BRAND GUIDELINES
FOR HSE AND
FUNDED AGENCIES

HSE DIVISIONS
HOSPITAL GROUPS
COMMUNITY HEALTH
ORGANISATIONS
PATIENT SAFETY
HEALTH CAMPAIGNS

2ND EDITION
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WHAT IS A BRAND?

A brand is everything your public thinks of you, and should be deeply anchored in meeting the inherent public needs and expectations of the health services.

Health and social care brands have to facilitate the level of confidence, trust and engagement the public needs from its health services. This is unique in its importance for a public health system. A brand operates at both an emotional and functional level and as such we need to consider the branding process for the Irish health services at a national level, as well as at a local organisational level.

WHAT ARE THESE BRAND GUIDELINES?

The HSE as an organisation represents the Irish public health and social care system, and over the coming years, will experience ongoing organisational change. During this process it is expected that new health and social care organisations like Hospital Groups, Community Health Organisations, National Divisions and Programmes will be building their own identities as our public health and care services evolve.

During this time of enormous change a level of stability and consistency that engenders a sense of trust and security in the Irish Health Services is required. These guidelines provide an efficient and effective branding framework that will ensure clear signposting of services for patients and employees, as well as maintaining trust in the public health service as a whole.
WHY ARE THESE GUIDELINES IMPORTANT?

55% of the public find it difficult to understand how the health service works and 59% find it difficult to understand how local health facilities are organised (Behaviour & Attitudes, April 2015). The changing structures of the health services will impact on the public’s ability to navigate the health system and on the user experience of health services, which underpins the public’s ability to have trust and confidence in public health services.

It is essential within any health and social care system that patients, the public and employees can use and engage with health services with confidence and trust. This means that all branding, be it from a hospital group or a CHO, or a central HSE service, should engender a caring and compassionate network of services and professionals that are of the highest quality and connected with each other as part of a wider public health system.

These guidelines put the service user at the centre of our communications and our public and corporate identity. Regardless of any changes that will be happening for both employees of the HSE and associated bodies over the coming period, the people of Ireland who access and use these services must experience a level of stability and consistency that engenders trust and security.

It is important to have a single set of rules and guidance to minimise any navigational and trust impact on the services that we all provide. These guidelines will facilitate change and transition in an orderly and structured way.
WHAT ARE THE GUIDELINES FOR?

The guidelines provide a set of rules and procedures that should be considered when developing individual brands that exist within a broader network of health service provision.

They are essentially a handover process, with potential for both retrospective implementation for organisations already established, and proactive implementation, supporting the creation of new ones.

While some groups have already started and even completed the process of designing their new identity and building communications using that new identity, these guidelines will ensure retrospective inclusion of the HSE logo in a way that adds to these communications assets. Those groups who have not yet begun their new identity process will be supported by these guidelines and will have clear understanding of the role and position of the HSE logo as part of their transition towards becoming a new entity.
WHY IS IT IMPORTANT TO PROTECT AND DEVELOP THE IDENTITY OF PUBLIC HEALTH SERVICES?

In order to support the aim of the large scale changes taking place across our health services; to improve our health care services, we must seek to build confidence and trust in the Irish health services.

Doing this requires us to think first of the needs of the public and services users. We must ensure that as we plan for the future we do so in a way that does not compound existing challenges in public understanding of health services and we must ensure that we do not make it more difficult for the public to access and navigate health services (see B&A Research results on the next page).

Today the HSE is Ireland’s public health service and is known and recognised as the trusted, authoritative source of public health and social care services and health information.

Today, new organisations are not widely known and recognised as such, but in the future, it is important that service users develop a similar trust relationship with them.

These guidelines offer a transition structure to support stability and trust in public health services during a time of change.
TRUST LEVELS FOR HSE’S INFORMATION IS HIGH

- Poor: 8%, 9%, 21%, 35%, 27%
- Excellent: 8%, 9%, 21%, 35%, 27%

ACCESSING HSE SERVICES THROUGH TECHNOLOGY AND SOCIAL NETWORKS SEEN AS EASY TO DO

- Difficult: 13%, 17%, 8%, 42%, 21%
- Easy: 13%, 17%, 8%, 42%, 21%

FINDING INFORMATION RELATING TO YOUR TREATMENT FROM DOCTORS AND NURSES

- Difficult: 5%, 15%, 9%, 46%, 24%
- Easy: 5%, 15%, 9%, 46%, 24%
WHAT ARE THE BENEFITS OF THESE GUIDELINES?

These guidelines are in place to provide high level guidance for developing identity and supporting that identity with the health services, providing credentials for all organisations within the HSE network.

