

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.



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_14470

