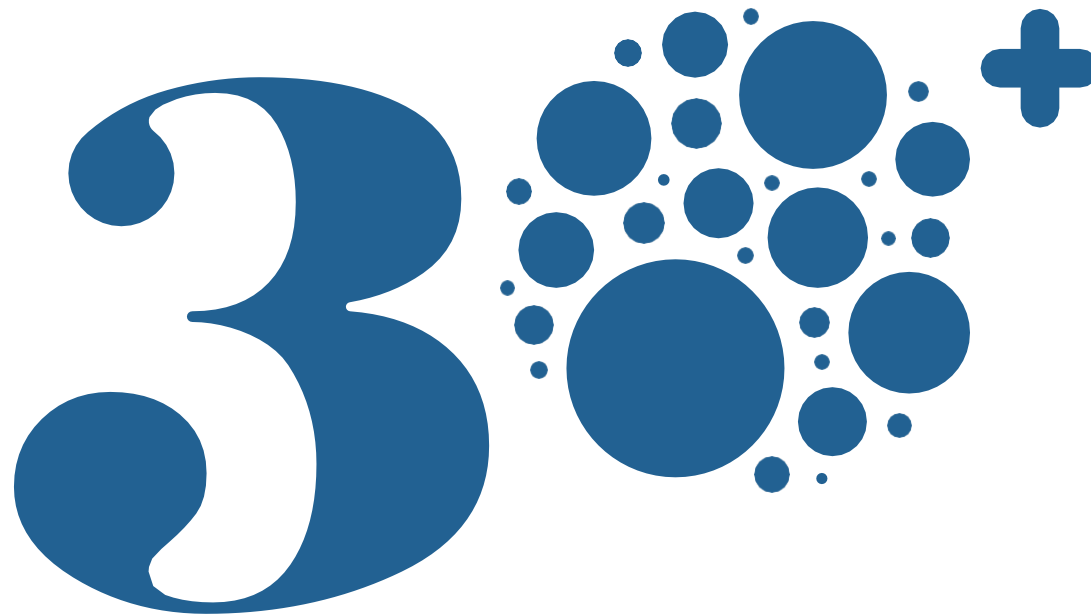


Elimination Initiative

Introduction

To reinvigorate the Elimination Initiative (post COVID) we have created a captivating identity package that resonates with a wider audience and serves as a symbol of the collective path towards disease elimination in the Americas.

The Brand



The visual mark consists of 30 dots, each representing a disease the initiative seeks to eliminate. The plus symbol (+) reflects the inclusion of additional diseases and conditions and keeps the brand open and adaptable to future needs.



The 30+ logo mark can be used by itself and used as a watermark. Do not change its color to any color other than PAHO colors.

English

Full Brand Version

**Elimination
Initiative**



English

Brand Construction

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. This area is measured using the X space distance between the Elimination Initiative wording and the 30+ mark as shown. No other graphic elements, typography, rules, or images should appear inside this clear space. (Applicable to all translations of the logo)



CMYK: C96 M54 Y5 K27
RGB: R35 G97 B146
PANTONE: 647
HEX: 236192



Logo
minimum size
not less than
5mm height

Elimination
Initiative



Español

The brand

*Black & White / Single Color
Use*

**Iniciativa
de Eliminación 3** 

**Iniciativa
de Eliminación 3** 

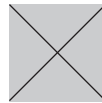


The logo may be used in
monochrome only in PAHO-
approved colors.

Incorrect Use



Elimination
Initiative 3⁺



Do not add other elements to the logo



Elimination
Initiative 3⁺

Do not stretch or distort the logo



Elimination
Initiative 3⁺

Do not change the color



Elimination
Initiative 3⁺

Do not change the font



Do not place logo on busy backgrounds

Placement with PAHO's and Other Logos

The Elimination Initiative logo must not be combined or locked up with the PAHO logo or any other institutional logo. The initiative represents a collective regional effort, not a single organization.



