

# WWLHINformation

## WWLHIN Corporate Identity Use and Standards

To: Health Service Providers  
From: Toni Adey, Manager, Public Affairs  
Date: February 19, 2009  
Re: WWLHIN Corporate Identity Use and Standards

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The Waterloo Wellington Local Health Integration Network (WWLHIN) is pleased to work with health service providers (HSPs) to support the appropriate use of the WWLHIN's corporate brand. The following guidelines are to be used by HSPs when providing recognition of the WWLHIN as a funder.

### **Identification by name only**

The WWLHIN recognizes that many of our partner 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, funders may recognize the WWLHIN by name only, without the corporate brand (logo). When using the organization's name only, please use the following statement:

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

### **Identification by Corporate Brand (logo)**

The electronic WWLHIN corporate brand is available by contacting the office at 519-822-6208, Ext. 223 or [toni.adey@lhins.on.ca](mailto:toni.adey@lhins.on.ca).

The electronic copy of the WWLHIN logo is available in tif, eps or word. In addition, you will receive a copy of the visual identity guidelines, which must be followed to ensure the integrity of the WWLHIN corporate brand is maintained.

Thank you for your support and effort in recognizing the WWLHIN as a funder. Please do not hesitate to contact me if you have questions.