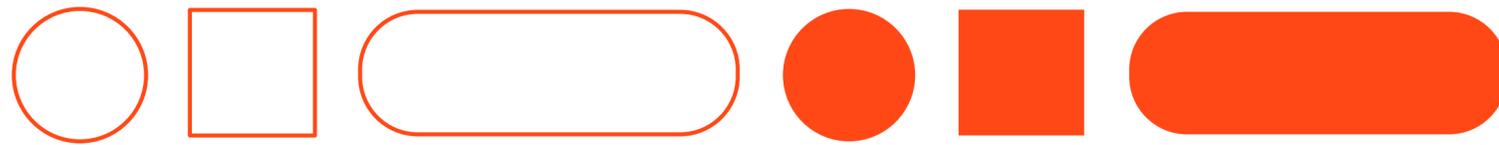
Line work



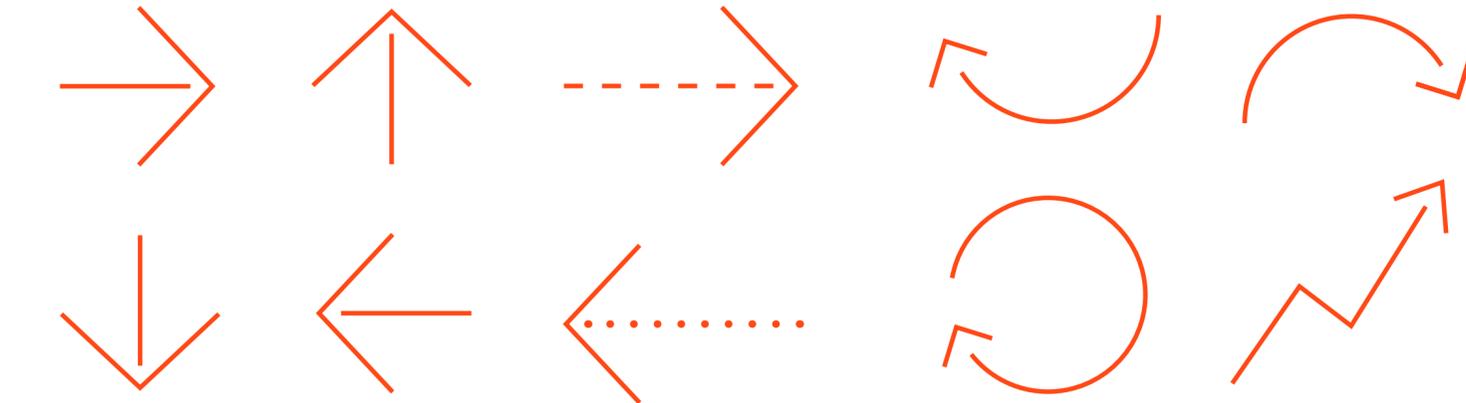
Numbers



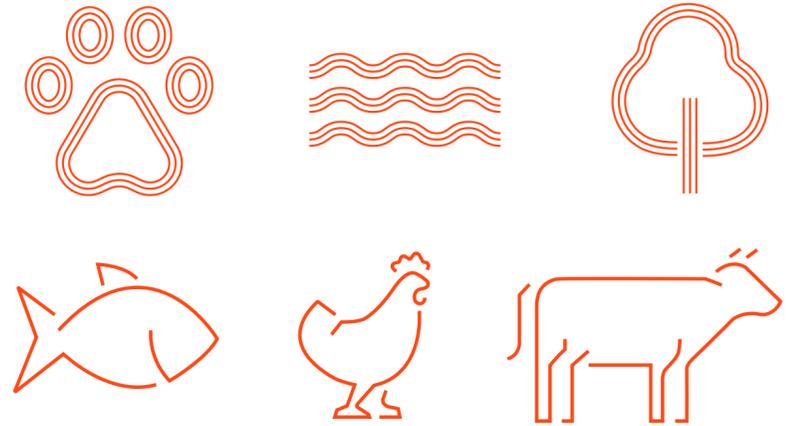
Shapes



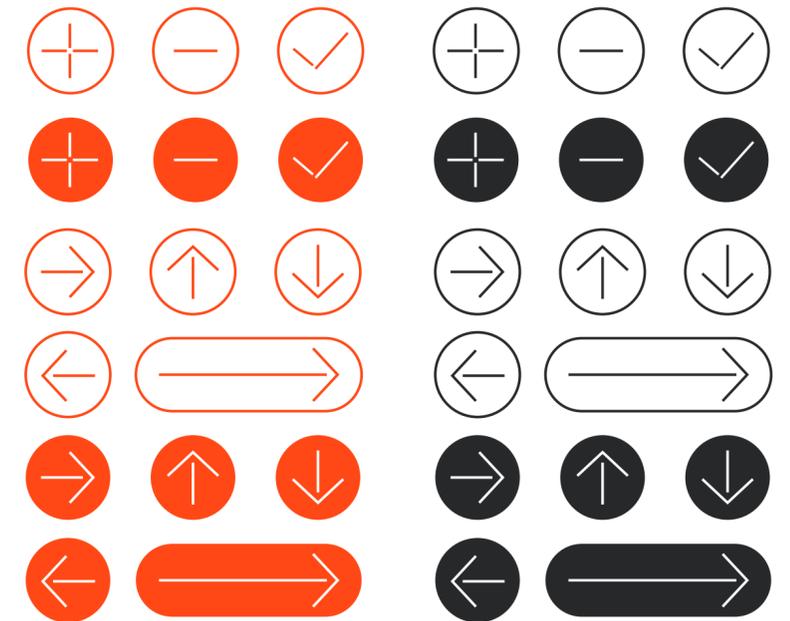
Arrows



Iconography



Symbols



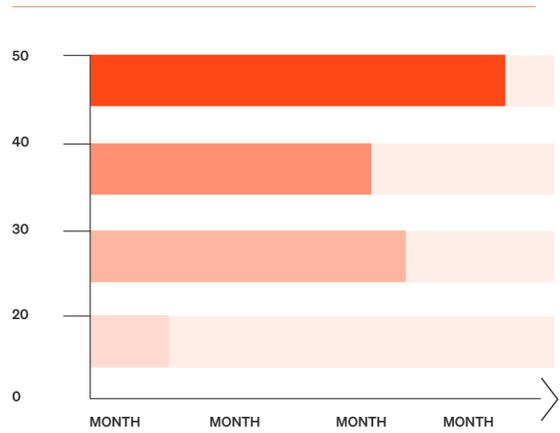
Charts, Graphs and Data Visualisations

Here are some examples of how to visualise data and graphics. We use orange as the main colour alongside dark grey, green and blue. Shades of all these colours can help structure the graphics.

Try to keep the graphics simple and clear, using a modern style and colour treatment to ensure they are on brand and understandable.

Title of graph

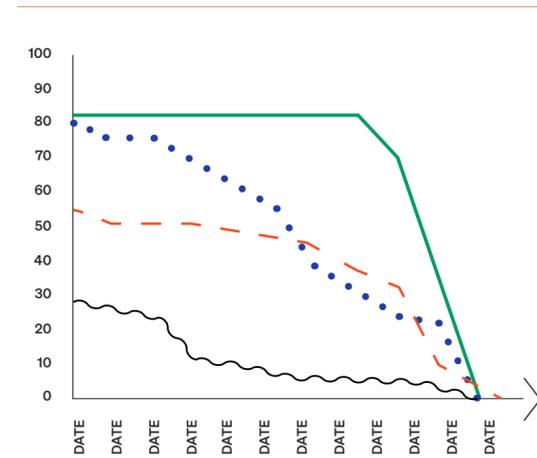
Short description of the graph



- Name
- Name
- Name
- Name

Title of graph

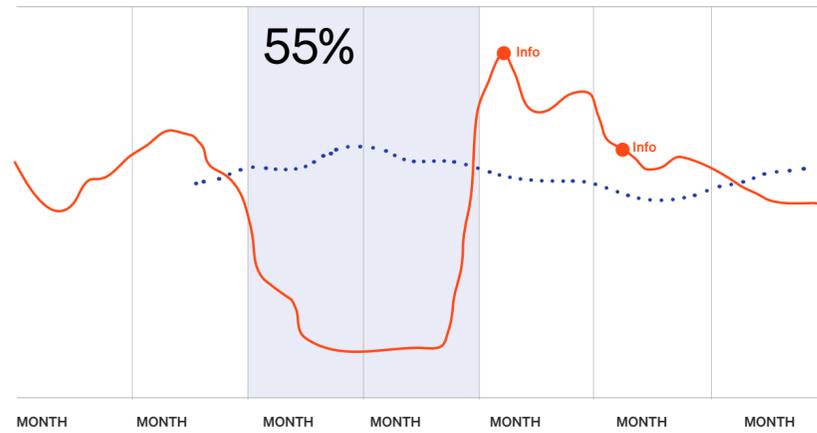
Short description of the graph



- Name
- Name
- - - - Name
- ~~~~~ Name

Title of graph

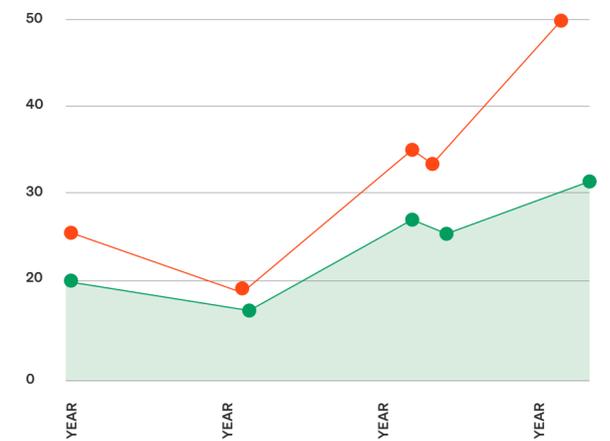
Short description of the graph



- Name
- Name

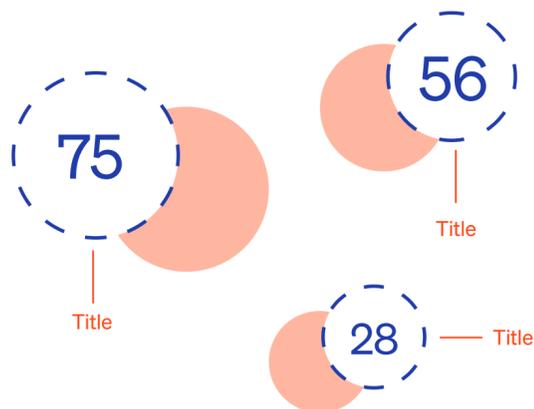
Title of graph

Short description of the graph

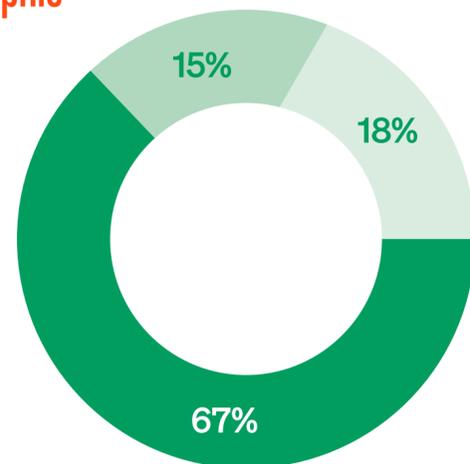


- Name
- Name

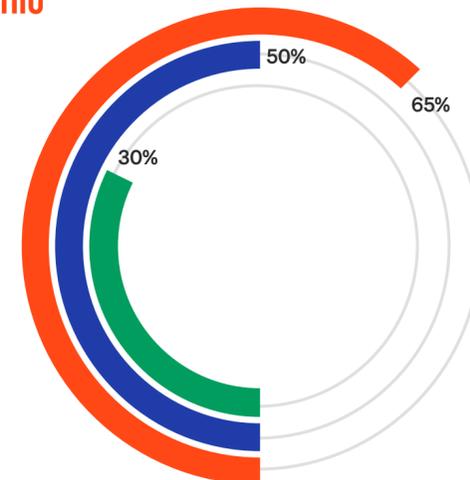
Title of graphic



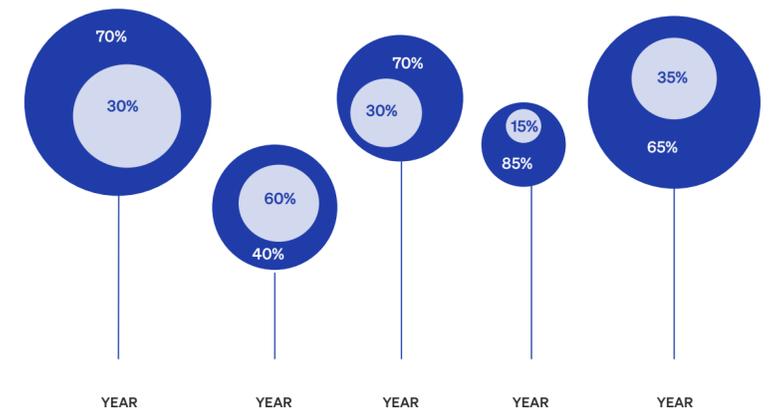
Title of graphic



Title of graphic



Title of graphic

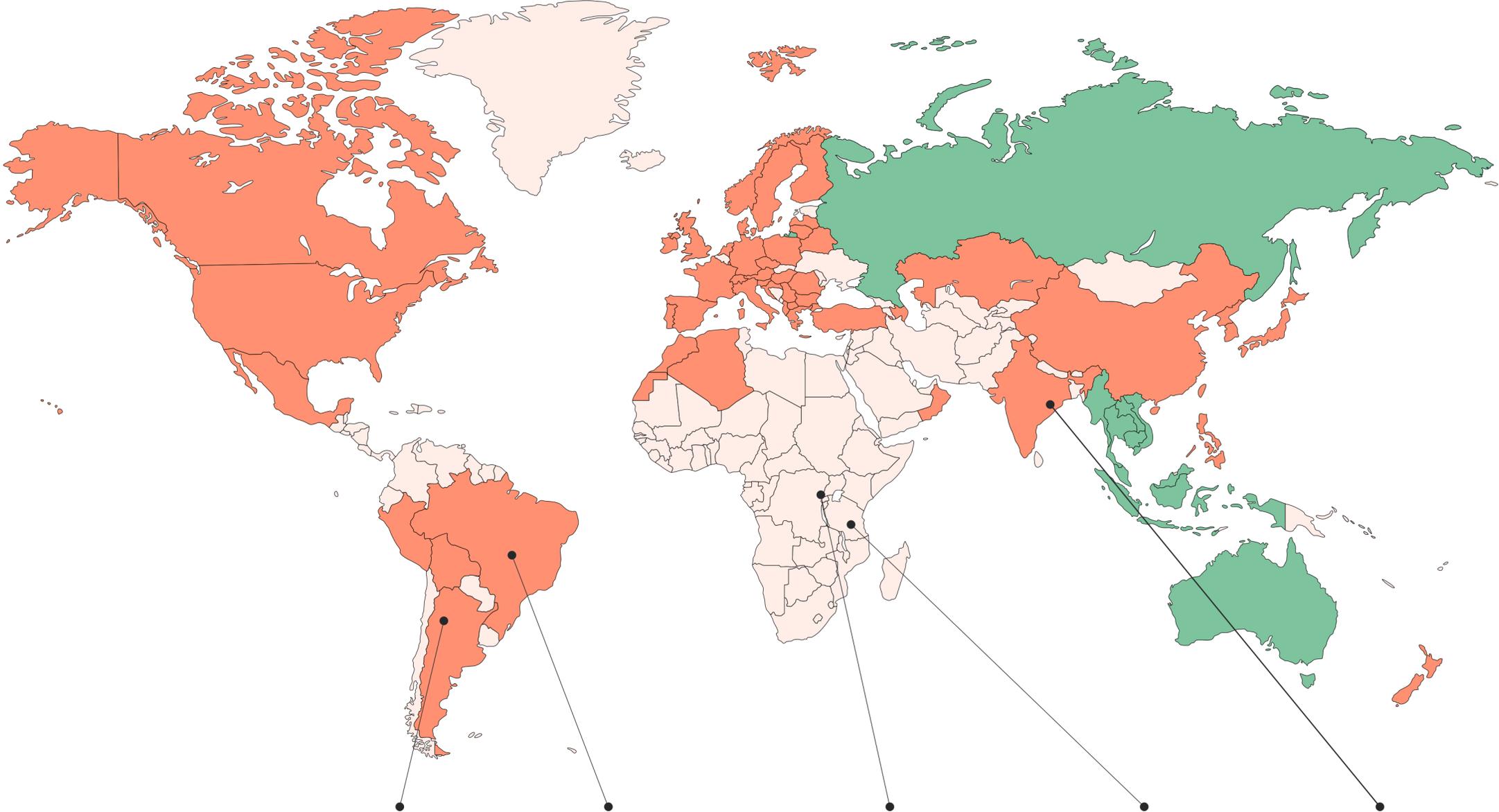
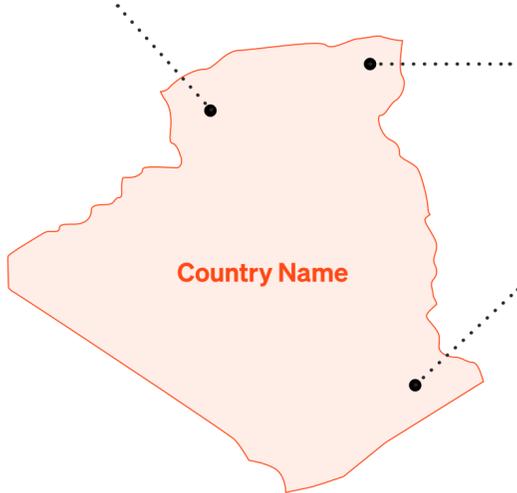
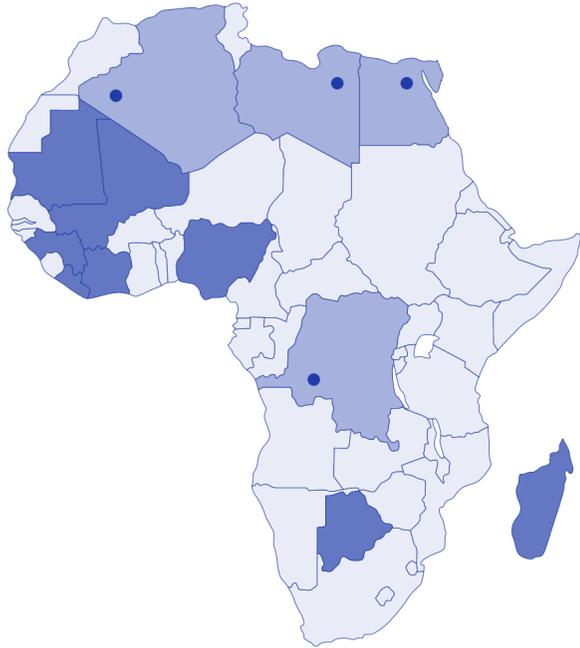


Map Style

We use orange, blue and green to mark and highlight certain areas of our map. The same style applies to all maps, including those featuring the world, a continent, a country or a city.

The dark grey is our secondary colour and should be used for small details, including lines, dots and text colour. Try to keep text and elements away from the top of the map to ensure legibility and simplicity.

An EPS file of the world map is provided as a deliverable from which custom maps can be created. An SVG format is also provided, which allows for the editing of a vector map in a Powerpoint document.



- Description
- Description

- Title**
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.
- Title**
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.
- Title**
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.
- Title**
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.
- Title**
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.

Infographic Examples

The design and layout of the infographics are flexible. Use these three examples as guidance for colour, iconography and type hierarchy as well as layout and distribution of content.

Do not overcrowd the page or graphics and use the horizontal and vertical lines to help structure the different elements.

Aquatic Animal Insights

Title of graphic

Title
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.

Title
Samet volorep errore eum alisciatqui dolorem.

Title
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum. Dae. Ut impos none et quiaectatur, volores totata ditiaecest evendeseque et, ullacest odi nimaios everum et optia.

Title
Samet volorep errore eum alisciatqui dolorem.

Title
Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.

Title of graphic

Samet volorep errore eum alisciatqui dolorem. ullautem quodis dolorrum.

300

million people depend on aquatic animals for 20% of their protein consumption.

- Description
- Description
- Description

Breaking the Chain of Transmission

Zoonotic TB in people

Foodborne

- Non heat-treated dairy products
- Raw or improperly cooked meat from diseased animals

One Health: Humans Animals Environment

Infected Wildlife

Bovine TB in cattle

Direct contact or contaminated environment

Tiaecae optatet magniae perfero quunt aut imustor sintium rem qui ditatem dolupta con re esecte prae dolupis ma debitis quiae net ut re prerepudit audae. Cabo. Itatis rectat ra nisciundit, sunduciis eum quam que sam, ut la in plignim oluptatque nimum coremporunt auta voluptas mosam fuga. Tiaecae optatet magniae perfero quunt aut imustor sintium rem qui ditatem dolupta con re esecte prae dolupis ma debitis quiae net ut re prerepudit audae. Cabo.

World antibiotic awareness week
#AMR

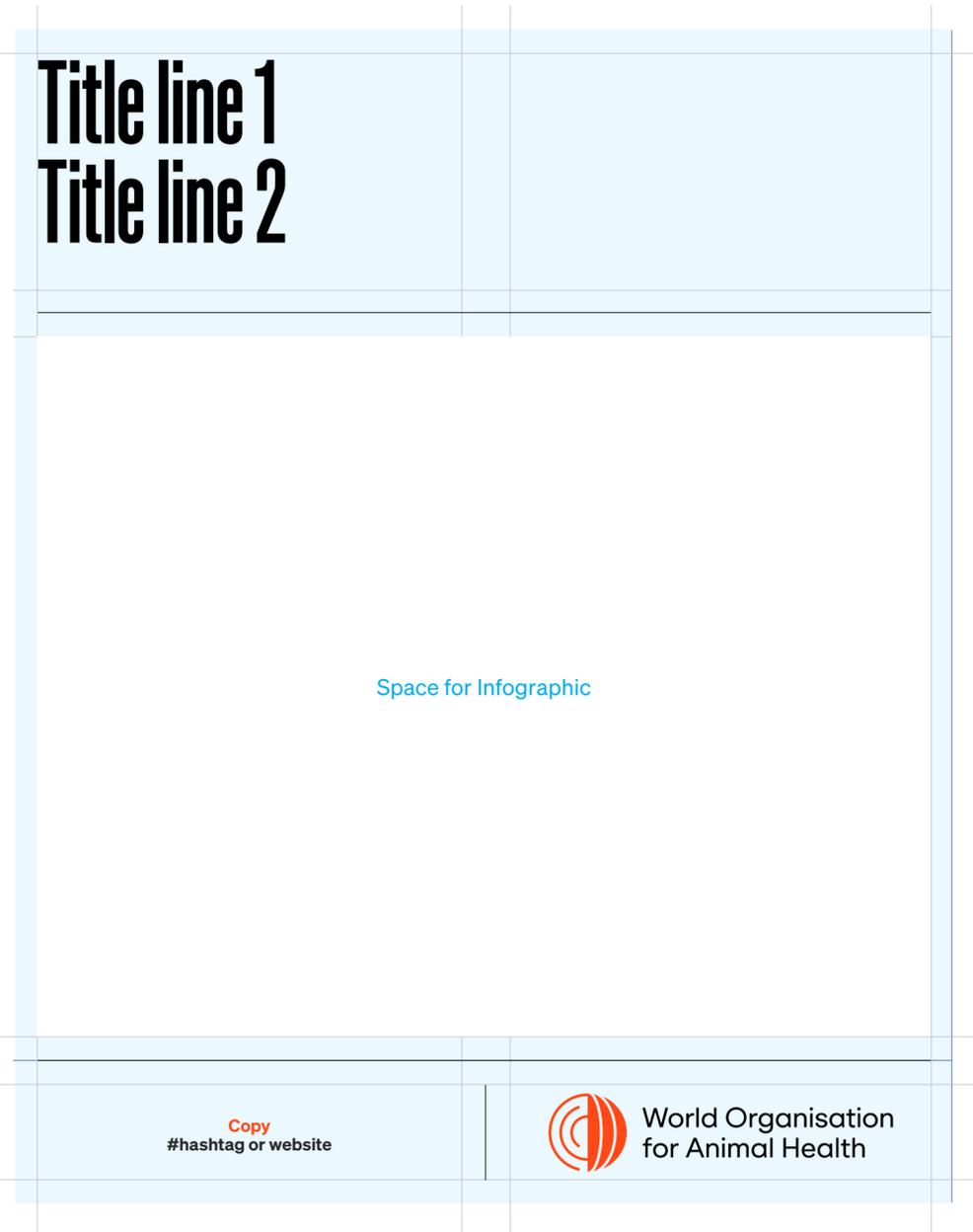
World Organisation for Animal Health

Infographic Framework

Our infographics can be quite diverse due to the nature of the content. For consistency, use the same framework and structure for logo and title placement, which will also help determine the space for the infographic.

We use the same structure for infographics that are done with our partners.

Example 1
Vertical format



Example 2
Square format



Example 3
Horizontal format

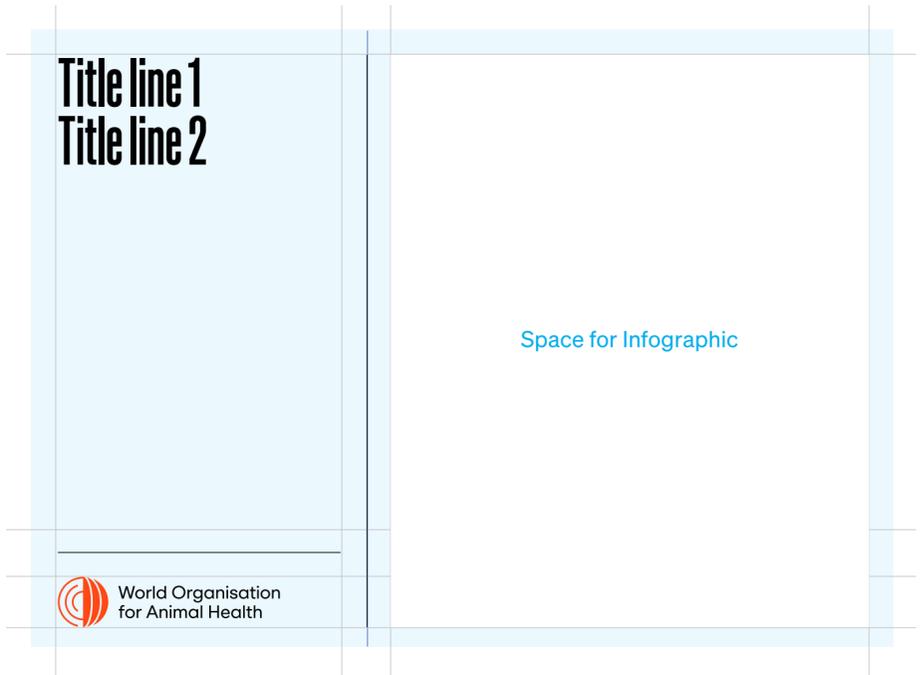


Table and Timeline Example

Our tables and timelines follow the same design and structure as infographics. We combine our orange colour and our dark grey colour in order to create hierarchy within the layout.

We type set the titles and any dates or numbers using the Söhne Schmal typeface. For tables, we can use different shades of our orange colour alongside vertical and horizontal lines in order to separate the sections.

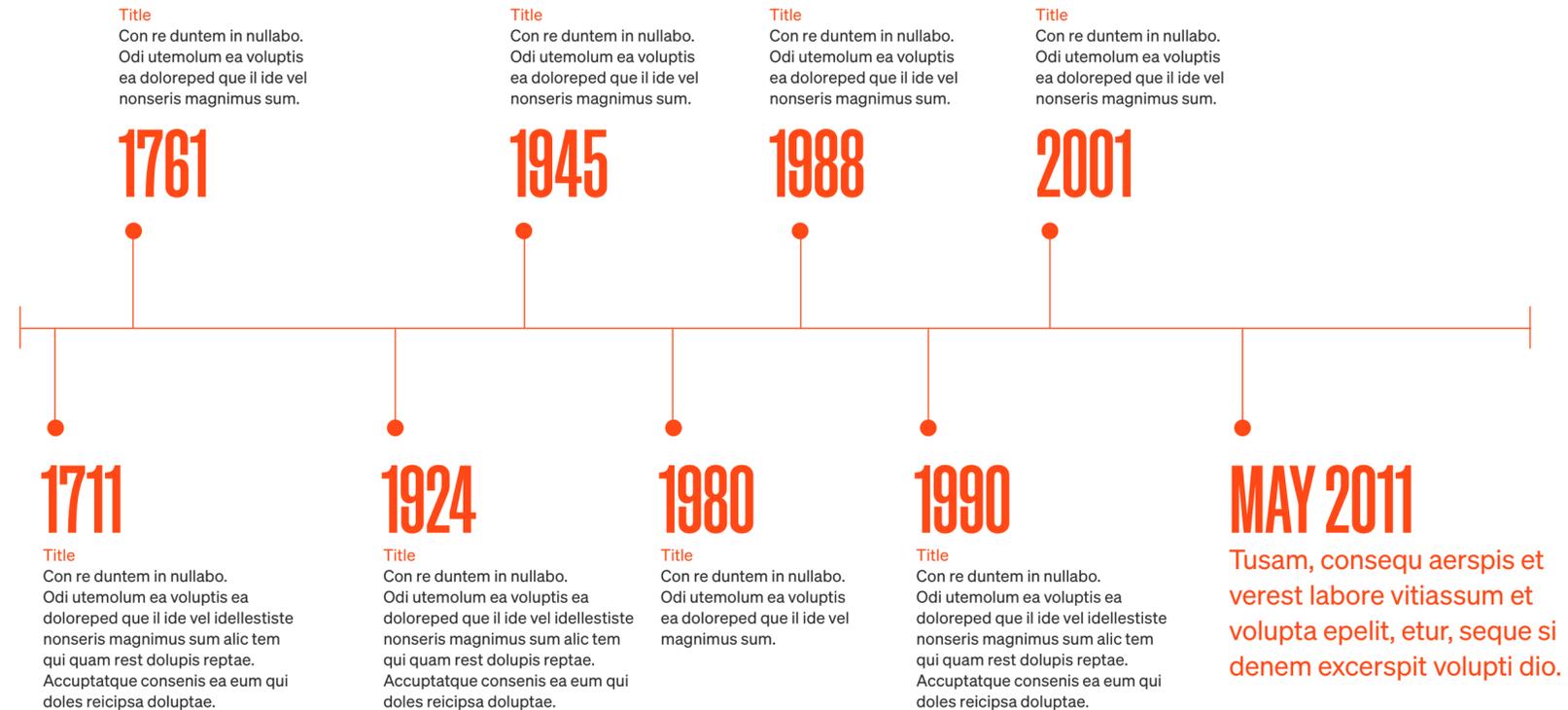
Table Example

Stunning/ killing method	Specific method	Key fish welfare concerns/ requirements	Advantages	Disadvantages
Mechanical	Percussive stunning	The blow should be of sufficient force and delivered above or adjacent to the brain in order to render immediate unconsciousness. Fish should be quickly removed from the water, restrained and given a quick blow to the head, delivered either manually by a club or by automated percussive stunning.	Immediate loss of consciousness. Suitable for medium to large sized fish.	Hand operated equipment may be hampered by uncontrolled movement of the fish. Mis-stunning may result from a too weak blow. Injuries may occur. Manual percussive stunning is only practicable for the killing of a limited number of fish of a similar size.
	Spiking or coring	The spike should be aimed on the skull in a position to penetrate the brain of the fish and the impact of the spike should produce immediate unconsciousness. Fish should be quickly removed from the water, restrained and the spike immediately inserted into the brain. It is a stun / kill method.	Immediate loss of consciousness. Suitable for medium to large sized fish. For small tuna, spiking under the water avoids exposure of fish to air. The pineal window of tuna facilitates spiking for this species.	Inaccurate application may cause injuries. Difficult to apply if fish agitated. It is only practicable for the killing of a limited number of fish.
	Free bullet	The shot should be carefully aimed at the brain. The fish should be positioned correctly and the shooting range should be as short as practicable. It is a stun / kill method.	Immediate loss of consciousness. Suitable for large sized fish (e.g. large tuna).	Shooting distance; calibre need to be adapted. Excessive crowding and noise of guns may cause stress reaction. Contamination of the working area due to release of body fluids may present a biosecurity risk. May be hazardous to operators.

Timeline Example

Eradicating Rinderpest: Moments in time

Tusam, consequ aerspisp et verest labore vitiassum et volupta epelit, etur, seque si denem excerspisp volupti dio. Nam dolut arum volupta volupid maiorrum quis- itasimil is volorum faccaecae sequisque cus repudan ducienietur, Ignim nos et escia nus, si blautem est dolorro cus, totas ea simolup taspit,



2.7 Motion

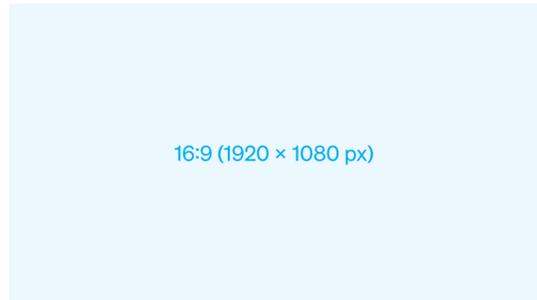
Motion brings our identity to life and reaches a broader audience through a visually engaging application of our brand. It elevates and modernises our brand and allows for greater flexibility within communication.

Video Watermark

When our logo is placed as a watermark in videos we can use either the static or animated version of our logo. We primarily use the white version as this offers the best legibility and contrast. The orange version should only be used if the background is very light.

A template of the video file is provided to ensure the logo is always positioned at the same size.

Formats



Template



Example

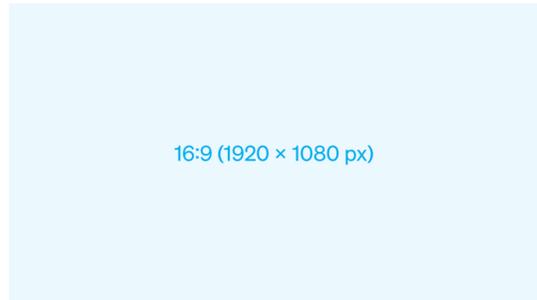


Video Mosca

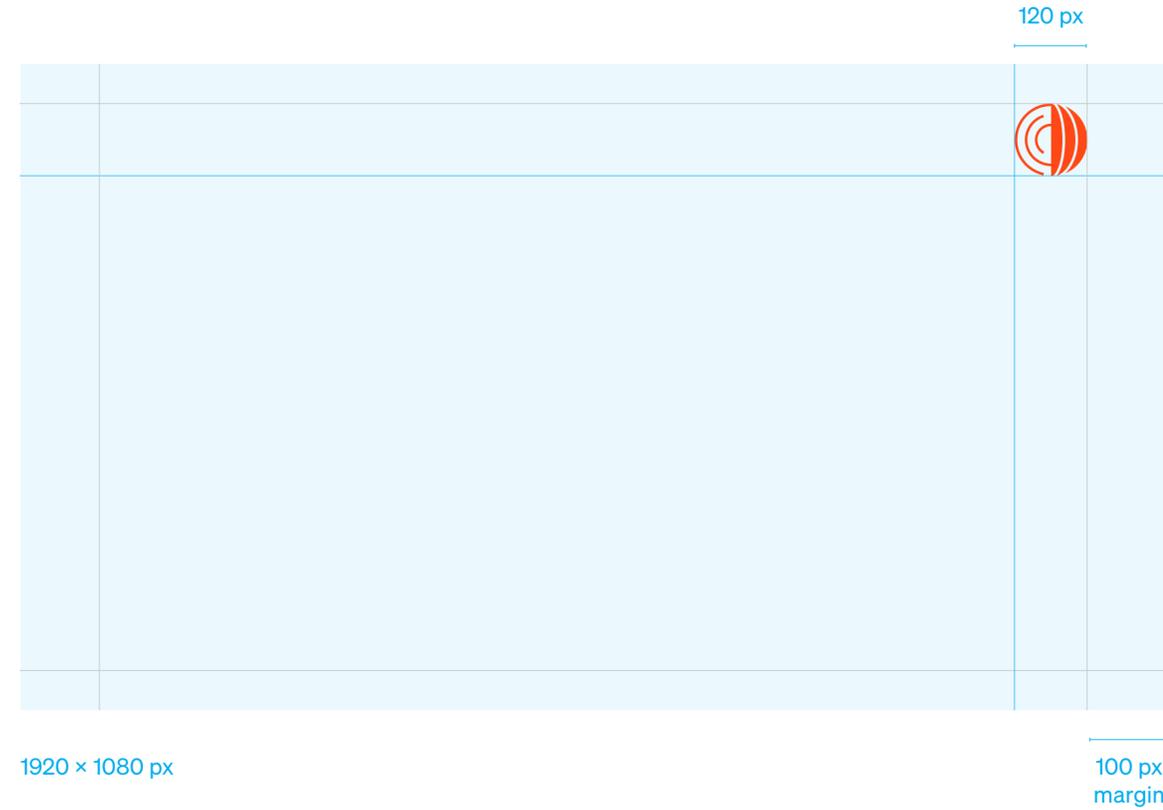
All our videos should have a mosca which is the animated version of our symbol. We primarily use the white version, but if the background is very light the orange version can be used.

A template of the video file is provided to ensure the mosca is fixed in the same position across all videos. There is a different file for each colour option.

Formats



Template



Examples

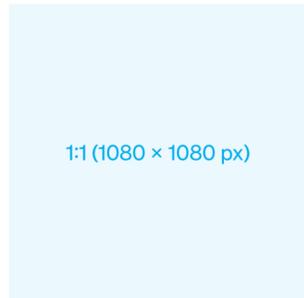
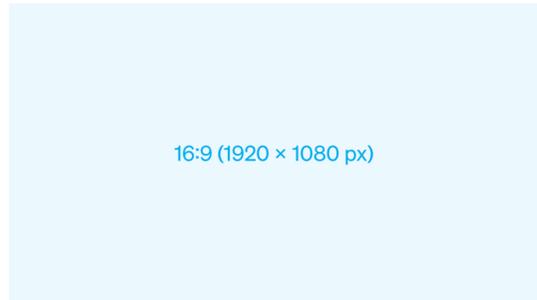


Animated Wordmark

We have an animated version of our logo that combines the intro and outro into one animation. We use these versions across social media, videos and within presentations. You can use any of the versions below.

A template of the video file is provided to ensure the logo is positioned at the same size across all videos. These templates have been adapted to the following formats: 16:9, 9:16 and 1:1. All the colour variations are included in the same file.

Formats



Template



Examples

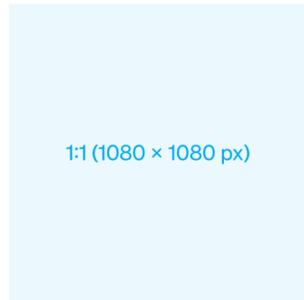
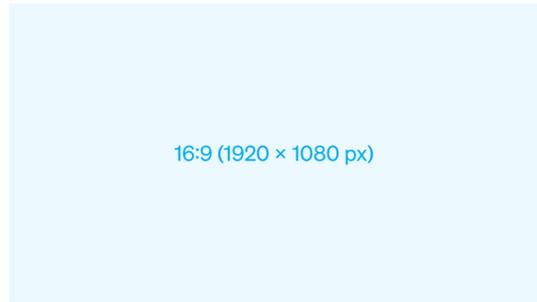


Animated Symbol

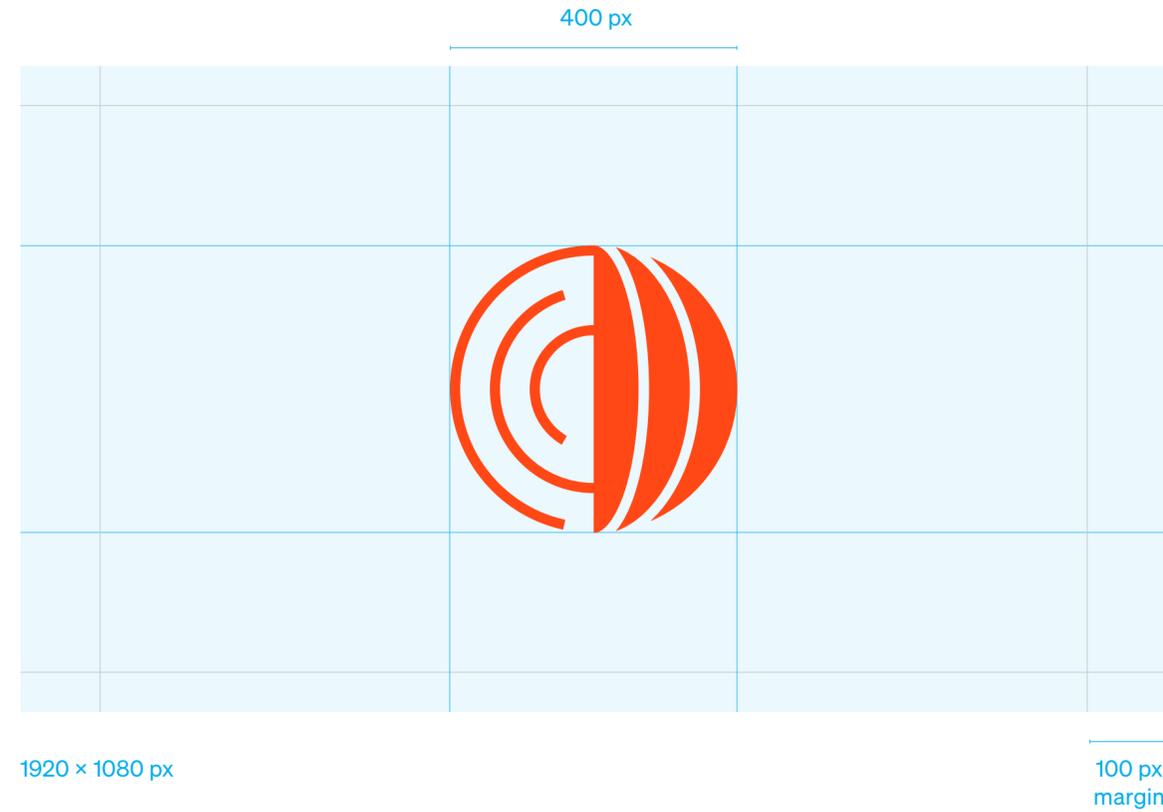
We have our symbol as an individual animation that can also be used as an intro to videos or placed as a watermark on images and videos. We primarily use the white version, but if the background is very light the orange version can be used.

A template of the video file is provided to ensure the symbol is positioned at the same size across all formats. These templates have been adapted to the following formats: 16:9, 9:16 and 1:1.

Formats



Template



Example



Video Intro/Outro

For brand coherency, all our videos start and end with the animated logo, which should be placed on a video, image or coloured background. We primarily use the white version when the logo is placed on top of video or image content. We can also use the logo in the corporate colours following the examples below.

The intro and outros of the logo animation are provided as separate templates, ensuring the logo is positioned at the same size across all videos.

Formats



Template



Examples



Video Outro Transition

When closing our videos, we select one transition to move between video or image slides to our animated logo. The animated line colour should match the background colour of the logo slide, choosing one of the options shown below.

Templates of the different transitions are provided as individual files.

Formats



Slide 1

Animated line on top of video or image.



Slide 2

Transition between video/ image to the animated logo.



Slide 3

Animated primary logo.



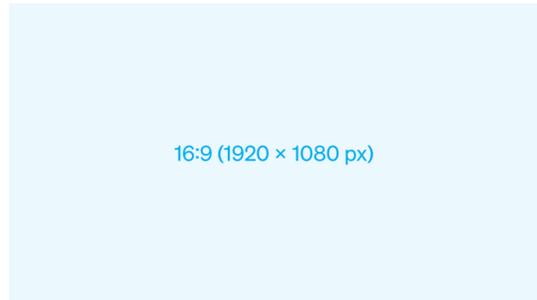
Transitions

We have a series of different transition templates that can be used when producing videos for YouTube and social media. Our transitions are based on our three line graphic element. Each template has a different line pattern and movement, which can be adapted into different sequences.

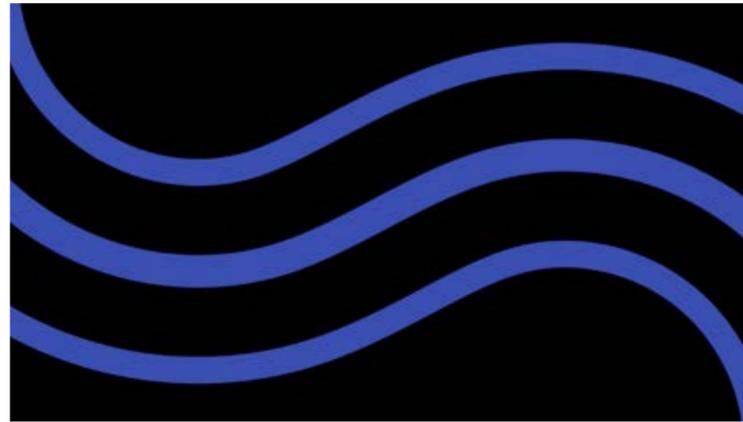
Templates of the different transitions are provided as individual files. Our colour palette is embedded within each template.

The black backgrounds below are where the videos will sit.