Elimination Initiative

COLOMBIA

An Opportunity to Improve the Health of Communities, Women, and Children in the Americas

PARTNERSHIP TO ELIMINATE TRACHOMA AS A PUBLIC HEALTH PROBLEM

Colombia advances regional efforts to eliminate trachoma as a public health problem

In Colombia, more than 234 000 people require interventions to eliminate trachoma in the six endemic districts identified in the country.

Since 2012, integrated actions for trachoma elimination have been implemented in the departments of Amazonas, Guainía, Guaviare, Vaupés, and Vichada. Colombia has a national plan to eliminate trachoma as a public health problem and is working in close coordination with local authorities. However, it faces challenges in carrying out activities in affected communities.

What is ocular trachoma?

Ocular trachoma is the leading infectious cause of blindness worldwide. It is an eye infection transmitted by direct contact with people infected with *Chlamydia trachomatis* bacteria.

Recurrent infections in children living in communities with poor access to health services, water, and basic sanitation can lead to **chronic damage**, known as trachomatous trichiasis (TT). Inversion of the eyelashes is painful and, if left untreated, can result in visual impairment and blindness in people when they reach adulthood.

#EndTrachoma

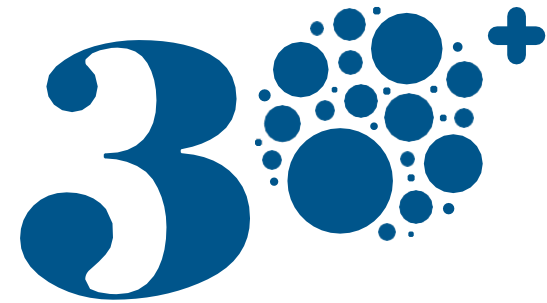


An abstract graphic composed of various overlapping circles and a plus sign. The circles are in different shades of blue and white, creating a dynamic, bubble-like effect. A large, solid blue plus sign is positioned in the upper right quadrant of the graphic. The word "Languages" is centered over the graphic in a white, sans-serif font.

Languages

English

Elimination Initiative



Spanish

Iniciativa de Eliminación 3⁺

French

Initiative d'Élimination 3⁺

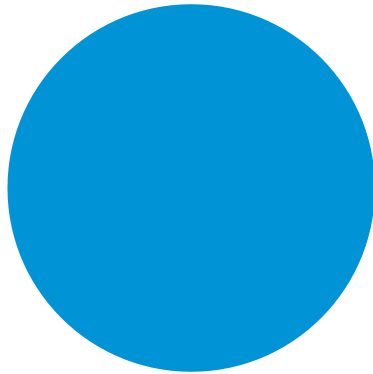
Portuguese

**Iniciativa
de Eliminação 3⁺**

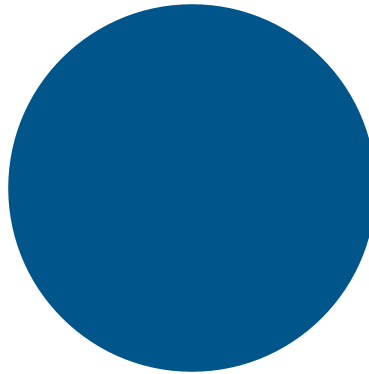
An abstract graphic composed of various shades of blue. On the left, there are large, overlapping organic shapes. In the center-right, there is a cluster of circles of different sizes, some solid and some outlined. To the right of this cluster is a large, bold plus sign.

Colors

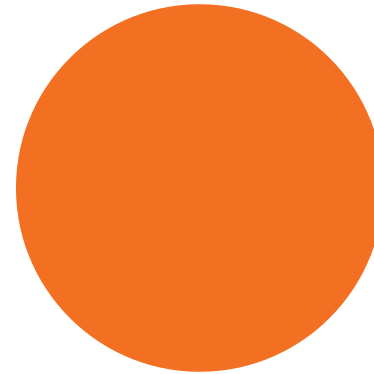
Colors



Primary
Pantone 2925
CMYK: C90 M25 Y0
K0 RGB: R30 G127
B184 Hex: 1E7FB8



Primary
Pantone 647
CMYK: C96 M54 Y5
K27 RGB: R35 G97 B146
Hex: 236192



Primary
Pantone 165
CMYK: C0 M70 Y100
K0 RGB: R255 G103 B31
Hex: FF671F

An abstract graphic composed of various overlapping circles of different sizes and shades of blue. A large, light blue plus sign is positioned in the upper right quadrant of the graphic. The word "Fonts" is centered over the graphic in a white, bold, sans-serif font.

