



# HSE Signage Manual



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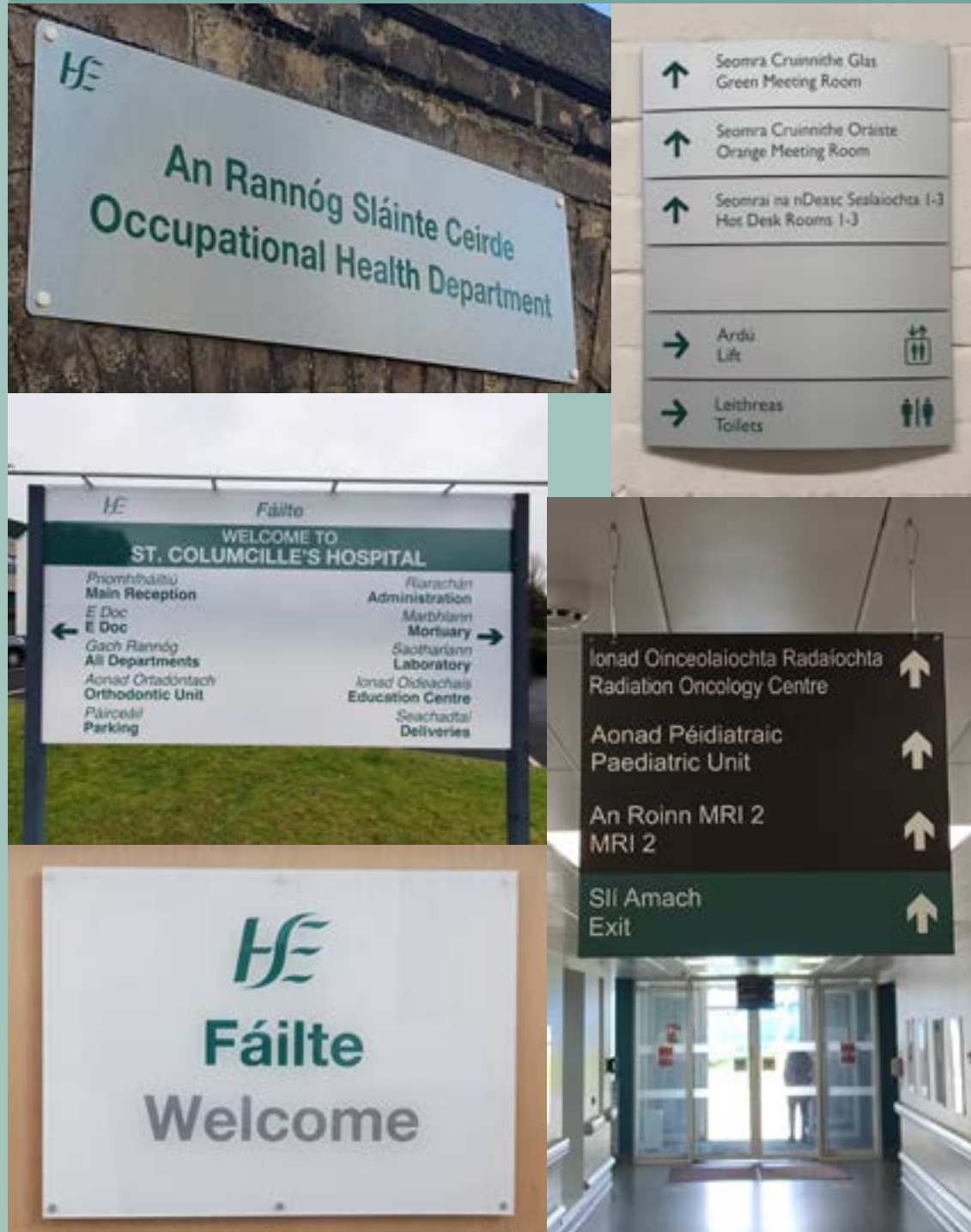
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## Section 1

# Introduction

## Introduction

Within the Health Service Executive (HSE) the projection of a positive and united image is vital to instil confidence in its people who use our services. It is a priority that all health care facilities are clearly identified and easily accessible to the people it serves.

The purpose of the guidelines in this manual is to define a comprehensive signage policy for the HSE that will outline the specifications for any new signage requirements and incorporate the national policy regarding the Irish language. This manual provides guidelines for all new signs in HSE facilities.

This document is intended as a resource to staff, on the application of signage at HSE facilities. Please refer to the Corporate Identity Manual for guidance on the use of the Corporate Logo for applications other than signage.

These guidelines should be followed by all HSE services to:

- ensure compliance with legislative requirements
- promote consistency of approach to signage across the Healthcare estate
- avoid duplication of information
- avoid inconsistencies in the sequence of information delivery
- avoid divergence in the appearance of the signs

The successful implementation of these guidelines will not only result in uniformity in the use of signage, but also in an unambiguous 'Way Finding' system in all facilities under the direction of the HSE.

Clear and concise directional information is important in large buildings. Because visitors and patients will often be in a heightened state of anxiousness when visiting a HSE facility, it is critical to ensure that their visit is easy, straightforward and stress-free as possible.

Signage generally should follow Universal Design principles so it is legible to the broadest range of viewers independent of ability or disability. Signage is covered by Building Regulations: this manual needs to be read in conjunction with those regulations.

The purpose of signs need to be considered along with who the viewer is likely to be. Using known symbols and simple language should be the starting point when considering using signage (see page 72 for examples).

## Achtanna na dTeangacha Oifigiúla / Official Languages Acts

Staff and service managers in the HSE must support our Irish-speaking service users and fulfil legal obligations under the Official Languages (Amendment) Act 2021 (OLA).

The OLA aims to increase, the quantity and quality of services provided for the public through Irish by public bodies.

The Act's regulations are being introduced gradually. The Irish Language Development Team will keep the [HSE Staff](#) webpage updated with guidelines and requirements.

The HSE's duties under the Act must be implemented across all HSE services, including signage.

Signs in HSE offices, services and facilities must be written in Irish, or both Irish and English. This applies to signs inside and outside HSE buildings, services, car parks and facilities. It is essential when developing signs that the text in Irish must:

- appear first
- not be less prominent, visible or legible, and follow [HSE visual identity guidelines - hse.ie](#)
- communicate the same information as the English text
- be written in full and not abbreviated unless a word in English is abbreviated

This manual outlines general guidelines, for more information there are a list of duties and resources on the [HSE Staff](#) webpages. For specific queries regarding the OLA, contact [ato@hse.ie](mailto:ato@hse.ie).

It is important to recognise that Irish and/or English may not be the first language for some people using our services. For this reason the fewer words used the better and where possible symbols or letters should be used in preference to words. Language should be simple and plain. Within a building there should be consistency in the language used.

## Section 2

## General Categories of Signs

Before developing or ordering signage there are some key questions to consider:

- Is the sign necessary?
- Who is the sign for: is it for service users, staff, suppliers, the general public?
- Who is using the building and should special designs be considered for the people using the building?
- Is the signage being provided for a once-off visitor or occasional visitor or a regular building user?

Not all the information needs to be presented at the first point of entry. Buildings should be subdivided into zones or buildings, floors or other areas of accommodation. Service users and visitors should be given manageable amounts of information at various stages or points. Providing full directories of all services at an entry point can be overwhelming for people.

Naming on signage should be consistent with the names given on appointment cards or notifications etc. For example inviting someone to attend paediatric services can be confusing if the sign indicates children's services.

Some buildings may be repurposed or services or accommodation relocated; how the signage can adapt and be modified for such changes needs to be considered.

Directional signage is one element of the wayfinding strategy for a building. Clear information can be provided to service users in advance via appointment letters, Google map references etc.

### Making signs easy to read

The finish on signs should not be reflective or a gloss finish; a matt finish increases legibility by reducing reflections. Reflections can conceal some of the words or letters and make the sign difficult to read.

Lighting is important in order to avoid glare restricting legibility of signs. Soft diffuse lighting on signs is preferred rather than strong directional lights.

Avoid multiple signage and different types of signs which may lead to confusion.

## Building Graphics

Large external building signs and graphics placed on the building must follow Visual Identity and Naming guidance and the Official Languages Act.

### Advance Directional Signs

Directional information is not only important within the site, it is also important to guide people to the actual facility from a distance, particularly in towns with complex traffic systems.

The Department of the Environment publication "Traffic Signs Manual" 1996 must be adhered to in relation to all road signs. Chapter 4, sections 4.4.6 and 4.4.7 deal with hospital signs and the symbols to be used.

Due to the nature of services provided it is vital that people are able to access the facilities with ease. In the case of hospitals and other facilities that will be visited by large numbers of people, it is important they are given good directional information as soon as it is relevant.

### Site Entrance Signs

A good quality entrance sign is a necessity for every site. It acts as a key location sign for a HSE facility and can be on the building or freestanding at the entrance.

As these signs will be the most visible to the public on a day-to-day basis, it is important that a strong confident image of the HSE and the related facility is projected. Consistency in these signs will connect all of the Health Service Executive facilities, reinforcing the unified approach to health care nationally. **All site entrance signs must be bi-lingual and in compliance with the requirements set out in the regulations made under the Official Languages Act.**



### Directional Signs within Grounds

Clear directional information to various areas and buildings within the site is required in order to optimise traffic flow.

Essential directional information should be clearly outlined and excess detail avoided.

These signage types may be divided into two categories, i.e. motorist signs and pedestrian signs.

### Location Identification Signs

A consistent approach is required when labelling signs. It is vital that place names and location identification signs are consistent with previous directional information and pre-visit information.

For example, if a Main Entrance is labelled as "Main Entrance" on pedestrian directional signs then a corresponding sign at the door identifying it as "Main Entrance" and not another name e.g. "Reception". Where there are multiple entrances or buildings on a campus, the naming of each building or entrance should differentiate each particular building or entrance.

Similarly, if patients are referred to a specific location in pre-visit correspondence then this location should be identified in the same wording e.g. if there is a reference to the "Patient Registration Office" on a form, the area should be identified as such and not as "Admissions". This is particularly important in the context of a hospital or other health service facility, as the terminology used is frequently unfamiliar to a service user/visitor.

## Internal

### Directory / Directional Signs

#### Primary Directory Signs

Primary Directory signs are required at key areas such as the main reception area, or lobby and should be comprehensive, as the purpose is to give visitors a location reference for their destination.

There are a number of acceptable ways of listing information each with its own advantages and disadvantages e.g. by floor, by activity, alphabetically.

#### Secondary Directory Signs

Once service user/visitor have found their location reference they will set about finding that destination. In large facilities the first step will be to reach the appropriate floor of the building via lift or stairs. A secondary directory sign will then confirm to visitors a listing of services on a particular floor.

### Directional Signs

Directional signs work in conjunction with the primary directory signs and the secondary directory signs. Consistency with the directory signs must be maintained i.e. that room names etc. are constantly the same.

These signs will appear at all junctions, key points and occasionally on long corridors for reassurance.

### Internal Location Identification Signs

Place names and location identification signs must be consistent with previous directional information and pre-visit information e.g. Day Ward and not Day Care Unit. Where possible, rooms should be identified by numbers and letters rather than by use. This reduces the need to replace signage each time a service or use is relocated."



## Section 3

# Guidelines for Choice, Positioning and Layout of Signs

## Guidelines for Choice, Positioning and Layout of Signs

The success of this signage system depends on the level of compliance with the guidelines and specifications detailed in this manual.

### Guidelines for Choice of Signs

Once a decision is taken to add a sign to any HSE facility, it is advisable to walk the route as a stranger would and note the points where a choice regarding direction must be made.

Careful attention should be paid to all of the following questions.

1. What specific requirements will be required for a particular client group within a facility?
2. What information is it necessary to display e.g., will a department name suffice, or is more detailed information needed at each point?
3. What is the earliest point that the information will be required?
4. How often will the information need to be repeated along the route?
5. Can the information be incorporated into existing signs?
6. Which signage category (as listed in this manual) is applicable?

The design specifications detailed in this manual are recommended as a guide to aid the decision process for type and quantity of signs required.

Information on signs should be kept to a minimum, as too much information is confusing and reduces the size of the text that will fit on the sign.

The use of upper and lower case characters is recommended, as a combination of both is more easily understood.

The following chart is reproduced as a general guideline to viewing distance and appropriate letter heights.

X Height	Viewing Distance	Suitable Sign Type Example
30mm	up to 7.5m	Primary and secondary directory signs
30mm	up to 15m	Door plates
60mm	up to 20m	Internal location identification & directional signs
90mm	up to 45m	External location identification & motorist directional signs
150mm	up to 60m	Small Site Entrance Sign
175mm	up to 60m	Medium Site Entrance Sign
200mm	up to 100m	Large Site Entrance Sign

Lettering on signs should be a mix of lower case and capitals. All capitals should be avoided as they are difficult to read.

