

iLINKS Innovations

LEADING INNOVATIONS IN HEALTHCARE TECHNOLOGY

SUPPORTING

MARKETING GUIDELINES

EVERYTHING YOU NEED TO
SHOW YOUR SUPPORT FOR ILINKS INNOVATIONS 2018



www.ilinksmersey.nhs.uk
[@iLINKSInnovator](https://twitter.com/iLINKSInnovator) #iLINKS18

Our Sponsors



SAMSUNG

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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 2018.

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: <https://www.ilinksmersey.nhs.uk/media-zone/>

Please note the following definitions:

ILINKS 2018	means the iLINKS Innovations conference and exhibition 2018 event hosted by NHS Informatics Merseyside.
iLINKS 2018 Marks	means all of the names, words, logos and designs relating to iLINKS 2018.
NHS Informatics Merseyside	NHS Informatics Merseyside provides IT services and support to health and care organisations including major acute and specialist trusts, community and mental health services, clinical commissioning groups, general practitioners and professional bodies.

2.0: BRANDING GUIDELINES

1. GENERAL POINTS TO NOTE

We reserve the right to update these guidelines. The use of the iLINKS 2018 Marks are protected by NHS Informatics Merseyside. They cannot be changed or adapted.

2. TEXT REFERENCES TO iLINKS 2018

In text form any advertisement, editorial or press material including marketing material offline or online, newsletters or briefing notes, must refer to iLINKS 2018 in one of the four ways listed below:

- iLINKS 2018
- iLINKS Innovations 2018
- iLINKS Innovations Conference and Exhibition 2018
- @iLINKSIinnovator #iLINKS18

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 2018 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 2018 (see Creative Guidelines).

There should be a hyperlink to the iLINKS 2018 website at: <https://www.ilinksmersey.nhs.uk>

5. YOUR WEBSITE

The iLINKS 2018 web banners are available to use on your website (see Creative Guidelines).

There should be a hyperlink to the iLINKS 2018 website at: <https://www.ilinksmersey.nhs.uk>

6. SOCIAL MEDIA

All social media pages used by supporters are encouraged to promote iLINKS 2018 but must include the correct iLINKS Marks or Twitter handles (detailed below) as appropriate.

Twitter:
@iLINKSIinnovator
#iLINKS18

3.0: CREATIVE GUIDELINES

3.1: iLINKS 2018 LOGO

The iLINKS 2018 logo is available to use on all marketing materials.



iLINKS Innovations

LEADING INNOVATIONS IN HEALTHCARE TECHNOLOGY

ANNIVERSARY SPECIAL CELEBRATING 70 YEARS OF OUR NHS



3.2: E-MAIL SIGNATURES

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Join us
#iLINKS18

Showcasing technology and innovation in healthcare

NHS
Informatics Merseyside

70
YEARS
OF THE NHS
1948 - 2018

Our Sponsors

  

Thursday 5 July 2018 | Aintree Racecourse | Liverpool
Register online: www.iLINKSmersey.nhs.uk @iLINKSnnovator #iLINKS18

iLINKS Innovations 2018

CONFERENCE & EXHIBITION SHOWCASING INNOVATION AND TECHNOLOGY IN HEALTHCARE

AINTREE RACECOURSE, LIVERPOOL **THUR 5 JULY 2018**

@iLINKSInnovator #iLINKS18

www.ilinksmersey.nhs.uk


**I'm
attending!**

iLINKS Innovations 2018

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**I'm
speaking!**

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**we're
exhibiting!**

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**We're
supporting!**

3.3: WEB BANNERS

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728 x 90 px


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300 x 250 px




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