

# Frequently asked questions about our new brand

for Donors  
(ENG)

## Does the new brand identity change the core mandate of the Organisation?

The new brand does not change the core mission or mandate of the Organisation, the World Organisation for Animal Health remains dedicated to promoting global animal health and welfare. Branding is a way of relaying our overarching purpose and core activities in a concise and dynamic way to our external audiences. With the new brand, this can be done more effectively.



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

We are adapting the acronym to WOAHA to reflect our full common name, 'World Organisation for Animal Health'. The new acronym will help clarify our story and visual identity, giving us the opportunity to grow with new audiences and the general public while strengthening the dialogue with our historical audiences. 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.

## Does the rebranding change the way resource partners should talk about the Organisation?

Yes. The new brand will provide the Organisation with a modern and consistent way of telling our story to the general public and our specialised audiences, including animal health professionals, policymakers as well as existing and potential resource partners. The new corporate materials will feature our new visual identity and narrative which will help key partners understand this new direction.

## Does the change in the organisational acronym affect ongoing agreements and grants with resource partners?

No, it does not. The name of the Organisation in our official ongoing and future agreements and grants remains "Office International des Epizooties", therefore the acronym will still be "OIE" in these cases.

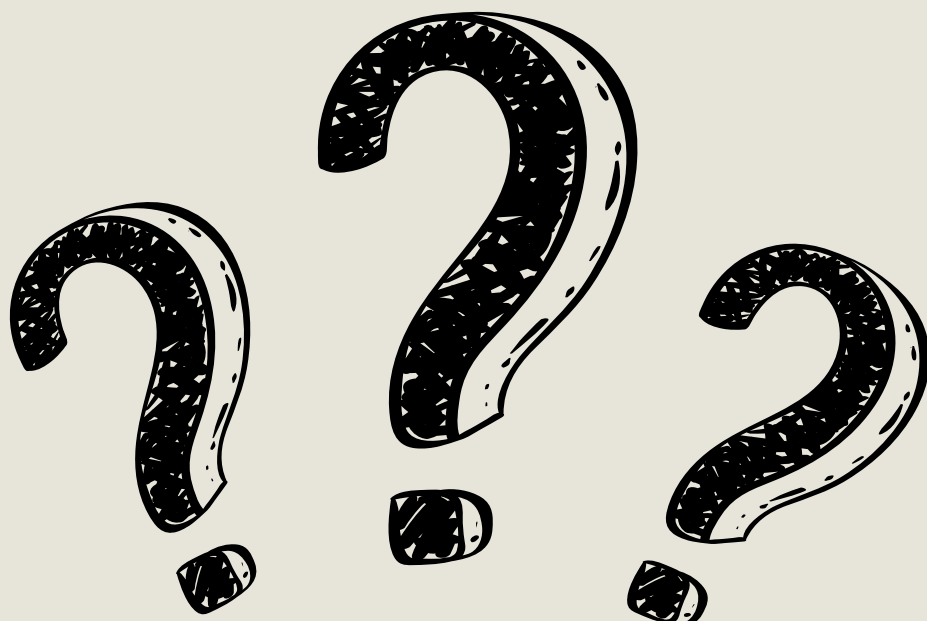


World Organisation  
for Animal Health  
Founded as OIE

Discover our new website on June 1, 2022: [www.woah.org](http://www.woah.org)

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

The new brand will be launched publicly through our digital platforms on 30 May 2022, after its formal recognition during the 89th General Session. All digital and print use of the new identity by our Organisation or partners must wait until this date. Therefore, the current brand will be applied throughout the full General Session period this year.



## How is the rebranding being funded? Are voluntary contributions being used to cover these costs?

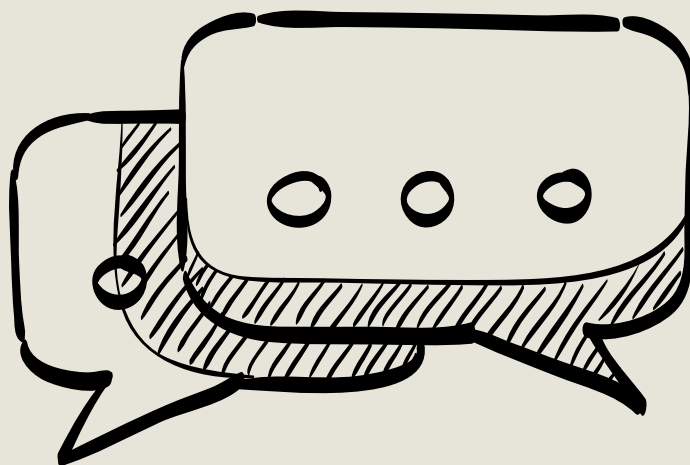
The development of the new brand and the new corporate materials was funded through the General Budget of the Organisation. Communications tools associated with particular projects which are financed through voluntary contributions will be re-branded according to the project budget lines dedicated to communication costs. We believe that our new story-telling mechanisms and fresh visuals will maximise the visibility of project communications, helping us achieve project goals. Any costs incurred by a project in the context of the rebrand will be duly informed through the technical and financial reports.

## Will the e-mail addresses of the Organisation change?

Between July and September 2022, WOAHA staff will change email addresses to @woah.org in order to match our new URL ([www.woah.org](http://www.woah.org)) which will be launched on 30 May 2022. Prior to this step, you will be informed by your point of contact within the Organisation.

## Who was involved in creating the new brand?

The new brand was developed over a period of six months in consultation with Delegates, stakeholders and WOAHA staff at all levels. A brand-building workshop, stakeholder interviews and informal surveys with the general public were conducted. Overall, around 60 WOAHA staff members and partners (including resource partners) participated in the process, and around 100 people from the general public were informally surveyed. The brand has also been approved by the Director General, and Council Members.



## Where can I find the new brand materials?

Should you wish to use the new logo or other new brand materials, please reach out to your point of contact or the WOAHA Communication Department at: [communication@oie.int](mailto:communication@oie.int). After September 2022, this email will transition to [communication@woah.org](mailto:communication@woah.org).