These identity guidelines will ensure a consistent application of the HSE identity and also provide consistency and authority to those new brands as they build their own credentials. The primary beneficiaries will be service users, for whom the HSE identity acts as a mark of reassurance, accountability and signposting. This in turn will provide these service users with the confidence that health services in Ireland are being managed in an effective and efficient manner. They will also ensure best value for taxpayers’ money, by ensuring that new identities are developed in a cost minimising way.

WHO ARE THESE GUIDELINES FOR?

These guidelines are to be used and by all HSE owned and funded organisations:

- Hospital Groups, CHOs, National Divisions, National Programmes
- Organisations funded under Sections 38 or 39 of the Health Act, 2004 http://health.gov.ie/blog/acts/health-act-2004/
- All HSE communications teams
WHEN SHOULD THESE GUIDELINES BE USED?

These guidelines are to be used whenever a new brand is being designed and also when any new or additional communications elements are being developed.

Existing communications, signage or printed materials do not have to be changed to meet these guidelines. These guidelines are sponsored by the Director General and it is the responsibility of all senior managers, with the support of their communications managers, within the health services in Ireland to ensure that these guidelines are followed and respected at every touchpoint.

HOW WILL THE GUIDELINES BE USED AND WHEN WILL THEY COME INTO EFFECT?

The guidelines are to be followed from the time of publication. All communications teams throughout the health system have responsibility to enable awareness of brand guidelines, encouraging good practice and follow up in cases of poor practice.
THERE ARE THREE IMPORTANT CONSIDERATIONS THAT THESE GUIDELINES WILL SUPPORT AND STRENGTHEN IN ALL HEALTH SERVICE COMMUNICATIONS:

1. **Endorsing New Brands as they are established and while they gain their own momentum and credibility.**

   As new brands are developed there is a need to support these brands with a strong endorsement. A consistency and connectivity is also required between the services.

   There is strength in the HSE - today the HSE means Our Health Service, that represents authenticity, safety, free (cost), entitlement. It is seen as part of the national public service, owned by the State and the people.
2. Providing Connectivity

Hospital Groups, CHO and National Divisions should all be clearly communicating their single and individual purpose, but should all be working in concert with each other.

The needs of the service user must be at the centre as they engage in multiple points of contact across all Irish services.

3. Guidance on Brand Development

As new hospital group, CHO and divisions begin developing their own identity, this document will provide an expert starting point. Best in class guidelines, as well as cost efficient parameters will be outlined to help individual groups ensure that they are developing the best brand identity for their service.
4. THE HSE BRAND
The HSE Brand includes our logo, our mission, and our values.

The HSE logo has been simplified to a graphic symbol only, for new materials created after Summer 2017. The colours used are green to identify with our culture and national identity and red is symbolic of good health.

Our mission emphasises that we are all working together, **Building a Better Health Service** for the people in our care, and for our colleagues.

Our values of **Care, Compassion, Trust and Learning**, should be reflected throughout the whole health service in words, in behaviours and where possible, in our communications.
WHEN TO USE THE HSE LOGO

The HSE logo is to be used on all HSE materials, including printed materials, correspondence, signage, websites and digital assets, and all marketing communications.

Where the HSE logo appears, it denotes that you are within our public health service.

WHEN TO USE THE LOGO AND MISSION

The HSE mission can be used with the HSE logo freely on HSE materials, but is best suited to print materials, correspondence, and all marketing communications and public information materials.

Where the HSE logo and mission appear together, they denote both who we are, and what we do.

WHEN TO USE OUR VALUES

The HSE values of Care, Compassion, Trust and Learning may be added to any corporate or internal communications for our teams.
WHO OWNS THE INTELLECTUAL PROPERTY?

The Health Service Executive (HSE) was established under the Health Act 2004 as the single body with statutory responsibility for the management and delivery of health and personal social services in the Republic of Ireland.

PERMISSION TO USE THE HSE BRAND

The HSE brand can be used, with prior approval from the HSE Communications Division or HSE service, by third party services or programmes funded by the HSE. This approval can be obtained after review of printed or emailed copies of any materials, publications, promotions, advertising or other printed materials.

This approval will not be unreasonably withheld or delayed.
WHO IS RESPONSIBLE FOR GRANTING PERMISSION?

Communications teams provide support and advice for HSE services and the wider health system. They can be contacted as follows:

**HSE Communications Division:**

www.hse.ie/communications
01 635 2180

**Hospital Groups/Community Health Organisations:**

Find contact details on

www.hse.ie/communications or contact your Hospital Group or CHO Head Office.
LOGO QUALITY CHECK

Logo Formats:
The HSE Logos are provided in the following file formats

• EPS • PDF • JPEG • PNG

Logos for Print:
Where possible please use the EPS or PDF versions of the HSE Logo. These are vector-based files, which mean that they feature unlimited resolution and can be reproduced at any size without any degradation of sharpness or quality.

