We are UL Hospitals Group

We are a coming together of minds, of expertise, of resources, of passion and commitment to the best possible care and outcomes for our patients.

Working together, caring for you
Together, we can do much more

Working as a group means we’re able to do things differently — and better.

Everything UL Hospitals Group does will be in the spirit of collaboration, innovation, excellence and compassion.

Key to this will be good, clear communication — with each other, and with our patients: we want an open dialogue; we want to remove jargon, and, most importantly we want to back our brand ethos with the delivery of excellent services and outcomes for our patients.

This guide speaks about our values and shows how we want to carry our message through how we look and speak.
Introduction

Part 1: Instructions for use of the brandmark

Part 2: Using the brand of UL Hospitals Group

Part 3: UL Hospitals Group house style

Accompanying artwork files available for download to UL Hospitals Staff on the HSE Intranet http://hsenet.hse.ie/Hospital_Staff_Hub/ulh/branding/ or by contacting the Communications Team at ulhgcommunications@hse.ie

For Print Use:
UL Hospitals Group Logo-Strap cmyk.eps
UL Hospitals Group Logo only cmyk.eps
UL Hospitals Group Logo-Strap mono reverse.eps
UL Hospitals Group Logo only mono reverse.eps
UL Hospitals Logo-Strap Gaeilge.eps

For Electronic and Web Use:
UL Hospitals Logo-Strap rgb.jpg
UL Hospitals Logo only rgb.jpg
UL Hospitals Logo-Strap Gaeilge.jpg
UL Hospitals-Reverse Logo-Strap rgb.jpg
UL Hospitals-Reverse Logo-only rgb.jpg
UL Hospitals Logo-Strap rgb.png
UL Hospitals Logo only rgb.png
UL Hospitals Logo-Strap Gaeilge.png
UL Hospitals-Logo-Email Signature

For Print Use:
UL Hospitals Group Ogham Symbol ghosted.eps
UL Hospitals Group Ogham lines mono.eps

For Electronic and Web Use:
UL Hospitals Group Ogham Symbol ghosted.jpg
UL Hospitals Group Ogham lines mono.psd
Introduction

Who is UL Hospitals Group?

UL Hospitals Group is one of seven hospital groups nationally and is partnered academically with the University of Limerick. UL Hospitals Group is comprised of six clinical sites, University Hospital Limerick, University Maternity Hospital Limerick, Croom Orthopaedic Hospital, Ennis Hospital, Nenagh Hospital and St. John’s Hospital (voluntary). These hospitals provide acute care for the population of Limerick, Clare, North Tipperary and the surrounding counties. Please note: We should be referred to as UL Hospitals Group and never University of Limerick Hospitals Group.

These are the officially constituted names of the member hospitals of UL Hospitals Group:

Ospidéal an Aonaigh
Nenagh Hospital

Ospidéal Máithreachais na hOllscoile Limerick
University Maternity Hospital Limerick

Ospidéal na hOllscoile Luimneach
University Hospital Limerick

Ospidéal Naomh Eoin
St. John’s Hospital

Ospidéal na hlnse
Ennis Hospital

Ospidéal Ortaipéideach Chromadh
Croom Orthopaedic Hospital
Introduction

This protocol gives you instructions on how to use the UL Hospitals Group logo and information on the Group’s ‘corporate style’ - the way our communications should be produced to make them as accessible as possible to all our staff, patients, stakeholders and suppliers.

It is for our staff to use both internally and externally — in relation to both printed and online communications — and should be given to all suppliers and contractors who produce promotional and other information on our behalf.

There are also some instructions that can help you when producing documents for internal and external communication, and all new documents must adhere to this protocol, which will be updated regularly.

These guidelines have been produced to inform and assist staff and external users to correctly apply the brand identity of UL Hospitals Group.

It is the responsibility of UL Hospitals Group managers to ensure that all internal and external communication complies with the branding policy, corporate standards and best practice of UL Hospitals Group.

We want to ensure there is consistency across the organisation in the use of the brand identity and that high standards are applied to maintain brand integrity, therefore we would ask that this document be adhered to at all times.