## Guidelines for Positioning Signs

The following guidelines should be used as a checklist when deciding where to position a new sign. While the information that the sign displays and the manner in which it is displayed are important, the position of the sign is a significant factor in its effectiveness.

1. Signs should be positioned to be visible and legible from all approach routes. Projecting or suspended double sided signs may be required where there are a number of directions.
2. Attention should be paid to the potential of obstruction to signs, by plants, equipment or people.
3. External signs should be carefully positioned so that parked vehicles will not obscure them. If signs are required in areas where ambulances or delivery vehicles will park, they should be positioned at a high enough level to avoid concealment
4. The height of the signs should be chosen for comfort in reading, i.e. as close to eye level as possible for internal signs and external pedestrian signs. In general eye level is considered to be approximately 1500mm from ground. This is also the recommended height for tactile and Braille signs. (National Council for the Blind of Ireland – Recommendations for Signage)
5. Signs that contain large amounts of information e.g. internal primary and secondary directory signs, must be positioned to allow a number of people to view the sign simultaneously without concealing any of the information or obstructing circulation routes or corridors.





## Section 1

# General Design Specifications

## General Design Specifications HSE Visual Identity guidance

### Specification for Health Service Executive Logo

Please refer to the HSE Visual Identity guidance for further information.

The HSE logo is a graphic symbol in a single colour green. Only the official HSE logo should represent HSE buildings. Ensure no graphics or text are attached to the HSE logo. Respect the exclusion area around the logo to preserve its visibility and prominence.

The logo will always be placed on a white background. For the purposes of signage it is proposed to use a white background.



HSE logo



Seirbhís Sláinte  
Níós Fearr  
a Forbairt

Building a  
Better Health  
Service

**Do not use** the previous HSE logo or  
Building a Better Health Service strapline

### Logo formats



HSE-logo-green



HSE-logo-black



HSE-logo-white

### Minimum size of logo



Minimum size

### Primary colour

The HSE logo green is the only colour in the primary palette. Percentage tints are permitted.



R0 G97 B82 | #006152



70%

50%

30%

The official Pantone for the paint is: **561C**

The official vinyl match is: **Oracal 651-613M**

The official cmyk match for print is: **C85 M0 Y54 K52**

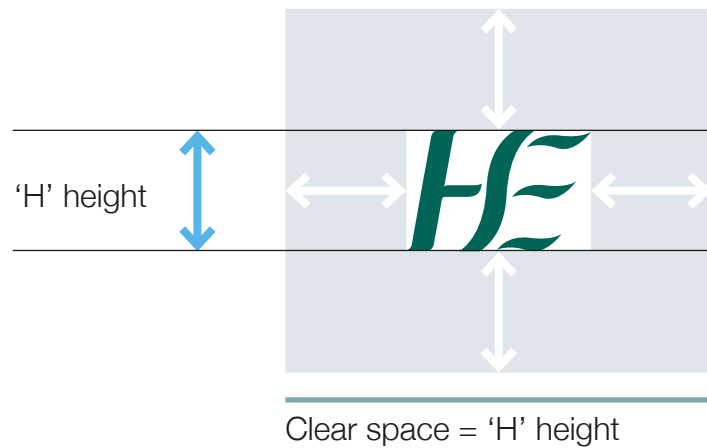
The official rgb match for screens is: **R0 G97 B82**

The official hex code for use in Adobe Illustrator is: **#006152**

**It is preferable that the single colour HSE logo appears on a white background to ensure maximum legibility.**

To ensure the HSE logo achieves maximum impact and stands out from other elements within any given space, please ensure that the area around the logo follows the exclusion zone guidelines as illustrated below.

Clear space around the logo



**The HSE logo must be given equal prominence when used with any other logo.**

Consistency in naming is important and should be agreed with the service, staff and building users. The signs need to be consistent with patient correspondence, for example, what is on an appointment letter or card. With the introduction of the health regions, the HSE visual identity will apply to all facilities and there is no change in the identity from one health region to another.

## Correct use



Use the green logo on a white or light background



Use the white logo on a dark background



The logo works best when placed in the top left of a layout



Give the logo a clear space and ensure good contrast between the logo and background



Use the black logo if colour is not an option

## Incorrect use



Do not change the colour of the logo



Do not rotate or condense the logo



Do not place the logo on a background where there is poor contrast



Do not place the logo on busy images



Do not outline the logo



## Section 2

# Site Entrance Signs

Depending on the complexity of the site, there may be a need for extensive external signage identifying the main entrance or entrances in addition to other entrances that visitors may be visiting.

## Site Entrance Signs

### Large Site Entrance Sign

This sign type is the largest of the main entrance signs and should be used at large or more prestigious sites e.g. Regional Hospitals. Some sites may require two of these signs, one at either side of the entrance.

The sign is double sided with Irish and English text on both sides. The Irish text will be placed on top with a line between it and the English text. The layout of the text must be in compliance with the regulations made under the Official Languages Act.

The recommended size for this sign is 1800mm x 4800mm. The sign will be manufactured from anodised aluminium sheeting, or alucabond and curved profile similar to that shown Picture 2. The lettering on the face, i.e. the HSE logo and name of the facility will be '3M Scotchcal Opaque film series 100' or equivalent. It is recommended that the sign be illuminated externally by ground level lighting.

An acceptable depth and quality of concrete base will be at the discretion of the installer to meet specific local requirements.

#### Colours

Text for the name of the facility in both Irish and English will be finished to Pantone 561C. The HSE logo will correspond with the recommendations and the specifications as described in the HSE Visual Identity and Naming guidance. The background colour will be anodised aluminium or white powder coated. Different font colours/background can be used to differentiate each language.

#### Typeface

The typeface recommended is Helvetica and if not available Arial may be used. Both languages must be given equal prominence. Text in Irish must be placed on top or to the left of the text in English.

#### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended height X is 200mm with a minimum height X of 175mm.

#### Position of Text

The name of the facility in both Irish and English will be justified left and centred horizontally. In instances where there may be an obstruction such as railing, shrubbery etc., the text height may be adjusted to clear the obstruction.



Picture 2

## Medium Site Entrance Sign

The medium site entrance sign should be used where the larger sign cannot be accommodated or may be inappropriate due to its size. Some sites may require two of these signs, one at either side of the entrance.

Each sign is double sided with Irish and English text on both sides. The Irish text will be placed on top with a line between it and the English text.

The recommended size for this sign is 1350mm x 3600mm. The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Picture 3. The lettering on the face, i.e. the HSE logo and the name of the facility will be '3M Scotchcal Opaque film series 100' or equivalent.

It is recommended that the sign be illuminated externally by ground level lighting.

An acceptable depth and quality of concrete base will be at the discretion of the installer to meet specific local requirements.

### Colours

Text for the name of the facility in both Irish and English will be finished to Pantone 561C. The HSE logo will correspond with the recommendations and the specifications as described in the HSE Visual Identity and Naming guidance. The background colour will be that of anodised aluminium or white powder coated. Different font colours/background can be used to differentiate each language.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

The recommended font is Helvetica 75 Bold for the Irish text and Helvetica 75 Bold for the English text.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended height X is 175mm with a minimum height X of 125mm.

### Position of Text

The name of the facility in both Irish and English will be justified left and centred horizontally. In instances where there may be an obstruction such as railing, shrubbery etc., the text height may be adjusted to clear the obstruction.



Picture 3

## Small Site Entrance Sign

This sign is consistent with the other site entrance signs, and is suitable for facilities where space is limited. Some sites may require two of these signs, one at either side of the entrance. Whilst a specific height is recommended in this manual, local conditions may require a variation to the height of the sign. This sign may also be used as a main entrance sign, where local conditions dictate. Each sign is double sided with Irish and English text on both sides. The Irish text will be placed on top with a line between it and the English text. The layout of the text must be in compliance with the regulations made under the Official Languages Act.

The recommended size for this sign is 1200mm x 1450mm, fitted on a stone or concrete plinth, 250mm over-ground. The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown Picture 4. The lettering on the face, i.e. the HSE logo and the name of the facility will be '3M Scotchcal Opaque film series 100 or equivalent. It is recommended that the sign be illuminated externally by ground level lighting.

An acceptable depth and quality of concrete base will be at the discretion of the installer to meet specific local requirements.

### Colours

Text for the name of the facility in both Irish and English will be finished to Pantone 561C. The HSE logo will correspond with the recommendations and the specifications as described in the HSE Visual Identity and Naming guidance. The background colour will be that of anodised aluminium or white powder coated. Different font colours/background can be used to differentiate each language.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used. The recommended font is Helvetica 75 Bold for the Irish text and Helvetica 75 Bold for the English text.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended height X is 150mm with a minimum height X of 80mm.

### Position of Text

The name of the facility in both Irish and English will be justified left and centred horizontally. In instances where there may be an obstruction such as railing, shrubbery etc., the text height may be adjusted to clear the obstruction.



Picture 4



## Wall Mounted Site Sign

In instances where facilities are located on a street, a wall-mounted sign is recommended.

The recommended size of the sign is 300mm x 300mm. Where a larger sign may be required, the size should increase proportionately and should be square i.e. 400mm x 400mm, 600mm x 600mm etc.

The Logo and Irish and English text is displayed on the face of the sign with the Irish text placed on top. The layout of the text must be in compliance with the regulations made under the Official Languages Act.

The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown Picture 5. The lettering on the face, i.e. the Health Service Executive logo and the name of the facility will be '3M Scotchcal Opaque film series 100' or equivalent.

### Colours

Text for the name of the facility in both Irish and English will be finished to Pantone 561C. The HSE logo will correspond with the recommendations and the specifications as described in the HSE Visual Identity and Naming guidance.

The background colour will be that of anodised aluminium or white powder coated.

Different font colours/background can be used to differentiate each language.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

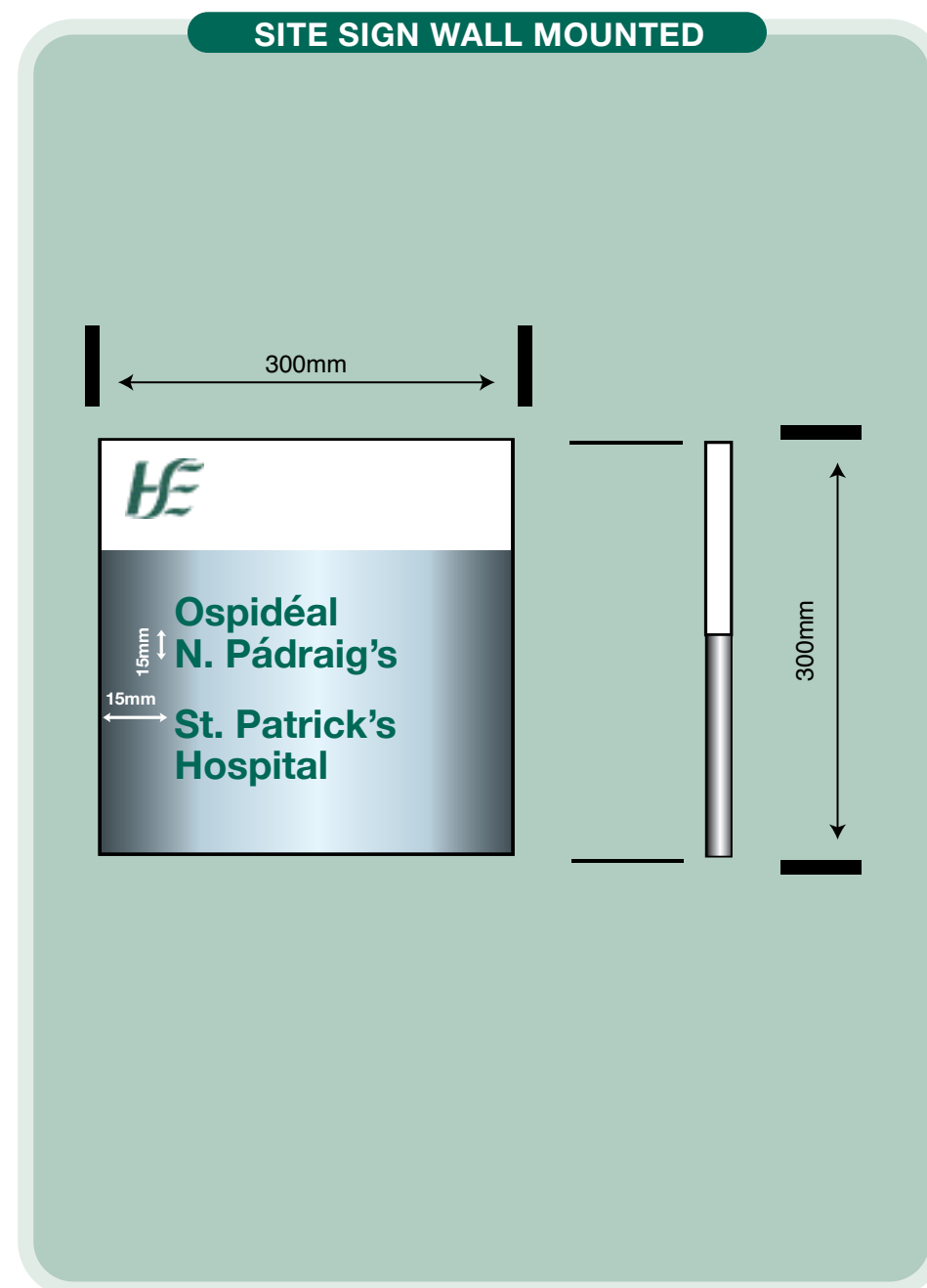
The recommended font is Helvetica 75 Bold for the Irish text and Helvetica 75 Bold for the English text.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended minimum height X is 15mm.

