Global Laboratory Leadership Programme

Visual Identity Guide
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TABLE OF CONTENTS

1. Purpose 1
2. Logo use, co-branding, and acknowledgements 1
3. Logo 2
4. Color palette 3
5. Fonts 3
6. Photography and graphical elements 4
7. Accessibility 4

1. PURPOSE

This Visual Identity Guide provides guidance for national entities, implementers, and partner organizations to ensure the Global Laboratory Leadership Programme (GLLP) is represented clearly, consistently, and professionally across all communication and promotional materials. A strong and unified visual identity supports the credibility of the GLLP and reinforces its values and mission across diverse contexts and audiences. Everyone engaged in delivering, coordinating, or promoting the GLLP shares responsibility for protecting the programme's integrity through consistent use of approved branding elements.

This guide outlines core visual standards—including logo use, colors, typography, and acknowledgements—to support accurate and appropriate representation of the GLLP across print, digital, and training materials.

2. LOGO USE, CO-BRANDING, AND ACKNOWLEDGEMENTS

Organizations implementing GLLP should clearly identify their role (national entity, implementer, partner organization, etc.) when communicating about the programme. If using additional branding alongside the GLLP logo, ensure your specific role in the programme is clearly defined.

The GLLP Partners Logos (FAO, WHO, WOAH, ECDC, CDC and APHL) **cannot** be used without specific permission from the individual organisations (contact the organisations to request permission).

Co-branding the GLLP logo with private, for-profit entities is **not** allowed.

Conditions of use:

- Training materials: When adapted from the GLLP Learning Package, the training materials should display the acknowledgment and disclaimer sentence (in local language if applicable) at least once per module **and** should display the GLLP logo.
    - Acknowledgment and disclaimer sentence: "These training materials are a modified version of the Global Laboratory Leadership Programme *materials, used with permission from the GLLP*

Partners. The GLLP Partners disclaim any responsibility for any modifications to, or revisions of, the GLLP materials."

- Communication documents: An acknowledgment mention **and** the GLLP logo should appear on communication/promotion documents (reports, brochures, social media graphics, newsletters, etc.). Example of acknowledgment: "Course content adapted from/based on the Global Laboratory Leadership Programme *(GLLP)"*.
- Certificate of attendance: The GLLP logo should appear on certificate of attendance issued for the programme.
- A full GLLP includes all competencies and components. Partial use programmes that do not cover all competencies and components are allowed but are not considered a GLLP programme.
  - Full GLLP = **may** use the logo on all materials and communications, correspondence and certificates.
  - Partial use programmes = should acknowledge GLLP and use the logo on the course materials**,** but should **not** use the logo on communications, correspondence and certificates.

3. LOGO

The GLLP logo is available in two approved versions: a version with the tagline and a version without the tagline. Both versions are official and may be used according to the communication context.

- Use the logo with tagline for most external-facing materials, including reports, brochures, training materials, presentations, websites, and communication products where sufficient space is available. The tagline helps reinforce the GLLP identity and should be the preferred option whenever readability can be maintained.
- Use the logo without tagline when space is limited or when the tagline would become difficult to read, such as on certificates, banners, promotional items, social media graphics, or other small-format applications.
- Within a single document or communication product, use one logo version consistently unless there is a clear design or space-related reason to use the alternate version.
- The tagline should never be removed from the logo-with-tagline version, recreated separately, or modified in any way. Only approved logo files should be used.

Logo with tag line	Logo, no tag line
GLLP Global Laboratory Leadership Programme A health initiative by FAO, WHO, WOAH, ECDC, CDC, APHL Strong leaders for health security	GLLP Global Laboratory Leadership Programme A health initiative by FAO, WHO, WOAH, ECDC, CDC, APHL

The GLLP logo is an official programme asset and may only be used in accordance with this guidance and any supplementary instructions provided by the GLLP coordinating partners.

To maintain a consistent and professional visual identity, the GLLP logo should always be used in its approved format. The logo must not be altered, recreated, or modified in any way.

Do not:

- Stretch, compress, or distort the logo.
- Change the logo colors or apply gradients, patterns, or effects.
- Rotate, tilt, flip, or rearrange logo elements.
- Add outlines, shadows, or other visual effects.
- Place the logo on backgrounds that reduce visibility or readability.
- Crop, partially display, or modify any part of the logo.
- Replace the approved fonts used in the logo.
- Incorporate the logo into another logo, graphic, or design element.
- Use outdated, low-resolution, or unofficial versions of the logo.

Always use the official logo files provided by the GLLP and ensure sufficient clear space around the logo so that it remains prominent and legible.

4. COLOR PALETTE

The GLLP primary blue and orange should serve as the dominant colors across all materials and should be used for key branding elements, headings, and major visual features. Secondary colors should be used selectively to support data visualization, diagrams, icons, highlights, and content organization. Consistent use of the primary colors helps maintain a recognizable and unified GLLP visual identity across all communication, training, and promotional materials.

Primary Colors

BLUE	ORANGE
CMYK: 89/48/22/2	CMYK: 0/72/89/0
RBG: 7/114/156	RGB: 242/108/50
BIN HEX: 07729C	BIN HEX: f26c32

Secondary Colors

GOLD	DARK BLUE	GRAY	DARK RED
CMYK: 4/34/87/0	CMYK: 99/77/23/7	CMYK: 39/32/33/1	CMYK: 0/84/89/32
RGB: 241/175/61	RBG: 17/76/131	RGB: 161/160/159	RGB: 175/57/32
BIN HEX: f1af3d	BIN HEX: 114c83	BIN HEX: a1a09f	BIN HEX: ae3920

5. FONTS

To maintain consistency across materials, the following fonts should be utilized for all GLLP materials.

- Print materials: Franklin Gothic Book (preferred), Arial (alternative)
- PowerPoint: Trebuchet MS (preferred), Arial (alternative)

6. PHOTOGRAPHY AND GRAPHICAL ELEMENTS

Photography and graphical elements should reflect the mission, professionalism, and collaborative spirit of the GLLP. Preferred imagery includes authentic laboratory environments, training settings, leadership activities, and diverse participants engaged in learning, collaboration, and programme implementation. Visuals should support the One Health approach by representing the connection between human, animal, and environmental health where appropriate. Shapes, icons, and other graphical elements may be used to organize information, highlight key messages, or reinforce the GLLP color palette, but should remain simple, purposeful, and consistent with the overall visual identity.

Avoid generic office stock photos, unrealistic laboratory scenes, or overly staged imagery that may weaken the credibility of GLLP materials. All laboratory-related images should be reviewed for safety concerns, including appropriate use of personal protective equipment, proper handling of specimens or equipment, and alignment with accepted laboratory practices. Use copyright-free or properly licensed images and acknowledge the image source or photographer as required. If using non-stock photographs including people, they should only be used if permission was granted by all the individuals who appear in the photographs. When selecting or creating graphics, ensure they are clear, accessible, and relevant to the content they support.

7. ACCESSIBILITY

Ensure that any content you create, such as documents, presentations, or web pages, meets local accessibility requirements/policies. For example, provide alternative text for images, use proper heading structures, and ensure readability for all users.