

Acknowledging the Funding Support of the Waterloo Wellington LHIN

Questions and Answers for Health Service Providers

Who is required to acknowledge the funding support of the Waterloo Wellington LHIN?

Health Service Providers who have negotiated a Multi-Sector Service Agreement (M-SAA) or a Long-Term Care Home Service Accountability Agreement (L-SAA) with the WWLHIN, under Article 9 within the Agreement, must acknowledge the funding support of the WWLHIN in “publications” produced for the public.

What is meant by a publication and does the acknowledgement have to go on everything we produce?

The term “publications” in Article 9 refers to printed and electronic material that is produced for and distributed to the public, such as brochures, Annual Reports, Program/Service specific material (where the program/service is funded by the WWLHIN) and websites. Documents such as financial reports that are prepared in order to meet financial reporting obligations under the M-SAA and L-SAA are not subject to this requirement.

Do we need to recycle our old or current brochures and print new ones right now? In

all cases, acknowledgment should be accomplished in the most cost efficient manner.

Therefore, any existing printed materials should be retained for use, with acknowledgment incorporated as materials are redesigned or reprinted.

What is the appropriate way to acknowledge the WWLHIN as a funder?

Article 9.2 (a) (i) says that all publications will include “an acknowledgement 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.”

In terms of meeting this requirement, two options **are pre-approved by the WWLHIN** and do not require additional LHIN approval:

- (i) inclusion of the WWLHIN logo on publications, or
- (ii) identification of the WWLHIN by name.

If you wish to acknowledge funding in a different way, please contact the WWLHIN Communications Specialist (Contact information below).

What are the standards for usage of the logo on publications?

The basic standards for logo usage include:

- The WWLHIN logo must appear in either black or white (reverse) only.
- In print materials, the logo should be no less than 33 mm or 1 1/3 inches wide.
- On the web, the logo should be a minimum of 150 pixels wide.
- On the web, the logo must link to the WWLHIN website: wwlhin.on.ca.
- When the logo shares space with text or other graphic elements, it is essential to allow sufficient space around the logo so that it is clearly visible. The appropriate amount of clear space is based on using the capital “O” and “n” of the Ontario wordmark. This simple formula can be used regardless of size. Please refer to Page 16 of the LHIN Visual Identity Guidelines for more information.

Inclusion of the logo on any printed or electronic materials should be formatted to contain the words “Funding support provided by:” – see example below.

Funding support provided by:



How do we obtain a copy of the logo?

An electronic copy of the WWLHIN logo is available in several graphic formats (tif, eps or jpeg) and can be provided upon request (Contact information below).

When should we use a statement of acknowledgement versus the WWLHIN logo? We recognize 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, you may recognize the WWLHIN by name only, using 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).

Can we put the acknowledgement anywhere in our publication?

There is considerable flexibility in terms of positioning the acknowledgement, however, when using the WWLHIN logo there are basic standards for its use and placement (see below). The acknowledgment must also be legible, and in a place where most people reading the material are likely to see it. In the case of a website, the acknowledgement should be located on the home page and/or page related to the program or project for which the WWLHIN is being acknowledged.

Does the WWLHIN want to review all materials prior to printing?

The WWLHIN does not need to review all materials prior to printing, provided that the WWLHIN visual identity guidelines are followed. However, the WWLHIN reserves the right to request a reprint of materials that do not conform to the LHIN visual identity guidelines.

For more information or a copy of the logo, please contact:

Leah McCreight, Communications Specialist

leah.mccreight@lhins.on.ca

1.866.306.5446

Thank you for your support and effort in recognizing the Waterloo Wellington LHIN as a funder.