### Position of Text

In general the name of the facility in both Irish and English and should be positioned so that it is centred on the aluminium part of the sign by reference to the height. The text should be justified left with a left margin.



Picture 5

## Projecting Site Sign

In addition to the previous sign, or, as an alternative, a double-sided projecting sign may be used on buildings that are on the street.

Each sign is double sided with Irish and English text on both sides. The Irish text will be placed on top of the English text.

The sign will be manufactured from anodised aluminium sheeting, or alucabond and curved profile similar to that shown Picture 6. The lettering on the face, i.e. the Health Service Executive logo and the name of the facility will be '3M Scotchcal Opaque film series 100' or equivalent.

The overall size of the sign will be 300mm x 300mm.

### Colours

Text for the name of the facility in both Irish and English will be finished to Pantone 561C. The Health Service Executive logo will correspond with the recommendations and the specifications as described in HSE Visual Identity and Naming guidance.

The background colour will be that of anodised aluminium.

Different font colours/background can be used to differentiate each language.

### Typeface

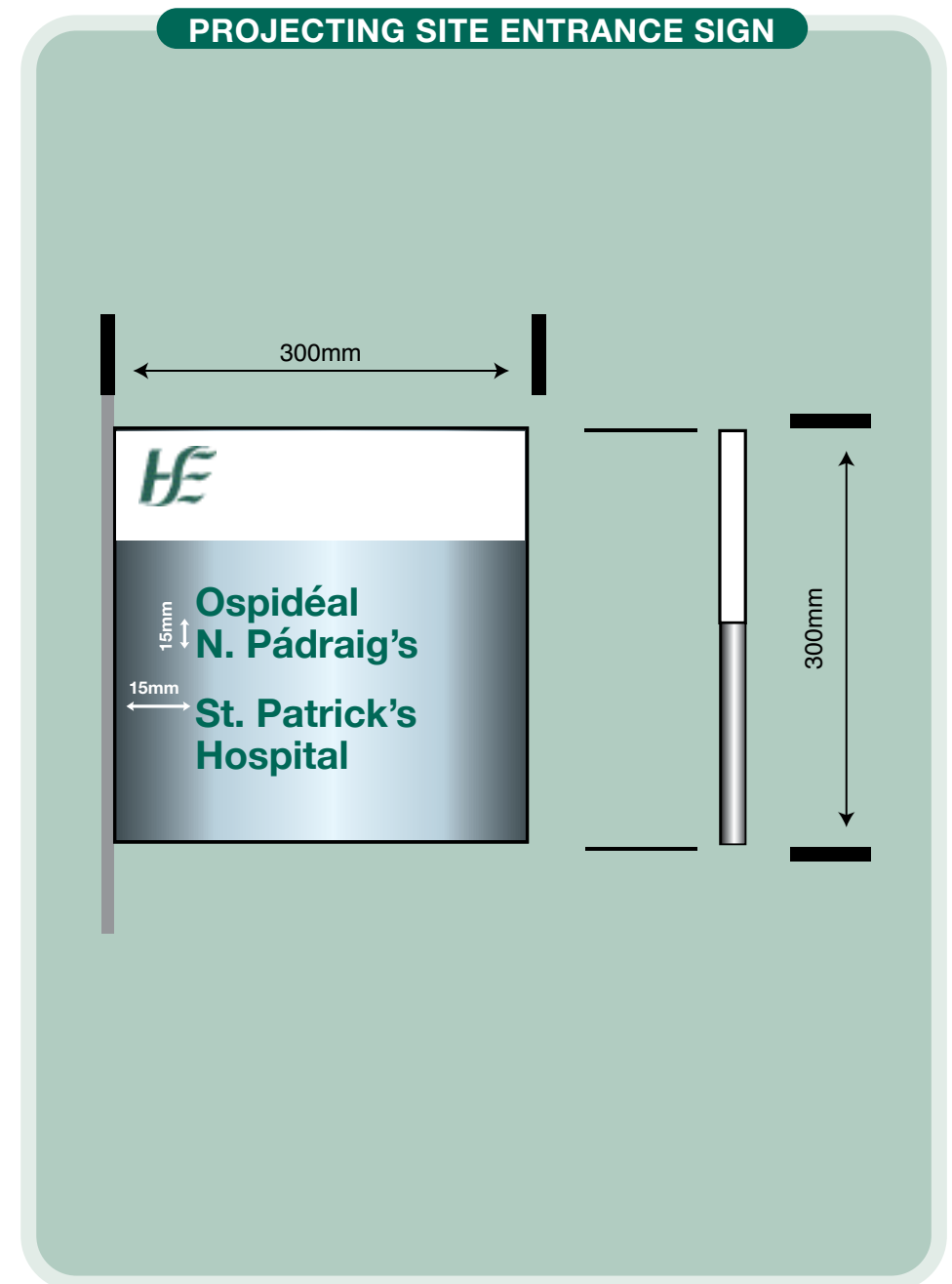
The typeface recommended is Helvetica and if not available Arial may be used. The recommended font is Helvetica 75 Bold for the Irish text and Helvetica 75 Bold for the English text. The layout of the text must be in compliance with the regulations made under the Official Languages Act.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended minimum height X is 15mm.

### Position of Text

In general the name of the facility should be positioned so that it is centred on the aluminium part of the sign by reference to the height. The text should be justified left with a left margin.



Picture 6

## Section 3

## External Directional Signs within Grounds



### Motorist Directional Sign

Motorist directional signs will be placed on routes for vehicles and should appear at each junction. Information will be limited on these signs, as they are aimed at motorists, whose first priority will be to access the car park nearest to their final destination.

Specific information, e.g. the first destination for motorists will be the car park, therefore a sign directing cars to the appropriate car parks and general areas e.g. Accident & Emergency, Free Car Park, Fee Paying Car Park, Main Reception Area etc. is all that is required inside the entrance. Once parked, further directional information to the final destination in the form of pedestrian signage should be provided.

The panels will be manufactured from proprietary aluminium post and panel or equivalent system.

#### Dimensions

Directional panels will be 1200mm x 250mm. Each sign will consist of the directional panels and a bottom panel, which reads "Failte" 1200mm x 100mm. A distance of 40mm should be left between each panel when installed.

Posts should have a distance of 750mm between the ground and the lower edge of the bottom panel. Posts should be set in concrete to a minimum depth of 450mm.

These sizes will determine the overall length of the posts i.e.

450mm (underground) + 750mm (to lower edge of bottom panel) + 100mm (Failte panel) + (250mm x No. of directional panels) + (40mm x (total no. of panel - 1)) = overall length of posts.

e.g. for five panel sign:

$$450 + 750 + 100 + (250 \times 5) + (40 \times 5) = 2710\text{mm}$$

for a two panel sign

$$450 + 750 + 100 + (250 \times 2) + (40 \times 2) = 1840\text{mm}$$

Posts will have an inner track that will allow the panels to be inserted and discreetly fixed using a cast aluminium butterfly clip or equivalent aluminium fixing. Picture 7d. Parts of the track that are not occupied by panels should be concealed with aluminium fillet.

Top of posts should be finished with an aluminium end cap, securely fixed to the posts.

### Text & Graphics

Each panel will feature a location name e.g. Car Park and an arrow to comply with technical guidelines on signage for the visually impaired as shown in Picture 9.

Text will be applied using upper and lower case lettering. Text should be justified left with a margin of 90mm.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.

Arrows should be justified right with a margin of 90mm.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended minimum height X is 90mm.

### Colours

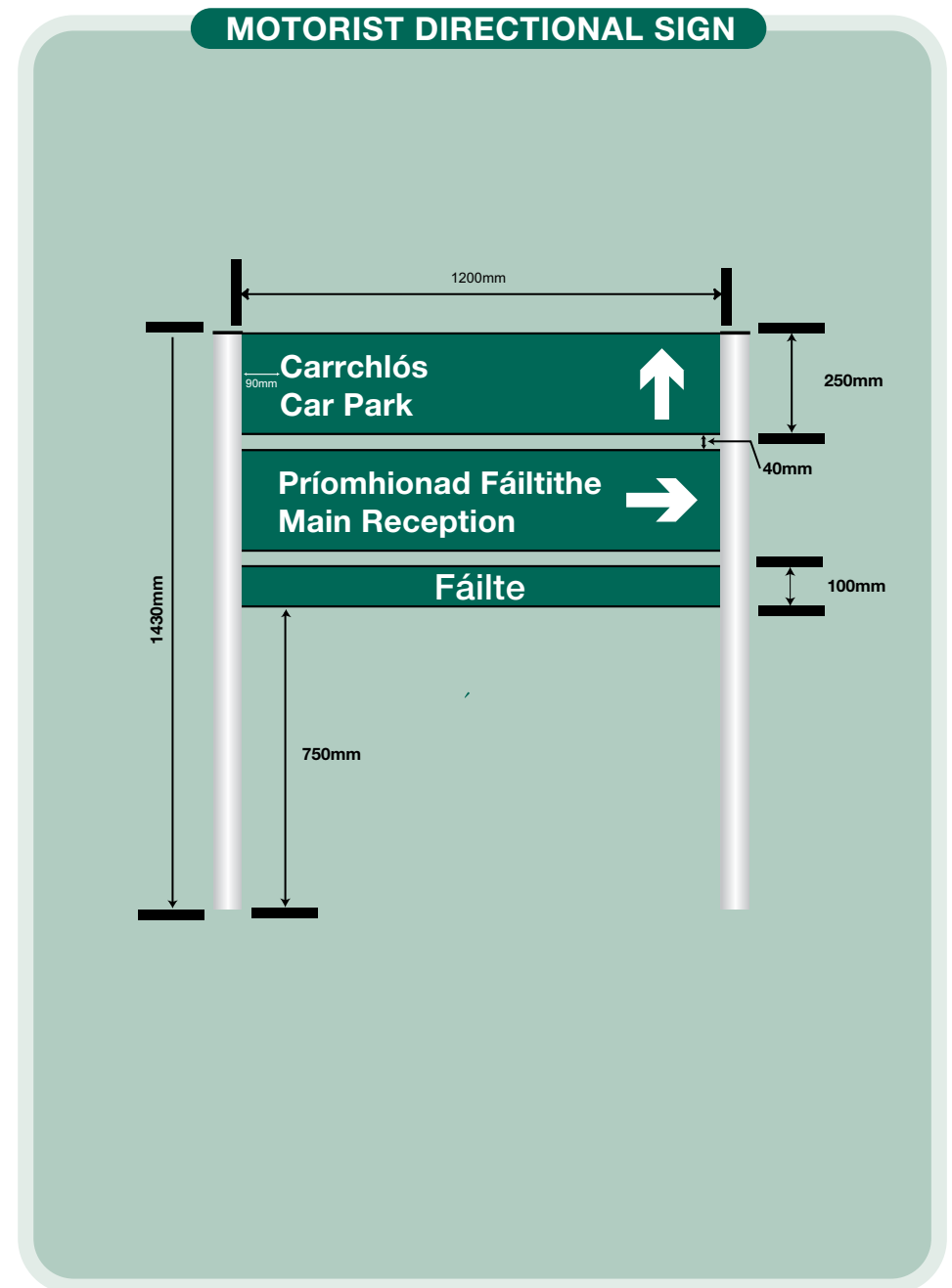
The background colour of the panels will be Pantone 561 or Black. The text will be finished in vinyl cut lettering in white.

The posts may be powder coated white or to an anodised aluminium finish.

Different font colours/background can be used to differentiate each language.

