



World Hearing Forum

Visual Identity Guide

World Hearing Forum – Visual Identity Guide, July 2025



**World Health
Organization**

World Hearing Forum (WHF) - Visual identity guide

This document provides guidance for **World Hearing Forum** members on use of the WHF visual identity.

For further information, please contact:

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Background

The *World Hearing Forum* has been set up by WHO following the adoption of the World Health Assembly Resolution [WHA70.13](#). Hosted by WHO, this will be a network of committed stakeholders to drive a global initiative for advocacy and awareness, in order to achieve the goals of the resolution.

WHF members include Member States, non-governmental organizations, private sector entities, philanthropic foundations, and academic institutions.

In order to become a member, organizations need to make an online application and need to meet the [criteria for membership](#) as outlined in the terms of reference for the Forum.

The visual identity referred to in this document has been developed by WHO, and specifies when and how the WHF visual identity may be used.

About the WHF visual identity

The purpose of the logo is to provide a consistent and recognizable logo that can be used by:

1. WHO in advocacy products related to the Forum
2. Forum members in advocacy and awareness activities, carried out as part of the Forum's workplan

Use of the WHF visual identity

The visual identity is solely owned by the World Health Organization and can only be used by organizations that have been accepted as members of the World Hearing Forum by WHO and may only be used pursuant to the terms and requirements of this Visual Identity Guideline and the WHF Terms of Reference.

The visual identity may only be used by WHF members in connection with the activities of the WHF. It should not be used for activities that are not related, for example: on business cards, letterheads, or for activities relating to the promotion of products and services.

The WHF visual identity and the WHO

While the WHF is a network established and coordinated by the World Health Organization, an organization's membership and participation in the WHF does not imply any affiliation with or endorsement of that Organization by WHO beyond a recognition by WHO that it meets the agreed criteria of Forum membership. Organizations that are WHF members agree not to imply such an affiliation or endorsement, or to use the name or emblem of the World Health Organization without prior written approval from WHO.

Technical requirements on use of the WHF visual identity

The visual identifier can be presented as indicated below.

All uses of the WHF visual identifier must comply with the following technical specifications and requirements.



The graphic specifications of the visual identity are below. No other colour combinations or typography can be used.



Pantone 032C

C0 M93 Y76 K0

R239 G56 B66

#EF3842



PANTONE NEUTRAL BLACK C

CMYK	RGB	WEB PALETTE
C: 0	#222222	#9966
M: 0	R: 34	R: 51
Y: 0	G: 34	G: 51
K: 98	B: 34	B: 51

TYPOGRAPHY

BISON BOLD

AB ABCDEFGHIJKLMNO
PQRSTUVWXYZ
123456789

Graphic files

The graphic files will be provided to WHF members by the WHF Secretariat on request by email. The WHF Secretariat will oversee use of the visual identity to ensure appropriate use.

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