Visual Identity Guidelines

For HSE and Funded Agencies

September 2022

The Health Service Executive (HSE) logo represents our health service. The HSE logo assures patients and the public that the information and services that carry it are trustworthy.

Contents

1   What is a visual identity

Our visual identity includes a logo, font, colours and imagery styles that work together, delivering our communications in a clear and reliable way for everyone.

HSE branding is instantly recognisable and associated with trust and confidence. Using the logo means patients and the public can easily identify communications from the HSE.

Using HSE branding as outlined in this guide we:

▶   standardise how our communications look and feel

▶   ensure consistency across our different services

▶   build trust and confidence with our patients, the public and stakeholders

When to use the brand guidelines

Use the guidelines in any new communications. This might include stationery, internal reports, published documents, emails and information materials. Existing communications, signage, uniforms or printed materials do not have to be changed to meet these guidelines.

Who should use the brand guidelines

These guidelines are for use by the HSE and can be followed by all HSE-funded organisations.

2 Our logo

The HSE logo is instantly recognised and associated with trust and confidence. Using the logo means patients and the public can easily identify communications from the HSE. The logo is now simplified to a graphic symbol in a single colour green.

The HSE logo is the only logo that HSE teams, services, offices or organisations should use to identify themselves.

Some HSE services have secondary logos that represent campaigns or schemes, or may use a logo alongside the HSE to represent a partnership or an historic relationship.

Use of existing secondary logos should be limited to make sure communications are clear. Creating new logos for HSE services is not recommended. The HSE communications team will advise services on the correct use of the HSE and any other branding in your communications.

When to use the logo

The HSE logo is to be used on all HSE information materials and communications, including:

▶ Printed materials

▶ Internal and external correspondence

▶ Websites and digital assets

▶ Video / webinars / videoconferencing backgrounds / waiting room audio-visuals

▶ Marketing communications and any new communications you create

HSE logo

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

3   How to use the HSE logo

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

4   Logo formats

HSE logos (green, black and white) are provided in EPS, AI, PDF, JPEG and PNG formats.

Logos for print

For print, use EPS or AI versions of the logo. These are vector-based files which you can reproduce at any size without losing sharpness or quality.
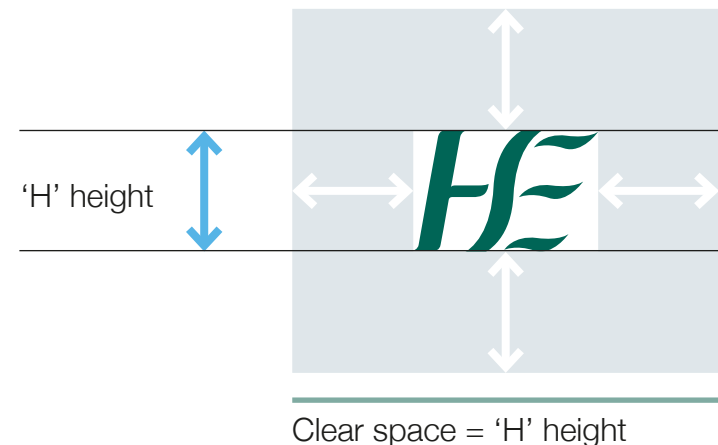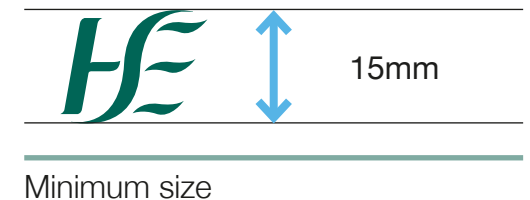
Logos for digital

Use PNG versions of the logo for digital applications (websites, social media, apps). PNG files have a transparent background, allowing them to sit on the background colour or image.

Minimum size of logo

The logo's minimum height is 15mm from the top to the base. If space is limited, use your judgement to ensure the logo is clearly seen.

Clear space around the logo

Clear space around the logo should be equal to the height of the 'H'. For example, if the 'H' is 15mm high, use a clear area of 15mm on all sides.

HSE-logo-green   HSE-logo-black   HSE-logo-white

15mm

Minimum size

'H' height

Clear space = 'H' height

5 Fonts

- ▶ Arial and Helvetica Neue are the fonts to be used as part of our visual identity.
- ▶ Use Arial in HSE offices on all correspondence, email, information materials and communications. This ensures our information is always easy to read and understand.
- ▶ Helvetica Neue is the preferred font for professionally designed communications or publications.
- ▶ If Arial and Helvetica Neue are not available, use the standard Helvetica font.
- ▶ Condensed or narrow versions of these fonts should not be used.

Arial

Weights

Regular

Bold

Italic versions can also be used.

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Helvetica Neue

Weights

Light

Regular

Medium

Bold

Heavy

Italic versions can also be used.

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

6 Primary colour palette

Our visual identity includes a palette of colours that can be used for reports, presentations and other information materials.

