

# NQPHN logo use and branding guidelines

## Introduction

A Northern Queensland Primary Health Network (NQPHN) Conditions of Contract requires service providers to use the NQPHN logo and acknowledge funding appropriately.

As a commissioned service provider, you must use NQPHN's name and logo strictly in accordance with the guidelines outlined here. You must not use the NQPHN logo in a way that represents yourself or your material as NQPHN.

These guidelines are in place to ensure corporate standards of quality, consistency, and visual identity are adhered to.

Compliance with this branding guide is a requirement of NQPHN's Conditions of Contract, and ensures a strong, easily identifiable, and cohesive brand.

## How to refer to NQPHN

When referring to NQPHN in the first instance, write the full name 'Northern Queensland Primary Health Network', with the acronym (NQPHN) in brackets beside it. In further instances within the same document, use 'NQPHN'.

## NQPHN logo

Please see next page for full details on how to use the NQPHN logo.

Further enquiries and approval for use of the logo should be directed to the NQPHN Communications Team at [communications@nqphn.com.au](mailto:communications@nqphn.com.au)

## Download

To download the NQPHN logo, [click here](#).

## Acknowledgement

Providers may only use the NQPHN logo to acknowledge funding/support or to indicate that an activity is being conducted on behalf of NQPHN.

When using the NQPHN logo and referring to NQPHN funded programs in promotional and marketing materials (e.g. website, flyers, brochures, posters), one of the below wording options must be placed above the NQPHN logo, left aligned, in at least 8pt font:

*Funded by*

*Supported by*

*This service is funded by*

## Australian Government logo

NQPHN is not authorised to approve the use of the Australian Government logo. If you wish to use the Australian Government logo, you must seek permission from the Department of Health.

### Cairns

**p:** (07) 4034 0300  
Level 3, 36 Shields Street  
Cairns, Qld 4870

### Townsville

**p:** (07) 4796 0400  
Building 500, Level 3  
1 James Cook Drive  
Douglas, Qld 4811

### Mackay

**p:** (07) 4963 4400  
Level 1, Post Office Square  
67-69 Sydney Street  
Mackay, Qld 4740

**e:** [hello@nqphn.com.au](mailto:hello@nqphn.com.au)

**w:** [nqphn.com.au](http://nqphn.com.au)



# NQPHN logo use and branding guidelines

## Logo use

The NQPHN logo can be used on flyers, brochures, posters, websites, signage, and publications—the logo cannot be used on products or promotional material (e.g. shirts, water bottles, pens, etc.).

## Specifications

It is intended that the NQPHN logo is produced in the official Pantone colour 7693CP (blue) when printed. When the Pantone colour cannot be used for print, the CMYK colour should be used (C100 M57 Y9 K47).

If the NQPHN logo is applied to a blue background, then the logo should appear in white. The NQPHN logo may not be produced in any other colour.

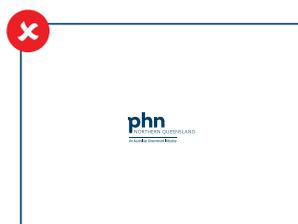
Do not crop or alter the logo, and do not apply to busy backgrounds or where legibility is compromised.



## Size

When scaling the NQPHN logo be sure to constrain the proportions so that the logo is not stretched or distorted in any way. To preserve the integrity of the logo and to ensure legibility, do not reduce the logo to a size where the text becomes unrecognisable or pixelated.

The recommended minimum size is 28mm (2.8cm) wide.



## Placement

Allow enough clear space to protect the NQPHN logo and its integrity in relation to surrounding elements. Use the 'n' in 'phn' as a guide for the border dimensions.

