Brisbane North PHN brand guidelines

For third parties

About these guidelines

Third parties have permission to disclose involvement in activities funded by Brisbane North PHN, and promote these activities in accordance with directions from Brisbane North PHN.

Following these brand guidelines is a contractual requirement for third parties commissioned by Brisbane North PHN.

All materials that feature the Brisbane North PHN "Supported by" logo or name – print or digital – require final approval from Brisbane North PHN Communications and Engagement team prior to print, publishing or release.

Our requirements

Brisbane North PHN requires that third parties acknowledge PHN funding or support for activities conducted on behalf of the PHN.

To meet this requirement, third parties must ensure that all communications materials produced as part of the activity include either:

• the following funding acknowledgement:

   This activity is supported by funding from Brisbane North PHN through the Australian Government's PHN Program.

   OR

• the Brisbane North PHN "Supported by" logo – applied in accordance with these guidelines.

Media annoucements relating to PHN funded services

The PHN are keen to support providers to promote their services. The Communications and Engagement team should be informed of any major announcements including launches or service openings and must be consulted for approval of plans and materials for these events.

Using the Brisbane North PHN "Supported by" logo

The logos supplied are to be applied on a white background only. If you require a reversed or black colour logo, please contact us.

The logo may be scaled to size as long as it is not stretched or distorted in any way, and all texts must remain legible. The recommended size is 38.7 mm.

Using our logo with your logo

When co-branding documents, the Brisbane North PHN "Supported by" logo should be placed to the right of your logo/s.

A separator can be used if necessary. However if space or your organisation's branding guidelines does not allow this, the logo should be positioned where your guidelines dictate and a copy of the document provided to the Brisbane North PHN Communications team for approval.

Insert your logo here

Supported by

phn BRISBANE NORTH
An Australian Government Initiative

Formats supplied

Upon application, the Brisbane North PHN Communications and Engagement team will provide the Brisbane North PHN "Supported by" logo in the following formats:

Suitable for professional print

- PHN Brisbane North logo – supported by .jpeg
- PHN Brisbane North logo – supported by .ai

Suitable for MSWord documents and screen

- PHN Brisbane North logo_RGB – supported by.jpeg
- PHN Brisbane North logo_RGB – supported by.ai

Third parties must not use the PHN "Supported by" logo for any purpose other than that which is permitted in these branding guidelines.

Our name

Our organisation must always be written and referred to as "Brisbane North PHN" and "the PHN" thereafter. The acronym BNPHN is not permitted.

Sharing good news stories

Brisbane North PHN encourages third parties to identify 'good news' stories and share these with the Brisbane North PHN Communications and Engagement team for publishing via the PHN's communications channels.

We invite third parties to follow us on social media:

- facebook.com/BrisbaneNorthPHN
- linkedin.com/company/brisbane-north-phn
- youtube.com/c/BrisbaneNorthPHNmedia

We welcome you tagging us in posts about services we fund or support.

More information

For more information please contact the Brisbane North PHN Communications and Engagement team on 07 3630 7300 or email communications@brisbanenorthphn.org.au.

Colours

Primary

PHN Blue
RGB: 0/62/106
CMYK: 100/80/34/21
HEX: #1c75ba

RAP Blue
RGB: 28/117/186
CMYK: 85/50/1/0
HEX: #003e6a

PHN Teal
RGB: 0/186/194
CMYK: 73/1/27/01
HEX: #00bac2

Orange
RGB: 245/145/31
CMYK: 1/51/99/0
HEX: #f5911f

Green
RGB: 56/178/74
CMYK: 76/1/100/0
HEX: #38b24a

Secondary

Purple
RGB: 102/46/145
CMYK: 75/98/1/0
HEX: #662e91

Yellow
RGB: 250/237/48
CMYK: 5/0/91/0
HEX: #faed30

Dark Green
RGB: 0/105/56
CMYK: 90/33/98/26
HEX: #006938

Dark Grey
RGB: 60/60/60
CMYK: 68/62/60/50
HEX: #3c3c3c

Red
RGB: 237/64/54
CMYK: 0/90/85/0
HEX: #ed4036

Light Grey
RGB: 235/235/235
CMYK: 7/5/5/0
HEX: #ebebeb

Pink
RGB: 237/0/140
CMYK: 0/99/0/0
HEX: #ed008c