The information on these pages can be shared with any designer or printer you are working with, to ensure the right colours can be used and are accessible.
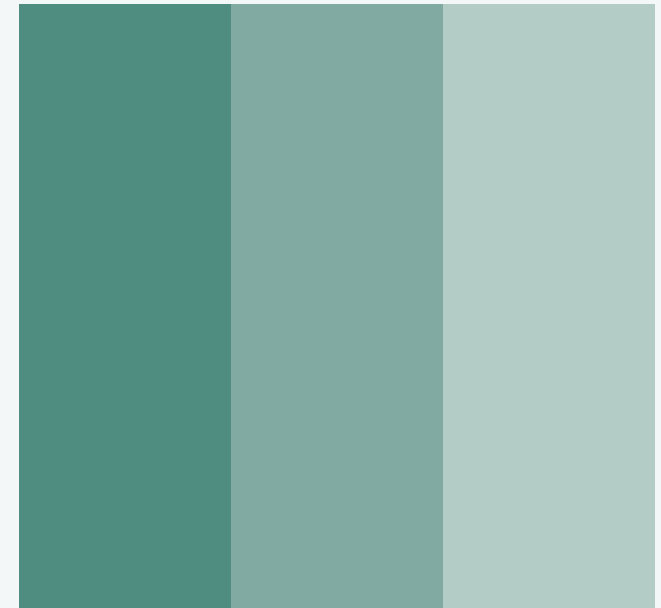
The HSE logo green is the only colour in the primary palette. Percentage tints are permitted.

**C85 M0 Y54 K52** | Pantone 561 C

R0 G97 B82 | #006152

Sample percentage tints

70%   50%   30%

6 Secondary colour palette

Secondary colours are used to reflect the variety and diversity of content across the HSE. We recommend combining no more than two or three secondary colours.

When choosing text and background colours, always make sure that the contrast between both is sufficient. This will help your information to be as clear as possible.
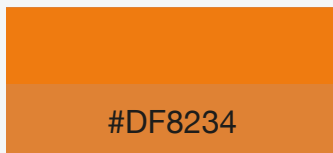
C54 M22 Y0 K0
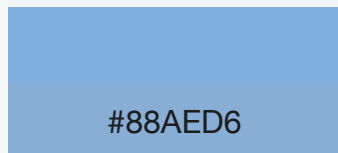
#88AED6

R136 G174 B214
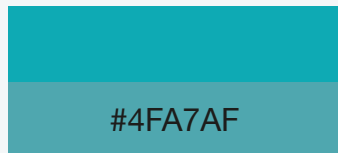
C0 M61 Y97 K0

#DF8234

R223 G130 B52

C0 M38 Y100 K0

#FF9E00

R255 G158 B0

C73 M0 Y28 K8
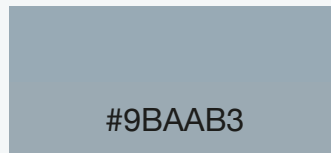
#4FA7AF

R79 G167 B175

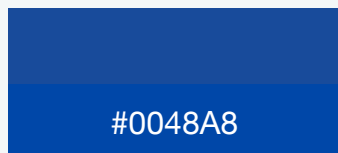**C80 M0 Y0 K0**
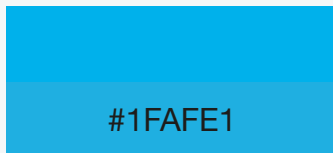
#1FAFE1

R31 G175 B225

C20 M0 Y0 K38

#9BAAB3

R155 G170 B179

C97 M74 Y0 K0

#0048A8

R0 G72 B168

C100 M86 Y45 K60
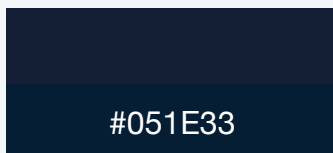
#051E33

R5 G30 B51

C30 M0 Y100 K0

#CBD03A

R203 G208 B58

Online use only

#5F3DC4
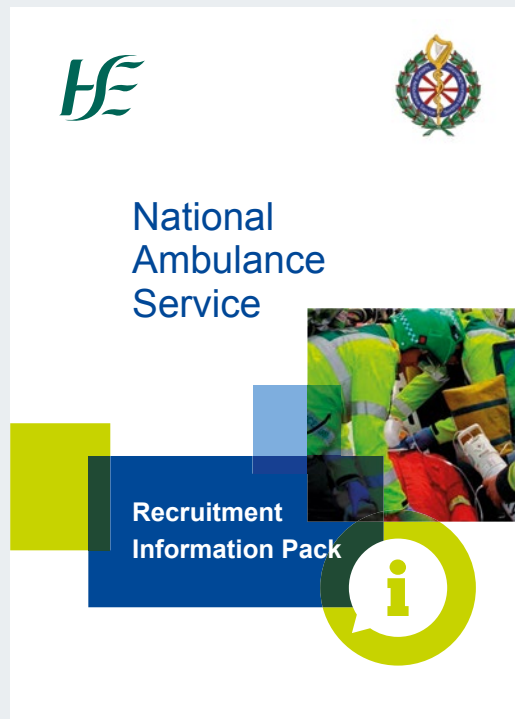
#73E6C2
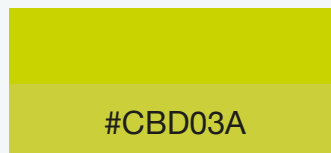
7 Dual branding

The HSE logo will often be used alongside another logo.

