



Planning a **healthy** community starts here

---

## PlanH Brand Guidance for PlanH Partner Projects and Grant Recipients

- 02 Acknowledgment
- 03 Approval
- 04 Logo Configurations
- 04 Correct Usage Sizing



## Acknowledgment

### **Acknowledgment for PlanH Projects**

Projects generated by PlanH and partners should include an acknowledgment of the partnership between BC Healthy Communities (BCHC) and the Province of BC and any other contributors, such as health authorities, with logos and wording. All materials with Provincial branding need to be reviewed by a Provincial representative.

#### *Suggested wording:*

PlanH, implemented by BC Healthy Communities Society, facilitates local government learning, partnership development and planning for healthier communities where we live, learn, work and play. Working together with health authorities, UBCM and the Ministry of Health, PlanH supports Healthy Families BC, the Province's health promotion strategy.

This [material type here] was produced and written by [name(s) here]. The producers and the authors would like to acknowledge the contributions of Fraser Health Authority, Interior Health Authority, Northern Health Authority, Provincial Health Services Authority, Vancouver Coastal Health Authority, Vancouver Island Health Authority, and the Union of BC Municipalities.

### **Acknowledgment for HCCBF Projects**

Projects funded through the Healthy Communities Capacity Building Fund (HCCBF) require written acknowledgment of funding in materials produced as a result of the HCCBF. Please do not include Provincial/BCHC logos, as there is not enough capacity to review all HCCBF materials for alignment with Provincial/BCHC policy. In some cases, it may be appropriate to include a PlanH logo. All materials with a PlanH logo should be reviewed and approved by BCHC communications staff.

#### *Suggested wording:*

This project has been funded by [insert community name] and the Healthy Communities Capacity Building Fund (HCCBF). The HCCBF is part of PlanH, a partnership between BC Healthy Communities Society and Healthy Families BC (the Province's health promotion strategy), and is informed by health authorities and other stakeholders. The PlanH program facilitates local government learning, partnership development and planning for healthier communities where we live, learn, work and play.

The PlanH brand is not an open source tool. Therefore we ask grant recipients to refrain from using the PlanH name in personal titles, or as a brand name for HCCBF projects. Any questions regarding use of the PlanH logo, name or how to acknowledge funding can be directed to BCHC staff.

## Approval Procedure & Assistance

When PlanH and BCHC are acknowledged in project materials, publicity, conference, meeting presentations or any other materials that are public and promotional in nature, we request users contact us directly for approval prior to use.

BCHC can provide logos, messaging and PowerPoint slides that describe the PlanH program.

If communities have any requests for PlanH materials, questions about PlanH brand guidance or need assistance with acknowledgement please contact:

**BC Healthy Communities Society**  
**Jennifer Nichols | T. (250) 589-0223**  
**E. [jennifer@bchealthycommunities.ca](mailto:jennifer@bchealthycommunities.ca) or [info@planh.ca](mailto:info@planh.ca)**

Primary



Secondary



**Logo Configurations**

Organisational

## Correct Usage Sizing

### Tag

**Ideal size:**  
1 inch tall



**Minimum size:**  
0.75 inch tall



Aim for a 1 inch height when using the PlanH logo with the tag line. Please do not size it smaller than .75 inches tall.

### No Tag

**Ideal size:**  
.75 inch tall



**Minimum size:**  
0.3 inch tall



Aim for .75 inch height when using the PlanH logo without a tag line. Please do not size it smaller than .3 inches tall.

### Examples of Incorrect Usage

