Use of LHIN Name/Logo in HSP Marketing Materials

Health service providers (HSPs) who hold a Multi-Sector Service Accountability Agreement (M-SAA), or a Long-Term Care Home Service Accountability Agreement (L-SAA) with the LHINs, must be aware of Article 9 within their Service Accountability Agreement which stipulates acknowledgement of LHIN support in all promotional and marketing publications.

This document has been prepared to help streamline the process for HSPs so that they are aware of when to seek LHIN approval for the use of the LHIN name /logo while abiding by the terms of their SAA.

When using the LHIN name/logo in the following marketing efforts, HSPs do not need to seek LHIN approval:

- Annual Reports
- Websites
- Organizational information brochures
- Promotion of existing LHIN programs and/or services in media campaigns.

HSPs must seek LHIN approval for use of the LHIN logo/name in the following marketing efforts:

- Publications/media products that reference any new funding being provided by the LHIN.
- Announcements of new programs/services (could include invitations to events, media products and other).

All HSPs must be aware of the following in either scenario.

As outlined in your Service Accountability Agreement, an HSP agrees all publications will include:

i. *An acknowledgment of the funding provided by the LHIN and the government of Ontario. Prior to including an acknowledgement in any publication, the HSP will obtain the LHIN's approval of the form of acknowledgement. The LHIN may, at its discretion, decide that an acknowledgement is not necessary; and*

ii. *A statement indicating that the views expressed in the publication are the views of the HSP and do not necessarily reflect those of the LHIN or the Government of Ontario.*

The term "publications" refers to printed and electronic material produced and distributed to the public such as brochures, annual reports, program/service-specific material (where the program/service is funded by the LHIN) and websites.

If HSPs are unsure of when and where to acknowledge LHIN support, they should contact the communications director for their respective LHIN.

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

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

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

(2) Inclusion of the logo on any printed or electronic materials must include the phrase "Supported by:" and cannot be cropped out of the logo – see example below

Supported by:

Ontario

Hamilton Niagara Haldimand Brant
Local Health Integration Network

(3) In instances where a HSP is in receipt of funding for an initiative funded by all LHINs collectively, it can use the following statement:

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

The HSP can use the provincial LHIN logo.

Standards regarding the use of the LHIN logo include:

- The logo must appear in either black or white (reversed out of a background colour).
- In print materials, the logo should be no less than 1 ¼ inches wide.
- On the web, the logo should be 180 pixels wide and a minimum of 150 pixels wide.
- On the web, the logo must link to the respective LHIN website. It is recommended that this link opens to a new browser window/tab.
- The logo should have sufficient white space around it.
- The logo's aspect ratio (relation of height to width) should be maintained.