



Australian Government

Department of Health



An Australian Government Initiative

PHN Program Branding Guidelines

April 2018

Enquiries relating to this Branding Guide should be sent to the [Department of Health's PHN Communications mailbox](#) at phncommunications@health.gov.au

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Documents referred to in these Branding Guidelines

Terms and Conditions for the Primary Health Networks Core Funding Agreement — refers to the Department of Health Terms and Conditions for Standard Funding Agreement (March 2015)

Primary Health Networks Core Funding Agreement — refers to the Standard Funding Agreement Schedule: Primary Health Networks Core Funding including all Annexures.

Note: where the term *Primary Health Networks Funding Agreements* is used this refers to both of these documents and other funding agreements that form part of the PHN Program.

1 Context and purpose of Branding Guidelines

1.1 Purpose of guidelines

These Branding Guidelines are designed to assist PHNs with the requirement for them to acknowledge funding and other support from the Australian Government, including:

- the application of branding for the PHN Program (use of the PHN Identifier);
- applying the PHN Identifier in conjunction with other branding;
- the requirements to use disclaimers; and
- the associated requirements for third parties contracted or commissioned by PHNs.

These Branding Guidelines replace the *PHN Identifier — Branding Guide (Last updated: July 2016)*. The Department of Health (referred to as the department in these Branding Guidelines) recognises that it may take time for PHNs to implement some new requirements and will work with PHNs on appropriate timeframes to comply.

Please note that these Branding Guidelines are not intended to serve as advice on what activities PHNs may undertake.

1.2 Context for funding acknowledgement and branding requirements

Compliance with these Branding Guidelines is a requirement under Item B.3, Clause 1.1d of the *Primary Health Networks Core Funding Agreement*, which requires PHNs to apply PHN Program Branding and adhere to any PHN Branding Guidelines, as directed by the department.

Clause 2.5 of the *Terms and Conditions for the Primary Health Networks Core Funding Agreement* specifies PHN's requirement to acknowledge the financial and other support received from the department. Applying the PHN Identifier or using a funding acknowledgement statement in accordance with these Branding Guidelines will meet this requirement to acknowledge funding.

Clause 2.6 of the *Terms and Conditions for the Primary Health Networks Core Funding Agreement* provides that PHNs must not use an Australian Government logo relating to the PHN Program without prior written consent of the department. For the purposes of clause 2.6, the department permits PHNs to use the Australian Government logo and PHN Identifier in accordance with the specifications in these Branding Guidelines.

Supplementary Conditions A2.4 and A2.5 of the *Primary Health Networks Core Funding Agreement* sets out the requirements for PHNs to include disclaimers on PHN websites and on some PHN Activity Material¹. These Branding Guidelines provide guidance on the requirement to use disclaimers.

1.3 PHN Program branding

The PHN Identifier, as shown in [Section 2.1, Range of PHN Identifiers](#) has been developed to distinguish the Australian Government's PHN Program.

The PHN Identifier is a strong, cohesive and easily identifiable brand, developed to ensure:

- branding consistency across all PHNs;
- recognition of the support PHNs receive from the department (Australian Government); and
- identification of activities funded by the Australian Government through the PHN Program as opposed to activities funded outside the PHN Program.

¹ 'Activity Material' is a defined term in the *Terms and Conditions for the Primary Health Networks Core Funding Agreement* (Clause 11.4).

2 Branding with the PHN Identifier

2.1 Range of PHN Identifiers

PHN Identifiers in the following format have been created for PHN use.

Figure 1 Format of PHN Identifiers



The department can provide PHNs with images/files for a range of PHN Identifiers in the above format (in different file types and sizes) including:

- Individual PHN Identifiers — for use by individual PHNs and activities supported by that PHN;
- Jurisdictional PHN Identifiers — for use by PHN jurisdictions and activities supported by all PHNs within a jurisdiction;
- Regional PHN Identifiers — for use by PHNs within a region for activities supported by all PHNs within a region.

A generic PHN Identifier (without a location name) has been created for use by the department and must not be used by PHNs without prior written permission from the department. The department will consider requests to use the generic PHN Identifier for activities that involve, or represent the views of, all PHNs and are consistent with the objectives of the PHN Program and the core functions of PHNs.

2.2 Use on PHN stationery, websites, signage, publications and other material

PHN stationery, websites, signage and publications must display the PHN Identifier.

In these Branding Guidelines, these terms refer to:

- PHN stationery — includes PHN business cards, emails and letterheads and other forms of PHN communication that would usually display a letterhead;
- PHN signage — includes PHN office signage on PHN buildings, windows, reception areas and pull-up banners;
- PHN publications — includes PHN documents in print or electronic form that are either substantive, long-lasting or for the public record, for example; reports, booklets, brochures, guides, training resources, handbooks, media releases and communiques; and
- PHN websites — includes websites and social media accounts operated or hosted by the PHN.

PHNs may also use the PHN Identifier on the following, provided that the event/material is consistent with or supports PHN Program objectives and core functions, and any expenditure associated with branding is minimal:

- PHN event material — includes documents in print or electronic form associated with a PHN hosted event such as invitations, flyers, posters, agendas and pull-up banners;
- PHN presentation material — includes PHN PowerPoint presentations and handouts;
- PHN public health campaign material — includes PHN campaign material in print, electronic or online form that is part of, or supports, a consumer targeted PHN public health activity, initiative or objective; and

- PHN advertising material — includes PHN advertisements in print, electronic or online form that advertise PHN core functions or activities such as HealthPathways and practice support activities.

2.3 Use on other items

PHNs may use the PHN Identifier on the following items, provided that any related expenditure is kept to a minimum:

- Name badges and lanyards of PHN staff who conduct external training, provide off-site practice support, or frequently visit other facilities as part of their PHN role; and
- PHN educational resources and tools that support PHN Program objectives and core functions, such as USBs or folders containing educational resources for general practice and other health care providers.

PHNs must not use the PHN Identifier on other items or promotional products unless specifically permitted by the department, including but not limited to:

- disposable or consumable items such as notebooks, pens and balloons;
- items of clothing;
- promotional giveaways such as drink bottles, cups and bags; and
- PHN advertising on other items such as cars and buses (external).