Logos for Web/Online:
The JPEG or PNG versions of the HSE Logo are for online usage. The JPG file can be used extensively on web based platforms and applications and can be compressed to a lower file size which will speed up download over the internet. Please always use on a white background as it contains a bounding box.

Please use the PNG version if you wish the logo to have a transparent background.

Please note both formats cannot be used larger than 100% of original image size or pixelation will occur.
5. BRAND GUIDELINES FOR NATIONAL DIVISIONS, PROGRAMMES AND SERVICES

This section of the guidelines is dedicated to HSE services, HSE National Divisions, and any part of our health service where the HSE logo is their primary logo.
At the heart of the HSE brand is the logo. This is the symbol for everything that the HSE stands for, acting as a signpost for users of the multitude of health services. The logo includes the green and red stylised HSE letters.

**WHITE BACKGROUND USAGE**

When the logo is to be placed on a white background, please adhere to the clear spacing around the logo as indicated below:

**Brand Safe Area**
Add at least 20mm safe area around the HSE Logo

**Minimum Size**
The minimum size for the logo is 15mm in height from the top to the base of the HSE symbol (as illustrated).
The use of the full colour option or the two colour option should be determined based on the printing parameters of the material being produced.

**FULL COLOUR**

**CMYK:**
- C0 M100 Y63 K29
- C85 M0 Y54 K52
- C43 M0 Y27 K26

**RGB:**
- R179 G8 B56
- R0 G104 B88
- R128 G179 B171

**TWO COLOUR**

**NON-WHITE BACKGROUND**

When the logo is to be placed on a solid coloured background, the logo can be used as solid black or solid white depending on the background colour being used. Clear spacing around the logo as indicated:
This colour palette should be used whenever the logo appears in full colour. This applies to all usage including print, digital and video.

**Primary colour palette**

<table>
<thead>
<tr>
<th>PANTONE 201 C</th>
<th>Full Colour</th>
<th>C0 M100 Y63 K29</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB Colour</td>
<td>R179 G8 B56</td>
</tr>
<tr>
<td>PANTONE 561 C</td>
<td>Full Colour</td>
<td>C85 M0 Y54 K52</td>
</tr>
<tr>
<td></td>
<td>RGB Colour</td>
<td>R0 G104 B88</td>
</tr>
<tr>
<td>PANTONE 561 C (50% TINT)</td>
<td>Full Colour</td>
<td>C43 M0 Y27 K26</td>
</tr>
<tr>
<td></td>
<td>RGB Colour</td>
<td>R113 G165 B156</td>
</tr>
</tbody>
</table>

**Secondary colour palette**

<table>
<thead>
<tr>
<th>PANTONE 158 C</th>
<th>Full Colour</th>
<th>C0 M61 Y97 K0</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RGB Colour</td>
<td>R245 G128 B37</td>
</tr>
<tr>
<td>PANTONE 130 C</td>
<td>Full Colour</td>
<td>C2 M38 Y100 K0</td>
</tr>
<tr>
<td></td>
<td>RGB Colour</td>
<td>R246 G168 B28</td>
</tr>
<tr>
<td>PANTONE 284 C</td>
<td>Full Colour</td>
<td>C54 M22 Y0 K0</td>
</tr>
<tr>
<td></td>
<td>RGB Colour</td>
<td>R112 G170 B220</td>
</tr>
<tr>
<td>PANTONE 293 C</td>
<td>Full Colour</td>
<td>C100 M57 Y0 K2</td>
</tr>
<tr>
<td></td>
<td>RGB Colour</td>
<td>R0 G103 B177</td>
</tr>
</tbody>
</table>
CORRECT LOGO USAGE

**DO**  Ensure the full colour logo appears on a clear white background at all times to maximise impact and legibility.

**DON’T**  Use the logo on any photographic or coloured background.

**DON’T**  Change the size or position of any elements within the logo.

**DON’T**  Change any of the colours within the logo.
Helvetica Neue is the main typeface to be used, but in circumstances where it is not available, the standard Helvetica font can be used. Arial or Garamond are the preferred alternatives. Condensed (narrow) versions of these fonts cannot be used.

