

iLINKS Innovations

LEADING INNOVATIONS IN HEALTHCARE TECHNOLOGY

SUPPORTING
**MARKETING
GUIDELINES**

EVERYTHING YOU NEED TO
SHOW YOUR SUPPORT FOR ILINKS INNOVATIONS 2016

 www.ilinksmersey.nhs.uk
[@ilinksinnovator](https://twitter.com/ilinksinnovator) [#ilinks16](https://twitter.com/ilinks16)



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FURTHER INFORMATION

If you require any further information about these guidelines, please contact Kristen Watson-Mattocks, Communications Manager, Informatics Merseyside on 0151 296 7884 or e-mail kristen.watson-mattocks@imerseyside.nhs.uk.

1.0: INTRODUCTION

Thank you for supporting iLINKS Innovations 2016.

We are pleased to supply you with these guidelines and associated artwork which should be used to show your support for our annual conference and exhibition.

This document provides you with terms and conditions relating to your use of the iLINKS Innovations brand online and in print, so that all promotional activity for the event is both consistent and professional.

The Supporter Toolkit in the Media Zone on the iLINKS website contains all of the artwork referenced within this guide in various downloadable formats.

Visit: www.ilinksmersey.nhs.uk/media-zone

Please note the following definitions:

ILINKS 2016	means the iLINKS Innovations conference and exhibition 2016 event hosted by Informatics Merseyside.
iLINKS 2016 Marks	means all of the names, words, logos and designs relating to iLINKS 2016.
Informatics Merseyside	Informatics Merseyside is an NHS shared service providing Information Management and Technology (IM&T) services to the local health economy.

2.0: BRANDING GUIDELINES

1. GENERAL POINTS TO NOTE

We reserve the right to update these guidelines. The use of the iLINKS 2016 Marks are protected by Informatics Merseyside. They cannot be changed or adapted.

2. TEXT REFERENCES TO iLINKS 2016

In text form any advertisement, editorial or press material including marketing material offline or online, newsletters or briefing notes, must refer to iLINKS 2016 in one of the four ways listed below:

- iLINKS 2016
- iLINKS Innovations 2016
- iLINKS Innovations Conference and Exhibition 2016
- @iLINKSIinnovator #iLINKS16

The description of iLINKS Innovations should be consistent as follows:

iLINKS Innovations is an annual NHS conference and exhibition, organised by Informatics Merseyside, to showcase innovation and technology in healthcare and the potential benefits to the local health and social care economy.



3. PRINTED MATERIAL

The iLINKS 2016 logo is available to use on all marketing materials (see Creative Guidelines).

4. E-MAIL SIGNATURES

Tailored e-mail signatures have been created for those 'attending', 'speaking', 'sponsoring' or 'exhibiting at' iLINKS 2016 (see Creative Guidelines).

There should be a hyperlink to the iLINKS 2016 website at: www.ilinksmersey.nhs.uk

5. YOUR WEBSITE

The iLINKS 2016 web banners are available to use on your website (see Creative Guidelines).

There should be a hyperlink to the iLINKS 2016 website at: www.ilinksmersey.nhs.uk

6. SOCIAL MEDIA

All social media pages used by supporters are encouraged to promote iLINKS 2016 but must include the correct iLINKS Marks or Twitter handles (detailed below) as appropriate.

Twitter:
@iLINKSIinnovator
#iLINKS16

3.0: CREATIVE GUIDELINES

3.1: ILINKS 2016 LOGO

The iLINKS 2016 logo is available to use on all marketing materials.



3.2: E-MAIL SIGNATURES

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iLINKS Innovations 2016

CONFERENCE & EXHIBITION SHOWCASING INNOVATION AND TECHNOLOGY IN HEALTHCARE

AINTREE RACECOURSE, LIVERPOOL THUR 7 JULY 2016

@ILINKSINNOVATOR #ILINKS16

WWW.ILINKSMERSEY.NHS.UK


we're
exhibiting!

iLINKS Innovations 2016

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I'm
attending!

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Register
now!

3.3: WEB BANNERS

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CONFERENCE & EXHIBITION
SHOWCASING INNOVATION AND TECHNOLOGY IN HEALTHCARE
AINTREE RACECOURSE, LIVERPOOL - THURSDAY 7 JULY 2016
www.ilinksmersey.nhs.uk
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728 x 90 px



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300 x 250 px



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