

# Pandemic Fund Branding Guide

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## Protocol for Communications Related to the Pandemic Fund Projects

This document is intended for all Pandemic Fund project teams, Beneficiaries (Countries & Regional entities), Implementing Entities (IE), and Delivery Partners.

All communications, content production, and media outreach concerning the Pandemic Fund grants and their implementation by the Pandemic Fund's project teams should be conducted in consultation with the Pandemic Fund Secretariat.

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### Protocol for the Pandemic Fund visibility

To ensure clarity and a cohesive voice, communications materials should be coordinated between the Pandemic Fund Secretariat and project teams.

These materials encompass press releases, photo and video packages, and stories that emphasize progress toward greater pandemic prevention and preparedness. It is imperative that these materials explicitly reference the Pandemic Fund and adhere to the Pandemic Fund's branding guidelines.

Project teams should identify a communications focal point to work with the Pandemic Fund's Secretariat. The communications focal point is encouraged to share key dates and important information about communications plans, impact stories, and visual content (photo and video). The Pandemic Fund will showcase these materials on its communications platforms (web and social media), attributing all contributions as appropriate.

Download the [Branding Book](#) | [Logos](#) | [Font Files](#)

## Communications may include:

- Press releases and announcements
- Grant signings and related events
- Press conferences
- Media interviews
- Public information materials (brochures, factsheets, posters, banners, etc.)
- Videos
- Podcasts
- Stories

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- Publications
- Seminars, symposia, training programs, workshops, and other types of events.
- Social Media Posts
- Websites/Webpages
- Email newsletters
- Vehicles and goods that display the Pandemic Fund logo



### **Partnerships**

Pandemic Fund–supported projects are partnerships that bring together governments, implementing entities, and delivery partners to build sustainable preparedness capacities. All communications should reflect this collaborative model. Please avoid using phrasing such as “[IE name] Pandemic Fund project” or “[IE name] Pandemic Fund portfolio.” Such wording may unintentionally suggest that the Pandemic Fund is part of a specific implementing entity, and can also obscure the government’s leadership role and the contributions of other implementing entities and partners involved in the same project.



### **Project launches and other key dates**

Project teams should notify the Pandemic Fund Secretariat about project launch dates and other key dates in advance (at least one month) and coordinate any joint communications.



### **Key Announcements**

Project teams may choose to issue a press release for the announcements about their project. If they decide to do so, they are responsible for drafting the press release and sending it to the Pandemic Fund’s Secretariat for review. Whenever appropriate, the Secretariat will provide a quote on behalf of the Pandemic Fund.



### **Grant Signings**

If project teams are planning a public grant signing ceremony, the Pandemic Fund Secretariat should be informed and invited to attend. If the Pandemic Fund participation is not possible, the Secretariat may still provide a written statement or a quote to be included in a press release.



### **Media/Press**

The Pandemic Fund Secretariat should be consulted on plans for any media outreach about a Pandemic Fund project. If there is a communications plan with a timeline, events, products, etc., the plan should be shared with the Fund Secretariat, which will strive to support selected activities.



### **Publications**

The project team should inform and coordinate with the Fund Secretariat on any planned publications related to a project funded by the Pandemic Fund, including, but not limited to, studies, reports, brochures, factsheets, flyers, newsletters, and other recurring materials. Drafts should be shared with the Secretariat prior to finalization and branded in line with the Pandemic Fund branding guidelines. For newsletters or other regularly issued publications, partners must ensure that titles and presentation do not imply that the material is produced, endorsed, or officially issued by the Pandemic Fund (e.g., avoiding titles such as “*The Pandemic Fund Newsletter*”).



**The  
Pandemic  
Fund**



### Videos/ Audiovisuals

If the project team produces a video or other audiovisual products to showcase a project funded by the Pandemic Fund, they should inform the Pandemic Fund Secretariat before the product is finalized. The Pandemic Fund logo should be included and adhere to branding guidelines. The Secretariat will support the dissemination of the videos among its networks.



### Social Media

For effective social media communication, the project team is encouraged to coordinate with the Pandemic Fund Secretariat. This involves sharing key messages, updates, and visual content for promotion on social media platforms. The Pandemic Fund will collaborate to amplify these messages.

All social media posts mentioning the Pandemic Fund should tag the Pandemic Fund's accounts: [X](#) and [LinkedIn](#).



### Other Physical and Digital Properties (Website, Email, etc.)

All content related to the Pandemic Fund on the project teams' website and in email communications should adhere to the Pandemic Fund branding guidelines and must include the Pandemic Fund logo. The project team is responsible for keeping this information up-to-date and relevant. Wherever the Pandemic Fund is mentioned in publications or digital products, the Pandemic Fund website URL should be included for additional background information. Coordination with the Pandemic Fund Secretariat is essential for alignment with broader communication strategies and to ensure accurate representation. When physical goods—such as medical equipment and vehicles—are purchased with Pandemic Fund grants, the Pandemic Fund logo should be displayed on the items. You can download the “funded by the Pandemic Fund” logo [here](#).

## Boilerplate Language

(to be added to press releases, publications, and other communications materials)

### About the Pandemic Fund

[The Pandemic Fund](#) is a first-of-its-kind multilateral financing mechanism dedicated exclusively to strengthening critical pandemic prevention, preparedness, and response (PPR) capacities of low- and middle-income countries through investments at the national, regional, and global levels. The Fund provides a dedicated stream of additional, long-term financing for investments in areas such as infectious diseases surveillance, laboratories and diagnostics, and health workforce strengthening. Under its first three funding rounds, the Pandemic Fund is supporting 128 countries across six regions through [67 projects](#). Of these, 91 countries are accelerating investments in national and cross-border capacities for PPR, and six regional entities are bolstering regional PPR capacities that together reach 85 countries. These projects are country-driven, aligned with national and regional priorities. They take a disease-agnostic approach and promote collaboration across sectors, borders, and partners—including civil society— through a One Health approach.

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### **About the XXX project**

The XXX project, led by the [Country/Regional Entity], is supported by a US\$[amount] grant from the Pandemic Fund, a multilateral financing mechanism dedicated exclusively to strengthening pandemic prevention, preparedness, and response capacities in low- and middle-income countries. Project implementation by the [government/Regional Entity] is supported by [X] implementing entities: [A], [B], and [C]. The grant has leveraged US\$[amount] in co-investment from domestic resources and US\$[amount] in co-financing from international partners [Learn more about the project (link to the respective Pandemic Fund project page)].

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