PUBLICATION AND INFORMATION PRODUCTS STYLE GUIDE
INTRODUCTION

This is the style guide for WPRO publications and information products. All designers working on WHO WPRO publication and information products should use this as reference for design and layout. Templates and further guidelines are also available. For more information on WPRO publications guidelines, please contact wpropuballstaff@who.int
The WHO WPRO logo

The logo for the World Health Organization Regional Office for the Western Pacific (WPRO) should only be used on materials endorsed by WPRO.

It should be presented as per guidelines here. This is essential to maintain a consistent presentation of our identity.

Do not alter, rotate or modify the logo. It should never be recreated. Do not obstruct the logo.

Three versions: The three versions of the WPRO logo are Blue, Black and White on a dark background (see above).
**Size and spacing**
Leave “exclusion zones” around the logos (at least 1cm width distance) around the logos to ensure they maintain visual impact.

Also the minimum logo size is 3cm (the smallest size at which the logo is still legible in print and on screen).

For other sizes, no less than 1/4 width of logo.
USE OF THE LOGO – SIMPLE RECOMMENDATIONS

Clear space should be equal on all sides. This ratio of space should be applied to the logo in all sizes and for all co-branded applications.

**option 1**

Do not alter, rotate or modify the logo. It should never be recreated. Do not obstruct the logo. Only use the official logo files.

**option 2**
Example 1

- Do not add text or element
- Do not separate emblem from text

Example 2

- Only white, WPRO blue or solid black should be used

Example 3

- Do not mix the logo with a complex background

Example 4

- Note the position and colour when set alongside partners’ logos should favour the WHO logo.
WHO WPRO official logos in different languages

WHO WPRO official logos for different country and regional offices within the Western Pacific region.

All WHO logos are provided in different formats: JPEG, EPS, BMP; other formats can be supplied on request.

Do not alter, rotate or modify the logo. It should never be recreated. Do not obstruct the logo. Only use the official logo files.
COLOUR PALETTE
Primary colour palette: hex, RGB and CYMK codes

Specific colour combinations

Extended colour palette
FONTS
Primary typeface
Consistent fonts across our communications help brand recognition. This helps people recognize WHO publications and communications as part of the same family and gives our products a professional look and feel.

News Gothic MT (bold, regular, italic) • DIN OT (bold, medium, regular, italic, condense, condense medium, light, light italic) • PT Sans (bold, regular, italic, narrow, narrow regular) • Calibri (bold, regular, italic, light italic, light)

DIN OT Sample (10pt) “leading size 13pt”
Unt excerum sin nonsequ oditemos voleste optus rem quas evenis voluptas debis autam, et moditiist, susam vel et quiam harchil lorion pliquias sam rerum quidus, volupta estius, si arum nesedio nseque cullabo. nam

News Gothic MT (10pt) “leading size 13pt”
Unt excerum sin nonsequ oditemos voleste optus rem quas evenis voluptas debis autam, et moditiist, susam vel et quiam harchil lorion pliquias sam rerum quidus, et estius, si arum nesedio nseque cullabo. nam

Calibri (10pt) “leading size 12pt”
Unt excerum sin nonsequ oditemos voleste optus rem quas evenis voluptas debis autam, et moditiist, susam vel et quiam harchil lorion pliquias sam rerum quidus, volupta ecaborrum faccus ea ilia et omnime nos re non etum et

PT Sans (10pt) “leading size 12pt”
Unt excerum sin nonsequ oditemos voleste optus rem quas evenis voluptas debis autam, et moditiist, susam vel et quiam faccus ea ilia et omnime nos re non etum et estius, si arum nesedio nseque cullabo. nam autemperum qui berepro
**Secondary typeface**

Minion Pro (Regular, Italic, Medium, Semi Bold)

*Unt exerum sin nonsequ oditemos voleste optus rem quas evenis voluptas debis autam, et moditiist, susam vel et quiam harchil lorion pliquias sam rerum quidus, volupta ecaborrum*

Times New Roman (Regular, Italic, Bold)

*Unt exerum sin nonsequ oditemos voleste optus rem quas evenis voluptas debis autam, et moditiist, susam vel et quiam harchil lorion pliquias sam rerum quidus, volupta ecaborrum*

**Text: fonts, alignment, line spacing**

**Line spacing**

The vertical line spacing or leading for **body text** no less than **12pt**
Example of a possible range of various font sizes and weights for structuring information in a document.
PAPER SIZES
Frequently used formats and specs
The A4 format is recommended for reports, training manuals, country profiles, etc. We also use A5 for special formats.
GRAPHS AND FIGURES
Graphs and figures sample

