



Planning a **healthy** community starts here

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

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## Acknowledgment

### **Acknowledgment for PlanH Projects**

Projects generated by PlanH and partners should include an acknowledgment of the partnership between BC Healthy Communities 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 is a partnership between BC Healthy Communities Society and the British Columbia Ministry of Health.

PlanH creates healthier communities by supporting partnerships across sectors, providing learning opportunities, resources, and consultation, and facilitating collaborative local action.

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

### **Acknowledgment for PlanH Healthy Communities Fund Projects**

Projects funded through the Healthy Communities Fund require written acknowledgment of funding in materials produced as a result of the Healthy Communities Fund. Please do not include Provincial/BC Healthy Communities logos, as there is not enough capacity to review all Healthy Communities Fund materials for alignment with Provincial/BC Healthy Communities 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 BC Healthy Communities communications staff.

*Suggested wording:*

This project has been funded by [insert community name] and the Healthy Communities Fund. The Healthy Communities Fund is part of PlanH, a partnership between BC Healthy Communities Society and the BC Ministry of Health, and is informed by health authorities and other stakeholders. PlanH creates healthier communities by supporting partnerships across sectors, providing learning opportunities, resources, and consultation, and facilitating leading-edge practices and collaborative local action.

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 Healthy Communities Fund projects. Any questions regarding use of the PlanH logo, name or how to acknowledge funding can be directed to BC Healthy Communities staff.

## Approval Procedure & Assistance

When PlanH and BC Healthy Communities 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.

BC Healthy Communities 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**

**Johanna Henderson | T. (250) 590-2159**

**E. [johanna@bchealthycommunities.ca](mailto:johanna@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