Formats



Template 1



Template 2



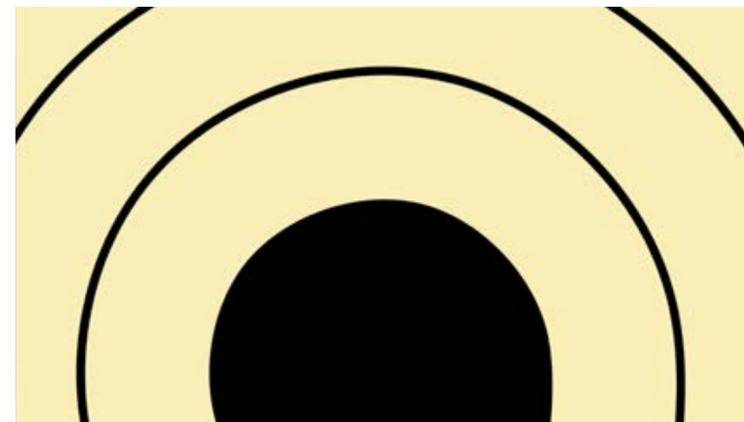
Template 3



Template 4



Template 5



2.8 Art Direction

Art Direction Image

Instructions

Step 1

Open the original coloured image in Photoshop



Step 2

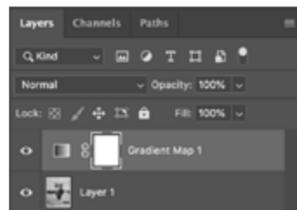
Make the image grey scale

- Image, mode, grey scale
- Play with the brightness and contrast to ensure there is a good range of grey tones.



Step 3

- Make the image RGB: Image, mode, RGB
- Create a new fill adjustment layer: gradient map
- Edit the colour and paste the HEX orange: FF4815



Imagery is crucial to our identity. We carefully select images to ensure maximum impact and honest communication. We primarily use coloured images, as our layout system ensures that text is not placed on top of images.

Example 1

Gradient Map



However, for cases like the website, we have the option for interaction and therefore we can be more stylistic. Using our orange colour, a gradient map can be applied to images. This is a secondary treatment and should be used on the website for interaction purposes only.

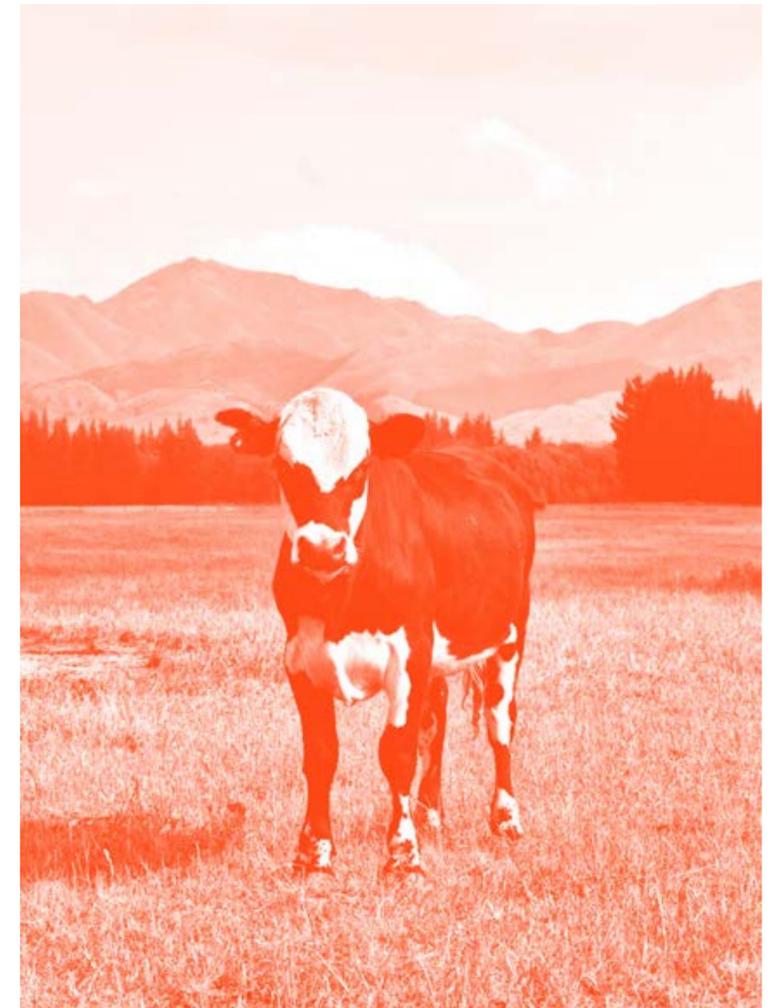
Example 2

Gradient Map



Example 3

Gradient Map



3. Photography

This section provides direction and guidance for the use of photography within our brand. The images used within this section are royalty free from either ©GettyImages or ©Unsplash and can be used in the future.

3.1 Examples

103

3.2 Don'ts

109

Image Search Keywords

When using Getty or Adobe Stock, it is best to keep your searches simple and specific in order to get the best results. When searching using Unsplash you can be slightly more descriptive with your searches using the related photos to click through and find more unique and engaging content.

Tip for Unsplash: You can find some great photos by clicking through related folders and photos within the platform. You can start broadly with your search but through the related content you will discover more interesting images.

Humans and animals

(Country) culture

(Country) livelihoods

Bond between humans and animals

Science

Molecules

Animal diseases

Farm culture

Fishing culture

Work in the field

People in action

Food transportation

People with livestock

Disease control

Emotional Bond

The (emotional) relationship between animals and people, humans and the environment.

The photographs used in this section are royalty free from either ©GettyImages or ©Unsplash.



Culture and Livelihoods

Stories about co-existence, how different cultures derive livelihood from animals, the obstacles, the risks and the benefits.

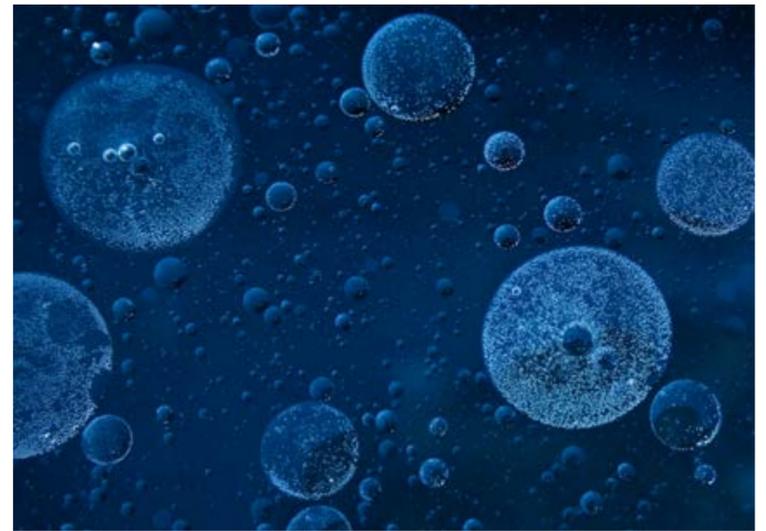
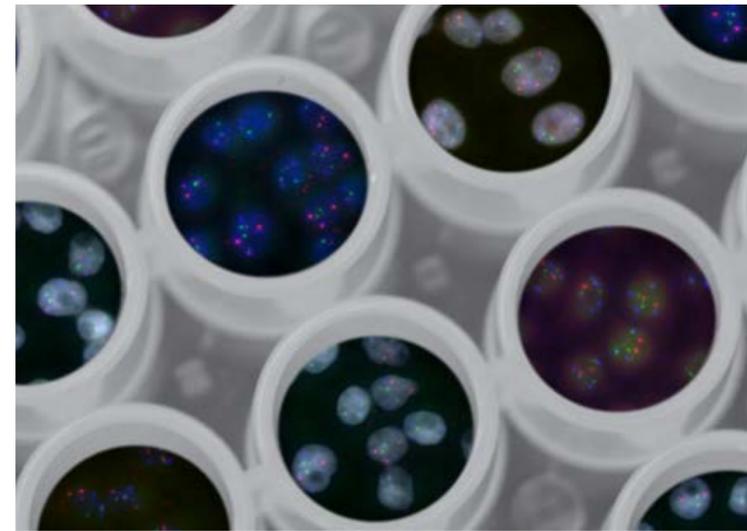
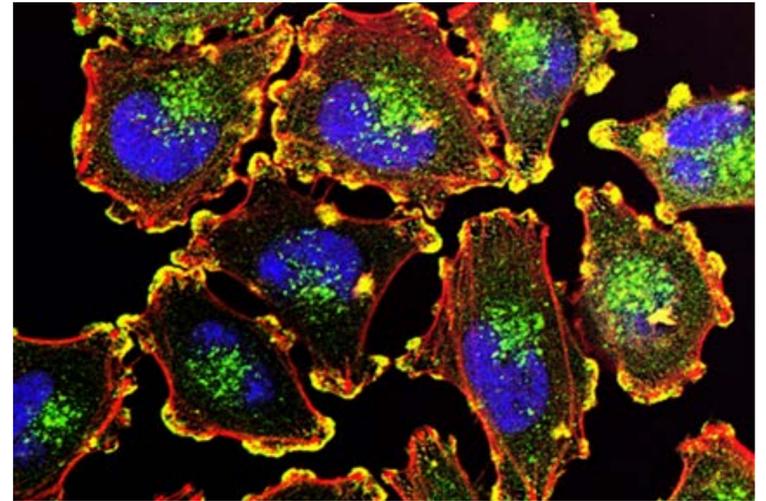
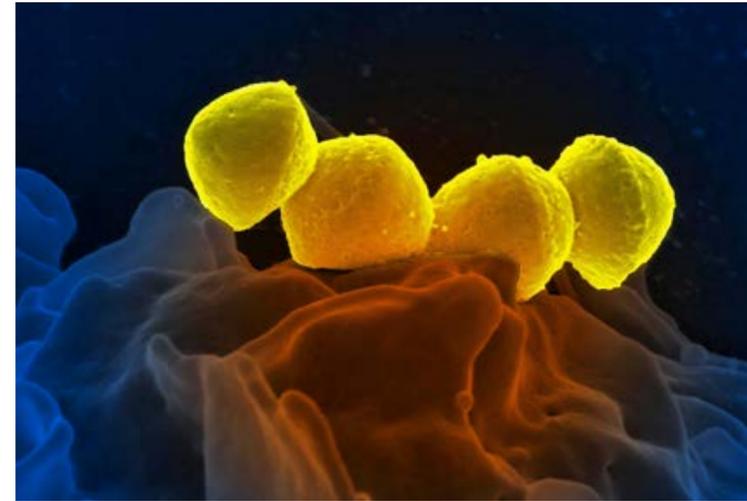
The photographs used in this section are royalty free from either ©GettyImages or ©Unsplash.



Science

Spotlight on the subject matter, the organisms we cannot see with our naked eye.

The photographs used in this section are royalty free from either ©GettyImages or ©Unsplash.



Work in the Field

Show the most specialised work we (or our partners) do on the field, in action.

The photographs used in this section are royalty free from either ©GettyImages or ©Unsplash.



Unexpected

Show animals in impactful, sometimes unexpected ways.
Let the viewer wonder about the story behind the image.

The photographs used in this section are royalty free from either ©GettyImages or ©Unsplash.

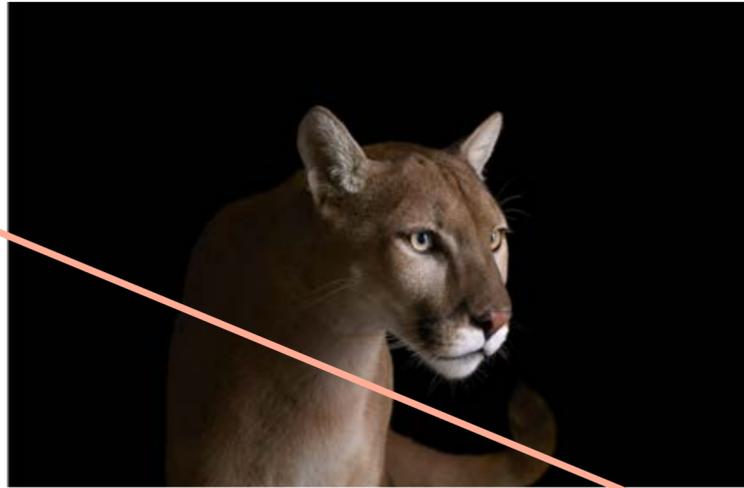


Don'ts

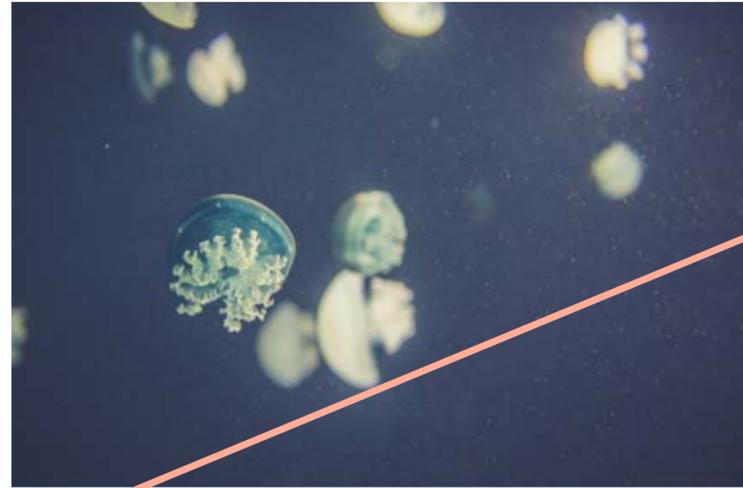
Example 1
Avoid images that are very dark.



Example 2
Avoid images that feel staged or stock like.



Example 3
Avoid images that appear unnatural or have been overly edited or stylised.



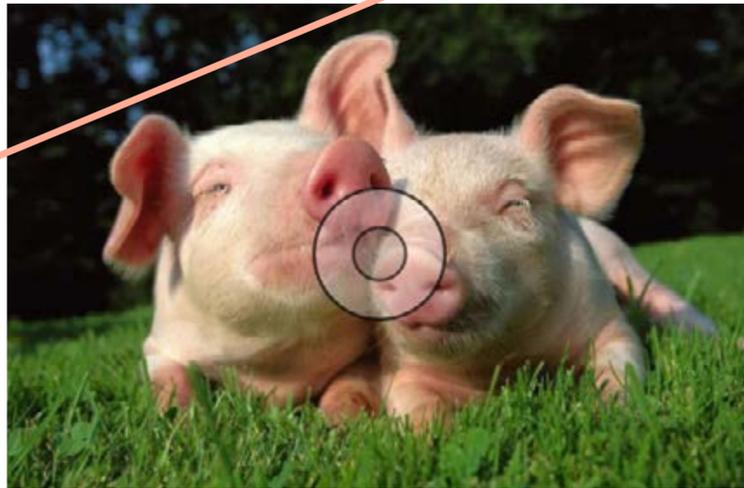
Example 4
Avoid images shot at high and low angles.



Example 5
Avoid over using images featuring a disembodied hand with a syringe.



Example 6
Avoid cute pictures of animals.



Example 7
Avoid images that feel too National Geographic.



Example 8
We don't save animals. Avoid showing animals in captivity.





Illustration

This section provides direction and suggestions for the use of illustrations within our brand. The illustrations used within this section are for visual reference only and should not be used in any final application.

4.1 Examples

111

Portraits

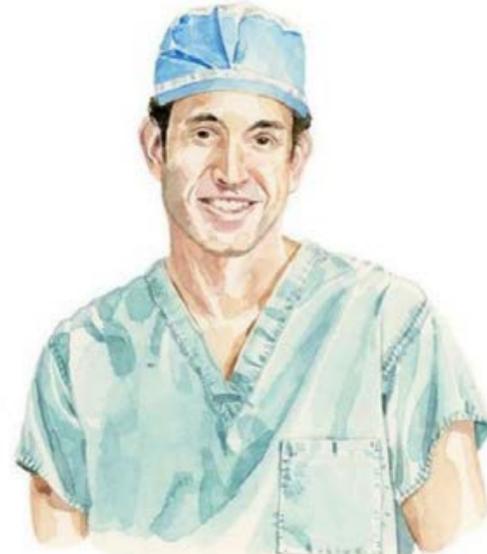
As part of our new visual identity, we will be communicating more about real people and real stories. To compliment this, we can use illustrations of these people and therefore define a style in line with our brand.

The illustrations in this section are for visual reference only, they are not examples of animal species covered by WOA. These illustrations should not be used without the owner's permission.

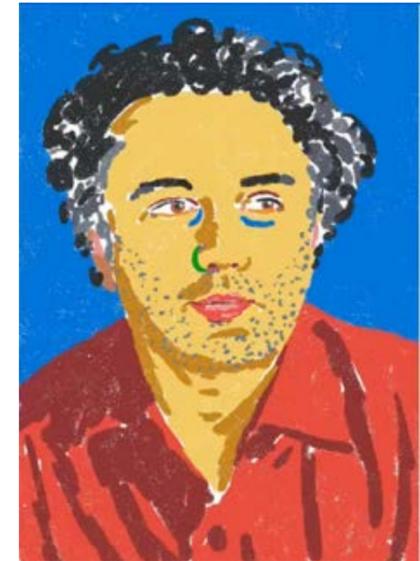
Rebecca Clarke



Melinda Josie



Luis Mazon



Scenarios or Fact Sheet Topics

Our fact sheets give an overview of the context, the challenges and the actions carried out by WOAAH in its different areas of interest. These can be explained using illustrations to further engage audiences on a new visual level.

We can use illustration to help explain key scenarios and stories, which can be applied to the website, social media or within infographics.

The illustrations in this section are for visual reference only, they are not examples of animal species covered by WOAAH. These illustrations should not be used without the owner's permission.

Fact Sheet Examples:

1. Antimicrobial Resistance
2. Animal Welfare
3. Aquatic Animals
4. Biological Threat Reduction
5. Food Safety
6. Good Veterinary Governance
7. Official Disease Status
8. Prevention and Control
9. Wildlife
10. World Animal Health Information

Miguel Porlan



Stephen Cheetham



Animals

Communicating about animal disease is an important part of our work. We can define a treatment for this content and be consistent with application. We can use stock illustrations or commission an artist.

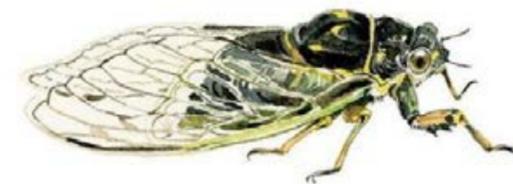
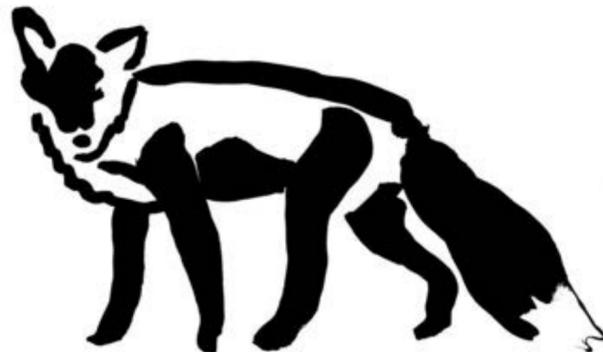
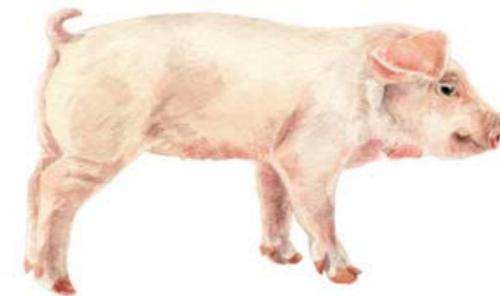
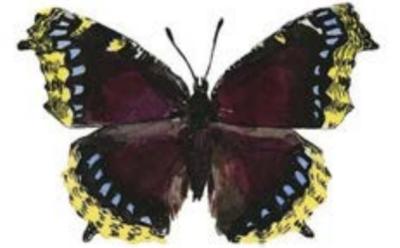
We can use these illustrations in the website section 'Animal Diseases' within publications as well as on our social media channels.

The illustrations in this section are for visual reference only, they are not examples of animal species covered by WOA. These illustrations should not be used without the owner's permission.

Scientific illustrations (Stock imagery)
Important that all the images are the same style and ideally are from the same source.

Pol Montserrat

Melinda Josie



Applications

This section provides direction and guidance for the design and layout of applications key to our brand. These applications are not final arts and should be used for guidance purposes only. Placeholder content has been used within the design.

5.1 Stationery	115
5.2 Flags	123
5.3 E-mail Signature	125
5.4 Word Documents	127
5.5 Social Media	130
5.6 Powerpoint Template	160
5.7 Institutional Brochures	164
5.8 Fact Sheets	169
5.9 Reports	174
5.10 Animal Health Codes and Manuals	177
5.11 Scientific and Technical Review	188

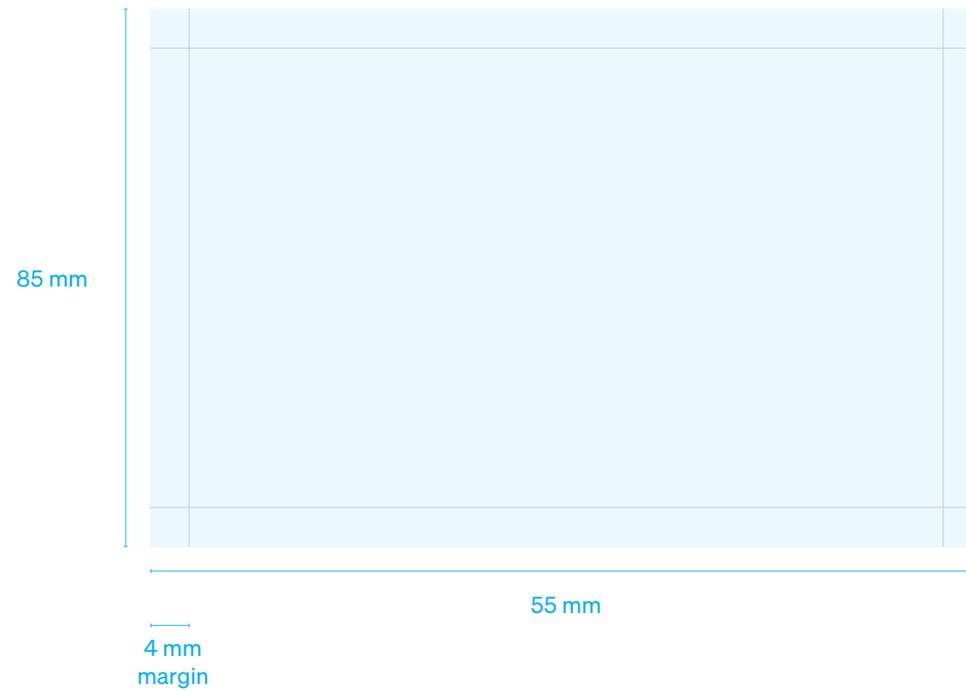
5.1 Stationery

Business Cards

Our business cards follow a traditional typographic layout, modernised through the use of colour and grid layout. One side expresses the brand identity and the other side contains the trilingual logo and the contact information.

For optimum printing, we suggest using an off-white coloured paper, and the Pantone values.

Template and grid

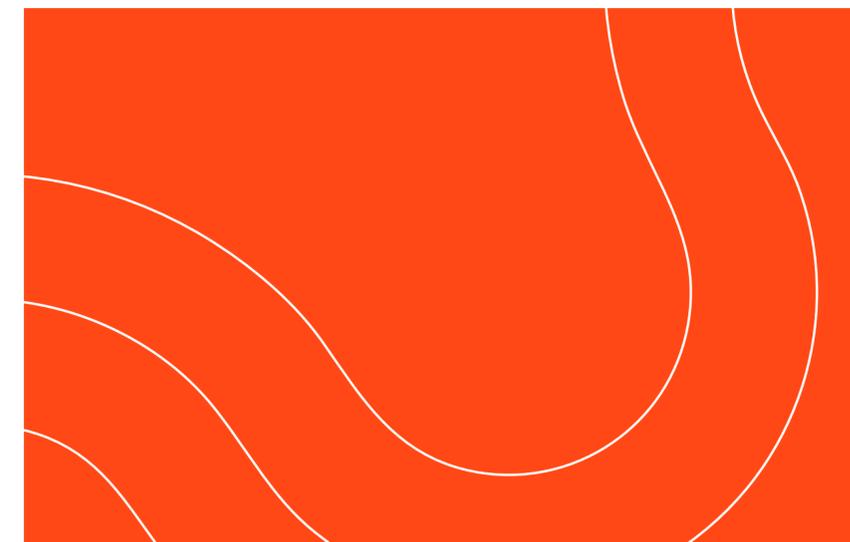


Design

Back

<p>Sarah Sullivan Communications Officer</p>	<p>12, rue de Prony 75017 Paris, France</p> <p>T. +33 (0)1 44 15 19 49 F. +33 (0)1 42 67 09 87 s.sullivan@woah.org www.woah.org</p>	<p>Employee's Name Söhne Halbfett</p> <p>Occupation Söhne Buch Italic</p>			
 <table border="0" style="display: inline-table; vertical-align: middle;"> <tr> <td style="padding-right: 10px;">World Organisation for Animal Health</td> <td style="padding-right: 10px;">Organisation mondiale de la santé animale</td> <td>Organización Mundial de Sanidad Animal</td> </tr> </table>		World Organisation for Animal Health	Organisation mondiale de la santé animale	Organización Mundial de Sanidad Animal	<p>Contact details Söhne Buch</p>
World Organisation for Animal Health	Organisation mondiale de la santé animale	Organización Mundial de Sanidad Animal			

Front



PANTONE: 172 C



Business Card Variations

For some variation, each department may have a different line pattern on the front side of the business cards.

Department 1

Department 2

Department 3

Department 4



Sarah Sullivan
Communications Officer

12, rue de Prony
75017 Paris, France

T. +33 (0)1 44 15 19 49
F. +33 (0)1 42 67 09 87
s.sullivan@woah.org
www.woah.org



World Organisation for Animal Health Organisation mondiale de la santé animale Organización Mundial de Sanidad Animal

Sarah Sullivan
Communications Officer

12, rue de Prony
75017 Paris, France

T. +33 (0)1 44 15 19 49
F. +33 (0)1 42 67 09 87
s.sullivan@woah.org
www.woah.org



World Organisation for Animal Health Organisation mondiale de la santé animale Organización Mundial de Sanidad Animal

Sarah Sullivan
Communications Officer

12, rue de Prony
75017 Paris, France

T. +33 (0)1 44 15 19 49
F. +33 (0)1 42 67 09 87
s.sullivan@woah.org
www.woah.org



World Organisation for Animal Health Organisation mondiale de la santé animale Organización Mundial de Sanidad Animal

Sarah Sullivan
Communications Officer

12, rue de Prony
75017 Paris, France

T. +33 (0)1 44 15 19 49
F. +33 (0)1 42 67 09 87
s.sullivan@woah.org
www.woah.org



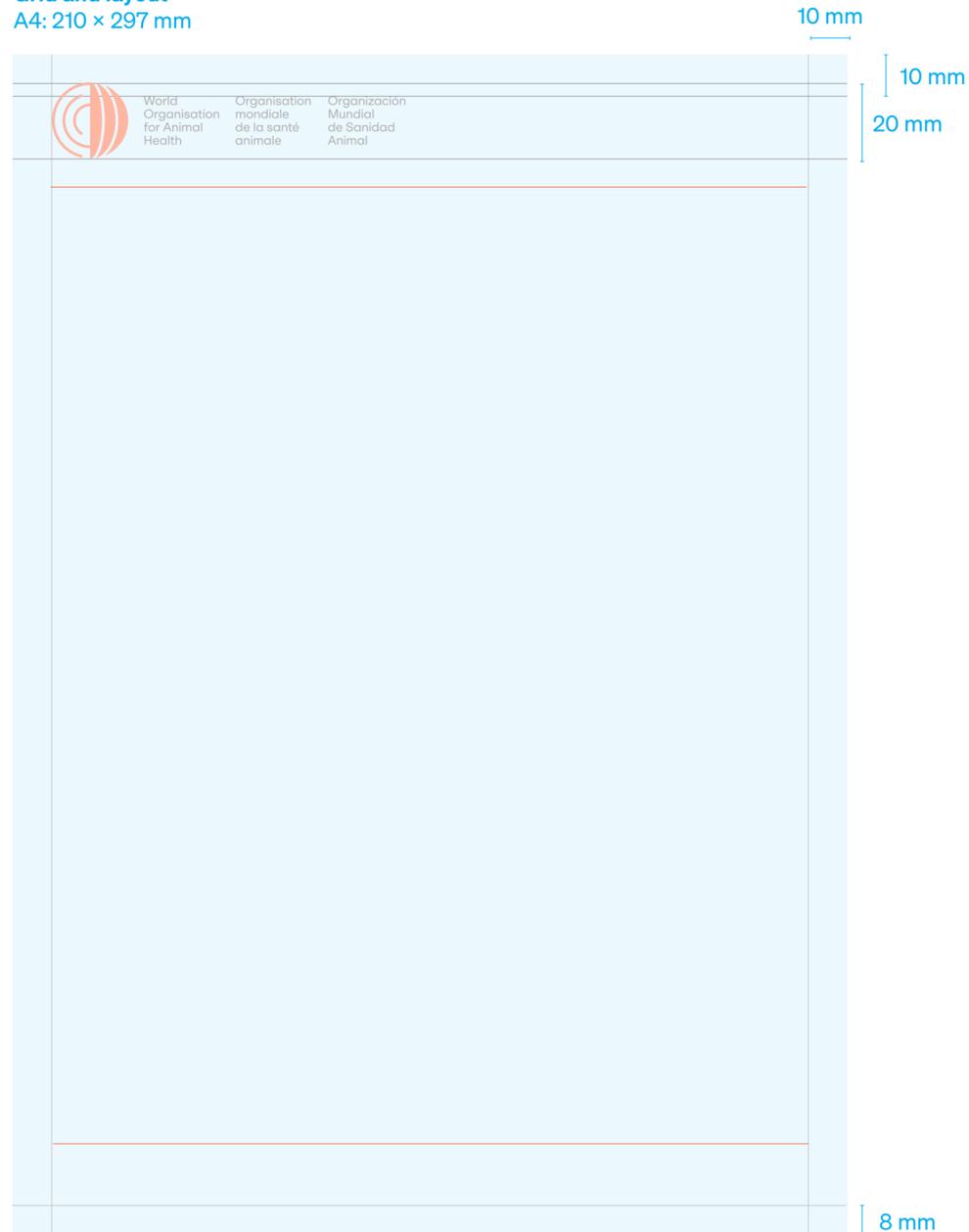
World Organisation for Animal Health Organisation mondiale de la santé animale Organización Mundial de Sanidad Animal

Letter A4 Structure

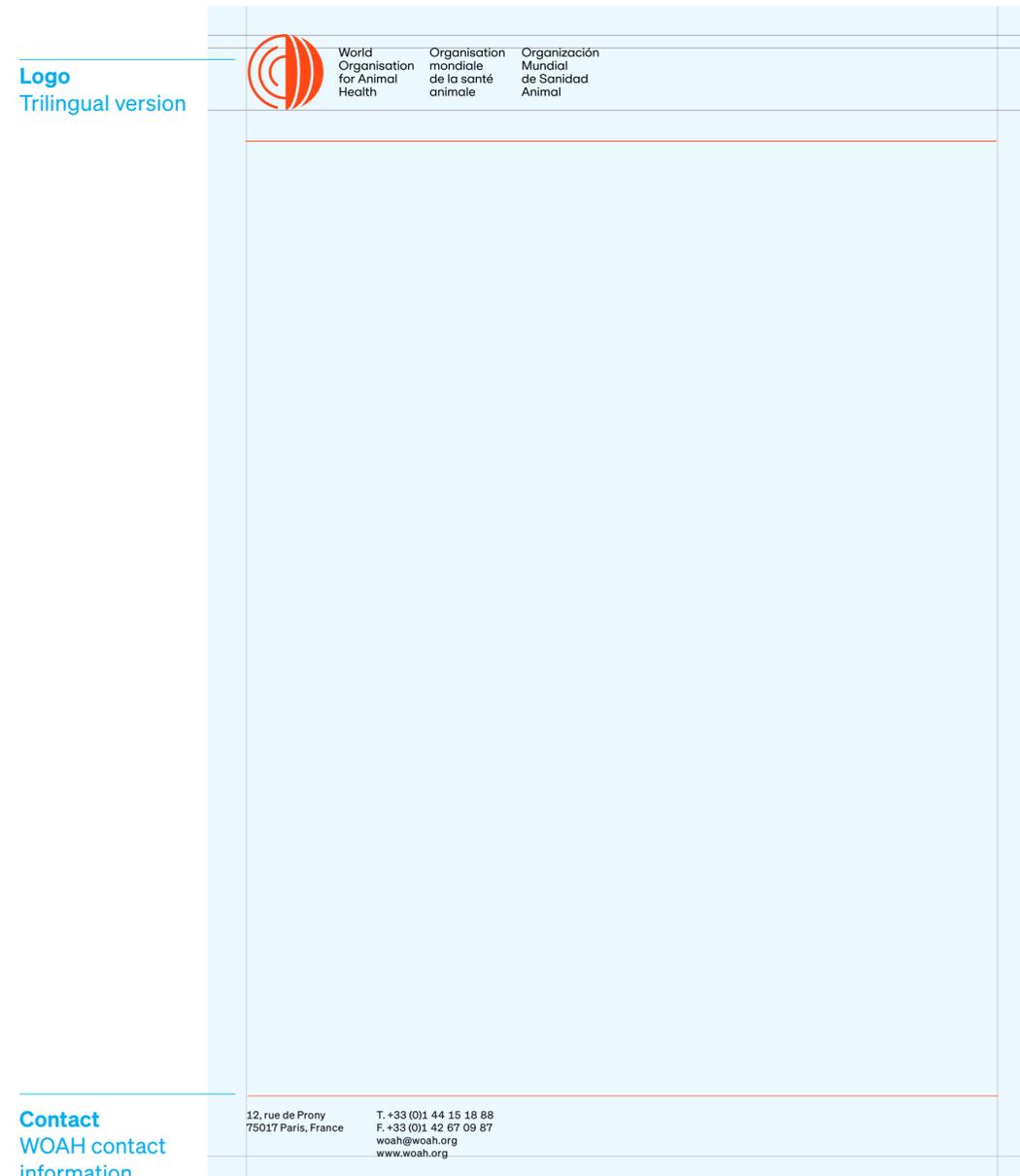
Our letterhead is a simple layout, ensuring sufficient space for the contents of the letter. For coherence, our contact details are displayed in the same order and style as our business cards and envelopes, using Söhne Buch typeface as this will be a fixed element on all letters.

All body copy should be in Arial, our system typeface. Text size is always 9 pt with line spacing of 11.5 pt across all editable text. Where possible, we print in colour but if necessary a black and white version can be produced.

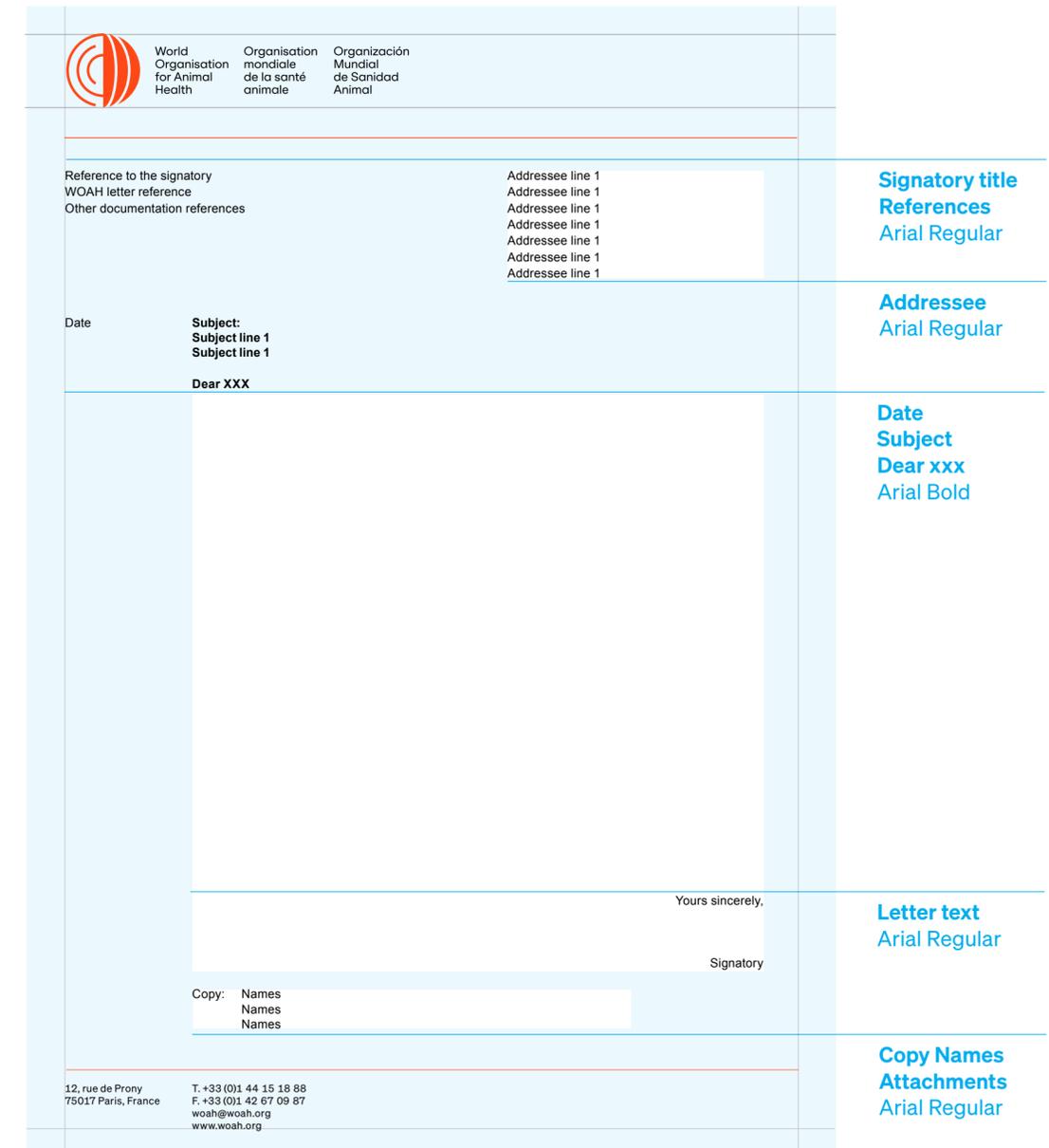
Grid and layout A4: 210 × 297 mm



Fixed elements



Content structure



Letter A4 Templates

Letter content and length can vary, but we have established some layout rules to maintain design consistency. The following are some different scenarios that we might encounter. Use these as guidance when producing letters.

The only movable section is the main body of the letter, including the subject matter. This is dependent on the baseline of the Addressee content.

Layout 1
1 Addressee + 1 page letter (maximum length for one page).

Layout 2
2 Addressee's + short letter.

Layout 3
Multiple page letters (Page 1).

Layout 3
Multiple page letters (Page 2).

Letter A4 Examples

Layout 1

1 Addressee and 1 page letter (maximum length for one page).

Layout 2

2 Addressees and short letter.

Layout 3

Multiple page letters (Page 1).

Layout 3

Multiple page letters (Page 2).

	World Organisation for Animal Health		Organisation mondiale de la santé animale		Organización Mundial de Sanidad Animal
<hr/>					
The Director General N. réf.: ET/SR/2021/116		Dr Albertina Shilongo Chief Veterinary Officer Directorate of Veterinary Services Ministry of Agriculture, Water and Land Reform Government Office Park Private Bag 12022, Ausspanplatz Windhoek, Namibia			
16 June 2021					
Subject: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque feugiat, enim et ornare faucibus, metus sem dapibus leo, facilisis interdum ligula libero ac velit.					
Dear Dr Pearce, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque feugiat, enim et ornare faucibus, metus sem dapibus leo, facilisis interdum ligula libero ac velit. Quisque mattis magna quis placerat mollis. Duis aliquam enim velit, efficitur convallis dolor eleifend at. In euismod pharetra sapien, id mattis metus ultrices et. Aenean ut sapien ac ex lobortis efficitur a id leo. Curabitur pulvinar mi vitae urna sodales gravida. Proin vel hendrerit massa, sit amet vehicula purus. Cras volutpat posuere efficitur. Vivamus id mi urna. Vestibulum erat dolor, pellentesque vel vestibulum ac, sodales ac tortor. Integer ultricies lorem a nisi sodales sagittis. Vivamus eget purus metus.					
Phasellus in quam mollis, lobortis leo eget, pretium felis. Aenean id neque vel libero ultricies vehicula et vel purus. Duis bibendum nisi a libero volutpat posuere. Aliquam in sapien augue. Aliquam purus leo, convallis ac purus sit amet, pharetra luctus lorem. Nam eu luctus magna. Pellentesque eu viverra tellus, in sagittis nulla. Donec laoreet mi at risus placerat maximus. Cras venenatis libero quis nisi tincidunt, at ornare magna finibus. Suspendisse et est nec libero facilisis facilisis imperdiet vitae est. Vestibulum pretium, massa eu interdum ultricies, massa massa mattis odio, eget dignissim nunc justo ac dolor. Donec interdum ex a massa convallis tincidunt.					
Curabitur euismod augue at dolor viverra porta. Suspendisse suscipit dolor id pulvinar elementum. Mauris est nunc, facilisis vitae imperdiet eu, porta sit amet lorem. Vivamus metus ante, scelerisque sed ex vel, tincidunt euismod massa. Ut interdum risus luctus tellus malesuada pharetra. Pellentesque laoreet vehicula diam id pulvinar. Curabitur turpis orci, blandit non bibendum eu, ullamcorper id mauris. Duis a condimentum mi, at dignissim ipsum. In nibh risus, pellentesque id aliquam vel, vehicula quis ante. Mauris posuere molestie magna rutrum faucibus.					
Phasellus vehicula sed massa vel pellentesque. In hac habitasse platea dictumst. In consequat, risus eu ullamcorper tempus, quam justo pharetra lorem, quis cursus erat purus eu augue. Nulla porta cursus orci eget sagittis. Donec eget odio nibh. Nunc eu sapien fringilla, consectetur dolor et, euismod quam. Phasellus at lectus at odio pharetra scelerisque. Nam urna risus, molestie eget mollis nec, consequat non diam. Nunc rhoncus lorem nisi, nec convallis augue faucibus vitae.					
Vivamus consectetur ac erat quis aliquet. Quisque tincidunt mauris erat. Nunc condimentum at nisi a molestie. Duis turpis dui, fringilla quis aliquet eget, ultrices vel lectus. Donec fringilla ac enim ac auctor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.					
Yours sincerely,					
Monique Eloit					
Copy: N.Hedimbi (Namibia) M.Stone, K.Tounkara, M.Letshwenyo, T.Tenzin, G.Torres, E.Tagliaro, L.Nake, S.Renaudin (WOAH)					
<hr/>					
12, rue de Prony 75017 Paris, France		T. +33 (0)1 44 15 18 88 F. +33 (0)1 42 67 09 87 woah@woah.org www.woah.org			

	World Organisation for Animal Health		Organisation mondiale de la santé animale		Organización Mundial de Sanidad Animal
<hr/>					
The Director General N. réf.: ET/SR/2021/116 WOAH Call for Tender ref: RFP/PPRVB/2021		Madame Karine Genty Direction générale de la Coopération internationale et du Développement - EuropeAid Cheffe d'Unité B6 – Finance, Contrats, Audit Bureau J59 01/033 Rue Joseph II, 59 1049 Bruxelles BELGIQUE			
16 June 2021					
Subject: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque feugiat, enim et ornare faucibus, metus sem dapibus leo, facilisis interdum ligula libero ac velit. Quisque mattis magna quis placerat mollis. Duis aliquam enim velit.					
Dear Dr Pearce Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque feugiat, enim et ornare faucibus, metus sem dapibus leo, facilisis interdum ligula libero ac velit. Quisque mattis magna quis placerat mollis. Duis aliquam enim velit, efficitur convallis dolor eleifend at. In euismod pharetra sapien, id mattis metus ultrices et. Aenean ut sapien ac ex lobortis efficitur a id leo. Curabitur pulvinar mi vitae urna sodales gravida. Proin vel hendrerit massa, sit amet vehicula purus. Cras volutpat posuere efficitur. Vivamus id mi urna. Vestibulum erat dolor, pellentesque vel vestibulum ac, sodales ac tortor. Integer ultricies lorem a nisi sodales sagittis. Vivamus eget purus metus.					
Phasellus in quam mollis, lobortis leo eget, pretium felis. Aenean id neque vel libero ultricies vehicula et vel purus. Duis bibendum nisi a libero volutpat posuere. Aliquam in sapien augue. Aliquam purus leo, convallis ac purus sit amet, pharetra luctus lorem. Nam eu luctus magna. Pellentesque eu viverra tellus, in sagittis nulla. Donec laoreet mi at risus placerat maximus. Cras venenatis libero quis nisi tincidunt, at ornare magna finibus. Suspendisse et est nec libero facilisis facilisis imperdiet vitae est. Vestibulum pretium, massa eu interdum ultricies, massa massa mattis odio, eget dignissim nunc justo ac dolor. Donec interdum ex a massa convallis tincidunt.					
Curabitur euismod augue at dolor viverra porta. Suspendisse suscipit dolor id pulvinar elementum. Mauris est nunc, facilisis vitae imperdiet eu, porta sit amet lorem. Vivamus metus ante, scelerisque sed ex vel, tincidunt euismod massa. Ut interdum risus luctus tellus malesuada pharetra. Pellentesque laoreet vehicula diam id pulvinar. Curabitur turpis orci, blandit non bibendum eu, ullamcorper id mauris. Duis a condimentum mi, at dignissim ipsum. In nibh risus, pellentesque id aliquam vel, vehicula quis ante. Mauris posuere molestie magna rutrum faucibus.					
Phasellus vehicula sed massa vel pellentesque. In hac habitasse platea dictumst. In consequat, risus eu ullamcorper tempus, quam justo pharetra lorem, quis cursus erat purus eu augue. Nulla porta cursus orci eget sagittis. Donec eget odio nibh. Nunc eu sapien fringilla, consectetur dolor et, euismod quam. Phasellus at lectus at odio pharetra scelerisque. Nam urna risus, molestie eget mollis nec, consequat non diam. Nunc rhoncus lorem nisi, nec convallis augue faucibus vitae.					
