

A decorative background on the left side of the page, featuring several thick, parallel diagonal stripes in shades of orange, green, and blue.

iLINKS

Innovations 

The iLINKS logo is a stylized 'X' shape formed by multiple overlapping lines in various colors (blue, green, orange, purple, red, yellow).

SUPPORTING

MARKETING GUIDELINES

EVERYTHING YOU NEED TO SHOW
YOUR SUPPORT FOR iLINKSX

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

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FURTHER INFORMATION

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

1.0: INTRODUCTION

Thank you for supporting iLINKSX, which marks the 10th anniversary of our iLINKS Innovations conference and exhibition.

We are pleased to supply you with these guidelines and associated artwork which should be used to show your support for this yearannual 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 Innovations	refers to the annual iLINKS Innovations conference and exhibition hosted by NHS Informatics Merseyside.
iLINKSX	refers to iLINKS Innovations 2019 which celebrates the 10th anniversary of the iLINKS Innovations conference and exhibition. iLINKSX is taking place on 4 July 2019 at Aintree Racecourse in Liverpool.
iLINKSX Marks	means all of the names, words, logos and designs relating to iLINKSX.
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 iLINKSX Marks are protected by NHS Informatics Merseyside. They cannot be changed or adapted.

2. TEXT REFERENCES TO iLINKSX

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

- iLINKSX
- iLINKS Innovations X
- @iLINKSInnovator #iLINKSX

The description of iLINKS Innovations should be consistent as follows:

iLINKS Innovations is an annual NHS conference and exhibition, organised by NHS 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 iLINKSX 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' iLINKSX (see Creative Guidelines). There should be a hyperlink to the iLINKS Innovations website at: <https://www.ilinksmersey.nhs.uk>

5. YOUR WEBSITE

The iLINKSX web banners are available to use on your website (see Creative Guidelines). There should be a hyperlink to the iLINKS Innovations website at: <https://www.ilinksmersey.nhs.uk>

6. SOCIAL MEDIA

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

Twitter:
@iLINKSInnovator
#iLINKSX



3.0: CREATIVE GUIDELINES

3.1: iLINKSX LOGO

The iLINKSX logo is available to use on all marketing materials. When used online, please include a hyperlink to the iLINKS Innovations website at: <https://www.ilinksmersey.nhs.uk>



3.2: E-MAIL SIGNATURES

A generic e-mail signature has been created for iLINKSX. Tailored signatures have also been created for those 'attending', 'speaking', 'sponsoring' or 'exhibiting at' iLINKSX. There should be a hyperlink to the iLINKS Innovations website at: <https://www.ilinksmersey.nhs.uk>



I'm attending
iLINKS
Innovations

NHS
Informatics Merseyside

CONFERENCE & EXHIBITION
SHOWCASING INNOVATION AND TECHNOLOGY IN HEALTHCARE

4 July 2019, Aintree Racecourse, Liverpool
@iLINKSInnovator #iLINKSX
REGISTER: www.ilinksmersey.nhs.uk



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3.3: WEB BANNERS

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