

Logo use and branding guidelines

V 2.0 | Current as at May 2024

About the guidelines

Compliance with the *Northern Queensland Primary Health Network (NQPHN) Logo use and branding guidelines* is a requirement of NQPHN's Master Contract Terms and ensures a strong, easily identifiable, and cohesive brand.

As a commissioned service provider, stakeholder, or partner, you must use NQPHN's name, logo, and funding or support acknowledgement strictly in accordance with the guidelines outlined. You must not use the NQPHN name or logo in a way that represents yourself or your material as NQPHN.

These guidelines are in place to ensure corporate standards of quality, consistency, and visual identity are adhered to.

Click here to download the logo files

Referring to NQPHN

'Northern Queensland Primary Health Network (NQPHN)' must be used in the first instance. All subsequent mentions within the same document only need to use the acronym 'NQPHN'.

Acknowledgment statement

On occasions where use of the NQPHN logo is not practical or not permitted, one of the following written or verbal acknowledgement statements should be used. These statements can be used in reports, websites, media, or in place of the NQPHN logo.

- » *This [activity/service] has been made possible by [funding/support] from Northern Queensland Primary Health Network (NQPHN).*
- » *This [activity/service] is supported by Northern Queensland Primary Health Network (NQPHN).*
- » *This [activity/service] is supported by funding from Northern Queensland Primary Health Network (NQPHN) through the Australian Government's PHN Program.*

Approvals

Any acknowledgement of NQPHN funding and/or support or use of the logo must be approved by the NQPHN Communications and Marketing Team at communications@nqphn.com.au

See next page for full details on how to use the NQPHN logo.



NQPHN acknowledges the Aboriginal and Torres Strait Islander peoples as Australia's First Nation Peoples and the Traditional Custodians of this land. We respect their continued connection to land and sea, country, kin, and community. We also pay our respect to their Elders past, present, and emerging as the custodians of knowledge and lore.



ISO 9001
QUALITY



Logo do's and do not's

Use of the NQPHN logo must always be accompanied by the words "Funded by" or "Supported by" above the logo. This wording must be left aligned, in at least 8pt font.

The NQPHN logo can be used on flyers, brochures, posters, pull up banners, websites, presentations, publications, etc. The logo cannot be used on promotional merchandise (e.g. shirts, water bottles, pens, etc.).

Do's

- » Place the blue NQPHN logo on a white background.
- » Place the white logo on a solid colour block background, preferably NQPHN blue.
- » Include the wording "Funded by" or "Supported by".
- » Ensure the logo is legible (not too small).
- » Use the logo in the colours provided – blue (C100 M57 Y9 K47 or #003E6A) or white.
- » Allow enough clear space to protect the logo and its integrity in relation to surrounding elements. Use the 'n' in 'phn' as a guide for the border dimensions.
- » Seek approval from the NQPHN Communications and Marketing Team at communications@nqphn.com.au

Do not's

- » DO NOT place the logo on an image or a patterned background.
- » DO NOT crop the logo or separate the components where legibility is compromised.
- » DO NOT distort or skew proportions.
- » DO NOT reduce the logo to a size where the text becomes illegible.
- » DO NOT enlarge the logo to a size where the text becomes pixelated.
- » DO NOT change the colour of the logo.
- » DO NOT place the logo too close to surrounding design elements or other logos where clear space is compromised.
- » DO NOT use other NQPHN branding and/or design elements.