Some health services and organisations that are funded by or work with the HSE have their own logo.
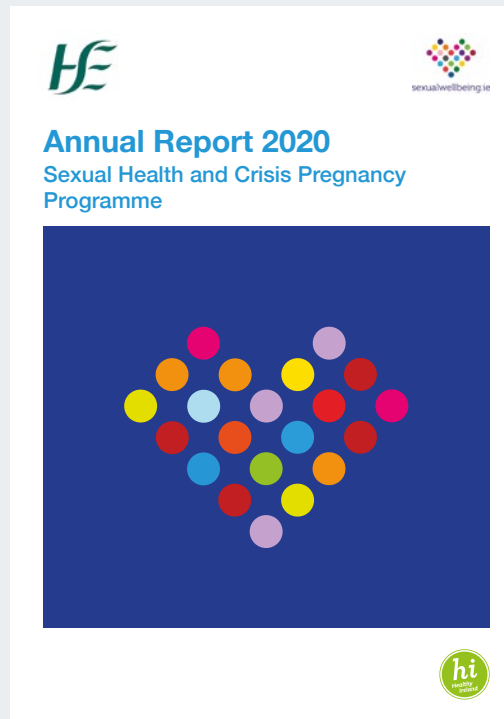
Some public health campaigns or schemes have logos, often used in marketing or communications.

The HSE logo works best when placed in the top left corner and the secondary logo top right (1-2). Alternatively, the HSE logo can be placed in the bottom left corner and the secondary logo over to the right. The secondary logo can also sit alongside the HSE logo, ensuring a clear space between them (3). This approach may suit advertising and social media communications.
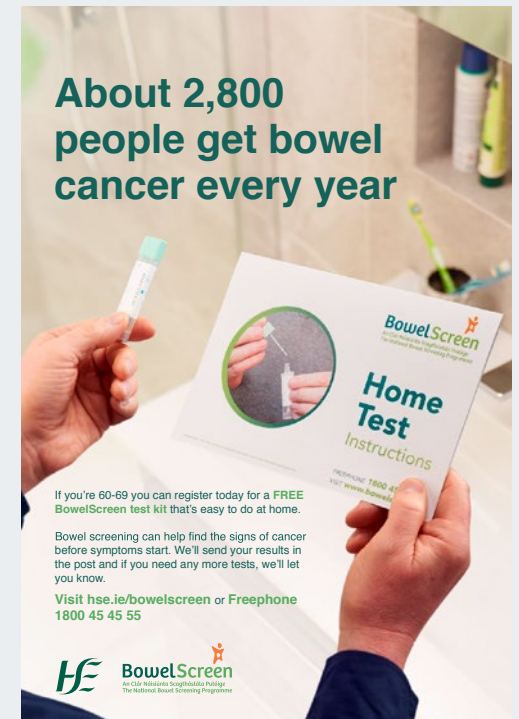
1

National Ambulance Service

Recruitment Information Pack

2

Annual Report 2020
Sexual Health and Crisis Pregnancy Programme

3

About 2,800 people get bowel cancer every year

If you're 60-69 you can register today for a **FREE BowelScreen test kit** that's easy to do at home.

Bowel screening can help find the signs of cancer before symptoms start. We'll send your results in the post and if you need any more tests, we'll let you know.

Visit hse.ie/bowelscreen or Freephone 1800 45 45 55

8 Imagery

Our people and the care we provide are at the heart of the HSE's identity

Photography evokes emotional responses and is an effective way to express our HSE values.

Imagery used in our publications should not appear staged. It should look real, authentic and appropriate. Never use poor quality photographs or clip art.

