Third Party Funding Acknowledgements of Western Queensland PHN

Third parties contracted or commissioned by Western Queensland PHN are required to acknowledge the funding or support provided by including a Funding Acknowledgement Statement. If a visual representation is necessary, the Western Queensland PHN logo may be used.

Please note, while Western Queensland PHN is an initiative of the Australian Government, the use of the Australian Government logo by third parties is strictly prohibited. When acknowledging Western Queensland PHN and utilising the logo, third parties must adhere to the format and specifications outlined in this document.

A high standard of professional design is required for all materials featuring the Western Queensland PHN logo. Western Queensland PHN reserves the right to request redesigns of flyers, promotional items, or publications that do not meet these standards.

All materials must be submitted to the Western Queensland PHN Communications team for approval prior to distribution or publication. Please email the team at comms@wqphn.com.au for submissions.

Funding Acknowledgment Statement

Preferred funding acknowledgement statements include:

- 'This [activity/service] is supported by funding from Western Queensland PHN through the Australian Government's PHN Program.'
- 'This [activity/service] has been made possible by [funding/support] from Western Queensland PHN.'
- 'This [activity/service] is supported by Western Queensland PHN.'

Third parties should use the full Western Queensland PHN name (not WQPHN) in the Funding Acknowledgment Statement.

Alternatively, if a visual logo is required, it can be displayed in one of the following ways:

Verbal Acknowledgement of Funding

The Funding Acknowledgement Statement must be used verbally during media interviews, public announcements and events.

Colour

The Western Queensland PHN logo must be produced in deep blue (Pantone 7693CP with alternative colour values below) and applied to a white background. Alternatively, a white Western Queensland PHN logo may be used on the Pantone 7693CP blue background:

- CMYK: C100, M57, Y9, K47

- RGB: R0, G61, B105

- Hex: #003D69

The Western Queensland PHN logo must not be reproduced in any other colour. For black-and-white printing, the logo may be displayed in dark grey (no less than 75% black) or black.

Acceptable | Unacceptable

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 | Unacceptable

no less than 75% black

Background

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

Acceptable | Acceptable secondary design elements

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.

Unacceptable

Size

The Western Queensland PHN Logo image may be scaled to size as long as the following requirements are met:

- the logo must not be stretched or distorted in anyway; and

- the text of the logo including the location name and 'An Australian Government Initiative' must be **clear and legible.**

Acceptable

Unacceptable