Why is our brand important?

A brand is a promise, a set of perceptions about a service, such as the healthcare service which we offer at UL Hospitals Group, or a product.

A brand is created in the minds of stakeholders — based on a track record, which sets up future expectations. In a challenging time for healthcare, a strong brand, whose values and culture we subscribe to and live by, can change perceptions — inside and outside the organisation — and be the reassurance that patients need that we at UL Hospitals Group are doing all we can to improve their experience and provide better outcomes.
Part 1
Instructions for use of the brandmark
The logo for UL Hospitals Group is based on the Ogham alphabet, which was used in Ireland and Britain between the 4th and 7th centuries A.D.

Ogham letters on a vertical axis are read from the bottom up. Thus, in the new UL Hospitals Group logo the three horizontal lines crossing the vertical line represent the letter ‘U’, the two horizontal lines to the right of the vertical represent ‘L’ and the single horizontal line to the left of the vertical represents ‘H’. Together the letters are ‘ULH’ signifying ‘UL Hospitals’.

The colours in the logo are taken from the GAA colours for Limerick (Green and White), Clare (Saffron and Blue) and Tipperary (Blue and Gold), which are the three county areas served by UL Hospitals Group. The remaining colour (Red) is a salute to Munster rugby, which has long and deep roots in Limerick.

© Pierce Grace, 28 June 2013
Our logo

The UL Hospitals Group logo is the cornerstone of our visual identity.

The warm colours and rounded corners of the symbol and the crisp, clean typeface have been carefully selected to project our brand values: friendly, approachable and forward thinking. It presents a modern, confident, and unified organisation that looks to the future.
Our Strapline

Our strapline is ‘Working together, caring for you.’ It is an essential part of our branding, and should appear with the logo in most instances (excluding most external signage, or where the size is below the recommended dimensions, as specified on page 15). The strapline should never appear on its own, or be rendered in any other way than that shown in these guidelines.

For Irish-language communications pieces, please use this version:

Ospidéil OL
UL Hospitals
Working together, caring for you

Ag comhoibriú, ag tabhait cúram duit
Part 1: Instructions for use of the brandmark

- All items relating to or belonging to UL Hospitals Group must carry the UL Hospitals Group logo
- The logo should appear on both internal and external publications
- The logo should be reproduced as described in this protocol
- The logo must only appear on items authorised by the Group
- The logo and any other promotional materials must not be printed or produced in any other format other than that explained in this protocol.

Colours and Contrast

- The logo can be reproduced as black on a white background or any other strongly contrasting background
- The reversed logo is available in white to be placed on a dark colour background, preferably on the corporate green, or a solid black
- Do not use a dark background with a black logo or a pale background with a white logo or position over an image or photo.

Strapline

- The strapline ‘Working together, caring for you’ should appear as part of the logo for most usages. Exceptions are on roadside signage and when the logo appears below 35mm (or 133 pixels) in width.

If you require advice on this, or on any other aspect of usage of the logo, please contact the UL Hospitals Group Communications Team.
Our brandmark

‘Ogham’ Icon

UL Hospitals

Strapline

Wordmark

Ospidéil OL UL Hospitals

Working together, caring for you
Secondary versions of the logo

**Black & White:**
This is the only black and white version available and should be used in all instances where colour is not available.

**Reversed:**
The reversed logo is available in white to be placed on a dark colour background, preferably on a solid black.
Corporate Colours

The UL Hospitals Group corporate colours derive from the counties in Munster that we proudly serve. The particular colours were selected for their warmth and character.

These colours should be used on any corporate items, for example, our annual report, powerpoint presentations, pop up stands etc.

Principal colours

ULH Green is our signature colour, and should be the predominant colour in all our outputs.

