WQPHN Third Party Branding Guidelines and Logo use

Third party services and/or programs/activities contracted or commissioned by PHNs should acknowledge the funding/support received in communication materials from a PHN by using a funding acknowledgement statement (FAS).

Preferred funding acknowledgement statements include:

'This [activity/service] is supported by funding from Western Queensland PHN through the Australian Government's PHN Program.'

'This [activity/service] has been made possible by [funding/support] from Western Queensland PHN.'

'This [activity/service] is supported by Western Queensland PHN.'

Third parties should use the full Western Queensland PHN name in the FAS.

Verbal acknowledgement:

The FAS must be used verbally during media interviews, public announcements and events.

Use of the WQPHN Logo

Third parties may undertake activities contracted or commissioned by PHNs, however, they are not PHNs and must not use the PHN logo in a way that represents themselves or their material as PHNs.

Third parties may only use the PHN logo to acknowledge PHN funding/support or to indicate that an activity is being conducted on behalf of the PHN, provided that:

- the related activity is consistent with PHN core functions and PHN Program objectives;
    - use of the PHN logo meets the requirements set out under the Format/specifications for use of the WQPHN Logo;
- the PHN Logo is displayed in one of the following forms:
    - in an acknowledgment section of a publication, webpage or event material recognising PHN funding/support;
    - accompanied by a statement indicating an event, research or collection of information is being conducted on behalf of the PHN; or
    - accompanied by a statement that clearly indicates PHN funding/support, as per the examples below.

Acceptable:

No other use of the WQPHN Logo by third parties is permitted.

Format/specifications for use of the WQPHN Logo

When using the PHN Logo, PHNs must adhere to the format/specifications set out in this section.

Font

The fonts used in the PHN Logo are:

- For the text of the location name — Gentleman 500 Book
- For the text 'An Australian Government Initiative' — Helvetica Neue Std Condensed 57 Regular

Colour

The official colour of the PHN Logo is Pantone: 7693CP (blue). For other colour models/codes use the following:

- CMYK: C100, M57, Y9, K47
- RGB: R0, G61, B105
- Hex: #003D69

If the PHN Logo is applied to a Pantone 7693CP (blue) background then the PHN Logo must be applied in white. The PHN Logo must not be produced in any other colour. If printed in black and white the PHN Logo may be displayed as dark grey (no less than 75% black) to black.

Colour — Background

The preferred background colour for the PHN Logo is white. Alternatively, a white PHN Logo may be applied to a Pantone 7693CP (blue) background. No other background colours may be used.

Other requirements for the background include:

- the PHN Logo must not be applied to busy, patterned or photo backgrounds and;
- the use of minimal secondary design elements are permitted as long as the PHN Logo is prominently located, with clear margins around the image and the secondary design elements do not diminish nor detract from the PHN Logo.

Size

The PHN Logo image may be scaled to size as long as the following requirements are met:

- the PHN Logo must not be stretched or distorted in any way;
- the text of the PHN Logo including the location name and 'An Australian Government Initiative' must be clear and legible.

All materials should be submitted to the WQPHN Communications team for prior approval before being distributed or published.

Articles and upcoming events can be provided to: comms@wqphn.com.au

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