

SESLHD PROCEDURE COVER SHEET



Health
South Eastern Sydney
Local Health District

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EXECUTIVE SPONSOR or EXECUTIVE CLINICAL SPONSOR	Manager, Media and Communications
AUTHOR	Allyson Moore Marketing and Communications Officer
FUNCTIONAL GROUP(S)	Communications
KEY TERMS	Logo usage, SESLHD logo, branding, NSW Waratah
SUMMARY	This procedure establishes clear guidelines on the use of the NSW Government Waratah and the South Eastern Sydney Local Health District (SESLHD) logos and which officers within SESLHD may authorise their use. This includes the provision of the NSW Government Waratah and SESLHD logo to outside agencies and the requirements for ensuring appropriate use and reproduction.

COMPLIANCE WITH THIS DOCUMENT IS MANDATORY

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Feedback about this document can be sent to SESLHD-Policy@health.nsw.gov.au

SESLHD PROCEDURE

Authority to use the NSW Government Waratah and SESLHD Logo

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1. POLICY STATEMENT

This document has been produced to assist in the correct and consistent use of the NSW Government Waratah and SESLHD Logos. The information in this procedure reflects requirements within the [NSW Health Brand Guidelines](#) and the [SESLHD Branding Style Guide](#).

2. BACKGROUND

This procedure establishes clear guidelines on the use of the NSW Government Waratah and South Eastern Sydney Local Health District (SESLHD) logo and which officers within SESLHD may authorise their use. This includes the provision of the NSW Government Waratah and SESLHD logo to outside agencies and the requirements for ensuring appropriate use and reproduction.

The procedure also outlines the correct use of logos for SESLHD.

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 Service Directors and General Managers will: ensure the contents of the document, publication or image are appropriate for application of the NSW Government Waratah or SESLHD logo.

4. PROCEDURE

4.1 The SESLHD Logo and NSW Government Waratah

The use of the SESLHD logo on internal facing material may only be authorised by the Chief Executive; Manager, Media and Communications; Manager, Office of the Chief Executive or Tier Two Directors. The use of the NSW Government Waratah on external facing material may only be authorised by the Chief Executive or Manager, Media and Communications after the material on which it is to be placed has been reviewed by a Service Director or General Manager.

It is the responsibility of the authorising Manager or Director to ensure that the contents of the document, publication or image are appropriate for application of the NSW Government Waratah or SESLHD logo.

A [Request to Use the NSW Government Waratah and SESLHD Logo](#) form is available on the intranet and forms part of this procedure.

4.2 Approval Process

Once material has been approved by the Service Director as suitable for application of the NSW Government Waratah or SESLHD logo, a PDF of the finished artwork must be emailed to Media and Communications before the document is published – either electronically or in written form.

This PDF document is to be forwarded along with the Request to Use the NSW Government Waratah and SESLHD Logo form.

4.3 Conditions for reproduction of the NSW Government Waratah and SESLHD Logo

- The NSW Government Waratah and SESLHD logo are only to be used for the purposes specified in the approved Logo Request form.
- The logo must not be edited or altered in any way.

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- 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 must not be used to provide or imply endorsement or 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 must not be used to directly or indirectly endorse, support or promote cigarettes, drugs or alcohol.
NOTE: "Drugs" refers to illicit substances and inappropriate use of those substances.
- No responsibility or liability lies with SESLHD, NSW 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 Media and Communications at SESLHD-Communications@health.nsw.gov.au
- The NSW Government Waratah should be used on advertising, project signage and external facing government communications.
- The SESLHD logo may be shown on all internal communications, office environments, office building signage, stationery, agency corporate websites and social media pages.
- Use of the NSW Government Waratah and SESLHD logo must be in alignment with the [SESLHD Branding Style Guide](#) and [NSW Health Brand Guidelines](#).

4.4 Provision of the NSW Government Waratah and SESLHD Logo

The NSW Government Waratah or SESLHD logo will be provided in electronic format by Media and Communications. The requesting officer must specify which file type is required.

4.4.1 File type descriptions

- **EPS** (encapsulated postscript) are files required by printers. You cannot open and view on the screen without appropriate software, eg Adobe Photoshop.
- **PNG** or **JPEG** (joint photographic experts group) files can be used in printed and electronic documents and can be opened by most software programs and can be viewed on the screen.
- **TIFF** (tagged image file format) files provide a better quality image than jpeg images, bigger file size, preferred by printers especially for a full colour reproduction. You cannot open and view on the screen without appropriate software, eg Photoshop. (Only available for SESLHD logo)

5. CONTACT

All requests for information or advice on the provision and usage of the NSW Government Waratah or SESLHD logo may be obtained from the Marketing and Communications Officer on 0437 743 983

6. DOCUMENTATION

[Request to Use the NSW Government Waratah and SESLHD Logo Form](#)

7. REFERENCES

- [NSW Health Code of Conduct - PD2015 049](#)
- [SESLHD Branding Style Guide](#)
- [NSW Health Brand Guidelines](#)

8. REVISION AND APPROVAL HISTORY

Date	Revision No.	Author and Approval
October 2007	0	Alison Errey, Director Corporate Communications. Approved by Area Executive Committee 23 October 2007
December 2011	1	Michelle Bonner, Acting Policy Officer- updated links and rebadged in SESLHD format
January 2012	1	Approved Freda Pierce, Manager Executive Services and Kate Sikora, Manager Media and Communications
November 2012	2	Update to reflect change to site logo requests and approvals returning to site responsibility
November 2012	2	Approved Freda Pierce, Manager Executive Services and Kate Sikora, Manager Media and Communications
July 2018	5	Approved Freda Pierce, Manager Executive Services
July 2021	6	Minor review updated to reflect change in approval process to Media and Communications and change of Executive Sponsor. Approved by Executive Sponsor.

APPENDIX A

List of authorised logo form approvers:

- General Manager
- Tier 2 Director
- Deputy Director
- Director, Child Youth and Family Services
- Director, Oral Health
- Director, Drug and Alcohol
- Manager, Media Communications
- Manager, Office of the Chief Executive