- **ULH Green**
  - c82 m0 y33 k70
  - r2 g82 b85
  - Pantone 3292

- **ULH Yellow**
  - c0 m24 y94 k0
  - r252 g196 b68
  - Pantone 1235

- **ULH Red**
  - c0 m100 y 66 k13
  - r208 g36 b74
  - Pantone 186

- **ULH Blue**
  - c85 m19 y0 k0
  - r0 g157 b218
  - Pantone 299

Complimentary Colours

These supporting colours are used to bring our brand to life. They should be used sparingly and should never dominate the Principal Colours.

- **ULH Copper**
  - c8 m74 y100 k32
  - r160 g73 b40
  - Pantone 492

- **ULH Deep Brown**
  - c3 m69 y99 k74
  - r91 g43 b25
  - Pantone 4695

- **ULH Baby Blue**
  - c47 m0 y10 k0
  - r135 g211 b226
  - Pantone 297

- **ULH Rich Olive**
  - c50 m21 y100 k25
  - r113 g136 b57
  - Pantone 575C

- **ULH Rich Grey**
  - c52 m35 y17 k66
  - r59 g74 b90
  - Pantone 7546

- **ULH Pale Grey**
  - c5 m3 y5 k0
  - r238 g241 b239
  - Pantone 7541C
Size and proportion

Clear Space - Logo only

Clear Space - Logo and strapline

Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides.

The minimum clear space required all round is defined by the height of the capital letter ‘U’ of the word ‘UL’.

Minimum Size

When the logo is reduced there is a point at which it becomes ineffective. By establishing a minimum size for the identifier it ensures it is always prominent and readable across all media.

35mm or 133px

25mm or 95px
Incorrect Usage

Our brand depends on correct and responsible usage. Below, we give examples of what not to do when using the logo.

- Do not compress the logo, vertically or horizontally.
- Do not use color logo on incompatible color.
- Do not place over a pattern or distracting photo.
- Do not add drop shadows.
- Do not rotate, invert, spin, angle or pivot the logo.
- Do not change colours.
Use of the Irish Language

UL Hospitals Group is subject to the Official Languages Act 2003 (OLA).

The Act provides a statutory framework for delivery of services through the Irish language. In accordance with the Regulations (S.I. No. 391 of 2008), headings of stationery, including notepaper, compliment slips, fax cover sheets, file covers and other folders, labels and envelopes are provided in Irish or bilingually. Signs placed by the Group or on the Group’s behalf at any location after March 1st 2009 (subject to certain exemptions) must be in Irish or bilingual.

The text in Irish must appear first and the lettering of the text in the Irish language shall not be smaller than the lettering of the text in English language.

Both languages must be given equal prominence.
Both languages must have the same information.
Bold text must not be used for one language only.
Text in Irish must be positioned on top or to the left of the text in English.
Different font colours/background can be used for each language.

If you have any queries relating to use of the Irish language in material you are producing, please contact:

Carmel Mac Domhnaill
Oifigeach Forbartha Gaeilge
Ospidéal Naomh Camillus
Bóthar Shiol Bhroin
Luimneach
Teil: 061483658
Fón Póca: 086 8676273
Carmel.Macdomhnaill@hse.ie.
Use by member hospitals

The UL Hospitals Group logo should always appear before member hospitals’ logos – either to the left of the hospital logo, or above it. There are some exceptions to this, such as on external signage where the qualifier (a member of UL Hospitals Group) can appear beneath the UL Hospitals name.

Except in signage usage, the hospital name should not be any larger than the UL Hospitals Group logo.
When using the UL Hospitals Group logo in conjunction with other logos, please ensure that it has the same prominence and is sized appropriately to match the shape and size of the other logos displayed.

In the instance where UL Hospitals Group is lead sponsor for an event, it should appear at the start of the line-up. In both horizontal and vertical situations the ULHG logo must never be rendered smaller than any other logo being displayed in the same visual area. See below sample with visual indicators:

**Horizontal Situation**
- Positioned to the left and of equal height other logos

**Vertical Situation**
- UL Hospitals logo positioned on top - width of other logo should not exceed two thirds the width of UL Hospitals logo.
Part 2
Using the brand of UL Hospitals Group
Typography

Externally Printed Documents

‘Gotham’ is the standard family of fonts to be used for all externally produced printed communication material.