The department will consider requests for PHNs to use the PHN Identifier on shirts, tops and/or cardigans for PHN staff. Subject to approval, use of the PHN Identifier on these items must meet the requirements set out below in [Section 2.4, Format/specifications for use of the PHN Identifier](#).

2.4 Format/specifications for use of the PHN Identifier

When using the PHN Identifier, PHNs must adhere to the format/specifications set out in this section. Visual representation of the format, size and preferred position for placing the PHN Identifier on letterheads, business cards, emails, websites and publications are provided in the [Appendix](#).

For additional guidance on use of the PHN Identifier in conjunction with other branding or design elements refer to [Section 3, Australian Government logo](#) and [Section 5, Co-branding](#).

2.4.1 Font

The fonts used in the PHN Identifier are:

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

2.4.2 Colour — PHN Identifier

The official colour of the PHN Identifier 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 Identifier is applied to a Pantone 7693CP (blue) background then the PHN Identifier must be applied in white.

The PHN Identifier must not be produced in any other colour. If printed in black and white the PHN Identifier may be displayed as dark grey to black.

2.4.3 Colour — Background

The preferred background colour for the PHN Identifier is a white or light coloured background. Alternatively, a white PHN Identifier may be applied to a Pantone 7693CP (blue) background.

Other requirements for the background include:

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

2.4.4 Size

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

- the PHN Identifier must not be stretched or distorted in any way;
- the text of the PHN Identifier including the location name and 'An Australian Government Initiative' must be clear and legible; and
- when using in conjunction with the Australian Government logo minimum size requirements apply to the use of the PHN Identifier, as set out in [Section 3, Australian Government logo](#).

2.4.5 Position

The preferred positioning for use of the PHN Identifier on stationery, publications, websites and signage are as follows:

- PHN letterheads/business cards — the PHN Identifier should be placed on the top far right-hand side of the page/card. Alternatively, the PHN Identifier may be displayed on the reverse side of a business card.
- PHN emails — the PHN Identifier should be placed directly below the signature block.
- PHN publications — the PHN Identifier should be displayed at least once in a prominent location where it is readily noticeable and easily seen, such as on the front cover of a document or the top of the first page.
- PHN websites — the PHN Identifier should be prominently displayed on webpages and social media account pages covering PHN-related content in a location where it is readily noticeable and easily seen, such as in the header at the top of a webpage.
- Signage — the PHN Identifier should be prominently displayed where it is readily noticeable and easily seen.

Where the PHN Identifier is permitted to be displayed in conjunction with other logos or design elements refer to [Section 5.4, Co-branding requirements](#).

2.5 [No] Modifications

PHN Identifiers can only be created or modified by the department. Requests to create or modify a PHN Identifier must be sent in writing to the department's [PHN Communications Inbox](#) at phncommunications@health.gov.au Subject to approval, the department will provide images/files of the modified PHN Identifier to the requesting PHN with any conditions that may apply to the use of the modified PHN Identifier.

3 Australian Government logo

Use of the PHN Identifier is the primary means for PHNs to acknowledge Australian Government funding through the PHN Program. However, use of the Australian Government logo should be considered where a state or territory government crest/emblem will also be displayed. The following permitted use of the Australian Government logo is to ensure balanced recognition for both governments, where relevant.

PHNs are permitted to use the Australian Government logo, in conjunction with the PHN Identifier, on PHN websites (excluding social media accounts), PHN publications and PHN event material, only where:

- the related PHN activity has received a separate funding contribution from a state or territory government; and
- the state or territory government's crest/emblem will be displayed to acknowledge this funding support.

Note that the guiding principle when considering whether the Australian Government logo should be displayed should be 'like-for-like' to represent broad state or territory government involvement, i.e. when a state or territory crest/emblem is used, it is appropriate to consider applying the Australian Government logo. Where the funding/support, and crest/emblem to be displayed is from a department, agency, sub-agency or regional administrative body within a state or territory government, display of the PHN Identifier is sufficient and the Australian Government logo should not be used.

PHNs are not permitted to use the Australian Government logo on stationery and signage or for any other purpose without prior written consent from the department.

Third parties contracted or commissioned by PHNs are not permitted to use the Australian Government logo.

3.1 Format/specifications for use of Australian Government logo

The only Australian Government logo approved for use by PHNs is the 'stacked logo' design, with the words 'Australian Government' below the Commonwealth Coat of Arms.

Figure 2 Australian Government stacked logo design



Australian Government

PHNs must follow the requirements below for use of the Australian Government logo:

- The Australian Government logo must have at least equal prominence with other branding.
- Other branding (where permitted) must be no larger than the Australian Government logo.
- Where possible, the Australian Government logo should be placed at the top of the item it appears on and be placed either above, or to the left of other logos in a side-by-side configuration.
- The dignity and integrity of the Australian Government logo must be maintained at all times and it:
 - must have clear space around its edges so it is not jeopardised by overcrowding;
 - must not be overprinted with words or images or be applied to busy backgrounds or backgrounds that compromise legibility;

- must not be used as a decorative or artistic element; and
- must not be applied in a tilted position or be stretch or distorted in anyway.
- When displayed together, the line on the PHN Identifier drawn under the location and above the tag line 'An Australian Government Initiative' must be the same width as the Australian Government logo wording 'Australian Government'.
- The Commonwealth Coat of Arms must have a minimum width of 20mm.
- The Australian Government logo may be scaled to size provided that the above requirements are met and the logo remains clear and legible.

Figure 3 Minimum size for display of Australian Government logo with other logos



3.2 [No] Modifications

The Australian Government logo must not be modified.

4 Company or corporate branding of PHNs

When performing the functions of the PHN and in expending PHN Program funding, PHNs may use their company or corporate branding provided that:

- it is used in conjunction with the PHN Identifier as required by these Branding Guidelines; and
- the PHN Identifier is the prominent branding displayed; and
- PHNs follow the requirements set out in [Section 5.4, Co-branding requirements](#).

Examples of how to display the PHN Identifier in conjunction with PHN company or corporate branding are in the [Appendix](#).

