

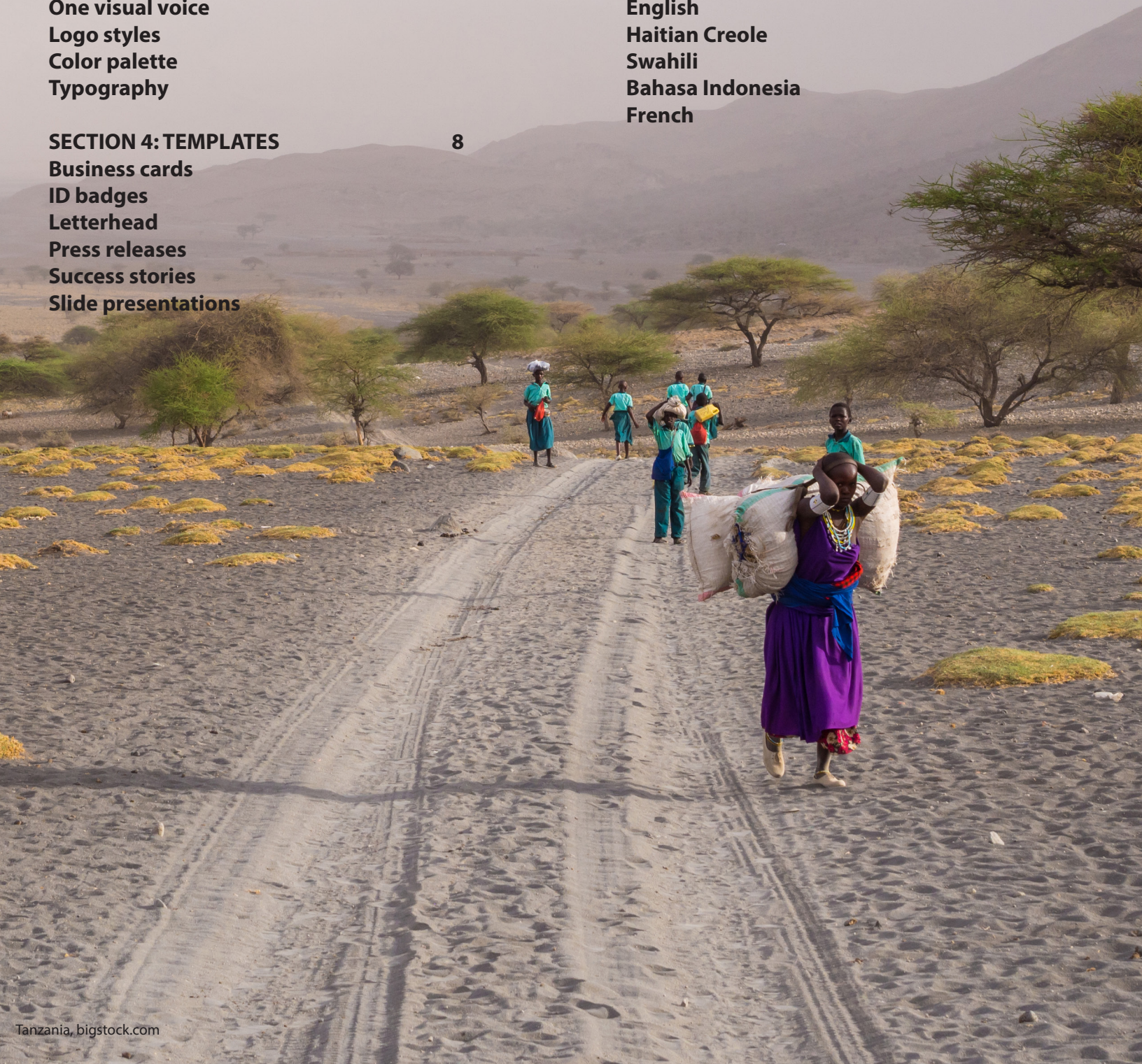


Style Guide 2016



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Style matters.

This Style Guide aims to align IMA World Health's visual presentation of publications, success stories and other common communications, as well as standardize stationery and business cards. It provides guidelines and templates for the design of materials. It will help IMA project a more unified image that creates instant recognition. This will significantly improve and standardize the visual presentation of IMA's external communications. Sections of it are intended for professional graphic designers. The content can be specific and technical.

OUR OBJECTIVES

- Enhance the visibility of IMA.
- Improve the impact and consistency of communications across all forms of communications in U.S. and International offices.
- To strengthen the IMA World Health brand through increased visibility and ensure effective multi-channel communications are built and maintained.

UNIVERSAL STANDARDS

Not only written words but photos, colors, typography and layout all contribute to creating a specific image. Yet, because IMA's work is so diversified and decentralized, IMA's communications can look different. These practices dilute the effectiveness of our communications—and are a barrier to building a global brand. While there is a need for flexibility and adapting communications to appeal to local cultures, and a need for highly technical communications at times, IMA has developed universal standards to ensure our communications have some basic things in common—as individual people can be extremely different but are all members of the same family.