Gotham Medium

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &*!%@?(.,;:)

Gotham Book

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &*!%@?(.,;:)

Gotham Light

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &*!%@?(.,;:)

Gotham Medium Italic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &*!%@?(.,;:)

Gotham Book Italic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &*!%@?(.,;:)

Gotham Light Italic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &*!%@?(.,;:)


Typography

Font for Internal Documents and Communications, and the Web

‘Calibri’ is the standard typeface to be used for all internal correspondence (Letters, memos, agendas etc), and for PowerPoint Presentations. It is a web safe font.

Letters should be typed using 12pt text size.
There are three graphic devices available. These should be used to enliven and enhance our communications.

- **Ogham markings**
  For use on documents, advertising and visual merchandising, these marks, derived from our logo, can appear on the left or right of an image. They are especially useful against colour or photographic backgrounds. The invisible central line should always be positioned inside the area and should not bleed off. They can appear in 100% or 40% corporate green, or white out.

- **Ghosted Ogham symbol**
  For use on documents, advertising and visual merchandising, this ghosted symbol should only appear on white backgrounds. It can occupy up to one quarter of the overall space, and should bleed off as shown.

- **Logo lozenge**
  This device allows for placement of the logo on coloured or photographic backgrounds. It is our corporate sign-off to a document or advertisement, appearing on the bottom left or top right, as desired. In general, it should not occupy more than 1/14th of the overall surface area.
Our stationery reaches a wide audience, ranging from patients to health professionals and the wider public. Positioning and colour specification should not deviate from the examples shown here, and should be produced in co-operation with the UL Hospitals Group Communications Team.

Note:
The HSE logo should always appear bottom right on all designs. The width of the HSE symbol should be no smaller than the width of the two Ogham pillars of the UL Hospitals Group logo.
Our branding allows us to deliver our message consistently. Key to this consistency is its correct usage.
Our signage needs to communicate clearly and consistently. Irish must be used equally and follow the logic of the logo in terms of proportions (see p. 15). Below are examples of how the new UL Hospitals Branding could be applied to internal and external signage, there are National HSE signage guidelines which should be adhered to for all internal and external signage which is produced.

External signage:
- Ospidéil OL
- Ainm Ospidéil Hospital Name
- Up: Ainm Tógála 1 Building Name 1
- Left: Ainm Tógála 2 Building Name 2
- Up: Ainm Tógála 3 Building Name 3
- Left: Eigeandála Emergency Department

Internal signage follows the style, but does not necessarily require use of UL Hospitals Group brand or hospital name.

- Ospidéil OL
- Ainm Ospidéil Hospital Name
- Up: Bharda Súl Eye Ward
- Left: Réamh-Measnú Pre-Assessment
- Up: Amharclann Súl Eye Theatre
- Right: Fáilte Welcome

Corporate Green is the dominant colour.
Our email signature can be our most visible day-to-day communication. It is essential that it is consistent throughout the Group and that it follows these specifications.

Please download the Email Signature file on the HSE Intranet http://hsenet.hse.ie/Hospital_Staff_Hub/ulh/branding/ where a full description of how to set up your email signature on Outlook is also provided.

If your role is a Group role please include your Name, Title, UL Hospitals Group, and the Hospital you are based in on your email signature. If your role is not a Group role, then include your Name, Title, and the Hospital you are based in on your email signature.

Please include the Irish translation of your signature by contacting

Carmel Mac Domhnaill
Oifigeach Forbartha Gaeilge
Ospidéil Naomh Camillus
Bóthar Shiol Bhroidin
Luimneach
Teil: 061483658
Fón Póca: 086 8676273
Carmel.Macdomhnaill@hse.ie.
Fáilte Welcome

Ospidéal an Áonaigh
Nenagh Hospital

A Member of

Ospidéil OL
UL Hospitals
Ambient use of the branding elements

These examples demonstrate appropriate use of the branding elements. These ideas could be developed separately in planned new spaces across the UL Hospitals Group.
Our clothing is one of the most visible expressions of our branding. The logo should only be used in full colour when used on a white background. On every other background, the single-colour reversed version should be used.
Brand expressions