Images chosen should:

▶ reflect the diversity of our patients, the public and staff

▶ be representative of gender, race, disability, age, sexual orientation and religion

▶ where possible feature real HSE patients and staff and follow the consent process 🔗

Stock Imagery

You can use stock imagery if it is not possible to commission images. Images used need to feel real, authentic and appropriate.
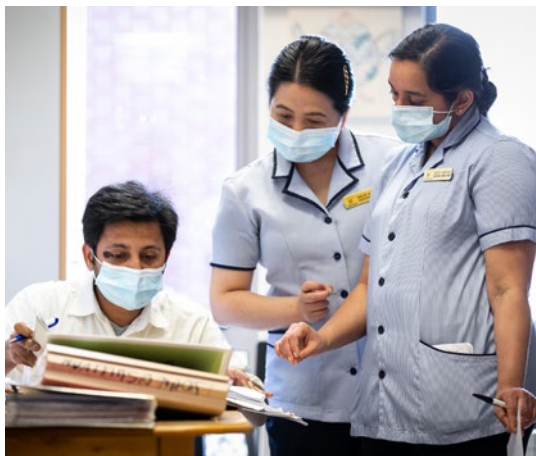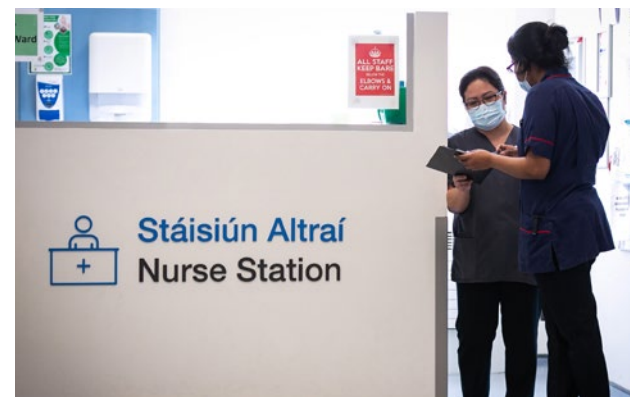
Photographs are protected by copyright law. When using third party images, you must have the owner's permission.

Contact Internal Communications for help sourcing authentic staff imagery: internalcomms@hse.ie 🔗
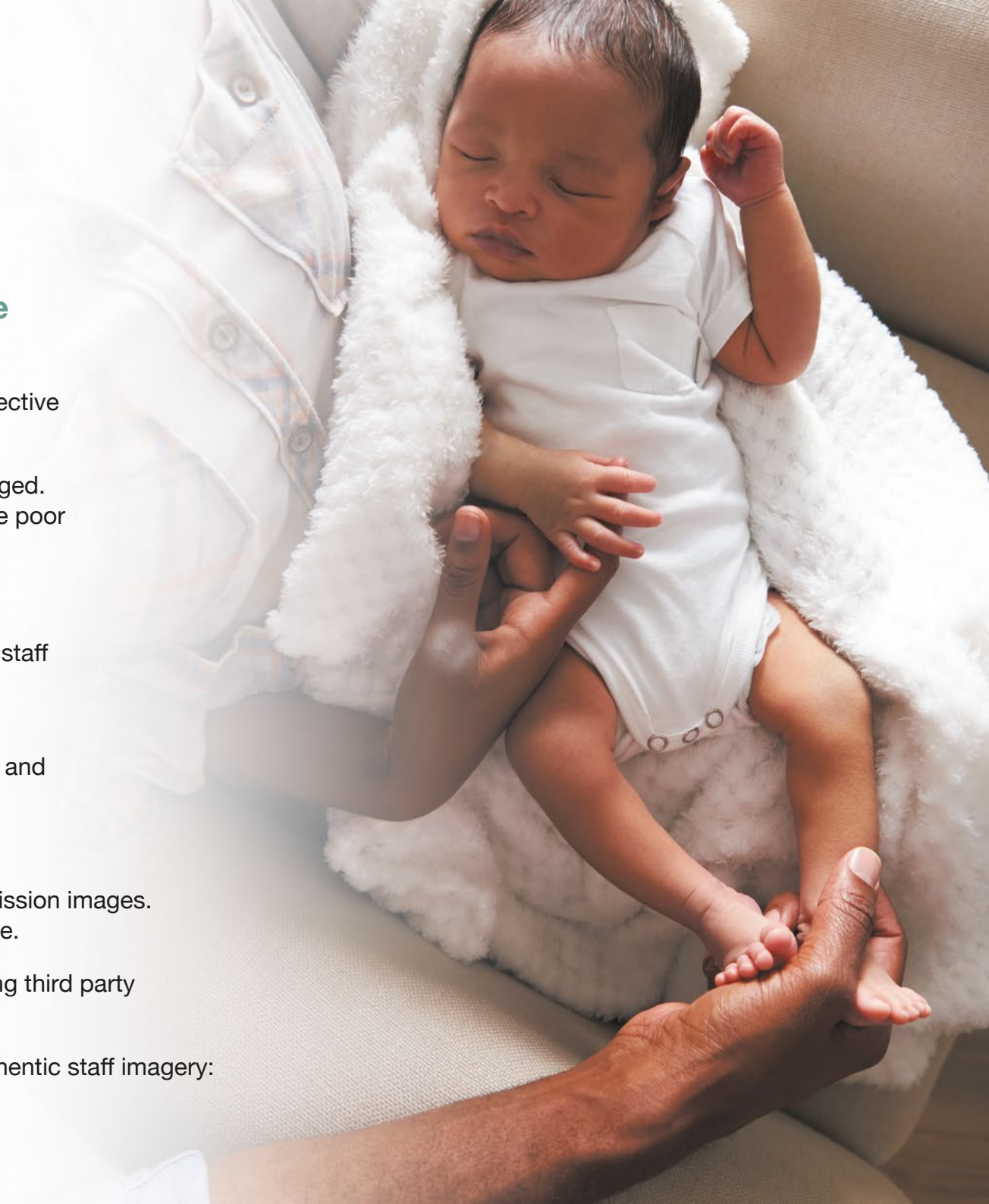
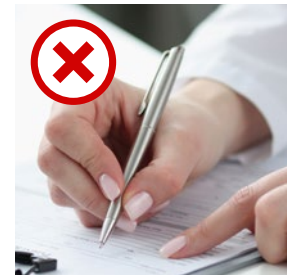# 8   Imagery: good examples