This Style Guide sets the official universal standards for design of the IMA family of communications. Ideally, people all over the world will be able to look at any communication and instantly know it was produced by IMA World Health.

USING THIS GUIDE

The content covers:

SECTION 1: BRAND SUMMARY

The key points in this manual are provided at a glance in this section.

SECTION 2: COMMON LANGUAGE

Guidance on how to describe IMA World Health, abbreviations, common terms and language style.

SECTION 3: TYPOGRAPHY

Color, typography, and the placement of our IMA identity are all central to our branding. It is critical that graphic designers precisely follow these guidelines. Myriad Pro is the font for printed publications and desktop publishing. Calibri is the alternative if Myriad Pro is not available.

SECTION 3: GRAPHIC IDENTITY

The IMA identity should be used on all visual media. Examples are illustrative, providing ideas on possible ways to brand public materials.



SECTION 4: TEMPLATES

This section outlines IMA standards for professionally printed business cards and stationery, as well as Microsoft Word templates for fax covers, PowerPoint presentations, and several types of success stories. Headquarters information released to the media should use the press material templates (unless otherwise directed).

SECTION 5: IMAGERY

To significantly improve IMA communications, especially publications, IMA invests in professional photography and video. This section outlines desired images and adding elements of local color.

All information in this manual—as well as downloadable graphics, and templates for common communications— is available at www.imaworldhealth.org and in the Communications folder of the IMA intranet. All questions or comments about IMA's branding should be directed to the communications team at style@imaworldhealth.org.

SECTION 1: BRAND SUMMARY

Articulating a clear, concise and consistent mission and message is central to developing a global brand. A standard way to talk about IMA is just as important as consistently using the same identity. While each country and program is unique, there are many cross-cutting elements that define IMA's overall business. It is important that we speak with one voice.

SECTION 2: COMMON LANGUAGE

All IMA language will comply with Associated Press Style, commonly used by mass media around the world. A copy of the AP Style and Libel Manual can be found in the Resource Development folder of the Intranet. Please note AP Style does not include items specific to IMA.

Items relative specifically to IMA are covered below:

What is the official name or the organization?

We are officially registered as Interchurch Medical Assistance, Inc. 'Doing Business As' IMA World Health. Though Interchurch Medical Assistance, Inc. and IMA World Health are the same, the public should only see one name. All references to the organization should be IMA World Health. Interchurch Medical Assistance, Inc. is to be used on contracts.

What is the proper abbreviation to use for our organization?

All technical references to our organization should be IMA World Health, abbreviated to IMA on second reference. Style may be IMA on first reference for articles on the agency website and social media presences.

IMA follows the recommendations of USAID and the AP Style Guide in order to determine its publication standards.

- **Fonts:** Standard font for IMA communications is Myriad Pro (or Calibri, if not available), size 11. Proposals should follow donor instructions. USAID usually prefers Times New Roman, size 12.
- **Serial Commas:** Per USAID preference, always use the serial comma in technical publications such as proposals and technical briefs. (Example: IMA works in Haiti, DRC, and South Sudan.) For web stories and other less formal communications, the serial comma should be omitted per AP Style. (Example: IMA works in Haiti, DRC and South Sudan.)
- **Space between sentences:** Use only one space between sentences.
- **Document line spacing:** Documents should be single spaced, with 0 point spacing before and after paragraphs. To reformat a Word document, first hit Ctrl-A to "select all," then open the "Paragraph" menu in your toolbar and adjust the settings.
- **Footnotes:** With the exception of a dash (—), footnotes go AFTER the punctuation, as such.¹

To Capitalize or Not?

For determining whether a term should be capitalized, IMA follows the lead of the World Health Organization. Below is a list of commonly used terms and their proper capitalization and abbreviations for all IMA documents. Please note abbreviating in parentheses is not AP Style.

- HIV/AIDS
- lymphatic filariasis (LF)
- malaria

- mass drug administration (MDA)
- neglected tropical diseases (NTDs)
- onchocerciasis
- soil transmitted helminthes (STH)
- TOMS
- trachoma
- Ushindi (capitalize only U)
- UK aid (do not capitalize A)
- cervical cancer
- Burkitt's Lymphoma
- Ebola
- We Will Speak Out US
- LEAD Project (on second reference when referring to The Local Partners Excel in Comprehensive HIV and AIDS Service Delivery, or LEAD Project)

Is it TOMS Shoes or TOMS?

IMA and TOMS have worked together in Haiti since 2010. In its early years, the company was named TOMS Shoes. However, once they began to expand by adding sunglasses and other products they simply shortened the name to TOMS.

Can I publicly announce how many shoes we have distributed with TOMS?

