

Global Alliance to Eliminate Lead Paint: Brand Identity Guidelines

(Revised 5/31/18)



**BAN LEAD
PAINT**



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1. Introduction

The Global Alliance to Eliminate Lead Paint (Lead Paint Alliance or the Alliance) is co-led by the United Nations Environment Programme (UN Environment) and the World Health Organization (WHO). Information about the Alliance can be found on its [official webpage](#). The working arrangements for the Lead Paint Alliance are described in its [Operational Framework](#).

The work of the Lead Paint Alliance is promoted by partners¹ to the Alliance. Partners are stakeholders such as governments, non-governmental civil society organizations, paint producers and paint industry trade associations, academic experts and other UN organizations that have applied to UN Environment and WHO and have been accepted as partners by both Organizations according to an agreed procedure. Approved partners are listed on the Alliance website on the [Partners page](#).

An Advisory Council² oversees the work of the Alliance and members are drawn from Alliance partners. The Advisory Council is chaired by a government partner., and members reflect the diverse types of stakeholders.

Brand identity of the Lead Paint Alliance

Having a set of strong and consistent brand elements helps create a unified message and visual identity for public communication. The components of the brand identity are the name of the Alliance and the official graphic identifier. An additional campaign graphic has been developed for more general use in promoting the Alliance goal to eliminate lead paint. These two graphic elements are described below.

This document provides the staff of WHO and UN Environment and the Alliance partners (including members of the Advisory Council) with general rules on the use of the Lead Paint Alliance names, the Alliance identifier and the campaign graphic. It is the responsibility of UN Environment and WHO staff and the Alliance partners to follow these guidelines in connection with such use.

For any questions not covered in these guidelines, please contact UN Environment at LEAD-CADMIUM.CHEMICALS@unep.org or WHO at noleadinpaint@who.int.

2. General guidance for maintaining the brand integrity of the Alliance

These guidelines apply to communication materials including, but not limited to, reports, guidance documents, presentations, posters, flyers, web banners, training materials and training certificates.

¹ Partners were previously known as 'Contributors', which is the term used in the Operational Framework of the Alliance.

² The Advisory Council was previously known as the 'Advisory Group', which is the term used in the Operational Framework.

The [Operational Framework](#) sets out the guidelines for public communication about the Alliance (shown at Annex 1). The following guidelines are intended to be applied in conjunction with the Operational Framework.

1. The norms and standards of UN Environment and WHO will be used to guide public communications about the work of the Alliance. The dissemination of all written material will be subject to approval by UN Environment and WHO.
2. Official reports and publications about the Alliance will be prepared and approved by UN Environment and WHO in accordance with their organizational procedures. The documents will carry the UN Environment and/or WHO logos, along with the unique identifier of the Alliance.
3. Lead Paint Alliance partners shall not use the name, emblem or logo of UN Environment or WHO in any manner or in any form whatsoever without the express prior written approval of UN Environment and WHO. Such permission will be in accordance with the policies and procedures of each Organization regarding display of logos for joint events/editorial collaborations.
4. The official name of the Alliance is “Global Alliance to Eliminate Lead Paint.” After the first use of the official name in a document, either or both of two shorter names may be used: “Lead Paint Alliance” or “Alliance.” The name of the Alliance should never be shortened to the acronym “GAELP.”
5. Individuals, institutions and/or entities that are not identified on the [Alliance website](#) as partners to the Alliance cannot use the name of the Alliance.
6. The names "Global Alliance to Eliminate Lead Paint" or “Lead Paint Alliance” may not be used for commercial or promotional activities.

3. Guidelines for use of the Lead Paint Alliance identifier

The identifier consists of a red “paint stroke” that contains the official name of the Alliance. For information on format see ‘Technical guidance’ below.



Uses

1. The Lead Paint Alliance identifier should only be used on official products or documents of the Alliance. Such documents may also include the logos of UN Environment and/or WHO in accordance with the publication and clearance policies of these Organizations.
2. The identifier may be used on official presentations by the Chair of the Advisory Council.
3. The identifier may only be used in presentations by other Alliance partners with the prior written approval of both UN Environment and WHO. If approval is given, UN Environment or WHO will provide the graphic file.

