




HSE Visual Identity Checklist

	HSE Visual Identity Advice	Completed
Check you are using the current HSE logo	Make sure to use the current HSE logo. This is the primary logo for the HSE and should be used in all printed materials, internal and external correspondence, websites, digital assets, video, webinars, videoconferencing backgrounds, waiting room audio-visuals, marketing communications and any new communications you create.	<input type="checkbox"/>
	Do not use previous versions of the HSE logo or “Building a Better Health Service” strapline.	<input type="checkbox"/>
	For full details on the correct use of the HSE logo, please refer to pages 2 to 4 of the Visual Identity Guidelines 	<input type="checkbox"/>
Check your use of the HSE logo with other logos	HSE services must use the HSE logo as their primary logo.	<input type="checkbox"/>
	Where HSE services have an existing secondary logo to represent a service, scheme or campaign, both logos can be used if necessary. This means the scheme or campaign can be clearly identified and people also know it is part of the HSE and can be trusted as a public health service.	<input type="checkbox"/>
	Keep the HSE logo in top left corner and the secondary logo top right, where possible. Alternatively, the HSE logo can be placed in the bottom left corner and the secondary logo over to the right.	<input type="checkbox"/>
	No new logos for HSE services, schemes or offices should be developed.	<input type="checkbox"/>



HSE Visual Identity Checklist (continued)

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Check your font	Use Arial in HSE offices on all correspondence, email, information materials and communications.	<input type="checkbox"/>
	Use Helvetica Neue for professionally designed communications or publications.	<input type="checkbox"/>
	If Arial and Helvetica Neue are not available, use the standard Helvetica font.	<input type="checkbox"/>
	Do not use condensed or narrow versions of these fonts.	<input type="checkbox"/>
Check your email signature	Your HSE email signature includes your name, job title, workplace location and contact details. Include your job title and address in Irish too (your name does not have to be translated).	<input type="checkbox"/>
	Do not use: Other logos or imagery.	<input type="checkbox"/>
	An example of the correct format for the email signature can be found at hse.ie/eng/about/who/communications/branding/email-signature-example.png	<input type="checkbox"/>
Check your colours	When using the primary colour palette: The HSE logo green is the only colour in the primary palette. Percentage tints are permitted.	<input type="checkbox"/>
	When using the secondary colour palette: We recommend combining no more than two or three colours of the secondary palette.	<input type="checkbox"/>
	For full details on both colour palettes, please refer to pages 6 to 7 of the Visual Identity Guidelines	<input type="checkbox"/>
Templates	Use templates which are available on hse.ie/branding	<input type="checkbox"/>
	These templates must be used by all HSE staff for internal and external presentations.	<input type="checkbox"/>



HSE Visual Identity Checklist (continued)

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Check your imagery	Images chosen should:	
	▶ Look real, authentic and appropriate – should not appear staged.	<input type="checkbox"/>
	▶ Reflect the diversity of our patients, the public and staff.	<input type="checkbox"/>
	▶ Be representative of gender, race, disability, age, sexual orientation and religion.	<input type="checkbox"/>
	▶ Where possible feature real HSE patients and staff and follow the consent process (Word, 25.0KB, 1 page)	<input type="checkbox"/>
	Do not use: use poor quality photographs or clip art.	<input type="checkbox"/>
	For full details on the correct use of imagery, please refer to pages 9 to 12 of the Visual Identity Guidelines	<input type="checkbox"/>
	The image bank is available for HSE comms staff. Contact Internal Communications for access to the image bank at internalcomms@hse.ie	<input type="checkbox"/>
Check your videos	When producing videos, please refer to Video Style Guidelines and Best Practice Guidelines at hse.ie/branding	<input type="checkbox"/>
Official Languages Act	Our communications must comply with the Official Languages Act	<input type="checkbox"/>
Accessibility	Our communications must be accessible to everyone who needs it. This means we need to make sure it can be used by as many people as possible.	<input type="checkbox"/>
	For more information, please see European Union (Accessibility of Websites and Mobile Applications of Public Sector Bodies) Regulations 2020	<input type="checkbox"/>