WORKiNG
TOGETHER
TO FIGHT
ANTiMiCROBiAL
RESiSTANCE

Project identity guideliness

PAHO
Pan American Health Organization
World Health Organization Americas

Food and Agriculture Organization of the United Nations

WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

European Union

Organization logos and tagline

The basis of the identity of the project consists of the **tagline** "Working together to fight antimicrobial resistance" and PAHO-FAO-OIE-EU **logo block**. These 2 elements exist in 3 versions – full color, black and white. The full color version is the primary version. The black version can only be used on white backgrounds. The white version will be preferably used on colored backgrounds from the project's pallete.

The typeface of the tagline is *KonTikiJF Aloha* and it is used only for that.

It is mandatory to include the logo block of the organizations in all project communications. The tagline of the project is not required at all times, however we recommend including it as much as possible.

To ensure consistency, the elements should be used as showcased in this document.

Tagline - English

WORKiNG TOGETHER TO FIGHT ANTiMiCROBiAL RESiSTANCE

WORKiNG TOGETHER TO FIGHT ANTiMiCROBiAL RESiSTANCE

WORKiNG TOGETHER TO FIGHT ANTiMiCROBiAL RESiSTANCE

Logo block - English

Main version

PAHO Pan American Health Organization World Health Organization Americas

Food and Agriculture Organization of the United Nations

WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

European Union

Other versions

PAHO Pan American Health Organization World Health Organization Americas

Food and Agriculture Organization of the United Nations

WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

European Union

PAHO Pan American Health Organization World Health Organization Americas

Food and Agriculture Organization of the United Nations

WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

European Union

Logos and tagline - other languages

The tagline and PAHO-FAO-OIE-EU logo block also exist in Spanish and Portuguese.

Tagline - Spanish

TRABAJANDO
JUNTOS
PARA COMBATiR
LA RESiSTENCiA
A LOS ANTiMiCROBiANOS

TRABAJANDO
JUNTOS
PARA COMBATiR
LA RESiSTENCiA
A LOS ANTiMiCROBiANOS

TRABAJANDO
JUNTOS
PARA COMBATiR
LA RESiSTENCiA
A LOS ANTiMiCROBiANOS

Logo block - Spanish

Main version

OPS
Organización Panamericana de la Salud
Organización Mundial de la Salud
Américas

Organización de las Naciones Unidas para la Alimentación y la Agricultura

ORGANIZACIÓN MUNDIAL DE SANIDAD ANIMAL
Proteger a los animales, preservar nuestro futuro

Unión Europea

Other versions

OPS
Organización Panamericana de la Salud
Organización Mundial de la Salud
Américas

Organización de las Naciones Unidas para la Alimentación y la Agricultura

ORGANIZACIÓN MUNDIAL DE SANIDAD ANIMAL
Proteger a los animales, preservar nuestro futuro

Unión Europea

OPS
Organización Panamericana de la Salud
Organización Mundial de la Salud
Américas

Organización de las Naciones Unidas para la Alimentación y la Agricultura

ORGANIZACIÓN MUNDIAL DE SANIDAD ANIMAL
Proteger a los animales, preservar nuestro futuro

Unión Europea

Logos and tagline - other languages

The tagline and PAHO-FAO-OIE-EU logo block also exist in Spanish and Portuguese.

Tagline - Portuguese

TRABALHANDO
JUNTOS
PARA COMBATER
A RESiSTÊNCiA
AOS ANTiMiCROBiANOS

TRABALHANDO
JUNTOS
PARA COMBATER
A RESiSTÊNCiA
AOS ANTiMiCROBiANOS

TRABALHANDO
JUNTOS
PARA COMBATER
A RESiSTÊNCiA
AOS ANTiMiCROBiANOS

Logo block - Portuguese

Main version

Other versions

Safety area and minimum size

Always maintain an adequate clear space around PAHO-FAO-OIE-EU logo block space to preserve its integrity and visual impact. The clearance area is an integral part of the design, and ensures maximum visibility by leaving the logo block uncluttered by other logos, symbols, artwork or text. The minimum space around the tagline and logo block should be always proportional to the height of the logo block.