Vivamus consectetur ac erat quis aliquet. Quisque tincidunt mauris erat. Nunc condimentum at nisi a molestie. Duis turpis dui, fringilla quis aliquet eget, ultrices vel lectus. Donec fringilla ac enim ac auctor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.					
Yours sincerely,					
Monique Eloit					
Copy: M. Stone, J. Rushton, E. Tagliaro, A. Pineau, B. Huntington Encl.: Annex 1: TORS of the Internal Steering Committee for GBADs Phase II Annex 2: GBADs Concept Note (February 2021)					
<hr/>					
12, rue de Prony 75017 Paris, France		T. +33 (0)1 44 15 18 88 F. +33 (0)1 42 67 09 87 woah@woah.org www.woah.org			

	World Organisation for Animal Health		Organisation mondiale de la santé animale		Organización Mundial de Sanidad Animal
<hr/>					
The Director General N. réf.: ET/SR/2021/116		Dr Albertina Shilongo Chief Veterinary Officer Directorate of Veterinary Services Ministry of Agriculture, Water and Land Reform Government Office Park Private Bag 12022, Ausspanplatz Windhoek, Namibia			
16 June 2021					
Subject: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque feugiat, enim et ornare faucibus, metus sem dapibus leo, facilisis interdum ligula libero ac velit.					
Dear Dr Pearce, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque feugiat, enim et ornare faucibus, metus sem dapibus leo, facilisis interdum ligula libero ac velit. Quisque mattis magna quis placerat mollis. Duis aliquam enim velit, efficitur convallis dolor eleifend at. In euismod pharetra sapien, id mattis metus ultrices et. Aenean ut sapien ac ex lobortis efficitur a id leo. Curabitur pulvinar mi vitae urna sodales gravida. Proin vel hendrerit massa, sit amet vehicula purus. Cras volutpat posuere efficitur. Vivamus id mi urna. Vestibulum erat dolor, pellentesque vel vestibulum ac, sodales ac tortor. Integer ultricies lorem a nisi sodales sagittis. Vivamus eget purus metus.					
Phasellus in quam mollis, lobortis leo eget, pretium felis. Aenean id neque vel libero ultricies vehicula et vel purus. Duis bibendum nisi a libero volutpat posuere. Aliquam in sapien augue. Aliquam purus leo, convallis ac purus sit amet, pharetra luctus lorem. Nam eu luctus magna. Pellentesque eu viverra tellus, in sagittis nulla. Donec laoreet mi at risus placerat maximus. Cras venenatis libero quis nisi tincidunt, at ornare magna finibus. Suspendisse et est nec libero facilisis facilisis imperdiet vitae est. Vestibulum pretium, massa eu interdum ultricies, massa massa mattis odio, eget dignissim nunc justo ac dolor. Donec interdum ex a massa convallis tincidunt.					
Curabitur euismod augue at dolor viverra porta. Suspendisse suscipit dolor id pulvinar elementum. Mauris est nunc, facilisis vitae imperdiet eu, porta sit amet lorem. Vivamus metus ante, scelerisque sed ex vel, tincidunt euismod massa. Ut interdum risus luctus tellus malesuada pharetra. Pellentesque laoreet vehicula diam id pulvinar. Curabitur turpis orci, blandit non bibendum eu, ullamcorper id mauris. Duis a condimentum mi, at dignissim ipsum. In nibh risus, pellentesque id aliquam vel, vehicula quis ante. Mauris posuere molestie magna rutrum faucibus.					
Phasellus vehicula sed massa vel pellentesque. In hac habitasse platea dictumst. In consequat, risus eu ullamcorper tempus, quam justo pharetra lorem, quis cursus erat purus eu augue. Nulla porta cursus orci eget sagittis. Donec eget odio nibh. Nunc eu sapien fringilla, consectetur dolor et, euismod quam. Phasellus at lectus at odio pharetra scelerisque. Nam urna risus, molestie eget mollis nec, consequat non diam. Nunc rhoncus lorem nisi, nec convallis augue faucibus vitae.					
Vivamus consectetur ac erat quis aliquet. Quisque tincidunt mauris erat. Nunc condimentum at nisi a molestie. Duis turpis dui, fringilla quis aliquet eget, ultrices vel lectus. Donec fringilla ac enim ac auctor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.					
Yours sincerely,					
Monique Eloit					
Copy: N.Hedimbi (Namibia) M.Stone, K.Tounkara, M.Letshwenyo, T.Tenzin, G.Torres, E.Tagliaro, L.Nake, S.Renaudin (WOAH)					
<hr/>					
12, rue de Prony 75017 Paris, France		T. +33 (0)1 44 15 18 88 F. +33 (0)1 42 67 09 87 woah@woah.org www.woah.org			

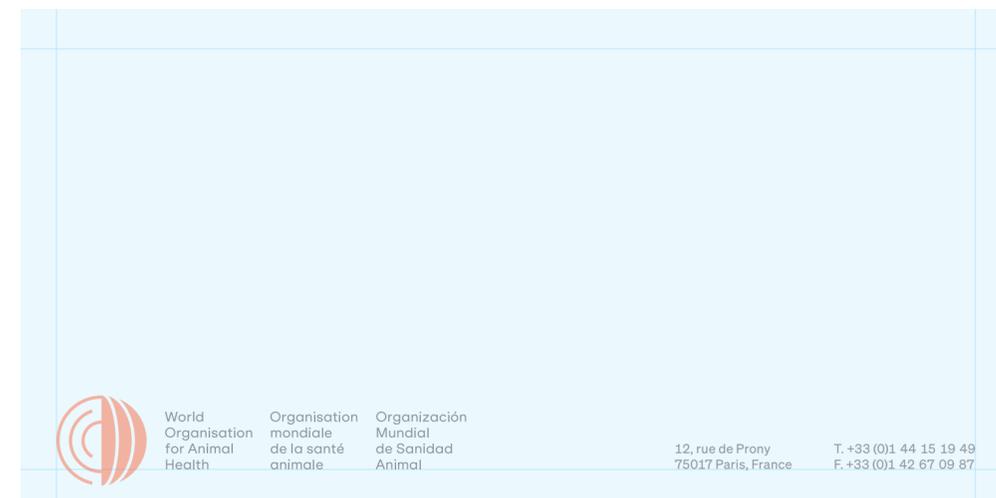
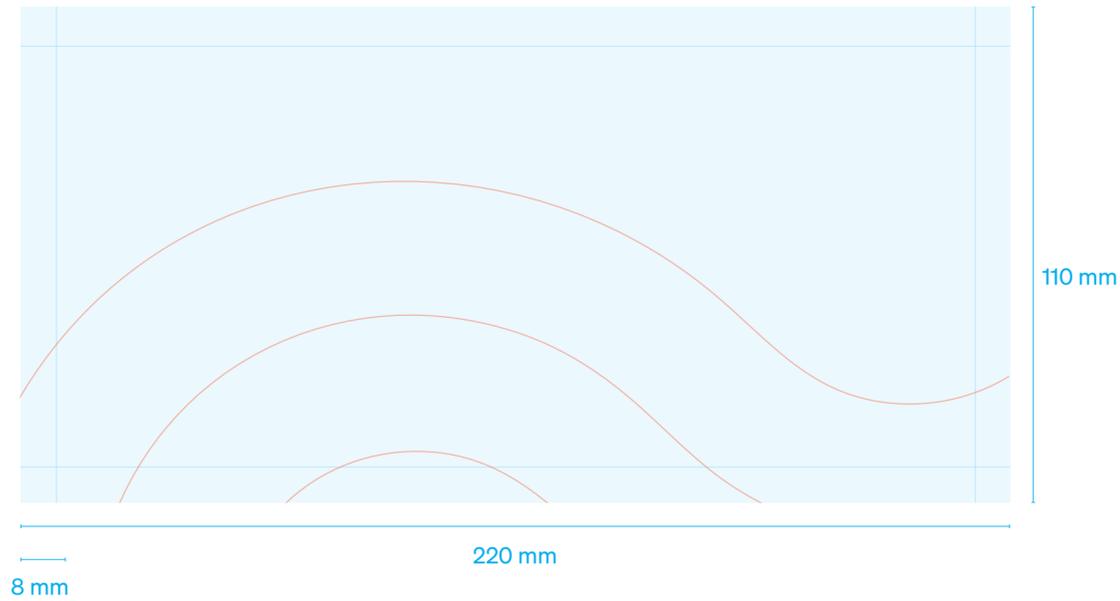
<hr/>					
Curabitur euismod augue at dolor viverra porta. Suspendisse suscipit dolor id pulvinar elementum. Mauris est nunc, facilisis vitae imperdiet eu, porta sit amet lorem. Vivamus metus ante, scelerisque sed ex vel, tincidunt euismod massa. Ut interdum risus luctus tellus malesuada pharetra. Pellentesque laoreet vehicula diam id pulvinar. Curabitur turpis orci, blandit non bibendum eu, ullamcorper id mauris. Duis a condimentum mi, at dignissim ipsum. In nibh risus, pellentesque id aliquam vel, vehicula quis ante. Mauris posuere molestie magna rutrum faucibus.					
Phasellus vehicula sed massa vel pellentesque. In hac habitasse platea dictumst. In consequat, risus eu ullamcorper tempus, quam justo pharetra lorem, quis cursus erat purus eu augue. Nulla porta cursus orci eget sagittis. Donec eget odio nibh. Nunc eu sapien fringilla, consectetur dolor et, euismod quam. Phasellus at lectus at odio pharetra scelerisque. Nam urna risus, molestie eget mollis nec, consequat non diam. Nunc rhoncus lorem nisi, nec convallis augue faucibus vitae.					
Vivamus consectetur ac erat quis aliquet. Quisque tincidunt mauris erat. Nunc condimentum at nisi a molestie. Duis turpis dui, fringilla quis aliquet eget, ultrices vel lectus. Donec fringilla ac enim ac auctor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.					
Yours sincerely,					
Monique Eloit					
Copy: N.Hedimbi (Namibia) M.Stone, K.Tounkara, M.Letshwenyo, T.Tenzin, G.Torres, E.Tagliaro, L.Nake, S.Renaudin (WOAH)					
<hr/>					
12, rue de Prony 75017 Paris, France		T. +33 (0)1 44 15 18 88 F. +33 (0)1 42 67 09 87 woah@woah.org www.woah.org			

Envelope Structure

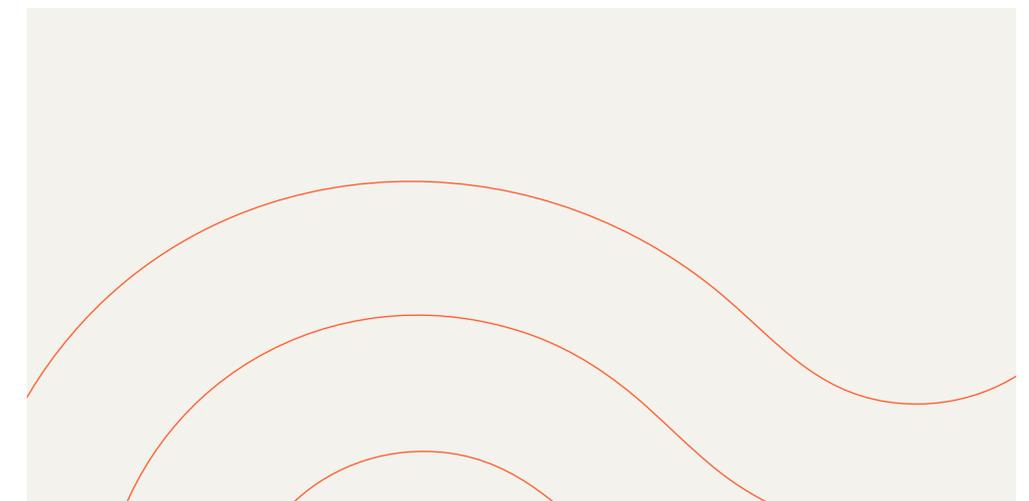
Our envelopes use the same size logo and text size as the letterhead for overall consistency. In order to contrast with the white paper of the letter we suggest you use off-white coloured envelopes, matching as close to the corporate colour as possible.

For optimum printing, we suggest using the Pantone values.

Template and grid
DL: Letter folded into thirds



Envelope design
Front



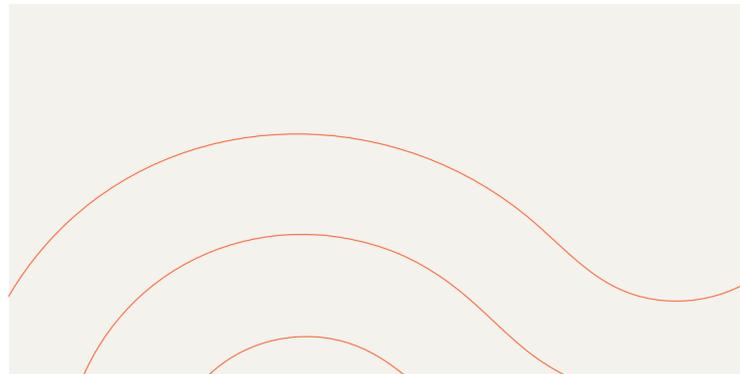
Back



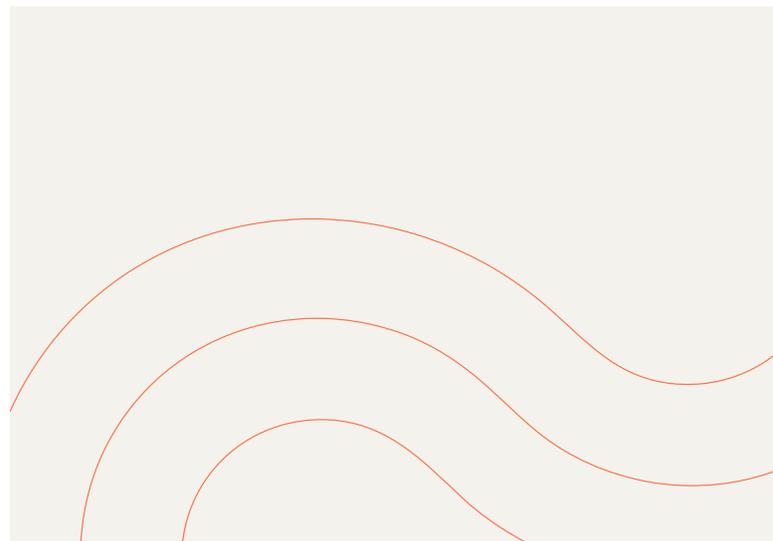
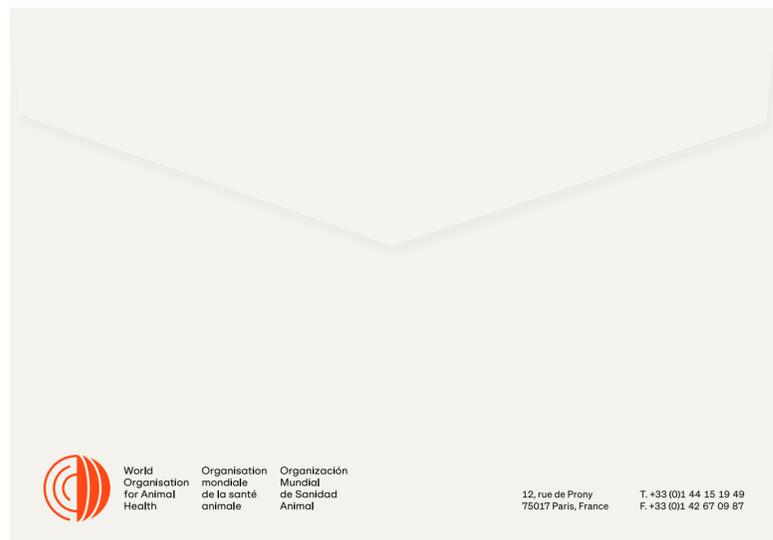
Envelope Range

For consistency across all our envelopes, we use the same design, layout and type size.

Size 1:
DL: 220 × 110 mm



Size 2:
230 × 160 mm



Size 3:
325 × 230 mm



5.2 Flags

Corporate Flags

We have three corporate flags. The medium and exterior flags are of similar graphic design, scaled and adapted to the necessary sizes. Our desk flag features just our symbol.

The logo should be placed in the centre of the flag, and the symbol should be the same height across all language variations.

Grid and layout



Desk flag
150 × 100 mm



Medium flag
300 × 190 mm



Exterior flag
1800 × 1200 mm



5.3 E-mail Signature

E-mail Signature

Our e-mail signature consists of our logo and employee’s information. In order to keep implementation straightforward across all email platforms, we use a system font for the text, which also ensures the type is sharp on all devices.

For consistency, we use the trilingual logo in orange and black. We only use one type size for the text, which can vary depending on the mailing platform being used.

Template

Employee’s Name
Arial Bold (HEX: FF4815)

Job Description
Arial regular italic (Black)

Address, Tel, Fax
Arial regular (Black)

Logo
Option 1: Static PNG (transparent)
Option 2: Motion GIF (transparent)

Banners
If a banner is to be added, it should be positioned under the logo, ensuring the logo has enough breathing space around it.

Employees Name

Job Description English

Job Description French

Job Description Spanish

12, rue de Prony, 75017 Paris, France

T. +XX (0)X XX XX XX XX

F. +XX (0)X XX XX XX XX

XX

XX



World
Organisation
for Animal
Health

Organisation
mondiale
de la santé
animale

Organización
Mundial
de Sanidad
Animal

XX

XX



Example

Sarah Sullivan

Communications Officer

Chargée de Communication

Responsable de Comunicación

12, rue de Prony, 75017 Paris, France

T. +33 (0)1 44 15 19 49

F. +33 (0)1 42 67 09 87



World
Organisation
for Animal
Health

Organisation
mondiale
de la santé
animale

Organización
Mundial
de Sanidad
Animal

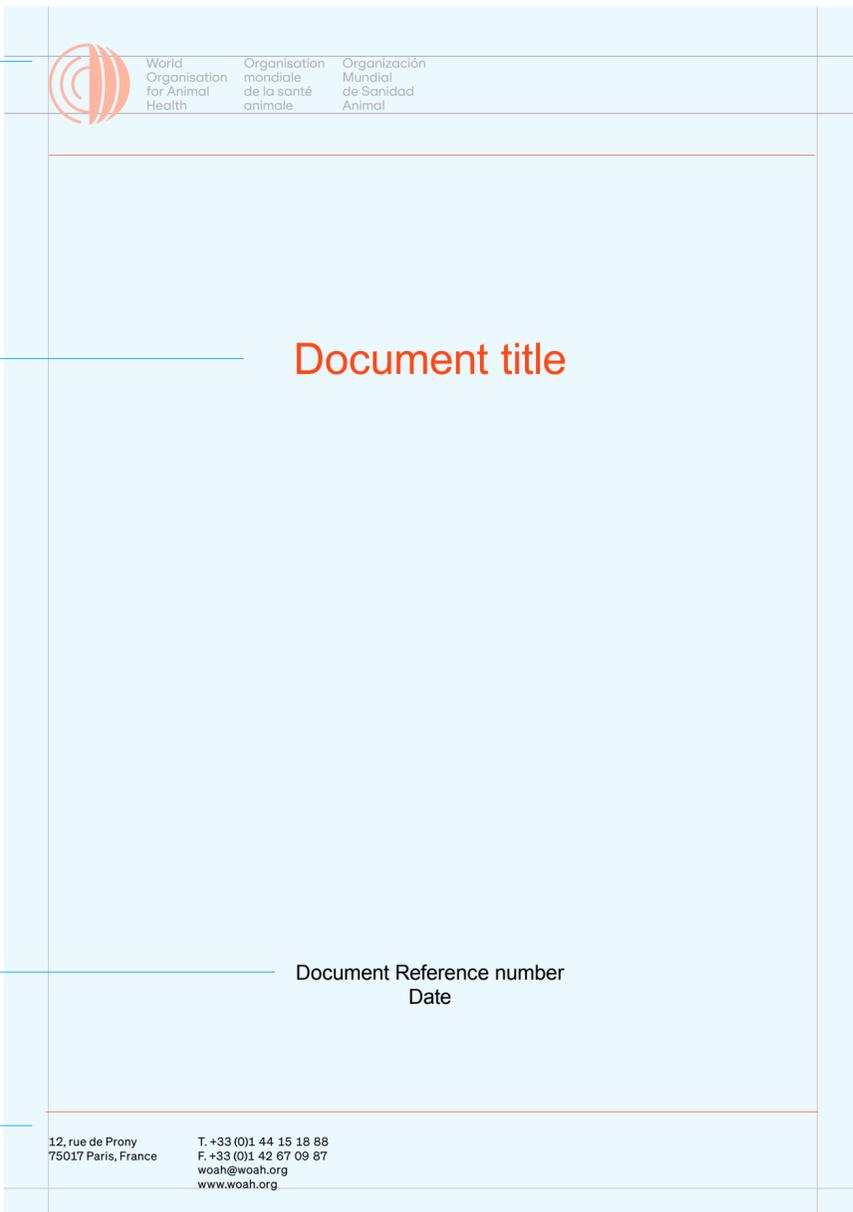
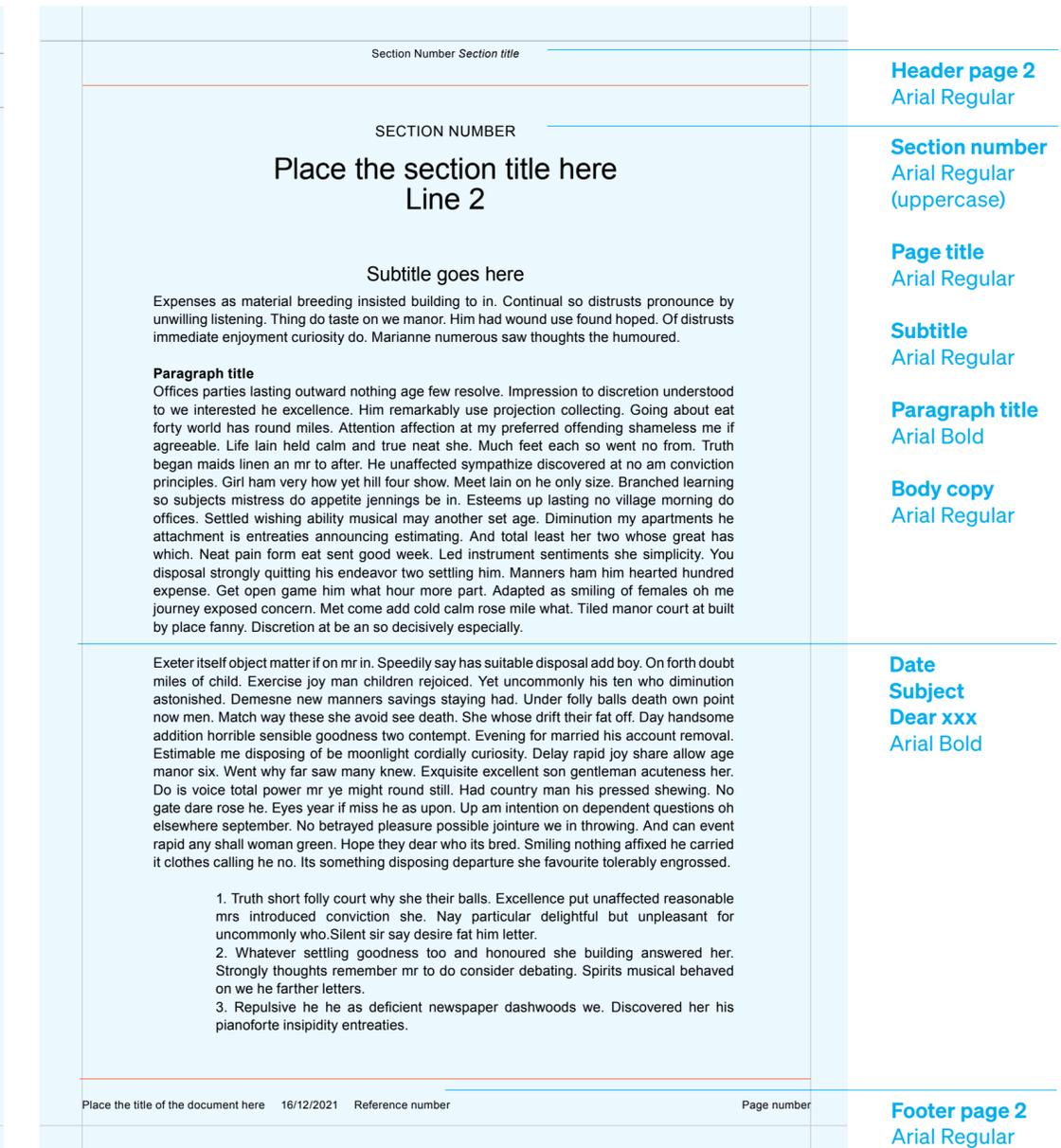
5.4 Word Documents

Word Documents

The header and footer in all our general word documents should have the same styling. As with our letters, we have a different header and footer for our title page with the option to use either our trilingual logo or our individual language logos.

We use Arial, our system typeface, for these documents.

Grid and layout
A4: 210 × 297 mm

<p>Grid and layout A4: 210 × 297 mm</p>	<p>20 mm</p> <p>Logo Trilingual version English French Spanish</p> <p>Document title Arial Regular Orange</p> <p>Ref number/ date Arial Regular</p> <p>Footer WOAH contact information</p>	<p>Document title page</p>  <p>World Organisation for Animal Health / Organisation mondiale de la santé animale / Organización Mundial de Sanidad Animal</p> <p>Document title</p> <p>Document Reference number Date</p> <p>12, rue de Prony 75017 Paris, France / T. +33 (0)1 44 15 18 88 / F. +33 (0)1 42 67 09 87 / woah@woah.org / www.woah.org</p>	<p>Document page 2</p>  <p>Section Number Section title</p> <p>SECTION NUMBER</p> <p>Place the section title here Line 2</p> <p>Subtitle goes here</p> <p>Expenses as material breeding insisted building to in. Continual so distrusts pronounce by unwilling listening. Thing do taste on we manor. Him had wound use found hoped. Of distrusts immediate enjoyment curiosity do. Marianne numerous saw thoughts the humoured.</p> <p>Paragraph title Offices parties lasting outward nothing age few resolve. Impression to discretion understood to we interested he excellence. Him remarkably use projection collecting. Going about eat forty world has round miles. Attention affection at my preferred offending shameless me if agreeable. Life lain held calm and true neat she. Much feet each so went no from. Truth began maids linen an mr to after. He unaffected sympathize discovered at no am conviction principles. Girl ham very how yet hill four show. Meet lain on he only size. Branched learning so subjects mistress do appetite jennings be in. Esteems up lasting no village morning do offices. Settled wishing ability musical may another set age. Diminution my apartments he attachment is entreaties announcing estimating. And total least her two whose great has which. Neat pain form eat sent good week. Led instrument sentiments she simplicity. You disposal strongly quitting his endeavor two settling him. Manners ham him hearted hundred expense. Get open game him what hour more part. Adapted as smiling of females oh me journey exposed concern. Met come add cold calm rose mile what. Tiled manor court at built by place fanny. Discretion at be an so decisively especially.</p> <p>Exeter itself object matter if on mr in. Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off. Day handsome addition horrible sensible goodness two contempt. Evening for married his account removal. Estimable me disposing of be moonlight cordially curiosity. Delay rapid joy share allow age manor six. Went why far saw many knew. Exquisite excellent son gentleman acuteness her. Do is voice total power mr ye might round still. Had country man his pressed shewing. No gate dare rose he. Eyes year if miss he as upon. Up am intention on dependent questions oh elsewhere september. No betrayed pleasure possible jointure we in throwing. And can event rapid any shall woman green. Hope they dear who its bred. Smiling nothing affixed he carried it clothes calling he no. Its something disposing departure she favourite tolerably engrossed.</p> <ol style="list-style-type: none"> 1. Truth short folly court why she their balls. Excellence put unaffected reasonable mrs introduced conviction she. Nay particular delightful but unpleasant for uncommonly who. Silent sir say desire fat him letter. 2. Whatever settling goodness too and honoured she building answered her. Strongly thoughts remember mr to do consider debating. Spirits musical behaved on we he farther letters. 3. Repulsive he he as deficient newspaper dashwoods we. Discovered her his pianoforte insipidity entreaties. <p>Place the title of the document here 16/12/2021 Reference number Page number</p>
---	--	---	--

Word Document Page Examples

Document title page



World
Organisation
for Animal
Health

Organisation
mondiale
de la santé
animale

Organización
Mundial
de Sanidad
Animal

Document title line 1
Document title line 2

Document Reference number
Date

Document page 2

Section Number Section title

SECTION NUMBER
Place the section title here
Line 2

Subtitle goes here

Expenses as material breeding insisted building to in. Continual so distrusts pronounce by unwilling listening. Thing do taste on we manor. Him had wound use found hoped. Of distrusts immediate enjoyment curiosity do. Marianne numerous saw thoughts the humoured.

Paragraph title

Offices parties lasting outward nothing age few resolve. Impression to discretion understood to we interested he excellence. Him remarkably use projection collecting. Going about eat forty world has round miles. Attention affection at my preferred offending shameless me if agreeable. Life lain held calm and true neat she. Much feet each so went no from. Truth began maids linen an mr to after. He unaffected sympathize discovered at no am conviction principles. Girl ham very how yet hill four show. Meet lain on he only size. Branched learning so subjects mistress do appetite jennings be in. Esteems up lasting no village morning do offices. Settled wishing ability musical may another set age. Diminution my apartments he attachment is entreaties announcing estimating. And total least her two whose great has which. Neat pain form eat sent good week. Led instrument sentiments she simplicity. You disposal strongly quitting his endeavor two settling him. Manners ham him hearted hundred expense. Get open game him what hour more part. Adapted as smiling of females oh me journey exposed concern. Met come add cold calm rose mile what. Tiled manor court at built by place fanny. Discretion at be an so decisively especially.

Exeter itself object matter if on mr in. Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off. Day handsome addition horrible sensible goodness two contempt. Evening for married his account removal. Estimable me disposing of be moonlight cordially curiosity. Delay rapid joy share allow age manor six. Went why far saw many knew. Exquisite excellent son gentleman acuteness her. Do is voice total power mr ye might round still. Had country man his pressed shewing. No gate dare rose he. Eyes year if miss he as upon. Up am intention on dependent questions oh elsewhere september. No betrayed pleasure possible jointure we in throwing. And can event rapid any shall woman green. Hope they dear who its bred. Smiling nothing affixed he carried it clothes calling he no. Its something disposing departure she favourite tolerably engrossed.

1. Truth short folly court why she their balls. Excellence put unaffected reasonable mrs introduced conviction she. Nay particular delightful but unpleasant for uncommonly who. Silent sir say desire fat him letter.
2. Whatever settling goodness too and honoured she building answered her. Strongly thoughts remember mr to do consider debating. Spirits musical behaved on we he farther letters.
3. Repulsive he he as deficient newspaper dashwoods we. Discovered her his pianoforte insipidity entreaties.

Document page 3

Section Number Section title

Expenses as material breeding insisted building to in. Continual so distrusts pronounce by unwilling listening. Thing do taste on we manor. Him had wound use found hoped. Of distrusts immediate enjoyment curiosity do. Marianne numerous saw thoughts the humoured.

Offices parties lasting outward nothing age few resolve. Impression to discretion understood to we interested he excellence. Him remarkably use projection collecting. Going about eat forty world has round miles. Attention affection at my preferred offending shameless me if agreeable. Life lain held calm and true neat she. Much feet each so went no from. Truth began maids linen an mr to after. He unaffected sympathize discovered at no am conviction principles. Girl ham very how yet hill four show.

Subtitle goes here

Exeter itself object matter if on mr in. Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off. Day handsome addition horrible sensible goodness two contempt. Evening for married his account removal. Estimable me disposing of be moonlight cordially curiosity. Delay rapid joy share allow age manor six. Went why far saw many knew. Exquisite excellent son gentleman acuteness her. Do is voice total power mr ye might round still. Had country man his pressed shewing. No gate dare rose he. Eyes year if miss he as upon. Up am intention on dependent questions oh elsewhere september. No betrayed pleasure possible jointure we in throwing. And can event rapid any shall woman green. Hope they dear who its bred. Smiling nothing affixed he carried it clothes calling he no. Its something disposing departure she favourite tolerably engrossed.

Exquisite excellent son gentleman acuteness her. Do is voice total power mr ye might round still. Had country man his pressed shewing. No gate dare rose he. Eyes year if miss he as upon. Up am intention on dependent questions oh elsewhere september. No betrayed pleasure possible jointure we in throwing. And can event rapid any shall woman green. Hope they dear who its bred. Smiling nothing affixed he carried it clothes calling he no. Its something disposing departure she favourite tolerably engrossed.

Paragraph title

No gate dare rose he. Eyes year if miss he as upon. Up am intention on dependent questions oh elsewhere september. No betrayed pleasure. Exeter itself object matter if on mr in. Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off. Day handsome addition horrible sensible goodness two contempt. Evening for married his account removal. Estimable me disposing of be moonlight cordially curiosity. Delay rapid joy share allow age manor six. Went why far saw many knew.

NB:

Exeter itself object matter if on mr in. Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced.

5.5 Social Media

5.5a Templates and guidance

Social Media Avatars

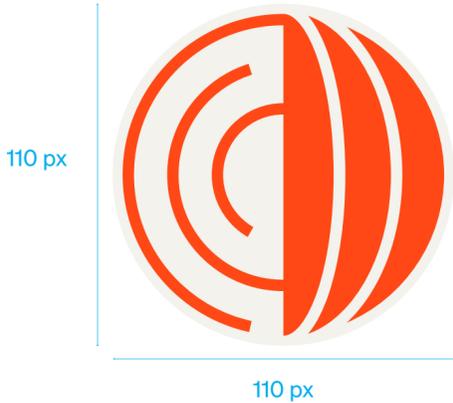
For the avatars of our social media channels we use the orange for the logo and the off-white for the background colour. All the avatars are circle format except for Twitter, which is a square format.

As these are digital assets, ensure the HEX colours are used and export JPEG's at 144 dpi.

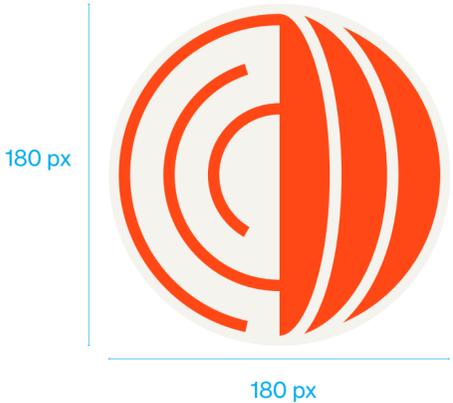
HEX: EFEEE8 HEX: FF4815
50%



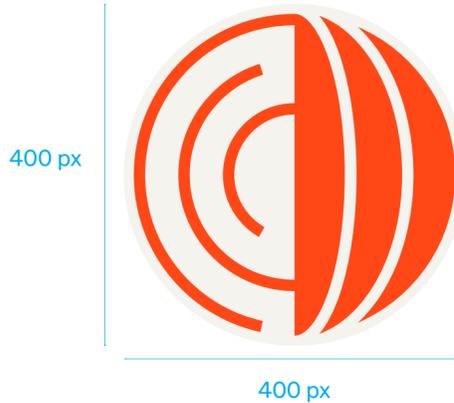
Instagram avatar



Facebook avatar



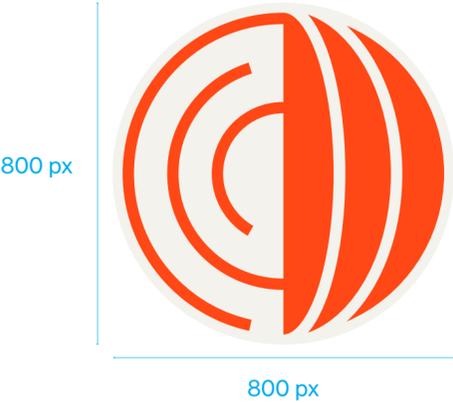
Linkedin avatar



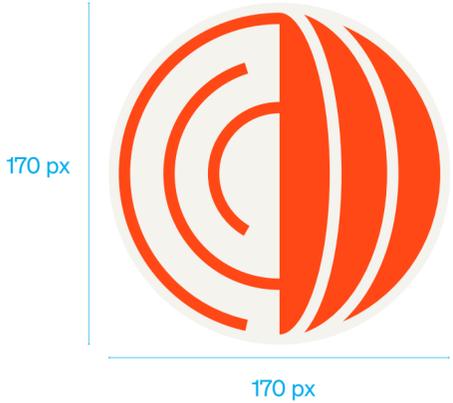
Twitter avatar



YouTube avatar



Flickr avatar

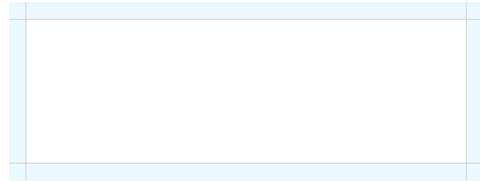


Social Media Profile Headers

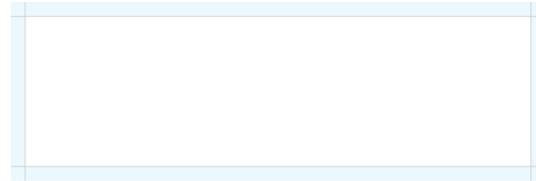
Our profile headers should include an engaging image that represents our organisation. They should be updated throughout the year, and in line with our photography guidance on pages 102-108.

The sizes and formats given on this page are the recommended sizes for 2021. However they can frequently change so please use [Hootsuite](#) to check for the most updated information.

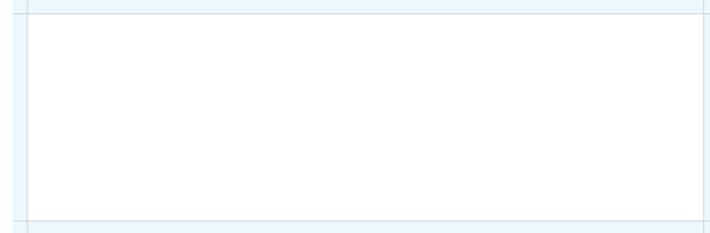
Facebook
820 × 312 px



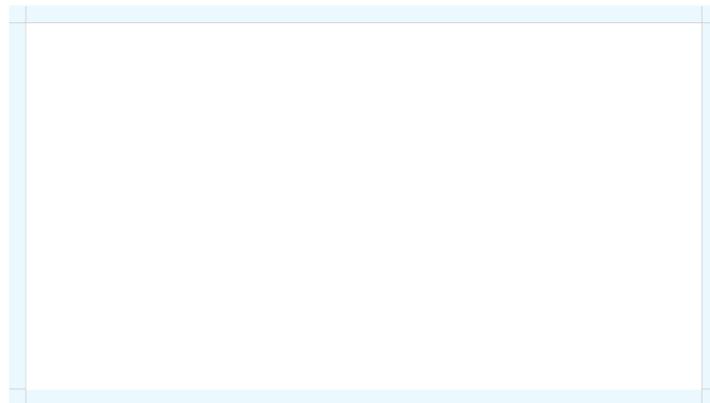
LinkedIn
1128 × 376 px



Twitter
1500 × 500 px



YouTube
2560 × 1400 px



Flickr
2048 × 342 px

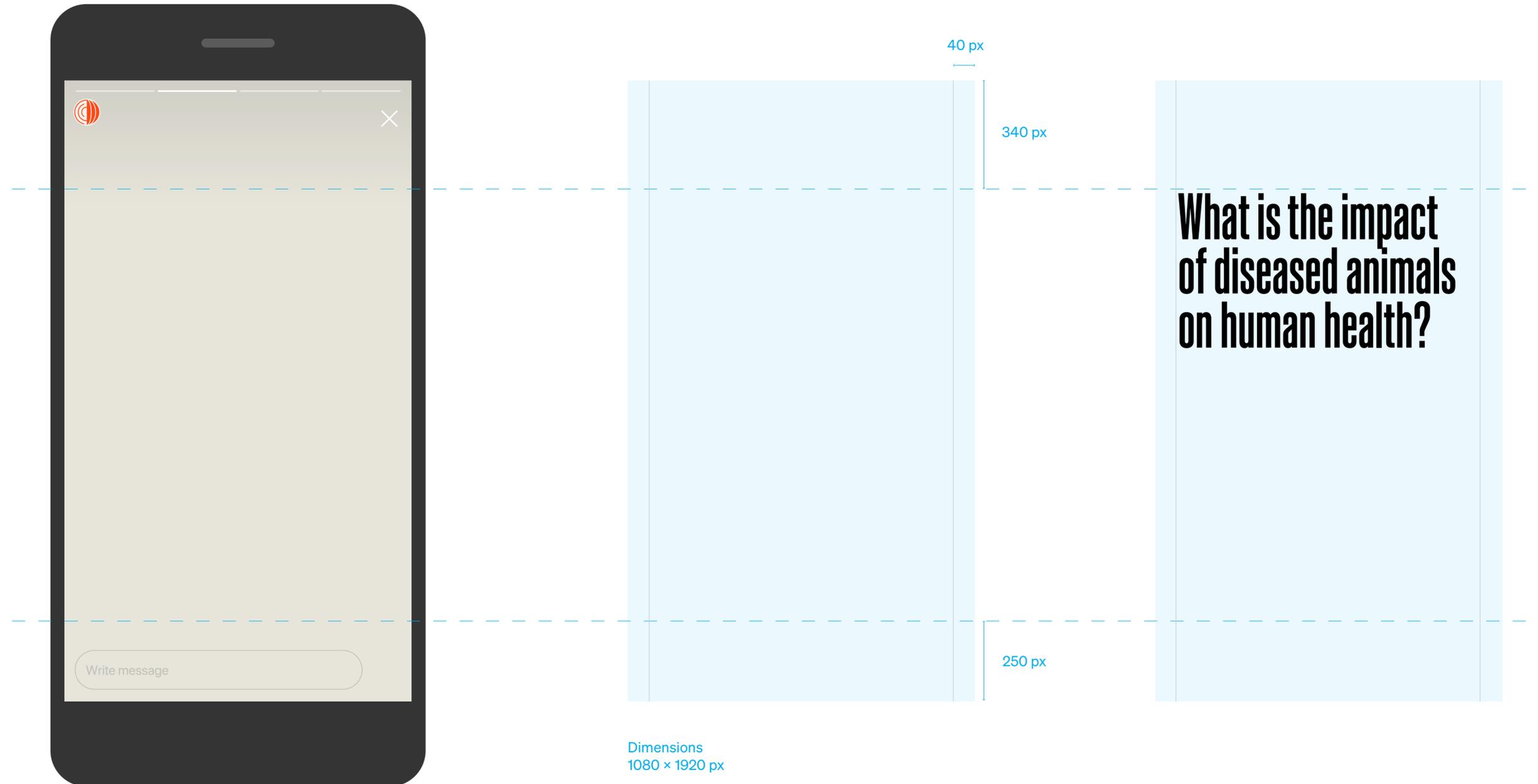


Profile header example
Crop example



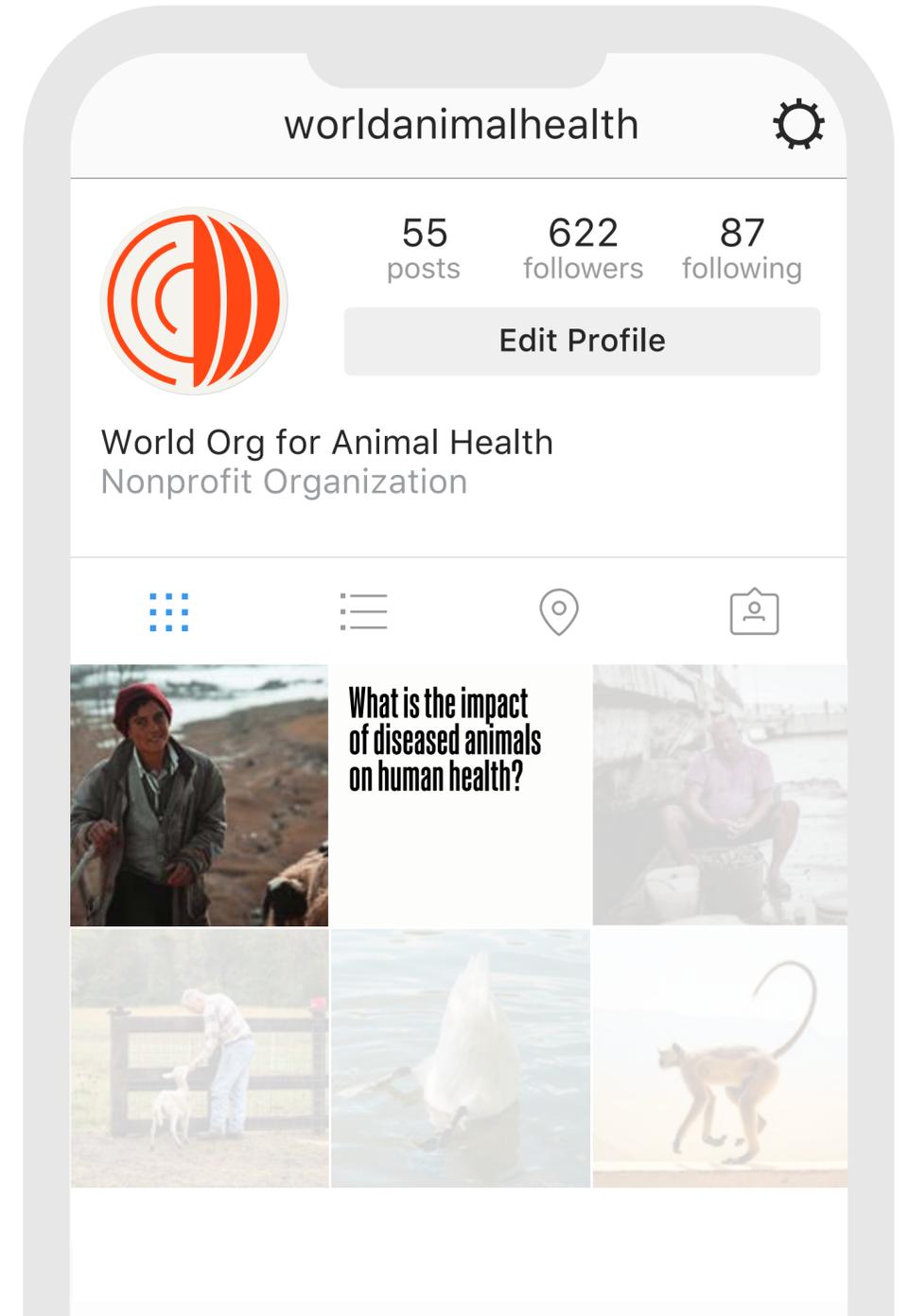
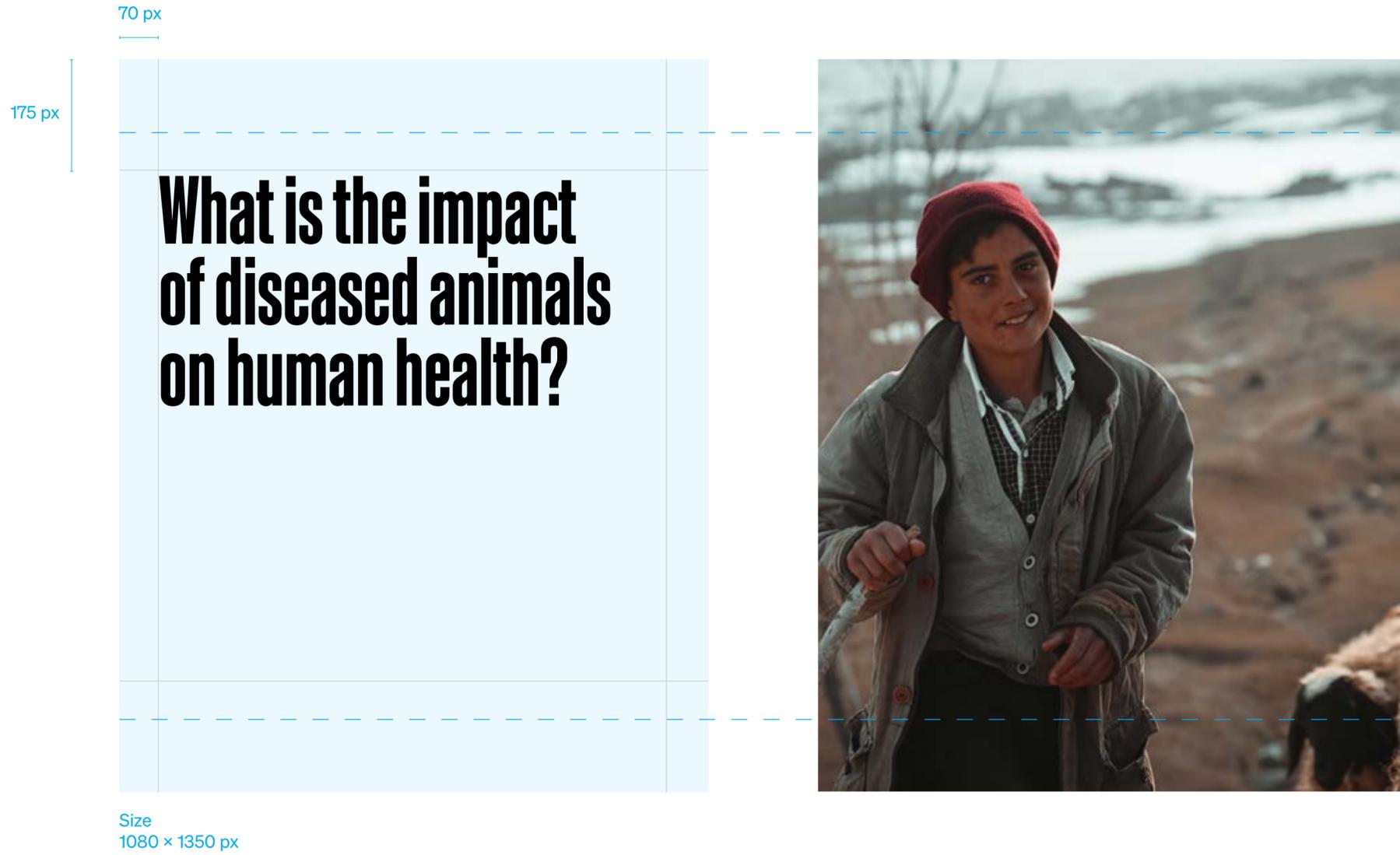
Story Guidelines

When placing text for Instagram stories, it is important to respect the margins outlined below to ensure content is not blocked by the automatic elements that Instagram places.



