

▶ GUIDELINES ON THE USE OF THE OIE EMBLEM BY OIE REFERENCE CENTRES

INTRODUCTION

In accordance with Article 6 of the Internal Rules for OIE Reference Centres, designation as an OIE Reference Centre confers “on the institution the right to use the title ‘OIE Reference Laboratory’ or ‘OIE Collaborating Centre’, as appropriate, and the OIE emblem¹ on all documents issued by the Reference Centre in its official capacity”.

The authorisation for the use of the official OIE title and OIE emblem comes to an end once the designation is terminated.

For the purpose of these Guidelines, “documents” as mentioned in Article 6 of the Internal Rules include but are not limited to the following: envelop, letter or facsimile with letterhead, webpage, electronic correspondence, publication (including report), brochure, video clip, poster, presentation, plaque (wall plate), and business or visiting card. In case of doubt, Reference Centres should consult the Scientific and Technical Department of the OIE.

1. General rules

- 1.1 The official OIE title and/or OIE emblem shall **never** be used in isolation. Instead, the exact title of the OIE Reference Laboratory (hereafter referred to as the “title”), as indicated in the official letter of designation (e.g. “OIE Reference Laboratory for Foot and mouth disease”, “OIE Collaborating Centre for Animal Welfare”) shall be used next to the OIE emblem. When the OIE emblem is used, the emblem of the designated institution should also be used, and the former should not be of larger size than the latter.
- 1.2 The title and OIE emblem should be used discreetly (and both have a similar size), and placed immediately underneath or next to the name of the (relevant part of the) designated institution, which should have a more prominent position.
- 1.3 The characters of the title must be smaller than the characters of the name of the designated institution (or relevant part thereof), e.g. “OIE Collaborating Centre for Animal Welfare” must be typed in smaller characters than “Animal Welfare Laboratory, Free University”. All words in the title must be of the same font size, e.g. “OIE” may not be bigger than “Reference Laboratory for Foot and mouth disease”.

Fig. 1. Bad example – The OIE emblem is used in isolation, without the Reference Centre’s official title.



1 Emblem and logo are different things. The OIE logo incorporates the OIE emblem and the name of the Organisation in a single design. Normally, OIE Reference Centres are not allowed to use the OIE logo. Instead, they may be authorised to use the OIE emblem and title of their designation as an OIE Reference Centre following the rules stated in this document.

Fig. 2. Bad example – The OIE logo (not emblem) is used.



Fig. 3. Bad example – The name and emblem of the Reference Centre do not appear



Fig. 4. Good Example.

The complete name of the (relevant part of the) institution that has been designated (and its emblem) is placed in a prominent manner



Blogg Vaccine Institute



OIE Reference Laboratory
for Foot and mouth disease

The title of the designation (and the OIE emblem) are discreetly placed underneath the name of the (relevant part of the) institution, in a smaller font

Fig. 5. Good Example.



**Ecole Inter-Etats des Sciences
et Médecine Vétérinaires**



Centre collaborateur de l'OIE pour la formation
des vétérinaires officiels en Afrique tropical

2. Material-specific rules

2.1 LETTERHEADS AND ENVELOPES

Subject to the general rules stated above, an OIE Reference Centre may use its official OIE title and the OIE emblem on letterheads and envelopes for correspondence related to the Terms of Reference as an OIE Reference Centre (see example: OIE emblem and title smaller than that of the institution and placed underneath it; it can be placed on the left- or right-hand side of the page).

Fig. 6. Good example of letterhead



2.2 WEBPAGES (GENERAL WEBPAGE AND DEDICATED WEBPAGE)

Subject to the general rules stated above, and the additional conditions stated below, an OIE Reference Centre may use its official OIE title and the OIE emblem on a dedicated OIE Reference Centre web page, subject to the permission of the OIE Headquarters.

Before submitting the request for permission, the Scientific and Technical Department of the OIE should receive a draft web page from the OIE Reference Centre to ensure that:

- a) The OIE emblem is not be used in a head or prominent position on the main web page of the designated institution. Instead, a discreet reference to the designation of the institution as an OIE Reference Centre may be included in the web page of the institution, and that reference could be linked to a separate page fully dedicated to the activities of the institution as an OIE Reference Centre.
- b) The proposed web page refers only to the activities of the institution in its capacity as an OIE Reference Centre as described in the Terms of Reference.
- c) The content of the proposed web page is acceptable to the OIE from a technical and scientific point of view.