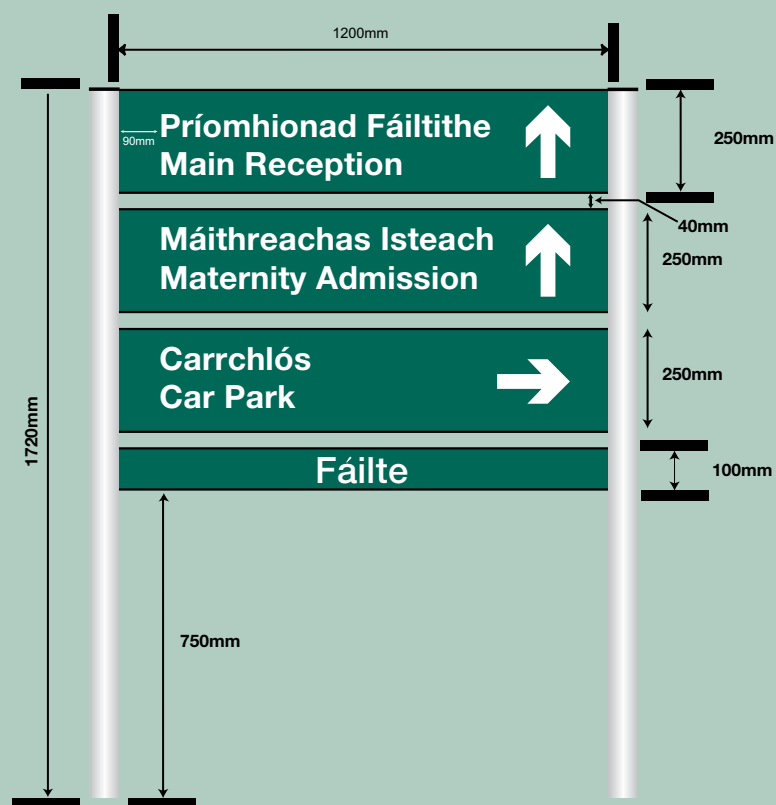
### Installation

Signposts will be fitted on to a concrete base using an aluminium base plate. When fitted in a grass margin the posts will be fixed into concrete poured in situ.



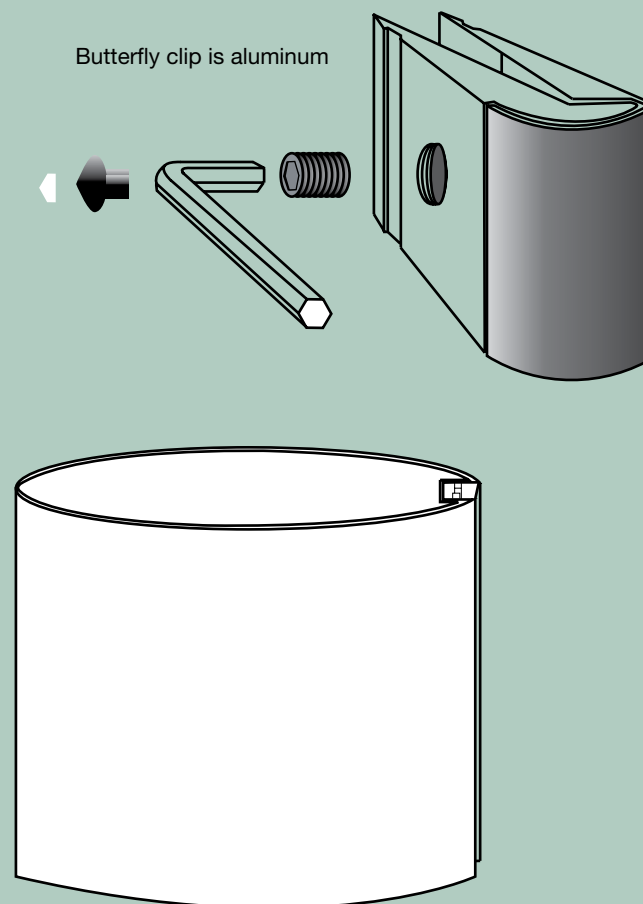
Picture 7

### MOTORIST DIRECTIONAL SIGN



Picture 7a

### SYSTEMS



Picture 7b

### Pedestrian Directional Sign

Pedestrian signs are similar in style to the motorist directional signs, however they will contain more information, as visitors will view them from a stationary position. Pedestrian signs are shown in reverse colours and have smaller text and panels.

The panels will be manufactured from proprietary aluminium post and panel or equivalent system.

#### Dimensions

Directional panels will be 1200mm x 200mm. A distance of 30mm will be left between each panel when installed.

Posts should have a distance of 610mm between the ground and the lower edge of the bottom panel. Posts should be set in concrete to a minimum depth of 450mm.

These sizes will determine the overall length of the posts, i.e.

$450\text{mm (underground)} + 610\text{mm (to lower edge of bottom panel)} + (200\text{mm} \times \text{No. of panels}) + (30\text{mm} \times (\text{no. of panels} - 1)) = \text{overall length of posts}$

e.g. for a five panel sign

$450 + 610 + (200 \times 5) + (30 \times 4) = 2180\text{mm}$

for a ten panel sign

$450 + 610 + (200 \times 10) + (30 \times 9) = 3330\text{mm}$

Posts will have an inner track that will allow the panels to be inserted and discreetly fixed using a cast aluminium butterfly clip or equivalent aluminium fixing. Picture 7d. Parts of the track that are not occupied by panels should be concealed with aluminium fillet.

Top of posts should be finished with an aluminium end cap, securely fixed to the posts.

### Text & Graphics

Each sign will feature a location name e.g. Out Patient Clinics and an arrow to comply with technical guidelines on signage for the visually impaired as shown in Picture 9.

Text will be applied using upper and lower case lettering and will be justified left with a margin of 75mm. Arrows will be justified right with a margin of 75mm.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended minimum height X is 75mm.

### Colours

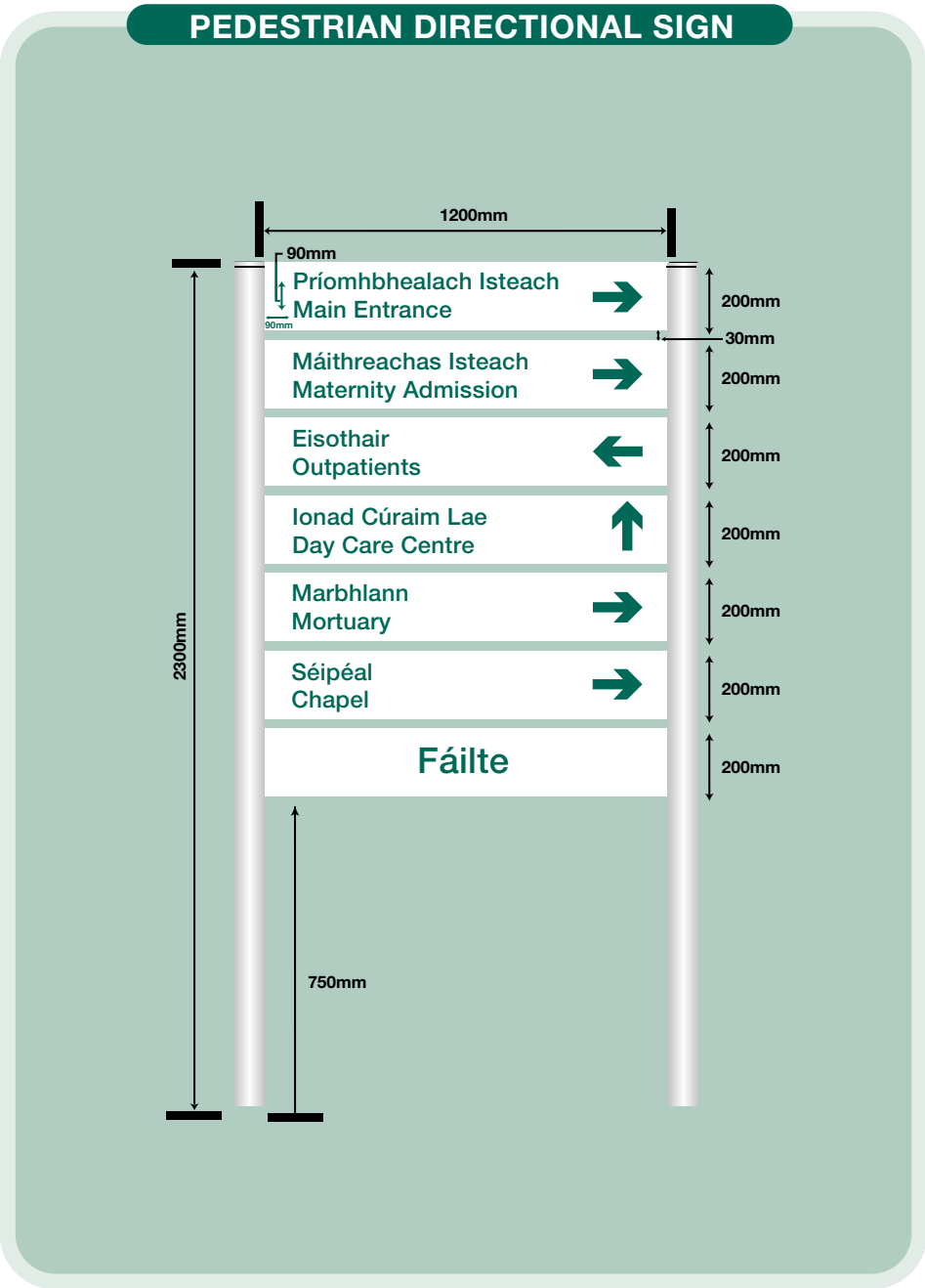
The background colour of the panels will be white powder coated and the text will be finished vinyl cut lettering to match Pantone 561C or Black.

The posts may be powder coated white or to an anodised aluminium finish.

Different font colours/background can be used to differentiate each language.

### Installation

Signposts will be fitted on to a concrete base using an aluminium base plate. When fitted in a grass margin the posts will be fixed into concrete poured in situ.

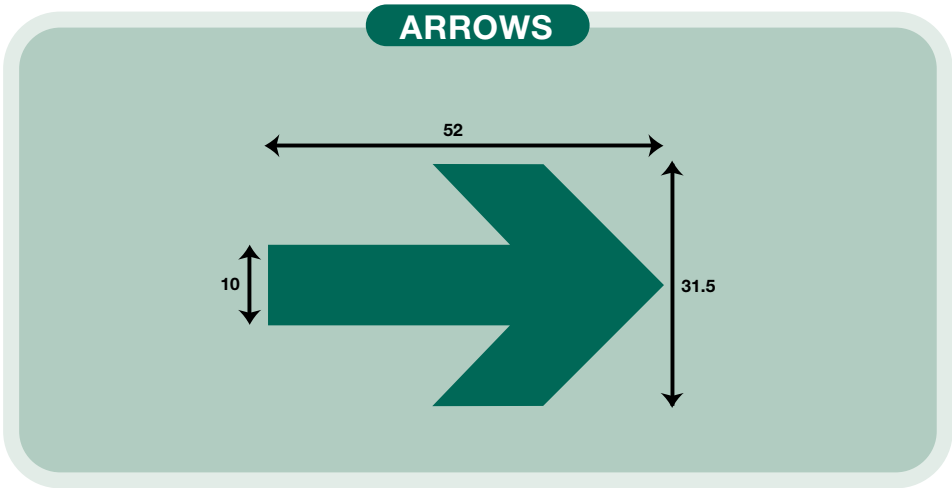


Picture 8

Arrow Specification

The ISO 7001 recommendation must be used. This specification states that the ends of this arrow must be parallel with the main stem of the arrow, as shown below.

Both sides of arrow are parallel with one another as indicated below.





## Section 4

# External Entrance Signs

External, directional signage should be considered for visitors arriving by public transport, by foot, by car and by bicycle. Signs should be visible from the public road and footpath externally where the entrance should be marked with external signs and branding.

## External Entrance Signs

The following range of entrance signs should be used as appropriate. In all cases it is vital that the name displayed on the sign is consistent with that on the directional signs. It should be noted that a small site entrance sign may be used as an external entrance sign if appropriate.

### Main Entrance Sign

#### Dimensions

The recommended length of the sign may be determined by the amount of information required. The height of the sign will be 300mm. The text in both Irish and English is displayed on the face of the sign with the HSE logo. The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Picture 10. The lettering on the face, i.e. the Health Service Executive logo and the name of the facility will be '3M Scotchcal Opaque film series 100' or equivalent.

#### Colours

Text for the name of the facility will be finished to Pantone 561C. The Health Service Executive logo will correspond with the recommendations and the specifications as described in the HSE Visual Identity and Naming guidance. The background colour will be that of anodised aluminium or white powder coated. Different font colours/background can be used to differentiate each language.