Example: If PAHO-FAO-OIE-EU logo block measures 15mm in height, the clear space on all sides of the tagline and logos should also be 15mm.

The minimum size of the PAHO-FAO-OIE-EU logo block should measure no less than 10 mm (45 px) in height. The minimum tagline size should measure no less than 15 mm (60 px) in height.

Minimum size
15 mm / 60 px

WORKiNG
TOGETHER
TO FIGHT
ANTiMiCROBiAL
RESiSTANCE

Minimum size
10 mm / 45 px

PAHO
Pan American Health Organization
World Health Organization
Food and Agriculture Organization of the United Nations
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Protecting animals, preserving our future
European Union

Misuse

This page addresses the most common errors that could be made while using the tagline and logos. For the correct use of the elements always refer to the manual and the original assets.

TRABAJANDO
JUNTOS
PARA COMBATIR
LA RESISTENCIA
A LOS ANTIMICROBIANOS

OPS

Organización de las Naciones Unidas para la Alimentación y la Agricultura

OIE ORGANIZACIÓN MUNDIAL DE SANIDAD ANIMAL
Proteger a los animales, preservar nuestro futuro

Unión Europea

Do not change the colours

TRABAJANDO
JUNTOS
PARA COMBATIR
LA RESISTENCIA
A LOS ANTIMICROBIANOS

TRABAJANDO

Do not stretch or squish the logo

Do not use a full colour logo on a color background or photo

TRABAJANDO
JUNTOS
PARA COMBATIR
LA RESISTENCIA
A LOS ANTIMICROBIANOS

TRABAJANDO

Do not rotate the logos

TRABAJANDO
JUNTOS
PARA COMBATIR
LA RESISTENCIA
A LOS ANTIMICROBIANOS

TRABAJANDO

Do not create drop shadows

Logo usage for external partners

Any institution (government, research, civil organization, private company, university, etc.) receiving funds or implementing activities related to the objectives of the project is considered an external or third-party partner.

External partners must give visibility to the organizations involved in all project's materials and activities. For this reason, the use of the communication materials approved by the Tripartite Alliance (PAHO-FAO-OIE) and the European Union is recommended, including visibility of the external partner.

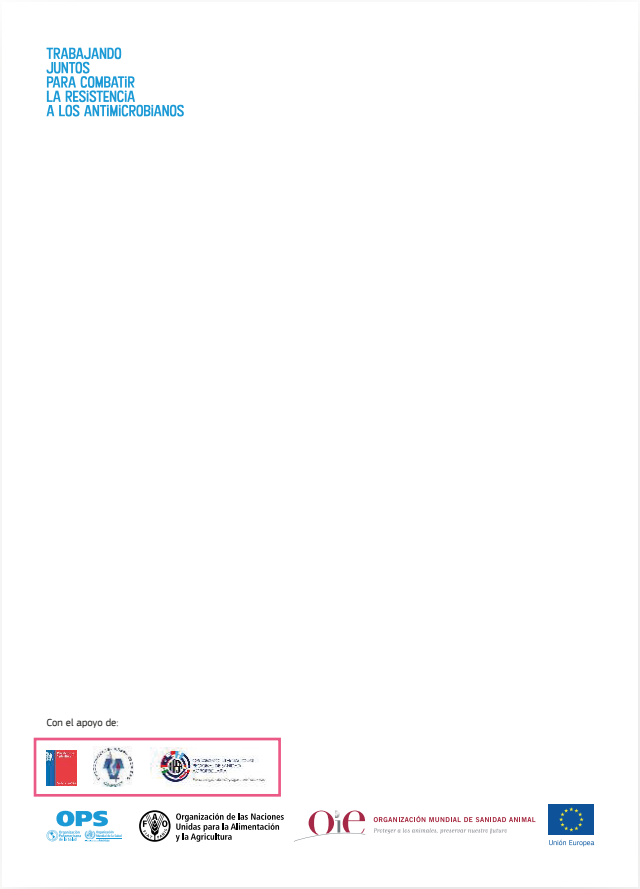
In all cases, the logos of the external partners must have the same proportion and size as the logo block of the project. The tagline of the project does not necessarily have to accompany the block of logos at all times. It may be positioned elsewhere or excluded from the design. The block of logos and external partners should always appear together and preceded by:

"With the support of:"

Logo usage for external partners

Activities and / or products led by the “implementing” agency
The logo of the external partner (or several partners) can be placed on the right side or under the project logo block. In the case of several external partner logos, these should be placed in order of relevance. See examples on p7.