Specifically excluded uses

1. The identifier must not be used for commercial activities.
2. The identifier should not be used on customizable campaign materials, such as those developed for use during International Lead Poisoning Prevention Week. These materials may carry the logo of the campaign organizer and should use the campaign graphic described below.

Technical guidance

1. The identifier should always contain the full official name of the Alliance: “Global Alliance to Eliminate Lead Paint” in white NeoSans font lettering. It should never include a shortened name or an acronym.
2. The identifier has only one version in colour: white lettering on a red paint stroke. A black and white version of the identifier may be used on printed documents that are not in colour.
3. The identifier should never be displayed at a size that is so small that the letters cannot be read.
4. When used in official documents, the identifier should always be placed after the logos of UN Environment and/or WHO. The order of the UN Environment and WHO logos may vary. The identifier should be sized to match the footprint of the UN Environment and WHO logos. Only horizontally-oriented UN Environment and WHO logos should be used with the Alliance identifier.

2X				2X
				
2X				2X

- The identifier should be used as provided. The identifier's dimensions should never be distorted, or the sides of the identifier cropped. It should always be horizontally oriented.



4. Guidelines for use of the campaign graphic (Ban-Lead-Paint graphic)

The Ban-Lead-Paint graphic is a multicoloured 'stop sign', to be used alone or with the tag line "Ban Lead Paint". It is not part of the official identity of the Lead Paint Alliance and may be used more widely than the official identifier. For information on format see 'Technical guidance' below.

Uses

- This graphic may be used in public awareness and outreach materials developed by Alliance partners and campaigning organizations, provided the materials convey information consistent with the goals and key messages of the Lead Paint Alliance.
- The graphic may be used in the customizable materials for [International Lead Poisoning Prevention Week](#) provided by WHO and UN Environment.
- This graphic should not be used on official reports of the Alliance.

4. The graphic may be used on promotional documents, such as newsletters and fact sheets developed by UN Environment and WHO. These materials should be printed in colour.

Specifically excluded uses

1. The graphic must not be used for commercial activities.
2. The graphic must not be used on official documents and reports of the Alliance.
3. The graphic must not be used in place of the Alliance identifier by UN Environment, WHO and Alliance partners.



World Health Organization

Incorrect



4. The Ban-Lead-Paint graphic should not be used as a cover image on print materials.



Incorrect

Technical guidance

1. The 'Ban Lead Paint' text should be in NeoSans lettering. The images below display possible orientations for tag line use.



- Because its effectiveness and message depend on the use of multiple colours, the use of the Ban-Lead-Paint graphic on materials that will be printed in black and white should be avoided.



Incorrect

- When used on Alliance newsletters, fact sheets and similar documents care should be taken in the use of the graphic to avoid visual clutter. Examples of acceptable use are below.



Newsletter

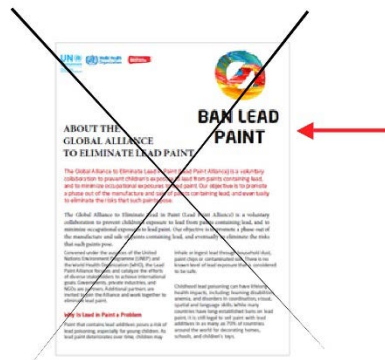


Newsletter



Fact Sheet

- When displayed with its tag line (Ban Lead Paint) on a promotional or outreach document, the tag line font should be at least 25% smaller than the font size of the document title.

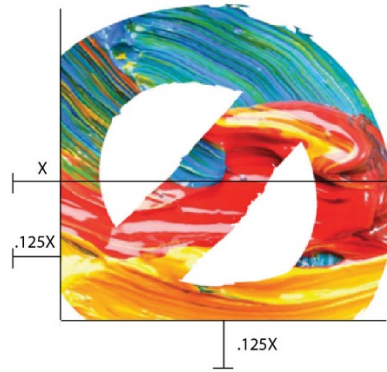


Incorrect

- On a promotional document, the Ban-Lead-Paint graphic should never be displayed larger than 1/4 or 25% of the height of the page.



