

**INTERNAL ONLY**  
**ISLHD PROCEDURE**  
**COVER SHEET**



**Health**  
Illawarra Shoalhaven  
Local Health District

<b>NAME OF DOCUMENT</b>	Authority to use ISLHD Logo
<b>TYPE OF DOCUMENT</b>	Procedure
<b>DOCUMENT NUMBER</b>	ISLHD OPS PROC 75
<b>DATE OF PUBLICATION</b>	May 2014
<b>RISK RATING</b>	LOW
<b>REVIEW DATE</b>	May 2019
<b>FORMER REFERENCE(S)</b>	PD142
<b>EXECUTIVE SPONSOR or EXECUTIVE CLINICAL SPONSOR</b>	Manager Corporate Communications
<b>AUTHOR</b>	Communications Support Officer
<b>KEY TERMS</b>	Logo Usage
<b>SUMMARY</b>	<p>This procedure establishes clear guidelines on the use of the Illawarra Shoalhaven Local Health District (ISLHD) logo and which officers within ISLHD may authorise its use. This includes the provision of the ISLHD logo to outside agencies and the requirements for ensuring appropriate use and reproduction.</p> <p>The procedure also outlines the correct use of logos for ISLHD facilities and business units.</p>

**COMPLIANCE WITH THIS DOCUMENT IS MANDATORY**

Feedback about this document can be sent to [ISLHD-CorporateGovernance.health.nsw.gov.au](mailto:ISLHD-CorporateGovernance.health.nsw.gov.au)

## 1. POLICY STATEMENT

This procedure should be read in conjunction with the [Code of Conduct \(PD2012\\_018\)](#), The ISLHD Style Guide and [NSW Health Corporate Identity \(PD2005\\_601\)](#).

## 2. BACKGROUND

This procedure establishes clear guidelines on the use of the Illawarra Shoalhaven Local Health District (ISLHD) logo and which officers within ISLHD may authorise its use. This includes the provision of the ISLHD logo to outside agencies and the requirements for ensuring appropriate use and reproduction.

The procedure also outlines the correct use of logos for ISLHD facilities and business units.

## 3. RESPONSIBILITIES

- 3.1 **Employees will:** complete an application to use logo and ensure a Director of Operations approves the use of the logo on the document, publication or image.
- 3.2 **Tier 2 Directors and Director of Operations will:** ensure the content of the document, publication or image is appropriate for application of the ISLHD logo.
- 3.3 **Corporate Communications Unit will:** ensure all publications and consumer resources comply with the ISLHD Style Guide before publication and send approval to the applicant.

## 4. PROCEDURE

### 4.1 The ISLHD Logo

The ISLHD logo is considered a corporate resource under the definition of the [Code of Conduct \(PD2012\\_018\)](#) and as such may not be used for commercial purposes other than those authorised directly by the Chief Executive and which provide commercial benefit only to ISLHD and its business units.

The use of the ISLHD logo on all applications may only be authorised by the Chief Executive or Tier Two Director and the Corporate Communications Unit.

It is the responsibility of the authorising Director to ensure that the contents of the document, publication or image are appropriate for application of the ISLHD logo.

A Request to Use ISLHD Logo form is available on the intranet and is attached to this procedure.

### 4.2 Co-Branding with the ISLHD Logo

The Director-General has approved the use of the Ministry of Health corporate brand in conjunction with:

- Joint facilities operated by a health facility and a university
- Corporate business services (eg SEALS) with the relevant Local Health District logo
- Some trademarks and visual themes (eg QUIT).

The Ministry of Health or Local Health District logo must be used on all hospital identification signage. Hospital signage refers to any signage displayed on hospital grounds.

#### **4.3 Approval Process**

The employee is to complete an application to use logo and forward with a copy of the publication to a Tier Two Director/Director of Operations to approve the use of the logo on the document, publication or image.

Tier Two Director/Director of Operations will ensure the contents of the document, publication or image are appropriate for application of the ISLHD logo and sign the Logo Request form. The form is to be forwarded to Corporate Communications Unit.

The Corporate Communications Unit will ensure all publications and consumer resources comply with the ISLHD Style Guide before publication and will send the final approval to the applicant.

#### **4.4 Logo Use in Fundraising**

The ISLHD logo may only be used for the purposes of fundraising when an appropriate 'Authority to Fundraise' has been issued.

Further, the requesting organisation must comply with the guidelines outlined within this procedure.

Any advertising material for a fundraising event which includes the ISLHD logo must include a statement clearly outlining what percentage of the proceeds will flow to ISLHD.

#### **4.5 Conditions for reproduction of the ISLHD Logo**

- The ISLHD logo is only to be used for the purposes specified in the logo request form and for which Tier Two Director has approved usage.
- The logo must not be altered or edited in any way
- When reproducing the logo in one solid colour, make sure it is 100% of that colour. Screening-back of the logo is prohibited.
- The logo may not be used to provide or imply promotion by the Local Health District of any product or service or class of products or services or be associated with commercial interests.
- The logo may not be used to directly or indirectly promote cigarettes, drugs or alcohol or imply that cigarettes, drugs or alcohol are related to health promotion.  
NOTE: "Drugs" refers to illicit substances and inappropriate use of those substances.
- No responsibility or liability lies with ISLHD, Ministry of Health, the Health Administration Corporation, any Health Service, or any employee, agent or servant for any errors or omissions in respect of the use of the logo by the recipient.

- Where the logo is used in a publication or resource, a PDF of the final artwork must be emailed **prior to production or publication** as an attachment to Corporate Communications Unit.
- All publications and consumer resources will be checked by Corporate Communications Unit before publication to ensure they comply with the ISLHD Style Guide.

#### **4.6 Provision of ISLHD Logo**

The ISLHD logo will be provided in electronic format by the Corporate Communications Unit.

### **5. CONTACT**

All requests for information or advice on the provision and usage of the ISLHD logo may be obtained from the Communications Support Officer, Corporate Communications Unit on 4253 4980.

### **6. DOCUMENTATION**

[Request to Use ISLHD Logo Form](#)

### **7. AUDIT**

### **8. REFERENCES**

[Code of Conduct \(PD2012\\_018\)](#)  
[NSW Health Corporate Identity \(PD2005\\_601\)](#)

### **9. REVISION AND APPROVAL HISTORY**

<b>Date</b>	<b>Revision No.</b>	<b>Author and Approval</b>
October 2014	0	Communications Support Officer Approved by Manager Corporate Communications