Activities and / or products supported by the project and led by an external partner or “supporters”
The logo of the external partner (or several partners) can be placed on the left side or on the project logo block. In the case of several logos of external partners, these should be placed in order of relevance. See examples on the right.



Fonts

The main fonts of the project are *Trade Gothic LT Std* and *EC Square Sans Pro*. The alternative font is *Myriad Pro* and should only be used in digital context in case the other two fonts are not available.

Titles and subtitles

Trade Gothic LT Std
Trade Gothic LT Std
Trade Gothic LT Std
Trade Gothic LT Std
Trade Gothic LT Std
Trade Gothic LT Std

Alternative

Myriad Pro
Myriad Pro
Myriad Pro
Myriad Pro

Body text

EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro
EC Square Sans Pro

Colors and shades

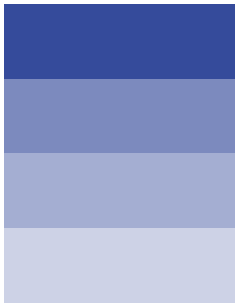
The palette of the project includes colors from all organizations and a selection of complementary colors from the EU extended color palette. The colors could be used in all shades between 25-100%.

The secondary color palette should be used only to support the main palette whithout being dominant in the design.

Main palette

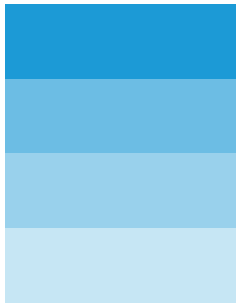
UE

PANTONE: Reflex Blue U
CMYK: 90% 76% 0% 0%
RGB: 54 73 155
HEX: #36499B



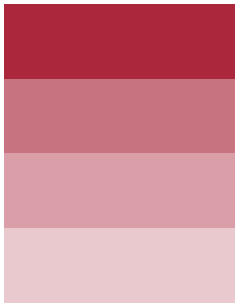
OPS

PANTONE: 2925 C
CMYK: 77% 24% 0% 0%
RGB: 0 154 222
HEX: #009ADE



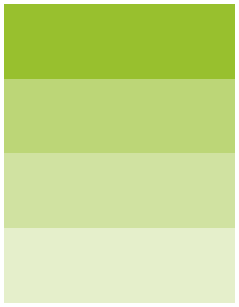
OIE

PANTONE: 194 C
CMYK: 0% 91% 56% 34%
RGB: 157 51 64
HEX: **#9D3340**

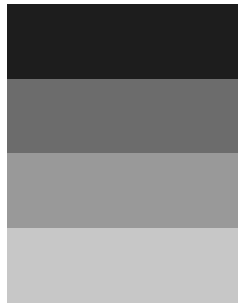


FAO

PANTONE: 376 UP
CMYK: 49% 3% 96% 0%
RGB: 150 190 45
HEX: #96BE2D

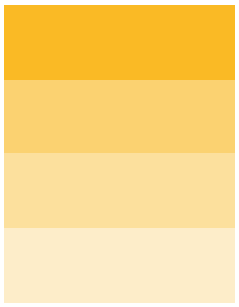


PANTONE: Process Black UP
CMYK: 75% 65% 62% 81%
RGB: 29 29 27
HEX: #1D1D1B

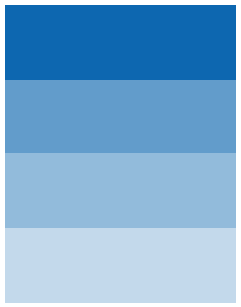


Secondary palette

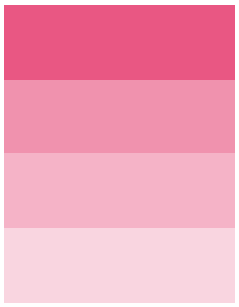
PANTONE: 130 UP
CMYK: 0% 31% 89% 0%
RGB: 251 185 33
HEX: #FBB921