- Recommended font size 10pts
- Avoid combining red and green. Avoid combining blue and yellow.
  For further information please check “Accessible Publishing at WHO”

*For electronic version “web file” use Alternative text [ALT text]. For information please check “Accessible Publishing at WHO”.*
Table sample. Text here

<table>
<thead>
<tr>
<th>COUNTRY/AREA</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Pacific Region</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td>65 3.1</td>
<td>104 4.9</td>
<td>70 3.3</td>
<td>192 8.5</td>
<td>199 8.7</td>
</tr>
<tr>
<td>lorem ipsum dolor</td>
<td>65 3.1</td>
<td>104 4.9</td>
<td>70 3.3</td>
<td>192 8.5</td>
<td>199 8.7</td>
</tr>
<tr>
<td>lorem ipsum dolor</td>
<td>145 934</td>
<td>61 291</td>
<td>48 490</td>
<td>21 088</td>
<td>10 794</td>
</tr>
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<td>lorem ipsum dolor</td>
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</tr>
<tr>
<td>lorem ipsum dolor</td>
<td>37.5</td>
<td>2 5.0</td>
<td>0</td>
<td>4 9.9</td>
<td>1 2.4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>145 934</td>
<td>61 291</td>
<td>48 490</td>
<td>21 088</td>
<td>10 794</td>
</tr>
</tbody>
</table>

Source: Text here

Table sample

- Recommended font size 10pts
- Source recommended text size Sample (8pt) “leading 9.6pt”
- Avoid combining red and green. Avoid combining blue and yellow

For further information please check “Accessible Publishing at WHO” (http://intranet.wpro.who.int/homes/tpl/Documents/3F%20Guidance%20on%20Accessible%20Publishing%20at%20WHO.pdf)

*For electronic version “web file” use Alternative text [ALT text]. For information please check “Accessible Publishing at WHO”.*
# OVERVIEW OF ACTION AREAS AND DOMAINS

<table>
<thead>
<tr>
<th>ACTION AREA</th>
<th>ACTION DOMAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. FACILITY LEVEL: Improving hospital planning and management</strong></td>
<td></td>
</tr>
</tbody>
</table>
| 1.1 Accountability | • Institutional governance structure and processes  
• Regulatory compliance |
| 1.2 Efficiency | • Patient management  
• Supply and logistics management |
| 1.3 Quality | • Clinical governance structure and processes  
• Patient safety |
| 1.4 Equity | • Service coverage and access  
• People-centred service models |
| 1.5 Sustainability and resilience | • Infrastructure management  
• Institutional learning and renewal |
| **2. SYSTEM LEVEL: Improving hospital planning and management** | |
| 2.1 Goal – Hospitals as a path to UHC | • Links with primary health care  
• Links with non-state providers |
| 2.2 Institutional arrangements | • System-level governance  
• Service planning |

- Recommended font size 10pts
- Source recommended text size Sample (8pt) “leading 9.6pt”
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PAGINATION

The suggested order of elements for your publications is as follows:

Preliminary pages have lower-case Roman page numbers
- Title page
- Copyright + disclaimer + cataloging (behind title page)
- Table of contents (list of chapters, figures and tables)
- Foreword or Preface
- Acknowledgments
- List of contributors
- List of abbreviations
- Executive summary

Main pages have Arabic page numbers
- Chapters
- References or bibliography
- Annexes
Inside back cover and back cover
PHOTOS AND CREDITS
Photos and credits

It is best to use WHO images from the Regional Office or WHO photo library (wpromedialib@who.int). Photo credits should be added at the copyright page, in this format:

Photo credits: WHO/Name of photographer
Photo credits: ©Nameofphotographer

Quality: Images in high resolution. A minimum resolution of 300 pixels for an image. Preferred file formats are TIFF, EPS or JPG; avoid GIF and PNG.

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MARGINS AND COVERS
Margings and bleed

This is the minimum recommended margin and bleed.
Cover sample
Publication title in 12-point News Gothic MT

Note: Spine must be minimum 3/8” W to print type/logo. Spine can be adjusted depending on the number of pages.

Publication blurb (limit to 100 words): Lorem ipsum dolor sit amet, pro probo facilis at, vel alii probo accusamus eu, ... consulatu vix et, eam debet eirmod commodo an. Quis ridens qui ut. Cum purto doming petentium ex vidit velit et mea.

Print ISBN bar code

Publication title in 12-point DIN OT bold

Publication blurb (limit to 100 words): Lorem ipsum dolor sit amet, pro probo facilis at, vel alii probo accusamus eu, ... pertinax disputationi vel et. Omnis consulatu vix et, eam debet eirmod commodo an. Quis ridens qui ut. Cum purto doming petentium ex vidit velit et mea.