Toronto Central **LHIN**

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Use of the Toronto Central LHIN Logo:

Acknowledging the Support of the Toronto Central LHIN

Health service providers who have recently negotiated a Multi-Sectorial Service Agreement (M-SAA) with the Toronto Central LHIN are aware of Article 9 within the agreement which stipulates acknowledgement of Toronto Central LHIN support in future publications.

Publications are defined as:

- Official brochures
- Annual Reports
- Program/Service specific materials (funded by the Toronto Central LHIN)
- Organizational Websites

Two options are available for acknowledging Toronto Central LHIN support – inclusion of the LHIN Agency Logo on publications or identification by name.

In all cases acknowledgment should be done in the most cost efficient manner and any existing printed materials should be retained for use. Acknowledgement can be added as materials are redesigned or reprinted.

For use of our logo, please contact Communications at communications@tc.lhins.on.ca

Option One: Identification by LHIN Agency Logo

An electronic copy of the Toronto Central LHIN logo is available in tif, eps or jpeg and can be provided upon request.

Inclusion of the logo on any printed or electronic materials (ie. Organizational website) should be formatted to include the words “Supported by:” – see example below.

Ontario
Local Health Integration Network

Supported by:

A LHIN Visual Identity manual is available and can be used as reference when determining how to use the logo.

Some simple standards include:

- The agency 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 Toronto Central LHIN website – www.torontocentral.on.ca.
  We recommend this link to open to a new browser window/tab.

The electronic Toronto Central LHIN agency logo is available by contacting the Digital Communications Specialist at **416-969-3285**. Approval for the use of the agency logo must be obtained from Liz Leal, Toronto Central LHIN Digital Communications Specialist prior to the production of any printed materials or refresh of an organizational website.

Option Two: Identification by name only

The Toronto Central LHIN recognizes that many of our health service providers have more than one funder, and therefore using all funder logos may not be feasible due to limited space. In that case, HSPs may recognize the Toronto Central LHIN by name only. When using the name only, please use the following statement:

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

Again approval for the inclusion of this statement must be obtained from the Toronto Central LHIN prior to the production of any printed materials.