For business that is unrelated to, or separate from, activities covered by the Primary Health Networks Funding Agreements:

- the organisation operating a PHN has a right to use its corporate or company branding;
- the PHN Identifier should not be used;
- for PHNs who use the PHN Identifier as their only form of company or corporate branding, the department can provide a modified PHN Identifier without the words 'An Australian Government Initiative'. To maintain the integrity of the PHN brand, use of this modified PHN Identifier should be in accordance with the requirements set out in other sections of these Branding Guidelines, in particular [Section 2, Branding with the PHN Identifier](#) and [Section 5, Co-branding](#).

5 Co-branding

In these Branding Guidelines, co-branding means the display of the PHN Identifier in conjunction with other branding, including:

- Partner organisation branding — branding/logos of organisations and/or government entities that have provided a separate contribution of funding, resources or support to the PHN;
- Australian Government initiative branding — branding/logos of Australian Government initiatives or programs, for example, Health Care Homes or My Health Record; and
- PHN programs and services branding — branding/logos for PHN-operated programs and services created and/or used by PHNs.

When performing the functions of the PHN and in expending PHN Program funding, PHNs should only use other branding/logos as permitted by these Branding Guidelines. Where other branding is permitted, it must be displayed in conjunction with the PHN Identifier.

5.1 Partner organisation's branding

The branding of PHNs' partner organisations should only be displayed in conjunction with the PHN Identifier on:

- PHN websites and signage, provided that the PHN receives a separate contribution of funding, resources or support from that partner organisation; and
- PHN publications, provided that the publication relates to a PHN product or activity that receives a separate contribution of funding, resources or support from that partner organisation; and
- PHN presentation material, PHN event material or PHN campaign material, provided that the presentation/event/campaign or the PHN activity related to it receives a separate contribution of funding, resources or support from that partner organisation.

PHN stationery and other PHN material/items should not display the branding of partner organisations, unless otherwise agreed by the department.

Where the branding of a partner organisation is a government crest, PHNs may be permitted to also display the Australian Government logo as set out in [Section 3, Australian Government logo](#).

Where co-branding is permitted, PHNs should follow the requirements set out in [Section 5.4, Co-branding requirements](#).

5.2 Australian Government initiatives branding

The branding of Australian Government programs or initiatives (other than the PHN Program) should only be displayed in conjunction with the PHN Identifier on:

- PHN webpages and PHN publications that directly relate to a PHN service/activity that is part of, or receives funding under, that Australian Government program/initiative; and
- PHN event material, provided that the PHN event is part of, or supports, that Australian Government program/initiative.

PHN stationery, signage and other PHN material/items should not display the branding/logos of other Australian Government initiatives, unless otherwise agreed by the department.

Where co-branding is permitted, PHNs should follow the requirements set out in [Section 5.4, Co-branding requirements](#).

5.3 Branding of programs and services operated by PHNs

PHNs should not use other branding that has been created for a PHN-operated program, service or event without prior written approval from the department. Use of the PHN Identifier, in accordance

with these Branding Guidelines, is preferred to clearly and consistently distinguish PHN funded activity across all PHNs.

PHNs should review existing PHN program/service/event specific branding, and replace with the PHN Identifier, where possible. PHNs should notify the department in writing of programs and services where removal of specific branding is not possible, outlining the rationale for proposed retention of this branding.

The department will consider requests for PHNs to create and/or use other branding for a PHN-operated program or service, provided that:

- the program/service/event aligns with PHN Program objectives and PHN functions;
- significant benefits of using program specific branding in addition to the PHN Identifier can be demonstrated;
- potential costs are identified and kept to a minimum; and
- the program specific branding will be used in conjunction with the PHN Identifier.

Subject to approval, PHNs should also follow the requirements set out in [Section 5.4, Co-branding requirements](#) and adhere to any other conditions specified by the department.

5.4 Co-branding requirements

Where co-branding is permitted by these Branding Guidelines, PHNs must follow the co-branding requirements below:

- Other branding/logos must be no larger than the PHN Identifier;
- Other branding/logos should be positioned to the right of the PHN Identifier in a side-by-side configuration. If space will not allow, then the other branding/logos should be stacked below the PHN Identifier;
- PHNs must follow the requirements in [Section 2.4, Format/specifications for use of the PHN Identifier](#);
- Where use of the Australian Government logo is permitted, PHNs must also follow the requirements in [Section 3.1, Format/specifications for use of Australian Government logo](#);
- PHNs should also follow the guidance of the relevant entity/organisation/government/program on the use of their branding such as the headspace Trade Mark Licencing Deed. Where these may contradict the requirements in these Branding Guidelines, please contact the department for advice.

Examples of how to display the PHN Identifier in conjunction with other branding are in the Appendix.

6 Funding Acknowledgement Statements

6.1 Using a funding acknowledgement statement or the PHN Identifier

Application of the PHN Identifier in accordance with these Branding Guidelines will in many instances meet PHN's contractual requirement to acknowledge the financial and other support received from the department.²

Where the use of the PHN Identifier is not practical, not required or not permitted by these Branding Guidelines, PHNs should use a funding acknowledgement statement, for example:

- when verbal acknowledgement of funding is required for public announcements or events;
- in publications with an acknowledgement section recognising a range of contributors;
- in documents with limited space where a reduced PHN Identifier would impact legibility or integrity of the PHN Identifier; and
- in PHN promotional and advertising material where the PHN Identifier will not be displayed.

A funding acknowledgment statement should be located in a prominent position where it can be easily seen and readily noticed. [Section 6.2 Statements for PHNs](#) below sets out the preferred forms of funding acknowledgement statements for PHNs.

Please note that as the content of media releases may be used to create news/articles in other mediums, media releases should display the PHN Identifier and include an acknowledgement of funding.

6.2 Statements for PHNs

For media releases, funding acknowledgement should be included in the text of the media release. The wording of the statement is flexible, but the intent of the statement must clearly acknowledge the funding provided by the Australian Government through the PHN Program for the activity being announced.

For all other material, PHNs should use one of the following funding acknowledgement statements:

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

'This [service/activity] has been made possible through funding provided by the Australian Government under the PHN Program.'

'This [service/activity] was jointly funded by the Australian Government and [partner organisation(s) name].'

² Clause 2.5 of the *Terms and Conditions for the Primary Health Networks Core Funding Agreement*.

