



Use of WHO's name, logo and flag by WHO collaborating centres

General rule

A WHO collaborating centre may request permission to use WHO's name and logo only in relation to an activity included in their agreed workplan (as opposed to other activities that the institution may conduct), and any such use is in all cases subject to the Director-General's prior approval.

There is one exception to this general rule, as follows: after designation, a WHO collaborating centre may use the name "WHO" or "World Health Organization" and the WHO logo in its letterhead under the conditions set forth below.

- a) The WHO name and logo are to be used solely for correspondence related to the institution's activities as a WHO collaborating centre.
- b) If the term "WHO" or "World Health Organization" is used in the letterhead, the characters of these terms should be of the same or smaller size as those for the title of the centre. The title of the centre is "WHO Collaborating Centre" followed by a concise indication of the sphere of activity covered by the centre, e.g. "WHO Collaborating Centre for Research on", "for Reference on", "for Standardization of Procedures on".
- c) If the language used by the centre for its letterhead is a language other than the official languages of the World Health Assembly (Arabic, Chinese, English, French, Russian and Spanish) or other languages used officially by regional offices, then one of the latter should also be included.
- d) Any letterhead using WHO's name must include the title under which the institution has been designated, as indicated in the official letter of designation.
- e) If the WHO logo is used in the letterhead, its size and the characters of the title of the centre should be of the same size or smaller than the size of the characters of the name of the institute.

Sample

The complete name of the part of the institution that has been designated is placed in the most prominent place

Logo of the institution

Department of Microbiology
University ABC

WHO collaborating centre for research in tuberculosis

The title of the designation and the WHO logo are placed underneath the name of the institution and using a smaller font

Geneva, 20 April 2005

Dear Dr Smith,

We are writing to you in relation to the project TB2015, which our institution is implementing in collaboration with WHO. The project aims to reduce the burden of tuberculosis in...

The above authorization is only given during the designation period and for those activities of the institution in its capacity as a WHO collaborating centre, i.e. those activities included in the workplan.

Web site

The use of the WHO logo by a WHO collaborating centre on its web site is subject to the general rule mentioned at the beginning of this section, i.e. it requires prior approval by the Director-General. Before submitting such request, the responsible officer should receive a draft web page from the centre and ensure that:

- a) the proposed web page is in accordance with the terms of reference of the centre, i.e. that it only refers to those activities of the institution in its capacity as a WHO collaborating centre;
- b) the content of the proposed web page is acceptable to WHO from a technical and scientific point of view;
- c) the use of the WHO name and logo on the web site will be in accordance with the rules set above for the letterheads; and
- d) any financial support for the web site from the commercial private sector will be consistent with the WHO Guidelines on Interaction with Commercial Enterprises (including as to the manner in which contributors are acknowledged).

WHO flag

A WHO flag can be obtained upon request for use by the centre on certain occasions, such as World Health Day (7 April) or any official event related in some way to WHO, provided it is displayed in conformity with the WHO Flag Code and Regulations (which should be sent at the same time as the flag).

Business/visiting cards

The use of WHO's name or logo on business cards of the staff members of the WHO collaborating centres is not allowed.