8 Imagery: good examples

8   Imagery: top tips

It is important that the images we use are credible and correctly reflect good infection prevention control practice. Here are some things to consider when choosing or commissioning imagery:

Do not use images of medical staff in white coats. Don't show clinical staff in suits, jackets, ties or long sleeves.

▶   White laboratory coats can be shown in a laboratory setting

▶   Long sleeve scrubs can be shown in surgical theatre settings and where PPE guidance advises use

▶   Staff must be bare below the elbow in clinical and patient settings

▶   If your image depicts a setting where a face mask is recommended, ensure the face mask is the appropriate type

Do not use images that include hand/arm jewellery, rings with stones, bracelets, wristwatches, or wrist predometers.

▶   One gold or silver band is permitted

Do not use images that include polish, gel or acrylic nails.

▶   Staff nails should always be clean and short
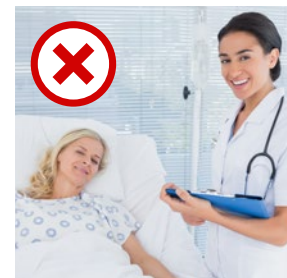
Do not use images that are overly staged and unrealistic.

▶   Images should look candid and reflect the diversity of HSE patients, public and staff

Do not use images that show staff sitting on patient beds.

9 Video

Video is a wonderful storytelling tool and can be a very effective way to talk directly to your audiences.

It's important that we produce high-quality video content for the HSE. Part of producing high-quality video content is applying the correct HSE branding across all videos.

The Video Style Guide 🌐, will provide you with brand guidelines to use when editing your video. This includes use of font, colour, subtitles, contextual text/graphics, and opening and closing frames.

Background music can be used but copyright and rights-managed songs will need to be purchased. If you are not purchasing copyrighted music, be sure to use permission or free-to-use songs.

To produce video content that your viewers will find useful and worth sharing, you will need to be prepared to invest a significant amount of time and effort, and consider the associated costs.

Our Video Best Practice Guidelines 🌐 can help you to work through these decisions.
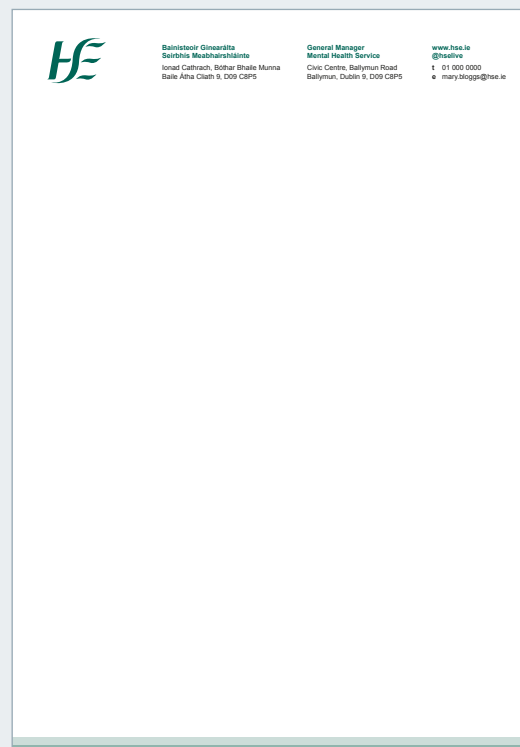
10 Stationery

This letterhead is the template to be used for all HSE correspondence from 2022 onward. It should be used by all HSE offices who currently have the HSE logo on their headed paper and for both internal and external correspondence. Other templates include a sample agenda, complement slip and memo document. Find templates and artwork for you to share with local print services here: hse.ie/branding 🌐
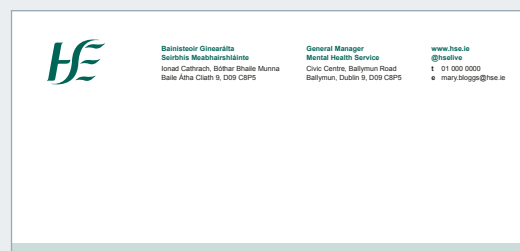
In accordance with the Official Languages Act we have a duty to ensure that:

▶ stationery (headed notepaper, compliment slips, fax cover sheets, file covers and other folders, labels and envelopes)

▶ signage

▶ recorded oral announcements and

▶ mailshots to a group of the population

are provided in either Irish and English or only in Irish. More information: hse.ie/teanga 🌐

A4 Letterhead

Title of event
Date
Venue

TIME		SPEAKER
9.45am	Arrival – Tea / Coffee	
10.15am	Welcome to event Topic 1	Speaker 1
10.45am	Topic 2	Speaker 2
12.45pm	Lunch	
1.45pm	Topic 3	Speaker 3
2.15pm	Topic 4	Speaker 4
2.30pm	Topic 5	Speaker 5
2.45pm	Topic 6	Speaker 6
3.00pm	Topic 7	Speaker 7
3.15pm	End	Speaker 1

Agenda

Compliment slip

Memo

To: Name
Job title

From: Name
Job title

Date: Date/Month/Year
Subject: xxxxxxxxxxxxxxxxxxxxxxxxxxx
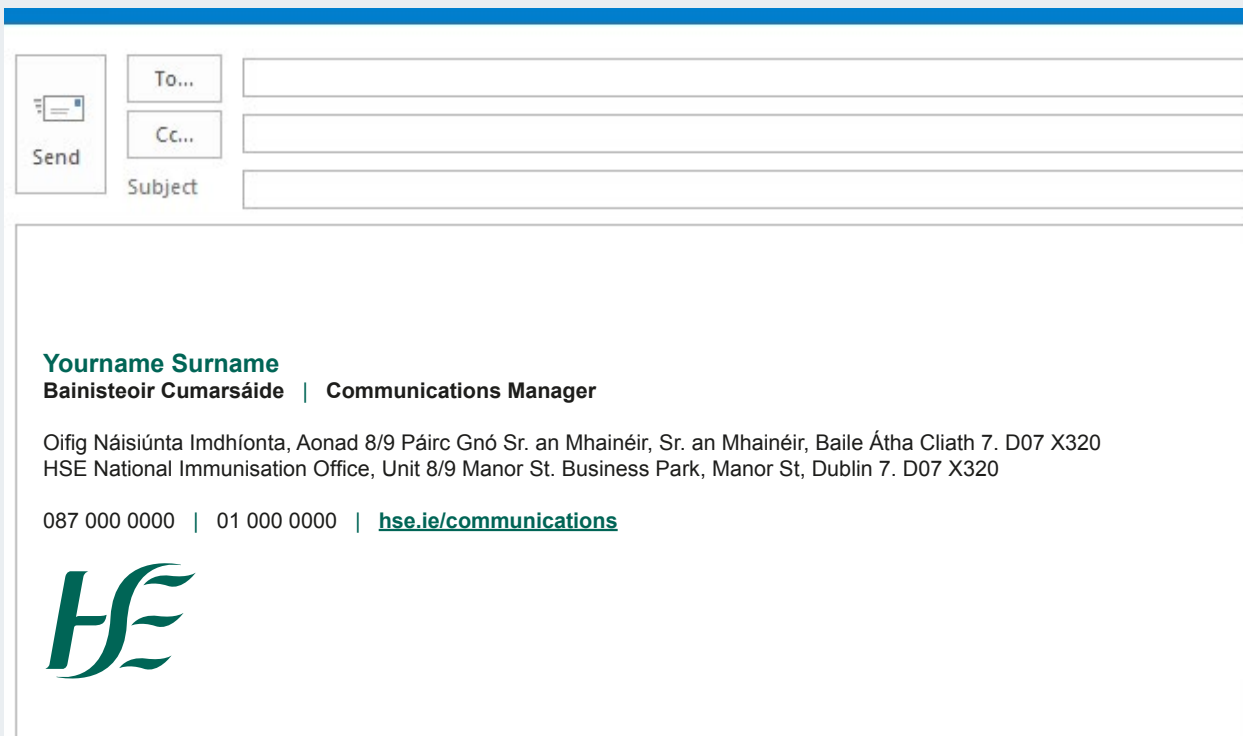Ref: 00123

xxxxx Begin your message here xxxxxx

Name
Job

Memo

11 Email signature

Your HSE email signature includes your name, job title, work place location and contact details where possible.
Include your job title and address in Irish too (your name does not have to be translated).
Don't include any other logos or imagery in your signature except for the HSE logo.

Yourname Surname
Bainisteoir Cumarsáide | Communications Manager

Oifig Náisiúnta Imdhíonta, Aonad 8/9 Páirc Gnó Sr. an Mhainéir, Sr. an Mhainéir, Baile Átha Cliath 7. D07 X320
HSE National Immunisation Office, Unit 8/9 Manor St. Business Park, Manor St, Dublin 7. D07 X320

087 000 0000 | 01 000 0000 | **hse.ie/communications**

To update your signature select Arial font, size 10.

