

ADELAIDE PHN BRANDING AND ACKNOWLEDGMENT OF FUNDING REQUIREMENTS

Services and/or programs that are commissioned by Adelaide PHN (APHN) must acknowledge APHN funding when creating publications or other marketing material for the purpose of promoting the APHN funded element of the services and/or program.

APHN has provided the following approved statement of acknowledgment for inclusion in publications and marketing material:

**This program is funded by the Adelaide Primary Health Network –
an Australian Government Initiative**

It is also recommended that service providers include the APHN logo when acknowledging funding. The APHN logo can be obtained by contacting the APHN Communications Officer: comms@adelaidephn.com.au.

Examples of use of the APHN logo in publications:



The APHN logo should appear as it was provided. Do not stretch or re-colour any or all parts.

The logo should never be placed over a busy background (example below), the use of the white logo should only be used on coloured backgrounds.



APPLICATION OF THE ADELAIDE PHN ACRONYM

In publications or marketing materials the use of an acronym is sometimes preferred rather than repeating the name in full throughout the publication. If you wish to use the Adelaide Primary Health Network acronym please use **APHN**.

After the first initial use of the full name Adelaide PHN, you must include the acronym in brackets. See example below:

***Adelaide PHN (APHN)** will enhance the efficiency and effectiveness of primary healthcare services in our region, and improve the coordination of patient care. Reaching from Sellicks Hill to Angle Vale and from the foothills to the sea, **APHN** encompasses a community of some 1.2 million people.*