



# HSE Design Principles for Advertising

HSE Campaigns, Communications and Public Affairs

Version 1

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# What are design principles?

Design principles are value statements that describe the most important goals that our advertising should meet.

These principles are underpinned by the HSE's values:

- Care
- Compassion
- Trust
- Learning

They are aligned to the goals of the HSE Communications Strategy 2023 – 2025:

- Telling the story of our health service, our patients, our teams and our progress
- Showing integrity, being ethical, honest and compassionate in all our communications
- Supporting healthcare staff and making the HSE a better place to work and learn
- Making it easy to find, understand and use our health services and advice

## Why do we need them?

Our design principles ensure that our values are reflected in our advertising and help us make consistent decisions around messaging and design.

## Who are they for?

These principles are for anyone developing advertising on behalf of the HSE. They are also for anyone who wants to understand the values underpinning our work.

# Our design principles

## Accessibility

We create campaigns that are clear and easily understood by the target audience regardless of ability.

We do this by considering the needs of our audience from the outset and by designing campaigns and materials that meet their needs and industry standards.

## Inclusivity

Our creative content shows the full range of human diversity in both visuals and language used.



We do this by considering differences in people, aiming for full inclusivity while also being representative of the target audience.

### A person-centred approach

We take a person-centred and empathetic approach to campaigns and strive for continuous improvement.

This means that we put people at the centre of what we do by listening to them and integrating an understanding of human needs, ambitions, interests and behaviours into our work. We work with the people we are trying to reach to come up with ideas and solutions together.

### Trust

We create evidence-based campaigns, which help people know that our information, advice, services and support can be trusted.

We use the HSE's Visual Identity Guidelines to protect the use of the HSE brand and make sure our campaigns creative meets best practice.

### Sustainability

We are conscious of our impact on the environment.

We only develop creative when it is needed and an alternative does not already exist. We work with creative agencies that follow guidance provided around sustainability in line with the HSE procurement procedures.