To change the font colour for your name and hyperlinks, click the dropdown arrow and select more colours. Enter RGB 0, 97, 82 and click OK.

Place the HSE logo at the bottom of the signature (as shown opposite).

To download the HSE logo and for further guidance on how to set up your email signature please click on this link: **hse.ie/branding**
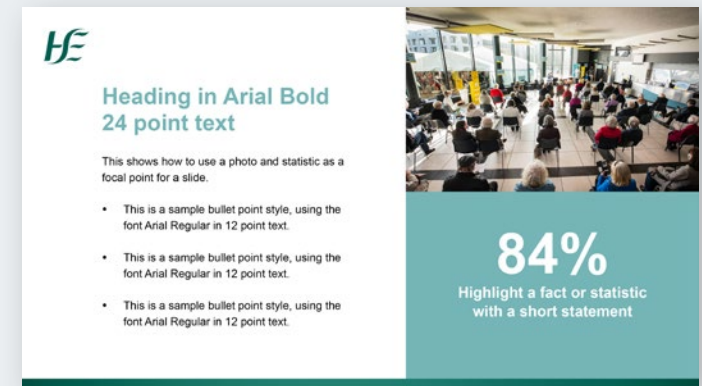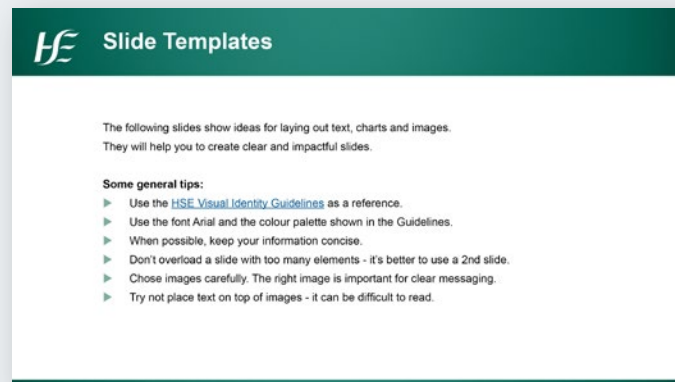
12 Presentation templates

Presentation templates are available for all HSE staff to use for internal and external presentations.
You can find templates to download here: hse.ie/branding 🌐

PowerPoint template sample slides

The HSE logo appears in the top left hand corner in the samples shown below. This is the preferred and most visible position for the logo. If a layout requires a different location, please ensure that the logo is prominent, clear and legible.

12 Presentation templates (continued)

Presentation templates are available for all HSE staff to use for internal and external presentations.
You can find templates to download here: hse.ie/branding 🌐

PowerPoint template sample slides

The HSE logo appears in the top left hand corner in the samples shown below. This is the preferred and most visible position for the logo. If a layout requires a different location, please ensure that the logo is prominent, clear and legible.
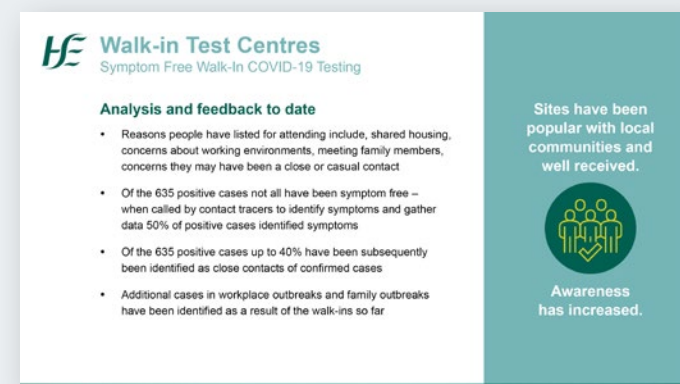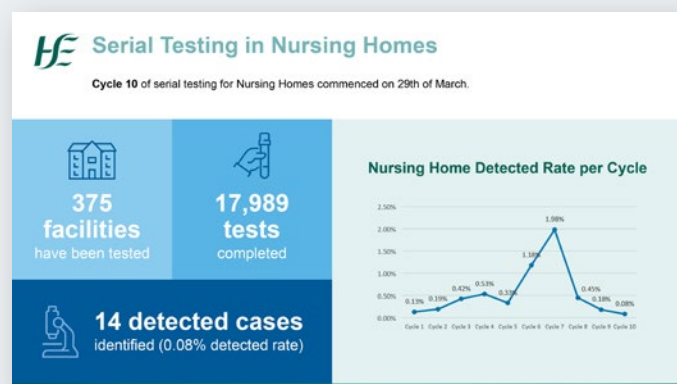
12 Document and report templates

The HSE logo appears in the top left hand corner in the samples shown below.
This is the preferred and most visible position for the logo. If a layout requires
a different location, please ensure that the logo is prominent, clear and legible.