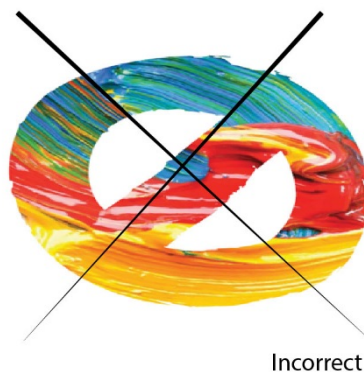
- The Ban-Lead-Paint graphic should always be shown as a complete or nearly complete circle. If cropped to be placed on the side or corner of materials, no more than 1/8 of the image may be cut off. No more than two sides of the image may be cropped in order to maintain the fidelity of the circular ban sign.



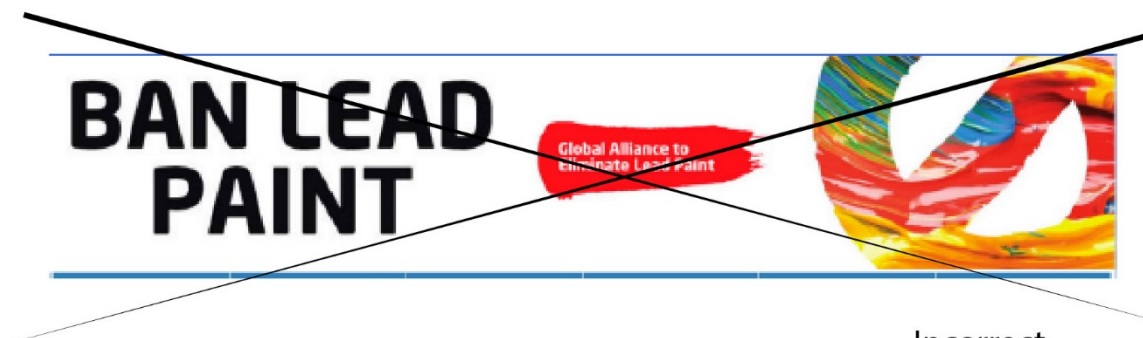
7. When displayed on a banner, poster or social media graphic, or elsewhere without related text, the Ban-Lead-Paint graphic should include the “Ban Lead Paint” tag line, so as to communicate the clear message of the Alliance.



8. The Ban-Lead-Paint graphic should be used as provided. The graphic’s dimensions should never be distorted.



9. When displayed on the banner of the official Lead Paint Alliance website or partner websites, the same rules of usage apply for the name, Ban-Lead-Paint graphic, identifier and tag line (see 4 and 6 above).



Incorrect



Correct

5. Other design and communication considerations

Social Media

The Lead Paint Alliance uses the following regular hashtags on social media:

- #BanLeadPaint
- #ILPPW20XX, where XX indicates the year of the annual International Lead Poisoning Prevention Week

Preparation for awareness campaigns

To ensure that Alliance partners have sufficient notice to participate in the International Lead Poisoning Prevention Week, the Lead Paint Alliance will aim to provide all promotional materials at least six weeks before the campaign begins.

To ensure that Alliance partners will be able to find materials easily, when Lead Paint Alliance customizable campaign materials are available for public use, they will always be posted at the following WHO webpage address:

- http://www.who.int/ipcs/lead_campaign/en/

This webpage provides materials in English, and the materials in Arabic, Chinese, French, Russian and Spanish will be accessible via the linked language webpages.

Materials may also be posted on other organizational websites.

Templates

In order to provide consistency in the look and feel of the official and promotional materials of the Lead Paint Alliance, document templates will be developed as needed, with standard fonts and colours.

Fonts

Lucida Sans, Franklin Gothic, or Calibri are recommended as fonts for use in official Alliance documents.

- Lucida Sans:

Sample text

- Franklin Gothic:

Sample text

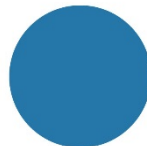
- Calibri:

Sample text

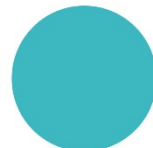
Colours

The following colours, based on the Ban-Lead-Paint graphic, are appropriate for use with all Lead Paint Alliance documents and materials:

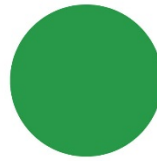
- Dark blue
CMYK: 84.52, 46.88, 13.44, 0.56
RGB: 38, 119, 170
Hex: #2677AA