The short answer is NO! TOMS has requested that we withhold the actual number of shoes distributed from public messaging. However, we are able to say that we have distributed “hundreds of thousands.”

TOMS Branding and Style guide

TOMS has shared a communications guideline with RD. If you have any further questions about TOMS style or branding, contact the Communications Department.

EXTERNAL COMMUNICATION

IMA's work is highly technical and can be unfamiliar to those not working in public health. It is important to frame communications for the relative audience that will consume it. In every case, avoid using internal organizational structures when speaking to external audiences. Here are a few tips for communicating our work to the general public:

- **Focus on partnership.** We always work with governments or local organizations to carry out our work.
- **Don't promote or “brand” country offices.**
- **Don't develop program logos that compete with the IMA identity.**
- **Do promote our Core Areas of Expertise.** See the About Us section of www.imaworldhealth.org.
- **Follow [The Narrative Project](#) guidelines.** Emphasizing independence as the end goal of development is the most critical idea to communicate to the public, followed by shared values and partnership. Progress is not a part of the core narrative approach but is a valuable supporting idea.
- **Avoid jargon and acronyms.**
- **Showcase success.**

Is it Democratic Republic of Congo or Democratic Republic of the Congo?

All references will be the Democratic Republic of Congo and the abbreviation will be “DRC.”

The Narrative Project

The Narrative Project aims to increase public support for global development.

As a member of the InterAction coalition, IMA joined more than 180 other NGOs to commission research across four countries (U.S., UK, France, Germany) to determine public attitudes about public support for relief and development work.

The study found that the biggest barriers to public support are a sense of cynicism, distance and futility.

It also found we can shift the perspective of the almost 40 percent of the engaged public who are unsure of our sector's impact.

We can do this through framing communications around independence, shared values, partnership and – in conjunction - progress.

IMA public communications will apply the principles of The Narrative Project in its public communications. Learn more at <https://www.interaction.org/narrative-project>.






SECTION 3: GRAPHIC IDENTITY

SPEAKING WITH ONE VOICE

Country offices may not create individual logos or separate identities. This diminishes our recognition as a global organization. The IMA logo is an official organizational symbol and any alteration, distortion, re-creation, translation (other than the tagline) or misuse is strictly prohibited. It is to be used on all IMA communications.

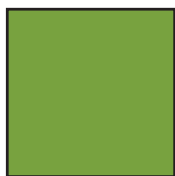
The IMA logo is only to be arranged in three formats—vertical, stacked and horizontal—shown on these pages. It may not appear on the same page of a document or on-screen presentation in any other arrangement. A number of digital file formats are available for download at www.imaworldhealth.org and in the Communications folder of the intranet. Each of the files available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines.

Do not re-create the logo under any circumstances. IMA is one organization: we have one identity, one brand.

		
Horizontal This is the version we'll use most of the time. It will appear on all letter-head, business cards and ID badges.	Stacked This version may be used in applications where space is constrained.	Vertical This version should be used sparingly.

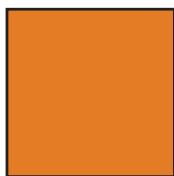
COLORS MATTER

Here are the approved colors for IMA's logo and layout/design. The color palette below should be used to apply color in formatting documents, and should be printed and shared with commercial printers.



GREEN
R 120
G 162
B 63
#77A13F

C 58
M 18
Y 100
K 2



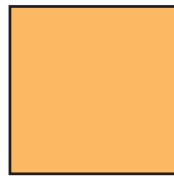
Dark Orange
R 229
G 123
B 20
#E57b14

C 7
M 61
Y 100
K 0



Dark Blue
R 8
G 84
B 132
#085484

C 97
M 69
Y 24
K 7



Light Orange
R 253
G 186
B 100
#FDBA64

C 30
M 69
Y 0
K 0



Light Blue
R 111
G 189
B 238
#6FBDEE

C 50
M 10
Y
K

TYPOGRAPHY

IMA has standards for typography to ensure brand consistency across all printed materials. Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text or captions. The font family, Myriad Pro (or Calibri if Myriad Pro is not available) was selected for clarity.

As a general rule, Myriad Pro Bold is used for headlines, subheads, and highlighted text. Myriad Pro Regular is used for body text, and Myriad Pro Italic is used for captions. While headline, subhead and caption sizes will vary, an 11 pt minimum for body text should be standard. Times New Roman may be used for body text in USAID reports or proposals.

PRIMARY FONT FOR PRINT COMMUNICATIONS

Myriad Pro (Calibri)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times New Roman is used for USAID reports and technical papers as required.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECTION 4: TEMPLATES

A series of mandatory templates have been developed for common items such as business cards.

U.S. formats have been used; however, designs can also be transferred to systems popular in other countries. All graphic elements—typography, images, areas of color, and other items—are oriented to specific areas, as shown in the following pages. Consistent placement of these elements will result in a standard family of communications. These templates are available in electronic format for download in the Communications folder of the IMA intranet.

