



Award mark guidelines

Version 1.0 | 13 October 2026

The award mark identifies the product and version that received a Global Health Product Award. Standard use of the issued artwork is free after the public award record is published, provided the use follows these guidelines.

Who may use it

The recipient may use the mark for the product covered by its record. Retailers and other partners may use the supplied artwork for that product under the recipient's responsibility. Permission does not extend to another formulation, model or version merely because it shares a brand.

The IAHPM organisation logo identifies the organiser. It must not replace the issued product award mark or be presented as a separate product approval.

Where it may appear

Permitted uses include the awarded product's website, packaging, brochures, social posts, presentations and relevant retail material. Keep the connection to the awarded product clear. When several products appear together, place the mark next to the one covered or state the exact scope beside it.

Recipients may arrange their own compliant printing. Official physical labels may also be purchased; purchase is not a condition of permission.

Keep the artwork intact

Use the award artwork supplied in your account on a background that keeps every part legible. Retain the designation and award year. Do not redraw the symbol, change its proportions, add a higher tier, combine it with an unrelated seal or remove required attribution.

Follow the minimum size and clear space under "Size, space and contrast" below. Make the verification route legible, and test a printed QR code on the final material before production.

Describe the award accurately

A suitable award statement identifies the product, the Global Health Product Award and decision year, with a link to its record. It must not imply that the award is regulatory approval, product certification, a clinical guarantee or a ranking above all other products.

A component award must remain attributable to the component, rather than suggesting the finished product has been assessed. Do not use an award to endorse a new health claim outside the reviewed scope.

Changes and current status

Report material product changes before extending the mark to a new version. There is no annual renewal fee. Use must continue to match the assessed product and current status. A suspension or revocation stops new mark use; historical statements must make that status clear.

Get files or ask about an application

Your award downloads contain the issued files, certificate and verification link. For an unusual packaging or partner use, provide a proposed layout and Award ID through the account's change or support route. Do not send confidential product reports with a general artwork enquiry.

[Get your award files](#) · [Product changes](#)



Artwork system

The programme identity names Global Health Product Awards and its organiser. The recipient mark adds the award designation and decision year, with a clear relationship to an Award ID or verification link. Only the recipient files issued against a published record are authorised for an award claim.

Use SVG for scalable digital or print workflows. Use the supplied raster version where a platform cannot accept SVG. Do not create a low-resolution screenshot from a website logo and use it as print artwork.

Size, space and contrast

For the full recipient mark, retain a minimum displayed width of 160 CSS pixels digitally or 30 mm in print. This minimum does not guarantee readability on every background or material; enlarge the mark where small text is not clear. Keep all lettering intact and enlarge the mark where needed.

Leave clear space on every side equal to at least one tenth of the mark's displayed width. Keep type, imagery and trim lines outside that area. Place the green and gold artwork on a plain, light background that preserves its contrast. Do not add gradients, shadows, metallic effects or decorative seals to the issued mark.

Verification information

Place the Award ID or a readable record link with an award claim. A QR code should lead to the record's canonical HTTPS URL, not a shop, homepage or temporary campaign link. For print, use a QR code at least 20 mm square, retain the unprinted margin supplied with the artwork and confirm scanning on the final stock, finish and curvature. The scan test, not nominal size alone, determines suitability.

A small package may place full details on an attached label or the adjacent information panel. The product and award association must remain unambiguous when the package is viewed on its own.

Examples of acceptable attribution

A product webpage places the issued mark beside the exact model name and a link to its record. A pack identifies the covered formulation and decision year. A retailer reuses the recipient's issued file on the corresponding product page. A component supplier identifies the awarded component without adding the mark to an unassessed finished-product claim.

Examples that require correction

A brand places the mark over a range containing unassessed products without qualification. An advertisement replaces the award wording with a claim of medical approval. A later software version uses the mark without a scope review. A label retains an active-award impression after revocation. These uses misstate the scope or status and must be corrected.

Recipient checks before release

Confirm the Award ID, product version, decision year, current status, artwork variant, attribution, verification destination and small-size readability. Keep the final layout with your award records. A printer's ability to reproduce the artwork does not authorise a broader award claim.

The physical print specification and final artwork require production proofing. The stated dimensions are programme design requirements, not a guarantee that any supplied material will scan or print successfully.