#### Typeface

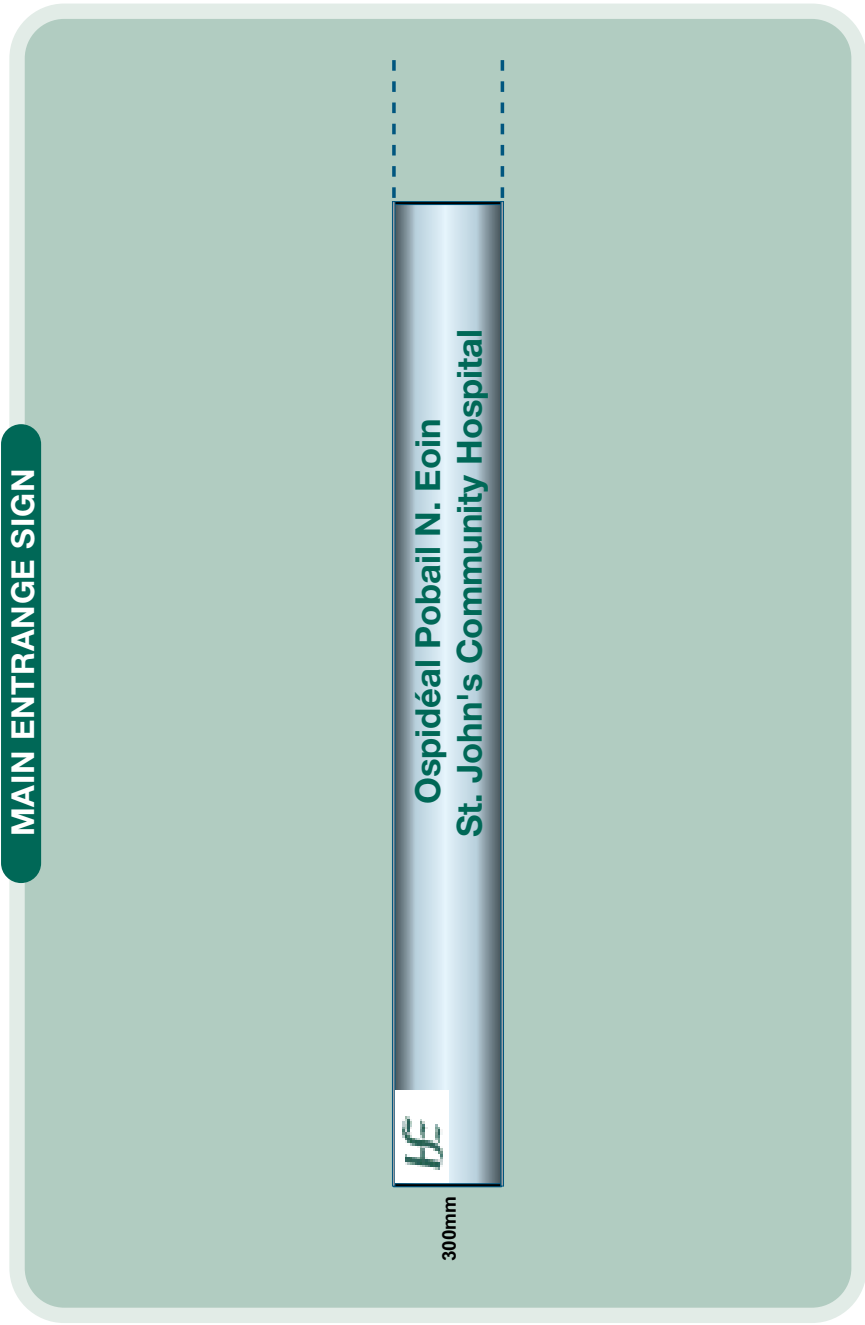
The typeface recommended is Helvetica and if not available Arial may be used. The recommended font is Helvetica 75 Bold for the Irish text and Helvetica 75 Bold for the English text.

#### Letter Height

The size of the letters will be determined by the amount of space available, and the length of the wording, however, when choosing a size, the guidelines regarding distance as already described should be noted. The height of the letters is determined to some extent by the amount of text, however the recommended height X is 210mm with a minimum height X of 90mm.

#### Position of Text

The HSE logo will be left aligned to be followed with the facility name. The layout of the text must be in compliance with the regulations made under the Official Languages Act.



Picture 10

## Secondary Entrance Sign

This sign type will be used on entrances to departments other than the main entrance to the facility.

### Dimensions

The recommended length of the sign is 600mm. The recommended height of the sign is 300mm.

The text in both Irish and English is displayed on the face of the sign with the HSE logo.

The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Picture 11. The lettering on the face, i.e. the HSE logo and the name of the facility will be '3M Scotchcal Opaque film series 100' or equivalent.

### Colours

Text for the name of the facility will be finished to Pantone 561C.

The HSE logo will correspond with the recommendations and the specifications as described in this manual/ HSE Visual Identity and Naming guidance.

The background colour will be that of anodised aluminium or white powder coated.

Different font colours/background can be used to differentiate each language.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

The recommended font is Helvetica 75 Bold for the Irish text and Helvetica 75 Bold for the English text.

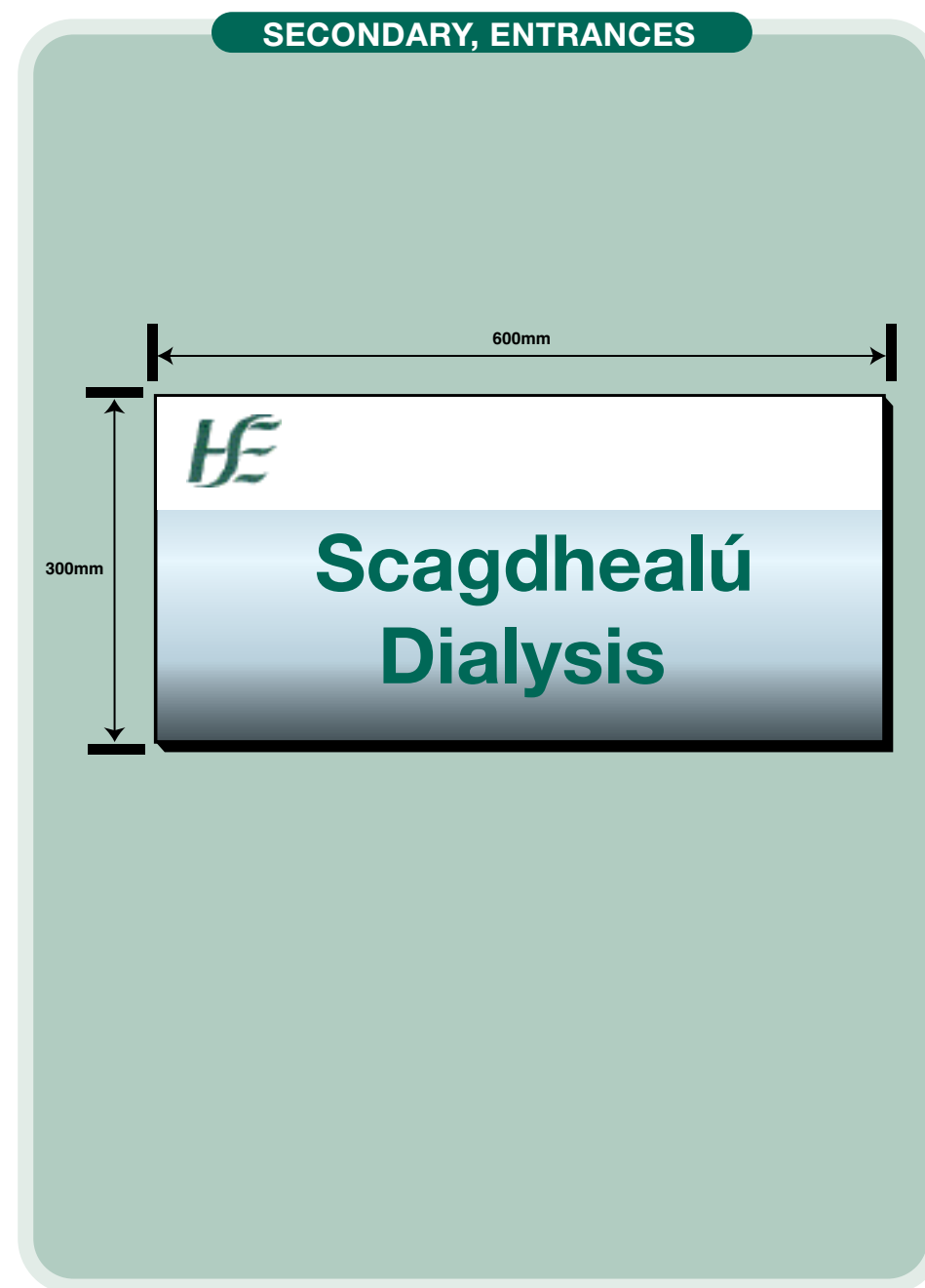
### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended minimum height X is 150mm

### Position of Text

The text will be centred on the sign.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.



Picture 11

## Small Entrance Sign

In large facilities, doors that are not accessible to the general public need to be identified for staff, deliveries, maintenance staff etc.

### Dimensions

The recommended length of the sign is 600mm. The height of the sign will be 110mm.

The name of the department or area will be displayed on the sign.

The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Picture 12.. The lettering on the face will be '3M Scotchcal Opaque film series 100' or equivalent.

### Colours

Text for the name of the facility will be finished to Pantone 561C.

The background colour will be that of anodised aluminium or white powder coated.

Different font colours/background can be used to differentiate each language.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

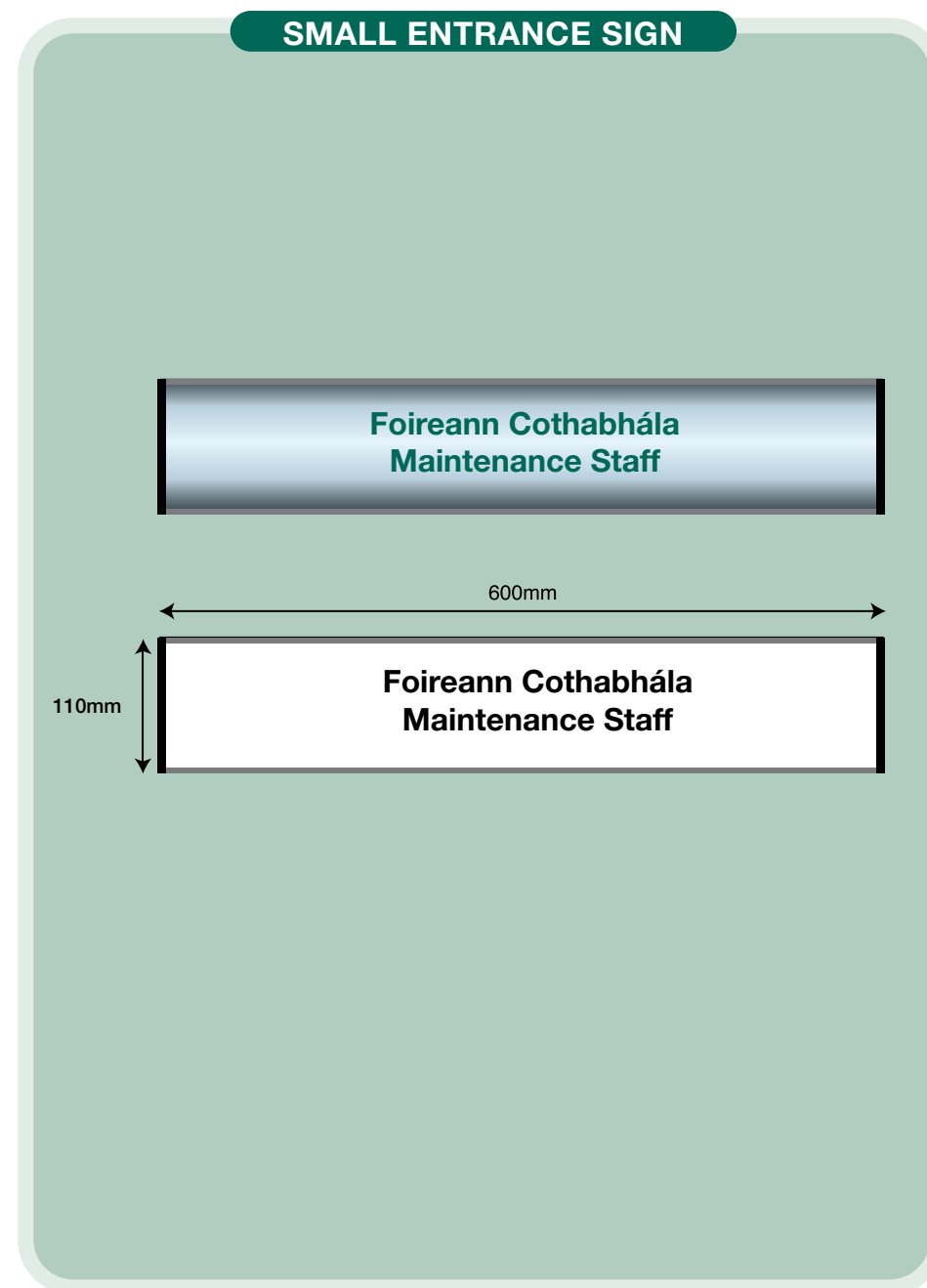
### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended height X is 70mm

### Position of Text

Text will be aligned centrally.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.