Fig. 7a & 7b Example of main page showing a link to a separate page dedicated to the activities of the institution as an OIE Reference Centre

Fig. 7a

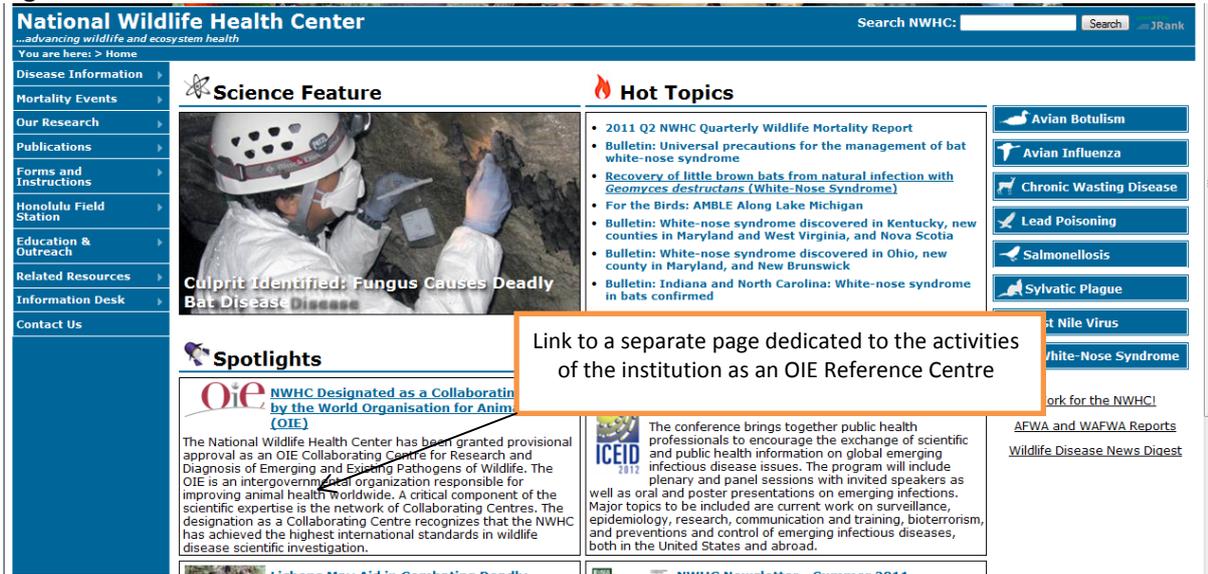


Fig. 7b



Fig. 8. Example of page within the web site of an OIE Collaborating Centre especially dedicated to the activities in its capacity as an OIE Collaborating Centre



2.3 BROCHURES, PRESENTATIONS, POSTERS AND PRINTED MATERIAL

Such use is subject to the general rules stated above and on the condition that the content of the document is related to the Terms of Reference as an OIE Reference Centre. Exceptions may be granted by the OIE Headquarters on a case by case basis.

For presentations, the official OIE title and OIE emblem may appear on the first and last slides only and should not appear in the header or footer in all slides.

2.4 FLAG

An OIE Reference Centre may submit a request for time-limited use of an OIE flag at events for which the OIE is a (co)-sponsor. Such a request should be submitted to the OIE well in advance of each relevant event. At the end of the specific event for which approval has been granted, the flag must immediately be withdrawn and returned to the Organisation.

2.5 BUSINESS OR VISITING CARDS

Only the named expert from an OIE Reference Laboratory can use the official OIE Reference Laboratory title (**without** the OIE emblem) on business or visiting cards. For Collaborating Centres, the use of the official OIE Collaborating Centre title (**without** the OIE emblem) is allowed on business or visiting cards of the Director of the Collaborating Centre and his/her the staff members engaged in the technical activities directly related to the Terms of Reference as an OIE Collaborating Centre.

Fig. 9. Good example of a visiting card for the named expert from an OIE Reference Laboratory

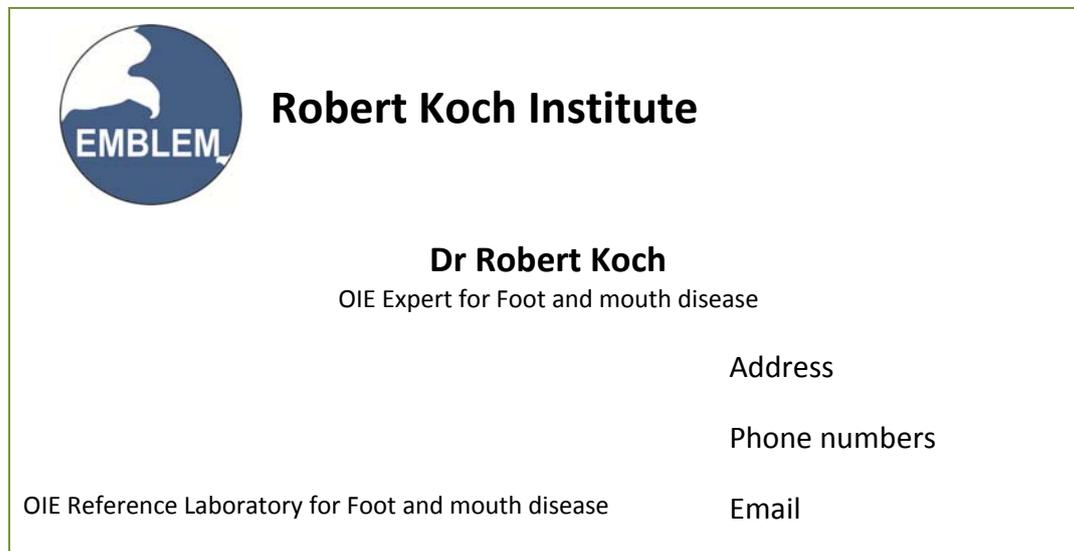


Fig. 10. Bad example of a visiting card for the named expert from an OIE Reference Laboratory (the OIE emblem and the official title are disproportionately larger those of the institution; the OIE emblem should not be included on a business card)

