

Health Cluster logo usage policy

The Health Cluster logo consists of the combination of two distinct elements: the emblem and the name of the Health Cluster written in full. These two elements are arranged in a precise relationship, which should not be changed or distorted.

The emblem represents the concepts of “coordination/network” and “fast action/speed”, while the written part of the logo (Health Cluster) highlights “health” as the focus of the work. The font – Futura – was chosen to reinforce the visual identity of the emblem and to offer maximum legibility.



⇨ Use of logo by **WHO**

The Health Cluster logo shall only be used by WHO alongside the WHO emblem when WHO is providing secretariat support to the HC. The WHO logo shall be accompanied by the following statement: WHO is the Cluster Lead Agency and provides secretariat support (see Terms of Reference, page 7).

⇨ Use of logo by **partners**

Health Cluster partners may be granted the right to use the Health Cluster logo, on a case by case basis, with the prior approval of the Global Health Cluster Unit Coordinator (see Terms of Reference, page 7). If the use of the logo is granted, Health Cluster partners are requested to consult with the GHC unit before and throughout the process of producing the branded material.

⇨ Use of logo by **Country Health Clusters**

Health Clusters in countries can use the Health Cluster logo accompanied by the country name, as showed in the example below. The Country Health Cluster logo shall only be



used by WHO alongside the WHO emblem when WHO is providing secretariat support to the Health Cluster. The WHO logo shall be accompanied by the following statement: WHO is the Cluster Lead Agency and provides secretariat support. Health Cluster partners may be granted the right to use the Country Health Cluster logo, on a case by case basis, with the prior approval of the Health Cluster Coordinator. If the use of the logo is granted, Health Cluster partners are requested to consult with the Health Cluster Coordinator before and throughout the process of producing the branded material.



If you would like to use the Health Cluster logo,
please contact Elisabetta Minelli, GHC secretariat at minellie@who.int.