**Primary Fonts:**

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Font Style</th>
<th>Font Weight</th>
<th>Character Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Neue Light</td>
<td>[10pt]</td>
<td>Helvetica</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>Helvetica Neue Medium</td>
<td>[10pt]</td>
<td>Helvetica</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>Helvetica Neue Bold</td>
<td>[10pt]</td>
<td>Helvetica</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>Helvetica Neue Heavy</td>
<td>[10pt]</td>
<td>Helvetica</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
</tbody>
</table>

**Secondary Fonts:**

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Font Style</th>
<th>Font Weight</th>
<th>Character Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Regular</td>
<td>[10pt]</td>
<td>Helvetica</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>Arial</td>
<td>[10pt]</td>
<td>Arial</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>Garamond</td>
<td>[10pt]</td>
<td>Garamond</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
</tbody>
</table>
The HSE logo must always appear in the top left hand corner in all communication and stationery and should conform to the layout and style of the illustrated sample shown:

The bottom right hand side should always display the ‘Building a Better Health Service’ mission. Guidance on meeting obligations under the Official Languages Act are available on hse.ie/branding.
Some individual HSE Divisions have developed a symbol or motif for their division. Where this is the case, the HSE logo remains the priority on the top left, and the Division logo should be placed on the bottom left as shown below.
When creating internal documents, such as report or forms for staff or the public, the HSE logo should where possible appear in the top left hand corner in all communication and stationery and should conform to the layout and style of the illustrated sample shown.

Date

Name:__________________________________________ Date of birth:__________________________ Male/Female:__________________________

Address________________________________________________________________________

________________________________________________________________________

Phone:__________________________ Email:__________________________

Next of Kin:__________________________ Phone:__________________________ Email:__________________________

Doctors Name:__________________________

Notes:________________________________________________________________________

For Office Use:________________________________________________________________________

For Office Use:

Seirbhís Sláinte
Níos Fearr
á Forbairt
Building a Better Health Service
Page Title Lorem Ipsum
Subtitle Lorem Ipsum | 1 column + sample graphic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris.

- Topic one lorem ipsum dolor
- Topic one lorem ipsum dolor
- Topic one lorem ipsum dolor
- Topic one lorem ipsum dolor
- Topic one lorem ipsum dolor

80%
30%
50%
60%
sample infographic
A defined HSE logo design and position has been introduced for the covers of all printed materials created after Summer 2017. This logo must always appear on the top left of the document. See below guidelines on the usage of the logo on white, coloured or photographic backgrounds.

This is the HSE Logo to be used for the cover of reports and documents that have a coloured background or a photograph used as a background.

HSE Logo on a white background with white box behind the logo.

This is the HSE Logo to be used for the cover of reports and documents that have a white background.

HSE Logo on a white background with outline around the logo.

See samples of both overleaf.
Report Sample - HSE logo on a coloured background of a DL flyer.

**Note:** The HSE logo is to sit 10mm from the left hand side and the logo is to sit flush with the top of the report.
Report Sample - HSE logo on a white background of an A5 report cover.

**Note:** The HSE logo is to sit 10mm from the left hand side and the logo is to sit flush with the top of the report.
All HSE staff should include a clear email signature in all work emails, including direct outgoing mails, and on replies or forwarded emails. Information on how to ensure this is done correctly can be found on hse.ie/branding.

Email signature should be in helvetica font and follow the following template:

Sean O’Donnell  
General Manager, Mental Health Service  
HSE Mental Health Division  
Civic Centre, Ballymun Road  
Ballymun, Dublin 9  
T: 01 345545  
E: sean.odonnell@hse.ie

Information on how to do this can be found on hse.ie/branding.

No other logos or branding should be included in email signatures without agreement from your Communications Team.

Guidance on meeting obligations under the Official Languages Act are available on hsew.ie/branding.
This section of the guidelines is dedicated to those groups who have already developed or plan to develop new brands and brand guidelines for their hospital group, CHO, national programmes etc. The HSE will continue to exist for the coming years, and until such time that the HSE is formally dissolved, all groups and divisions are expected to include the HSE logo as outlined in this section.

This is to ensure that the people in our care experience a smooth transition to new organisations and brands, and are assured of confidence and continuity in the public health services they are using.
RELATIONSHIP WITH HSE ORGANISATION LOGOS

The purpose of these guidelines and the role of the HSE logo is to provide consistency for people using our health service. It works to ensure a level of trust and security is carried through to all organisations and groups within the HSE network.

Another important consideration is to ensure clear navigation of all Irish health care services as the organisation evolves. The HSE identity will therefore be carried by new and evolving groups as an endorsement until such time that the individual group builds its own and independent brand credentials, and the HSE is formally devolved.

LOGO POSITIONING

Each organisation will be responsible for the positioning and appearance of their own identity. This section refers to the positioning of the HSE logo in context of a already developed organisation identity.

The organisation logo positioning will be defined by the relevant guidelines and the HSE logo will appear as an endorsement position. The general approach will be to position the HSE logo in the bottom left of all communications. Exceptions can include a situation where the organisation logo appears in such a way so that the HSE logo must be included in the bottom right.

