

## Third party Capital Health Network branding requirements

### 1. Funding Acknowledgement Statement

Third parties must use the following Funding Acknowledgement Statement (FAS):

“This [activity/service] is supported by funding from Capital Health Network.”

#### a) written acknowledgement

The FAS must be used in writing whenever the funded activity/service is referenced e.g. website page, Annual Report, brochures, media releases.

#### b) verbal acknowledgement

The FAS must be used verbally during media interviews, public announcements and events.

### 2. Use of Capital Health Network (CHN) logo

*Funded by*



#### a) when to use the logos

Third parties may only use the CHN logo (which must include “Funded by” as above) if they are displayed in one of the following forms:

- in the acknowledgement section of a publication, webpage or event materials;
- on signage at a service site; or
- indicating an event, research or collection of information is being conducted on behalf of a PHN.

#### b) when not to use the logos

Third parties must not use the CHN logo:

- in a way that represents themselves or their material as CHN.
- on items relating to the third party organisation e.g. organisation stationery (e.g. business cards, e-mails or letterheads).
- on promotional products such as disposable and consumable items (e.g. balloons) and giveaways (e.g. drink bottles).

**c) how to use the logos**

The CHN logo must be:

- applied to a white or light coloured background, not a busy background
- not stretched or distorted.

The CHN logo must be a minimum of 25mm wide. Other logos must not be larger than the CHN logo.

**3. Approval required**

Any resources or promotional material associated with the funded service/activity needs to be approved by CHN: [media@chnact.org.au](mailto:media@chnact.org.au).