

# Use of the Healthy Ireland SunSmart Logo



Please submit completed application to:  
[healthyireland@health.gov.ie](mailto:healthyireland@health.gov.ie)

## Application – Part A

### Organisation Details

#### Details of organisation (applicant)

Name:

Address:

Tel:

Webpage:

#### Details of contact person in organisation

Name:

Position held in the organisation:

Tel:

Email:

#### Type of organisation

Statutory body, voluntary organisation, commercial enterprise, other (*if other please specify*):

Are you funded by a Government Department, the HSE, a local authority or other statutory agency?

Are you delivering any initiative or resource that supports the National Skin Cancer Prevention Plan in Ireland?

## Hi SunSmart Logo Usage Details

Initiative/resource name:

Timeframe of initiative:

*(This application is valid until Dec 2022, it will be necessary to reapply after this date)*

Please indicate target audience and provide a brief description of your initiative:

Partners/other organisations involved in initiative/resource *(if any)*:

Initiative/resource sponsors /details of commercial involvement *(if any)*:

Will the initiative/resource attract significant media interest?

Themes and expected outcomes of initiative/resource. *(Please indicate which Action Area in the National Skin Cancer Prevention Plan your initiative/resource seeks to address.)*

### Selection criteria

Candidate initiatives/resources should meet the following criteria prior to seeking use of the Healthy Ireland SunSmart logo.

1. The initiative/resource promotes and is in line with the key messages as outlined in the National Skin Cancer Prevention Plan (see Appendix I).
2. The initiative/resource does not require funding from *Healthy Ireland*.

Applicants are requested to outline if/where the initiative/resource may not align with stated *Healthy Ireland* Skin Cancer Prevention Plan or other Government policy and how this will be presented/managed.

Give brief explanation of how your initiative/resource conforms to the criteria and indicate any potential conflict of interest as outlined above:

### The application is submitted on the understanding that:

1. The applicant stakeholders are fully responsible for the financial and organisational obligations associated with the undertaking and staging of any initiative/resource development.
2. Healthy Ireland reserves the right to withhold approval for use of the “hiSunSmart” logo.
3. All criteria for use of the logo as laid out in Appendix I must be met and adhered to.

### Statement:

**All the above is understood and accepted.**

Name:

Signature:

Date:

### Use of Healthy Ireland SunSmart Logo

#### The Logo

We have created a distinctive brand marque or logo that will reflect the values, personality, and key messages we would like to represent. As you can see, “hi” is an acronym for Healthy Ireland and the primary logo disc uses white lettering on a fresh green background. It has a lower-case informality rather than an institutional or corporate formality. The “hi” brand should stand for accessibility and friendliness for audiences of all ages. The very word ‘hi’ should speak of an openness to start a different kind of conversation about how we view our health and wellbeing in Ireland.

#### How Can the “hi SunSmart” Logo Be Used?

Healthy Ireland SunSmart (hi SunSmart) is the brand identity of Ireland’s National Skin Cancer Prevention Plan. We want this brand to be used widely, but also used well – and always in settings that align with the National Skin Cancer Prevention Plan.

The hi SunSmart logo can be used within all public sector and publicly-funded campaigns. This will include public education campaigns and a wide range of publicity materials, publications, websites, and other branded materials.

Key messages of campaigns and materials must be aligned with national standard messages (Figure 1). We encourage the use of the 5S’s “Slip, Slop, Slap, Seek, and Slide” (Figure 2). The national standard messages will be updated with evolving evidence and those using the hi SunSmart logo must update material in line with this. Campaign messages can be tailored to own design style. The aim is to ensure a consistent message to the public and ensure there is a quality standard maintained in skin cancer prevention initiatives.

The hi SunSmart brand is to be used for increasing public awareness and engagement in skin protective behaviours, and not for any fundraising activity. This brand can extend beyond the health sector to partner with a wide variety of organisations, projects, and programmes.

The SunSmart umbrella, the key feature of the logo, was chosen as it can be perceived interchangeably as representing both an umbrella or parasol, offering protection in rain or shine. It signifies the changeable and unpredictable nature of Irish weather (e.g. four seasons in one day), as well as the importance of seeking shade, one of the key UV protective behaviours.

This logo may appear on materials related to a wide variety of programmes and projects such as sports clubs, cycling initiatives, healthy and active schools, sports activities, voluntary clubs, festivals and many, many more.

- Know the UV index: When the UV index is 3 or above you need to protect your skin. In Ireland, the UV index is usually 3 or above from April to September, even when it is cloudy. Stay safe by limiting time in the sun when UV is strongest, typically between the hours of 11:00am-3:00pm.
- **Slip** on clothing: Cover skin as much as possible, wear long sleeves, collared t-shirts, clothes made from close-woven material that does not allow sunlight through.
- **Slop** on broad-spectrum (UVA/UVB) sunscreen. Apply sunscreen with a sun protection factor (SPF) of at least 30+ for adults and 50+ for children, with high UVA protection, and water resistant. Reapply regularly. No sunscreen can provide 100% protection, it should be used alongside other protective measures such as clothing and shade.
- **Slap** on a wide brimmed hat: Protect your face, ears and neck.
- **Seek** shade: Sit in cover of trees to avoid direct sunlight. Use a sunshade on your buggy or pram.
- Keep babies and children out of direct sunlight.
- **Slide** on sunglasses: Guard your eyes from harm by wearing sunglasses with UV protection.
- Do not deliberately try to get a suntan.
- Avoid getting a sunburn.
- Never use a sunbed.

*Figure 1 National Standard Skin Protection Messages*

- Be **SunSmart**: following the 5S's from April-September is a simple way to protect skin.
- **Slip** on clothing that covers your skin, such as wearing long sleeves, collared t-shirts;
- **Slop** on sunscreen on exposed areas, using factor 50+ for children;
- **Slap** on a wide - brimmed hat;
- **Seek** shade - especially if outdoors between 11am and 3pm, and always use a sunshade on a child's buggy;
- **Slide** on sunglasses to protect your eyes.

*Figure 2 SunSmart 5's*

## Terms and Conditions

Materials and deliverables bearing the hi SunSmart logo are likely to appear on websites, social media channels, in print and/or distributed as hard or in electronic formats. Healthy Ireland therefore reserves the right to review deliverables (content, materials, audio, video or other content), to withdraw permission to use our logo, to withdraw from association with any content which includes, but are not limited to, any of the following:

- I. Abusive or offensive comments.
- II. Accusations, material that is unlawful, obscene, defamatory, threatening, harassing, abusive or libellous.
- III. Comments promoting or opposing any person campaigning for election to a political office or promoting or opposing any referendum or vote.
- IV. Personal attacks, statements or comments going beyond constructive criticism or fair comment.
- V. Information or guidance, or any reference thereto, about treatments, remedies or therapies which do not have a scientific and clinical evidence base, or those which contain factual errors, or may be dangerous or harmful if followed.