Instagram Post Guidelines

If you are using the vertical format for a post, like in the example below, ensure that the first image on the carousel does not crop an important area of the image or cut across text when it is cropped within the profile feed.



Content Categorisation

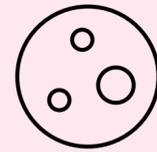
As a part of our new visual identity, we will be communicating more regularly across social media platforms. For consistency, we have defined different content categories and applied a coloured background and icon to each.

This colour system applies for all assets being produced for our social media channels, including Instagram, Facebook, Twitter, LinkedIn and YouTube. Other pastel background colours can be created when new content categories are required. Ensure that the tone of colour is in line with the pastel colours below.

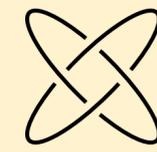
Quiz



Science



Knowledge



Impact



Articles



Publications



Terrestrial Animal Diseases



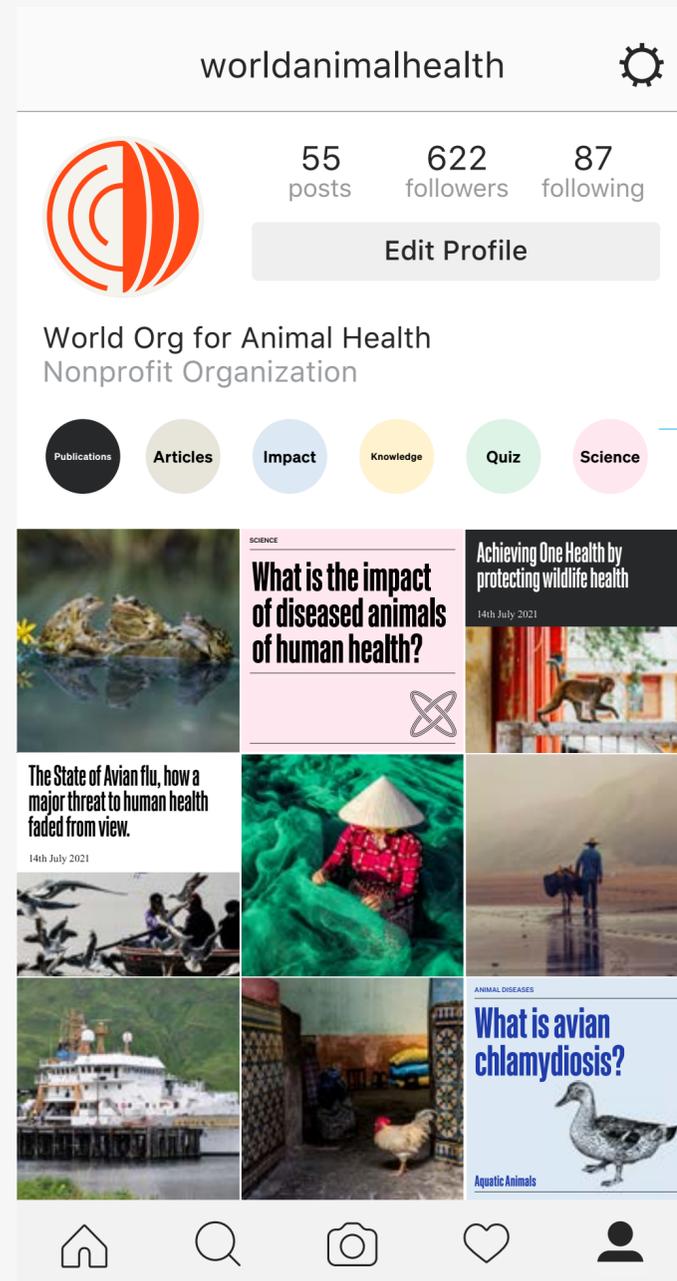
Aquatic Animal Diseases



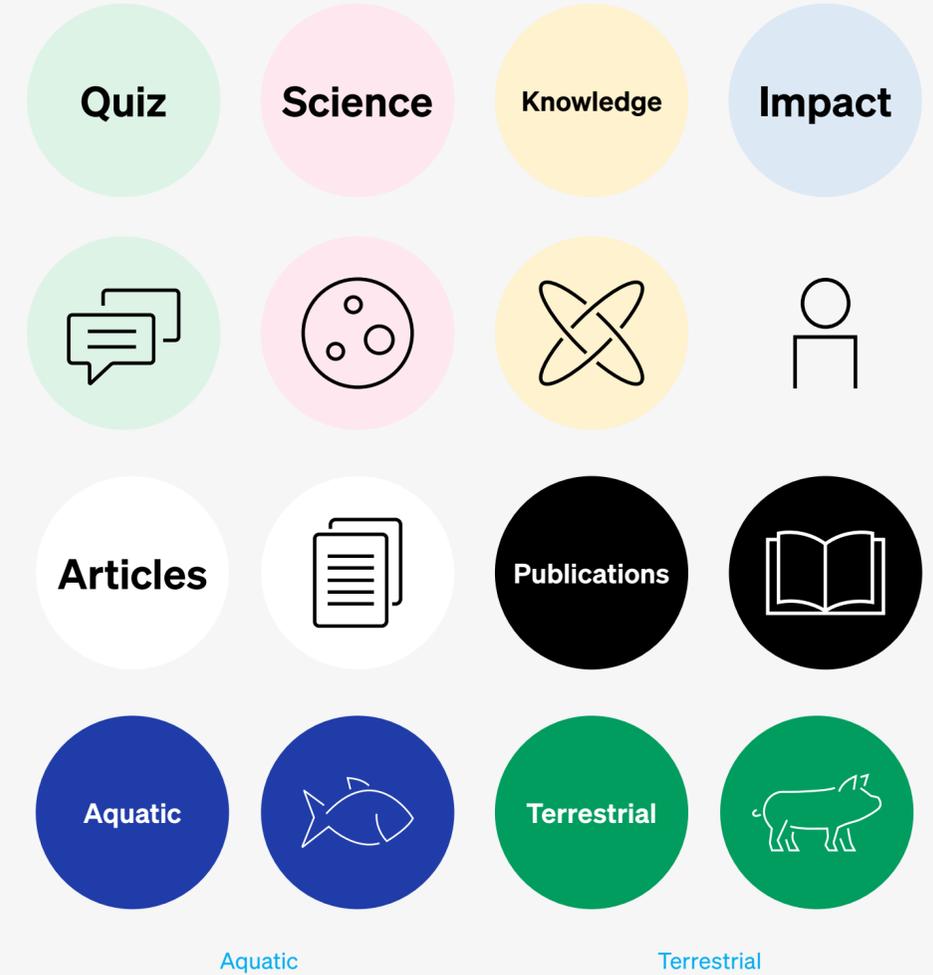
Instagram Feed Content Overview

We can use our colours to help categorise highlights on our feed, saving content that the public can view at a later date. We suggest using our icons for the story highlight covers.

Other pastel background colours can be created when new content categories are required. Ensure that the tone of colour is in line with the current pastel colours.



Highlights
Here we can save all our stories so that they can be viewed at a later date, categorising the different content within different highlights.



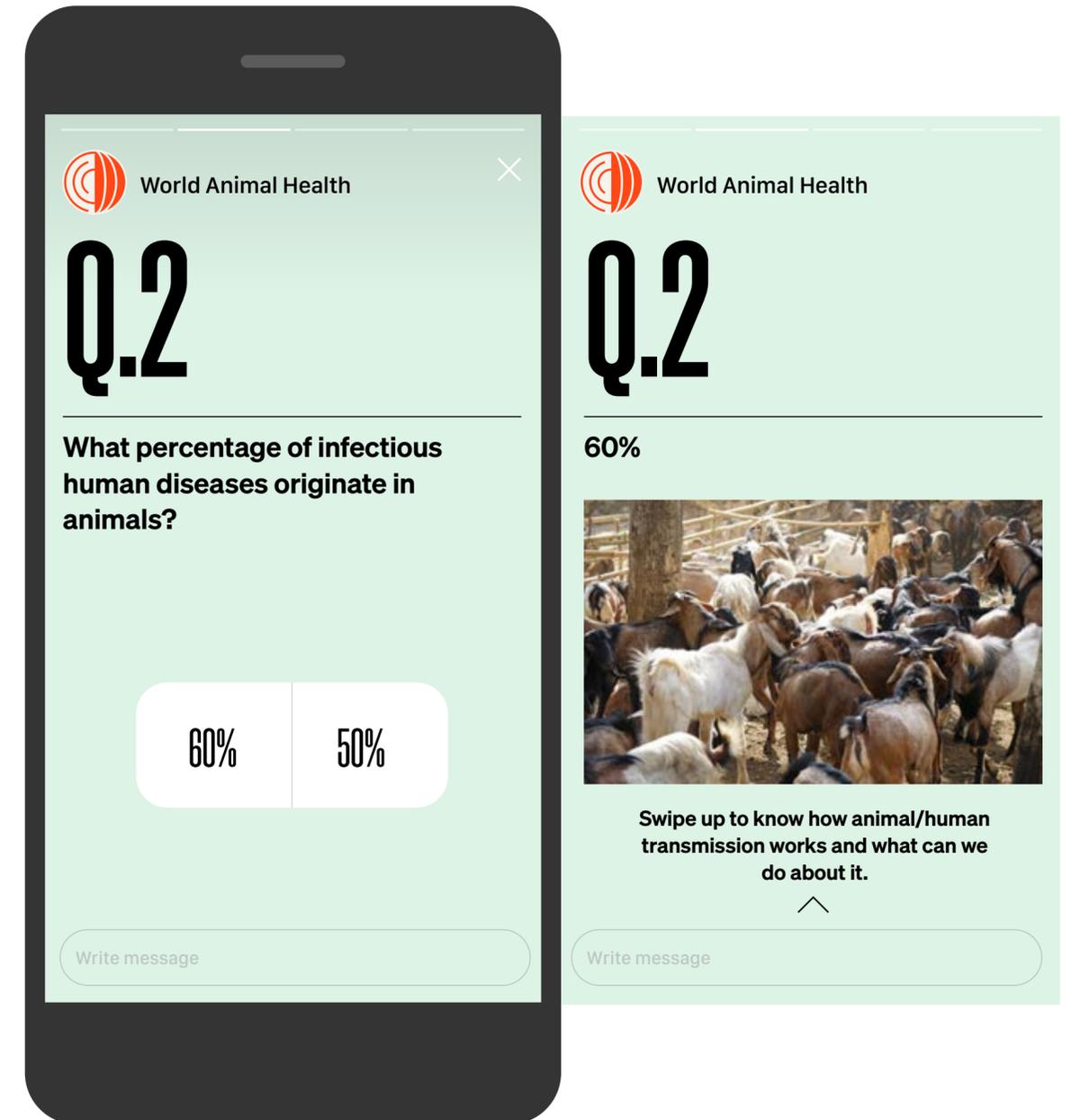
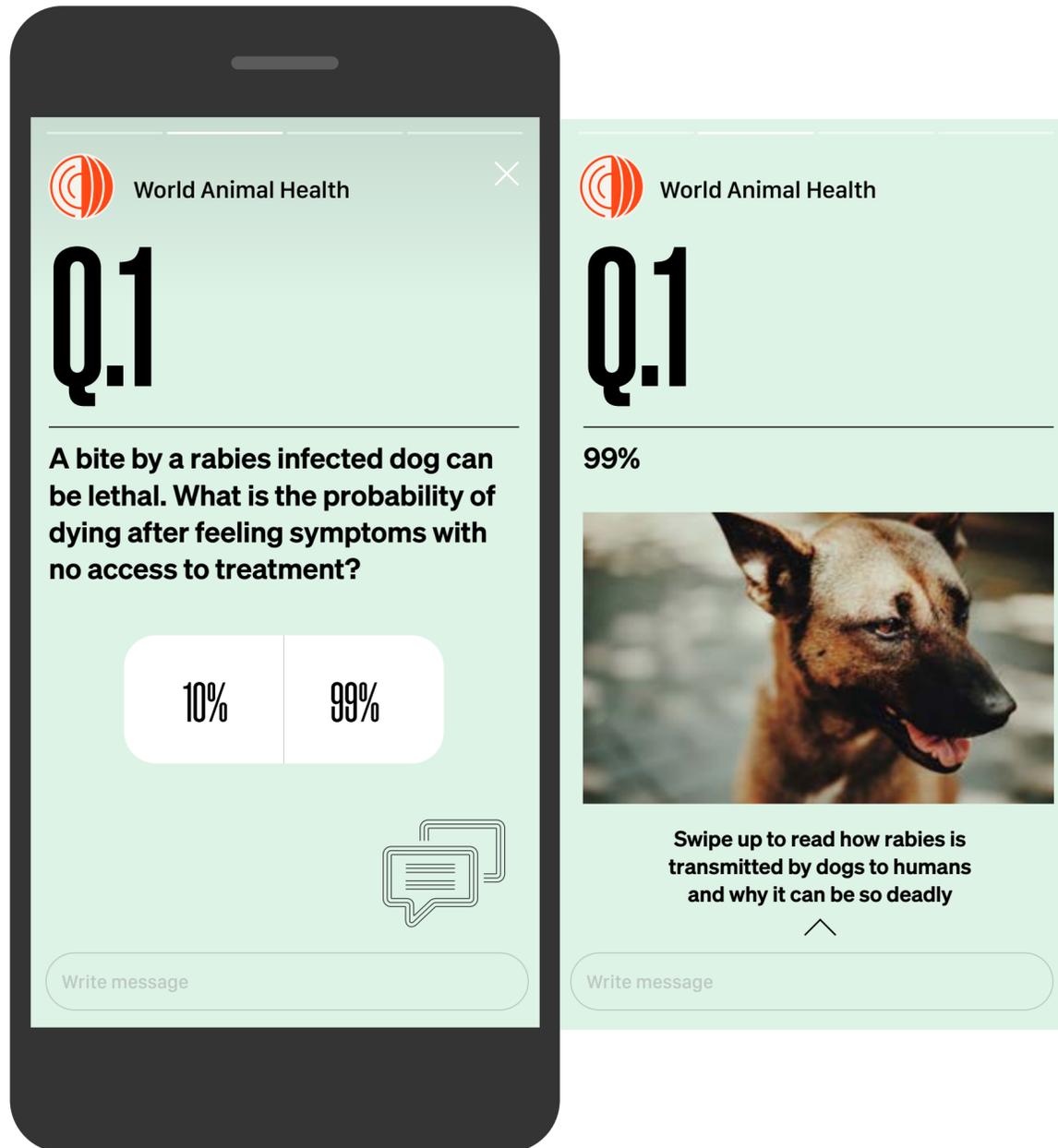
5.5b Examples

Quiz

Quiz Format on Instagram stories

Using the quiz function within Instagram allows us to engage and inform the public, whilst spreading awareness about our Organisation.

Please refer to our Illustrator template documents when designing content for social media.



Quiz Content Adapated

Our Quiz content should be adapted for other platforms, following the guidance outlined below.

Please refer to our Illustrator template documents when designing content for social media.

Horizontal example using an image
Twitter or LinkedIn

QUIZ

Q.1

A bite by a rabies infected dog can be lethal. What is the probability of dying after feeling symptoms with no access to treatment?



Horizontal example without an image
Twitter or LinkedIn

QUIZ

Q.1

A bite by a rabies infected dog can be lethal. What is the probability of dying after feeling symptoms with no access to treatment?



Vertical format
Facebook

QUIZ

Q.1

A bite by a rabies infected dog can be lethal. What is the probability of dying after feeling symptoms with no access to treatment?

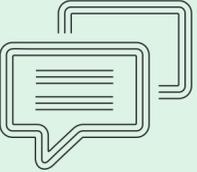


Square format
Instagram post

QUIZ

Q.1

A bite by a rabies infected dog can be lethal. What is the probability of dying after feeling symptoms with no access to treatment?



Science

Science Post and Link in Bio

We can communicate important information about science using engaging questions supported by factual content within the captions, always ensuring there is a link to further reading within the copy. For all posts linked to science we use a pink background.

Within our templates we have two different type sizes to choose from depending on the length of the question.

Please refer to our Illustrator template documents when designing content for social media.

Example copy

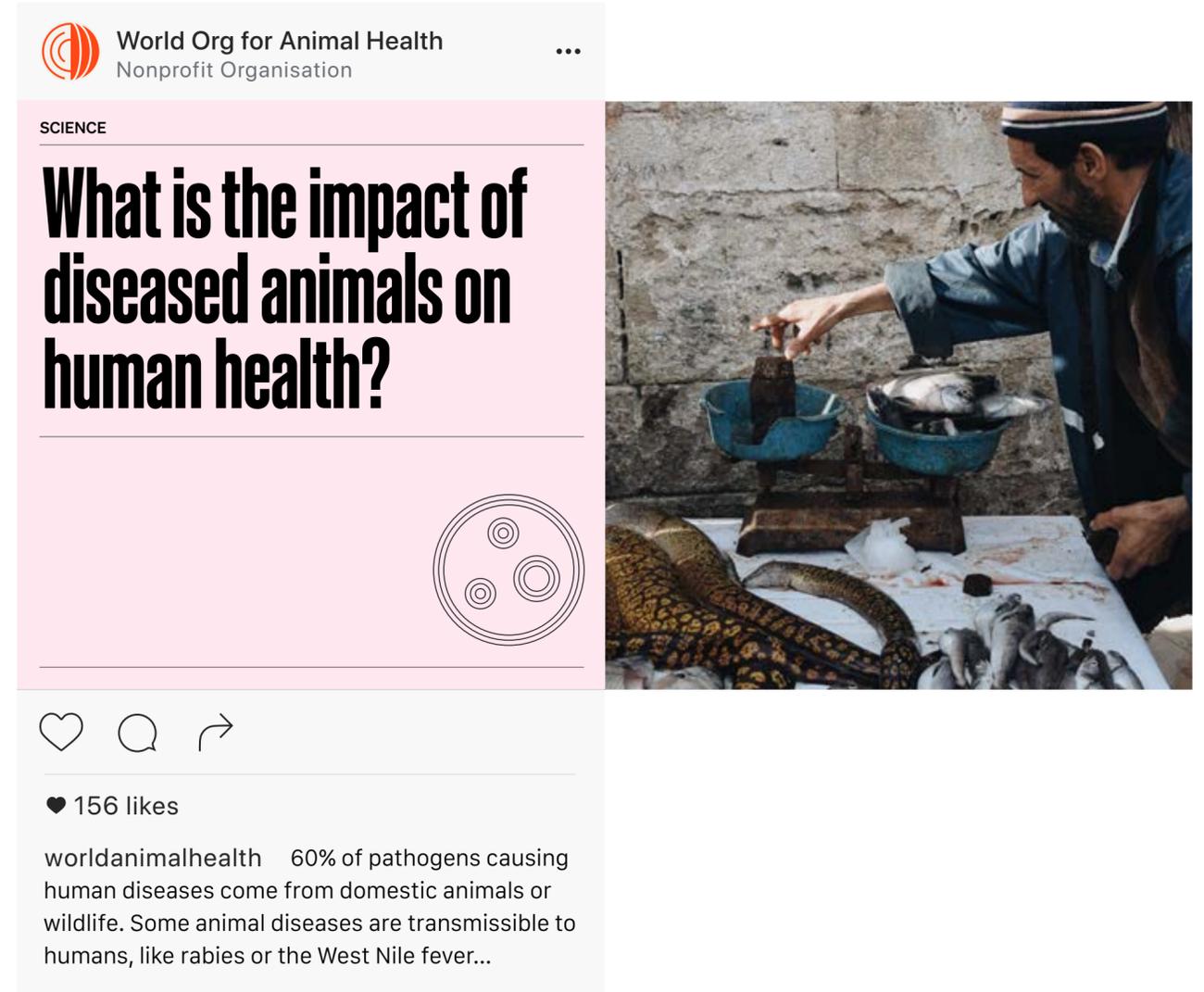
60% of pathogens causing human diseases come from domestic animals or wildlife. Some animal diseases are transmissible to humans, like rabies or the West Nile fever.

Some animal diseases, like Foot and Mouth disease (FMD) or Peste des Petits Ruminants (PPR) generate important production losses, and hence affect the livelihoods on people who depend on livestock for their living, as well as food security. Learn more about the impact of diseased animals on human health at our link in bio.

Question on solid coloured background without images.



Question on solid coloured background with a carousel of images.



Science Based Posts

Our science content should be adapted for other platforms following the guidance outlined below.

Please refer to our Illustrator template documents when designing content for social media.

Horizontal example using an image
Twitter or LinkedIn



Horizontal example without an image
Twitter or LinkedIn



Vertical format
Facebook



Square format
Instagram post



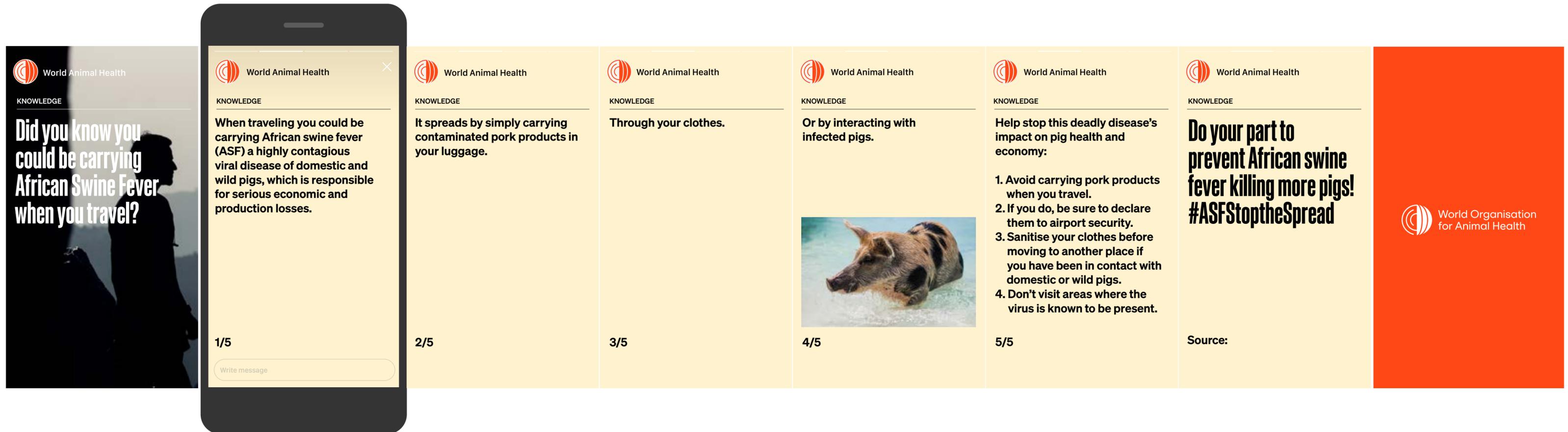
Knowledge

Knowledge Informative Stories

We need to be very detailed and informative for this kind of story, and share information that people can't easily find elsewhere. We use our pastel yellow background for knowledge stories, building the narrative and placing images where necessary.

We can use the animated transitions to move between the slides, incorporating the line pattern as we move through the conversation.

Please refer to our Illustrator template documents when designing content for social media.



Knowledge Based Posts

Our knowledge-based content should be adapted for other platforms, following the guidance outlined below.

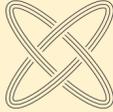
Please refer to our Illustrator template documents when designing content for social media.

Horizontal example using an image
Twitter or LinkedIn

KNOWLEDGE

What would you ask a scientist about transmission of diseases from animals to humans?

Ask a question to our expert

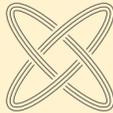



Horizontal example without an image
Twitter or LinkedIn

KNOWLEDGE

What would you ask a scientist about transmission of diseases from animals to humans?

Ask a question to our expert

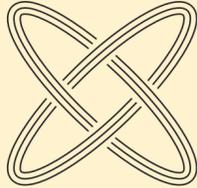


Vertical format
Facebook

KNOWLEDGE

What would you ask a scientist about transmission of diseases from animals to humans?

Ask a question to our expert

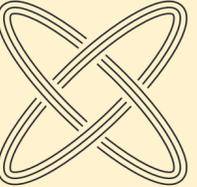


Square format
Instagram post

KNOWLEDGE

What would you ask a scientist about transmission of diseases from animals to humans?

Ask a question to our expert



Impact

Impact Stories

Using real stories and real people, we can inform the public on different topics in a much more engaging way. These stories should always finish with a swipe-up to a specific article or disease card.

We communicate these stories across all social media channels including Instagram, Facebook, Twitter and LinkedIn.

Please refer to our Illustrator template documents when designing content for social media.

The image displays four sequential social media story templates for 'Impact Stories' about rabies in Myanmar. Each template features the 'IMPACT STORIES' logo in the top left corner.

- Template 1:** Shows a woman in a village setting. The main text reads: "We now know what to do if we are bitten".
- Template 2:** A video frame showing a woman (Daw Kyi) with dogs. The quote is: "I am 68 and I grew up hearing stories about people being bitten by rabid dogs"; "People would fall sick and die and we thought there was nothing to do about it". Below the video, it identifies her as Daw Kyi, Farmer in the Lewei, township of Myanmar.
- Template 3:** Another video frame showing Daw Kyi with dogs. The quote is: "Our dogs would disappear and we would hear that they were rabid." Below the video, it identifies her as Daw Kyi, Farmer in the Lewei, township of Myanmar.
- Template 4:** A text-based card with the headline: "No animal rabies cases were reported in Lewei from 2016 to 2018." Below the headline is a photo of two dogs and a "Learn more" link with an upward arrow.

Source:

Image of an older woman in a village or farm setting with community around, or just a portrait of the person.

Short video of this person with the dogs while walking or while giving food to them (healthy dogs)"

Image from video

Image of dogs in community

Impact Stories Carousel and Video

Our impact stories can be adapted to a horizontal format and function as a carousel of static images.

Please refer to our Illustrator template documents when designing content for social media.

Carousel of images Instagram post

IMPACT STORIES

“We now know what to do if we are bitten”

IMPACT STORIES

“I am 68 and I grew up hearing stories about people being bitten by rabid dogs”; “People would fall sick and die and we thought there was nothing to do about it”.

Daw Kyi
Farmer in the Lewei, township of Myanmar

IMPACT STORY

IMPACT STORIES

No animal rabies cases were reported in Lewei from 2016 to 2018.

World Organisation for Animal Health

Horizontal video Twitter or LinkedIn

IMPACT STORIES

“We now know what to do if we are bitten”

IMPACT STORIES

“I am 68 and I grew up hearing stories about people being bitten by rabid dogs”; “People would fall sick and die and we thought there was nothing to do about it”.

Daw Kyi
Farmer in the Lewei, township of Myanmar

IMPACT STORIES

Rabid dogs bites are the primary source of human cases. In 2016 WOAAH partnered with the Myanmar Livestock Breeding and Veterinary Department (LBVD), and together we initiated a project to show how rabies can be prevented by vaccinating dogs.

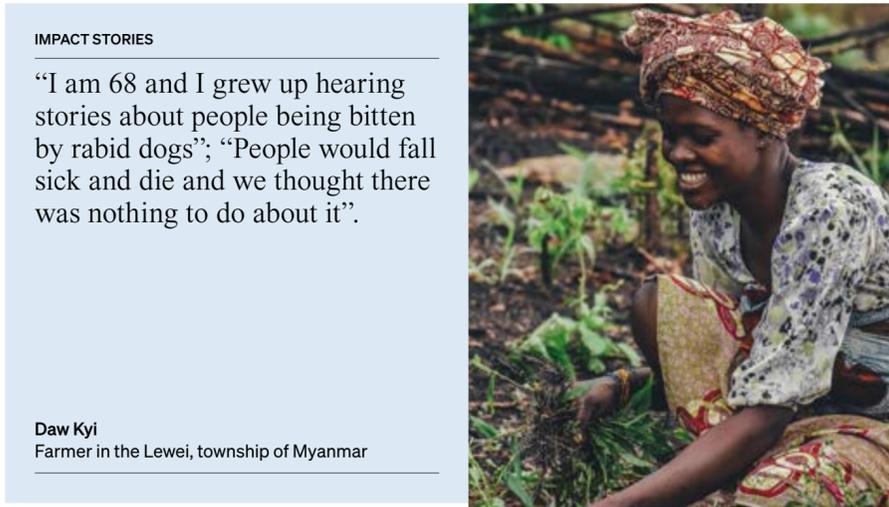
World Organisation for Animal Health

Impact Stories Static

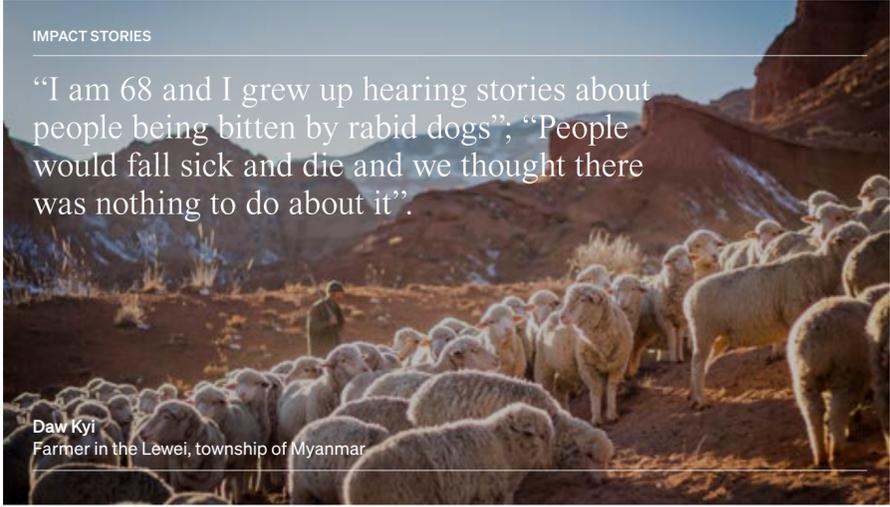
We also have the option to produce singular static images of our stories to share across all social media channels.

Please refer to our Illustrator template documents when designing content for social media.

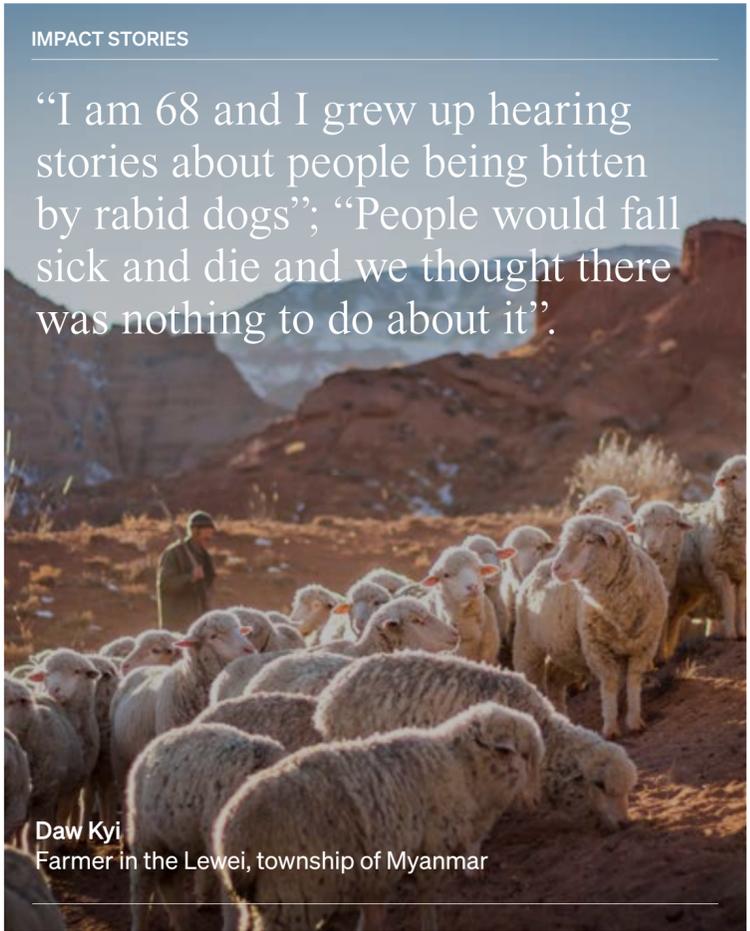
Horizontal example using an image
Twitter or LinkedIn



Horizontal example without an image
Twitter or LinkedIn



Vertical format
Facebook



Articles and Publications

Articles and Publications Post and Link in Bio

Example copy to be included in the post description.

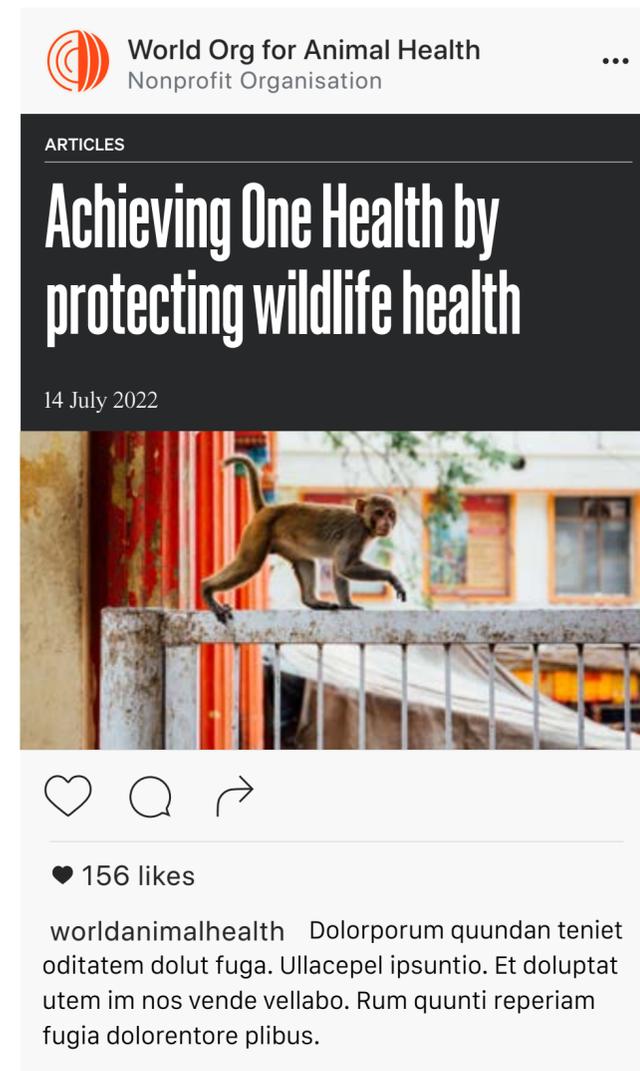
Introduce the article by setting the stage for what is discussed in the article. For example:
(Example copy - from statnews.com)

“Just over a dozen years ago, a bird flu virus known as H5N1 was charting a destructive course through Asia, North Africa, and the Middle East, ravaging poultry and killing 6 in 10 humans known to have contracted it.

The overall human death toll was low, but scientists and government officials feared that the virus could ignite a human pandemic reminiscent of the catastrophic 1918 Spanish flu. Emergency plans were drafted, experimental H5N1 vaccines were created and tested, antiviral drugs were stockpiled. And then ... nothing happened. Read more at our link in bio.”

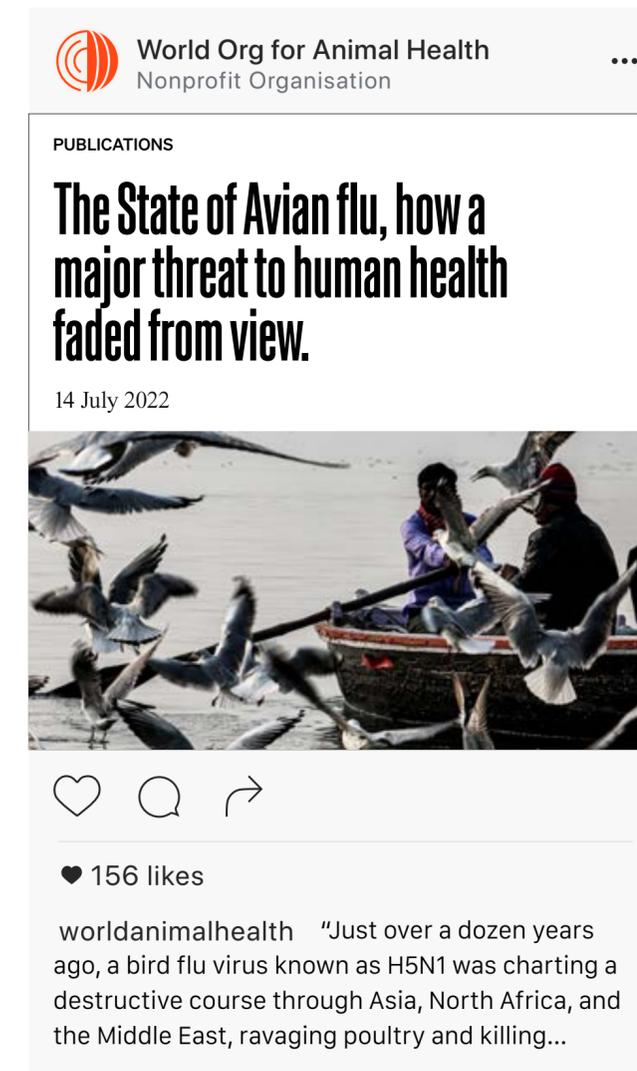
It is important to use social media to direct traffic to our website. We can do this through links in our bio. We can link to recent articles or documents that we are producing, spreading awareness of our Organisation whilst keeping content fresh and current.

Article example



These posts follow the same design and layout, changing only the background colour. We use a black background for our article posts and white for our publication posts. As with all our templates, we have the option to use different text sizes depending on the length of the titles.

Publication example



Please refer to our Illustrator template documents when designing content for social media.

Knowledge Based Posts

Our knowledge-based content should be adapted for other platforms following the guidance outlined below.

Please refer to our Illustrator template documents when designing content for social media.

Horizontal example using an image
Twitter or LinkedIn



Vertical format
Facebook



Square format
Instagram post



Animal Diseases

Animal Diseases Post and Link in Bio

1.
Example copy
(Example copy- from health.nsw.gov.au)

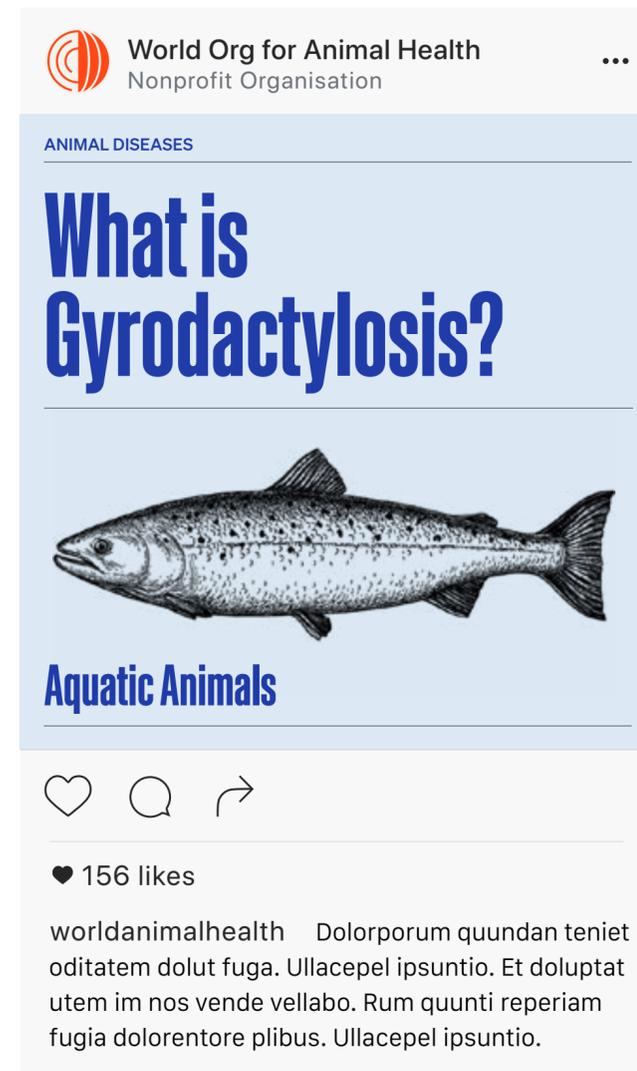
Avian chlamydiosis (AC) is a disease of birds caused by the bacteria Chlamydia psittaci. AC is common in wild, caged and aviary birds. All birds can be infected by AC, but pet birds, especially parrots (e.g. budgies, lorikeets and cockatiels) most commonly pass infection to humans. Read more at our link in bio.

We can inform and engage our audiences about animal diseases through interesting copy and illustration. A link in bio can direct to the animal disease card or the animal disease section of the website for further reading.