Fonts

Typography

The official typography continues to be Frutiger as it is the official font used on the PAHO logos. Frutiger is a sans serif typeface. Its many weights should be used throughout the PAHO collateral for body, headlines, subheads, captions and callouts. If unavailable, Frutiger can be substituted with Arial.

Frutiger 45 Light

Frutiger 46 Light

Italic Frutiger 55

Roman
Frutiger 56 Italic

Frutiger 65 Bold

Frutiger 66 Bold Italic

Frutiger 75 Black

Frutiger 76 Black Italic

Frutiger 95 Ultra Black

Frutiger 47 Light

Condensed Frutiger 57

Condensed

Frutiger 67 Bold Condensed

Frutiger 77 Black Condensed

Frutiger 87 Extra Black Condensed

An abstract graphic composed of various overlapping circles and a plus sign, rendered in a lighter shade of blue than the background. The circles vary in size and are scattered across the right side of the slide, while the plus sign is positioned in the upper right quadrant.

Trademark Registration

Legal Protection

The Elimination Initiative logo is registered with the United States Patent and Trademark Office (USPTO). This legally recognizes PAHO as the exclusive owner in the U.S., ensuring protection against unauthorized use. This registration also enables PAHO to prevent similar-looking logos that could confuse the public or weaken the Initiative's identity. For example, if a private company attempted to register a logo using the number 30 with a segmented circle design, PAHO would have grounds to oppose it. This legal protection supports communications and visibility efforts and helps preserve the credibility of the brand.





An abstract graphic on a dark blue background. It features several overlapping circles of various sizes, some solid and some outlined. To the right of the circles is a large, stylized plus sign. The text 'Visibility and Application Examples' is centered over the graphic.

Visibility and Application Examples

Tagline suggestion

“Committed to eliminating over 30 communicable diseases and related conditions by 2030”

-  Never use the expression **“PAHO’s Elimination Initiative.”** It is incorrect and may imply PAHO itself is being eliminated.
-  Correct usage: **“PAHO's Initiative for the Elimination of Diseases”** or simply **“Elimination Initiative”** after the first mention

Technical and strategic publications

How to Refer to the Initiative in Publications?

Suggested paragraph

“PAHO's Initiative for the Elimination of Diseases aims to eliminate more than 30 communicable diseases and related conditions in the Americas by 2030. This effort, centered on improving the health and well-being of people and communities, builds on the Region's legacy in disease elimination—from smallpox and polio to rubella, and in many countries, malaria and the mother-to-child transmission of HIV and syphilis.”

Where to include it?

- Forewords or institutional messages
- Introductions or background/context sections
- Any section referencing integrated approaches, regional targets, or elimination commitments



Web

- Link the Initiative's official website from your country page.

<https://www.paho.org/en/elimination-initiative>

- Use the official Elimination Initiative tag in all web stories, publications, and content related to the 30+

PAHO Instagram Features

News Releases

Communicable Diseases

Neglected, Tropical and Vector Borne Diseases

Trachoma

Brasil

Canada

Communicable Disease Prevention, Control, and Elimination

Diseases Elimination Initiative

Suggested mention at the end of a web note or story:

“Trachoma is one of over 30 communicable diseases and related conditions PAHO aims to eliminate by 2030 through its Elimination Initiative.”