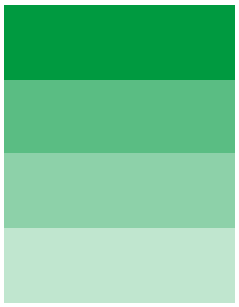
PANTONE: 293 UP
CMYK: 89% 55% 0% 0%
RGB: 0 103 177
HEX: #0067B1



PANTONE: 205 UP
CMYK: 1% 78% 23% 0%
RGB: 233 87 131
HEX: #E95783



PANTONE: 348 UP
CMYK: 83% 9% 97% 1%
RGB: 0 153 64
HEX: #009940



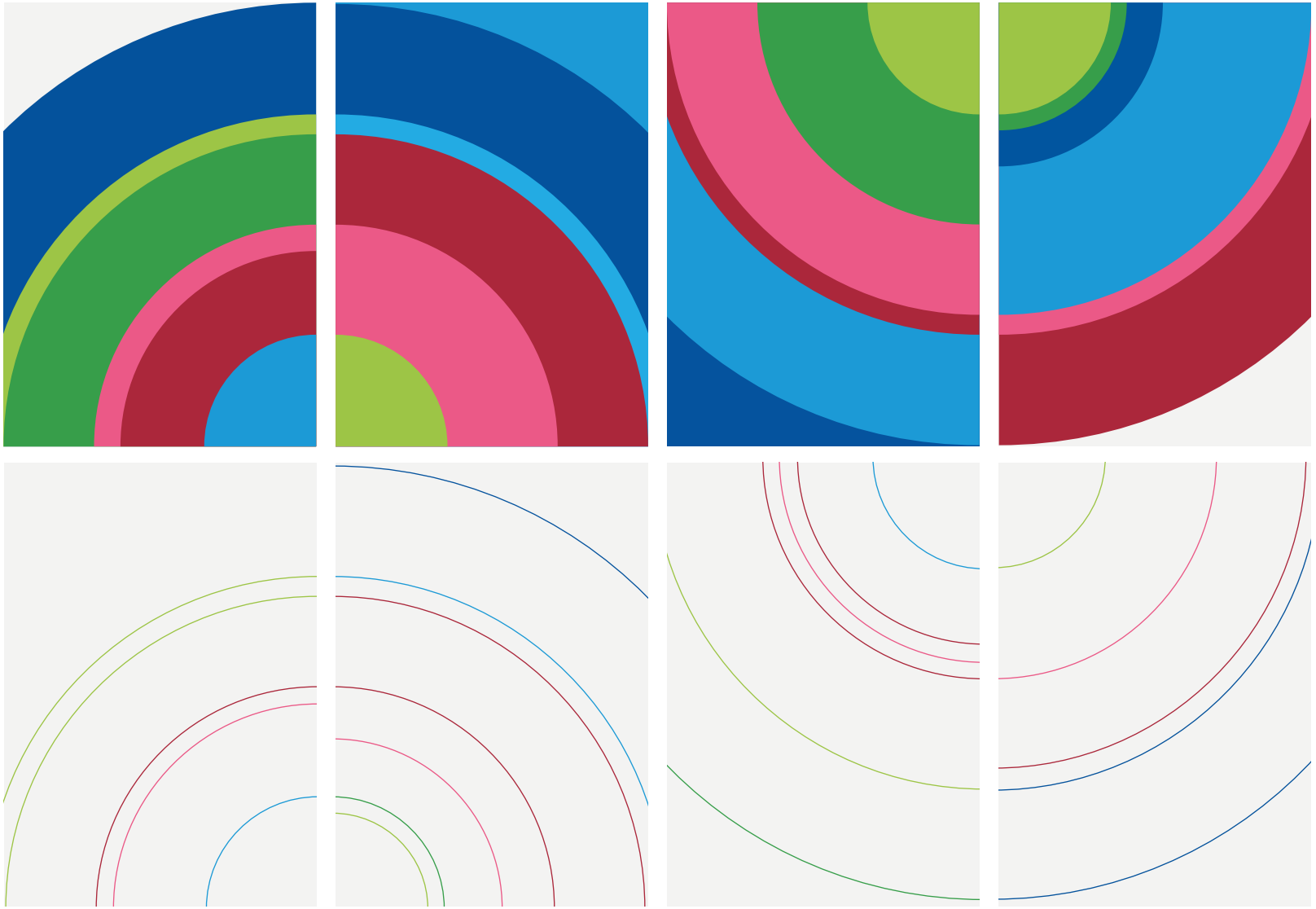
PANTONE: Cool Grey 2 UP
CMYK: 11% 8% 11% 0%
RGB: 231 230 226
HEX: #E7E6E2

