

# PROTOCOLS GOVERNING THE USE OF THE HACC LOGO



## Restricted Use of the HACC logo

The HACC logo is supplied as a TIFF file in two versions: mono (black) and two-colour (burgundy: PMS690CVC and gold: PMS126CVC). The logo design, which was approved by all the relevant state/territory Ministers and the Commonwealth Minister, is protected by copyright.

Queensland Health (the Licensee) has signed a logo licensing agreement with the Commonwealth, and authorised non-departmental users become sub-licensees of the Department. The Media & Communications Officer, HACC Resource Unit, has responsibility for registering all logo sub-licence applications and approvals in Queensland, which are subsequently reported annually to HACC Officials.

**Queensland Health service providers** are covered by the licensing agreement signed by Queensland Health's Director-General, and are subject to the Commonwealth Government's protocols regarding use of the Commonwealth Coat of Arms with the Health logo and HACC logo in certain circumstances.

**Non-Queensland Health service providers** are required to apply for a sub-licence to use the HACC logo. Application forms can be downloaded from the HACC website ([www.health.qld.gov.au/hacc](http://www.health.qld.gov.au/hacc)) or are available from the Media & Communications Officer, HACC Resource Unit, on 3350 8127 (email: [Avon\\_Ebran@health.qld.gov.au](mailto:Avon_Ebran@health.qld.gov.au)). Upon approval of their application, service providers are sent two copies of the sub-licensing *Deed of Agreement* for signing by two authorised officials. These documents are returned to the HACC Resource Unit and, after execution by Queensland Health, one signed copy of the Deed is returned to the applicant, along with electronic copies of the logo.

**It is not permitted to pass the logo on to any other users, nor to use it for purposes other than those authorised in the sub-licensee's Deed of Agreement.**

## **LICENSEES (Queensland Health service providers): How and when to use the Commonwealth Coat of Arms with the HACC logo**

*\*\*\*Please refer to Schedule 2 – Protocols for use of the Commonwealth Coat of Arms in Conjunction with the HACC Logo, for complete information.*

The licence agreement signed by Queensland Health for use of the HACC logo requires that:

3.2 *The licence is subject to the following conditions:*

(a) *the HACC logo may not be re-drawn, re-coloured or modified in any way except:*

- (i) *increasing the size of the words as necessary to ensure that they are legible;*  
*or*
- (ii) *increasing or decreasing the size of the HACC logo as a whole.*

*(d) In relation to HACC Program materials originating from the Licensee, or jointly from the Commonwealth and the Licensee, the Licensee must use the HACC logo, the Commonwealth Coat of Arms, and the Licensee's state or territory arms or the logo of the relevant State Department responsible for the HACC Program;*

The Commonwealth Department of Health & Ageing advises that the HACC logo must be used in conjunction with the Commonwealth Coat of Arms in the following circumstances:

- If the logo is for "official" HACC Program use by Queensland Health (recent examples include advertising for growth funds, calling for tenders to review HACC services, etc), the Commonwealth Coat of Arms must be used with the HACC logo, AND the Queensland Health logo. This rule applies to documents such as reports, manuals and guidelines, other print materials such as newsletters and publicity materials, electronic media materials, and banners. It does not apply to other "internal" type documents such as forms and policy documents, nor to building signage.

**NB – Logo positioning:** The Commonwealth Arms are always placed first followed by the Queensland Health logo and then the HACC logo.

- On promotional objects the HACC logo is used with the Queensland Health logo and the Commonwealth Arms if the object is large (such as a shopping bag), or alone if the object is very small (such as a fridge magnet or pen).
- On Queensland Health HACC-funded vehicles the HACC logo decal is used with the Queensland Health logo decal.

**SUB-LICENSEES (ie non Queensland Health service providers)** are not permitted to use the Commonwealth Coat of Arms. They should use the HACC logo alone, or together with their own organisation's logo if there is one, to recognise the source of funding.

The sub-licence, or Deed of Agreement, signed by non Queensland Health service providers states:

*3.1 Subject to clause 3.2, the Licensor grants to the Licensee a non-exclusive, royalty-free licence (not including a right of sub-licence) to use, reproduce and publish the HACC Logo within specified areas of Australia for the purpose of [insert details as specified in application] for so long as:*

- (a) the Head Licence remains in force; or*
- (b) the Licensee complies with its obligations under this Deed;*

*whichever is the shorter.*

*3.2 The Licence is subject to the following conditions:*

- (a) the HACC Logo may not be re-drawn, re-coloured or modified in any way except:*
  - (i) increasing the size of the words as necessary to ensure that they are legible; or*
  - (ii) increasing or decreasing the size of the HACC Logo as a whole;*

Please contact the Media & Communications Officer, HACC Resource Unit, if you have any questions or require any assistance with using the logo or the Coat of Arms:  
Tel: 3350 8127 Fax: 3630 5285 Email: [Avon\\_Ebran@health.qld.gov.au](mailto:Avon_Ebran@health.qld.gov.au), or visit the HACC website: [www.health.qld.gov.au/hacc](http://www.health.qld.gov.au/hacc)