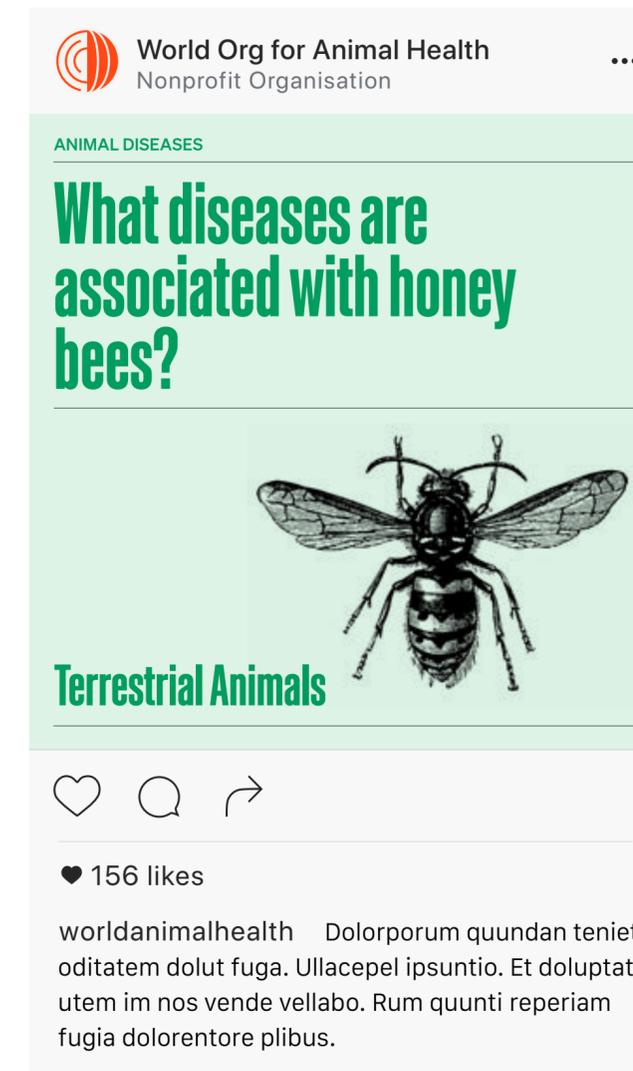
We use the green background colour for the terrestrial animal diseases and the blue for the aquatic animal diseases to add diversity to the Instagram feed. As with all our templates, we have the option to use different text sizes depending on the length of the titles.

The illustrations used here are sourced from Getty or Adobe stock and can be used within our designs. Please refer to our Illustrator template documents when designing content for social media.

Example 1
Aquatic disease card



Example 2
Terrestrial disease card



Knowledge Based Posts

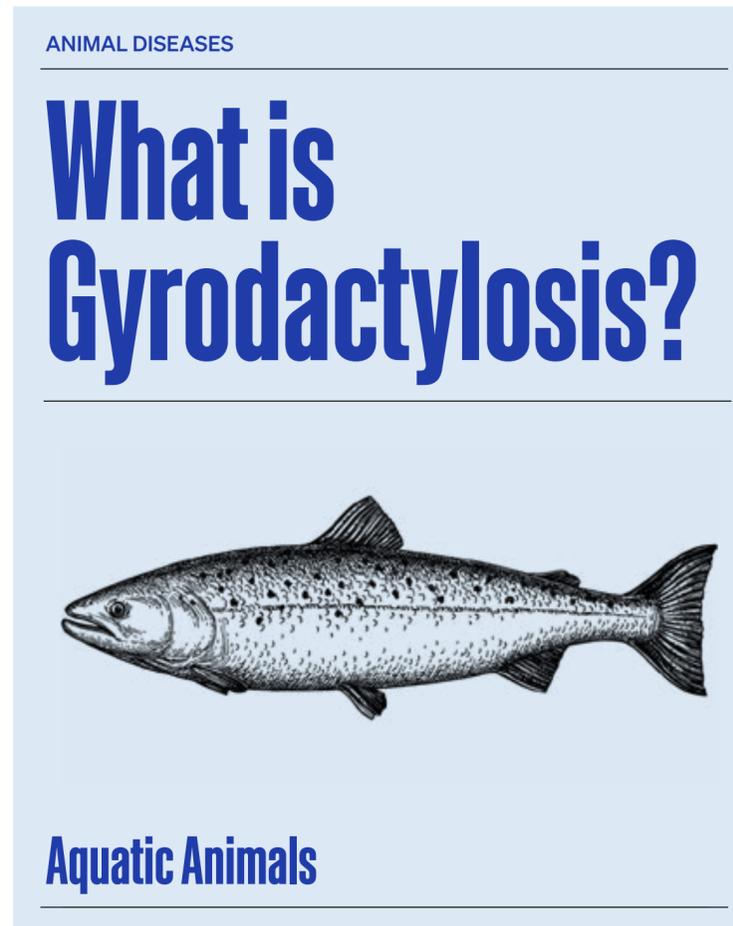
Our knowledge-based content should be adapted for other platforms following the guidance outlined below.

Please refer to our Illustrator template documents when designing content for social media.

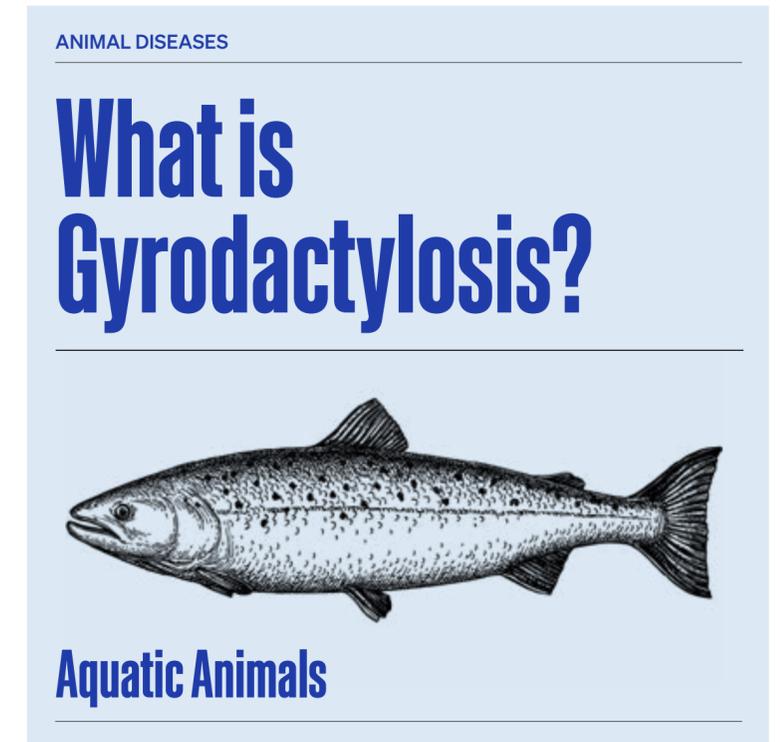
Horizontal example using an image
Twitter or LinkedIn



Vertical format
Facebook



Square format
Instagram post



Real Stories

Real Stories

Vertical Format Carousel

In order to engage with the public, we need to show and tell real stories through interesting copy and powerful imagery.

Please refer to our Illustrator template documents when designing content for social media.

Example copy

1.
Copy starts with a story about the first image, setting the stage and providing an example for the description of the larger issue. For example:

“Samir and his family live in the village of Hadart in the south coast of Lumibia. In 2017 they started capturing, consuming and selling (name of wildlife animal) after all trees were cut down in the planes up north and these animals suddenly started appearing in the woods behind the village. (Animals) are a wild species, known carriers of (name of disease).”

2.
Continue by providing context, why the story is relevant to different communities and to the reader. e.g.:

“When humans cut down trees, they affect the balance of the ecosystem and of all the creatures living in it. Wild animals are forced to flee their natural habitats to find sources of food, getting closer to villages. Animals and humans that should never have interacted so closely, suddenly do. And dangerous pathogens can jump from one species to the next the ‘One Health’ concept summarises what have been known for years; that human health and animal health are interdependent and bound to the health of the ecosystems in which they exist.”



World Org for Animal Health
Nonprofit Organisation



♥ 156 likes

worldanimalhealth Samir and his family live in the village of Hadart in the south coast of Lumibia. In 2017 they started capturing, consuming and selling (name of wildlife animal) after all trees...

5.6 Powerpoint Template

Powerpoint Template

When producing a Powerpoint presentation we use the 16:9 ratio, as this displays well on all screens.

Trilingual Template Header

Page titles Söhne Halbfett	Title of Presentation Söhne Buch	Chapter title Söhne Buch	Quotes/ Intro Söhne Buch	Page number and date Söhne Buch
	Title of presentation	Chapter title		Date 02
Title of page	<p>“Ehent aut latur min prepel iumqui dolut labore qui occus incil eumquatibus aut offic totatur? Unt, quis iumquatet velestia si con pe voluptat”</p>			
Small details, references or extra copy can be place in these columns				

Size: 16:9

Small details/ References Söhne Buch	Body copy/ longer texts Söhne Buch
	Title of presentation Chapter title Date 02
Title of page	<p>Lia sum, quam re parum et volupta dolorume labore et quam reperionet, untur si de omnime simagni verum ium velenit autem. Es ex estin poreicid qui quatum ab int faceris delic toreror magnihictus eossuntios ium nit fugiatque lat quam corum et doloria diti ilit voles aceperro dolupta spererum consendis et am et aut dollab inus eos ilis dusa vel inus ium illabore velecus ullacerrum accum dolorep tatiost sint volestis ad earist facestrunto modisit eria volut minvend anihici psantib usciliae pori aut aut que re sitae lam, aut imi, tem re dolut untempor aut eum doluptatus ipsunti sa nonsedi tenimint et officidunto voluptas consed.</p>
Small details, references or extra copy can be place in these columns	

50 px

Powerpoint Template Toolkit

We can use the iconography, maps, infographics and impactful imagery in the Powerpoint presentations. The Söhne typeface family should be used if the creator has the legal license, otherwise our web safe fonts should be used. See page 53 for a summary of our web safe fonts.

Corporate Presentations

For more corporate presentations, we should use the corporate colour palette, which includes orange, dark grey, light grey and white.

Creative Presentations

For more creative presentations, we can add in the pastel colour backgrounds and be more expressive with the layout and typographic hierarchy.

Typefaces

Söhne
Söhne Schmal Kräftig

Söhne Buch
Söhne Buch Kursiv
Söhne Kräftig
Söhne Halbfett

Söhne Schmal Kräftig

Colour Palette

Corporate presentations

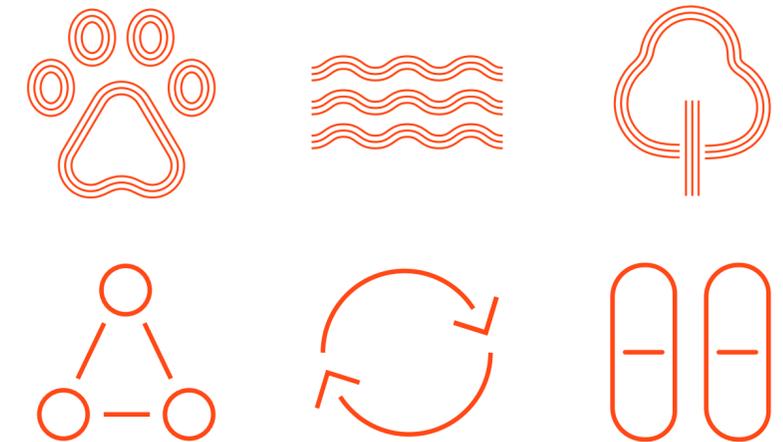


Colour Palette

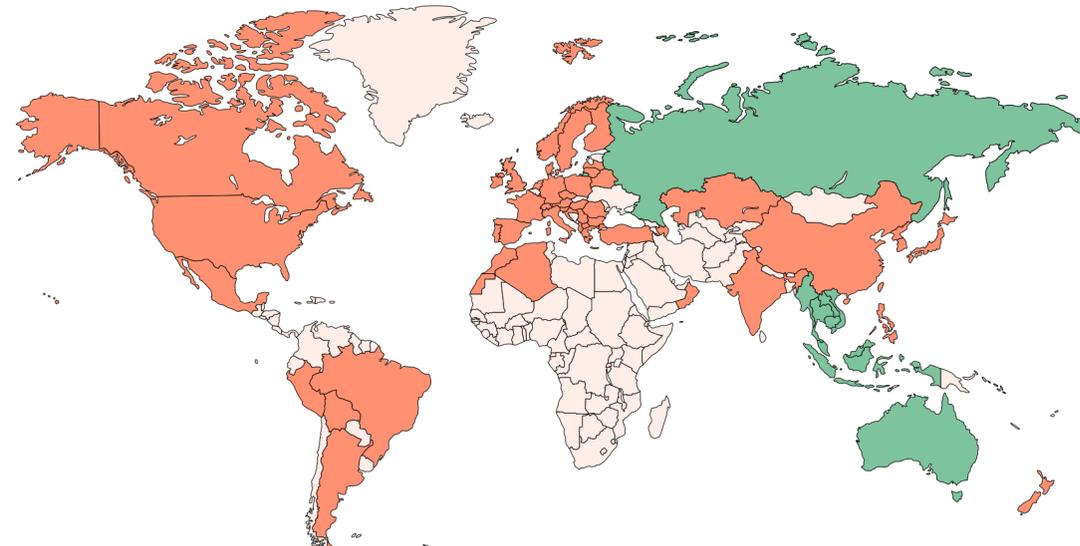
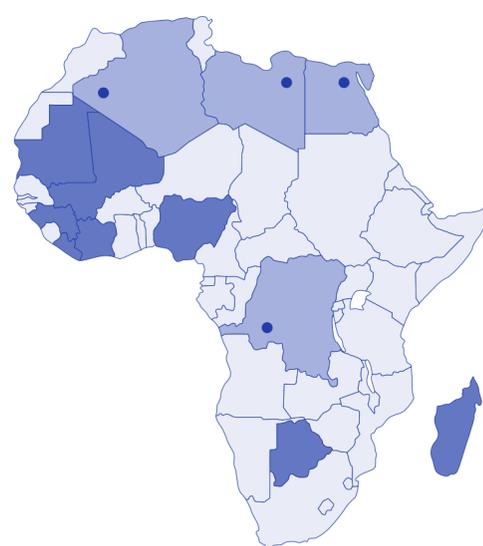
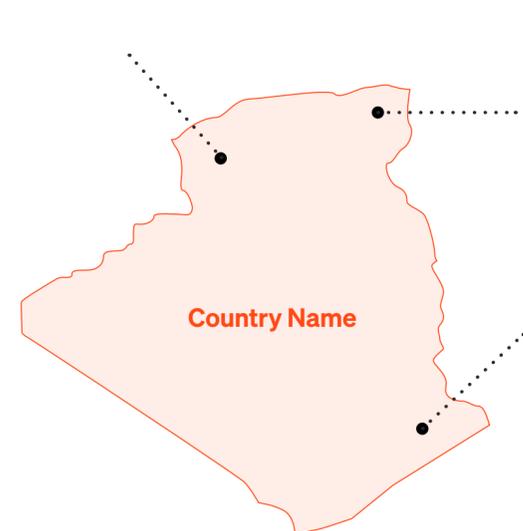
Creative presentations



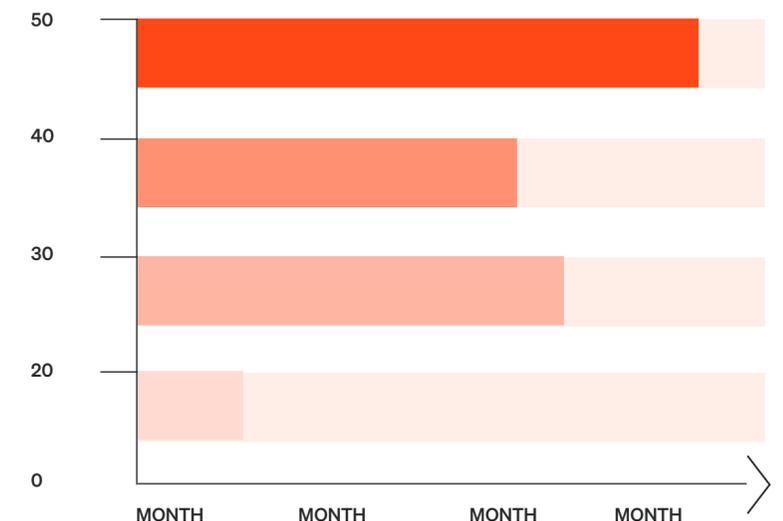
Iconography



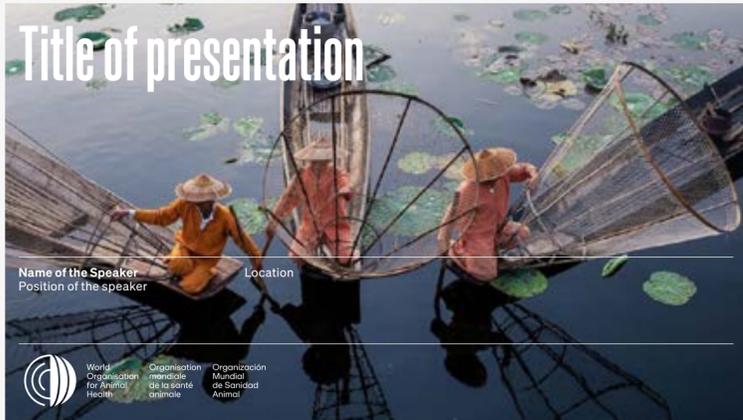
Maps



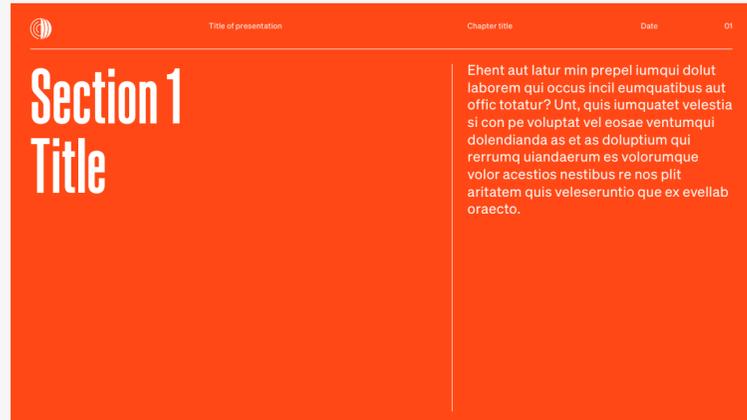
Graphs and Charts



Powerpoint Design and Layout



Front cover



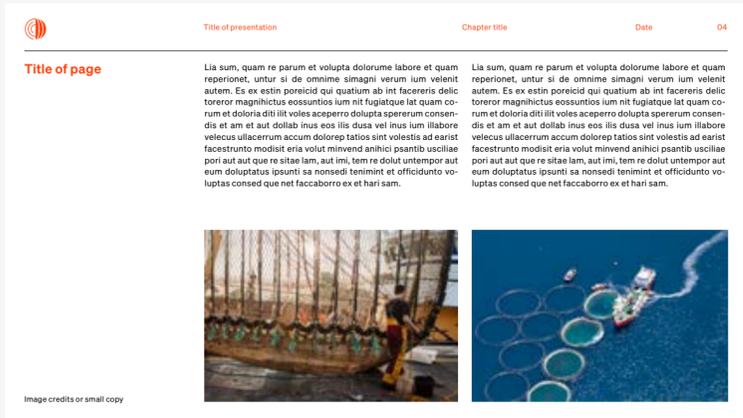
Section opener



Quote + background image



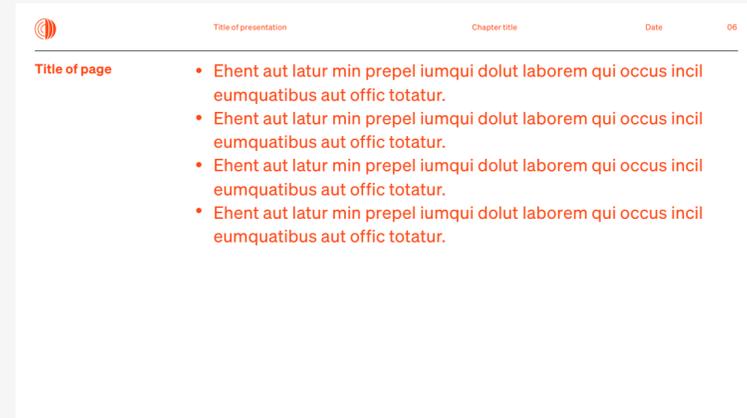
Quote + coloured background



Text + image



Icons + points



Bullet points + icons



Back cover - Contact page

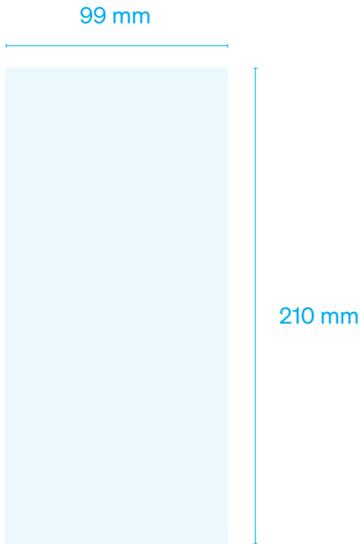
5.7 Institutional Brochures

Institutional Brochure Template

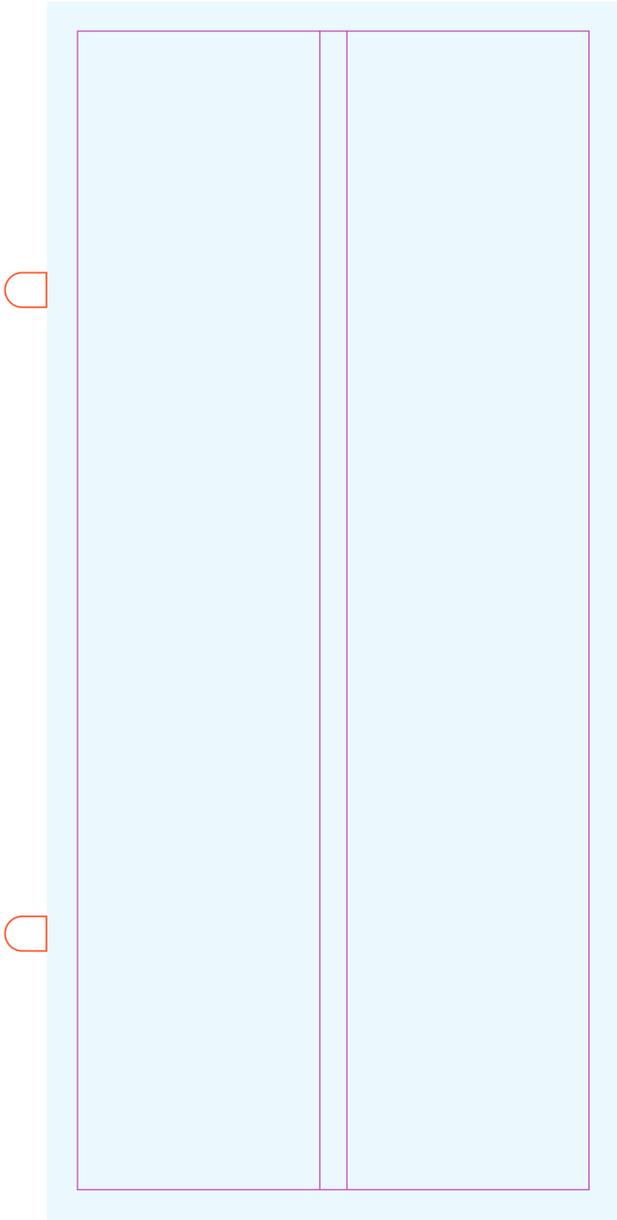
For all institutional brochures, we use a vertical format for consistency and efficiency. The binding will depend on the number of pages and should be chosen accordingly. We can use this format and binding method for brochures up to 40 pages.

Our corporate pieces should be of high quality using, where possible coated paper and coated Pantones to achieve the best colour and print finish.

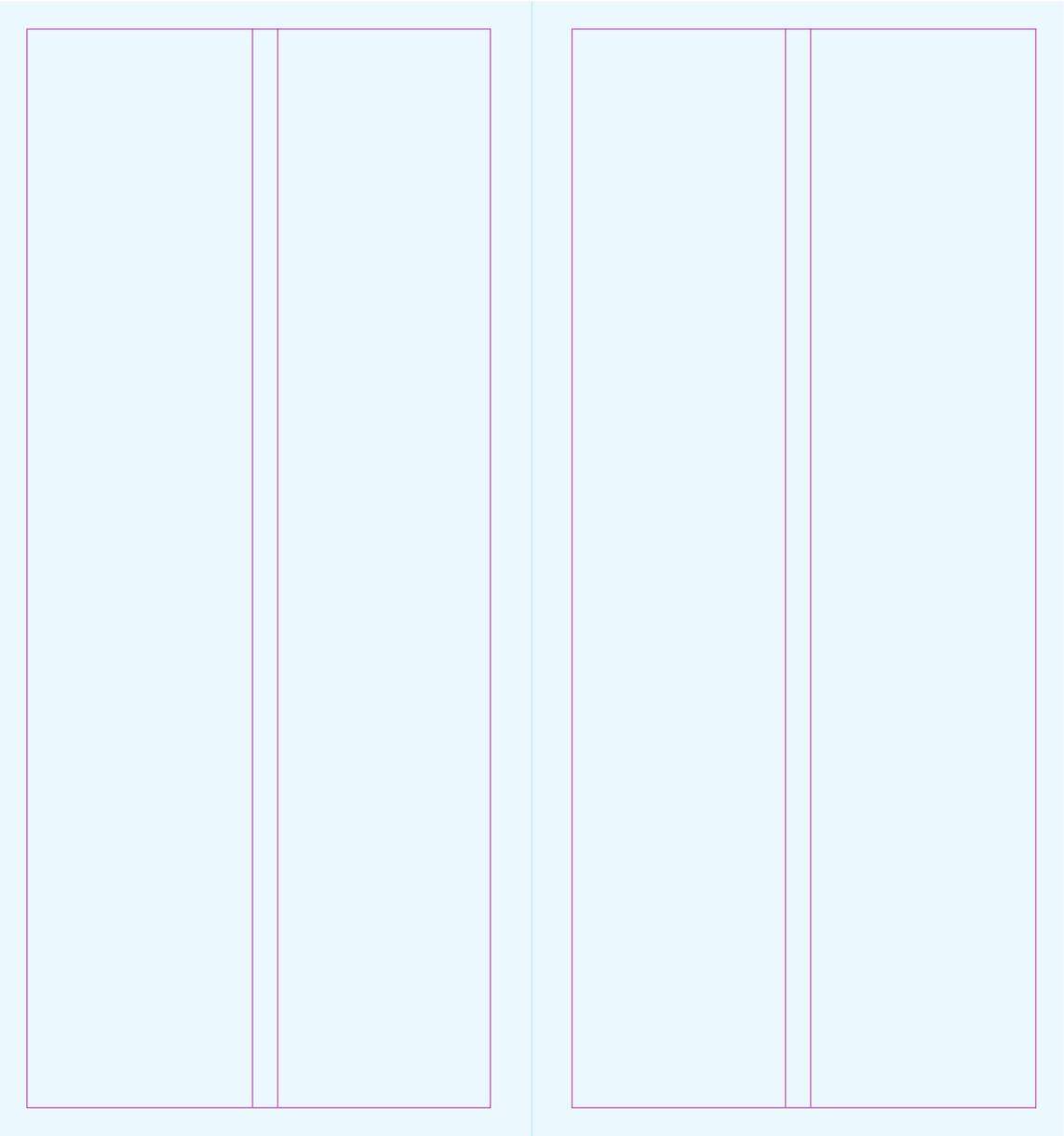
Size



10 mm



15 mm



Binding
Option 1: Loop stitching binding



Binding
Option 2: Regular staple binding



Institutional Brochure Cover Structure

We should try to be as consistent as we can when structuring the printed pieces. Although we have flexibility with the grid and layout, we should try and ensure important branded elements are applied consistently across the pieces.

Front Cover

Title of the piece

Söhne Schmal Halbfett
Other type sizes have been defined within the template file, taking into account different lengths of copy.

Title line 1

Title line 2

Imagery

Images showing the bond between humans and animals.



Supporting copy

Söhne Schmal Halbfett

Animal health impacts everyone's health, we work across borders for a safer and healthier future.

Logo

Primary version



Back Cover (image)



12, rue de Prony, 75017 Paris, France
T. +33 (0)1 44 15 19 49
F. +33 (0)1 42 67 09 87
woah@woah.org
www.woah.org

Facebook: World Organisation for Animal Health
Twitter: @WOAHAnimalHealth
Instagram: @worldanimalhealth
LinkedIn: World Organisation for Animal Health
YouTube: WOAHHvideo
Flickr: World Organisation for Animal Health

© World Organisation for Animal Health (WOAH)
[month and year of publication]



Back Cover (summary text)

We have been at the forefront of controlling animal diseases for almost 100 years. Since 1924, we have focused on monitoring and disseminating knowledge about animal diseases, as well as on how to use scientific data to limit animal diseases' negative effects on society.

We work with 182 countries and territories, our Members, to protect the health of animals, humans and the planet.

12, rue de Prony, 75017 Paris, France
T. +33 (0)1 44 15 19 49
F. +33 (0)1 42 67 09 87
woah@woah.org
www.woah.org

Facebook: World Organisation for Animal Health
Twitter: @WOAHAnimalHealth
Instagram: @worldanimalhealth
LinkedIn: World Organisation for Animal Health
YouTube: WOAHHvideo
Flickr: World Organisation for Animal Health

© World Organisation for Animal Health (WOAH)
[month and year of publication]



Image or Summary text

This space can be used for either an image or a summary of the piece.

Söhne Schmal Halbfett

Colour

Contrast the front and back colours, using our corporate colour palette. We can also use the pastel colour tones.

Contact information

Include the information of the department who created the piece as well as the social media handles.

Söhne Schmal Buch

Logo

The logo should be the same size and in the same position on the front and back of the piece.

Institutional Brochure Short Version

When designing the brochures, we should try to keep information clear and direct and not overcrowd the page. White space is good space. Try to limit the number of type sizes and styles to three or four per brochure. We can use imagery, quotes and icons to keep the pages visually engaging.

Please note that here we are using the icons that have three lines. They look smaller than the minimum size of use but this document is not to scale.

Title line 1
Title line 2



Animal health impacts everyone's health, we work across borders for a safer and healthier future.



WOAH help create a future in which humans and animals benefit and support each other, for a more sustainable ecosystem balance, so that livelihoods are transformed, economies are boosted and the world is safer and healthier for everyone.

We do that by improving animal health, globally.

05 WOA

How do we do it?

Standards

Improving animal health, animal welfare and veterinary public health worldwide

The WOA's International Standards on animal health and welfare are prepared and updated by recognised scientific experts and are democratically adopted at annual General Sessions of the World Assembly of Delegates of the WOA. Each national Delegate of the 182 Members is entitled to one vote.

Recognised as reference by the World Trade Organisation (WTO), these standards are designed to prevent and control animal diseases, including zoonoses, ensure the sanitary safety of world trade in terrestrial and aquatic animals and animal products, and improve animal welfare.

06 Title of brochure

How do we do it?

Transparency

Sharing, in real time, reliable information on the animal disease situation worldwide

Nowadays, through the effects of globalisation, infectious diseases can often spread at lightning speed. 60% of the pathogens that affect humans are of animal origin. Effective surveillance, enabling early detection of these diseases at their source in animals, is therefore crucial so that they can be quickly controlled, thereby protecting animal and human populations.

Since its creation, one of the WOA's historic missions has been to ensure transparency and improve knowledge of the global animal disease situation, including zoonoses. This mission is fulfilled on a daily basis thanks to a unique tool, the World Animal Health Information System, WAHIS.

07 WOA

How do we do it?

Expertise

Collecting, analysing and disseminating veterinary scientific information worldwide

The WOA collects and analyses the latest scientific information on prevention and control of animal diseases. This information is then made available to Members so that they can apply the most effective methods.

The work of the WOA is supported by a worldwide network of expertise that has expanded and consolidated over the years. The regular increase in national Focal Points and WOA Reference Centres, the permanent exchange of information and the constant strengthening of the scientific and technical competencies of the members of this network all help to ensure the scientific excellence of the WOA worldwide.

08 Title of brochure

How do we do it?

Solidarity

Developing international solidarity to achieve better control of animal diseases in the world

The WOA supports its Members and helps them strengthen and improve the structure of their national animal health systems in line with the Organisation's intergovernmental standards, notably by acting on the quality of the national Veterinary Services, diagnostic laboratories and veterinary education.

To help developing and emerging countries deal effectively with health threats, the WOA provides support through a range of programmes, notably within the framework of the PVS (Performance of Veterinary Services) Pathway, aimed at consolidating national animal health systems by providing customised assistance. These programmes are partly financed from contributions received by the WOA Animal Health and Welfare World Fund.

09 WOA

Our Worldwide Network

182 Members

75 Partner organisations

326 Reference centres

1 Headquarters (Paris, France)

326 Regional and sub-regional representations

10 Title of brochure

We have been at the forefront of controlling animal diseases for almost 100 years. Since 1924, we have focused on monitoring and disseminating knowledge about animal diseases, as well as on how to use scientific data to limit animal diseases' negative effects on society.

We work with 182 countries and territories, our Members, to protect the health of animals, humans and the planet.

12, rue de Prony, 75017 Paris, France
T. +33 (0)1 44 15 19 49
F. +33 (0)1 42 67 09 87
woah@woah.org
www.woah.org

Facebook: World Organisation for Animal Health
Twitter: @WOAHAnimalHealth
Instagram: @worldanimalhealth
LinkedIn: World Organisation for Animal Health
YouTube: WOAVideo
Flickr: World Organisation for Animal Health

© World Organisation for Animal Health (WOAH)
[month and year of publication]



Institutional Brochure Long Version



Place the Brochure
Title Here



01 **Action for World Public Health: Control of animal diseases, including zoonoses**

02 **Promoting sustainable development and solidarity: Access to good quality food for all**

03 **Protecting world trade and food: Access to markets for the benefit of all**

04 **Surveillance, prevention and control of animal diseases is a worldwide issue: Building a world, regional and national animal health system is a priority**

01 WOA

At the heart of WOAH is our purpose to improve animal health globally and contribute to a more sustainable world, so that livelihoods are transformed, economies are boosted and the world is a safer and healthier place.

WOAH was founded in 1924 in response to the infectious disease rinderpest or 'cattle-plague' that swept across Europe, South America and India, ravaging livestock and causing devastating economic losses. The crisis made it clear that animal diseases posed a real threat to food security, economic growth and livelihoods. For nearly 100 years, WOAH has worked to reduce these threats. We work across the globe to ensure the health of animals and their environments, recognising that our health, the safety of our future and the planet depends on it.

WOAH is the global authority on animal health. We disseminate information on animal diseases and use science-based protocols to limit their potentially negative impact on society. We monitor the emergence and development of animal diseases, affecting livestock, aquatic animals and wildlife, and address them before they become a threat to public health. We set animal health and welfare standards to improve veterinary public health and secure international trade of animal and their products.

We partner with other leading organisations like FAO (agriculture and food systems), WHO (human health), UNEP (the environment) on global initiatives such as One Health, which views health as an interconnected system involving animals, humans and the environment. Our 182 Members know that adhering to our veterinary standards is essential to ensuring safe trade, public health and economic growth within and beyond their borders, which makes us relevant and effective.

We seek to empower our partners by providing data and solutions to their specific animal health challenges, which allows them to keep their own communities safe and their economies growing. We also work to reassure those who may be concerned about threats to their health and livelihood by offering tools, knowledge and our track record

03 Title of brochure

of success in controlling animal diseases. And finally, we wish to inspire and serve as a guide for those looking to embrace a worldview of interdependence. Because for us, interdependence is not just a concept, it is a reality that we put into practice daily.

Animal health is essential to our future. Animal health is our health. It's everyone's health.



© Getty

04 Title of brochure

01

Action for World
Public Health

05 Title of brochure

Climate change, globalisation, consumerism and destruction of natural ecosystems are conducive to the spread of animal diseases, including those transmissible to humans: the WOAH is in the front line against the threat from zoonoses.



06 WOA

Globalisation
Globalisation, climate change, higher concentrations of animals and humans and the destruction of ecosystems are all factors that promote the spread of animal and human pathogens and help to make them more virulent: the worldwide threat from animal diseases, and especially zoonoses, is a dangerous reality. Today, the expansion and spread of pathogens, whether natural or deliberate, is a threat without precedent in the history of mankind.

As the hub of the international animal disease surveillance system and the driving force behind world veterinary scientific research, the WOAH is in the front line when it comes to dealing with this threat.

WAHIS and WAHID: transparency of the world animal health situation
Guaranteeing the transparency of the animal disease situation throughout the world is one of the WOAH's key missions. Each Member is required to notify the WOAH of any relevant epidemiological events occurring within its borders.

Through WAHIS, the World Animal Health Information System, the WOAH ensures the transparency and rapid transmission of animal health data by enabling the immediate notification of any event involving emerging or re-emerging diseases detected by Members on their territory, as well as the presence or absence in all 178 Member Countries of more than 100 animal and zoonotic diseases listed by the WOAH. Fed with information from WAHIS, the World Animal Health Database (WAHID) and its Web interface make these data available around the world.

The WOAH also establishes the list of countries recognised as officially free of diseases that Members consider pose the greatest threat.

07 Title of brochure

Strengthening the world's veterinary scientific community
Guaranteeing the transparency of the animal disease situation throughout the world is one of the WOAH's key missions. Each Member is required to notify the WOAH of any relevant epidemiological events occurring within its borders.

Through WAHIS, the World Animal Health Information System, the WOAH ensures the transparency and rapid transmission of animal health data by enabling the immediate notification of any event involving emerging or re-emerging diseases detected by Members on their territory, as well as the presence or absence in all 178 Member Countries of more than 100 animal and zoonotic diseases listed by the WOAH. Fed with information from WAHIS, the World Animal Health Database (WAHID) and its Web interface make these data available around the world.

The WOAH also establishes the list of countries recognised as officially free of diseases that Members consider pose the greatest threat.

ZOOZOSES: A TOP PRIORITY
Microbial storm or regular cycle? Every year another animal disease emerges or re-emerges and over two-thirds of these diseases present a risk of transmission to humans. At the current time, 60% of known infectious human diseases are of animal origin.

Aware of the extreme danger that the natural or deliberate spread of these diseases represents and the considerable human and financial cost of not eradicating them in time, the WOAH constantly alerts the international community. Along with FAO, WHO, UNICEF and the World Bank, the WOAH is working to set up a global strategy for the prevention and control of animal diseases, including those transmissible to humans. This is the concept of "One Health".

08 WOA

02

Promoting sustainable
development and
solidarity:

09 Title of brochure

Animals are a source of dietary protein but also provide draught power, warm clothing, shoes, a cash income and precious natural fertilizer. WOAH is a core driving force for economic development and food security for developing or in transition countries.



10 WOA

Fighting poverty and hunger
Preventing and controlling the world's animal diseases, one of the WOAH's key missions, takes on added significance given that some estimates have suggested that world demand for animal protein will increase by 50% by 2030.

It has also been estimated that, on average, over 20% of the world's production of milk, meat and eggs is currently lost as a result of animal diseases. Better disease control would therefore lead to increased production and much healthier food.

Yet many developing and in transition countries are unable to play their part in the continuous chain of detection and intervention needed to deal with the ever increasing number of emerging and re-emerging animal diseases that weaken their economies and pose a threat to countries not yet affected.

The WOAH constantly alerts the international community to the plight of more than 120 of its Member Countries that are in urgent need of support:

- because they are the most severely threatened by diseases and the least able to prevent and control them and stop them spreading to the rest of the world;
- because their ability to access markets, which is blocked by presence of these diseases, is often both essential for their economic development and a necessity for the equilibrium of world trade.

SCIENTIFIC SOLIDARITY
Nearly 70% of WOAH Members are developing countries with variable scientific capacity or access to scientific expertise within their national laboratories. Through its laboratory twinning programme the WOAH invites countries with WOAH Reference Laboratories or Collaborating Centres to help laboratories in developing and in transition countries to build their capacity and scientific expertise, with the aim of some of them eventually becoming WOAH Reference Laboratories in their own right. This will extend the WOAH network's geographical representation and in so doing provide developing countries with direct support to strengthen their veterinary scientific community and enable them to take part in international negotiations on updating WOAH and Codex Alimentarius standards.

11 Title of brochure

Campaigning for compensation and insurance
Compensation mechanisms in the event of epizootics, so that farmers can be compensated when their infected animals have to be culled, are essential in order to ensure early warning and transparency when dealing with animal disease events.

The WOAH calls for international compensation mechanisms to mutualise the risks inherent in the animal production chain, thereby safeguarding public health and the sustainability of trade for the benefit of the poorest countries. Experience has shown the importance of organisational and economic factors in enabling the world's 600 million livestock farmers to play their part in the chain of protection.

Supporting producers as the first link in the chain of disease surveillance by giving them suitable training is the best way of protecting the health of animals at the earliest possible stage in production.

Compensation mechanisms for producers and improvements in their health training are therefore central to the risk anticipation and risk mutualisation strategies that the international community must now initiate with the private-sector professionals involved in animal health and world operators in the agri-food, pharmaceutical and insurance sectors.

Structuring programmes in all regions of the world
The WOAH plays a key role in the implementation of the African Livestock (ALive) programme, aimed at poverty reduction and the development of livestock production in Sub-Saharan Africa.

This initiative, conducted under the auspices of the World Bank and in collaboration with the FAO, the European Commission, the African Union and other African institutions involved in the fight against animal diseases, enables joint action on improving farm practices, the quality of investments and the effectiveness of the animal health policies being implemented.

12 WOA



© Unplash

13 Title of brochure

ALIVE
Platform for the development of livestock in Africa

BSE
Bovine spongiform encephalopathy

CODEX ALIMENTARIUS COMMISSION
Commission of the Joint FAO/WHO Food Standards Programme

CBPP
Contagious bovine pleuropneumonia

FAO
Food and Agriculture Organisation of the United Nations

GLEWS
WOAH-FAO-WHO Global Early Warning and Response System

NGO
Non-governmental organisation

ORFLU
WOAH-FAO Network of Expertise on Animal Influenza

PATHOGEN
Disease-causing agent (e.g. bacteria, virus, parasite)

PUS TOOL
WOAH Tool for evaluating the performance of Veterinary Services

SEAIMD
WOAH South-East Asia Foot and Mouth Disease Campaign

SPS AGREEMENT
WTO Agreement on the Application of Sanitary and Phytosanitary Measures

UNICEF
United Nations Children's Fund

30 WOA

We have been at the forefront of controlling animal diseases for almost 100 years. Since 1924, we have focused on monitoring and disseminating knowledge about animal diseases, as well as on how to use scientific data to limit animal diseases' negative effects on society.

We work with 182 countries and territories, our Members, to protect the health of animals, humans and the planet.

12, rue de Prony, 75017 Paris, France
T: +33 (0)1 44 15 19 49
F: +33 (0)1 42 47 09 87
woah@woah.org
www.woah.org

Facebook: World Organisation for Animal Health
Twitter: @WOAHAnimalHealth
Instagram: @worldanimalhealth
LinkedIn: World Organisation for Animal Health
YouTube: WOAVideo
Flickr: World Organisation for Animal Health

© World Organisation for Animal Health (WOAH) (month and year of publication)



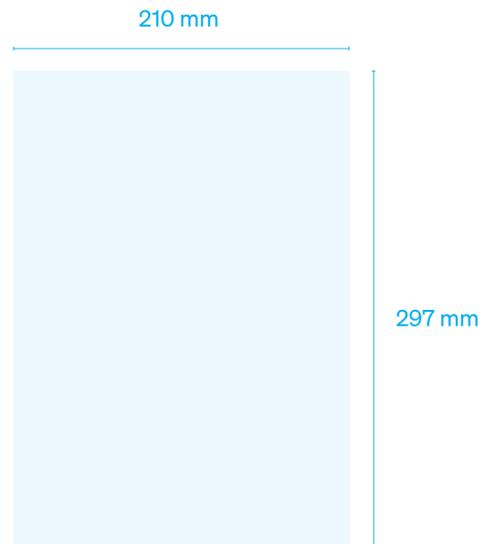
5.8 Fact Sheets

Fact Sheets Template

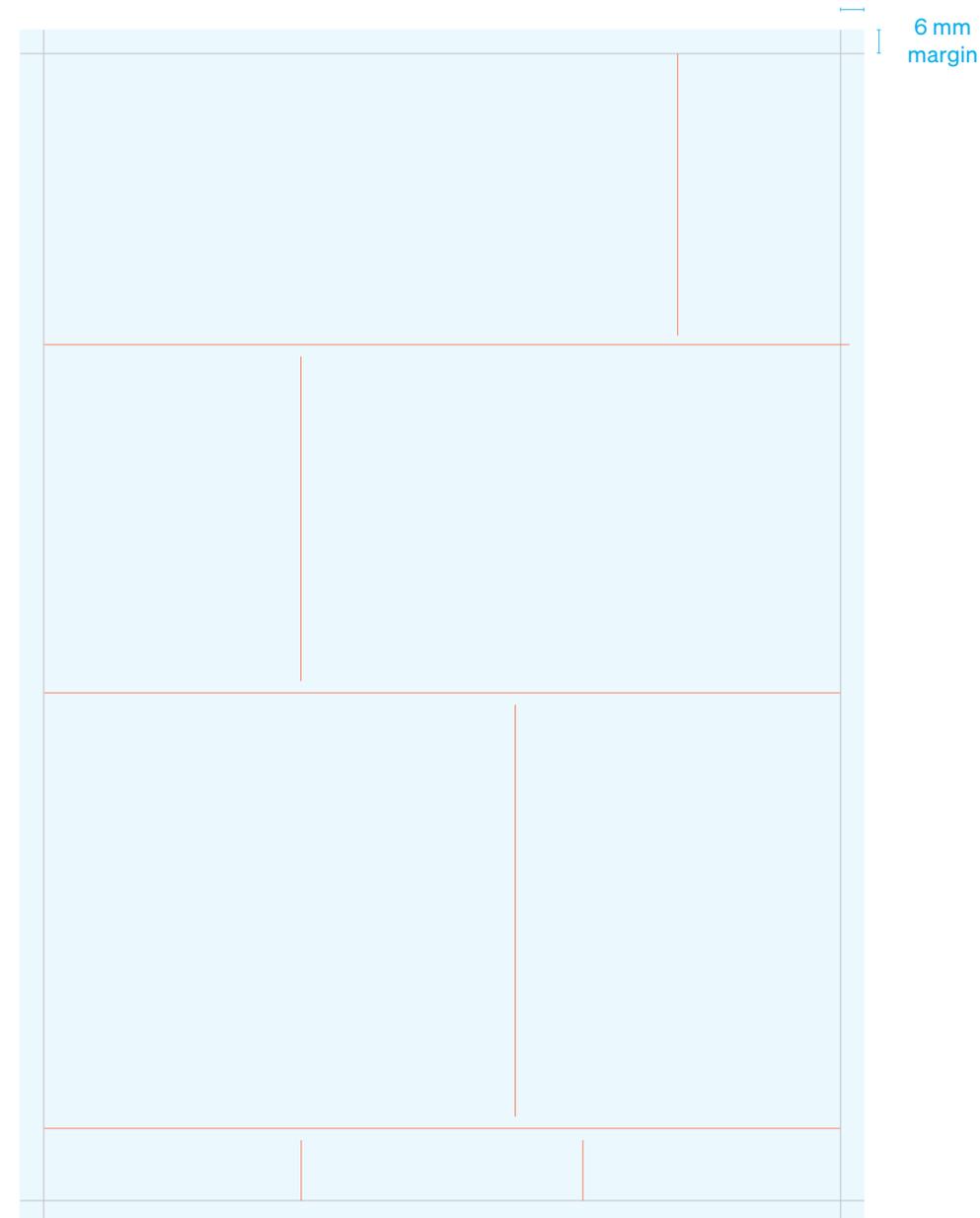
The Organisation produces various fact sheets for corporate purposes. It is important that we use the same grid and that all fact sheets have a similar style. Ensure the footer is the same throughout and that it is placed on both the front and back of the page.

