



Brand Usage

Private Sector Health Alliance of Nigeria (PSHAN)

The General Public

Introduction

This document provides guidelines for the permissible use of the Alliance name, logo, and other communications assets (e.g., images and video) by the Alliance grantee, Partners, Sponsors and vendors.

The first page provides a brief overview of permitted and non-permitted disclosures. However, please review this entire document carefully.

Please note:

In the event of a conflict between these guidelines and the terms of your agreement with the the Alliance, the terms of your agreement will control.

Permitted Public Disclosures:

You may publicly disclose the following information about the Alliance:

- The Alliance name for non-promotional purposes
- Description of the contracted services, provided such description does not disclose information subject to your confidentiality obligations Public Disclosures Requiring Approval You must obtain prior written approval before using the Alliance.:
- Name for promotional purposes **Note:** Promotional purposes includes press releases, public announcements, case studies, and paid digital media.
- Logo for any purpose **Note:** Use of the Alliance logo may require a written trademark logo permission letter, however vendors creating materials featuring logos that are solely owned and distributed by or on behalf of the Alliance itself DO NOT require a written trademark logo permission from the Alliance.
- Communications assets (e.g. photography, video footage, infographics, etc.) **Note:** Any use of the Alliance photography and video footage must be for a charitable purpose and requires adherence to our Photography and Video License, except as may be required by the Alliance in a services agreement.

Approval Requests If you or your organization would like to use the Alliance name or logo, attribute a report or other document to the Alliance, or acknowledge the Alliance funding, please do the following:

- If you are a Sponsor or partner, please complete the Partner/Sponsor Communications Request form. Also allow 3 business days for us to process your request.
- If you are a vendor, please email your primary contact at the Alliance.

Prohibited Public Disclosures:

The following are prohibited:

1. Using the Alliance name or logo for commercial or retail purposes stating or implying that the Alliance endorses you, your products, or your services is completely prohibited in its entirety.

- Subgrantees, subcontractors, contingent workers, agents, or affiliates should not communicate or make public remarks or representation that states or imply that the Alliance directly funds or endorses their activities, products, or services.

2. Credit the Alliance in publications, presentations, or reports commissioned or funded by it, but not written by the Alliance. If you wish to credit the Alliance in an Alliance-funded publication, please select the appropriate disclaimer from the following examples, tailor it (provide the details indicated in green below) and include it in the published materials. The Alliance logo should not appear in these instances. **This [material/publication/presentation/report] is based on research funded by (or in part by) The Private Sector Health Alliance of Nigeria. The findings and conclusions contained within are those of the authors and do not necessarily reflect the positions or policies of the Private Sector Health Alliance of Nigeria. This [material/publication/book/report] was prepared for the Private Sector Health Alliance of Nigeria. The findings and conclusions contained within are those of the authors and do not necessarily reflect the positions or policies of the Alliance.**

Brand and Communication Asset Use

3 Additional guidelines for use of the Alliance name:

If you choose to publish an announcement or press release, it must be reviewed and approved by the Alliance.

When spelling out the “Private Sector Health Alliance of Nigeria,” please use the ampersand, rather than spelling out “and” Please use “the alliance” (lowercase) in later references, rather than abbreviating the name to PSHAN. Although “PSHAN” can be used when necessary for clarification.

The Alliance boilerplate language should not appear in a grantee or vendor announcements.

The Alliance logo should not be *used* in grantee or vendor announcements.

The Alliance name should not be used in the headline of a press release unless it is a joint release with the Alliance. However, our name may be used in a sub headline.

Sentences should not lead with the Alliance name ♣ **wrong**: The Private Sector Health Alliance of Nigeria has issued a grant to Q University for the Support of the Adopt a healthcare facility program. ♣ **Right**: Q University receives grant for the Support of the Adopt a Healthcare Facility Program from the Private Sector Health Alliance of Nigeria.

Alliance Logo

- You may not use the Alliance logo in association with any third-party trademarks (names or logos) in a manner that suggests co-branding or otherwise creates potential confusion about the source or sponsorship of the materials or ownership of the Alliance logo.

All co-branded initiatives must be approved by the contract owner and/or the Communications unit of the Alliance.

- Our logo must remain intact, be placed properly in layout, be printed or published in an appropriate colour from our palette or reversed to green and blue and be given adequate clear space around it.

(Refer to the Logo Specification Guidelines for more detailed information).

As a rule, the Alliance logo should be equal in size and profile to those of matching use, partners, and clients, regardless of any differentials.

Any use of the Alliance Logo should be subtle, legible, and tasteful in appearance.

Final logo presentation should always be approved by the communications team or committee in consultation with the program officer(s), contract owner or owner delegate(s).

In limited circumstances, you may receive written permission to use The Alliance logo in connection with materials or services not distributed directly by the Alliance, to indicate a funding relationship or sponsorship. Because use of the logo implies the Alliance's sponsorship, affiliation, endorsement, and/or approval of a specific vendor's activities or products, requests for such use will be considered carefully.

Private Sector Health Alliance of Nigeria Brand and Communication Asset Use

4 The Alliance Communication Assets: Video and Images With written permission from a grant, sponsorship, partnership agreement or contract owner or contract delegate(s)

and subject to the terms of an issued Photography and Video License, a grantee or vendor may use The Alliance-owned images or video footage in its materials.

Additional guidelines for Use of Communication Assets:

- The Alliance-owned images that do not feature the Chairman, co-chairs, or the CEO may be used in your materials for a charitable purpose if the images are used in a reasonable, respectful, and topically appropriate way in the context provided.

Any use is subject to The Alliance permission and separate Photography and Video License terms.

- Sponsors, Partners, and vendors may not use The Alliance-owned video or images of the chairman, co-chairs, Board members CEO, or staff.
- Non-alliance-owned imagery should only be used by The Alliance and its vendors if permission or licenses have been purchased from the person who owns the copyright to the footage or image.

Permission must be granted ONLY by the person or organization that owns the rights to the footage or image. If the owner is not the creator of the footage or image, you may need to obtain a copy of the license agreement to guarantee that the owner has the right to redistribute it.

Stock photography can be used in accordance with the licenses under which it was purchased.

- The Alliance shooting approach and style are photojournalistic. The people we're capturing are real, not models. Consequently, it's critical that we retain editorial integrity in our images.

Sponsors, partners, and vendors may only use The Alliance photography in its most natural authentic state: full-colour or grayscale, with little to no retouching.

They may not apply artistic filters, colours, patterns, or textures to images.

Acceptable third-party retouching includes slight adjustment for overall technical quality or colour/ tonal consistency in or across a series of images. o Never retouch a person or his or her clothes, accessories, or personal items in the frame (e.g., mugs, water bottles, and food).

Never move, add, delete, combine, alter, flip, or stretch people or objects in an image. Cropping is acceptable as long as the photographer's intent and subjects' experiences are not substantially altered.

QUESTIONS

If you have questions about these guidelines, please contact us at communications@pshan.org