

Frequently asked questions about our new brand

for Reference Centres
(ENG)

Does the new brand identity change the core mandate of the World Organisation for Animal Health?

The new brand does not change the core mission or mandate of the Organisation, we remain dedicated as ever to promoting global animal health and welfare. Branding is a way of promoting our overarching purpose and main activities and finding a concise and dynamic way of telling that story to outside audiences. With the new brand, we can do this more effectively.

Does the rebranding change the way experts should talk about the Organisation?

Yes, and that is a good thing. The World Organisation for Animal Health needs a modern and consistent way of telling our story which interests the general public and our specialised audiences, such as animal health professionals and decision-makers. We will provide new scripts on how to tell our story — in short, medium and long formats.

Who was involved in creating the new brand?

The new brand was developed over a period of six months in consultation with Delegates, experts and staff at all levels. A brand-building workshop, stakeholder interviews and informal surveys with the general public were conducted; overall, about 60 staff members and partners participated in the process, and about 100 members of the public were informally surveyed. The brand has also been approved by the World Organisation for Animal Health Director General and Council Members.

Why did we change the acronym? How do we pronounce it?

We are adapting the acronym to WOA to reflect our full common name, 'World Organisation for Animal Health'. In most contexts we will use and push our full name. Nonetheless, the new acronym will help clarify our full name, story and visual identity, giving us the opportunity to grow with new audiences and the general public. The English acronym is pronounced in two syllables as WOE-Ah. In French and Spanish, the new acronym will be OMSA, pronounced as Om-SA.

When will the new branding be launched to the public? Will it appear at the General Session?

The new brand will be launched publicly through our digital platforms on May 30, after its formal recognition during the 89th General Session. All digital and print use of the new identity by our Organisation or a Reference Centre must wait until this date. Therefore, the current brand will be applied throughout the full General Session period this year.

Where can I find the new brand materials?

The new WOA emblem for Reference Centres will be provided by your contact at the WOA Headquarters. The emblem will be a variation of the new logo, with an editable space to write your agreed upon Reference Centre status. Branding guidelines specific to Reference Centres will also be supplied to ensure appropriate usage of the emblem.

Do I need to update my materials that feature the old brand?

Yes, in order to comply with the new visual identity of the brand, Reference Centres should update letterhead, signage, websites (including network websites) and other frequently used applications of the Organisation's logo. These changes should be made after the public launch, 30 May 2022, and before the end of the year.