



Australian Government

phn

An Australian Government Initiative

PRIMARY HEALTH NETWORKS

BRANDING GUIDELINES

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INTRODUCTION

Purpose

The Primary Health Networks (PHN) Branding Guidelines provide guiding principles and specifications to support Primary Health Networks to adhere to their contractual requirement to acknowledge funding and other support from the Australian Government, including:

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

Compliance with these Branding Guidelines is a requirement under the *Primary Health Networks Core Funding Agreement*. These Branding Guidelines replace the previous PHN Program Branding Guidelines, released in 2018.

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

GUIDELINES

The term 'Primary Health Network' and 'PHN' can be used by PHNs interchangeably.

PHN Identifier

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

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

The generic PHN identifier (logo) consists of a wordmark reading 'phn', a regional descriptor and tagline 'An Australian Government Initiative.' Regional descriptors can refer to individual PHNs, jurisdictions or wider regions.

Single line location

phn
LOCATION

An Australian Government Initiative

phn
ADELAIDE

An Australian Government Initiative

Two line location

phn
LOCATION THAT
SPANS TWO LINES

An Australian Government Initiative

phn
CENTRAL QUEENSLAND
AND SUNSHINE COAST

An Australian Government Initiative

This generic identifier (without a regional descriptor) may only be used by the department

phn

An Australian Government Initiative

SPECIFICATIONS

Font

The fonts used in the PHN Identifier are:

- Regional descriptor - Gentleman 500 Book
- Tagline - Helvetica Neue Std Condensed 57 Regular

phn
LOCATION _____ Gentleman 500 Book

An Australian Government Initiative _____ Helvetica Neue Std Condensed 57 Regular

Unacceptable

Never modify the logo fonts. Here are examples of what not to do.

phn
LOCATION

An Australian Government Initiative

phn
LOCATION

An Australian Government Initiative

phn
LOCATION

An Australian Government Initiative

Colour

The PHN Identifier must be produced in deep blue.

Pantone: 7693CP

CMYK: C100 M57 Y9 K47

RGB: R0 G61 B105

Hex: 003D69

Acceptable

phn
LOCATION

An Australian Government Initiative

Unacceptable

phn
LOCATION

An Australian Government Initiative

phn
LOCATION

An Australian Government Initiative

phn
LOCATION

An Australian Government Initiative

Where the full colour identifier is not able to be produced, such as when printing, the identifier must display as dark grey to black.

Acceptable

phn
LOCATION

An Australian Government Initiative

phn
LOCATION

An Australian Government Initiative

no less than 75% black

Unacceptable

phn
LOCATION

An Australian Government Initiative

phn
LOCATION

An Australian Government Initiative

Background

The preferred background colour for the PHN Identifier is white. Alternatively, a white PHN Identifier can be applied to a Pantone 7693CP background.

No other background colours may be used. Busy, patterned or photo backgrounds may not be used.

The use of minimal secondary design elements may be permitted if they ensure the PHN identifier is prominently located with clear margins around the image. Secondary design elements require written approval by the department. No modifications can be undertaken to the PHN Identifier without prior departmental approval.

Acceptable



Please note that the reversed logo does not sit in a blue rectangle. The background is simply used to illustrate how it looks reversed out.

Acceptable secondary design elements



Unacceptable



Size

The PHN identifier may be scaled to any size as long as all text is legible and co-branding requirements are met.

Acceptable



Unacceptable



Modifications

Do not modify the PHN identifier in any way.

Do not distort or skew.

Do not rearrange elements.

Do not apply print effects, such as drop shadows, bevelling or embossing.

Do not adjust opacity.

Unacceptable



CO-BRANDING

Where co-branding is permitted, PHNs must follow the requirements below:

- other branding/logos, including registered company names, must be in proportion with 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; and
- PHNs should also follow the guidance of the relevant entity/organisation/government/program on the use of their branding.

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;
- the PHN identifier is the prominent branding displayed; and
- all other requirements of these guidelines have been followed.

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; and
- 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.

Co-branding with the Australian Government

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 Coat of Arms will be displayed to acknowledge this funding support.

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.

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. Any other designs may not be used.

Acceptable



Australian Government

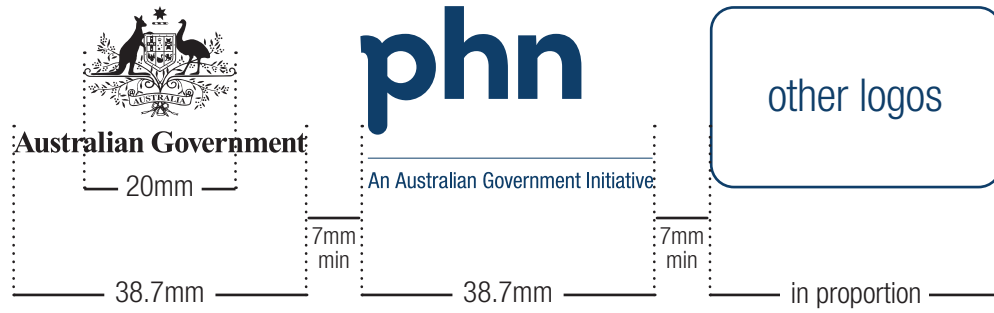
Unacceptable



Australian Government

The Australian Government logo must have at least equal prominence with other branding, including the PHN identifier. The Commonwealth Coat of Arms must have a minimum width of 20mm.