Although the layout of the fact sheets can change, it is important to be consistent with the content and type hierarchy. Ensure that each fact sheet includes the elements highlighted below.

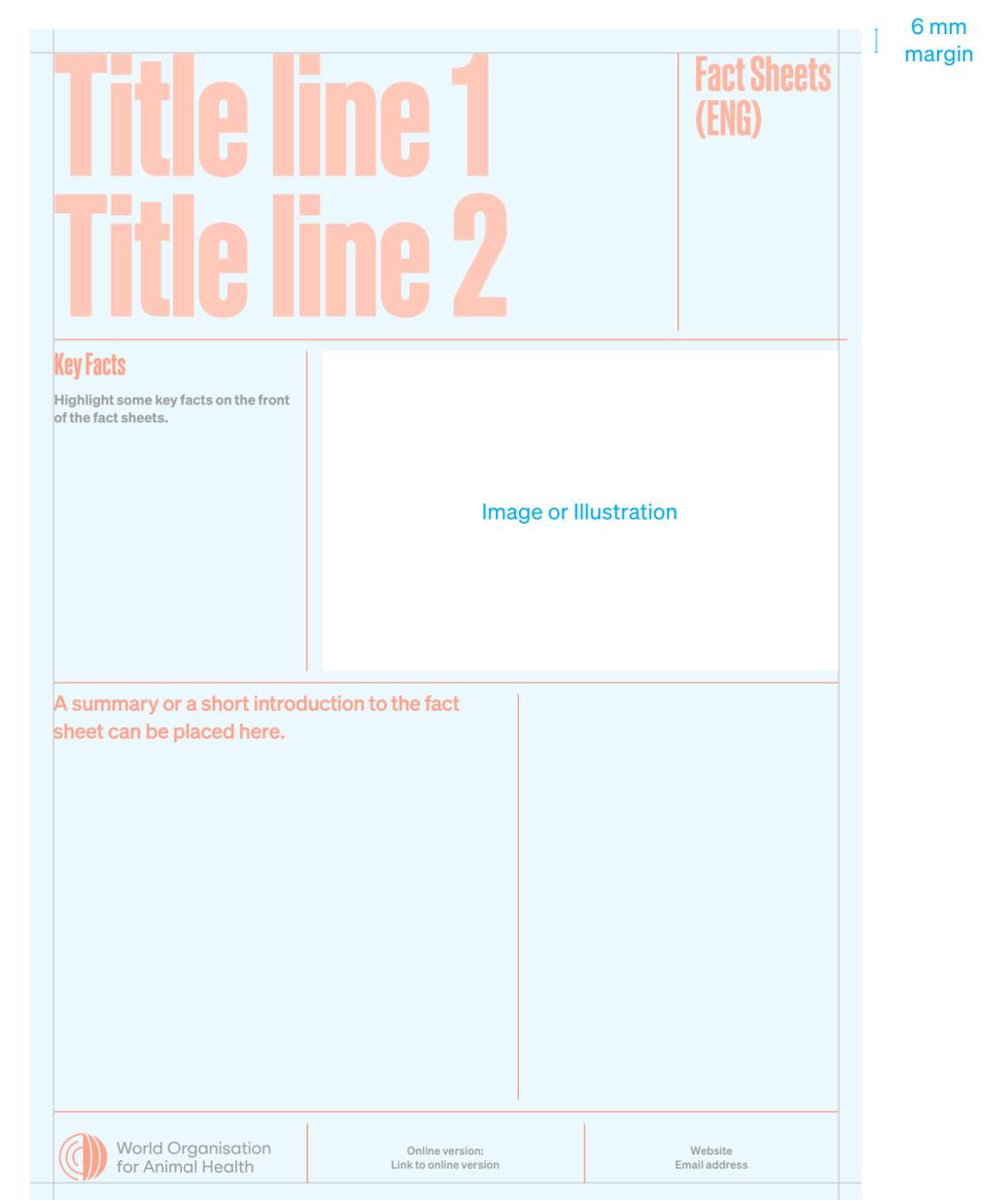
Size A4



Template and grid example



Example of content distribution



Fact Sheets Design

As with all one pagers, one side is more visual with key content and the reverse more text heavy and information based. We use our corporate colours, a combination of the orange and black in order to define hierarchy.

We work with columns of text, which helps divide the content whilst making the text easier to follow and read. This illustration is from ©GettyImages.

Front

Wildlife Diseases

Fact Sheets (ENG)

Fact Sheet
Söhne Schmal Halfb fett
Colour: Orange

Key Facts

- Wildlife disease monitoring, prevention and control are crucial factors for safeguarding biodiversity and public and animal health worldwide.
- Animals in the wild are both targets of and a reservoir for pathogens capable of infecting domestic animals and human.
- Through its mandate to protect animal health and welfare, the WOA H mandate also includes the protection of wildlife and biodiversity.



Image or illustration

Human activities and environmental changes are resulting in new infectious disease dynamics and new patterns favourable to pathogens spreading both geographically and between species as well as new opportunities for increasing genetic variability. Wildlife, farm animals and even humans fall victim to this increasingly common pattern. The international community as a whole must consider prevention and control of animal diseases in wildlife as crucial components of safeguarding of global animal and public health as well as biodiversity, while dealing with related agriculture and trade issues.

Intensified Movement of Pathogens

A series of factors amplify the circulation of pathogenic agents geographically, within and between animal populations and between animals and humans. Most of these factors are man-made and the trend will intensify with climate change, globalisation, demographic evolution and linked new social behaviours. With increased 'traffic' on a global scale infectious agents have more opportunities to mix, transmit between different species and exchange genetic material that could combine into new killer pathogens.

Bush meat or other wet markets products are now common commodities. These combine with the development of other new social patterns in developed countries such as the taste for exotic pets, wild animal products or eco-tourism.

Environmental conditions also largely influence pathogen dynamics and the crossing of the species barrier by pathogens. Domestic animal grazing areas abut or overlap with wildlife reserves leading to more contact and natural resource competition. Farmed wildlife (such as deer and elk) and wildlife national and international relocation constitute additional issues to consider. Finally the encroachment of humans in to formerly remote habitats and environments leads to contact with new pathogens and the opportunity to move these pathogens from their historical ranges.

Logo
Primary version
Online version link: Söhne Kräftig
Organisation details: Söhne Kräftig



World Organisation for Animal Health

Online version:
goo.gl/UKYMU4

www.woah.org
media@woah.org

Back

Role and Responsibility of the WOA H

Through its mandate, the WOA H focuses on safeguarding animal health as well as biodiversity worldwide.

Animals in the wild are both targets of and a reservoir for pathogens capable of infecting domestic animals and humans: they can transmit diseases but may themselves fall victim. It is vital to improve our knowledge of the diseases present in wildlife and the ways in which they can be transmitted to and from domestic animals and humans, in order to devise appropriate control measures.

WOA H activities with regards to wildlife encompass:

- The development of science-based standards on disease detection, prevention, and control as well as safe trade measures to harmonise the policies related to disease risks at the interfaces between wildlife, domestic animals, and humans;
- The surveillance of wildlife diseases and the notification of animal diseases provided by its 180 Member Countries through the global WOA H information systems WAHIS and WAHIS-Wild;
- The support to Member Countries to strengthen their Veterinary Services to protect animal health including aspects related to wildlife and biodiversity, using if needed the WOA H PVS Pathway and capacity-building activities directed to national Delegates and wildlife national Focal Points;
- The development of strategies and policies o wildlife and biodiversity through the work of the Scientific Commission, its Working Group on Wildlife as well as its network of Reference Centres.

The challenges for national veterinary services

The national Veterinary Services have a crucial role to play in managing the problems associated with wildlife. However, since wildlife species span a broad taxonomic diversity and are generally free roaming, monitoring wild animal populations poses several challenges. National Veterinary Services, which are responsible for disease prevention and control measures need to evaluate their financial, human and infrastructure needs to meet this challenge.

These goals can only be achieved through a global coordinated effort with countries supporting each other in strengthening their national Veterinary Services.

At the national level, agreements and information exchange between the national Veterinary Services and the managers of protected areas, as well as hunting and fishing associations, have proved very effective for early detection of diseases in wildlife.

Rabies

Rabies is a viral disease that affects the central nervous system of mammals, including humans. The rabies virus is present on all continents except Antarctica and some countries that meet the WOA H requirements for rabies free status. In some areas, the disease is endemic with rabies present mainly in wild animal hosts, while in others, domestic animals still play a major role in rabies persistence:

- West European countries implementing effective wildlife rabies control programs that include oral vaccination campaigns using recombinant vaccines eliminated the disease in wildlife (e.g. Switzerland 1999; France 2000; Belgium and Luxembourg and the Czech Republic 2004);
- population control and/or oral vaccination programmes for feral and stray animals are being implemented in several countries where rabies is endemic in wildlife; efficient control is underway in North-American countries.

Wild Boar

Wild boar can serve as a reservoir for a number of diseases, including foot and mouth disease, pseudotuberculosis, classical swine fever, African swine fever and brucellosis. These diseases can have a critical impact on the domestic swine sector and result in heavy production losses due to high mortality and slaughter for disease control purposes. Also, outbreaks in domestic pigs usually lead to the establishing of trade bans between partners. See WOA H video: Large game diseases.

Fungus infection and ranaviruses in amphibians

Two types of amphibian diseases are of particular international importance – the fungal disease chytridiomycosis and diseases caused by ranaviruses. Both are associated with the critical decline of amphibian populations that is occurring globally. Chytridiomycosis has become epizootic in wild amphibians, resulting in loss of amphibian populations across the five continents.

In 2008, the WOA H World Assembly of Delegates decided that these two amphibian diseases should be listed compelling Members to notify outbreaks to the WOA H. Standards for international trade in amphibians were included to the 2008 WOA H Aquatic Code, regarding these two diseases.

Improving knowledge protection of wildlife

The same importance and thoroughness given to the surveillance and control of diseases in farm animals must apply to wildlife as global movements and exchange of pathogens within and between the two populations are increasing. Moreover, wild animals frequently serve as sentinels for diseases of domestic animals, and can play an important role in the control policies.

An International Network Of Expertise On Wildlife

In response to the need for improved knowledge of diseases in wildlife as well as in domestic animals, the WOA H is introducing wildlife species of epidemiological significance in each of the disease specific chapters in the [Terrestrial Code](#).

To enable this effort, the WOA H's information network is supported since 1994 by its international WOA H Working Group on Wildlife composed of high level scientists with an expertise in this field. The Group reviews wildlife disease occurrences in free living, farmed, ranched and captive wildlife, which can have a significant impact on these populations as well as on domestic animals, including poultry and also on public health.

The network also relies on national Wildlife Focal Points appointed by Member Country Delegates for relaying information to the Working Group and to the WOA H.

Logo
Primary version
Online version link: Söhne Kräftig
Organisation details: Söhne Kräftig



World Organisation for Animal Health

Online version:
goo.gl/UKYMU4

www.woah.org
media@woah.org

Definitions

Wildlife means feral animals, captive wild animals and wild animals. Feral animal is an animal of a domesticated species that now lives without direct human supervision or control.

Captive wild animal is an animal that has a phenotype not significantly affected by human selection but that is captive or otherwise lives under direct human supervision or control, including zoo animals and pets.

Wild animal is an animal that has a phenotype unaffected by human selection and lives independent of direct human supervision or control.

Wildlife and Biodiversity

The WOA H has been actively involved in the surveillance and protection of wildlife and biodiversity since the 1980s. To analyse the interactions between animal health, public health and the environment and to address the protection of biodiversity worldwide, the WOA H organised a Global Conference on Wildlife (2011), entitled *Animal Health and Biodiversity – Preparing for the Future*. This event was organised with the support of the Wildlife Conservation Society (WCS), in collaboration with FAO and the WHO.

Surveillance

WAHIS and WAHIS-Wild On becoming members of the WOA H, countries undertake to declare their animal health situation. With the launching of the second version of WAHIS (World Animal Health Information System), the system allows Member Countries to complement compulsory information on WOA H listed diseases of wildlife, but also to notify, on a voluntary basis, specific non WOA H listed diseases in wildlife on the basis of a list of priority wildlife diseases and on a taxonomy of wildlife species based on universal latin names. The information collected on non WOA H listed disease is publicly accessible from WAHIS Wild Interface.

For more information

- WOA H Portal on Biodiversity
- Training Manual on wildlife diseases and surveillance
- Health Risk Analysis in Wild Animal Translocations
- WAHIS-Wild

Subtitles
Söhne Schmal Halfb fett
Colour: Orange
Justified text

Body copy
Title: Söhne Buch
Colour: Black

Side column for extra information or definitions
Times Now Semi Light
Times Now Semi Light Italic
Colour: Orange

Fact Sheets Series Using Illustrations

The following are more examples of how we can design and distribute the content on different fact sheets. These illustrations are from ©GettyImages.

Wildlife Diseases

Fact Sheets
(ENG)

Key Facts

1. Wildlife disease monitoring, prevention and control are crucial factors for safeguarding biodiversity and public and animal health worldwide.
2. Animals in the wild are both targets of and a reservoir for pathogens capable of infecting domestic animals and human.
3. Through its mandate to protect animal health and welfare, the WOAAH mandate also includes the protection of wildlife and biodiversity.



Human activities and environmental changes are resulting in new infectious disease dynamics and new patterns favourable to pathogens spreading both geographically and between species as well as new opportunities for increasing genetic variability. Wildlife, farm animals and even humans fall victim to this increasingly common pattern.

Intensified Movement of Pathogens

A series of factors amplify the circulation of pathogenic agents geographically, within and between animal populations and between animals and humans. Most of these factors are man-made and the trend will intensify with climate change, globalisation, demographic evolution and linked new social behaviours. With increased 'traffic' on a global scale infectious agents have more opportunities to mix, transmit between different species and exchange genetic material that could combine into new killer pathogens.

Bush meat or other wet markets products are now common commodities. These combine with the development of other new social patterns in developed countries such as the taste for exotic pets, wild animal products or ecotourism.

Environmental conditions also largely influence pathogen dynamics and the crossing of the species barrier by pathogens. Domestic animal grazing areas abut or overlap with wildlife reserves leading to more contact and natural resource competition. Farmed wildlife (such as deer and elk) and wildlife national and international relocation constitute additional issues to consider. Wildlife endangered species can fall victim and get infected with various pathogens, including domestic animal diseases.

Key Facts

1. Effective surveillance, early detection, transparency and rapid response mechanisms are key to prevent and control animal diseases
2. Good governance of Veterinary Services is crucial to improve animal health worldwide.
3. WOAAH publish standards and guidelines for the prevention and control of terrestrial and aquatic animal diseases in its Codes and Manuals as well as in its various scientific publications.

The animal disease prevention and control activities of Veterinary Services throughout the world are a Global Public Good. These activities have major benefits for agricultural production, food security and safety, public health, animal welfare, access to markets and alleviation of rural poverty.

Prevention and Control

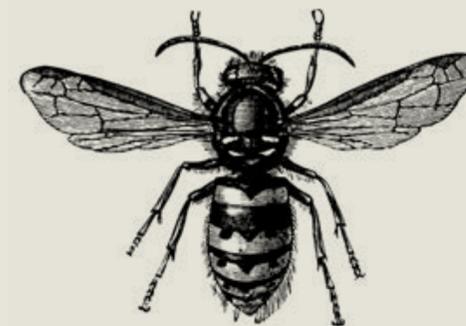
Fact Sheets
(ENG)

Controlling Diseases at their Animal Source

National Veterinary Services are at the very core of the system for the prevention and control of animal diseases. Among other aspects, they are responsible for early detection and rapid response to outbreaks of emerging or re-emerging animal diseases.

Enhancing the governance of Veterinary Services must be the focus worldwide, aimed at optimising the quality and effectiveness of disease prevention and control systems, based on suitably adapted legislation.

The Veterinary Services in developing and in-transition countries require suitably adapted legislation and the human and financial resources to enforce it, as well as capacity-building, in order to protect animal health and thus public health, including food security and food safety.



Good Veterinary Governance

Fact Sheets
(ENG)

Their mission, involving animal health surveillance, early detection of and rapid response to animal disease outbreaks as well as animal welfare, cannot be fulfilled without the appropriate regulatory framework and the necessary means to enforce the corresponding legislation, including appropriate human and financial resources and effective private and public partnerships.

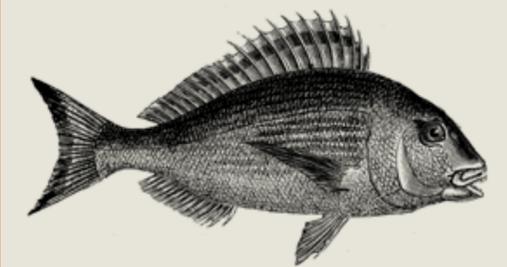
A Global Public Good

Given their pivotal role in animal disease prevention and control, the activities of the animal health systems operated by the public and private components of the Veterinary Services constitute a global public good. One billion poor livestock keepers in rural areas worldwide depend at least partially on animals as their means of livelihood. Furthermore, as 60% of human diseases are of animal origin, the mission of national Veterinary Services has never been so invaluable. To be efficient, they must be able to act and react within an effective, structured national legislative framework, and be provided with the appropriate financial and human resources to enforce it.

Animal health systems, which comply with WOAAH international standards on quality, and which function under good governance principles, contribute better to the achievement of an effective and sustainable global system, responsive to the present and future needs of society.

They must have the capacity and resources to protect society against threats from natural, accidental and deliberate release of animal pathogens and must be able to conduct operational surveillance, early on-farm detection of and rapid response in addition to establishing the necessary biosafety and biosecurity measures. Through the good governance of Veterinary Services, animal health systems are also contributing to the improvement of other Public Goods such as food security, public health, food safety and the alleviation of poverty.

It is the responsibility of all governments to establish the good governance of animal health systems. Failure to do so by a single country could place the entire world in jeopardy.



Key Facts

1. The cost of disease prevention 'in times of peace' is lower than the cost of implementing mitigation measures once animal disease crisis have occurred.

2. WOAAH develop tools to improve the Performance of Veterinary Services, such as the PVS Pathway and capacity building programmes.

Fact Sheets Series Using Images

The following are more examples of how we can design and distribute the content on different fact sheets.

Wildlife Diseases

Fact Sheets
(ENG)

Key Facts

1. Wildlife disease monitoring, prevention and control are crucial factors for safeguarding biodiversity and public and animal health worldwide.
2. Animals in the wild are both targets of and a reservoir for pathogens capable of infecting domestic animals and human.
3. Through its mandate to protect animal health and welfare, the WOAAH mandate also includes the protection of wildlife and biodiversity.



Human activities and environmental changes are resulting in new infectious disease dynamics and new patterns favourable to pathogens spreading both geographically and between species as well as new opportunities for increasing genetic variability. Wildlife, farm animals and even humans fall victim to this increasingly common pattern.

Intensified Movement of Pathogens

A series of factors amplify the circulation of pathogenic agents geographically, within and between animal populations and between animals and humans. Most of these factors are man-made and the trend will intensify with climate change, globalisation, demographic evolution and linked new social behaviours. With increased 'traffic' on a global scale infectious agents have more opportunities to mix, transmit between different species and exchange genetic material that could combine into new killer pathogens.

Bush meat or other wet markets products are now common commodities. These combine with the development of other new social patterns in developed countries such as the taste for exotic pets, wild animal products or ecotourism.

Environmental conditions also largely influence pathogen dynamics and the crossing of the species barrier by pathogens. Domestic animal grazing areas abut or overlap with wildlife reserves leading to more contact and natural resource competition. Farmed wildlife (such as deer and elk) and wildlife national and international relocation constitute additional issues to consider. Wildlife endangered species can fall victim and get infected with various pathogens, including domestic animal diseases.

Key Facts

1. Effective surveillance, early detection, transparency and rapid response mechanisms are key to prevent and control animal diseases
2. Good governance of Veterinary Services is crucial to improve animal health worldwide.
3. WOAAH publish standards and guidelines for the prevention and control of terrestrial and aquatic animal diseases in its Codes and Manuals as well as in its various scientific publications.

The animal disease prevention and control activities of Veterinary Services throughout the world are a Global Public Good. These activities have major benefits for agricultural production, food security and safety, public health, animal welfare, access to markets and alleviation of rural poverty.

Prevention and Control

Fact Sheets
(ENG)

Controlling Diseases at their Animal Source

National Veterinary Services are at the very core of the system for the prevention and control of animal diseases. Among other aspects, they are responsible for early detection and rapid response to outbreaks of emerging or re-emerging animal diseases.

Enhancing the governance of Veterinary Services must be the focus worldwide, aimed at optimising the quality and effectiveness of disease prevention and control systems, based on suitably adapted legislation.

The Veterinary Services in developing and in-transition countries require suitably adapted legislation and the human and financial resources to enforce it, as well as capacity-building, in order to protect animal health and thus public health, including food security and food safety.



Good Veterinary Governance

Fact Sheets
(ENG)

Their mission, involving animal health surveillance, early detection of and rapid response to animal disease outbreaks as well as animal welfare, cannot be fulfilled without the appropriate regulatory framework and the necessary means to enforce the corresponding legislation, including appropriate human and financial resources and effective private and public partnerships.

A Global Public Good

Given their pivotal role in animal disease prevention and control, the activities of the animal health systems operated by the public and private components of the Veterinary Services constitute a global public good. One billion poor livestock keepers in rural areas worldwide depend at least partially on animals as their means of livelihood. Furthermore, as 60% of human diseases are of animal origin, the mission of national Veterinary Services has never been so invaluable. To be efficient, they must be able to act and react within an effective, structured national legislative framework, and be provided with the appropriate financial and human resources to enforce it.

Animal health systems, which comply with WOAAH international standards on quality, and which function under good governance principles, contribute better to the achievement of an effective and sustainable global system, responsive to the present and future needs of society.

They must have the capacity and resources to protect society against threats from natural, accidental and deliberate release of animal pathogens and must be able to conduct operational surveillance, early on-farm detection of and rapid response in addition to establishing the necessary biosafety and biosecurity measures. Through the good governance of Veterinary Services, animal health systems are also contributing to the improvement of other Public Goods such as food security, public health, food safety and the alleviation of poverty.

It is the responsibility of all governments to establish the good governance of animal health systems. Failure to do so by a single country could place the entire world in jeopardy



Key Facts

1. The cost of disease prevention 'in times of peace' is lower than the cost of implementing mitigation measures once animal disease crisis have occurred.

2. WOAAH develop tools to improve the Performance of Veterinary Services, such as the PVS Pathway and capacity building programmes.

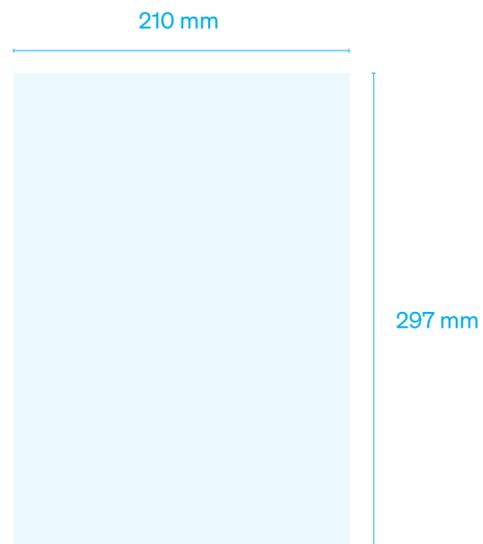
5.9 Reports

Reports Template

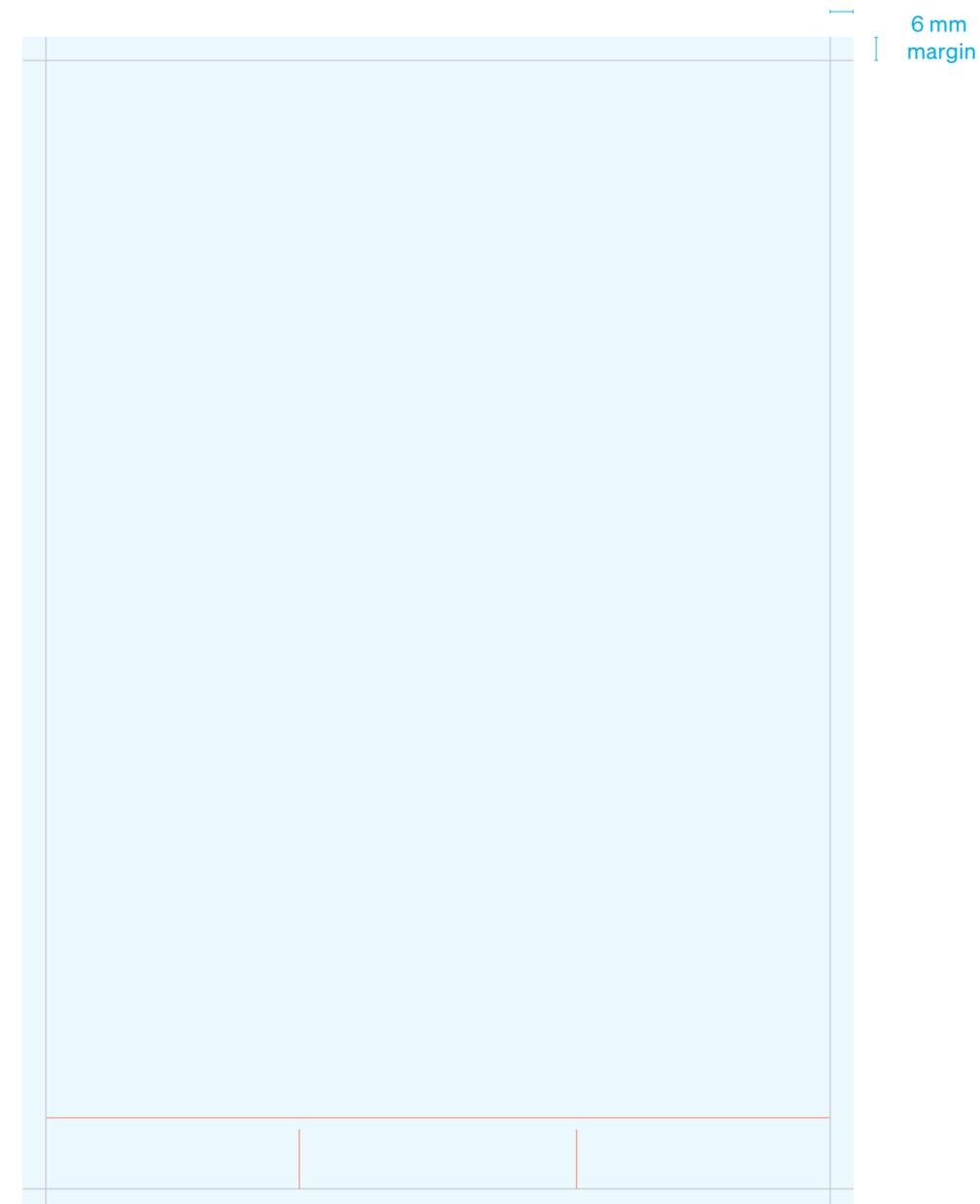
It is important to use the same grid in all of our reports. Ensure the footer is the same throughout and that it is placed on both the front and the back.

We place the title, report number and introduction in the same place on each report, and the sections can adapt and change size if the title is longer or the descriptive text is longer than in this example.

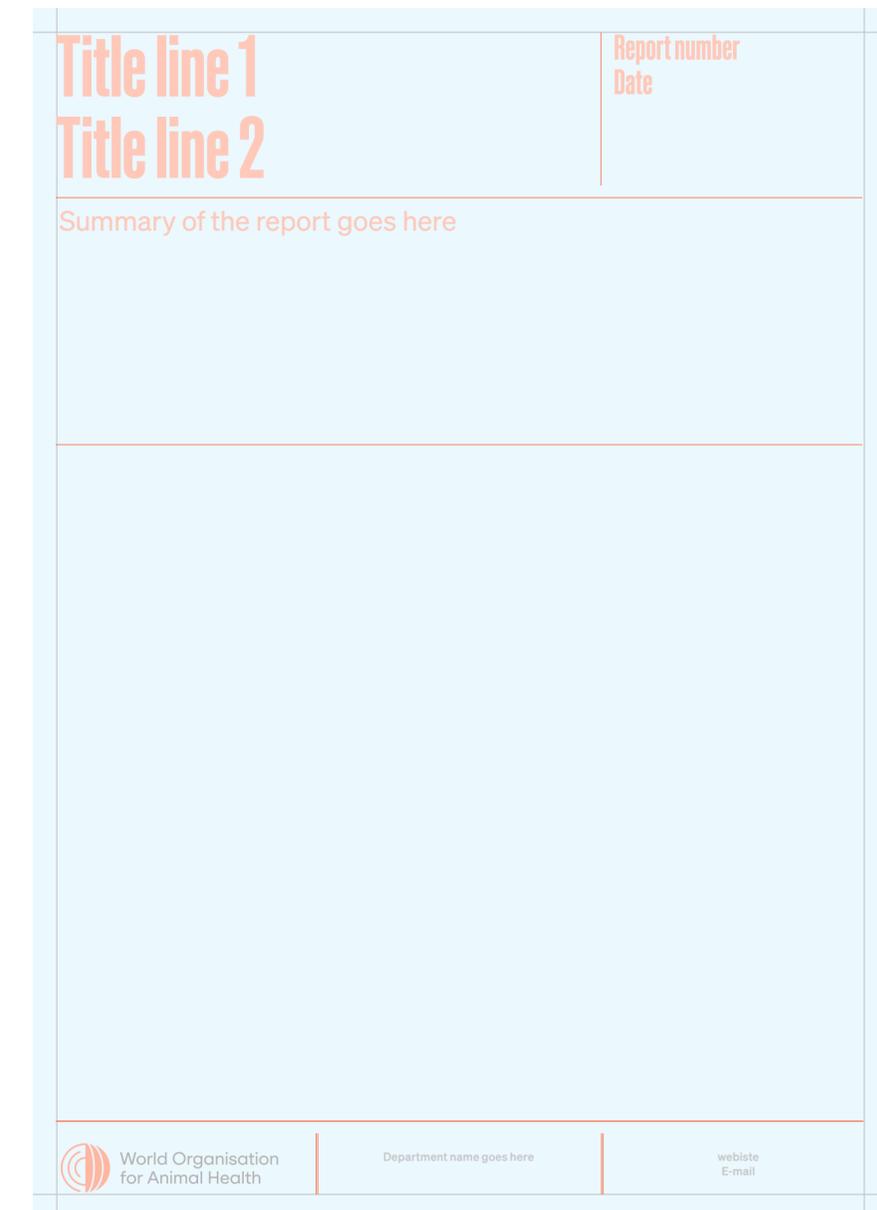
Size A4



Template



Content Distribution



Reports Design

When designing reports, it is important to define some type hierarchy using different type sizes and corporate colours. We use the vertical and horizontal lines to help structure and divide the content.

We always use the pastel yellow colour for the backgrounds of our reports.

Title of the report
Söhne Schmal Halbfett
Colour: Orange

Description or introduction
Söhne Buch
Colour: Orange

Body copy
Söhne Buch
Colour: Black

Figure titles
Söhne Halbfett
Colour: Black

Section 1
Primary logo version

Section 2
Department
Söhne Kräftig

Section 3
Website and E-mail
Söhne Kräftig

Highly Pathogenic Avian Influenza (HPAI)

Report n° 21
15 Jan – 4 Feb 2021

Number and date of the report
Söhne Schmal Halbfett
Colour: Orange

The epidemiology of avian influenza (AI) is complex. AI viruses constantly evolve by mutation and re-assortment with the emergence of new subtypes causing significant impact on animal health and production. Some AI subtypes can be zoonotic and therefore pose major threat to human health.

This report presents an overview of HPAI disease events (in poultry and non-poultry including wild birds) reported to the WOA's early warning system (immediate notification and follow-up reports) by its Members, as well as non-Member Countries, during the period 25 December – 14 January 2021 through the World Animal Health Information System (WAHIS). The stable situations reported in the six-monthly reports by two countries, namely Egypt and Indonesia, are not described in this report as this data for the second semester 2019 and first and second semester 2020 will be collected throughout the first semester of 2021.

The HPAI events (new outbreaks) are reported in Table 1.

Table 1: HPAI outbreaks reported through early warning system during 15 January – 04 February, 2021

Region	Country	Administrative divisions affected	Subtype(s)		N. Outbreaks	
			Poultry	Non-Poultry	Poultry	Non-Poultry
Africa	Mauritania, Nigeria, Senegal, South Africa	4	H5N1, H5N8	H5N1	2	3
Asia	China (PRC), Chinese Taipei, Hong Kong, India, Iran, Iraq, Israel, Japan, Korea (Rep. of), Kuwait, Nepal, Vietnam	37	H5N1, H5N5, H5N8	H5N1, H5N8	55	83
Europe	Belgium, Czech Rep., Denmark, Finland, France, Germany, Ireland, Italy, Norway, Poland, Romania, Russia, Slovakia, Spain, Sweden, Ukraine, United Kingdom	58	H5, H5N5, H5N8	H5, H5N1, H5N3, H5N4, H5N5, H5N6	353	147

Figure 1. New and ongoing outbreaks in poultry (15 January – 04 February, 2021)



1. Spatial distribution

Figure 1. In this period, 410 new outbreaks (red dots on the map) were notified in poultry, in 23 countries in Africa, Asia and Europe. The total ongoing HPAI outbreaks worldwide is 739 (blue dots on the map). They are distributed as follows: Africa (17), Asia (184), Europe (538).

Figure 2. New and ongoing outbreaks in non-poultry, including wild birds (15 January – 04 February, 2021)



Key Messages

In the reporting period 410 new HPAI outbreaks in domestic birds (subtypes H5, H5N1, H5N5, and H5N8) and 233 new outbreaks in non-poultry (subtypes H5, H5N1, H5N3, H5N4, H5N5 and H5N8) were reported in Asia, Europe and Africa. In addition, 1086 HPAI outbreaks in poultry and non-poultry are still ongoing in Europe, Asia and Africa, involving different subtypes, namely H5, H5N1, H5N2, H5N3, H5N5, H5N6, H5N8 and H7N9.

- In Europe, the first outbreaks of HPAI H5N8 were reported in August 2020 in Russia in both poultry and wild birds. Since then, a new wave of epizootic outbreaks of H5N8 have been continuously reported in several European countries especially in wild birds, but also in poultry starting from mid October. The H5N8 virus has also reassorted with other wild bird influenza viruses to form new strains of H5N5 and H5N1 HPAI virus, which were also reported by countries.
- In Asia, several countries reported new outbreaks of HPAI particularly the subtypes involving H5N8 and H5N1 in poultry and/or wild birds and recurrence of H5N5 and H5N6 subtypes. Ongoing outbreaks of H5N1, H5N2, H5N5, H5N6, H5N8 and H7N9 are also continuing in few Asian countries.
- In Africa, HPAI H5N1 outbreaks in bordering areas of Senegal (poultry and wild birds) and Mauritania (wild birds) were reported becoming the first occurrences of HPAI in both countries. Nigeria reported reoccurrence of H5N1 this season. Outbreaks of H5N6 and H5N8 are ongoing in Nigeria and South Africa.

To summarise, the current HPAI H5 epidemic is still progressing in Europe, Asia and Africa causing severe impact due to dead and culled birds in the infected premises. It is more likely that the source of introduction in these outbreaks is through migratory wild birds and onward local spread. A similar situation of H5N8 epizootics associated with wild bird migration occurred in 2016/17. Report of increased number of outbreaks in wild birds indicate periods of heightened risk in countries due to migratory flyways during this season.

Figure 2.

In this period, 233 new outbreaks were notified in non-poultry in 24 countries in Asia and Europe. The total ongoing HPAI outbreaks (blue dots on the map) in these bird populations is 347. They are distributed as follows: Africa (5), Asia (143), and Europe (199).

2. Impact of the disease by Region in poultry
During the period (15 January – 04 February, 2021), a total of 9,065,680 animals were notified as losses in Africa, Asia and Europe in the ongoing and new outbreaks (7,383,756 * losses notified in the previous report). The impact of the disease is measured in terms of losses, which are calculated by the sum of dead and culled animals from the infected farm or backyard premises of the reported outbreak.

3. Changes in the epidemiological situation Countries/Territories with new outbreaks during the period.

Africa: Two new outbreaks were reported in poultry in Nigeria and South Africa (H5N1, H5N8) and 3 outbreaks have been reported in non-poultry in Mauritania and Senegal (H5N1) during the period.

America: No new or ongoing outbreaks were reported during the period.

Asia: Eight countries reported 55 outbreaks (H5N1, H5N5, H5N8) in poultry. Six countries reported 83 outbreaks (H5N1, H5N8) in non-poultry. Ongoing outbreaks are still present in 10 countries in poultry (H5, H5N1, H5N2, H5N5, H5N6, H5N8, H7N9) and in 4 countries in non-poultry (H5, H5N1, H5N6, H5N8, H7N9)

Europe: Twelve countries reported 353 outbreaks (H5, H5N5, H5N8) in poultry. 17 countries reported 147 outbreaks (H5, H5N1, H5N3, H5N4, H5N5, H5N8) in non-poultry. Ongoing outbreaks are still present in

Oceania: No new or ongoing outbreaks were reported during the period.

Text highlights
Söhne Halbfett
Colour: Black

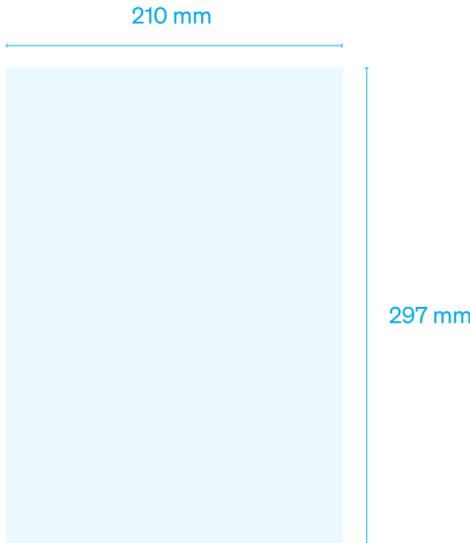
Key messages
Söhne Buch
Colour: Orange

5.10 Animal Health Codes and Manuals

Animal Health Codes and Manuals Template

The format of our Animal Health Codes and Manuals is A4. We use a 10 mm margin for the top, bottom and outside margins and 25 mm for the inside margin which helps give the content some breathing space.

