

# North West LHIN Corporate Identity Use and Standards

As outlined in Article 9 in the Multi-Sectoral Accountability Agreement with the North West Local Health Integration Network (LHIN), the LHIN's support is to be acknowledged in health service provider (HSP) publications.

Publications are defined as any material, either print or electronic, concerning service(s) a HSP makes available to the public. Examples include:

- Official brochures
- Program/Service specific materials (funded by the North West LHIN)
- Annual reports
- Advertisements
- Organizational website

## Guidelines

The North West LHIN is pleased to work with health service providers to support the appropriate use of the LHIN's corporate brand. The following guidelines are to be used by HSPs when providing recognition of the LHIN as a funder:

Two options are available for acknowledging North West LHIN support – identification by name only or by corporate brand (logo).

### Identification by name only

The North West LHIN recognizes that many of our partner HSPs have more than one funder, therefore using all funder logos may not be feasible due to limited space. In this case, the North West LHIN may be recognized by name only, without the corporate brand (logo). When using the organization's name only, please use the following statement:

Funding for this (insert name of project, initiative, publication, etc) has been provided by the North West Local Health Integration Network (LHIN).

Approval for the inclusion of this statement must be obtained from Kelly Arnold, North West LHIN Communications Specialist, prior to the production of any printed material. Kelly's contact information is listed at the end of this document.

### Identification by Corporate Brand (logo)

An electronic copy of the North West LHIN logo is available in TIF, EPS (vector) or JPEG and can be provided upon request by contacting Kelly Arnold, Communications Specialist.

The logo is to be formatted to include the words “Supported by” (preferably in Arial Narrow, bold) when used in any printed or electronic materials – see example below:

**Supported by:**



#### PRINT Applications:

The minimum width of the entire logo graphic should be no less than 1 1/4 inches (33 mm) wide and should have sufficient white space around it so it doesn't appear crowded. Please maintain the image aspect ratio (relation of height to width).

Again, approval for the use of the LHIN logo must be obtained from Kelly Arnold prior to the production of any printed materials or refresh of an organizational website.

#### WEBSITE (online) Application:

On your website, the minimum width of the entire logo graphic should be 180 pixels (minimum, 150 pixels) and should have sufficient white space around it. Please maintain the image aspect ratio (relation of height to width).

The North West LHIN logo is to be located on your home page and be linked to our website ([www.northwestlhin.on.ca](http://www.northwestlhin.on.ca)). We recommend this link open to a new browser window.

We ask that you add the North West LHIN logo to your website by **September 30, 2009**. Once you have added the logo, please contact Kelly Arnold.

Thank you for your support and effort in recognizing the North West LHIN as a funder. Please contact me if you have any questions.

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*Healthier people, a strong  
health system – our future*