There are many ways in which the branding can be carried into everyday life in the hospital, and beyond.
Powerpoint Presentations

Powerpoint presentations should only use the approved templates. These designs and others are available on the HSE Intranet http://hsenet.hse.ie/Hospital_Staff_Hub/ulh/branding/ or by contacting the Communications Team at ulhgcommunications@hse.ie
Photography used in UL Hospitals Group material should be carefully selected. It should look natural, realistic, and not too posed. Subjects should look thoughtful, empathic and positive. Group shots are favoured, to emphasise togetherness and collaboration. Our ethnic diversity should be reflected. Blues, particularly turquoises are preferable, as much as possible.

On this page is a selection of image examples, showing type of imagery and treatment.

Consideration should be given to use of real people for campaigns where possible.
UL Hospitals Group advertising, whether corporate, or for recruitment, should always project positivity and reflect our corporate values, in a consistent way. Even the simplest recruitment ad is an opportunity to reflect our mission, and spread our story.

Because we work together, we get the best of people

We are currently recruiting the following positions

WARD SISTER
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• Donec commodo, mi in cursus viverra, tortor augue sagittis
• Fermentum eros. Pellentesque vestibulum id orci at vulputate.
• Aliquam sed ante luctus, tristique odio ut, semper leo.
Aenean vitae hendrerit lacus, et Donec commodo, mi in cursus viverra, tortor augue sagittis, ut consequat nisl turpis

STAFF NURSES
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur cursus tincidunt felis eu faucibus.
• Donec commodo, mi in cursus viverra, tortor augue sagittis
• Fermentum eros. Pellentesque vestibulum id orci at vulputate.
• Aliquam sed ante luctus, tristique odio ut, semper leo.
Aenean vitae hendrerit lacus, et Donec commodo, mi in cursus viverra, tortor augue sagittis, ut consequat nisl turpis

We're working together for reduced waiting times

At UL Hospitals Group, we're acutely aware of the problems with waiting times over the last number of years. That's why we've come together, as six hospitals, to help make things better.
Sharing expertise, experience and resources, will allow us to make a real, visible difference for you, our patients.
You've waited long enough, we'll make the difference.

Because we work together, we get the best of people

We are currently seeking
PAEDIATRIC SURGEON
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur cursus tincidunt felis eu faucibus.
• Donec commodo, mi in cursus viverra, tortor augue sagittis
• Fermentum eros. Pellentesque vestibulum id orci at vulputate.
• Aliquam sed ante luctus, tristique odio ut, semper leo.
Aenean vitae hendrerit lacus, et Donec commodo, mi in cursus viverra, tortor augue sagittis, ut consequat nisl turpis

Advertising
Part 3
UL Hospitals Group House Style
Tone of voice: How we speak

“caring”
“informal”
“friendly”
(and jargon-free)

While the UL Hospitals Group brand is principally communicated visually, how we use the brand voice expresses the unique character of the brand in words.

Our brand voice will bring a consistent style to all of our written communications and ensure that the core qualities of our brand are always represented. There are two principal characteristics of how we wish to speak:

Conversational

When people interact in the medical world, the language is often very formal, quite technical, and our patients tell us this language can be impenetrable and intimidating. We want our writing style to be open and approachable.

When appropriate, use a “smart-casual” writing style; sounding relaxed but professional, and not overly formal. Be concise and conversational, as you would speak to a friend. Within reason, use colloquial expressions. If you must use “shop-talk” and employ medical terminology, add a few words of explanation wherever possible.

Collaborative

We are a group of hospitals working together, and a group of professional colleagues working together, so do use the opportunity, when speaking, to emphasise this spirit of collaboration and the benefits it brings. Use the first- and second-person plural (we/us/our and you/yours) if it feels right.
UL Hospitals Group Communications Team:
For help at any time, please contact:
Niamh Quinn or a member of the Communications Team.
ulhgcommunications@hse.ie
061 485058
087 6958632