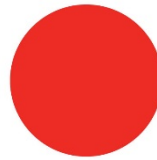
- Teal
CMYK: 68.56, 3.17, 26.43, 0
RGB: 61, 184, 194
Hex: #3DB8C2



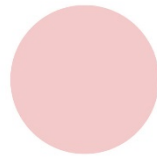
- Green
CMYK: 82.78, 14.56, 97.87, 1.86
RGB: 40, 153, 72
Hex: #289948



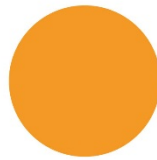
- Bright red:
CMYK: 0.96, 95.7, 94.17, 0.04
RGB: 237, 44, 38
Hex: #ED2C26



- Salmon:
CMYK: 1.76, 23.61, 12.01, 0
RGB: 244, 202, 202
Hex: #F4CACA



- Orange:
CMYK: 1.1, 46.64, 95.69, 0
RGB: 244, 153, 36
Hex: #F49924



- Yellow:
CMYK: 8.13, 0.31, 63.17, 0
RGB: 243, 237, 124
Hex: #F3ED7C



Annex 1

Global Alliance to Eliminate Lead Paint Operational Framework, section V

V. Public communication

18. The norms and standards of UNEP and WHO will be used to guide public communications about the work of the Global Alliance to Eliminate Lead Paint. The dissemination of all written material will be subject to approval by UNEP and WHO.
19. Official reports and publications about the Global Alliance will be prepared and approved by UNEP and WHO in accordance with organizational procedures. They will carry UNEP and WHO logos and as appropriate the logo of the Inter-Organization Programme for the Sound Management of Chemicals (IOMC)³ and a disclaimer in accordance with the relevant guidance of the organizations.
20. The name "Global Alliance to Eliminate Lead Paint" can only be referred to by contributors⁴ for projects, publications or communications identified on the Global Alliance website. The following wording must be used: "This <<project/publication/communication/activity>> is a contribution to the Global Alliance to Eliminate Lead Paint". Contributors wishing to mention the Global Alliance in their publications must respect the rules established for the use of names, emblems and logos. No reference may be made for commercial or promotional purposes.
21. Global Alliance contributors shall not use the name, emblem or logo of UNEP or WHO in any manner or in any form whatsoever without the express prior written approval of UNEP and WHO.
22. The name "Global Alliance to Eliminate Lead Paint" may not be used for commercial or promotional activities. Individuals, institutions and/or entities that are not identified on the Global Alliance website as contributors to the Global Alliance cannot use the name of the Global Alliance.
23. Contributors and meeting participants may not speak on behalf of the Global Alliance. Any person who communicates publicly either orally or in writing about the work of the Global Alliance, and who is not specifically designated to do so by WHO

³ Footnote updated 26 October 2012. The Inter-Organization Programme for the Sound Management of Chemicals (IOMC) is contributed to by nine intergovernmental participating organizations (PO): the [Food and Agriculture Organization of the United Nations \(FAO\)](#), the [International Labour Organization \(ILO\)](#), the [Organisation for Economic Cooperation and Development \(OECD\)](#), the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP), the [United Nations Industrial Development Organization \(UNIDO\)](#), the [United Nations Institute for Training and Research \(UNITAR\)](#), the World Bank and the [World Health Organization \(WHO\)](#).

⁴ Contributors are now referred to a 'partners'

and UNEP, must make it known that he or she is representing only their own views.

24. The contributions made will be duly acknowledged in an appropriate manner in publications by UNEP and WHO about the Global Alliance.
25. Global Alliance meeting and progress reports, focal area reports and materials developed as part of the focal area activities will be disseminated through the Global Alliance website, maintained by UNEP and WHO.
26. A listing of information and resources will be available from the Global Alliance website.. The mention of specific resources or their producers does not imply that they are endorsed or recommended by UNEP and/or WHO in preference to others of a similar nature that are not mentioned. UNEP and/or WHO cannot attest to the accuracy of information provided by contributors.

The full text of the Operational Framework can be seen at
http://wedocs.unep.org/bitstream/handle/20.500.11822/22792/GAELP_operational-framework.pdf?sequence=1&isAllowed=y