Acceptable



Unacceptable



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



Australian Government

Additional requirements for co-branding using the Australian Government logo are set out in the Australian Government Branding Guidelines, available on the [Department of Prime Minister and Cabinet website](#).

Co-branding with partner organisations

The branding of PHNs' partner organisations should only be displayed if the PHN receives a separate contribution of funding, resources or support from the partner organisation. The branding of PHNs' partner organisations should only be displayed in conjunction with the PHN Identifier on:

- PHN websites and signage;
- PHN publications; and
- PHN presentation material, PHN event material or PHN campaign material.

PHN stationery and other PHN material/items should not display the branding of partner organisations.

Third party funding acknowledgments

Third parties¹ 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.

Preferred funding acknowledgement statements 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].’

The PHN Identifier should be used 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; and
- the PHN Identifier is displayed in one of the following forms:
 - in an acknowledgment section of a publication, web page 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

Funded by



An Australian Government Initiative

Supported by



An Australian Government Initiative

This service is funded by



An Australian Government Initiative

¹ In these Branding Guidelines the term ‘third party’ refers to the department’s third parties meaning PHN subcontractors or commissioned service providers.

ACKNOWLEDGEMENTS AND DISCLAIMERS:

Funding Acknowledgements

Application of the PHN Identifier will in many cases meet PHN's contractual requirement to acknowledge financial support received from the department.

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; and
- in documents with limited space where a reduced PHN Identifier would impact legibility or integrity of the PHN Identifier.

A funding acknowledgment statement should be located in a prominent position where it can be easily seen and readily noticed.

PHNs must use one of the following funding acknowledgement statements that accurately acknowledges the funding arrangement:

'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].'

Disclaimers

PHNs are required 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:
 - contains health advice;
 - is published or disseminated to the public; and
 - is produced with the Grant Funds or as part of the Activity.

PHNs are not permitted to use any other form of words without prior written approval from the department.

PHNs must use the following disclaimer for websites:

‘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.’

Where space is limited, such as in mobile applications, PHNs may use the following shortened disclaimers:

‘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 the following disclaimer for Activity Material:

'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.

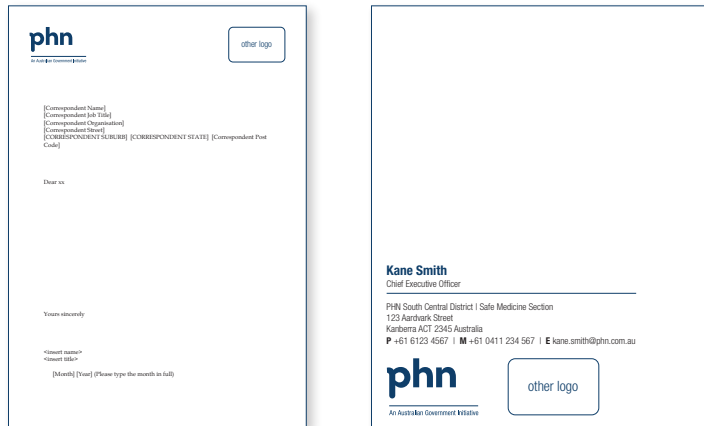
The department also approves the following alternate short form disclaimer for PHNs to use on Activity Material other than a document:

'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.'

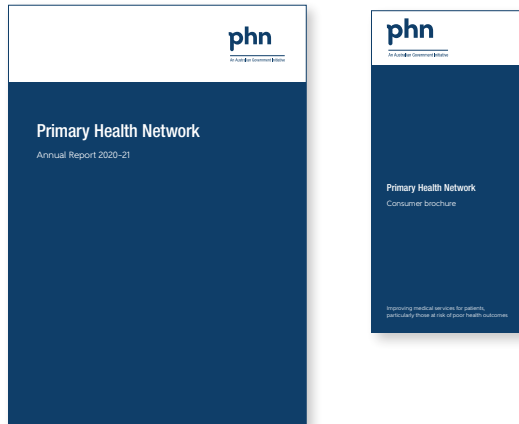
APPLICATION

The PHN Identifier must be displayed on:

Stationery: letterheads, email signature block and business cards



Publications: reports, booklets, brochures, guides, training resources, handbooks or media releases, educational resources



Physical signage: office signage, windows, reception areas, pull-up banners, presentation signage and event displays



Web: websites and social media accounts



The PHN Identifier may be displayed on: PHN staff shirt, name badges and lanyards



The PHN Identifier must not be displayed on promotional merchandise or consumable items

e.g. notebooks, pens, balloons, drink bottles, bags