7 Disclaimers

Supplementary Condition A2.4 and A2.5 of the *Primary Health Networks Core Funding Agreement* requires PHNs to include disclaimers in a prominent position:

- on any website that is produced with the Grant funds or as part of the Activity; and
- in any Activity Material that:
 - a. contains health advice; and
 - b. is published or disseminated to the public; and
 - c. is produced with the Grant Funds or as part of the Activity.³

Section 7.1, Disclaimers for websites and Section 7.2, Disclaimers for activity material below, set out the approved wording for disclaimers.

The department will consider requests to waive the requirement to use a disclaimer on specific PHN websites or Activity Material, where appropriate. Requests to waive the requirement to use a disclaimer must include the rationale for the request and be sent in writing to the department's [PHN Communications Inbox](mailto:phncommunications@health.gov.au) at phncommunications@health.gov.au

PHN's contractual requirements to use disclaimers apply to PHN Subcontractors. Refer to [Section 8.4 Disclaimers and third parties](#), for additional guidance.

7.1 Disclaimers for websites

Supplementary Condition A2.4 of the *Primary Health Networks Core Funding Agreement* provides the following disclaimer for PHNs to use on websites, unless the department agrees to another form of words.

'While the Australian Government Department of Health has contributed to the funding of this website, the information on this website does not necessarily reflect the views of the Australian Government and is not advice that is provided, or information that is endorsed, by the Australian Government. The Australian Government is not responsible in negligence or otherwise for any injury, loss or damage however arising from the use of or reliance on the information provided on this website.'

PHNs should continue to use the above disclaimer on PHN websites.

The department also approves the following alternate disclaimers to use on websites for mobile applications where space is limited:

'Although funding for this website has been provided by the Australian Government, the material contained herein does not necessarily represent the views or policies of, nor is endorsed by, the Australian Government.'

or

'While the Australian Government has contributed funding support for this website the information contained within it does not necessarily represent the views or policies of the Australian Government and has not been endorsed by the Australian Government.'

PHNs must use one of the three disclaimers above on PHN websites and are not permitted to use another form of words without prior written approval from the department.

³ 'Activity' and 'Activity Material' are defined terms in the Terms and Conditions for the Primary Health Networks Core Funding Agreement (Clause 11.4).

7.2 Disclaimers for activity material

Supplementary Condition A2.5 of the *Primary Health Networks Core Funding Agreement* provides the following disclaimers for PHNs to use on Activity Material, unless the department agrees to another form of words.

'While the Australian Government helped fund this document, it has not reviewed the content and is not responsible for any injury, loss or damage however arising from the use of or reliance on the information provided herein.'

or

'While the Australian Government Department of Health has contributed to the funding of this material, the information contained in it does not necessarily reflect the views of the Australian Government and is not advice that is provided, or information that is endorsed, by the Australian Government. The Australian Government is not responsible in negligence or otherwise for any injury, loss or damage however arising from the use of or reliance on the information provided herein.'

PHNs should continue to use one of the above disclaimers on PHN Activity Material, where required.

The department also approves the following alternate short form disclaimer for PHNs to use on Activity Material other than a document:

'While the Australian Government contributed funding for this material, it has not reviewed the content and is not responsible for any injury, loss or damage however arising from the use of or reliance on the information provided herein.'

PHNs must use one of the three disclaimers above, and are not permitted to use another form of words without prior written approval from the department.

8 Third party⁴ requirements

8.1 Funding acknowledgement statements for third parties

Third parties contracted or commissioned by PHNs should acknowledge the funding/support received from a PHN by using a funding acknowledgement statement and not the PHN Identifier in most instances. The preferred forms of funding acknowledgment statements for use by third parties contracted or commissioned by PHNs include:

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

'This [activity/service] has been made possible by [funding/support] from [insert full PHN name].'

'This [activity/service] is supported by [Insert full PHN name].'

Third parties should use the full PHN location name and not the name of the company or organisation operating the PHN in the funding acknowledgement statement.

8.2 Third party use of the PHN Identifier

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

Third parties may only use the PHN Identifier 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 Identifier meets the requirements set out in:
 - [Section 2.3 Use on other items](#) including the restrictions on use of the PHN Identifier on other items/material;
 - [Section 2.4 Format/specifications for use of the PHN Identifier](#);
 - [Section 5, Co-branding](#) where use of the PHN Identifier is permitted with other branding; and
- the PHN Identifier 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.

⁴ Note: In these Branding Guidelines the term 'third party' refers to the department's third parties meaning PHN's subcontractors or commissioned service providers.

Figure 4 Third party use of PHN Identifier with funding/support statement



No other use of the PHN Identifier by third parties is permitted without prior written approval from the department.

To maintain the integrity of the PHN Identifier, PHNs are responsible for ensuring that contracted or commissioned third parties adhere to the requirements in these Branding Guidelines. PHNs should consider providing contracted or commissioned third parties with appropriate guidance on their permitted use of the PHN Identifier and should monitor how third parties meet these requirements.

8.3 Australian Government logo and third parties

Third parties contracted or commissioned by PHNs are not permitted to use the Australian Government logo.

8.4 Disclaimers and third parties

PHN's contractual requirements to use disclaimers, as set out in [Section 7 Disclaimers](#), apply to PHN Subcontractors. This is given effect by Clause 4.2.8(b)(i) of the *Terms and Conditions for the Primary Health Networks Core Funding Agreement* which requires PHNs to ensure that its Subcontractors comply with the PHN's obligations.

Supplementary Condition A4.2.1(b) of the *Primary Health Networks Core Funding Agreement* provides that where a PHN contracts a third party to provide Health Services using Flexible Funding, funding under program schedules, or other types of Grant funds notified by the department, they are not considered to be Subcontractors and are not required to use disclaimers.⁵

PHN Subcontractors, who are required to use disclaimers, must use the disclaimers set out in Supplementary Condition A2.4 and A2.5 of the *Primary Health Networks Core Funding Agreement*. (See [Section 7 Disclaimers](#) for additional guidance).

⁵ 'Subcontractor' and 'Grant funds' are defined terms in the *Terms and Conditions for the Primary Health Networks Core Funding Agreement* (Clause 11.4); 'Flexible Funding' and 'Health Services' are defined terms in the *Primary Health Networks Core Funding Agreement* Annexure B).