The positioning guidelines across key communications materials are provided in this section as guides. In all instances where the HSE logo is being included in materials, the positioning guidelines must be adhered to. If any materials are being produced that fall outside of the guideline examples that are provided in this documents, please contact the HSE Communications Division for assistance, details exist in the contact section of this document.
POSITIONING GUIDELINES

To ensure that the HSE logo is clearly visible and achieving its role as a consistent endorsement to new brand identities, please ensure that the area around the logo follows the exclusion zone guidelines as illustrated below:

Brand Safe Area
Add at least 20mm safe area around the HSE Logo

Minimum Size
The minimum size for the logo is 15mm in height from the top to the base of the HSE symbol (as illustrated).

USAGE AND POSITIONING WITH ADDITIONAL LOGOS

When your organisation needs to include your own identity as well as the HSE identity and other logos, the HSE logo should be included on the bottom left hand side of all material. Additional logos, such as academic partner logos, can be displayed directly next to the HSE logo, but must provide sufficient space as indicated in previous page.
Guidance on meeting obligations under the Official Languages Act are available on HSE.ie/branding.

Monday, 23 September 2013
Helvetica Neue is the main typeface to be used, but in circumstances where it is not available, the standard Helvetica font can be used. Arial or Garamond are the preferred alternatives. Condensed (narrow) versions of these fonts cannot be used.

### Primary Fonts:

- **Helvetica Neue Light [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Helvetica Neue Roman [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Helvetica Neue Medium [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Helvetica Neue Bold [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Helvetica Neue Heavy [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

### Secondary Fonts:

- **Helvetica Regular [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Helvetica Bold [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Arial [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Arial Bold [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Garamond [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+

- **Garamond Bold [10pt]**
  
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890!£@$%^&*()_+"
When creating internal documents, such as report or forms for staff or the public, the HSE logo should where possible appear in the bottom left hand corner in all communication and stationery and should conform to the layout and style of the illustrated sample shown.

Where possible, the ‘Building a better health service’ mark, including the health service’s values, should be displayed on reports, documents and forms.
UL Hospitals Group
Healthy Ireland Implementation Plan
2016-2019

Building a Better Health Service
Seimhís Sláinte Níos Fearr á Forbairt
It is very important, as new organisations evolve, that people using health websites are reassured that the organisation is part of the public health service. The HSE logo appended to websites as follows will provide this connectivity as identities are developed. Social media accounts should also mention in their profile that the new organisation is part of the HSE, or connected to the HSE, for the same reason.
7. BRAND GUIDELINES FOR MARKETING AND ADVERTISING COMMUNICATIONS
GUIDELINES FOR HSE MARKETING AND ADVERTISING COMMUNICATIONS

The HSE is one of Ireland’s largest public service advertisers; our work is focused on helping people to live healthier lives, or make HSE services easier to find and to use.

These guidelines show how the HSE brand: our logo, mission and values, should be used on all marketing and advertising communications. These include all forms of advertising including broadcast, digital, out of home, ambient and print.

The purpose of these guidelines is to make all of our marketing and advertising communications clearer and more consistent. This will assist both the people we care for, and our teams and colleagues.

This section of our branding guidelines is to be used primarily by our communications teams and any design or advertising agency working on a health service campaign.

It should also be used by organisations funded by the HSE to create communications programmes, and by organisations partnering with the HSE on a communications programme. Where the HSE funds 51% or more of the total cost of a partner campaign, these guidelines can be applied in the same way as a wholly funded HSE campaign.
THE HSE BRAND

The HSE Brand includes the logo and the mission.

Our logo and mission should be used on all marketing and advertising communications, as it denotes both who we are and what we do.

The following pages provide guidance on how to use the HSE brand on a range of media, and how it can be adapted for a range of formats and platforms.

The HSE Logo & Mission

TYPEFACE

Helvetica Neue is the typeface to be used on all marketing communications and print materials, but in circumstances where it is not available, Arial is the preferred alternative. Condensed (narrow) versions of these fonts cannot be used.
HEALTHY IRELAND

LOGO

Healthy Ireland is the Irish government framework to create a society where everyone can enjoy physical and mental health, and where wellbeing is valued and supported at every level of society.

The Healthy Ireland logo is used on marketing communications connected with improving health and wellbeing.

There are two colour variations as per below with black and white versions of each variation also available.
All HSE marketing communications that allow for logos to be present should adhere to the general logo hierarchy below. The following sections of these brand guidelines provide further detail for each specific medium, with the campaign messaging logo always taking prominence.