A4 Report: sample covers

A4 Report: sample section divider and text page

12 Document and report templates (continued)

The HSE logo appears in the top left hand corner in the samples shown below.
This is the preferred and most visible position for the logo. If a layout requires
a different location, please ensure that the logo is prominent, clear and legible.
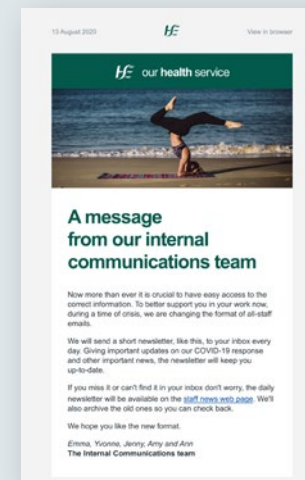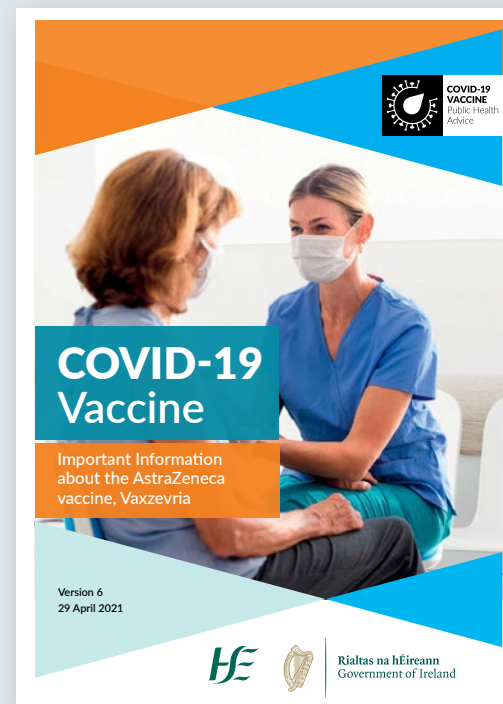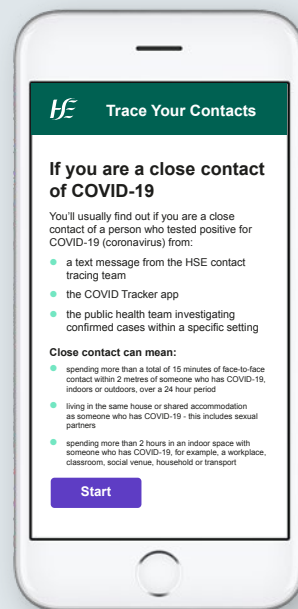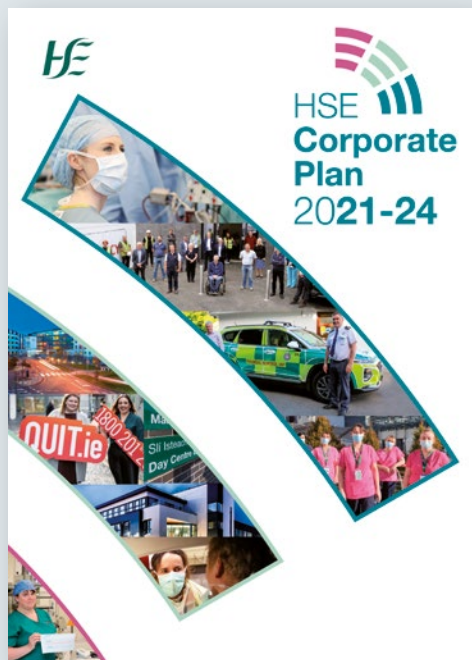

A4 Report: sample covers

A4 Report: sample section divider and text page

13 Our visual identity in action

13 Our visual identity in action (continued)
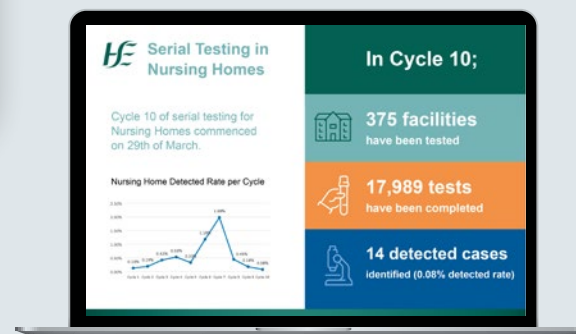
14 Help and support

Advice on using the visual identity

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

HSE Communications Division

T: 01 635 2180

E: business.unit@hse.ie

www.hse.ie/communications

Download templates here:

hse.ie/branding

Hospital Groups/Community Health Organisations

Contact your Hospital Group or CHO Head Office, or find contact details on:

www.hse.ie/communications

Permission to use

The HSE logo can be used by HSE-funded services or programmes, with prior approval from the funding office within the HSE, or from HSE Communications.

Ownership of 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.