Graphic elements

The circular “target” shapes are graphic elements used to enhance the overall design and focus the attention on specific area. These are mainly combined with images and should always include OPS-FAO-OIE-EU colors.

Patterns

The patterns are generally used as backgrounds or as part of the layout. They should always always include OPS-FAO-OIE-EU colors.



Icons

The icon library is divided into 3 categories: human, animal and food and environment. Each category matches the color of their flagship organization. There are currently 21 icons. Additional icons should be developed in the same outlined style to ensure consistency.

Human

Animal

Food and Environment

Examples of dissemination materials

WORKING TOGETHER TO FIGHT ANTIMICROBIAL RESISTANCE

PAHO · Food and Agriculture Organization of the United Nations · WORLD ORGANISATION FOR ANIMAL HEALTH · European Union

Lorem ipsum

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www.paho.org/en/together-fight-antimicrobial-resistance

WORKING TOGETHER TO FIGHT ANTIMICROBIAL RESISTANCE

PAHO · Food and Agriculture Organization of the United Nations · WORLD ORGANISATION FOR ANIMAL HEALTH · European Union

Place, date
#hashtag

Press release

Title

Subtitle

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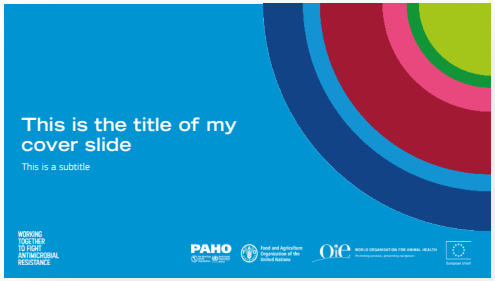
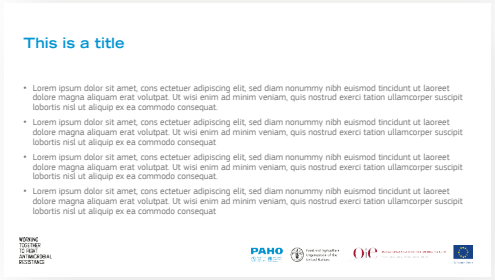
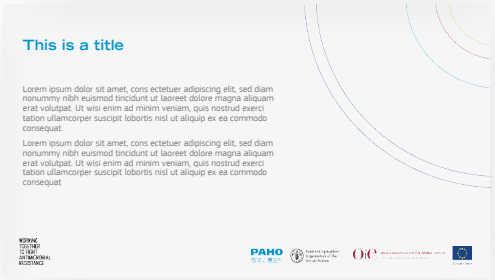
www.paho.org/en/together-fight-antimicrobial-resistance

Examples of dissemination materials







Examples of dissemination materials

Examples of dissemination materials

Examples of dissemination materials

Examples of dissemination materials

Examples of dissemination materials

For any questions do not hesitate to contact the person in charge of the project's communication department

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PAHO
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World Health Organization Americas

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