Picture 12

Section 5

Internal Directory Signs



Internal Directory Signs

Primary Directory Sign

Once visitors have accessed the Main Reception area, detailed information will be required to navigate the building. The first point of reference will be the main directory sign.

It is important to distinguish between a directory sign and a directional sign. Directory signs list the location by area. Directional signs provide specific information indicated by arrows or symbols.

The main directory sign will list the location of each area by level or general area. It serves to give a reference point that visitors will go towards using directional signs which will be located close by.

The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Pictures 13a, 13b. The lettering on the face and the HSE logo will be '3M Scotchcal Opaque film series 100' or equivalent.

An optional colour code system may be used e.g. Yellow square Level 1, Blue square Level 2, as per Picture 13c.

Different font colours/background can be used to differentiate each language

Location

The sign, which will contain a large amount of information, will list every location within the building. It should be located strategically to allow space for a number of people to view the sign at one time.

The sign must also be positioned in a prominent position so that it is visible as people walk through the main entrance door.

Dimensions

The recommended height for each of the individual profiles is 65mm. The length of each profile will be 600mm. The listing should be separated by floor level or Block no. Each separate listing will have a header panel, which will be 110mm high.

The overall height of the sign will depend on the number of listings. The listings may vary in length for each Floor/ Level; however, blank profiles should be inserted to ensure that all of the listings are of the same length (see illustration).

Therefore the overall width of the signs will be the number of floors, blocks etc x 600mm and the overall height of the sign will be 110mm + 110mm +(65mm x No. of listings in the longest list)

e.g. illustrated examples shows 12 listings on the Ground floor and it shows four floors therefore the overall size of the sign will be as follows:

$$\text{Width} = 600 \text{ mm} \times 4 = 2400 \text{ mm}$$
$$\text{Height} = 110\text{mm} + 110\text{mm} + (65\text{mm} \times 12) = 1000\text{mm}.$$

## Text & Graphics

## Header Profile

The top header panel will feature the HSELogo and text in both Irish and English. The second header panel will feature the name of the floor; block, etc. e.g. Lower Ground Floor, Block A, etc.

## Directory panels

Each individual profile will feature a location name e.g. Surgical Ward 1, Dietician etc. Text will be applied using upper and lower case lettering and should be justified left.

## Colours

Text will be finished to Pantone 561C. The background colour will be that of anodised aluminium or white powder coated.

Different font colours/background can be used to differentiate each language.

## Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

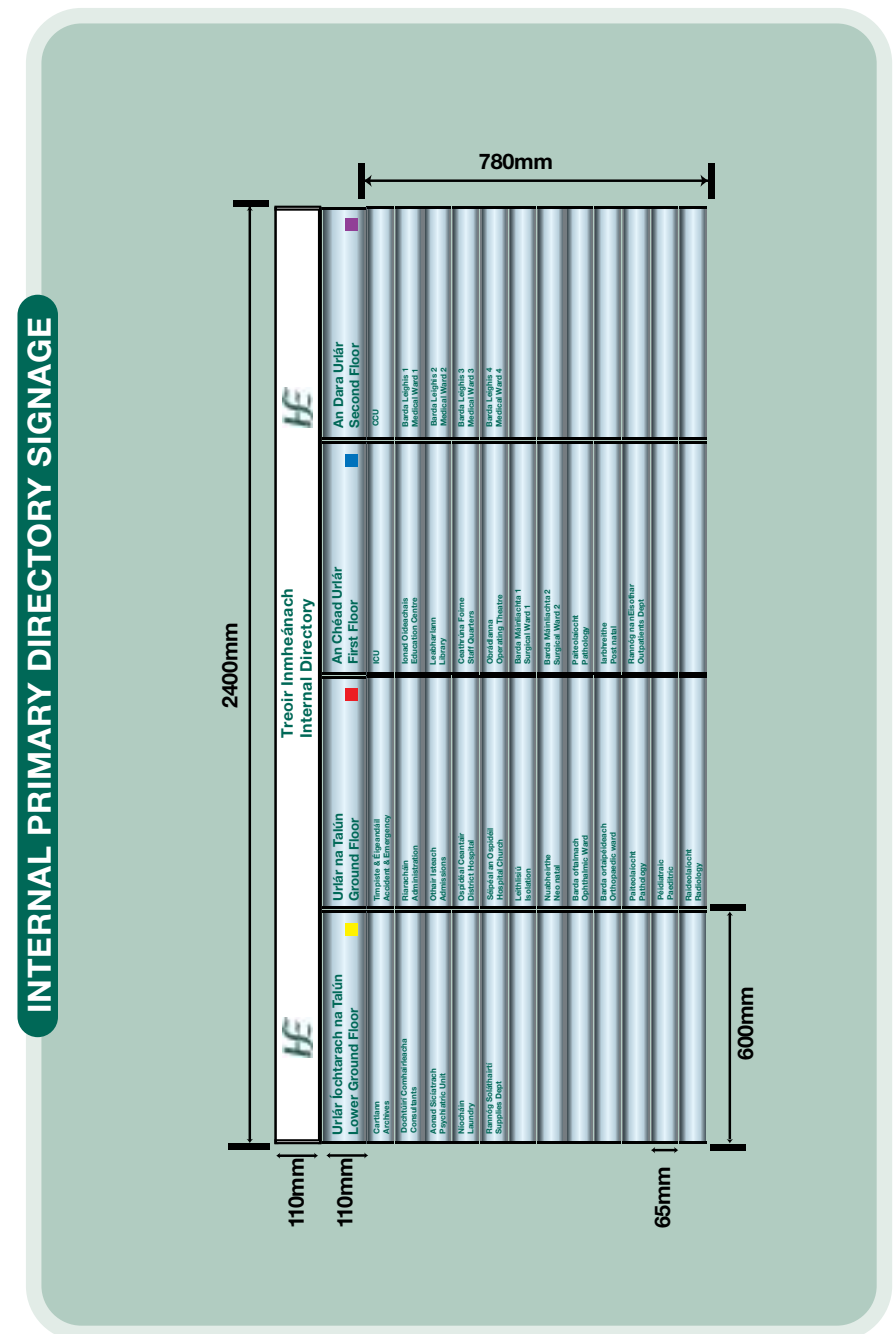
## Letter Height

The letter height on the header panels is recommended minimum height X 70mm

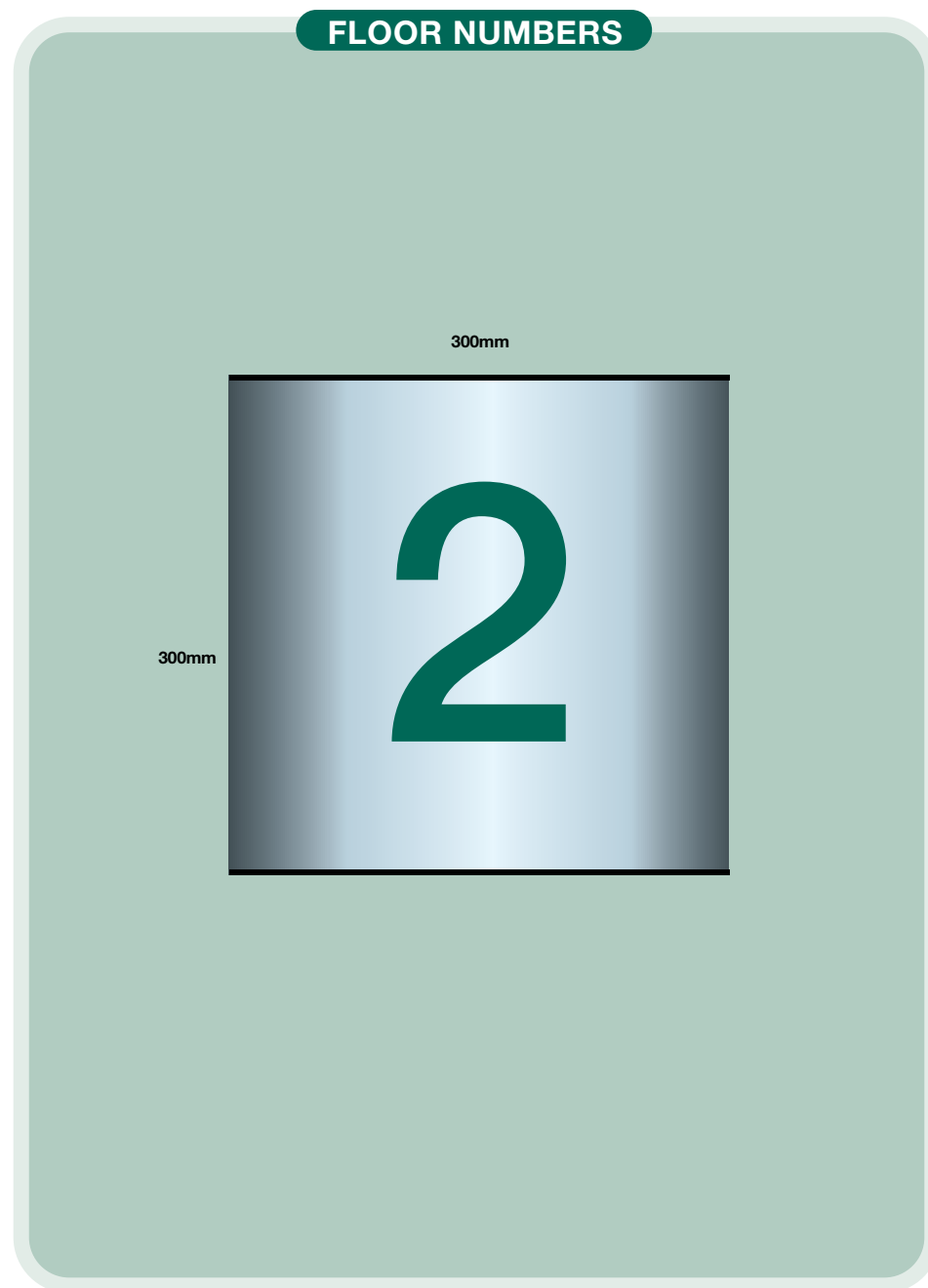
The height of the letters on the directory panels is determined to some extent by the amount of text, however the recommended minimum height  $X$  is 30mm

## Position of Text

Text will be aligned to the left.



Picture 13



Picture 13a

## Secondary Directory Sign

Secondary directory signs may be used at junctions, at lifts or at detached facilities at some hospital sites. A secondary directory sign is similar to the Primary directory signs confirming what is actually on a level/block but will be smaller in size. An individual panel profile similar to those used for primary directory signs may be used or a single plate used in portrait layout may be chosen Picture 14

### Dimensions

The recommended height for each of the individual profiles is 65mm. The length of each profile will be 300mm. The listing should be separated by floor level or Block no. Each separate listing will have a header panel, which will be 110mm high. The overall height of the sign will depend on the number of listings and a number of areas may be included in the one listing provided each area has a header panel as described above.

### Text & Graphics

#### Header Profile

The top header panel will feature the Health Service Executive Logo and text. The layout of the text must be in compliance with the regulations made under the Official Languages Act.

#### Directory panels

Each individual profile will feature a location name e.g. Surgical Ward 1, Dietician etc. Text will be applied using upper and lower case lettering and should be justified left.

### Colours

Text will be finished to Pantone 561C. The background colour will be that of anodised aluminium or white powder coated.

Different font colours/background can be used to differentiate each language.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

### Letter Height

The letter height on the header panels is recommended minimum height X 70mm. The height of the letters on the directory panels is determined to some extent by the amount of text, however the recommended minimum height X is 30mm

### Position of Text

Text will be aligned to the left.





Section 6

Internal Directional Signs

Picture 14

## Internal Directional Signs

Once the general location is found, directions will be required to reach a required destination. At this point it is suggested that simple signs, which contain enough information to get visitors to the next relevant point, e.g. a particular corridor or lift lobby will be used. Internal directional signs will appear at all key points and occasionally on long corridors for reassurance.

In order to eliminate confusion, it is recommended that these signs be kept to a minimum. Each lobby and the point in the stairwell that accesses each of the floors should contain a detailed directional sign for that particular floor, which relates directly back to the directory signs. These are Primary directional signs.

## Primary Directional Sign

The primary directional signs should contain all the listings for that particular floor used in the directory sign plus any additional listings that may be required at that point e.g. Outpatient clinics may be in two different directions or departments may be split. All directional signs will confirm the floor/level that the visitor is actually on and may be colour coded, if necessary

Directional signs may be grouped by direction; however, grouping in alphabetical order is also an acceptable method of displaying information.

The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Picture 15. The lettering on the face, i.e. the Health Service Executive logo and the names of the locations will be '3M Scotchcal Opaque film series 100' or equivalent.

### Location

Directional signs must be located so that they are visible when people arrive at a junction or in a lift lobby. They will provide instant reassurance or recognition that visitors are in the correct place.

### Dimensions.

Each listing will have a header panel 110mm high and 400mm wide.