BUSINESS CARDS

There is one available template for business cards. However, you may request a different image on back that reflects your program or one that you prefer from the IMA photo archive. All text is set Calibri. Name, title and contact details can be modified. Templates may be adapted for local customs, to include cell phone, or other critical information. The back of the card may be used for local-language translation.

The copy for the name should be set in 11pt Calibri Bold. Name and title should be black. Address and other information should be IMA gray. The title should be capitalized and set in 9pt Calibri Regular on 8.5pt leading. The address should be set in 9pt Calibri on 8.5pt leading. All text should appear left justified. Allow at least one line of clear space between the title and the Agency name. Specify uncoated, bright white, smooth finish, 80# cover paper stock, and offset printing for all business cards. Offset printing should be used to create business cards. Thermography, or “raised ink” printing, should not be used as it may cause poor legibility.



Contact details in order as shown:

Person's name

Title

Postal address

Telephone/Cell phone and/or fax numbers

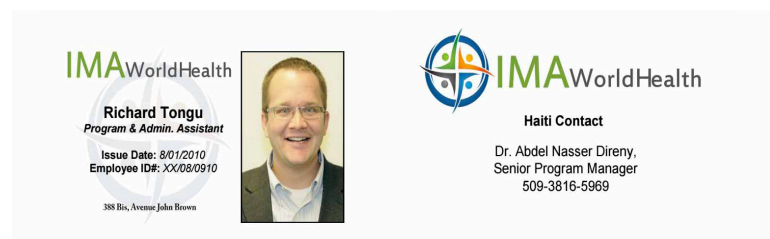
Email and IMA website URL

Skype ID



ID BADGE TEMPLATE

The front of ID badges should include: Name, Title, Issue Date and Employee ID. The back should include office contact information.





IMA LETTERHEAD

To standardize our communications, a letterhead template is available in Microsoft Word for download from the Communications section of the IMA intranet. The template is set to match the specifications shown here; it should be offset printed on letterhead paper stock.

1730 M Street, NW, STE 1100, Washington, DC 20036 USA • p 877.241.7952 (toll free) • www.imaworldhealth.org

PRESS RELEASES, PRESS STATEMENTS, MEDIA ADVISORIES, FACT SHEETS

Clear communication to external audiences, such as media, is critical. Press release, press statement, media advisory and fact sheet templates are available in Microsoft Word for download in the Communications section of the intranet.



FOR IMMEDIATE RELEASE

CONTACT: Matt Hackworth, Director of Communications
+1.202.417.5883, matthackworth@imaworldhealth.org,
Twitter: @VTHack820

New project in Tanzania to focus on childhood stunting

IMA World Health proudly announces that it has been awarded the UK's Department for International Development **Addressing Stunting in Tanzania Early, or ASTUTE** project in Tanzania.

ASTUTE is a five-year, \$35 million DFID contract that will address child stunting in Tanzania. The project consortium, led by IMA World Health, will work in partnership with local government authorities to address the myriad causes of child stunting and contribute to the evidence base for what works best and most cost-efficiently in the Tanzanian context.

The project will operate in five regions of the Lake Zone (Kagera, Kigoma, Mwanza, Geita and Shinyanga). Over the five-year project, ASTUTE will build the capacity of 50 local Civil Society Organization partners; train over 3,600 district nutritionists, community workers, health facility workers, and non-health sector service providers; reach 3 million mothers, caregivers and decision-makers with improved child care and feeding information; and provide over 8 million people with multi-pronged communication activities. A strong consortium of regional and technical experts has been assembled to drive the nutrition agenda forward in Tanzania. Our local partner, **Partnership for Nutrition in Tanzania**, serves as a network and training resource for more than 300 CSOs. PANITA will mobilize partner CSOs across proposed districts to expand the reach of government services and complement public health programs with proven community development and nutrition-sensitive interventions. **Cornell University**, a global leader in nutrition policy and research, is undertaking cutting-edge research in Tanzania on the causal role of mycotoxins in child health and stunting and using collaborative approaches to assess the nutrition capacity and knowledge of community and district-level workers. ASTUTE will leverage this work to tailor approaches for maximum impact on stunting. **Development Media International**, specializes in using mass media to change behaviors for improved health outcomes. DMI uses scientific modeling to maximize and measure the health impacts of media campaigns to design and execute cost-effective media campaigns to improve health outcomes.

IMA and its partners are busy getting the project underway and look forward to ensuring health, healing and well-being for millions of people in Tanzania.

The communications team can help draft and distribute press releases. Please reach out to matthackworth@imaworldhealth.org for more information.

1730 M Street, NW, STE 1100, Washington, DC 20036 USA • 877.241.7952 (toll free) • 202.888.6200 • www.imaworldhealth.org

SUCCESS STORIES

Success stories tell the world about IMA's work. Think of the stories you tell friends or family about the difference IMA makes in the world. These are the stories we want to share.