1st Priority

CAMPAIGN MESSAGING LOGO

2nd Priority

HSE LOGO AND MISSION

3rd Priority

HEALTHY IRELAND LOGO (if relevant)

4th Priority

OTHER PARTNER ORGANISATIONS LOGOS

For multiple organisation involvement, logo prioritisation will be based on funding amount. In the event that multiple organisations have provided equal funding, logo prioritisation will be based by alphabet.
See below an example of Logo Hierarchy:

1st Priority:
Campaign
Messaging
Logo

3rd Priority:
Healthy Ireland
Logo (If Relevant)

4th Priority:
Other Partner
Organisations Logos

2nd Priority:
HSE Logo and
Mission

You can
QUIT
We can help

Are you ready to try to QUIT smoking? Getting help and support will double your chances of success.

Your QUIT GUIDE starts here
The following priorities should be applied for the following formats:

- Newspaper
- Magazines
- Out of Home Large Format
- Out of Home Small Format
- Direct Marketing

1st Priority

CAMPAIGN MESSAGING LOGO

2nd Priority

HSE LOGO AND MISSION ALWAYS LOCATED BOTTOM RIGHT AS A STANDALONE LOGO

3rd Priority

HEALTHY IRELAND LOGO ALWAYS LOCATED BOTTOM LEFT

4th Priority

PARTNER ORGANISATIONS LOGOS ALWAYS LOCATED BOTTOM LEFT AFTER HEALTHY IRELAND LOGO
An example of logo priorities in a Magazine Advert:

1st Priority: 
Campaign 
Messaging 
Logo

3rd Priority: 
Healthy Ireland 
Logo (If Relevant)

4th Priority: 
Other Partner Organisations Logos

2nd Priority: 
HSE Logo and Mission
OUT OF HOME (OOH) - LARGE FORMATS

The following formatting should be applied in a large static out of home format. The same formatting applies to the end frame of large out of home digital screens:

1st Priority:
Campaign
Messaging
Logo

3rd Priority:
Healthy Ireland
Logo (If Relevant)

4th Priority:
Division or
Partner Logos

2nd Priority:
HSE Logo and
Mission
The following formatting should be applied in a large static out of home format. The same formatting applies to the end frame of large out of home digital screens:

1st Priority: Campaign Messaging Logo

3rd Priority: Healthy Ireland Logo (If Relevant)

2nd Priority: HSE Logo and Mission

4th Priority: Other Partner Organisations Logos
OUT OF HOME (OOH) - SMALL FORMATS

The following formatting should be applied when using small static out of home formats. The same formatting applies to the end frame of small out of home digital screens.

1st Priority:
Campaign
Messaging
Logo

3rd Priority:
Healthy Ireland
Logo (If Relevant)

2nd Priority:
HSE Logo and
Mission
For all marketing communications using any audio format, such as radio, podcasts or audio streaming, one of the following audio brand sign-offs should be used.

‘FROM THE HSE’:

1. A pre-recorded audio brand sign off is available from HSE Communications, and should be applied to the sign off or end clip when using audio formats.

   (To add when complete, information on tone, length, tech specs and when to use and priority ranking.)

2. When the pre-recorded audio brand sign off format cannot be used due to poor fit with the main audio content, the following copy line should be applied in its place. The copy line can be delivered by a voiceover designed to fit in the main audio content.

   Please use the text line: FROM THE HSE as the official sign off for any audio content.

For more information on this, contact the HSE’s Communications Division.
For all marketing communications using any video format such as tv, cinema, video on demand (vod) or online video, a defined endframe has been developed.

The pre-recorded video brand sign off should be applied to the sign off or end clip when using video formats. For more information on this, contact the HSE's Communications Division.
When the pre-recorded video brand sign off format cannot be used due to poor fit with the main video content, the following formatting should be applied to the end frame.

1st Priority
CAMPAIGN MESSAGING LOGO

2nd Priority
HSE LOGO AND MISSION ALWAYS LOCATED BOTTOM CENTRE AS A STANDALONE LOGO

3rd Priority
HEALTHY IRELAND LOGO ALWAYS LOCATED BOTTOM LEFT

4th Priority
PARTNER ORGANISATIONS LOGOS ALWAYS LOCATED BOTTOM LEFT AFTER HEALTHY IRELAND LOGO
1st Priority:
Campaign
Messaging
Logo

3rd Priority: Healthy Ireland Logo
(If Relevant)

4th Priority:
Other Partner Organisations Logos
(If Relevant)

2nd Priority:
HSE Logo and Mission

GET ADVICE & GET BETTER
WWW.UNDERTHEWEATHER.IE
Paid Search

Allows you to pay to have an advertisement displayed in the search engine results page when a user types in specific keywords. There are restrictions to character count subject to the search engines algorithm. Due to such restrictions, the only distinguishable HSE branding will be using a short text line only.

