

Brand guidelines

WNSW PHN Funding Acknowledgement and Logo Use by a Third Party

Funding/Support Acknowledgement

If you're receiving funding or support from WNSW PHN, you must include acknowledgement of WNSW PHN's contribution.

Where space allows, the WNSW PHN logo accompanied by a statement that clearly indicates WNSW PHN funding/support (as per the examples below) must be used on all publications, web pages or event materials relevant to the activity.

Funded by



An Australian Government Initiative

Supported by



An Australian Government Initiative

This service is funded by



An Australian Government Initiative

Supported by funding from



An Australian Government Initiative

This event is funded by



An Australian Government Initiative

Funded by



An Australian Government Initiative

Supported by



An Australian Government Initiative

This service is funded by



An Australian Government Initiative

Supported by funding from



An Australian Government Initiative

This event is funded by



An Australian Government Initiative

Funding/Support Acknowledgement

Where space does not allow, an acknowledgement statement should be used instead of the WNSW PHN logo.

Preferred acknowledgement statements include:

- “This [activity/service] is supported by funding from Western NSW Primary Health Network through the Australian Government’s PHN Program.”
- “This [activity/service] has been made possible by [funding/support] from Western NSW Primary Health Network.”
- “This [activity/service] is supported by Western NSW Primary Health Network.”

Which acknowledgement statement do I use?

Is WNSW PHN the sole funder for the activity? Use:

- “This [activity/service] has been made possible by [funding/support] from Western NSW Primary Health Network.”

Is WNSW PHN just one funder for the activity? Use:

- “This [activity/service] is supported by funding from Western NSW Primary Health Network through the Australian Government’s PHN Program.”

Has WNSW PHN provided support for the activity other than funding? Use:

- “This [activity/service] is supported by Western NSW Primary Health Network.”

Still unsure which acknowledgement statement or logo to use for your activity? Just email communications@wnswphn.org.au and our friendly Communications team will assist you.

Correct logo use

The WNSW PHN full colour logo (blue) can only be displayed on a white background. It cannot be displayed on any other colour or a busy, patterned or photo background.

Alternate Design: White text on Pantone 7693 CP background. No other background colours may be used.

The WNSW PHN Logo must not be displayed on promotional merchandise or consumable items, including but not limited to notebooks, pens, balloons, drink bottles and bags.

Where the WNSW PHN logo is approved for use by third parties to “co-brand”, the following applies:

- Other logos are no larger than the WNSW PHN logo, and
- Other logos positioned to the right of the WNSW PHN logo, side-by-side, or, if space does not allow this, stacked below the WNSW PHN logo.

WNSW PHN full colour logo



WNSW PHN reversed logo



Minimum Size & Colour

The WNSW PHN logo must be displayed at a **minimum** width of 38.7mm.



WNSW PHN's primary colour is the blue indicated below.

WNSW PHN Blue

Pantone 7693 CP
CMYK: C100 M57 Y9 K47
RGB: R0 G61 B105
Hex: #003D69

Approvals

All use of the WNSW PHN logo must be approved by WNSW PHN prior to use. For all information, questions and approvals regarding use of the WNSW PHN logo, please contact the WNSW PHN Communications Team:
communications@wnswphn.org.au

phn
WESTERN NSW

An Australian Government Initiative