The recommended height for each of the individual profiles is 65mm. The width of each profile will be 400mm. These signs will have one listing.

The overall length of the sign will be 110mm + 65mm x No of listings. e.g. illustrated examples shows 12 listings on the Ground Floor, therefore the overall size of the sign will be as follows:

Width = 400mm

Height = 110mm + 65mm x 12) = 890 mm

### Text & Graphics

#### Header Profile

The top header panel will feature the HSE logo and the name of the floor, block, etc. e.g. Lower Ground Floor, Block A, etc.

#### Directional Panels

Each individual profile will feature a location name e.g. Surgical Ward 1 and the appropriate directional arrow

Text will be applied using upper and lower case lettering. Text should be justified left with a left margin.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.

#### Colours

Text will be finished to Pantone 561C. The background colour will be that of anodised aluminium or white.

Different font colours/background can be used to differentiate each language

#### Typeface

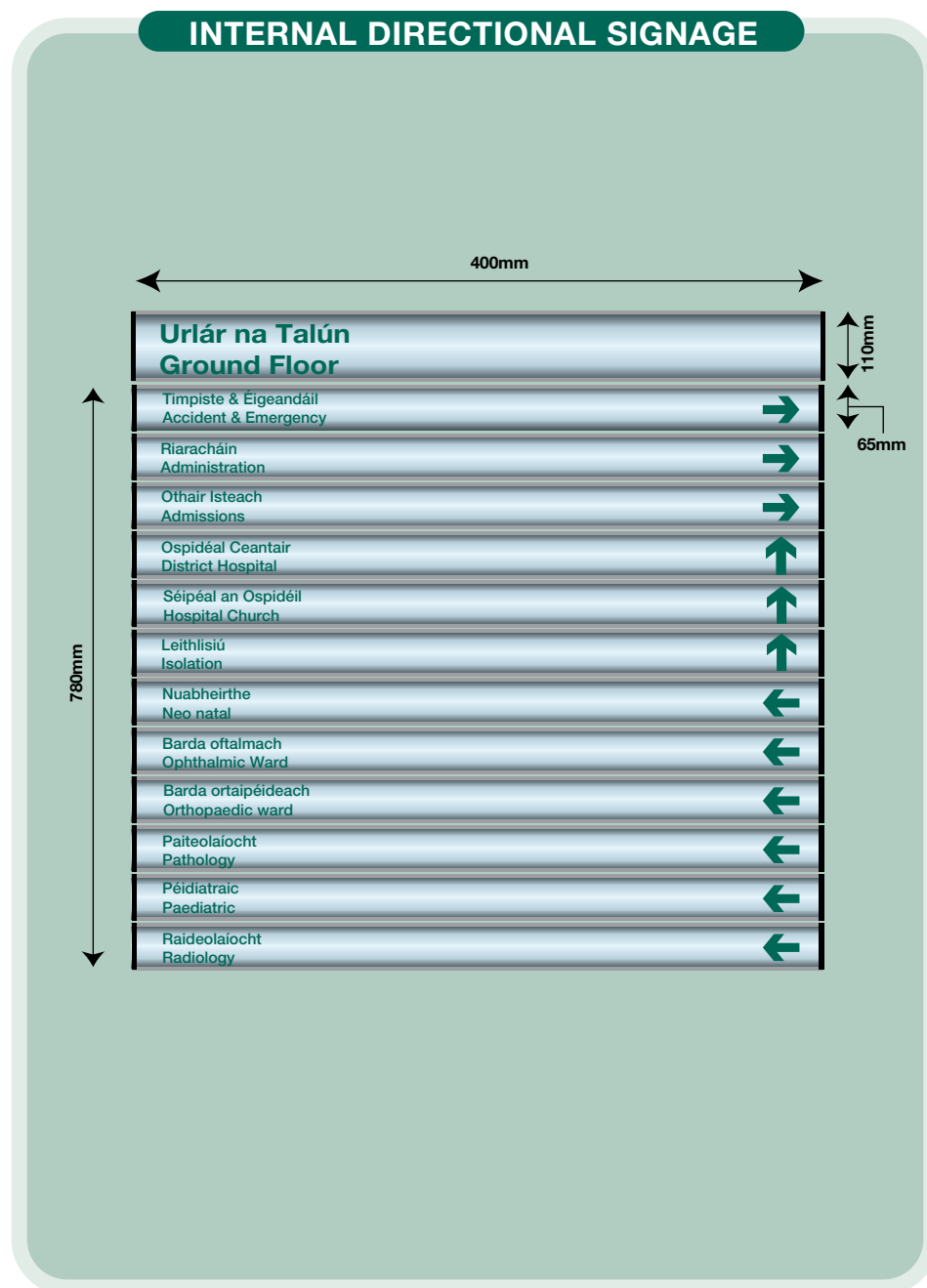
The typeface recommended is Helvetica and if not available Arial may be used.

#### Letter Height

The letter height of the header panel will be minimum height X 90mm. The height of the letters on the directional panel is determined to some extent by the amount of text, however the recommended height minimum height X is 30mm.

#### Position of Text

Text will be aligned to the left



Picture 15

## Secondary Directional Sign

Secondary directional signs will be used where all of the information on the primary directional signs is not relevant and may also be used for reassurance on long corridors. These signs are similar to the primary directional signs, however they will be limited in number.

### Dimensions

The recommended height for each of the individual profiles is approx 100mm. The width of each profile will be 400mm.

The overall length of the signs will be 100mm x No. Of listings)) e.g. illustrated examples show 2 listings, therefore the overall size of the sign will be as follows:

Width = 400 mm Height = 200mm

### Text & Graphics

Each individual profile will feature a location name e.g. Surgical Ward 1 and the appropriate directional arrow. Text will be applied using upper and lower case lettering. Text should be justified left with a left margin.

### Colours

Text will be finished to Pantone 561C. The background colour will be that of anodised aluminium.

### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

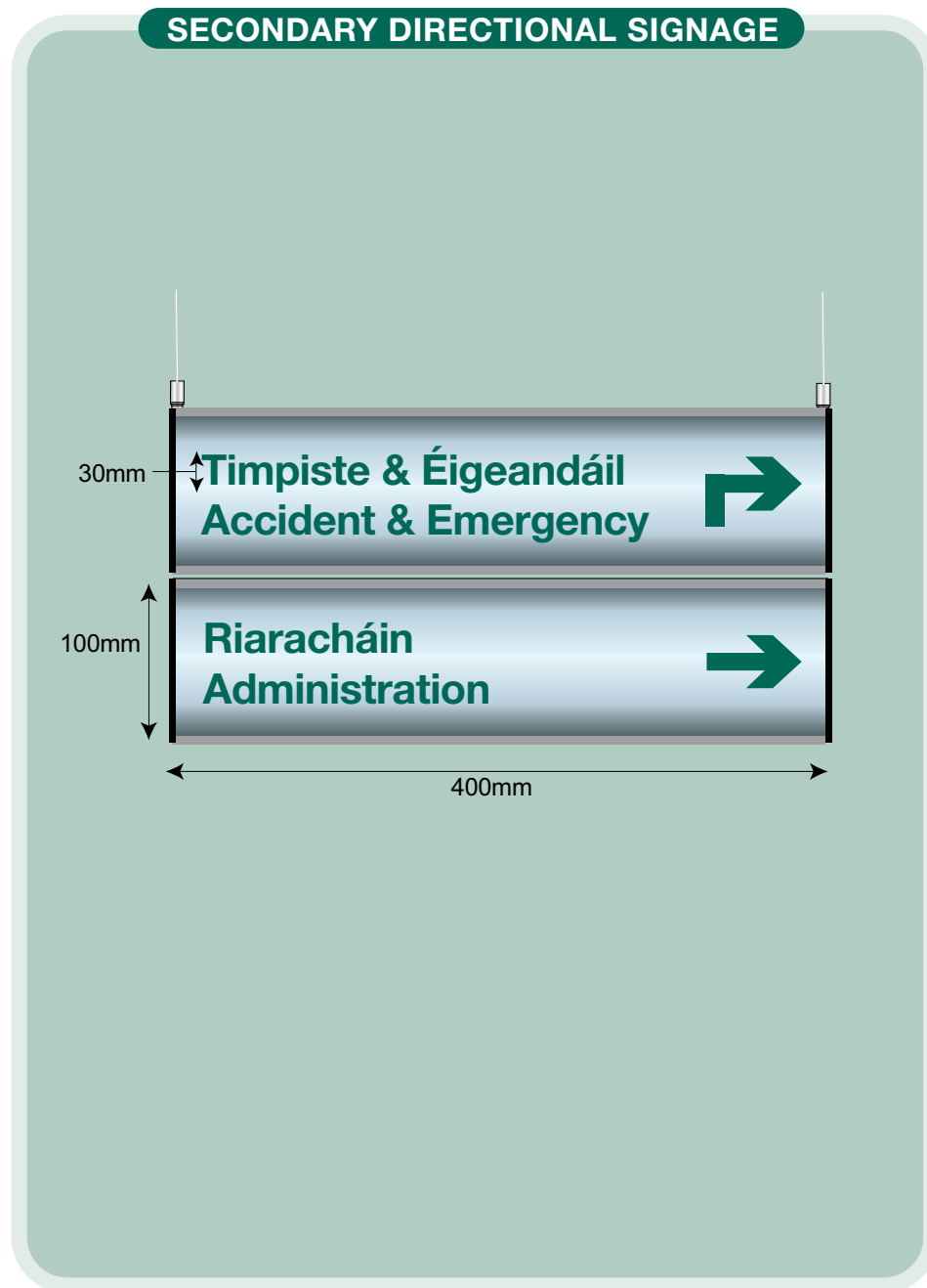
### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended height X is 50mm with a minimum height X of 30mm.

### Position of Text

Text will be aligned to the left and arrows aligned to the right.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.



Picture 16

## Section 7

# Internal Location Identification Signs

Department Entrance Sign

At specific department entrances e.g. Haemodialysis unit, a large entrance sign should ideally be placed above the door. If space is not available the sign should be fitted as close to the entrance as possible.

Dimensions

The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Picture 18. The lettering on the face i.e. the name of the location will be '3M Scotchcal Opaque film series 100' or equivalent.

The recommended measurement for this sign is 600mm x 214mm. If this space is not available the size of the sign may be reduced proportionately.

Text & Graphics

Text to be applied using upper and lower case lettering and text should be justified centrally. The sign will feature the name of the department/area.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.

Colours

Text will be finished to Pantone 561C. The background colour will be that of anodised aluminium or white powder coated.

Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

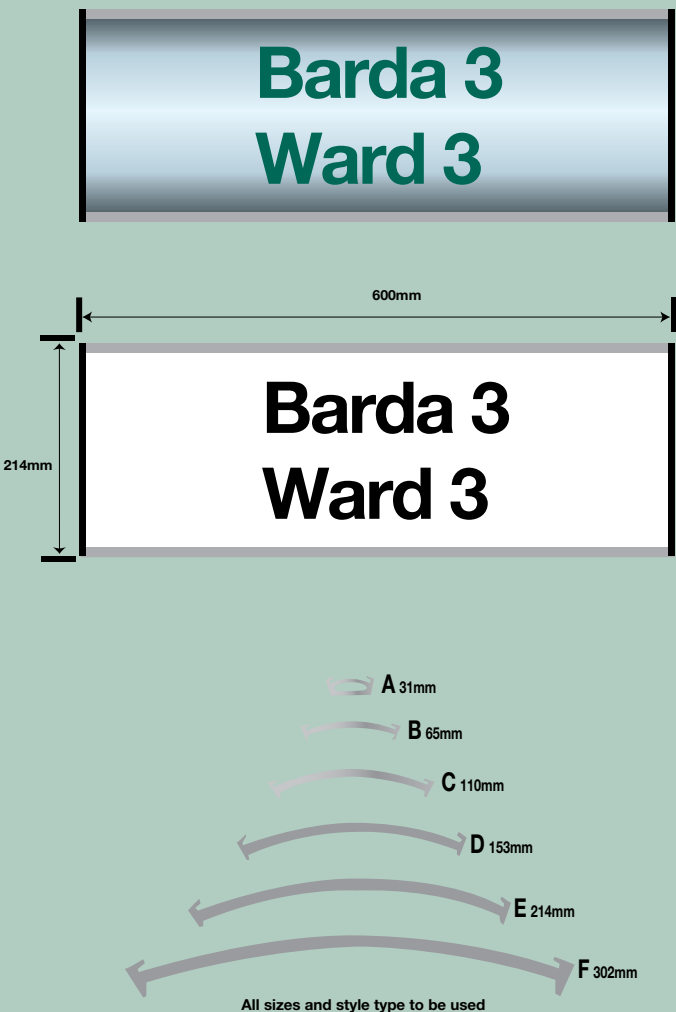
Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended height X is 150mm with a minimum height X of 80mm.