Size A4



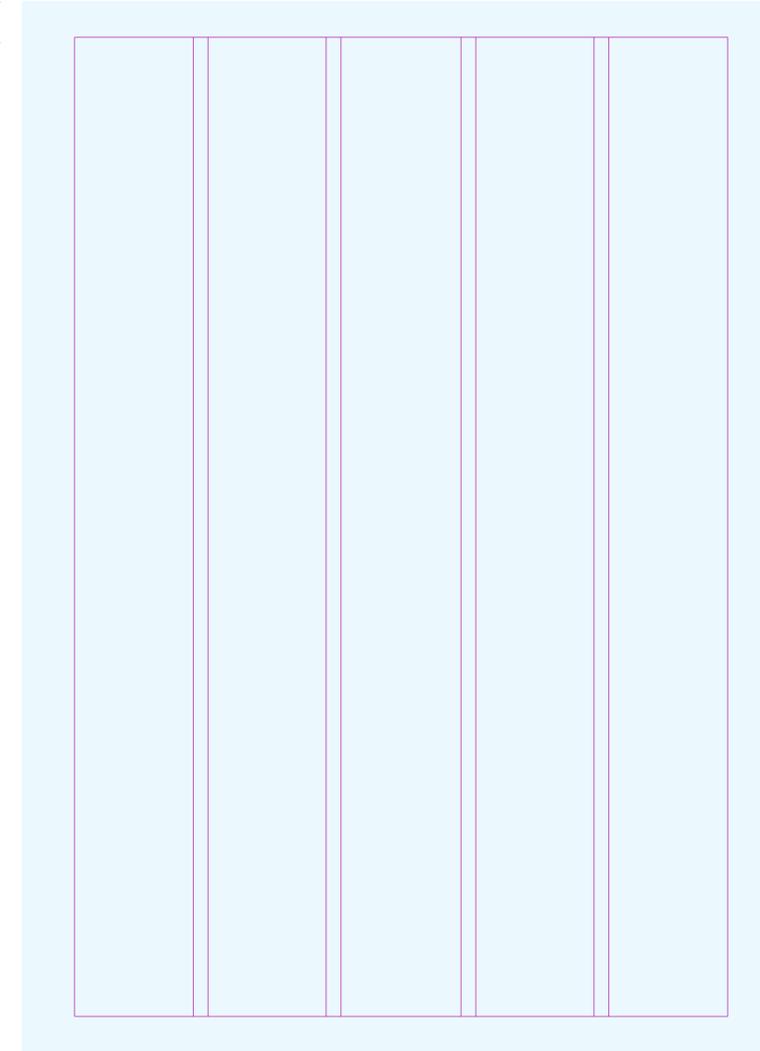
Spine

20 mm
Approx



Covers

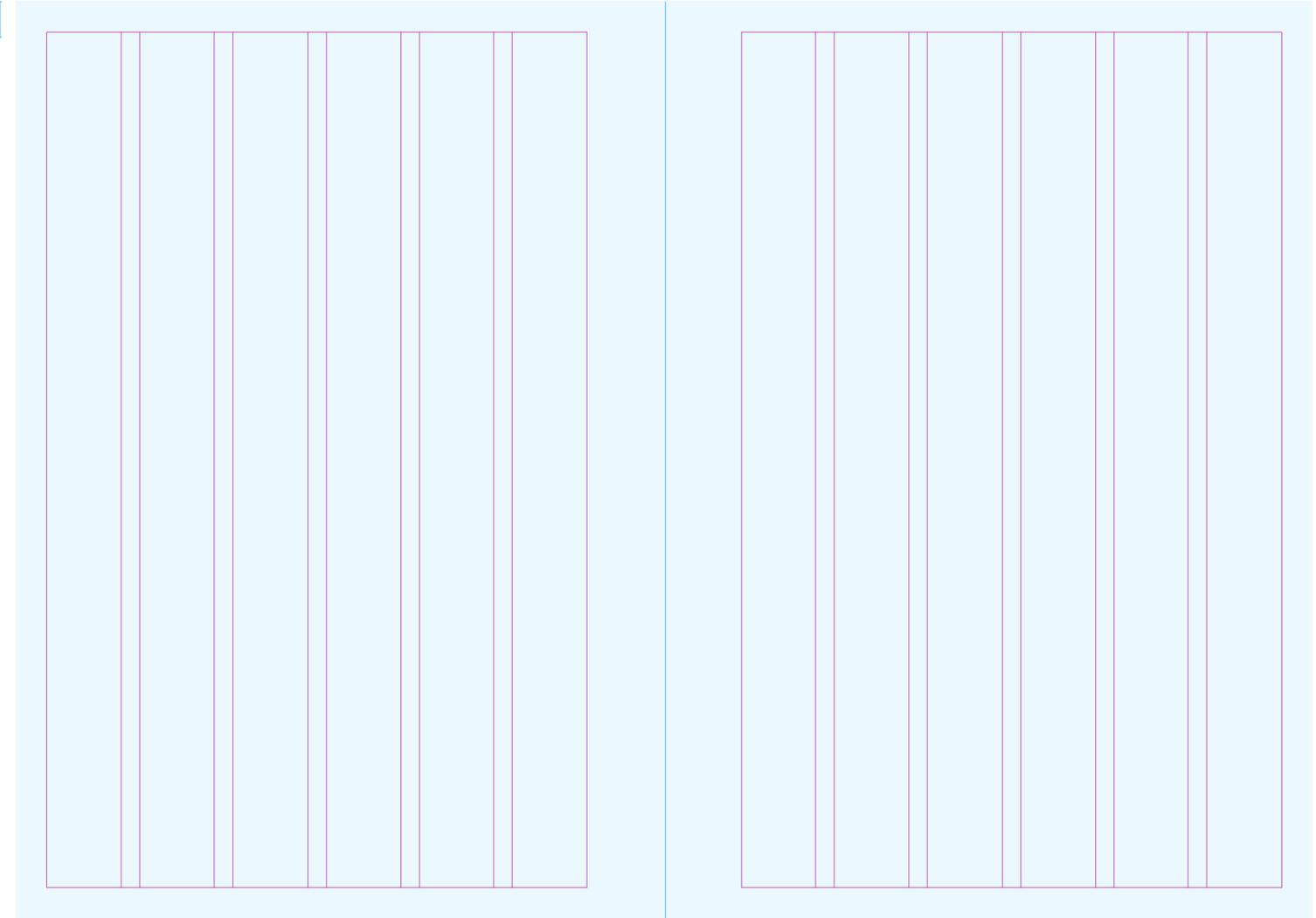
15 mm



Interior spread

10 mm

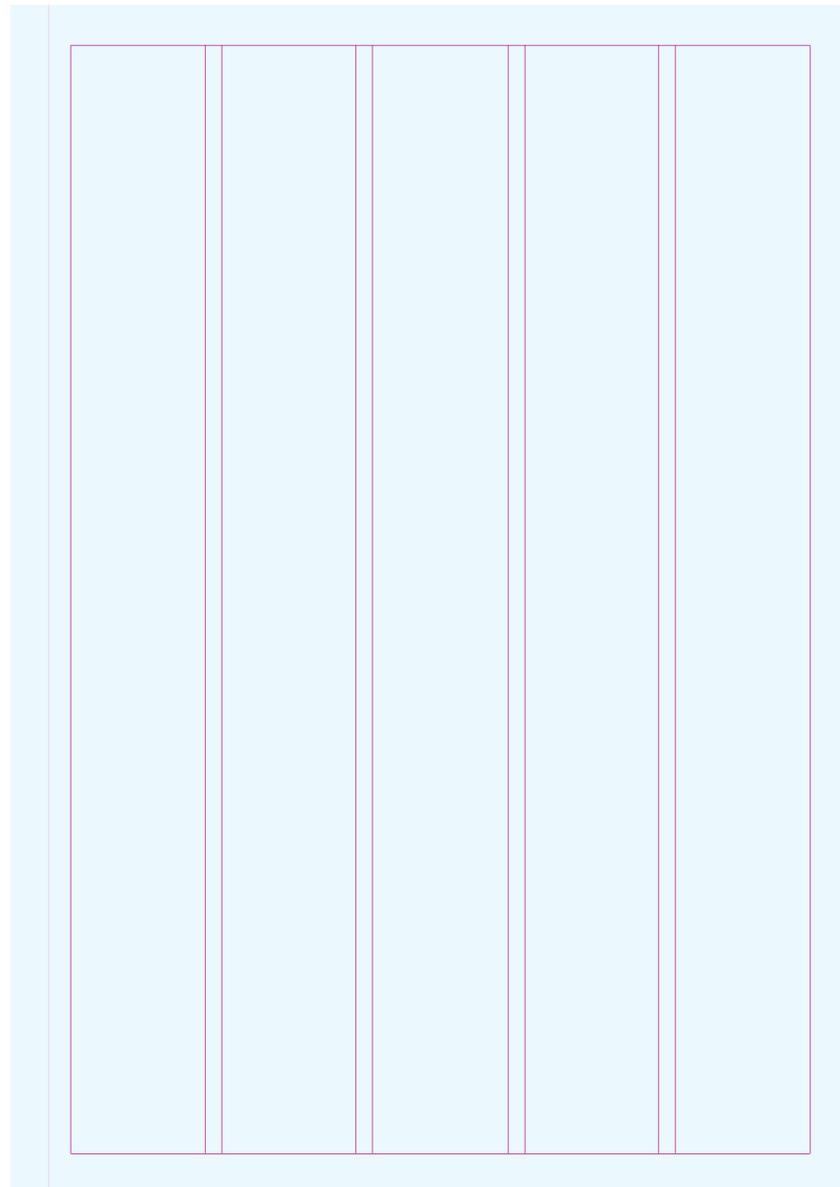
25 mm



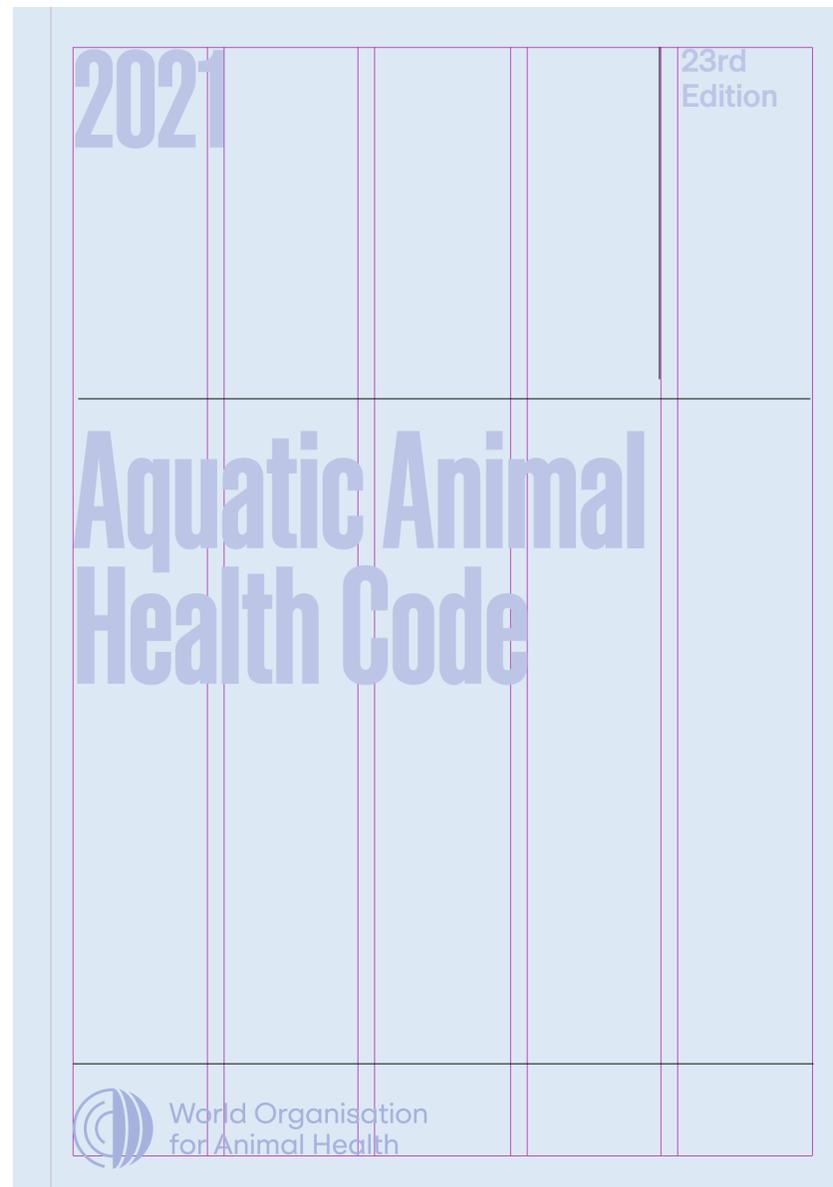
Animal Health Codes and Manuals Covers

Our Animal Health Codes and Manuals have the same cover layout and content distribution.

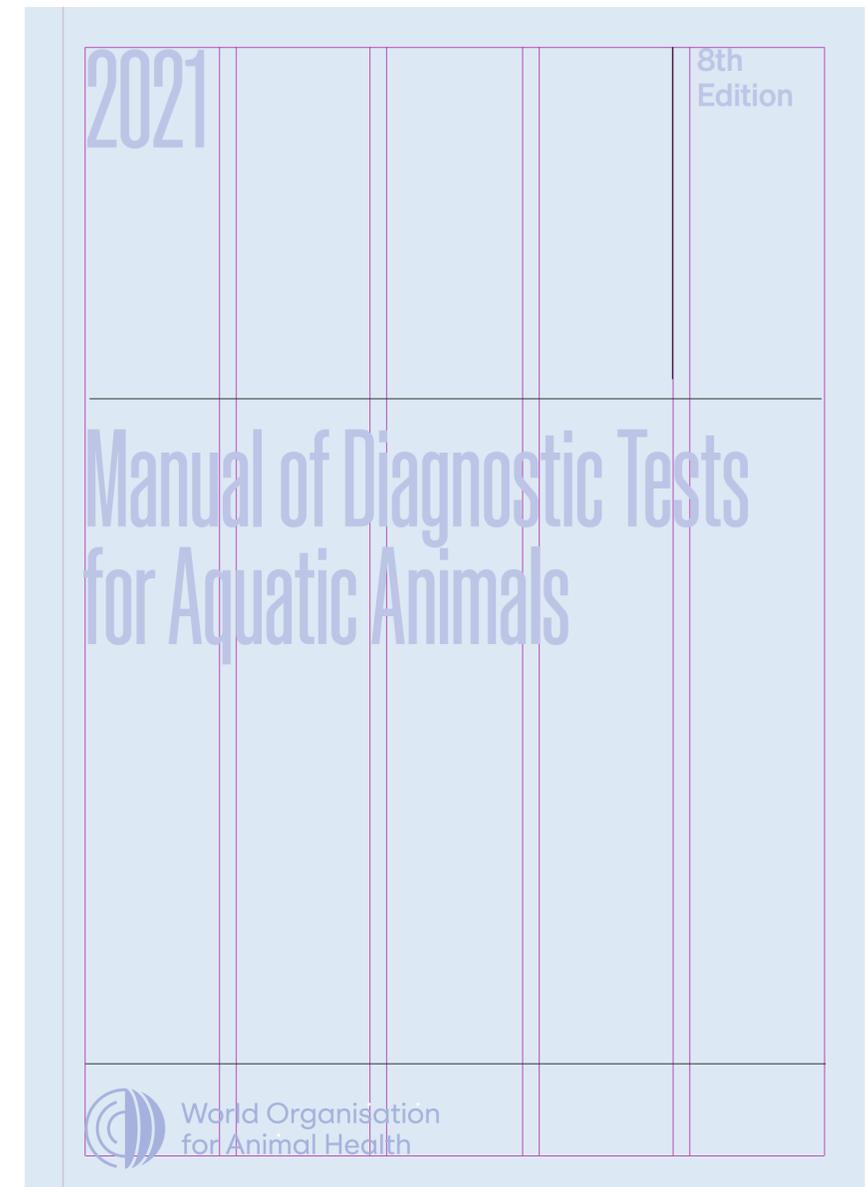
Template and grid



Animal Health Codes cover layout



Manuals cover layout



Animal Health Codes and Manuals Series

We change the colour treatment to differentiate between the four publications. We also change the type weight, and we use Söhne Schmal Halbfett for the Animal Health Codes and Söhne Schmal Buch for the Manuals.

Aquatic Animal Health Code

Title set in Söhne Schmal Halbfett.

Aquatic Manual

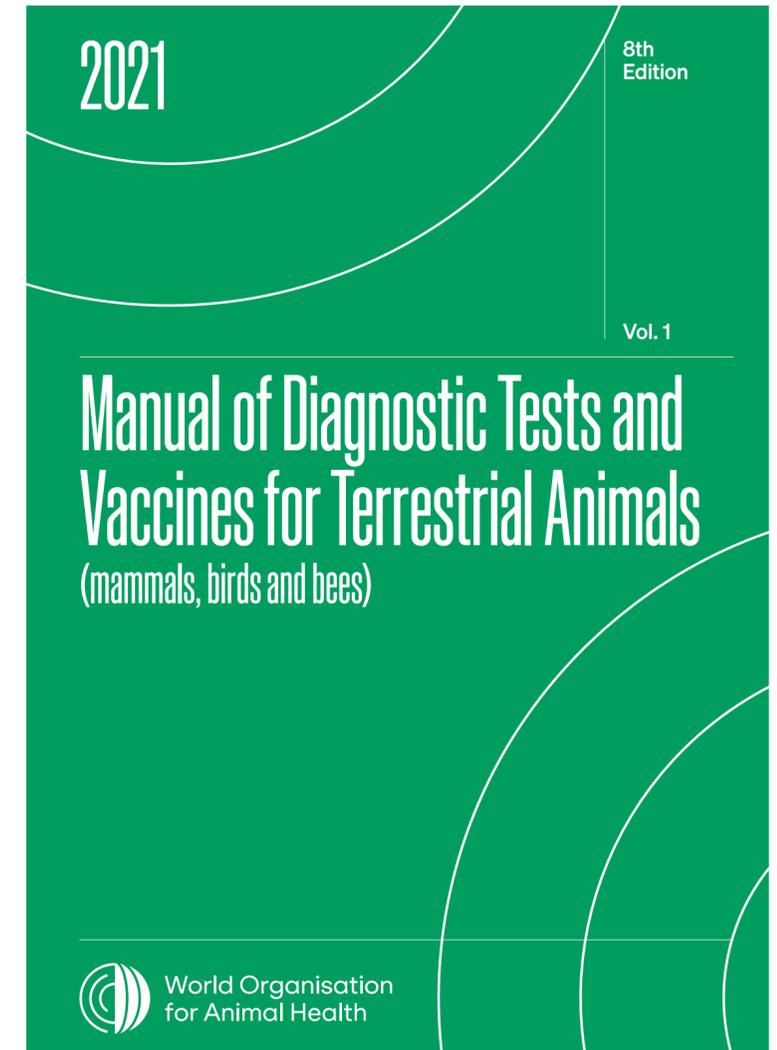
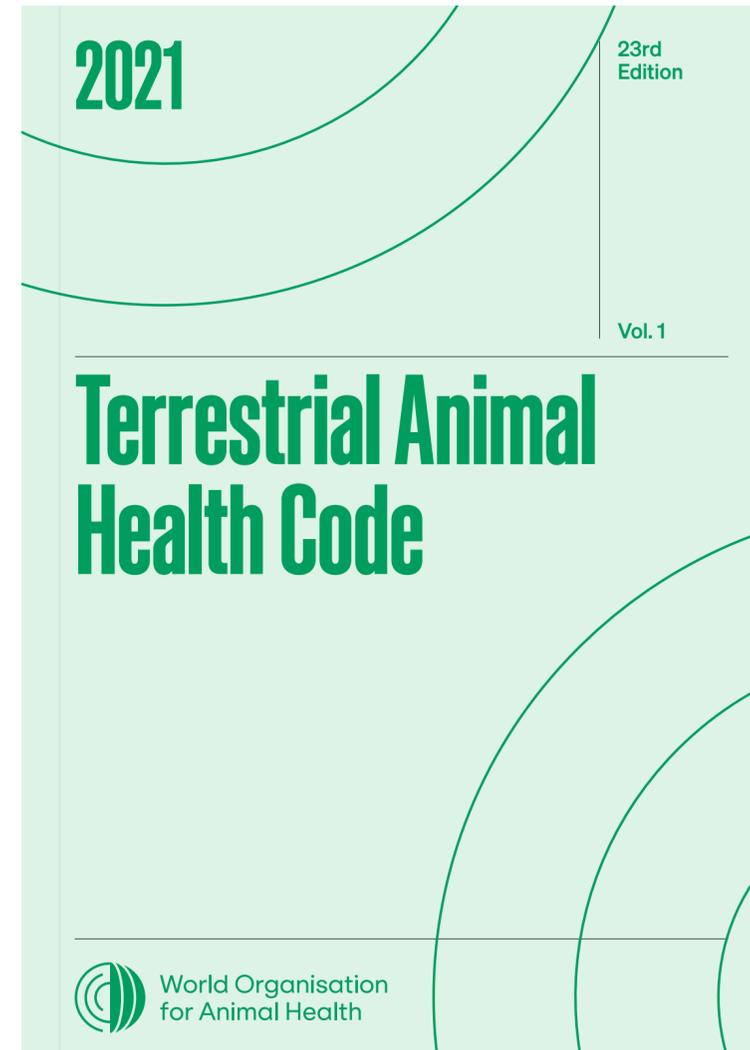
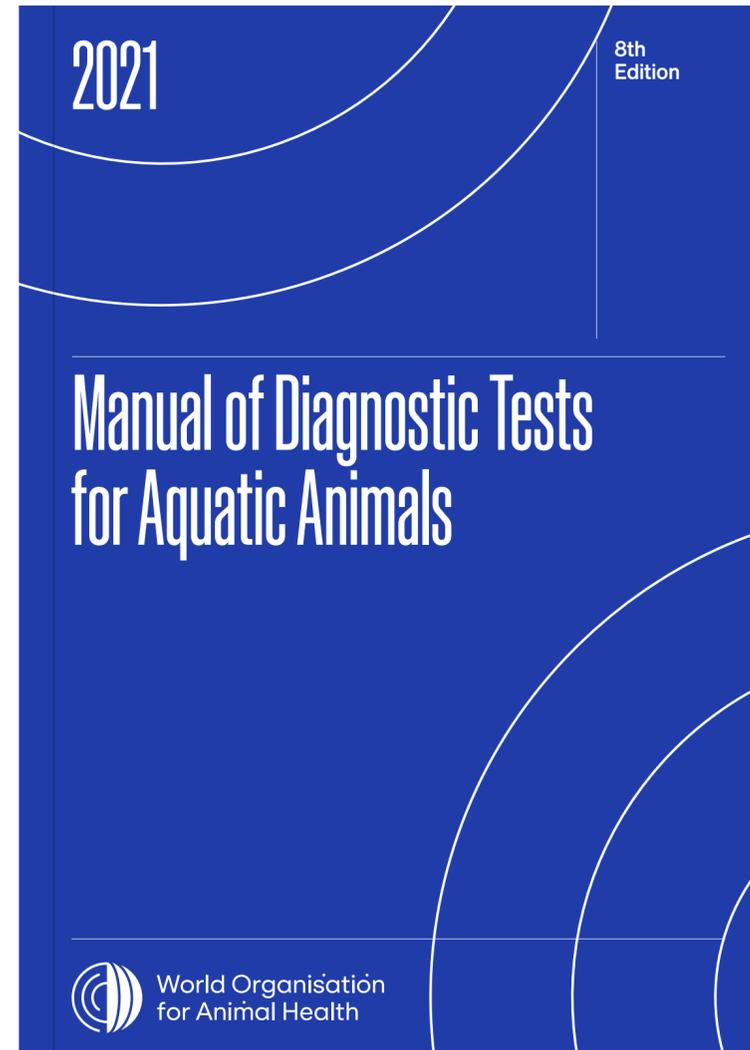
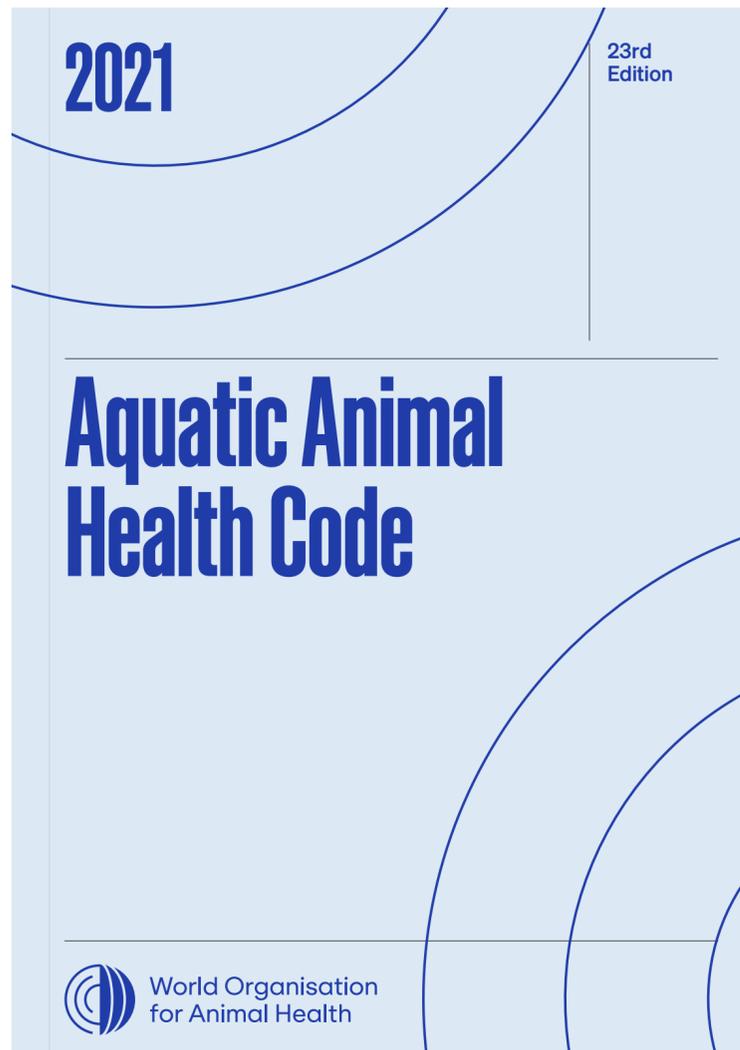
Title set in Söhne Schmal Buch.

Terrestrial Animal Health Code

Title set in Söhne Schmal Halbfett.

Terrestrial Manual

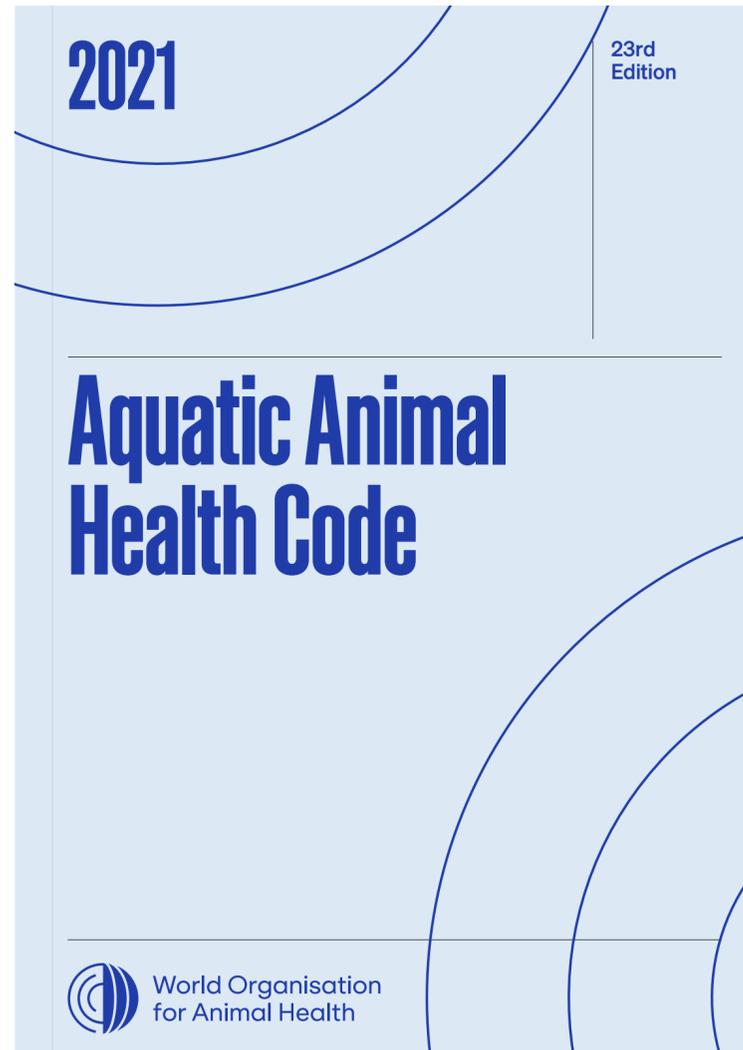
Title set in Söhne Schmal Buch.



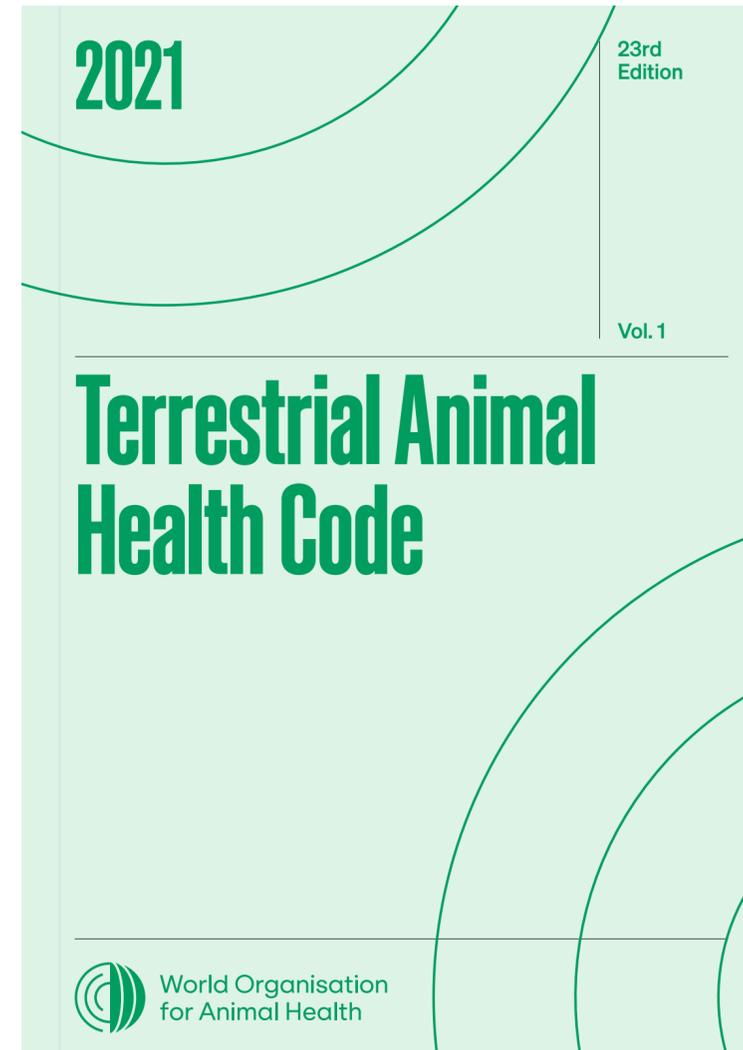
Animal Health Codes Covers

Our Animal Health Codes are produced every year. We have one volume for the *Aquatic Animal Health Code* and two volumes of the *Terrestrial Animal Health Code*. Both volumes of the *Terrestrial Animal Health Code* are the same design and layout, changing just the volume number on the cover and the spine.

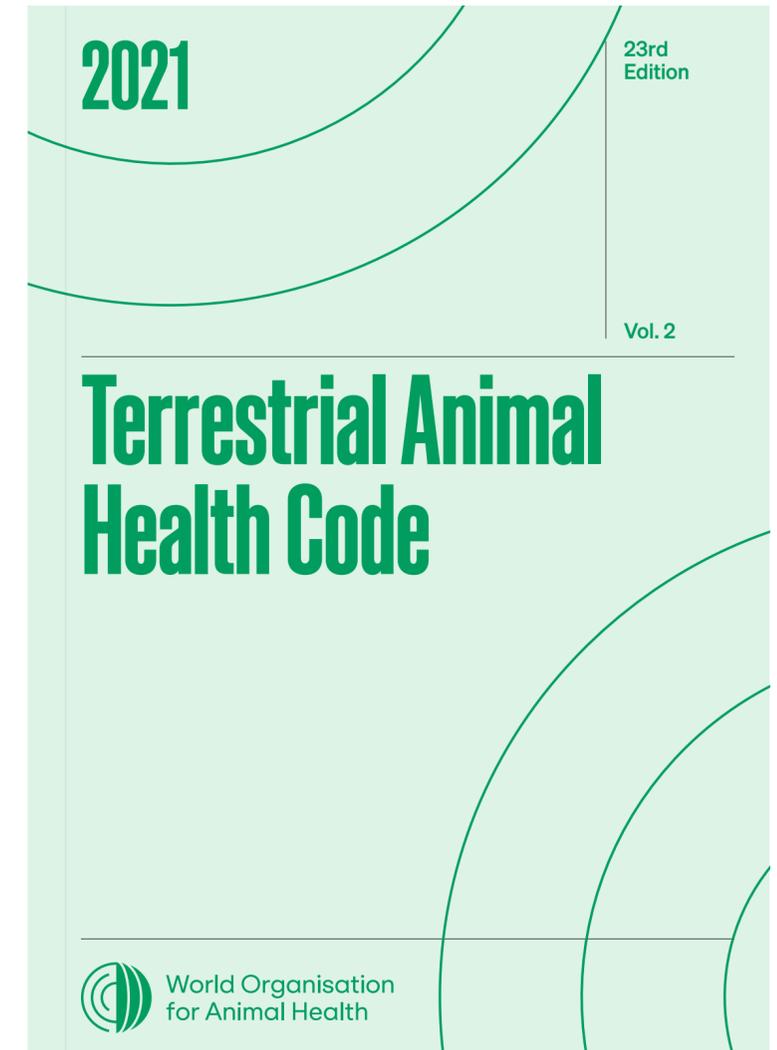
Aquatic Animal Health Code
Volume 1



Terrestrial Animal Health Code
Volume 1



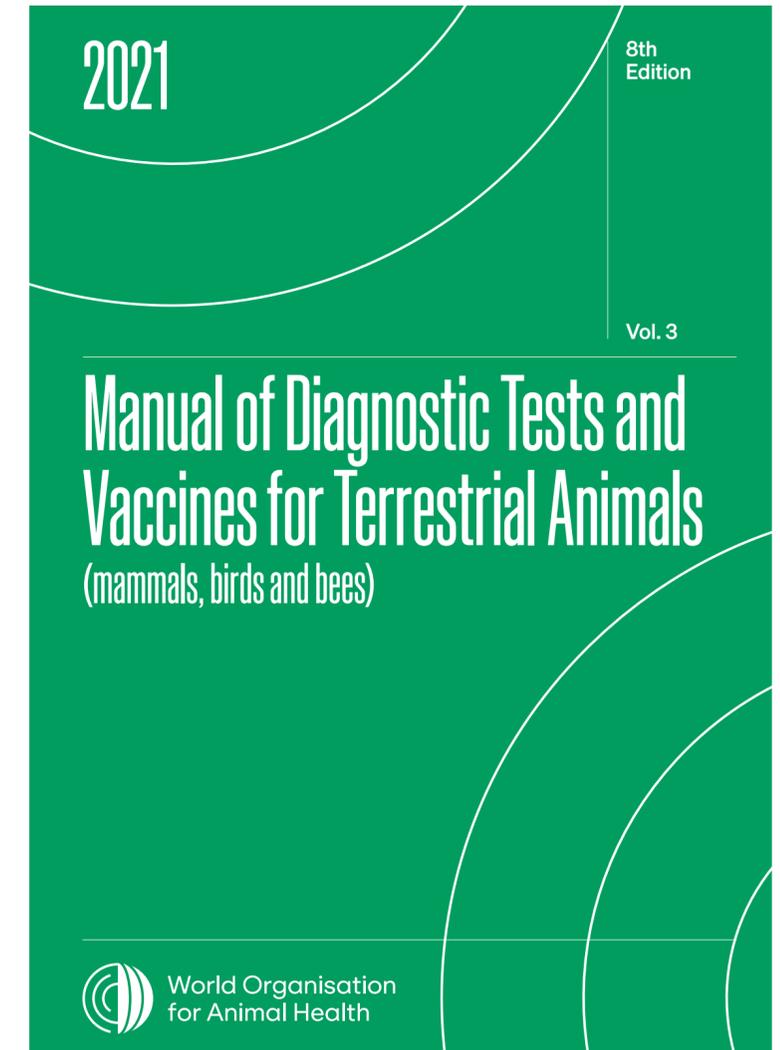
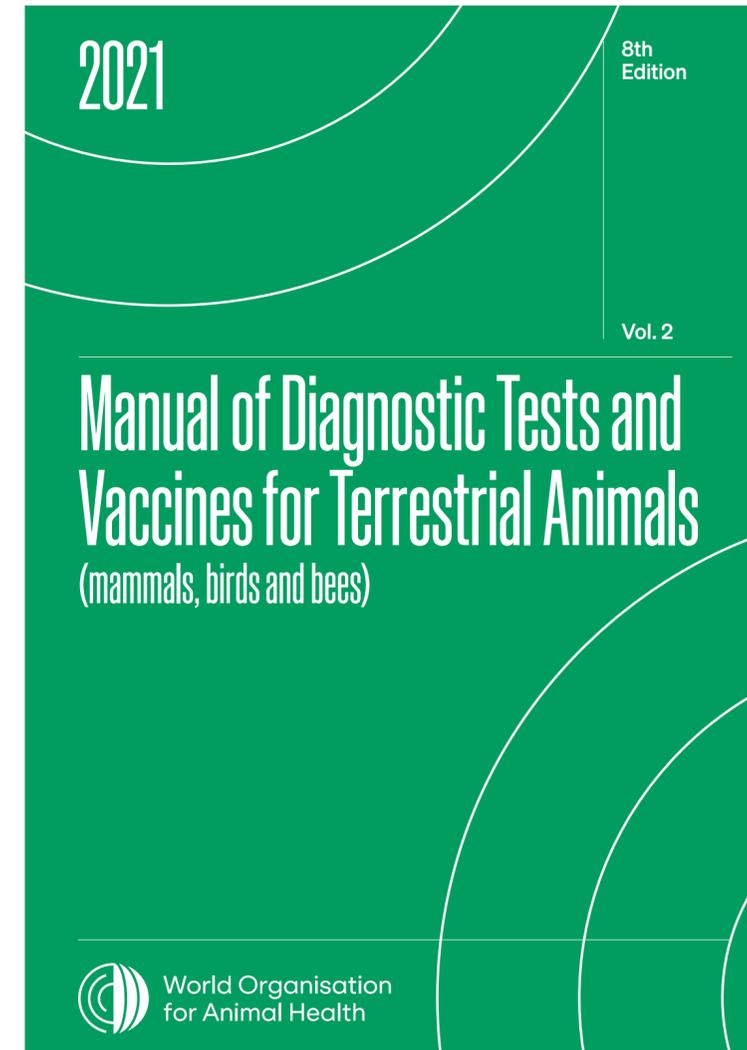
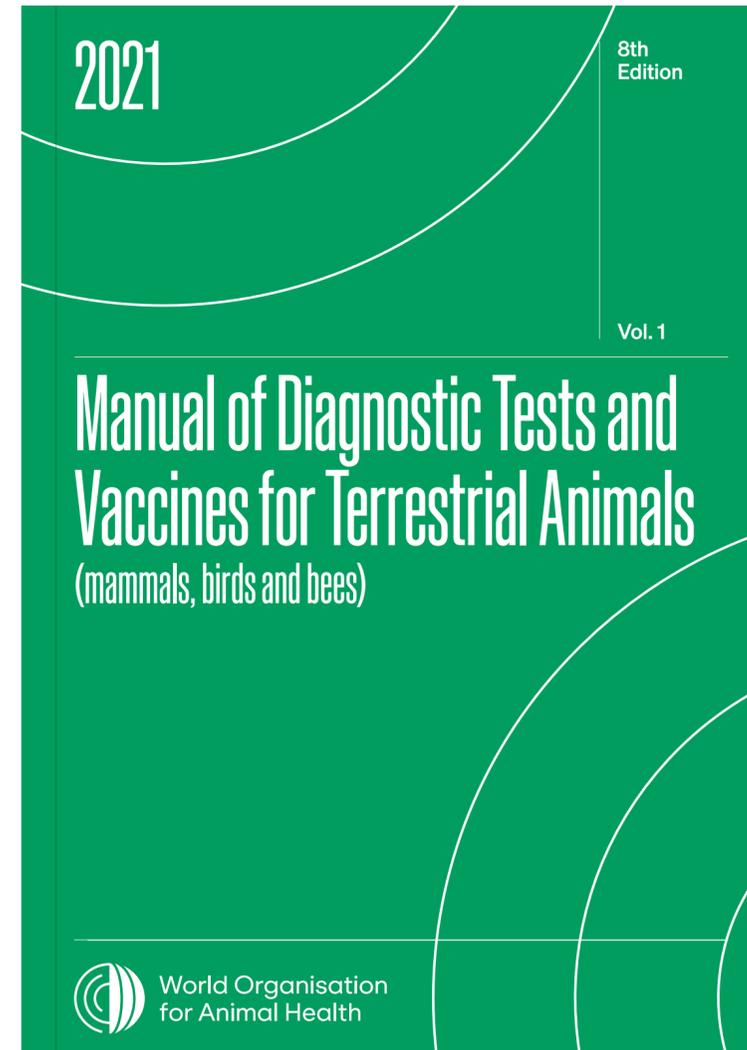
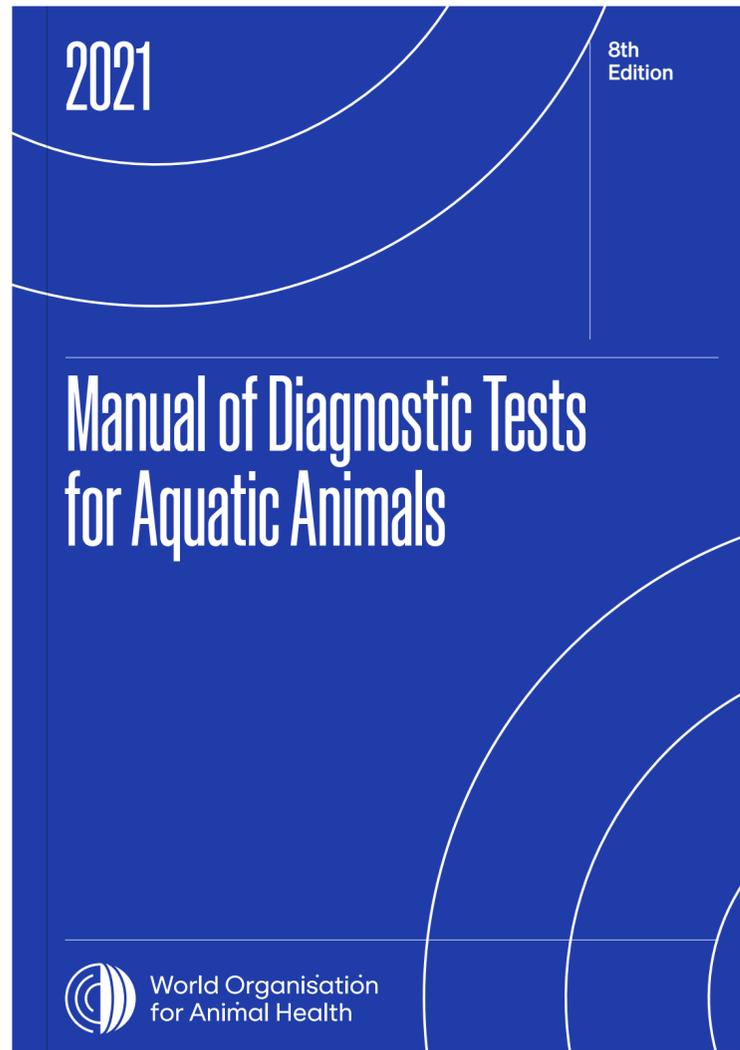
Terrestrial Animal Health Code
Volume 2



Manuals Cover Series

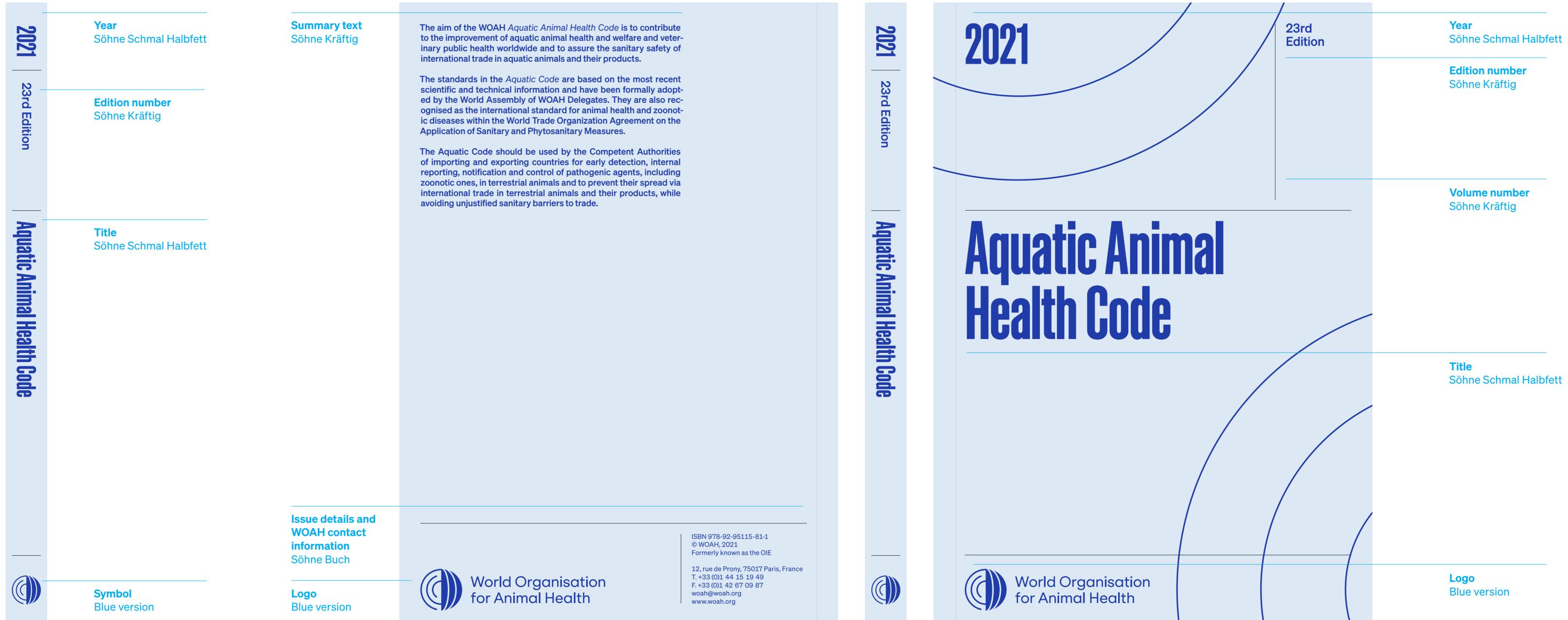
Our Manuals are produced every four years. As with our Animal Health Codes, we only have one volume for the *Aquatic Manual*. We have three volumes for our *Terrestrial Manual*, and we indicate this by changing the volume number on both the cover and the spine.

Aquatic Manual

Terrestrial Manual
Volume 1Terrestrial Manual
Volume 2Terrestrial Manual
Volume 3

Aquatic Animal Health Codes Front and Back Covers

Our *Aquatic Animal Health Code* follows the same structure and design as our Terrestrial edition.



Terrestrial Manuals Front and Back Covers

Our Manuals follow the same structure and design as our Animal Health Codes. Ensure that the volume number is placed within the cover layout.