9 Approval process/enquiries

9.1 Approvals

The application of the PHN Identifier, Australian Government logo, funding acknowledgement statements and disclaimers as set out in these Branding Guidelines are permitted, and do not require further approval from the department.

Requests for approval/permission to use or apply the PHN Identifier, Australian Government logo, or use funding acknowledgement statements and/or disclaimers beyond that permitted in these Branding Guidelines should be sent in writing to the department's [PHN Communications Inbox](mailto:phncommunications@health.gov.au) at phncommunications@health.gov.au

9.2 Enquiries

All PHN enquiries about the use of the PHN Identifier and/or Australian Government logo, their use with other branding as well as the use of funding acknowledgement statements and disclaimers should be sent in writing to the department's [PHN Communications Inbox](mailto:phncommunications@health.gov.au) at phncommunications@health.gov.au

10 Quick reference guide — summary of requirements

This table is a quick reference summary to assist PHNs to understand the requirements set out in these Branding Guidelines. PHNs should refer to the relevant sections in these Branding Guidelines for full requirements.

	PHN stationery	PHN publications	PHN websites	PHN signage	PHN event material	PHN presentation material	PHN public health campaign material	PHN advertising material	Use on other items or promotional products (Section 2.4)	Third party requirements (Section 8)
Description	(Business cards, emails, letterheads and other forms of communication that would usually display a letterhead)	(Substantive, long lasting or for the public record including reports, booklets, brochures, guides, training resources, handbooks, media releases and communiques)	(Websites and social media accounts operated or hosted by PHN)	(PHN office signage on PHN buildings, windows, reception areas and pull up banners)	(Documents in print or electronic form associated with a PHN hosted event such as invitations, flyers, posters, agendas and pull-up banners)	(PHN PowerPoint presentations and handouts)	(PHN campaign material that is part of, or supports, a consumer targeted PHN public health activity, initiative or objective)	(PHN advertisements in print, electronic and online form that advertise PHN core functions or activities)		
Branding with the PHN Identifier (Section 2)	Must be displayed	Must be displayed	Must be displayed	Must be displayed	Permitted	Permitted	Permitted	Permitted	Not permitted except on listed items	Permitted in specified circumstances and specified forms.
Australian Government logo (Section 3)	Not permitted unless prior written consent from the department	Permitted only if a state or territory government crest will be displayed	Permitted only if a state or territory government crest will be displayed	Not permitted unless prior written consent from the department	Permitted only if a state or territory government crest will be displayed	Not permitted unless prior written consent from the department	Not permitted, unless prior written consent from the department	Not permitted, unless prior written consent from the department	Not permitted, unless prior written consent from the department	Not permitted
Company or corporate branding of PHNs (Section 4)	Permitted if PHN Identifier is also displayed as the prominent branding	Permitted if PHN Identifier is also displayed as the prominent branding	Permitted if PHN Identifier is also displayed as the prominent branding	Permitted if PHN Identifier is also displayed as the prominent branding	Permitted if PHN Identifier is also displayed as the prominent branding	Permitted if PHN Identifier is also displayed as the prominent branding	Permitted if PHN Identifier is also displayed as the prominent branding	Permitted if PHN Identifier is also displayed as the prominent branding	Not permitted if the PHN Identifier is not permitted to be displayed	If PHN Identifier will be displayed (where permitted), co-branding requirements apply.
Co-branding with Partner organisation's branding (Section 5.1)	Not permitted unless otherwise agreed by the department	Permitted where separate contribution of funding, support or resources received	Permitted where separate contribution of funding, support or resources received	Permitted where separate contribution of funding, support or resources received	Permitted where separate contribution of funding, support or resources received	Permitted where separate contribution of funding, support or resources received	Permitted where separate contribution of funding, support or resources received	Not permitted unless otherwise agreed by the department.	Not permitted unless otherwise agreed by the department.	If PHN Identifier will be displayed (where permitted), co-branding requirements apply.
Co-branding with Australian Government initiatives branding (Section 5.2)	Not permitted unless otherwise agreed by the department	Permitted if part of, or receives funding under, that Australian Government program/initiative	Permitted if part of, or receives funding under, that Australian Government program/initiative	Not permitted unless otherwise agreed by the department	Permitted if part of, or supports, that Australian Government program/initiative	Not permitted unless otherwise agreed by the department	Not permitted unless otherwise agreed by the department	Not permitted unless otherwise agreed by the department	Not permitted unless otherwise agreed by the department	If PHN Identifier will be displayed (where permitted), co-branding requirements apply.
Co-branding with Branding of programs and services operated by PHNs (Section 5.3)	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	Not permitted unless otherwise agreed by department	If PHN Identifier will be displayed (where permitted), co-branding requirements apply.
Funding Acknowledgement Statements (Section 6)	Not required	Required on all media releases and required on other publications if the PHN Identifier is not able to be displayed	Required if the PHN Identifier is not able to be displayed.	Not required	Required if PHN Identifier will not be displayed	Required if PHN Identifier will not be displayed	Required if PHN Identifier will not be displayed	Required if PHN Identifier will not be displayed	Required if PHN Identifier will not be displayed	Contracted or commissioned third parties should use a Funding Acknowledgment Statement
Disclaimers (Section 7)	Required in specified circumstances unless approved waiver in writing from department	Required in specified circumstances unless approved waiver in writing from department	Required unless approved waiver in writing from department	Not required	Required in specified circumstances unless approved waiver in writing from department	Required in specified circumstances unless approved waiver in writing from department	Required in specified circumstances unless approved waiver in writing from department	Required in specified circumstances unless approved waiver in writing from department	Required in specified circumstances unless approved waiver in writing from department	Subcontractors must use disclaimers.