Countries of the Americas make progress against trachoma



25 Mar 2025



Washington D.C., March 25, 2025 (PAHO) — Over the past two years, countries of the Americas have made significant progress towards eliminating trachoma, the leading cause of infectious blindness worldwide. These advances are part of the Initiative for the Elimination of Trachoma in the Americas, led by the Pan American Health Organization (PAHO) in collaboration with the Government of Canada.

Trachoma, caused by the *Chlamydia trachomatis* bacteria, is transmitted through direct contact with ocular and nasal secretions from infected individuals. In the region, it persists in rural and remote areas of Brazil, Colombia, Guatemala, and Peru, where approximately 5.6 million people are at risk of contracting the disease. Women and children are the most affected.

Since 2023, interventions based on the SAFE strategy recommended by the World Health Organization (WHO) have been implemented as part of the initiative. These include surgery to prevent blindness, antibiotic distribution, facial hygiene promotion, and improvements in environmental conditions.



Actions have also been expanded to include countries with suspected trachoma, such as Bolivia, Ecuador, El Salvador, Haiti, and Venezuela, as well as Mexico, which in 2017 became the first country in the region to eliminate the disease as a public health issue and continues to work to prevent its reemergence.

A key component of this initiative is surveillance, which helps identify areas where trachoma remains a problem and confirm or rule out its presence in others. To assess the magnitude of the disease, prevalence surveys were conducted in Brazil and Venezuela in the Indigenous Health Special District of Tocantins and the state of Amazonas, respectively. The results of these surveys will guide the required interventions.

In Bolivia, Ecuador, Guatemala, and El Salvador, rapid assessments are being conducted in prioritized risk areas to determine whether prevalence surveys are necessary. In remote and hard-to-reach communities, including those visited in Bolivia, over 4,300 people were examined. These visits also provided visual health services—including surgeries for 17 cataract patients—oral health care, pediatrics, psychopedagogy, gynecology, maternal health, telemedicine, immunizations, and general and traditional medicine.

Training local health personnel has also been a key focus. Between 2023 and 2024, programs in Bolivia, Brazil, Colombia, Ecuador, Guatemala, and Mexico combined theory and practice to train surgeons and health workers in surgical procedures, as well as surveillance and control.

Access to clean water and sanitation, essential for preventing the transmission of trachoma, has also been addressed. PAHO has promoted the collection of data on these conditions in priority areas, which has enabled the development of a municipal dashboard to facilitate intervention planning to improve these services and reduce the risk of the disease.

Trachoma is part of the more than 30 communicable diseases and related conditions that PAHO aims to eliminate by 2030 through its Elimination Initiative.

PAHO Instagram Features News Releases Communicable Diseases
Neglected, Tropical and Vector Borne Diseases Trachoma Brasil
Canada Communicable Disease Prevention, Control, and Elimination
Diseases Elimination Initiative

More information

Initiative for the Elimination of Trachoma in the Americas. First Year of Implementation Annual Report 2023-2024

Initiative for the Elimination of Trachoma in the Americas

Video: Julia saved her vision with surgery (A story of hope against trachoma)

Other news

Despite an overall decrease in premature mortality in the Americas, just five countries are on track to achieve the 25% reduction target by 2025

While TB cases continue to rise in the Americas, new innovations promise improvements in early diagnosis and treatment

PAHO ultra-portable telehealth kit brings specialist primary healthcare services to remote communities in the Americas

PAHO Director meets with newly elected OAS Secretary General Albert Frenkel to discuss the Interamerican System and health priorities in the Americas

PAHO Director Underscores the Need to Address Public Health Challenges in Latin America and the Caribbean and Promote Innovative Solutions

Nine Latin American and Caribbean countries intensify efforts to curb obesity with PAHO support

Corporate Materials



Attention: In cases with limited space, the Elimination Initiative logo may appear beside the PAHO logo

Videos

In video content, the Elimination Initiative logo should appear in a separate frame from the PAHO logo. Follow the recommended sequence shown here:

1



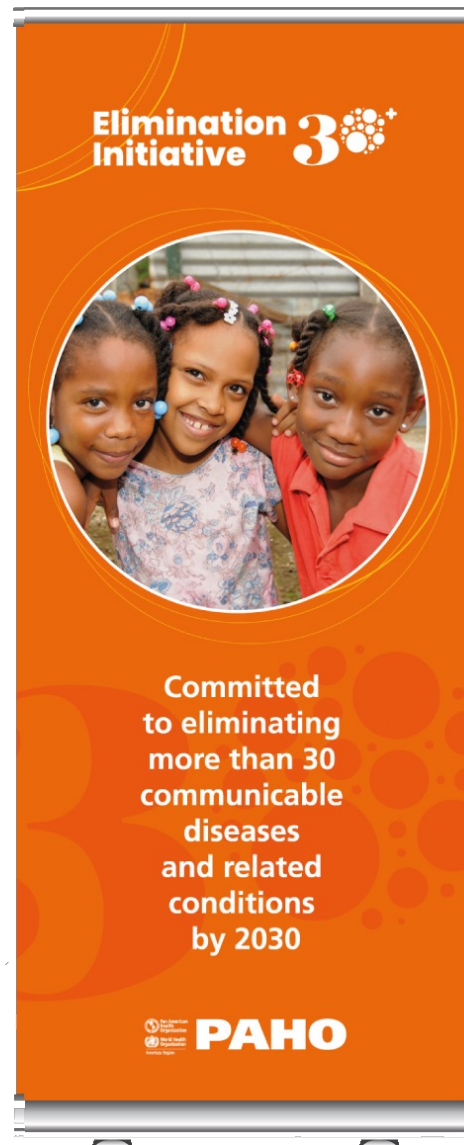
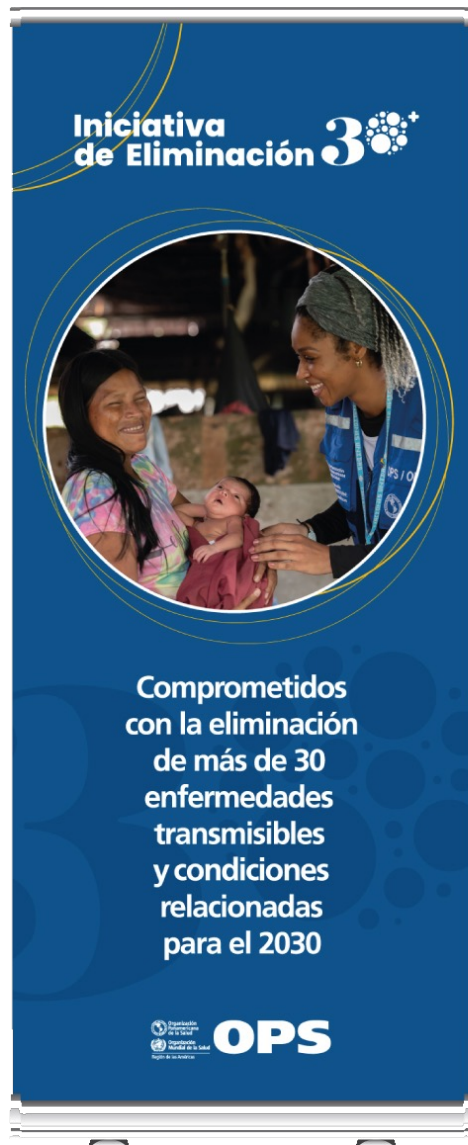
2



3



Roll-up Banners



Social Media

Elimination Initiative 30+

We're on our way to **eliminating 30+ communicable diseases by 2030.**



PAHO

Elimination Initiative 30+

Diseases don't take a break and neither will we.

Let's eliminate 30+ diseases by 2030.



PAHO

Elimination Initiative 30+



The people most at risk of communicable diseases are those **living in situations of vulnerability.**

PAHO

Backgrounds for Virtual Meetings





PAHO

Elimination Initiative 3

A decorative graphic consisting of several overlapping circles of varying sizes and shades of blue, with a white plus sign at the top right.

Thank you