

## WQPHN Program Branding Guidelines for Third Parties – Service Providers

Third parties contracted or commissioned by PHNs should acknowledge the funding/support received from a PHN by using a funding acknowledgement statement. The preferred forms of funding acknowledgment statements for use by third parties contracted or commissioned by WQPHN includes:

*'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 funding acknowledgement statement.

### Third party - Service Provider use of the WQPHN 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 under the Format/specifications for use of the PHN Identifier;
- 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.

### Third party use of WQPHN Identifier with funding/support statement

Funded by



Supported by



This service is funded by



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

## Format/specifications for use of the WQPHN Identifier

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

### 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

### Colour

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: RO 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.

### 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.

### 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