11 Appendix

11.1 Examples — Display of PHN Identifier

Figure 5 Letterhead and publication



Figure 6 Business card



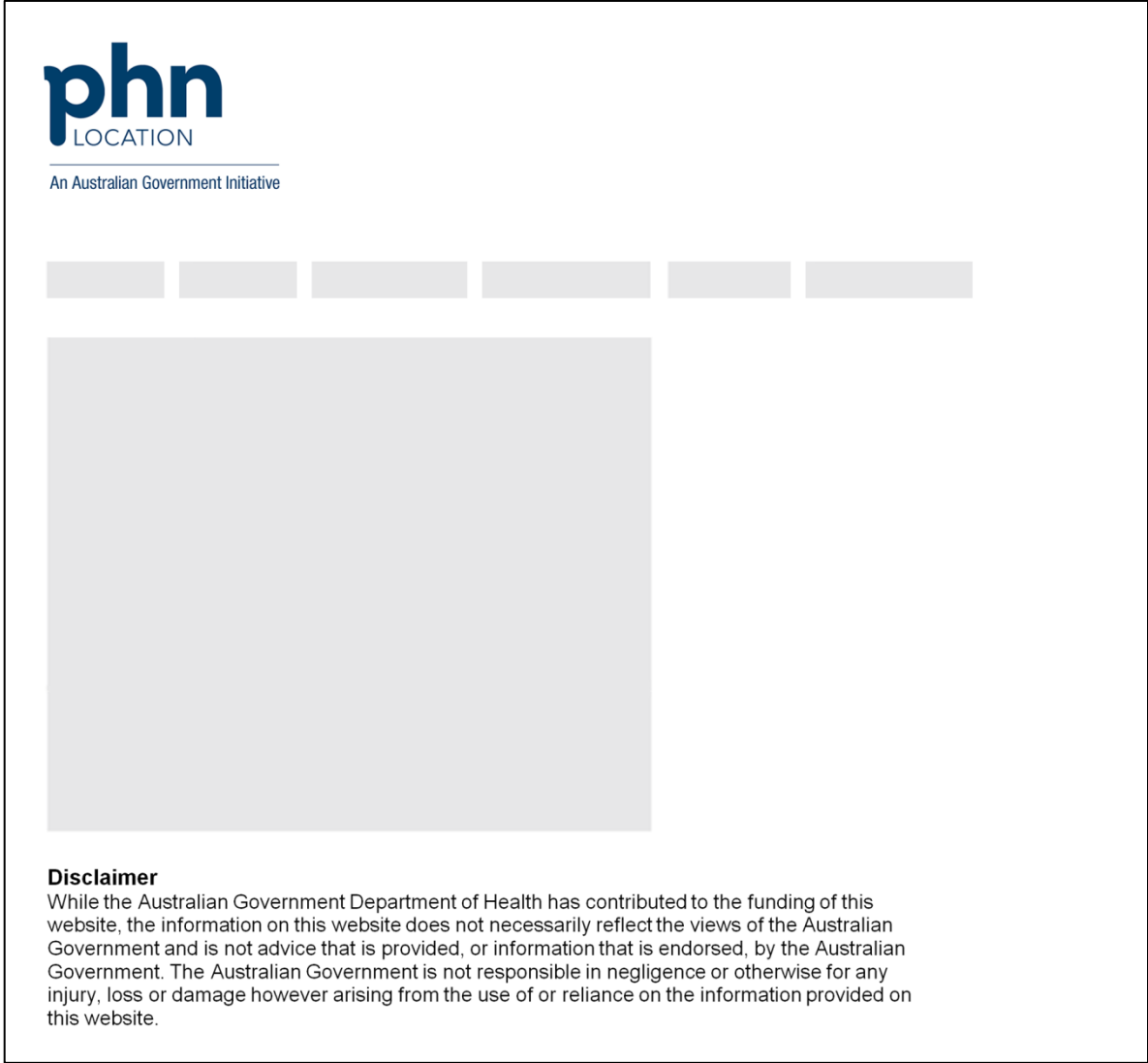
Figure 7 Alternative display of PHN Identifier on reverse of business card



Figure 8 Email



Figure 9 Website



11.2 Examples — Display of PHN Identifier with other branding

Note: Permitted use of the PHN Identifier with other branding is set out in [Section 5 Co-branding](#).

