

NORTHERN TERRITORY PHN ACKNOWLEDGEMENT GUIDELINES



WHEN TO USE THE PHN IDENTIFIER/LOGO

Partner funding acknowledgements

Organisations we partner with on projects, activities or services should acknowledge the partnership by using our PHN identifier / logo.

The Northern Territory PHN identifier is founded upon the Australian Government's PHN overarching brand. This brand supports PHNs to adhere to their contractual requirement to acknowledge funding and other support from the Australian Government.

This document provides an overview of the PHN branding requirements. More detail is provided in the Primary Health Network branding guidelines. Compliance with these branding guidelines is a requirement under the Primary Health Networks Core Funding Agreement.

The Northern Territory PHN identifier incorporates the PHN identifier and Rural Workforce Agency NT identifier in a lock-up device.

The horizontal (or side-stacked) version is our preferred version to use. 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 backgrounds may be used.



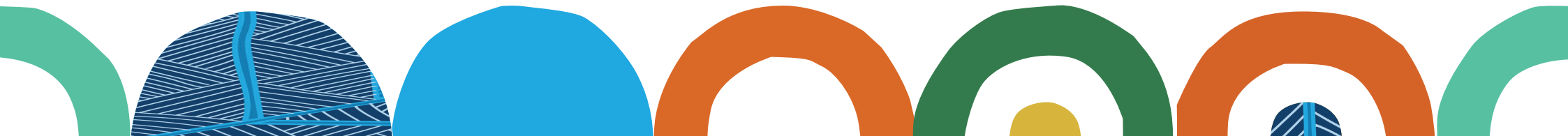
STACKED IDENTIFIER (CENTERED)



STACKED IDENTIFIER (LEFT-ALIGNED)



HORIZONTAL IDENTIFIER (PREFERRED)



The Australian Government does not support funding for, or use of, the PHN identifier on products or promotional merchandise. Please speak to our Marketing and Communications team if you would like to request an exemption to this requirement.

Other branding/logos must be no larger than the PHN identifier and 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.

If a partner organisation is producing the co-branded material, it should be sent back to Northern Territory PHN for review.



FULL COLOUR REVERSED IDENTIFIER

The fonts used in the PHN identifier are:

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

Colour

- The PHN identifier must be produced in deep blue.
- Pantone: 7693CP
 - CMYK: C100 M57 Y9 K47
 - RGB: R0 G61 B105
 - Hex: 003D69

When using in reverse form in full colour applications, the full colour reversed logo must be used.

Either an aligned or centred version of the stacked identifier can be used to suit your design.

WHEN TO USE THE FUNDED/SUPPORTED BY PHN IDENTIFIER

Third party funding acknowledgments

Third parties contracted or commissioned by PHNs should acknowledge the funding/support received from a PHN by using a funding acknowledgement statement.

Preferred funding acknowledgement statements include:

‘This [activity/service] is supported by funding from Northern Territory Primary Health Network through the Australian Government’s PHN Program.’

‘This [activity/service] has been made possible by [funding/support] from Northern Territory Primary Health Network.’

‘This [activity/service] is supported by Northern Territory Primary Health Network.’

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;

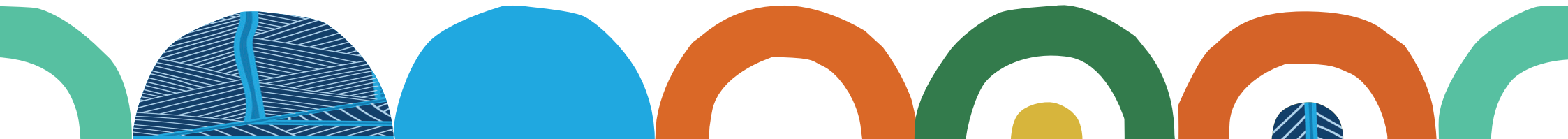
– accompanied by a statement indicating an event, research or collection of information is being conducted on behalf of the PHN; or

– accompanied by a statement that clearly indicates PHN funding/support, as per the examples above.

Funded by



Supported by



IDENTIFIER / LOGO MINIMUM SIZE AND CLEAR SPACE

Clearance zone

To ensure clarity and visual integrity of the identifier, a minimum clearance zone has been recommended.

The letter 'O' from the identifier has been used to calculate the clearance zone. The edges of the logo feature half of the 'O' character as a measurement scale.

Please ensure there is sufficient space between the Northern Territory PHN identifier and any other logos used.

Minimum size

To ensure that the identifier is always legible, a minimum size requirement of 75mm wide (print) and 213px wide (digital reproductions) must be adhered to. These measurements include the clearance zone.



PRINT - 75MM MINIMUM SIZE



DIGITAL - 213PX MINIMUM SIZE



MEDIA RELEASES AND EVENTS

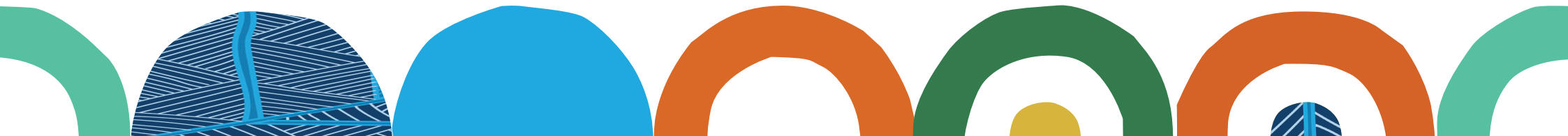
Media releases

We understand that at times you may want to issue a media release about your program or activity. Northern Territory PHN is happy to collaborate on these and asks that all media Releases are reviewed and approved by us. This is to ensure that our PHN's brand and messaging is consistent.

Events

We request that all providers organising an event to promote a program or activity funded by our PHN, works with us in advance so that we have the opportunity to be involved and can consider:

- speaking opportunities
- appropriate branding
- logo use
- support we can provide to you
- joint promotion of the event including joint media releases or advertising.



MORE INFORMATION

For further advice and guidance about our Northern Territory PHN corporate identity and its use, please contact the Marketing and Communications team by email at communication@ntphn.org.au.

Along with this document, the Communications and Marketing team will supply you with our logo/identifier and the full Primary Health Network branding guidelines. Please reach out to us if you have not received these.

