



CONTRACTED SERVICE PROVIDER BRANDING GUIDELINES

phn
COUNTRY SA

An Australian Government Initiative

Compliance with Branding Guidelines

Compliance with these branding guidelines is a requirement of Country SA PHN's (CSAPHN) Contracted Services Standard Terms & Conditions.

How to refer to Country SA PHN

When referring to Country SA PHN in the first instance, write the name in full 'Country SA PHN' with the acronym (CSAPHN) in brackets beside it. In further instances within the document use 'CSAPHN'. If you want to explain what PHN stands for you can add after Country SA PHN (Primary Health Network) in brackets.

Do not use the following;

The Country SA PHN; Country SA Primary Health Network; Country South Australian Primary Health Network; Country South Australia PHN.

Approval

All material (such as media release/collateral/social media etc) developed by the contracted service provider must be approved by CSAPHN prior to being printed, distributed and/or published. This includes both hard copy and digital communications.

Material is to be submitted for approval via the Communications support email comms.support@countryasaphn.com.au

Acknowledgment

The contracted service provider must acknowledge the financial and other support received from CSAPHN for all funded services and activities by using a funding acknowledgement statement in all publications, promotional and advertising material, public announcements and activities published or carried out. The preferred forms of funding acknowledgment statements are:

- 'This [activity/service] has been made possible by funding from Country SA PHN'
- 'This [activity/service] is supported by Country SA PHN.'

The CSAPHN logo maybe used alone on material such as flyers/brochures/social media tiles where space is limited.

The contracted service provider must acknowledge CSAPHN in all social media posts by using [@countryasaphn](https://www.instagram.com/countryasaphn) and/or the hashtag [#CSAPHN](https://www.instagram.com/countryasaphn).

The contracted service provider is not required to use a disclaimer on their website or activity material.

The contracted service provider is not permitted to use the Australian Government logo



Country SA PHN Logo

The contracted service provider must not use the CSAPHN logo in a way that represents themselves or their material as CSAPHN.

The contracted service provider may only use the CSAPHN logo to acknowledge CSAPHN funding/support, when using the CSAPHN logo in material the below options must be used.

Funded by



An Australian Government Initiative

Supported by



An Australian Government Initiative

CSAPHN logo can be used on material such as flyers, brochures, website etc, however the logo cannot be used on promotional items such as T-shirts, water bottles, pens etc. The text 'Country SA PHN' can be used instead.

The contracted service provider's logo should be no larger than the CSAPHN logo and positioned to the right of the CSAPHN logo. Do not apply to busy backgrounds or where legibility is compromised.

When scaling the CSAPHN logo be sure to constrain the proportions so that the brand identity is not stretched or distorted in any way.

To preserve the integrity of the CSAPHN logo and to ensure legibility, do not reduce the CSAPHN logo to a size where the location name "Country SA PHN" and the text "An Australian Government Initiative" becomes unrecognisable.

No other use of the CSAPHN logo by the contracted service provider is permitted without prior approval from CSAPHN.

For a copy of the CSAPHN logos please email Communications support at comms.support@countrysaphn.com.au