Figure 10 Letterhead and publication

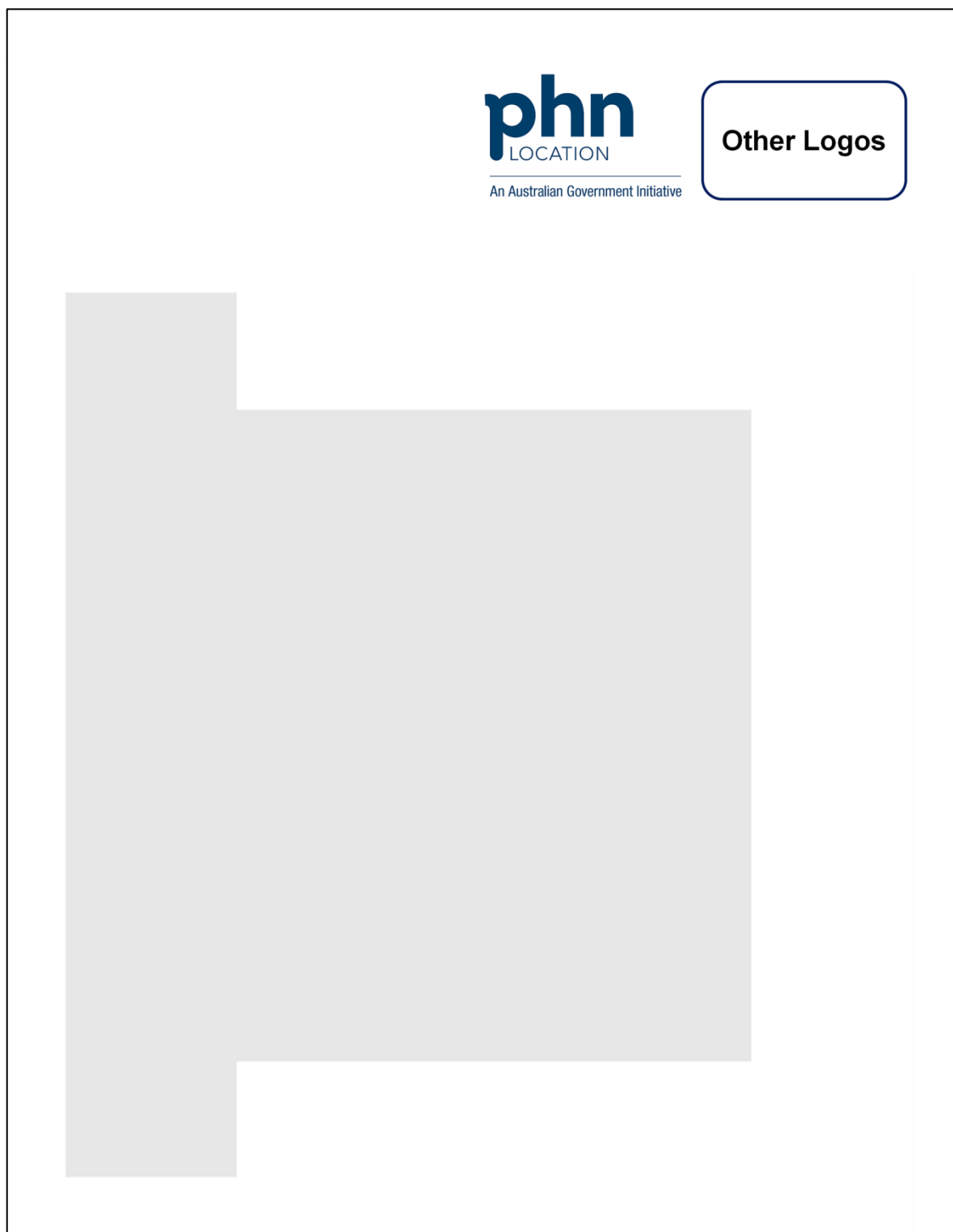
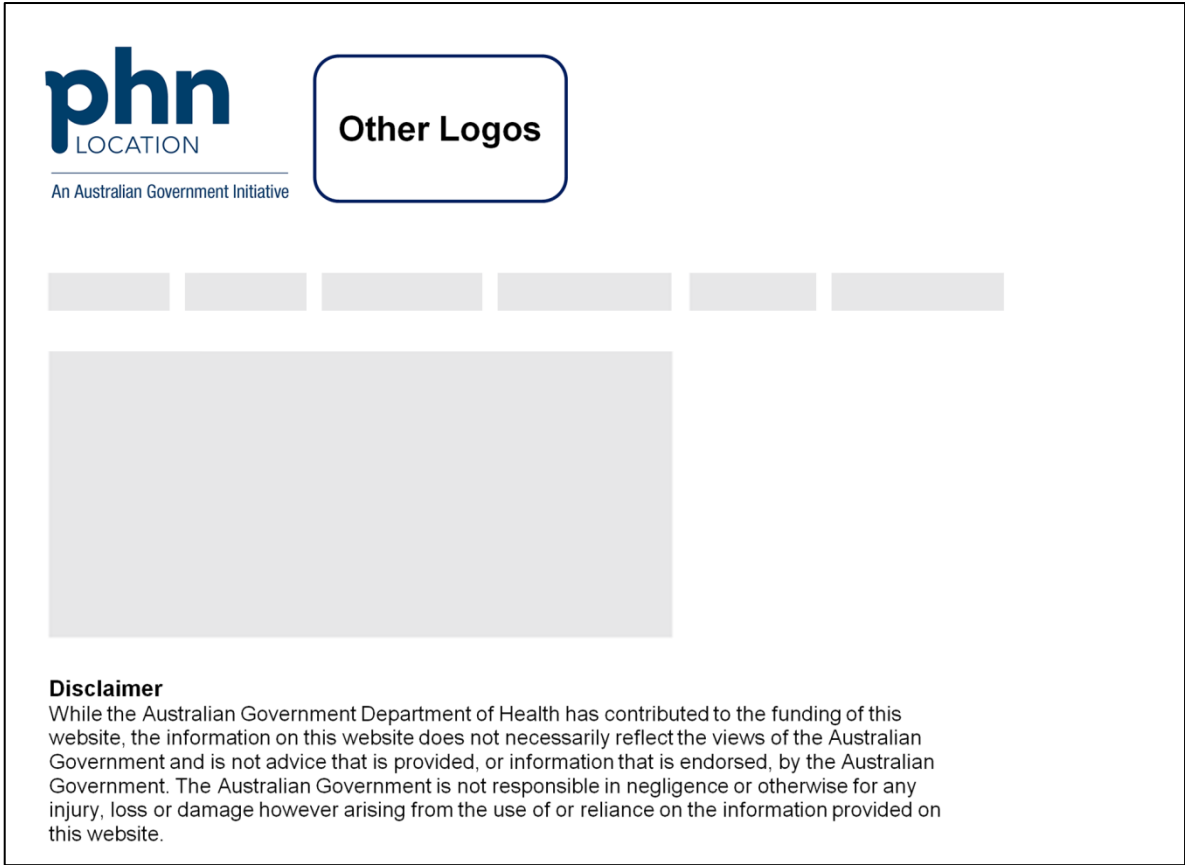


Figure 11 Email



Figure 12 Website



11.3 Examples — Display of PHN Identifier with Australian Government logo

Note: These examples have been reduced to fit on the page. Minimum size requirements and permitted use of the Australian Government logo are set out in [Section 3 Australian Government logo](#).