The following copy formatting should be applied when using paid search for google:

| 30 Character Headline 1 | Must begin with: HSE
|                          | Must be followed by a space, dash, space then campaign specific title
|                          | E.G. HSE – mental health
|                          | Any following characters at the discretion of the campaign |

| 30 Character Headline 2 | Campaign specific.
|                         | At the discretion of the campaign |

| One consolidated 80 character description line | Campaign specific.
|                                               | At the discretion of the campaign |

| Domain URL | Campaign specific.
|            | At the discretion of the campaign |
PAID SEARCH
Listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. There are restrictions to character count subject to the search engines algorithm. Due to such restrictions, the only distinguishable HSE branding will be using a short text line only.

The following copy formatting should be applied when using paid search for google:

| 70 Character title before google will truncate with ellipses | Must begin with: HSE
Must be followed by a space, dash, space then campaign specific title
E.G. HSE – mental health
Any following characters at the discretion of the campaign |
| --- | --- |
| 100 Character description line before google will truncate with ellipses | Campaign specific.
At the discretion of the campaign |
ORGANIC SEARCH

About #LittleThings - Your Mental Health
www.yourmentalhealth.ie/get-involved/littlethings-campaign/about-littlethings/ 
#Littlethings is the national mental health and wellbeing campaign by the H.S.E.’s National Office for Suicide Prevention and a coalition of more than 30 partner...
The official hse.ie website has live chat available as an alternative contact method. If using this technology on a website, the following formatting should be applied within reason of the live chat design functionality:

On the welcome screen, please use the text line: **FROM THE HSE** as the last line in any copy.

On the chat screen, please use either the HSE logo or the text line: **HSE, Building A Better Health Service** as the official sign off signature for all chat agents.
Otherwise known as native articles or advertorials, publishers offer written content for a brand or organisation, designed to fit in seamlessly with their other natural content. The idea is always to ensure the brand involvement is set to a minimum, therefore the following formatting should be applied when using written native advertising:

Please use the text line:

**From the HSE**

as the last line in any copy, followed by either the **HSE logo** or the text line:

**HSE, Building a Better Health Service** as the official sign off for the content.
More and more, 3rd parties such as publishers or production houses are offering bespoke creation for brands that may include – digital, print, audio and/or video.

These brand guidelines will cover most eventualities, however, if there are any doubts please contact HSE Communications.

WHEN THERE IS NO OPTION FOR A LOGO TO BE PRESENT

There are many mediums in which a logo cannot be present and only text is allowed. In such instances, the following text should be included:

FROM THE HSE

The following sections of these brand guidelines provide further detail for each specific medium, with the campaign messaging logo always taking prominence.

ALL CAPS

ALWAYS HELVETICA
FACEBOOK PAGE & POSTS

Facebook Page:
The following formatting should be applied when using Facebook:

<table>
<thead>
<tr>
<th>CREATIVE</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Picture</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Profile Name</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Copy &amp; Image Content</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Cover Image</td>
<td>Either the HSE logo or the text line: HSE, Building A Better Health Service</td>
</tr>
<tr>
<td></td>
<td>Always located in the bottom right corner</td>
</tr>
<tr>
<td>Profile Description</td>
<td>Short description must begin with: From the HSE</td>
</tr>
<tr>
<td></td>
<td>Long description must end with: HSE, Building A Better Health Service</td>
</tr>
</tbody>
</table>

Paid Facebook Posts:
Must include either the HSE logo and mission or the text line:

**HSE, Building a Better Health Service**

There are 3 placements available and only one is required.
The placement order of preference:
1. At the end of the body copy
2. Within the image. Please place in the bottom left hand of the image as the main campaign logo will sit in the bottom right
3. At the end of the link description
Twitter Page:
The following formatting should be applied when using Twitter:

<table>
<thead>
<tr>
<th>CREATIVE</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Picture</td>
<td></td>
</tr>
<tr>
<td>Profile Name</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Copy &amp; Image Content</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Cover Image</td>
<td>Either the HSE logo or the text line:</td>
</tr>
<tr>
<td></td>
<td>HSE, Building A Better Health Service</td>
</tr>
<tr>
<td></td>
<td>Always located in the bottom right corner</td>
</tr>
<tr>
<td>Profile Description</td>
<td>Long description must end with:</td>
</tr>
<tr>
<td></td>
<td>HSE, Building A Better Health Service</td>
</tr>
</tbody>
</table>

Paid Tweets:
Must include either the HSE logo and mission or the text line:

**HSE, Building a Better Health Service**

There are 2 placements available and only one is required.
The placement order of preference:
1. Within the image. Please place in the bottom left hand of the image as the main campaign logo will sit in the bottom right
2. At the end of the body copy

![Example of Twitter post](image-url)
YouTube Page:
The following formatting should be applied when using YouTube:

<table>
<thead>
<tr>
<th>CREATIVE</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Picture</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Profile Name</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Copy &amp; Image Content</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Cover Image</td>
<td>Either the HSE logo or the text line:</td>
</tr>
<tr>
<td></td>
<td>* HSE, Building A Better Health Service</td>
</tr>
<tr>
<td></td>
<td>Always located in the bottom right corner</td>
</tr>
<tr>
<td>About Section</td>
<td>Must begin with:</td>
</tr>
<tr>
<td></td>
<td>* From the HSE</td>
</tr>
<tr>
<td></td>
<td>Must end with:</td>
</tr>
<tr>
<td></td>
<td>* HSE, Building A Better Health Service</td>
</tr>
</tbody>
</table>

Paid YouTube Posts:
Please refer to Video guidelines on p61
Instagram Page:
The following formatting should be applied when using Instagram:

<table>
<thead>
<tr>
<th>CREATIVE</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Picture</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Profile Name</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Copy &amp; Image Content</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Cover Image</td>
<td>N/A</td>
</tr>
<tr>
<td>Profile Description</td>
<td>Description must end with:</td>
</tr>
<tr>
<td></td>
<td>From the HSE</td>
</tr>
</tbody>
</table>

Paid Instagram Posts:
Must include either the HSE logo and mission or the text line:

**From the HSE**

There is 1 placement available.
The placement order of preference:
1. At the end of the body copy
**LinkedIn Page:**
The following formatting should be applied when using LinkedIn:

<table>
<thead>
<tr>
<th>CREATIVE</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Picture</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Profile Name</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Copy &amp; Image Content</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Cover Image</td>
<td>Either the HSE logo or the text line: <strong>HSE, Building A Better Health Service</strong></td>
</tr>
<tr>
<td></td>
<td>Always located in the bottom right corner</td>
</tr>
<tr>
<td>Profile Description</td>
<td>Must end with: <strong>HSE, Building A Better Health Service</strong></td>
</tr>
</tbody>
</table>

**Paid Linkedin Posts:**
Must include either the HSE logo and mission or the text line:

**HSE, Building a Better Health Service**

There are 2 placements available and only one is required.

The placement order of preference:
1. Within the image. Please place in the bottom left hand of the image as the main campaign logo will sit in the bottom right
2. At the end of the body copy
The following formatting should be applied when using Snapchat:

<table>
<thead>
<tr>
<th>CREATIVE</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Picture</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Profile Name</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Copy &amp; Image Content</td>
<td>Campaign specific. At the discretion of the campaign</td>
</tr>
<tr>
<td>Cover Image</td>
<td>N/A</td>
</tr>
<tr>
<td>Profile Description</td>
<td>N/A</td>
</tr>
</tbody>
</table>
HASHTAGS / SMS TEXT

Whether used for Twitter or Instagram, the following copy formatting should be applied when using hashtags:

PLEASE USE THE HASHTAG:
#HSE

Only directly after and if there is an official campaign hashtag.

SMS/TEXT

Whether used for advertising to a database or for commercial contact use, the following copy formatting should be applied when using sms/text:

PLEASE USE THE TEXT LINE:
FROM THE HSE

As the last line in any copy
LARGE FORMAT ONLINE BANNERS

Usually utilized for large screens such as on a desktop computer, the following formatting should be applied to the end frame when using larger format online banners:

1st Priority

CAMPAIGN MESSAGING LOGO

2nd Priority

HSE LOGO ALWAYS LOCATED BOTTOM RIGHT AS A STANDALONE LOGO

3rd Priority

HEALTHY IRELAND LOGO ALWAYS LOCATED BOTTOM LEFT

4th Priority

OTHER ORGANISATIONS LOGOS THAT CO-FUNDED THE CAMPAIGN ALWAYS LOCATED BOTTOM LEFT AFTER HEALTHY IRELAND LOGO
Usually utilized for small screens such as mobile phones, there is an exception to the rule here due to the lack of available space. The HSE logo alone can be used, without the Mission included. The following formatting should be applied to the end frame when using small format online banners:

1st Priority

CAMPAIGN MESSAGING LOGO

2nd Priority

HSE LOGO LOCATION PREFERENCE IS BOTTOM RIGHT

3rd Priority

N/A

4th Priority

N/A
CONTACTS

Who to contact for more information?

These brand guidelines are published by HSE Communications on behalf of the HSE. Implementation is managed by the Programmes and Campaigns team, with the support of a network of communications professionals across our health service.

If you need further assistance, please contact the HSE communications team:

HSE Communications
Dr Steevens’ Hospital
Dublin 8

Tel 01 635 2180
www.hse.ie/communications

You can also access the brand guidelines, artwork, templates and ‘how to’ guides, along with guidance on meeting obligations under the Official Languages Act, on our website:

www.hse.ie/branding