A success story uses a photo and approximately 500 words to explain the impact IMA's program has had on an individual or community. The narrative starts by introducing the character, conflict or opportunity. The middle paragraphs describe the program, and the final section ends the story with a powerful quote or resolution of the problem.

Add elements of [The Narrative Project](#) to adjust tone. An official success story template is available in Microsoft Word for download in the Communications folder of the IMA intranet.

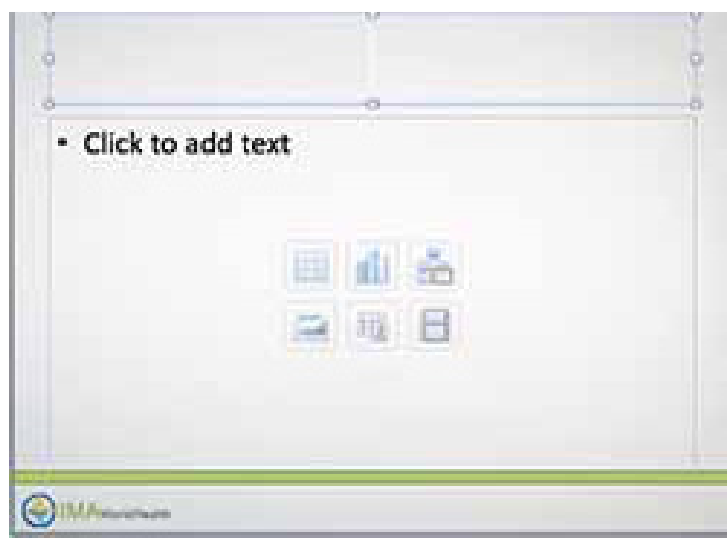
Please reach out to a member of the communications team if you have a story to share.



ON-SCREEN SLIDE PRESENTATION

A consistent look for all on-screen presentation is an essential part of the IMA brand. It is required for all official presentations. An official on-screen slide presentation template is available in Microsoft PowerPoint for download in the Communications folder of the IMA intranet.

This template may be used for creating on-screen slide presentations, desktop publishing and creating Adobe Acrobat PDF files.





SECTION 5: IMAGERY

Imagery is a vital part of IMA communications. Imagery—specifically video and photography—conveys the spirit and energy of our efforts. The type of imagery that dramatizes our daily activities is called documentary, and it has a journalistic feel. Since imagery will be used in applications from print to the Web, we must ensure that it consistently captures the best of our work and showcases our success.

Following our guidelines will ensure that our communications have a recognizable look. When preparing or selecting imagery, keep in mind these guidelines:

- Focus on positive aspects of our efforts.
- Demonstrate “IMA in action.”
- Ensure relevancy to story.
- Include “who, what, when, where, and why” of photos in captions.
- Credit the photographer.
- Show people looking at the camera, whenever possible, to connect emotionally with readers.
- Select images that are in focus and that are colorful and bright.
- Request digital photos be shot with at least a 10-megapixel resolution, original files should be high-quality JPEG, RGB color mode. Offset printed images should be at least 300 pixels per inch and either CMYK or grayscale color mode. While web images should be at 72 ppi, securing the highest resolution possible ensures the photo can be used beyond the digital space.
- Follow [The Narrative Project](#) recommendations. Show that development programs help people reach their human potential.

IMA photography must always depict those we serve with dignity and respect. This includes using first and last names as much as possible, and securing consent for every subject photographed.



CONSENT

Proper communication abides ethical standards. In the humanitarian context, consent is the term used to indicate the photographer has the permission of the subject depicted to take the individual's photo, and to use it broadly in a variety of media.

Consent forms are included in the appendix to this guide. They should be used frequently and supplied to the communications team, at least electronically. Hand-written consent in lieu of the standard forms are also acceptable but not encouraged.

In cases where the subject is unable to read or write in English, every effort should be made to help the subject understand that you are asking for permission to photograph them, and that you want to share this photo in a variety of media (the Internet, print materials, etc).

Subjects under age 18 require the consent of a parent or guardian.

Questions about securing consent and ethical storytelling may be directed to matthackworth@imaworldhealth.org.



Photos by Chris Glass /IMA

CONTENT

MAKE AN EMOTIONAL CONNECTION

An image like this immediately draws attention to the children's faces. Clear faces and genuine smiles will make an emotional connection with donors.



SHOW POSITIVE BENEFITS

You can feel the positive energy of this Safe Motherhood Kit™ distribution. The photo looks natural and not staged.



FOCUS ON SUCCESS

It is important to show stories in context, and that the work is paying off. Here a woman holds an armload of malaria nets in South Sudan. Thanks to IMA and our partners, she is able to protect her children from malaria.