Figure 13 Website

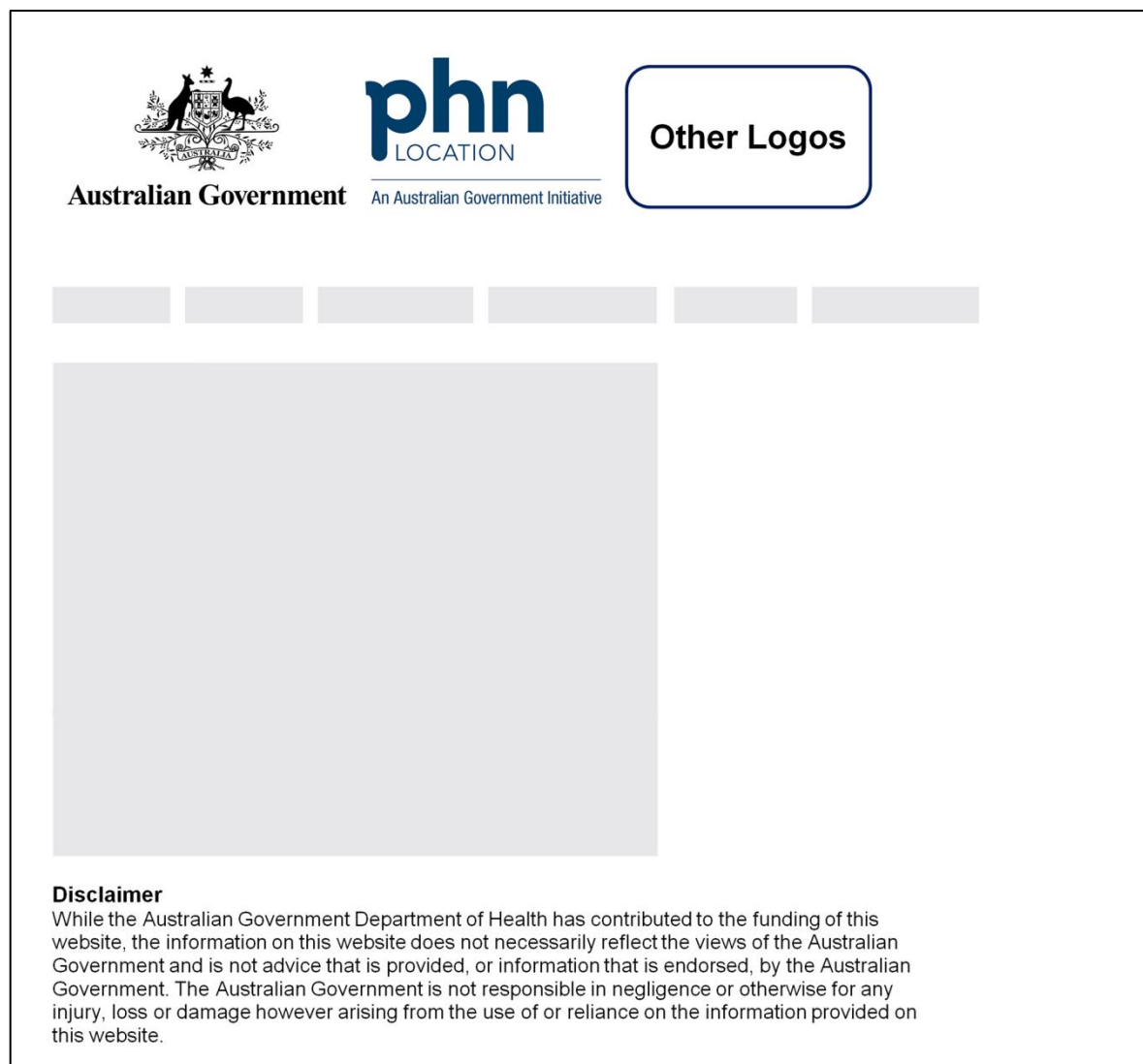


Figure 14 Publications and other material

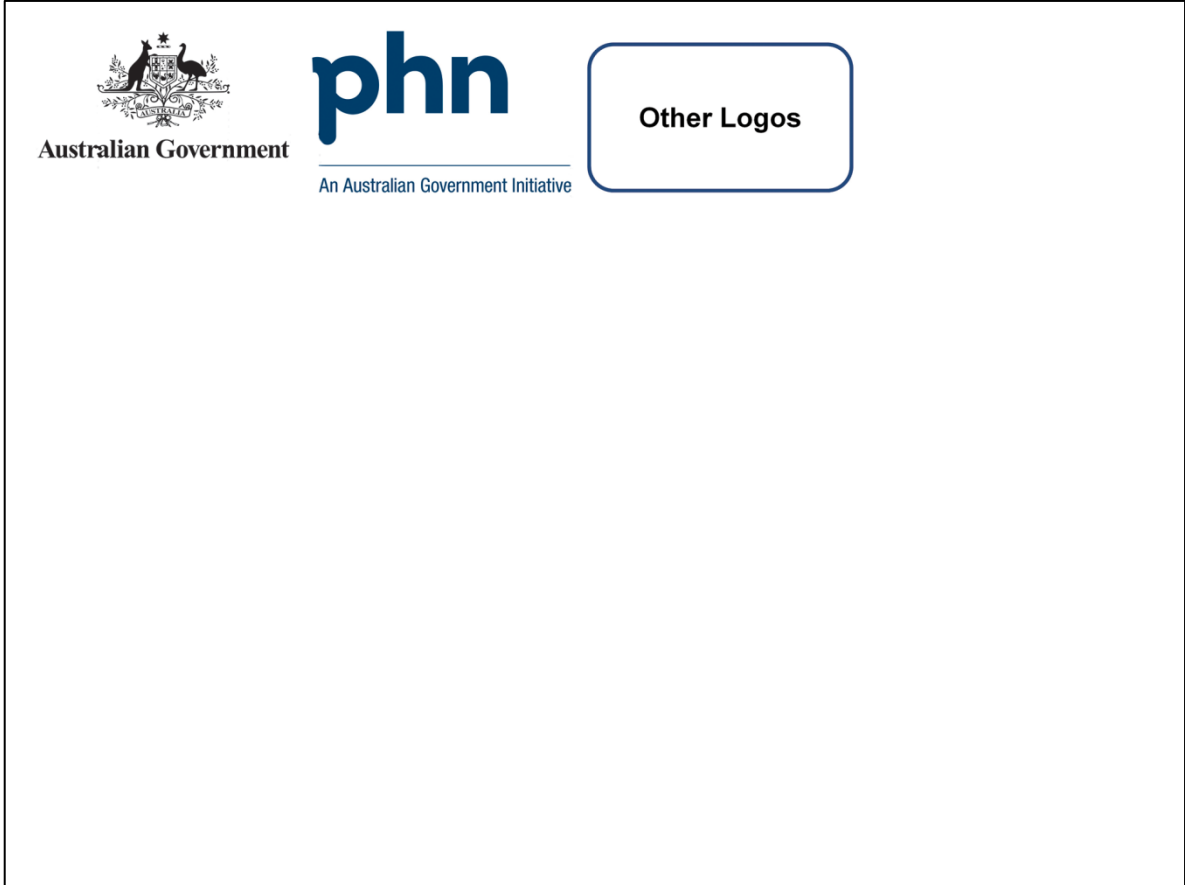


Figure 15 Publications and other material (alternate layout)