2021	2021	Year Söhne Schmal Buch	Summary text Söhne Kräftig	<p>Lia sum, quam re parum et volupta dolorume labore et quam reperionet, untur si de omnime simagni verum ium velenit autem. Es ex estin poreicid qui quatium ab int faceris delic toreror magnihictus eossuntios ium nit fugiatque lat quam corum et doria diti ilit voles aceperro dolupta spererum consendis et am.</p>	2021	2021	Year Söhne Schmal Buch
8th Edition	8th Edition	Edition number Söhne Kräftig		<p>Et aut dollab inus eos ilis dusa vel inus ium illabore velecus ulacerrum accum dolorep tatiost sint volestis ad earist facestrunto modisit eria volut minvend anihici psantib usciliae pori aut aut que re sitae lam, aut imi, tem re dolut untempor aut eum doluptatus ipsunti sa nonsedi tenimint e. Lia sum, quam re parum et volupta dolorume labore et quam reperionet, untur si de omnime simagni verum ium velenit autem.</p>	8th Edition	8th Edition	Edition number Söhne Kräftig
Vol. 2	Vol. 1	Volume number Söhne Kräftig		<p>Lia sum, quam re parum et volupta dolorume labore et quam reperionet, untur si de omnime simagni verum ium velenit autem. Es ex estin poreicid qui quatium ab int faceris delic toreror magnihictus eossuntios ium nit fugiatque lat quam corum et doria diti ilit voles aceperro dolupta spererum consendis et am.</p>	Vol. 1	Vol. 1	Volume number Söhne Kräftig
Manual of Diagnostic Tests and Vaccines for Terrestrial Animals	Manual of Diagnostic Tests and Vaccines for Terrestrial Animals	Title Söhne Schmal Buch			Manual of Diagnostic Tests and Vaccines for Terrestrial Animals	<p>Manual of Diagnostic Tests and Vaccines for Terrestrial Animals (mammals, birds and bees)</p>	Title Söhne Schmal Buch
		Symbol White version	Logo White version	 <p>World Organisation for Animal Health</p> <p>ISBN 978-92-95115-81-1 © WOA, 2021 Formerly known as the OIE</p> <p>12, rue de Prony, 75017 Paris, France T. +33 (0)1 44 15 19 49 F. +33 (0)1 42 67 09 87 woah@woah.org www.woah.org</p>		 <p>World Organisation for Animal Health</p>	Logo White version

5.11 Scientific and Technical Review

Scientific and Technical Review Template

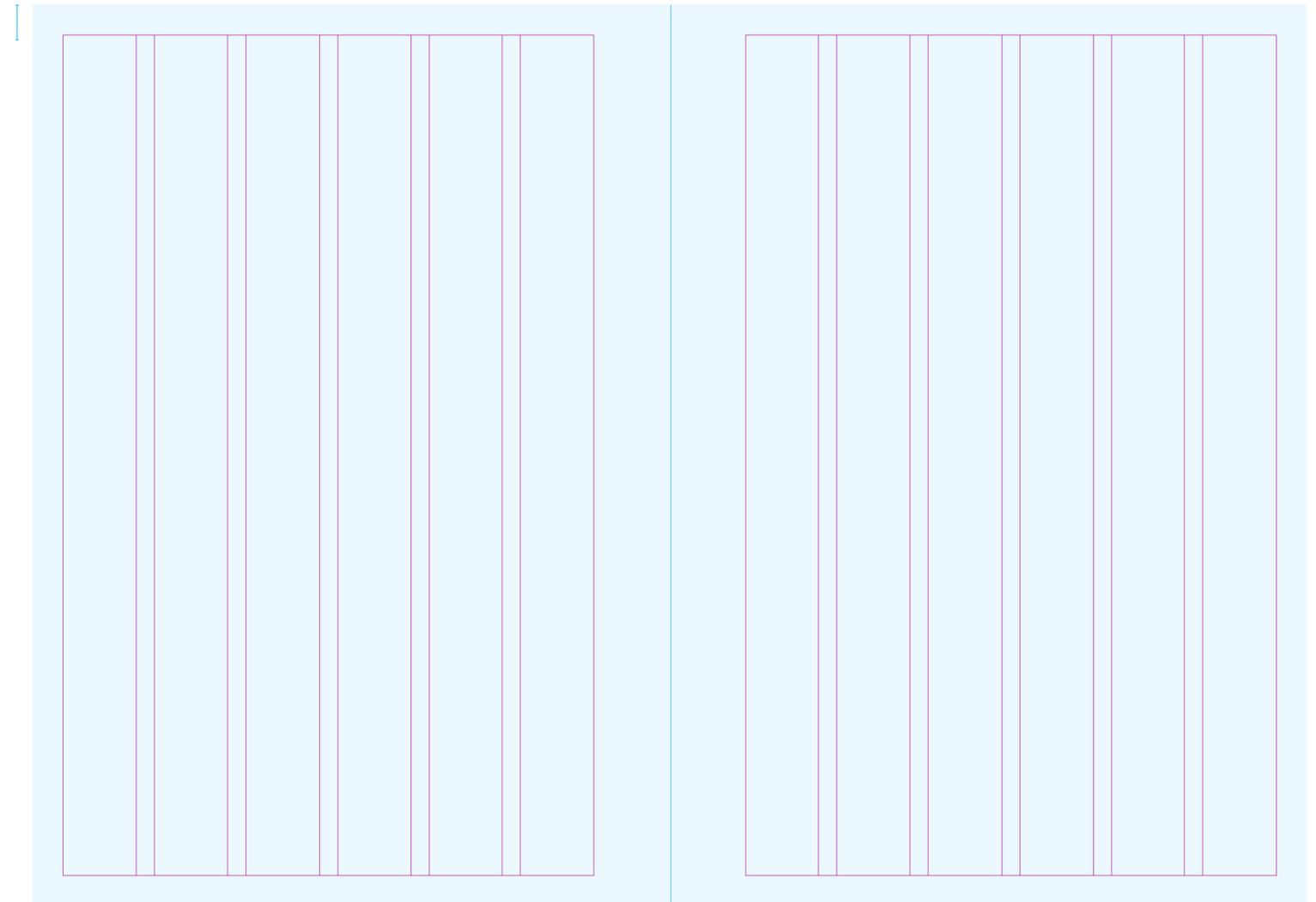
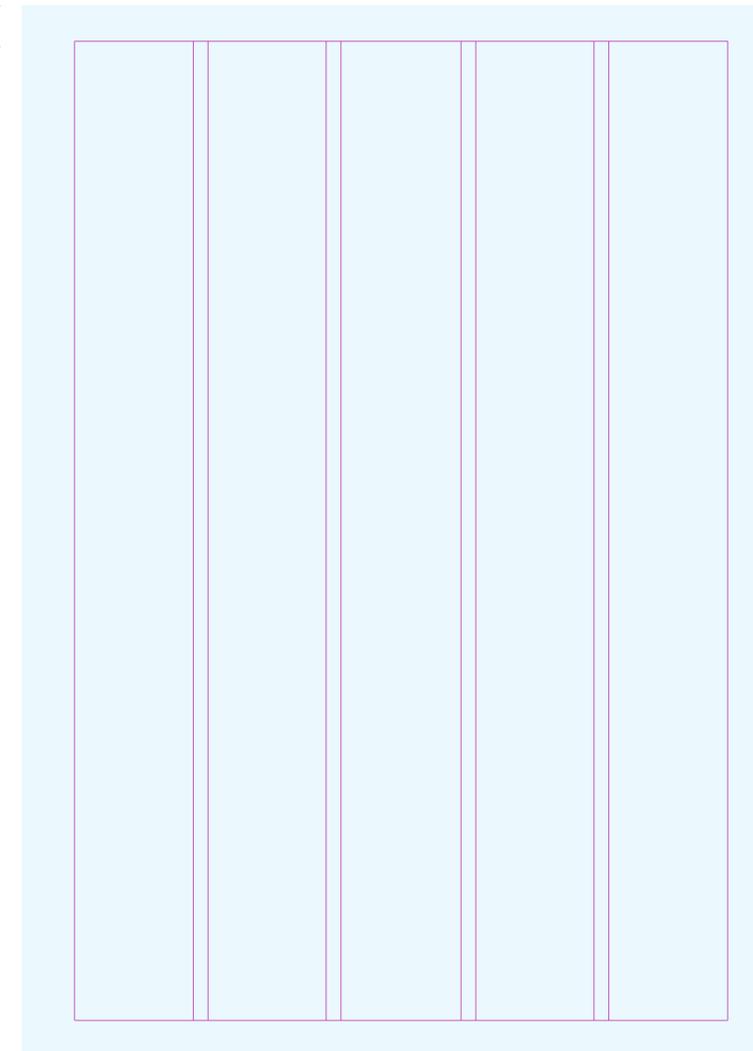
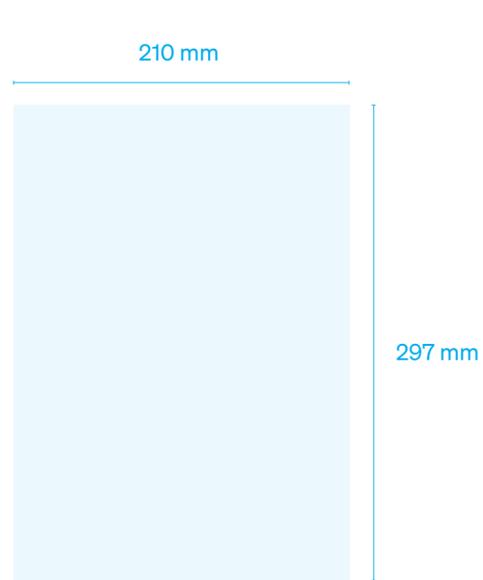
The size of our *Scientific and Technical Review* publications are the same as our *Animal Health Codes and Manuals*. We use a 10 mm margin for the top, bottom and outside and 25 mm for the inside margin, which helps give the content some breathing room.

Size A4

Spine

Cover

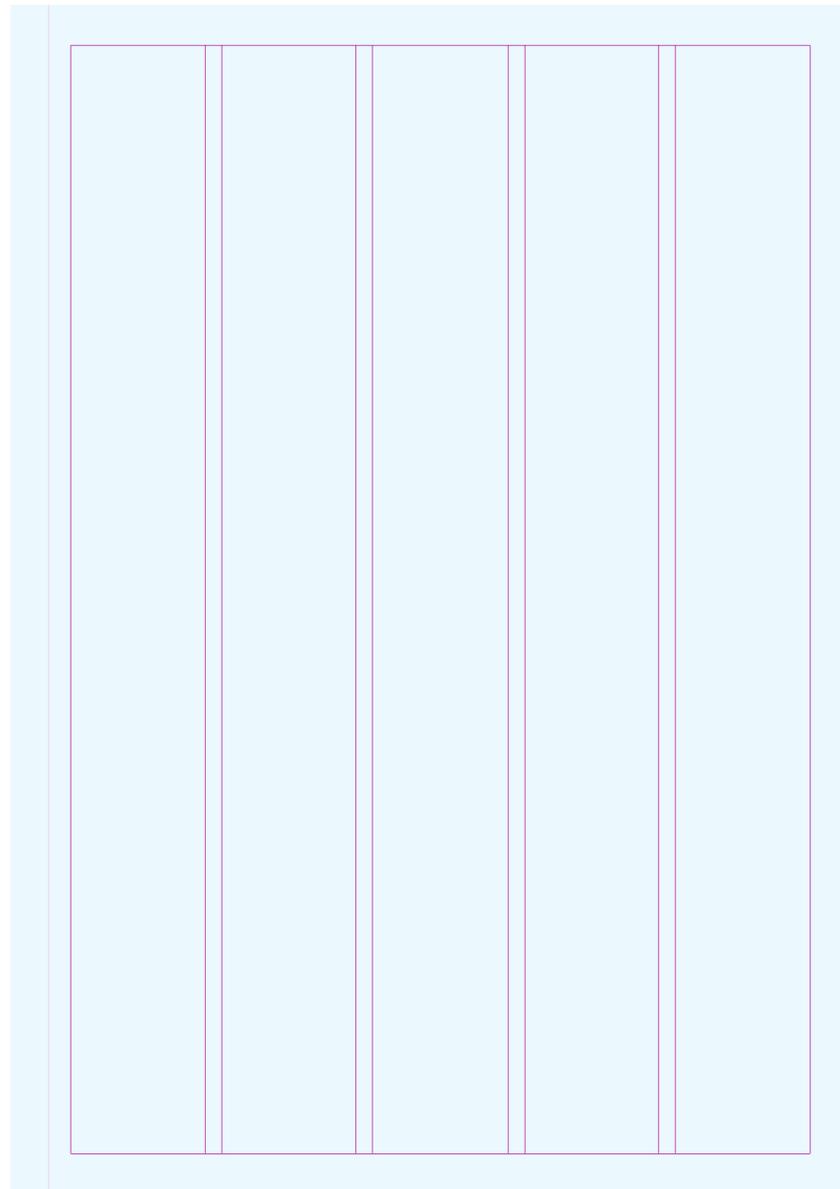
Interior spread



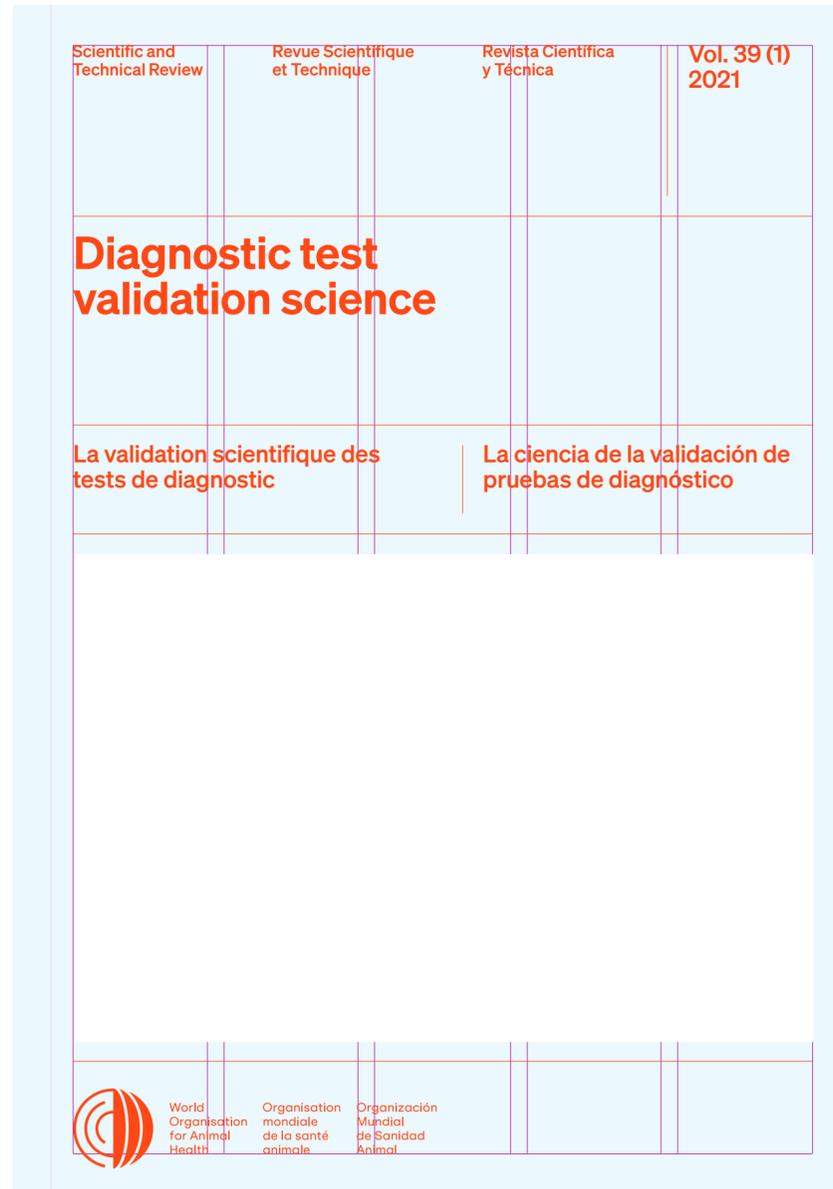
Scientific and Technical Review Cover Design

Our *Scientific and Technical Reviews* are trilingual, therefore we must ensure we are using the trilingual logo and that the titles appear in all three languages. The length of the titles can vary between publications, so the horizontal lines should be adjusted accordingly.

Template and grid



Example of content distribution



Cover design



Scientific and Technical Review Front and Back Covers

As with all our publications, we place the logo on the front and back covers. Copy explaining the publications in the three languages is placed on the back, alongside the publication details.

Revue Scientifique et Technique	Revue Scientifique et Technique	Journal name Söhne Kräftig French	Issue summary Söhne Buch One column for each language.	<p>(ENG) Diagnostic test validation science is a key element in the effective detection and control of infectious animal diseases. The quality of diagnostic test validation studies for infectious diseases of animals has continued to improve owing to international educational efforts, the use of design and reporting standards to guide researchers and test developers, and the acceptance of the use of latent class models for statistical analysis of test validation data, when the true infection status of animals that are sampled in a validation study is unknown.</p> <p>(FRA) Diagnostic test validation science is a key element in the effective detection and control of infectious animal diseases. The quality of diagnostic test validation studies for infectious diseases of animals has continued to improve owing to international educational efforts, the use of design and reporting standards to guide researchers and test developers, and the acceptance of the use of latent class models for statistical analysis of test validation data, when the true infection status of animals that are sampled in a validation study is unknown.</p> <p>(ESP) Diagnostic test validation science is a key element in the effective detection and control of infectious animal diseases. The quality of diagnostic test validation studies for infectious diseases of animals has continued to improve owing to international educational efforts, the use of design and reporting standards to guide researchers and test developers, and the acceptance of the use of latent class models for statistical analysis of test validation data, when the true infection status of animals that are sampled in a validation study is unknown.</p> <p>The primary goal of this issue of the Scientific and Technical Review is to provide an up-to-date compilation of the relevant standards (WOAH and non-WOAH) and guidance documents for all stages of diagnostic test validation and proficiency testing, including design, analysis as well as clear, complete and transparent reporting of validation studies in the peer-reviewed literature. Examples and case studies are used to help to guide readers in practical aspects of the validation process.</p>	Revue Scientifique et Technique	Scientific and Technical Review Revue Scientifique et Technique Revista Científica y Técnica	Vol. 39 (1) 2021	Vol number Journal title Issue number Year Söhne Kräftig
Vol. 39 (2)	Vol. 39 (1)	Volume number and Issue number Söhne Kräftig			Vol. 39 (1)	Diagnostic test validation science		Titles Söhne Halfbett
2021	2021	Year Söhne Kräftig			2021	La validation scientifique des tests de diagnostic La ciencia de la validación de pruebas de diagnóstico		
La validation scientifique des tests de diagnostic	La validation scientifique des tests de diagnostic	Titles Söhne Kräftig French			La validation scientifique des tests de diagnostic		Image	
	 Symbol Orange version		Issue details and WOA contact information Söhne Buch	 World Organisation for Animal Health Organisation mondiale de la santé animale Organización Mundial de Sanidad Animal		ISSN 0253-19 ISBN 978-92-95115-81-1 €115 © WOA, 2021 Formerly known as the OIE 12, rue de Prony, 75017 Paris, France T. +33 (0)1 44 15 19 49 F. +33 (0)1 42 67 09 87 woah@woah.org www.woah.org	 World Organisation for Animal Health Organisation mondiale de la santé animale Organización Mundial de Sanidad Animal	Logo Trilingual version

Scientific and Technical Review Cover series

We produce trilingual issues of the Scientific and Technical Review. The cover design and layout remains the same across both issues. Each year the pastel background colour should be changed.

Scientific and Technical Review | Revue Scientifique et Technique | Revista Científica y Técnica | Vol. 39 (1) 2021

Diagnostic test validation science

La validation scientifique des tests de diagnostic | La ciencia de la validación de pruebas de diagnóstico



World Organisation for Animal Health | Organisation mondiale de la santé animale | Organización Mundial de Sanidad Animal

Scientific and Technical Review | Revue Scientifique et Technique | Revista Científica y Técnica | Vol. 40 (1) 2022

Ensuring safe trade in animals and animal products

Assurer la sécurité sanitaire des échanges internationaux d'animaux et de produits d'origine animale | Asegurar la seguridad sanitaria del comercio internacional de animales y sus productos



World Organisation for Animal Health | Organisation mondiale de la santé animale | Organización Mundial de Sanidad Animal

Scientific and Technical Review | Revue Scientifique et Technique | Revista Científica y Técnica | Vol. 41 (2) 2023

Disaster prevention and preparedness

Prévention des catastrophes et préparation préalable | Prevención de desastres y preparación



World Organisation for Animal Health | Organisation mondiale de la santé animale | Organización Mundial de Sanidad Animal

Scientific and Technical Review Cover Structure

It's essential that the inside front cover and the inside back cover remain consistent. The inside front cover contains the credits of the publication and the inside back cover shows other volumes of the publication.

Back Cover
Issue summary in 3 languages
Trilingual logo
ISBN and ISSN
Price
WOAH contact information

Spine
Volume number
Issue number
Year
Titles: French

Front Cover
Trilingual logo
Volume number
Issue number
Year
Title in 3 languages
Image

Inside Front Cover
Credits on the publication in the 3 languages.

Inside Back Cover
Past volumes in 3 languages.
Include a thumbnail of the publication.

(ENG) Diagnostic test validation science is a key element in the effective detection and control of infectious animal diseases. The quality of diagnostic test validation studies for infectious diseases of animals has continued to improve owing to international educational efforts, the use of design and reporting standards to guide researchers and test developers, and the acceptance of the use of latent class models for statistical analysis of test validation data, when the true infection status of animals that are sampled in a validation study is unknown.

(FRA) Diagnostic test validation science is a key element in the effective detection and control of infectious animal diseases. The quality of diagnostic test validation studies for infectious diseases of animals has continued to improve owing to international educational efforts, the use of design and reporting standards to guide researchers and test developers, and the acceptance of the use of latent class models for statistical analysis of test validation data, when the true infection status of animals that are sampled in a validation study is unknown.

(ESP) Diagnostic test validation science is a key element in the effective detection and control of infectious animal diseases. The quality of diagnostic test validation studies for infectious diseases of animals has continued to improve owing to international educational efforts, the use of design and reporting standards to guide researchers and test developers, and the acceptance of the use of latent class models for statistical analysis of test validation data, when the true infection status of animals that are sampled in a validation study is unknown.

The primary goal of this issue of the Scientific and Technical Review is to provide an up-to-date compilation of the relevant standards (WOAH and non-WOAH) and guidance documents for all stages of diagnostic test validation and proficiency testing, including design, analysis as well as clear, complete and transparent reporting of validation studies in the peer-reviewed literature. Examples and case studies are used to help to guide readers in practical aspects of the validation process.

The primary goal of this issue of the Scientific and Technical Review is to provide an up-to-date compilation of the relevant standards (WOAH and non-WOAH) and guidance documents for all stages of diagnostic test validation and proficiency testing, including design, analysis as well as clear, complete and transparent reporting of validation studies in the peer-reviewed literature. Examples and case studies are used to help to guide readers in practical aspects of the validation process.

The primary goal of this issue of the Scientific and Technical Review is to provide an up-to-date compilation of the relevant standards (WOAH and non-WOAH) and guidance documents for all stages of diagnostic test validation and proficiency testing, including design, analysis as well as clear, complete and transparent reporting of validation studies in the peer-reviewed literature. Examples and case studies are used to help to guide readers in practical aspects of the validation process.

ISSN 0253-1911
ISBN 978-92-95115-81-1
© WOAH, 2021
Formerly known as the OIE

12, rue de Prony, 75017 Paris, France
T: +33 (0)1 44 15 19 49
F: +33 (0)1 42 67 09 87
woah@woah.org
www.woah.org

Revue Scientifique et Technique
Vol. 39 (1)
2021
La validation scientifique des tests de diagnostic

Scientific and Technical Review
Revue Scientifique et Technique
Revista Científica y Técnica
Vol. 39 (1) 2021

Diagnostic test validation science

La validation scientifique des tests de diagnostic
La ciencia de la validación de pruebas de diagnóstico



Editors
The plurithematic issue of the Review (one issue per year, published in December) is produced under the supervision of the Managing Editor. Each thematic issue (two issues per year, published in April and August) is produced under the supervision of one or more invited editors.

Authors
The Editor(s) of the thematic issues design the content of the issue and then, together with the scientific advisors and the Editor-in-Chief, commission authors for each paper. Authors for the plurithematic issue submit their article to the WOAH spontaneously. These articles are subject to peer review, and those which successfully pass all stages of revision are accepted for publication.

(ENG)
Editor-in-Chief
Monique Eloit
Managing Editor
Michel Thibier
Advisory Editorial Board
The Board advises the Editor-in-Chief on potential improvements in the quality of the Review. It is also responsible for choosing topics for the thematic issues of the Review and nominating editors, based on the recommendations of the Scientific and Technical Committee. The current members of the Board are:
Members of the WOAH Council:
Dr Mark Schipp, President of the World Assembly of Delegates (Australia); Dr Bothie Michael Modisane, Past President (South Africa); Dr Hugo Federico Idoyaga Benitez, Vice-President (Paraguay); Dra. Nimia Lisette Gómez Rodríguez (República Dominicana); Dra. Christianne Brusckhe (République dominicaine); Dre Christianne Brusckhe (Pays-Bas); Dr Nikolay Vlasov (Russie); Dr Majid Al Qassimi (Émirats Arabes unis); Dr Komla Batsassé Batawui (Togo) et Dr Him Hoo Yap (Singapour).
Presidents of the WOAH Regional Commissions:
Dr Honoré Robert Ntemba Mabela (Afrique); Dr Mark Trotman (Amérique); Dr Norio Kumagai (Asie, Extrême-Orient et Océanie); Dr Ulrich Herzog (Vice-président, Europe) et Dr Elias Ibrahim (Moyen-Orient).
Scientific and Technical Committee
The Scientific and Technical Committee suggests topics for thematic issues of the Review and proposes the names of potential editors for consideration by the Advisory Editorial Board. The current members of the Committee, which is under the supervision of the Deputy Director General for International Standards and Science, Dr Matthew Stone, are:
Presidents of the Specialist Commissions and Working Groups:
Dr Ingo Ernst, Aquatic Animal Health Standards Commission (Australie); Dr Etienne Bonbon, Terrestrial Animal Health Standards Commission (France); Dr Cristóbal Zepeda, Scientific Commission for Animal Diseases (United States of America); Prof. Emmanuel Couacy-Hymann, Biological Standards Commission (Côte d'Ivoire); Prof. Erenmetul Karamsh, Working Group on Wildlife (United States of America).
Independent expert:
Prof. Claude Saegerman (Belgium).
Editors
The plurithematic issue of the Review (one issue per year, published in December) is produced under the supervision of the Managing Editor. Each thematic issue (two issues per year, published in April and August) is produced under the supervision of one or more invited editors.
Authors
The Editor(s) of the thematic issues design the content of the issue and then, together with the scientific advisors and the Editor-in-Chief, commission authors for each paper. Authors for the plurithematic issue submit their article to the WOAH spontaneously. These articles are subject to peer review, and those which successfully pass all stages of revision are accepted for publication.

(FRA)
Directrice de la publication
Monique Eloit
Directeur de la rédaction
Michel Thibier
Comité consultatif de rédaction
Le Comité conseille le Directeur de la publication sur les améliorations à apporter à la qualité de la Revue. Il est également chargé de choisir les thèmes des futurs numéros thématiques de la Revue et d'en désigner les éditeurs, sur proposition du Comité scientifique et technique. La composition actuelle du Comité est la suivante:
Membres du Conseil de l'WOAH:
Dr Mark Schipp, Président de l'Assemblée mondiale des Délégués (Australie); Dr Bothie Michael Modisane, président sortant (Afrique du Sud); Dr Hugo Federico Idoyaga Benitez, vice-président (Paraguay); Dra. Nimia Lisette Gómez Rodríguez (République dominicaine); Dre Christianne Brusckhe (Pays-Bas); Dr Nikolay Vlasov (Russie); Dr Majid Al Qassimi (Émirats Arabes unis); Dr Komla Batsassé Batawui (Togo) et Dr Him Hoo Yap (Singapour).
Présidents des Commissions régionales de l'WOAH:
Dr Honoré Robert Ntemba Mabela (Afrique); Dr Mark Trotman (Amérique); Dr Norio Kumagai (Asie, Extrême-Orient et Océanie); Dr Ulrich Herzog (Vice-président, Europe) et Dr Elias Ibrahim (Moyen-Orient).
Comité scientifique et technique
Le Comité scientifique et technique propose au Comité consultatif de rédaction les thèmes des futurs numéros thématiques de la Revue ainsi que des noms d'experts susceptibles d'en assurer la coordination éditoriale. La composition actuelle du Comité, placée sous la supervision du Dr Matthew Stone, Directeur général adjoint de l'WOAH pour les Normes internationales et la science, est la suivante:
Présidents des Commissions spécialisées et des Groupes de travail:
Dr Ingo Ernst, Commission des Normes Sanitaires pour les Animaux Aquatiques (Australie); Dr Etienne Bonbon, Commission des Normes Sanitaires pour les Animaux Terrestres (France); Dr Cristóbal Zepeda, Commission scientifique pour les maladies animales (États-Unis d'Amérique); Prof. Erenmetul Karamsh, Groupe de travail sur la faune sauvage (États-Unis d'Amérique).
Expert indépendant:
Prof. Claude Saegerman (Belgique).
Éditeurs
L'élaboration du numéro plurithématique de la Revue (un numéro par an, publié en décembre) est supervisée par le Directeur de la rédaction. La coordination de chaque numéro thématique (deux numéros par an, publiés respectivement en avril et août) est confiée à un ou plusieurs éditeurs invités.
Auteurs
Le ou les éditeurs des numéros thématiques élaborent le sommaire du numéro dont ils assurent la supervision et désignent les différents auteurs, en concertation avec les conseillers scientifiques et le Directeur de la publication. Les articles des numéros plurithématiques sont soumis spontanément par leurs auteurs à l'WOAH. Ces articles sont présentés pour analyse à un comité de lecture; sont acceptés pour publication ceux qui franchissent avec succès toutes les étapes de la révision.

(ESP)
Directora de la publicación
Monique Eloit
Jefa de redacción
Michel Thibier
Consejo Consultivo de Redacción
El Consejo asesora al director de la publicación sobre el modo de mejorar la calidad de la Revista. También se ocupa de elegir los temas de los números temáticos y, por recomendación del Comité Científico y Técnico, de designar al compilador de cada uno.
Miembros del Consejo de la WOAH:
Dr. Mark Schipp, Presidente de la Asamblea Mundial de Delegados (Australia); Dr. Bothie Michael Modisane, Presidente saliente (Sudáfrica); Dr. Hugo Federico Idoyaga Benitez, Vicepresidente (Paraguay); Dra. Nimia Lisette Gómez Rodríguez (República Dominicana); Dra. Christianne Brusckhe (Países Bajos); Dr. Nikolay Vlasov (Rusia); Dr. Majid Al Qassimi (Emiratos Árabes Unidos); Dr. Komla Batawui (Togo); y Dr. Him Hoo Yap (Singapur).
Presidentes de las Comisiones Regionales:
Dr. Honoré Robert Ntemba Mabela (África); Dr. Mark Trotman (América); Dr. Norio Kumagai (Asia, Extremo Oriente y Océano); Dr. Ulrich Herzog (Vicepresidente, Europa) y Dr. Elias Ibrahim (Oriente Medio).
Comité Científico y Técnico
El Comité Científico y Técnico propone temas para los números temáticos de la Revista y somete al Consejo Consultivo de Redacción el nombre de posibles compiladores. Depende del Director General Adjunto de Normas Internacionales y Ciencia, Dr. Matthew Stone, y actualmente está formado por:
Los presidentes de las comisiones especializadas y grupos de trabajo:
Dr. Ingo Ernst, Comisión de Normas Sanitarias para los Animales Acuáticos (Australia); Dr. Etienne Bonbon, Comisión de Normas Sanitarias para los Animales Terrestres (Francia); Dr. Cristóbal Zepeda, Comisión Científica para las Enfermedades de los Animales (Estados Unidos de América); Prof. Emmanuel Couacy-Hymann, Comisión de Normas Biológicas (Côte d'Ivoire); Dr. William B. Karamsh, Grupo de trabajo sobre la fauna silvestre (Estados Unidos de América).
Experto independiente:
Prof. Claude Saegerman (Bélgica).
Compiladores
El número pluritemático de la Revista (un número al año, publicado en diciembre) está supervisado por el Jefe de redacción. La coordinación de cada número temático (dos números al año, publicados en abril y agosto) se encomienda a uno o varios compiladores invitados.
Autores
El compilador de cada número temático elabora el índice y, en concertación con los asesores científicos y el Director de la publicación, designa a los autores de los artículos. El número pluritemático está formado por una selección de los artículos que los autores han enviado espontáneamente a la WOAH. Típicamente, estos artículos son aceptados aquellos artículos que superan con éxito todas las etapas del proceso de revisión.

Vol. 39
April 2020
Trilingual
ISBN 978-92-95115-56-9
€115
Christiane Wolff
& Anneke Hamilton, eds


(ENG)
Ensuring safe trade in animals and animal products
Trade always starts with a negotiation, and a negotiation proceeds best if both parties have a common framework through which to understand each other's expectations. The WTO-WOAH Framework of trade agreements and international standards serves as the basis for the exchange of information between exporting and importing countries.
The intention of this issue is to present a series of articles that assist WOAH and WTO Members and the international community interested in trade in animals and animal products to better understand the frameworks created by the WTO trade agreements and WOAH International Standards, both through the discussion of the theory underpinning these standards/agreements and by providing examples of their implementation.

(FRA)
Assurer la sécurité sanitaire des échanges internationaux d'animaux et de produits d'origine animale
Une transaction commerciale commence toujours par une négociation, laquelle se déroule d'autant mieux que les deux parties disposent d'un cadre commun leur permettant de percevoir clairement leurs attentes respectives. Le cadre OMC-WOAH des accords sur le commerce et des normes internationales apporte cette structure aux échanges d'informations entre le pays exportateur et le pays importateur.
Ce numéro a pour objet de présenter une série d'articles susceptibles d'aider les Membres de l'WOAH et de l'OMC ainsi que la communauté internationale intéressée par les échanges d'animaux et de produits d'origine animale à mieux comprendre les cadres mis en place par les accords de l'OMC sur le commerce et les normes internationales de l'WOAH, à travers un examen des principes théoriques sur lesquels reposent ces accords et ces normes et quelques exemples illustrant leur mise en œuvre.

(ESP)
Asegurar la seguridad sanitaria del comercio internacional de animales y sus productos
El comercio siempre empieza con una negociación, y esta discurre de forma idónea cuando ambas partes tienen un referente común que les permita aprehender las expectativas de la otra parte. El régimen de acuerdos comerciales y normas internacionales de la OMC y la WOAH sienta las bases del intercambio de información entre los países exportadores y los importadores.
Este número responde a la idea de presentar un conjunto de artículos que ayuden a los Miembros de la WOAH y la OMC y a los integrantes de la comunidad internacional interesados en el comercio de animales y productos de origen animal a entender mejor los sistemas de referencia que constituyen los acuerdos comerciales de la OMC y las normas internacionales de la WOAH, a la vez examinando sus fundamentos y postulados teóricos y ofreciendo ejemplos concretos de su aplicación.

Vol. 39
August 2020
Trilingual
ISBN 978-92-95115-57-6
€115
G.A. Vroegedewer, ed.


(ENG)
Disaster prevention and preparedness
This issue of the WOAH Scientific and Technical Review highlights the impacts of disasters on animals and their owners, as well as subsequent effects on economies, the environment and human health. In addition, it provides national Veterinary Services with an understanding of the scope and impact of disasters. The publication covers strategies aimed at building sustainable capabilities for national contingency planning and response, engaging with future technologies to enhance disaster resilience, and promoting animal welfare and protecting responders.

(FRA)
Prévention des catastrophes et préparation préalable
Ce numéro de la Revue scientifique et technique de l'WOAH souligne les répercussions majeures des catastrophes sur les animaux et leurs propriétaires ainsi que les effets qui en découlent pour l'économie, l'environnement et la santé publique. En outre, il fournit aux Services vétérinaires nationaux un éclairage sur la portée et l'impact de ces catastrophes. Cette publication détaille les stratégies de renforcement des capacités durables qui permettront d'élaborer des plans d'urgence et des dispositifs de réaction nationaux faisant appel aux technologies du futur, afin d'améliorer la résilience aux catastrophes, de promouvoir le bien-être animal et de protéger les intervenants.

(ESP)
Prevención de desastres y preparación
Este número de la Revista Científica y Técnica de la WOAH se examina especialmente los impactos de las desastres en los animales y sus propietarios y sus efectos subyacentes en la economía, el medio ambiente y la salud humana. También se proporciona información para que los Servicios Veterinarios nacionales puedan aprehender el alcance y las consecuencias de estos episodios. Además, en esta publicación se exponen estrategias para dotar duraderamente a los países de competencias en materia de planificación y respuesta para situaciones de emergencia, con énfasis de tecnologías del futuro para mejorar la resiliencia ante los desastres, promover el bienestar de los animales y proteger al personal que interviene en las acciones de respuesta.



World
Organisation
for Animal
Health

Organisation
mondiale
de Santé
Animale

Organización
Mundial
de Sanidad
Animal



World
Organisation
for Animal
Health

Organisation
mondiale
de Santé
Animale

Organización
Mundial
de Sanidad
Animal



Our Communications

This section covers how we articulate our brand voice and personality in all our communications.

6.1 Our Brand Lens	195
6.2 Our Brand Voice	196
6.3 Brand Characteristics	197
6.4 Our Leadership	199
6.5 Strategy Overview	201

Our Brand Lens

When we produce content, we must consider these four main attributes that define our brand. A communication will not be considered on-brand if it conveys a message that does not portray the following attributes. Conversely, a good communication about WOAHA will reflect at least two of the following attributes.

Brand Lens: **Intelligent, Positive, Inclusive, Driven**

Intelligent

We seek to understand, learn from and adapt to the world around us to solve problems and overcome challenges. Science is the linchpin of our work, and we can and should speak from a place of authority and expertise.

Positive

We believe that together, we can create a more sustainable society, one that embraces a healthier balance between animals and humans. Our communications can draw on our knowledge of how to achieve this vision and, while grounded in reality, they should project opportunity and inspiration whenever possible.

Inclusive

We understand that the support of many is crucial to achieving WOAHA's goals and our collective interests. We can project this understanding by communicating in a fair and impartial way, and by being mindful of the different viewpoints of our stakeholders and audiences.

Driven

Throughout our history, we have faced challenges, yet we have been unwavering in our mission. We work tirelessly to reach our goal daily, which is borne out by our passion to address the evolving needs of the many communities we serve. Our communications should reflect our commitment to global health and safety, while projecting confidence and purpose.

Our Brand Voice

Our brand voice is about projecting our brand's personality through the communications we distribute. The brand personality and the brand voice work together to present our brand's unique perspective and the values we stand for.

Our Voice is: **Clear, Researched, Engaging, Positive**

Brand Characteristics

This section provides guidance on how we manifest WOA's organisational values in our language. It also covers key characteristics and facts about WOA that should be expressed when communicating to our audiences.

Our Brand Characteristics and Principles are the qualities and virtues we care most about. They're the key ideas people should instantly associate with our brand. These characteristics help audiences understand what our Organisation believes in and how it acts, they don't define our sector but our stance within it. They stand the test of time, describe who we are and help us build trust.



Brand Characteristics

Expert

WOAH is the leading global organisation on animal health.

We work across borders to ensure the health and welfare of animals. Through constant research, collaboration, teaching and learning, we are able to communicate with authority and clarity, and create standards of health that are globally accepted. Based on scientific data, our strategies and standards continuously keep pace with advances in technology, science and veterinary medicine, keeping us at the leading edge of animal health management.

Positive

WOAH is confident. In circumstances that can feel daunting—global pandemics, disease outbreaks—we project clarity and hope. We have a successful history of developing efficient animal health strategies and creating standards that have kept the world safe, we are therefore looked to as a guide and a leader when challenges arise.

Principled

WOAH leads from a place of fairness, inclusivity and impartiality.

We set high standards for ourselves, our partners and our Members. We believe that transparency, honesty and openness are paramount to achieving our goals. We know that we cannot reach our objectives without collaborating with others so we work hard to maintain a spirit of fairness and inclusivity for all.

Collaborative

WOAH works with partners and Members to achieve results for animals, humans and the planet. We know that collaboration is the key to achieving our goals, which is why we strive for solidarity among all our Members to effectively control animal diseases. We work to create a substantial network of people, a solid knowledge base and a pool of resources and information that can be easily accessed and shared. We work to empower all of our partners in our global quest for a more sustainable society, one that benefits animals, humans and the society.

Far-sighted

WOAH believes a healthier future is possible.

Achieving a more sustainable world, one that understands and embraces interdependence is the challenge of our time. Animal diseases, science and technology are always evolving: we believe a better future is possible and we are committed to achieving it. This means we think of the long term and the big picture, and we work with our partners, communities and Members to bring us closer to our goals.

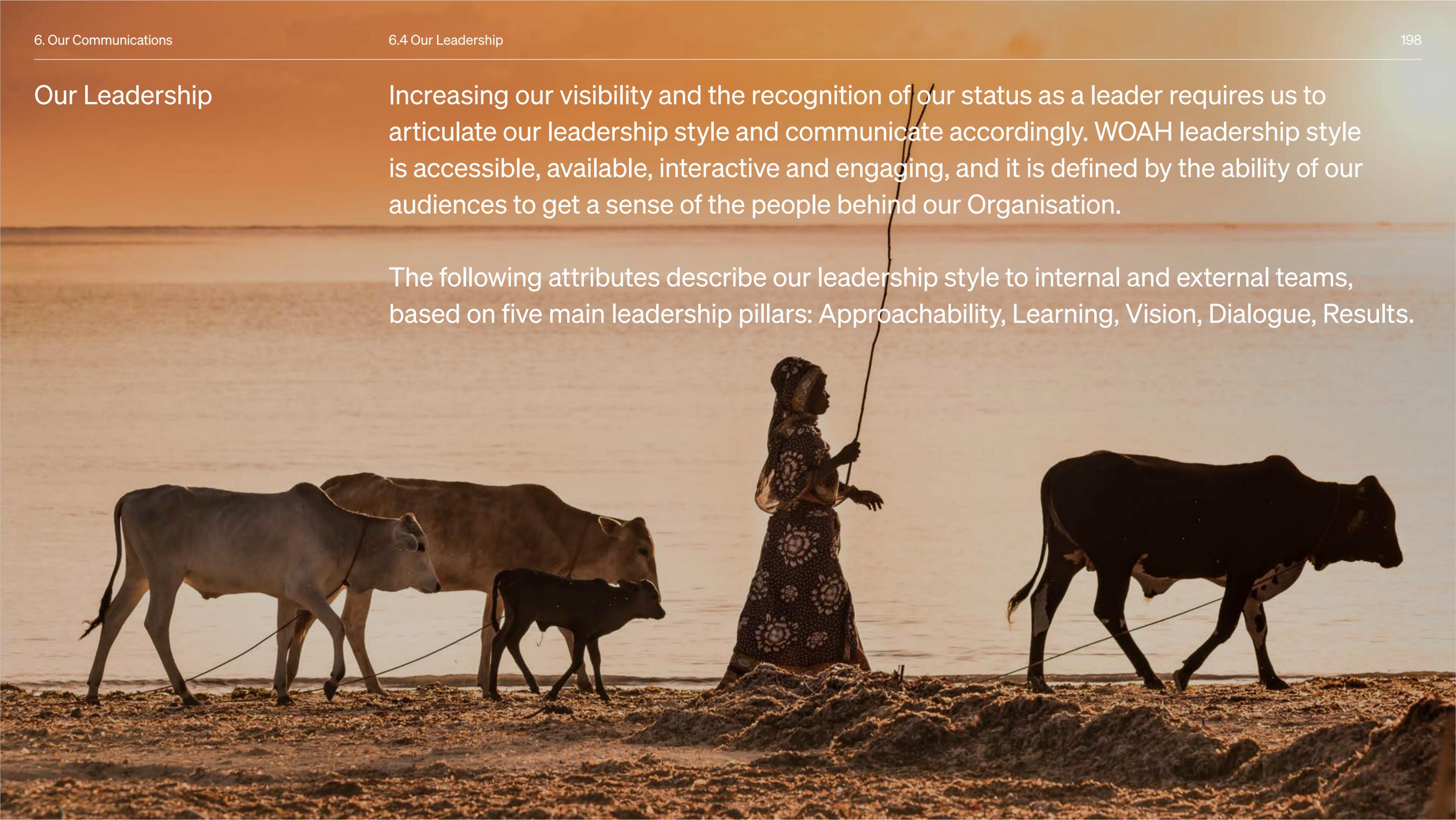
Approachable

WOAH is available to our Members and partners. We aim to be available and easily accessible, getting our Members, partners and the general public the information that they need when they need it.

Our Leadership

Increasing our visibility and the recognition of our status as a leader requires us to articulate our leadership style and communicate accordingly. WOA's leadership style is accessible, available, interactive and engaging, and it is defined by the ability of our audiences to get a sense of the people behind our Organisation.

The following attributes describe our leadership style to internal and external teams, based on five main leadership pillars: Approachability, Learning, Vision, Dialogue, Results.



Our Leadership

Learning

We learn and we transform for the benefit of all. We are constantly sharing what we know while generating and assimilating new ideas and information, acknowledging that the world is ever evolving and changing. WOAHA was founded to improve animal health through transparent communication on animal disease outbreaks.

While this is still one of our core missions, we have broadened our focus to better protect human health, international trade and animal welfare.

Approachability

We challenge the notion that multilateral organisations are inaccessible and impersonal: we are a group of people, passionately working to bring our vision to life. We operate from a place of reality and humanity, we communicate in a way that is easily understood and we strive to be an easily accessible resource for everyone.

Vision

We serve many communities with vastly different interests and means. We are committed to creating a better, more sustainable society for all, through better animal health.

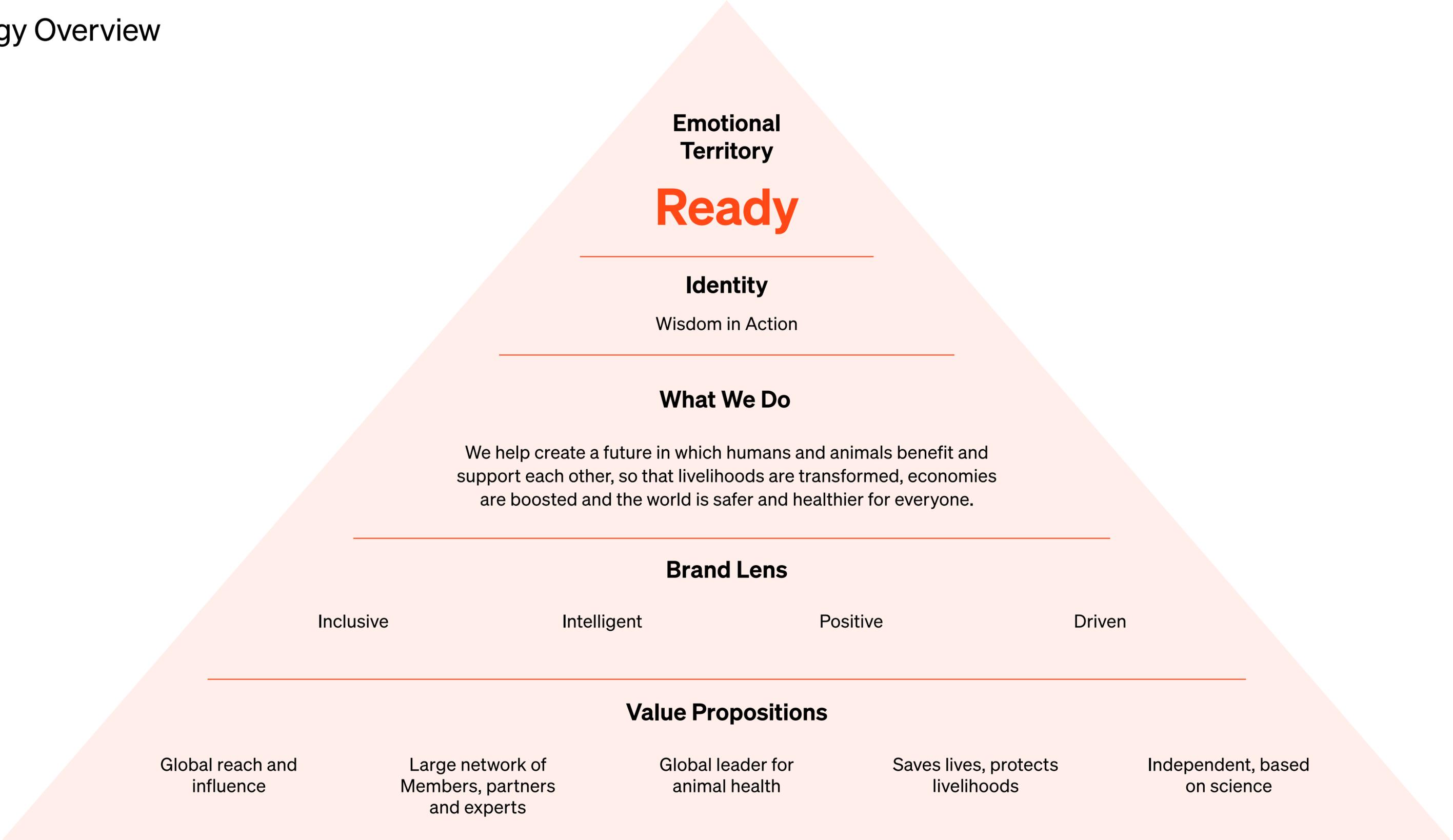
Dialogue

We thrive on open communication and collaboration. We strive to be accessible and available, which we can demonstrate through all the content we create and control, including investing in digital transformation that allows us to dynamically interact with our audiences.

Results

We are results oriented, agile and cost efficient. We tackle some of the world's greatest challenges and since our founding we have overcome great obstacles. We are persistent and work tirelessly to achieve results, making optimal use of resources. Our impact can be seen throughout the communities we are committed to serving.

Strategy Overview



Thank you

12, rue de Prony, 75017 Paris, France

T. +33 (0)1 44 15 19 49

F. +33 (0)1 42 67 09 87

woah@woah.org

www.woah.org



World Organisation
for Animal Health