Photos by Chris Glass /IMA

ESTABLISH THE QUANTITY OF ASSISTANCE

The massive amount of assistance delivered globally by IMA is an important message. Showing the assistance visually is the most dramatic way to convey the sheer quantity. In this image, a truckload of medicine is being distributed to a health center in South Sudan.



DEMONSTRATE PERSONAL IMPACT

Focusing on individuals who have benefited from IMA's work will connect with the reader in a meaningful way. A great photo and a good caption can tell the whole story.



SHOW THE BRAND IN CONTEXT

Our brand is the representation of the work our staff puts into each and every program. It is important to show the brand in context. This worn flag can be seen on the front of a truck in South Sudan.



Globally, one in three women will be raped, beaten, coerced into sex or otherwise abused in her lifetime.

2003 UNIFEM report "Not a Minute More: Ending Violence Against Women"

USE SILHOUETTES FOR IMPACT

A silhouette is a photograph—generally of a person or object—that is carefully retouched to remove its background. This technique allows the audience to focus on the intended subject matter. This technique should be used sparingly, so that silhouetted images remain effective. Generally, it is desirable to place a silhouetted image against a plain background, to maintain a clean design.



Photos by Chris Glass /IMA

COLOR COUNTS

Images should be visually appealing. Bright colors help the reader feel the moment and make our publications more dynamic. Photos are the way to add colors outside of the palette to our communications.



CROP FOR CLOSEUPS

Good pictures have a clear subject. Cropping images makes them more dramatic and eliminates distracting backgrounds that might not be relevant. Cropping can also help to eliminate distracting backgrounds.

SOCIAL MEDIA POLICY

IMA World Health believes in the power of personal relationships to help spread the message of its work. This policy provides guidance for IMA employees and stakeholders about personal and professional use of social media. IMA staff are responsible for reviewing and understanding this policy. You can be a powerful voice in telling your stories and those of IMA.

Social media is distinct from traditional media, such as newspapers, television and film. Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information. Traditional media generally require significant resources to publish information.

Social media may include (but is not limited to):

- Social networking sites (Facebook, LinkedIn)
- Video and photo sharing websites (YouTube, Pinterest, Instagram, Flickr)
- Blogs
- Micro blogging (Twitter)
- Wikis and online collaborations (Wikipedia)
- Forums, discussion boards and groups
- Vod (video on demand) and podcasting
- Online multiplayer gaming platforms
- Instant messaging (including SMS)
- Geo-spatial tagging (Foursquare)

OBJECTIVES

Promote relationships with and among IMA constituents, while positioning IMA as a global agency.

Increase engagement, volunteerism, advocacy, donations to IMA.

Promote brand and mission awareness of IMA.

Better communicate the breadth and diversity of IMA work.

Increase traffic to the IMA website and microsites.

Support and provide encouragement to engaged IMA key supporters (i.e., event organizers, advocates, donors).

Share up-to-the-minute updates about IMA work with an ever-expanding audience.

ONLINE COMMUNICATIONS CONTENT MODEL

The IMA website, along with focused email messaging, is the hub of a wheel, with IMA supporters on social media sites receiving online communications, spreading it out among their networks and/or directing web traffic back to the IMA supported websites.



Current IMA Social Media Accounts

(This does not include regional or program-specific accounts, or those of We Will Speak Out.)

Facebook: www.facebook.com/imaworldhealth

Twitter: twitter.com/imaworldhealth

YouTube: www.youtube.com/user/IMAWorldHealth

Pinterest: www.pinterest.com/imaworldhealth

Google+: plus.google.com/u/0/117722395166418029190/posts

LinkedIn: www.linkedin.com/company/ima-world-health

Storify: <https://storify.com/imaworldhealth>

Exposure:

APPROACH

Social media is used to augment and enhance messaging on www.imaworldhealth.org and other supported IMA websites, enabling and encouraging supporters to take the IMA message and make it their own. IMA-initiated and supporter-initiated content feed into and support each other.

Via social media, IMA is reaching across the distances that separate activists — be they oceans or city blocks — and is helping to connect supporters to one another and to the organization using a consistent social media message across all media platforms.

The IMA website serves as a central hub for online communications. Every effort is made to help supporters take that content and share it as they deem fit on the social media site(s) they frequent. As IMA becomes aware of supporter-created content (such as a YouTube video of a local Safe Motherhood Kit Day), IMA shares it as appropriate, recognizing and encouraging the talents of its supporters to help spread communications in new ways.

AREAS OF RESPONSIBILITY

User generated content

Whenever possible and appropriate, IMA endeavors to spread user-originated content and share different perspectives of IMA work.

Experimentation

IMA encourages and fosters usage and experimentation on social media platforms by its staff and constituents. Building up and empowering an engaged online community is imperative to the growth and continued life of the IMA mission.