Position of Text

Text will be aligned centrally

LARGE SIGNS AT ENTRANCES TO DEPARTMENT



Picture 18

## Doorplate Sign

Each door will have a doorplate identifying the occupant or business carried out within.

### Dimensions

The sign will be manufactured from anodised aluminium sheeting or alucabond and curved profile similar to that shown in Picture 19. The lettering on the face i.e. the name of the location will be '3M Scotchcal Opaque film series 100' or equivalent.

The aluminium profile will be 60mm high and 305mm wide with end caps.

### Text & Graphics

These signs will feature the name of the room or occupier of the room using upper and lower case letters.

The layout of the text must be in compliance with the regulations made under the Official Languages Act.

### Colours

Text will be finished to Pantone 561C.

The background colour will be that of anodised aluminium.

Different font colours/background can be used to differentiate each language.

### Typeface

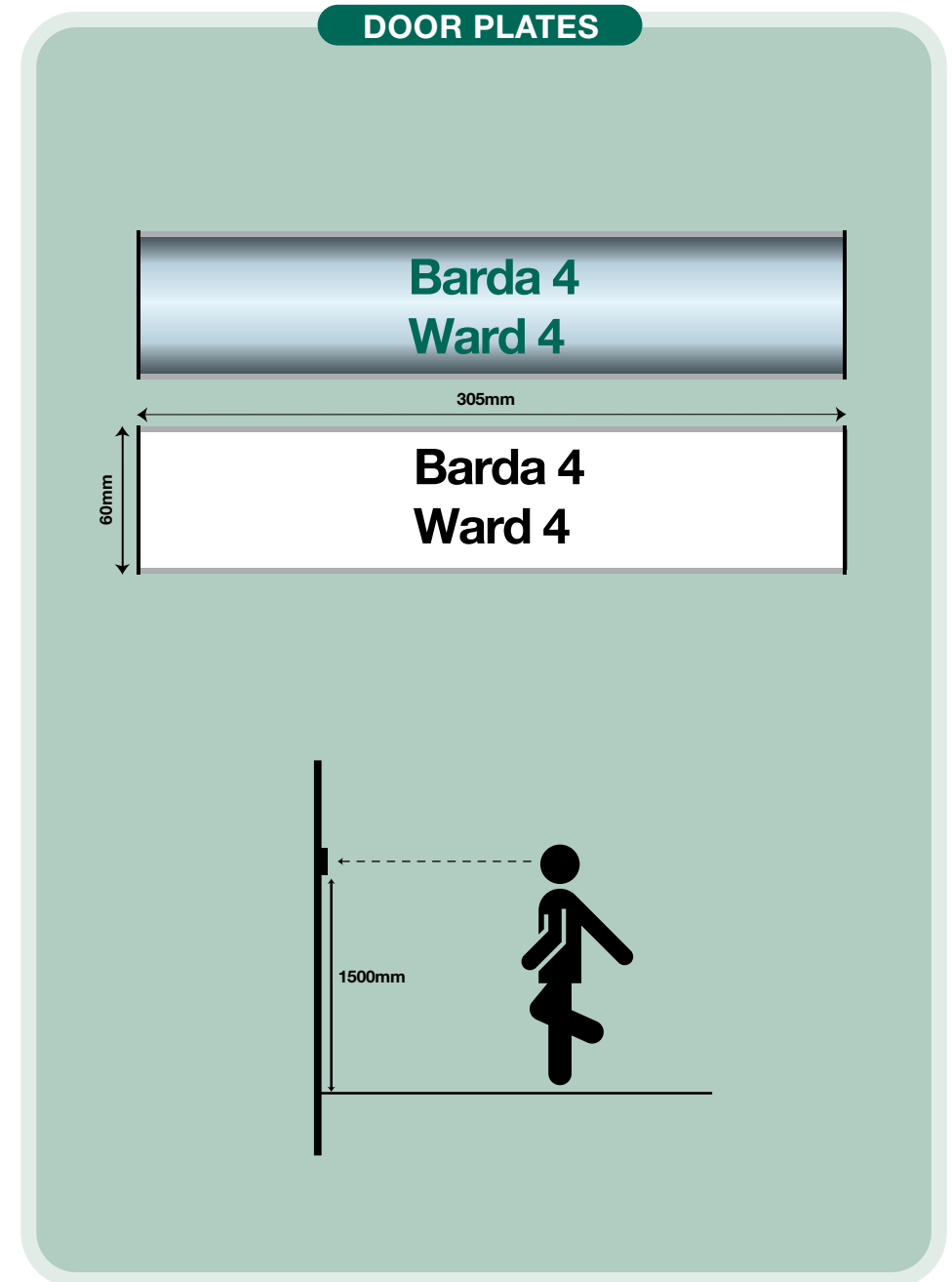
The typeface recommended is Helvetica and if not available Arial may be used.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended minimum height X is 30mm

### Location

The signs should be fitted on the doors at a height of 1500mm from the floor.



Picture 19

## Projecting Sign

In areas where there are a lot of doors or there are long corridors approaching the doors, a projecting sign should be used to ensure that the location can be seen from a distance. These signs should always be used to identify toilets.

### Dimensions

The signs will be double sided, square 214mm x 214mm, curved anodised aluminium. Size may be dictated by space/ requirements on the sign e.g. 150x150mm. The system used, should have end caps to give the sign a neat finish, with no internal fixings exposed.

### Text & Graphics

As the signs are quite small and as they need to be seen from a distance, the text and graphics should be kept to a minimum. The layout of the text must be in compliance with the regulations made under the Official Languages Act. In the case of signs for Toilets, symbols should be used instead of text. In other cases, if possible the name should be abbreviated e.g. "Dept" instead of "Department" and symbols should also be used.

In all cases the text and graphics should appear in Vinyl cut lettering or logos finished to pantone 561 on the anodised aluminium or white background.

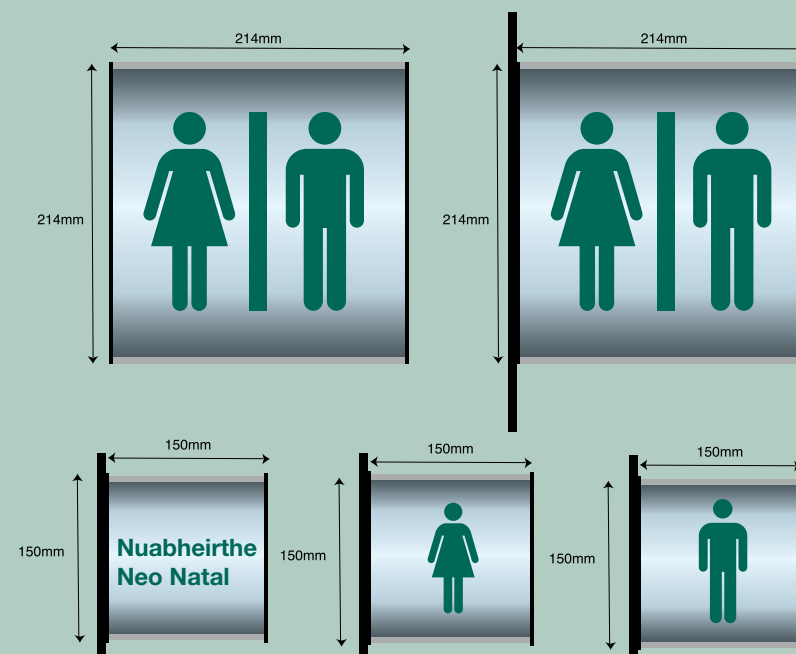
### Typeface

The typeface recommended is Helvetica and if not available Arial may be used.

### Letter Height

The height of the letters is determined to some extent by the amount of text, however the recommended minimum height X is 30mm.

## PROJECTING SIGNS



Picture 20



## Braille / Tactile Sign

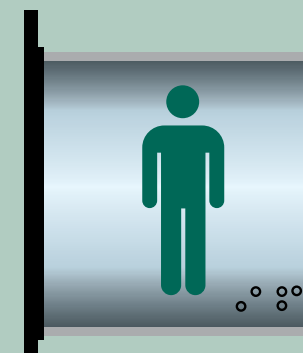
The signs recommended in this manual comply with guidelines for signage for the visually impaired. Depending on the facility it may be necessary and useful to provide signs in Braille and Tactile format.

These signs can be provided as additional signage or incorporated into the designs of the standard signs as shown on the following pages. Picture 21

The use of symbols should be included where possible Picture 22



## BRaille/TACTILE SIGNAGE



Picture 21

## SYMBOLS

Symbols should be used in preference to words where possible

### Universally Accepted Symbols



DO CHUAIRTEOIRÍ LE MOILL-AMHARC  
FAIGH CÚNAMH ÓN OIFIG FÁILTITHE  
FOR VISITORS WITH VISUAL IMPAIRMENT  
PLEASE CONTACT RECEPTION FOR ASSISTANCE

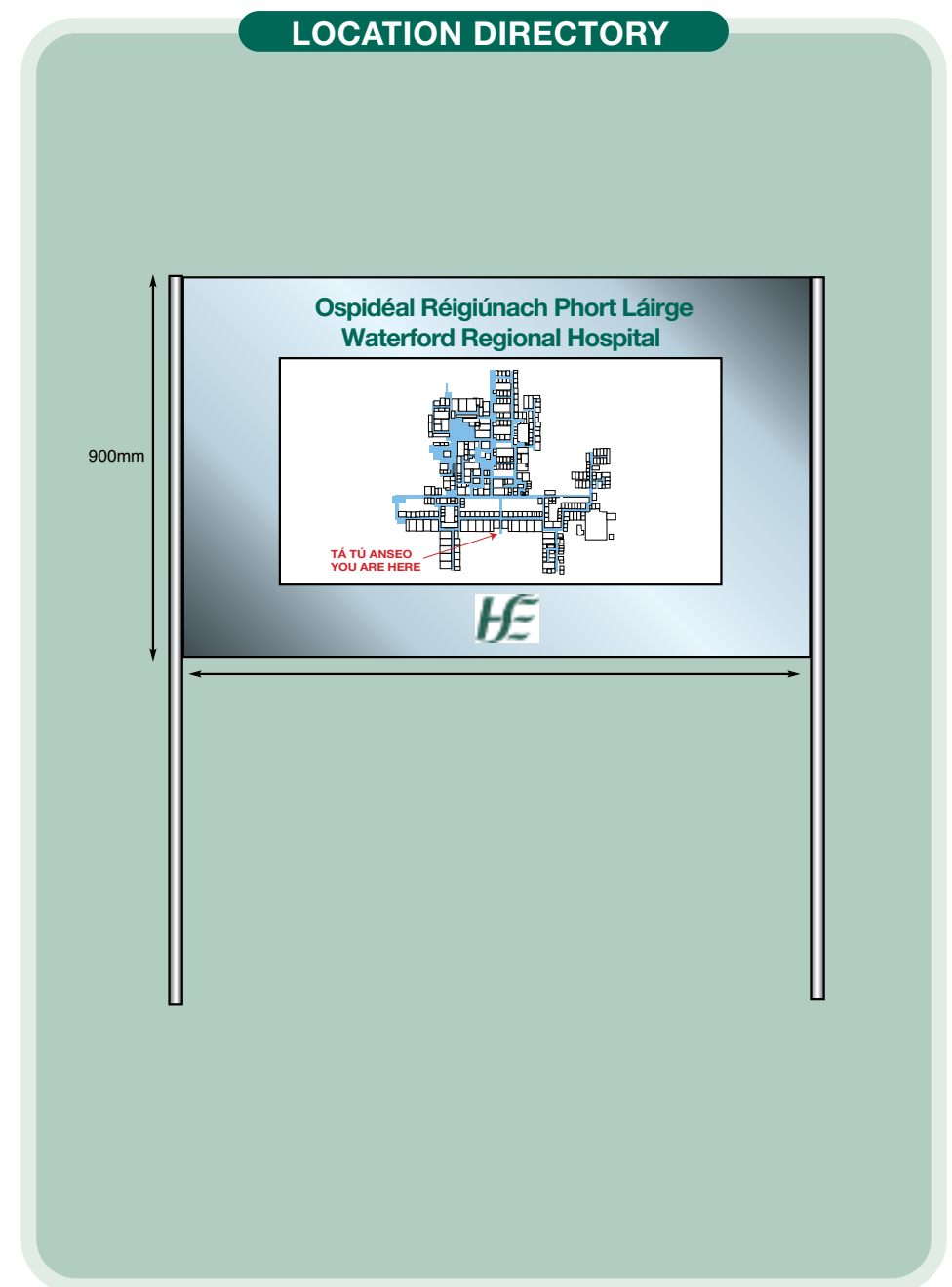
## Section 8

## Location Directory

Picture 22

## Location Directory

In large facilities, a Location Directory is recommended. This can be provided as an internal or external sign, which can appear at a number of locations along a route to confirm locations and directions.



Picture 2