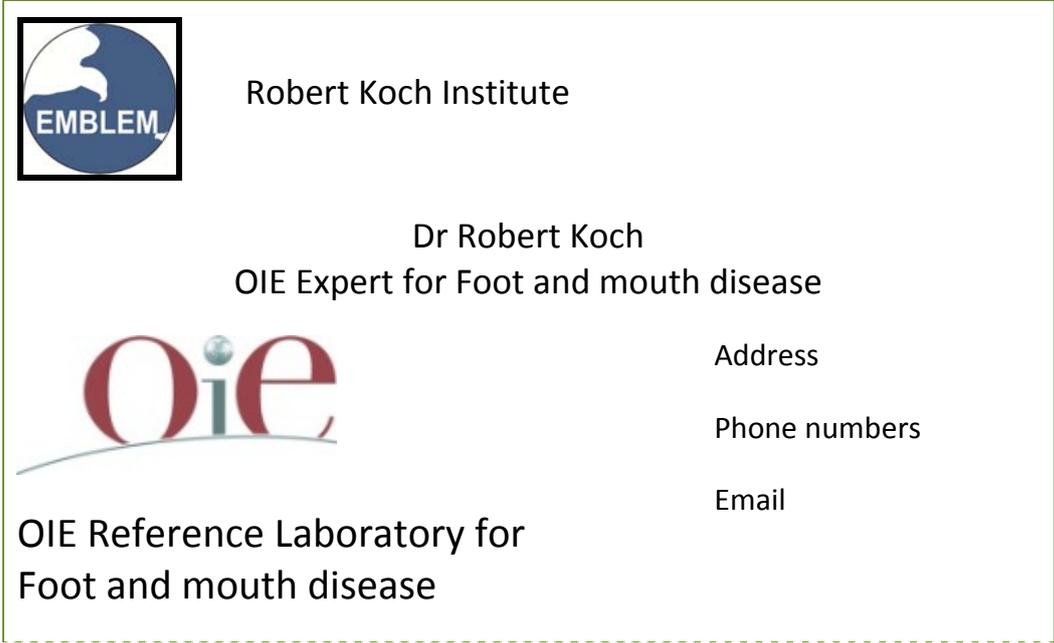


Fig. 11. Good example of a visiting card for the Director of an OIE Collaborating Centre



2.6. E-MAILS

Only the named expert from an OIE Reference Laboratory can use the official OIE Reference Laboratory title (**without** the OIE emblem) on an email signature. For Collaborating Centres, the use of the official OIE Collaborating Centre title (**without** the OIE emblem) on the email signature of the Director of the Collaborating Centre and his/her the staff members engaged in the technical activities directly related to the Terms of Reference as an OIE Collaborating Centre in the correspondence related to the Terms of Reference as an OIE Reference Centre. However, the OIE emblem shall never be included.

Fig. 12. Good example of e-mail signature

Reference Laboratory	Collaborating Centre
Robert Koch, D.V.M Executive President Robert Koch Institute Address City, Country telephone (direct) telephone (mobile) (fax) <u>Email</u>	Robert Koch, D.V.M Executive President Robert Koch Institute Address City, Country telephone (direct) telephone (mobile) (fax) <u>Email</u>
OIE Expert at the OIE Reference Laboratory for Anthrax	OIE Collaborating Centre for Diseases of Wildlife

2.7 PLAQUES (WALL PLATES)

The OIE does not normally authorise the use of plaques bearing its name, emblem and official OIE title by OIE Reference Centres.

2.8 TRAINING DIPLOMAS AND CERTIFICATES

The official OIE title and OIE emblem may not be used on certificates of attendance, diplomas or similar awards to participants in training or other courses, even when these are organised as part of an OIE Reference Centre's work plan.

3. Administration

3.1 OIE EMBLEM

Electronic files for the OIE emblem can be obtained from the Scientific and Technical Department of the OIE.

3.3 CONTACT

Any questions on the use of the official OIE title and OIE emblem by the OIE Reference Centres should be addressed to scientific.dept@oie.int

► GUIDELINES ON THE USE OF THE TITLE OF OIE EXPERT

In accordance with Article 6 of the Internal Rules, designation of an OIE Reference Laboratory gives the expert “the right of the designated specialist to use the title of OIE Expert.”

The Guidelines on the Use of the OIE Emblem by OIE Reference Centres apply *mutatis mutandis* to the use of the title of OIE Expert.

REFERENCE – INTERNAL RULES FOR OIE REFERENCE CENTRES

ARTICLE 6

This notification shall confer on the institution the right to use the title ‘OIE Reference Laboratory’ or ‘OIE Collaborating Centre’, as appropriate, and the OIE emblem on all documents issued by the Reference Centre in its official capacity, and for the Reference Laboratory, the right of the designated specialist to use the title of OIE Expert.