Training

IMA provides social media training to IMA staff and will provide such training for volunteers, supporters and stakeholders of the IMA mission as requested. Whenever possible the training will be provided online or through teleconference or webinar. As possible, support will be provided to answer social media questions concerning IMA strategy/best practices in this arena.



CONTINUING IMPLEMENTATION

Social media team

The social media team, which serves at the behest of the Communications Department, will support the strategy laid out in this document.

Social media team:

Kara Eberle (convener): Please email questions about this document and IMA social media policy to Kara at socialmedia@imaworldhealth.org. A subteam of the social media team will include all administrators of IMA social media accounts, who will meet to share best practices, trends and content to encourage sharing across the agency. Every effort will be made to have representation from IMA agency-wide on the social media team.

New social media accounts

If you want to start a new regional or programmatic social media account (ie. a new Facebook page for your region), contact socialmedia@imaworldhealth.org. Potential audience, staff capacity and strategy will be analyzed.

If it is decided a new social media account makes sense:

Guidance and support will be given during the initial set-up process.

The administrator of the new account will be added to the social media subteam of administrators.

IMA will use whichever social media tools make sense at the time, making sure to maintain IMA presence when useful, and discontinue it when it ceases to be.

Members of the social media team, as well as other IMA staff, will be alerted to new opportunities for growth in social media. If you see such an opportunity arise, please contact socialmedia@imaworldhealth.org.

When a decision is made to expand onto a new social media platform, staff resources will be allocated as appropriate.

Continuity

A centralized database containing the necessary log-in information for all IMA accounts on social media sites will be regularly updated and maintained, together with notes/lessons learned from participation in various social media platforms.

MEDIA RELEASES

The following documents are legal in nature, have been created by an attorney and should not be altered in any way. They are included here in three languages based on IMA operational countries.



Permission for Photography and Video

I grant to IMA World Health the absolute and irrevocable right and unrestricted permission concerning any photographs and/or video taken of me or in which I may be included with others, to use, reuse, publish, and republish the material in whole or in part, individually or in connection with other material, in any and all media now or hereafter known, including the internet, and for any purpose whatsoever, specifically including illustration, promotion, art, editorial, advertising, and trade, without restriction as to alteration; and to use my name in connection with any use if desired.

I release and discharge IMA World Health from any and all claims and demands that may arise out of or in connection with the use of the photographs or video, including without limitation any and all claims for libel or violation of any right of publicity or privacy.

I am a legally competent adult and have the right to contract in my own name. I have read this document and fully understand its contents. This release shall be binding upon me and my heirs, legal representatives, and assigns.

X _____ (SEAL)
SIGNATURE

NAME

ADDRESS (Line 1)

ADDRESS (Line 2)

DATE

X _____
WITNESS

ADDRESS (Line 1)

ADDRESS (Line 2)



Pèmisyon Pou Pran Foto ak Videyo

Mwen bay IMA World Health tout dwa ak pèmisyon konsènan nenpòt foto ak/oswa videyo mwen yo pran, oswa foto mwen kapab ladan ak lòt moun, pou itilize, re-itilize, pibliye, ak re-pibliye materyèl la tout antye oswa an pati, poukont yo oswa an koneksyon ak lòt materyèl, nan nenpòt ak tout medya kounye a oswa pi devan, tankou nan entènèt, ak pou kèlkeswa rezon an, espesyalman nan ilustrasyon, pwomosyon, èv atistik, editoryal, piblisite, ak komès, san limit sou modifikasyon; ak pou itilize non mwen si yo vle. Pèmisyon sa a san limit epi mwen p ap kapab retire lo.

Mwen libere IMA World Health kont nenpòt ak tout reklamasyon ak demann ki kapab fèt paske yo te itilize foto oswa videyo mwen, epi se san limit sou nenpòt ak tout reklamasyon tankou sa ki di yo te pibliye fo enfòmasyon sou mwen oswa vyole nenpòt dwa piblisite oswa konfidansyalite.

Mwen se yon majè ki legalman konpetan epi mwen gen dwa pou siyen kontra sa a nan non mwen. Mwen te li dokiman sa a epi mwen konprann tout sa ki ladan. Mwen menm, eritye mwen yo, reprezantan legal mwen yo, ak sesyonè mwen yo gen obligasyon pou respekte pèmisyon sa a.

X _____ (SO)
SIYATI

NON

ADRÈS (LIY 1)

ADRÈS (LIY 2)

DAT

X _____
TEMWEN

ADRÈS (LIY 1)

ADRÈS (LIY 2)



Ruhusa ya Kupiga Picha na Video

Nawapatia IMA World Health uwezo kamili tena usiobadilika pamoja na idhini isiyokuwa na vikwazo kuhusu picha na/au video zozote nilizopigwa au ambazo nimejumuika na watu wengine, watumie, halafu watumie tena, wachapishe, na wachapishe tena nyenzo hizo kikamilifu au kwa kiasi, kipekee au ikijumuishwa na nyenzo nyengine, katika mtambo wowote na kwenye mitambo yote sasa au siku usoni, ikiwa ni pamoja na mtandao, na kwa madhumuni yoyote yale, haswa ikijumuisha michoro, matangazo, sanaa, uhariri, matangazo ya biashara, na biashara, bila vikwazo kuhusiana na ubadilishaji; na matumizi ya jina langu kuhusiana na matumizi yoyote ikiwa itahitajika hivyo.

Nawatoa na nawaondosha IMA World Health kutokana na madai yote na matakwa yote ambayo huenda yatazuka kutokana na au kwa sababu ya matumizi ya picha au video, ikiwa ni pamoja na kutokuweko vikwazo, madai ya aina yoyote ya hasara au madai ya kukiuka haki yoyote ya kuonyesha jamii au ya kuweka usiri.

Mimi ni mtu mzima wa hali timamu na nina haki ya kufanya kandarasi kwa jina langu mwenyewe. Nimesoma stakabadhi hii na naelewa kikamilifu maelezo yake. Uamuzi huu wa kuacha huru unanihusu mimi na warithi wangu, wawakilishi wangu wa kisheria, na wateuzi wangu.

X _____ (MUHURI)
SAHIHI

JINA

ANWANI (Laini 1)

ANWANI (Laini 2)

TAREHE

X _____
SHAHIDI

ANWANI (Laini 1)

ANWANI (Laini 2)



Izin untuk Mengambil Foto dan Video

Saya memberikan hak yang bersifat mutlak dan tidak dapat ditarik kembali serta izin tak terbatas kepada IMA World Health sehubungan dengan foto dan/atau video dengan saya berada di dalamnya, termasuk bersama orang lain; hak tersebut mencakup menggunakan, menggunakan ulang, mempublikasikan, dan mempublikasikan ulang materi secara utuh/keseluruhan atau sebagian, baik secara tersendiri atau berhubungan dengan materi lainnya, di salah satu dan semua media yang telah ada saat ini atau di masa mendatang, termasuk internet, dan untuk tujuan apa pun, khususnya mencakup ilustrasi, promosi, seni, editorial, periklanan, dan perdagangan, tanpa ada batasan dalam hal perubahan; dan untuk menggunakan nama saya sehubungan dengan penggunaan apa pun tersebut, jika diinginkan.

Saya membebaskan dan menyatakan IMA World Health tidak berkewajiban atas setiap dan semua klaim dan permintaan apa pun yang timbul sebagai akibat dari atau sehubungan dengan penggunaan foto atau video, termasuk namun tidak terbatas pada setiap dan semua klaim dengan tujuan fitnah atau pelanggaran terhadap hak apa pun terkait publisitas atau privasi.

Secara sah, saya adalah seorang dewasa yang bertanggung jawab dan memiliki hak untuk mengadakan kontrak atas nama saya sendiri. Saya telah membaca dokumen ini dan benar-benar memahami isinya. Pernyataan ini akan bersifat mengikat bagi saya dan keturunan saya, perwakilan hukum saya, dan penerus saya.

X _____ (CAP)
TANDA TANGAN

NAMA

ALAMAT (Baris 1)

ALAMAT (Baris 2)

TANGGAL

X _____
SAKSI

ALAMAT (Baris 1)

ALAMAT (Baris 2)



Autorisation pour la prise de photographies et vidéos

J'octroie à IMA World Health le droit absolu et irrévocable et l'autorisation sans restriction concernant toute photographie et/ou vidéo prise de moi ou dans laquelle je suis susceptible d'apparaître avec d'autres personnes, d'utiliser, réutiliser, publier et republier lesdits documents, en tout ou en partie, individuellement ou en relation avec d'autres documents, dans tous les médias actuellement connus ou futurs, y compris internet, et à toutes fins, incluant spécifiquement aux fins d'illustration, de promotion, artistiques, éditoriales, publicitaires et commerciales, sans restriction à l'égard d'altérations ; et d'utiliser mon nom en relation avec toute utilisation si cela est souhaité.

Je libère et décharge IMA World Health de toute réclamation et demande pouvant découler de, ou se rapporter à, l'utilisation des photographies ou vidéos, y compris, sans s'y limiter, toute revendication de diffamation ou violation d'un quelconque droit de publicité ou droit à la vie privée.

Je suis un adulte compétent au regard de la loi et j'ai le droit de conclure un contrat en mon nom propre. J'ai lu ce document et j'en comprends l'intégralité du contenu. Cette décharge sera contraignante pour moi et mes héritiers, représentants légaux et ayant-droit.

X _____ (TAMPON)
SIGNATURE

NOM

ADRESSE (Ligne 1)

ADRESSE (Ligne 2)

DATE

X _____
TÉMOIN

ADRESSE (ligne 1)

ADRESSE (ligne 2)