



BRAND HANDBOOK

FOR HEALTH SERVICE COMMUNICATIONS TEAMS

HSE DIVISIONS
HOSPITAL GROUPS
COMMUNITY
HEALTH
ORGANISATIONS
HEALTH CAMPAIGNS
#ourhealthservice

WHY ARE THESE GUIDELINES IMPORTANT?

55% of the public find it difficult to understand how the health service works and 59% find it difficult to understand how local health facilities are organised (Behaviour & Attitudes, April 2015). The changing structures of the health services will impact on the public's confidence to navigate the health system and on the user experience of health services; both of these affect people's trust and confidence in public health services.

It is essential within any health and social care system that patients, the public and employees can use and engage with health services with confidence and trust. This means that all branding, be it from a hospital group or a CHO, or a central HSE service, should engender a caring and compassionate network of services and professionals that are of the highest quality and connected with each other as part of a wider public health system.

These guidelines put the service user at the centre of our communications and our public and corporate identity. Regardless of any changes that will be happening for both employees of the HSE and associated bodies over the coming period, the people of Ireland who access and use these services must experience a level of stability and consistency that engenders trust and security.

It is important to have a single set of rules and guidance to minimise any navigational and trust impact on the services that we all provide. These guidelines will facilitate change and transition in an orderly and structured way.

WHEN SHOULD THESE GUIDELINES BE USED?

These guidelines are to be used when any new or additional communications elements are being developed or whenever a new brand is being designed.

Existing communications, signage or printed materials do not have to be changed to meet these guidelines. These guidelines are sponsored by the HSE Director General and it is the responsibility of all senior managers, with the support of their communications managers, within the health services in Ireland to ensure that these guidelines are followed and respected at every touchpoint.

The guidelines are to be followed from the time of publication. All communications teams throughout the health system have responsibility to enable awareness of brand guidelines, encouraging good practice and follow up in cases of poor practice.

THE HSE BRAND



The HSE Logo & Mission

THE HSE BRAND

The HSE Brand includes our logo, our mission, and our values.

The HSE logo has been simplified to a graphic symbol only, for new materials created after Summer 2017. The colours used are green, to identify with our culture and national identity, and red, symbolic of good health.

Our mission emphasises that we are all working together, **Building a Better Health Service** for the people in our care, and for our colleagues.

Our values of **Care, Compassion, Trust and Learning**, should be reflected throughout the whole health service in words, in behaviours and where possible, in our communications.

When we highlight the work of our health service in social media, we use **#ourhealthservice** to connect our comments and share support for the work we do.

THE HSE BRAND

WHEN TO USE THE HSE LOGO

Where the HSE logo appears, it denotes that you are within our health service. The HSE logo is to be used on all HSE materials; signs, buildings and digital assets, including printed materials, stationery and correspondence. This document provides samples and guidance on how it should be used.

WHEN TO USE THE LOGO AND MISSION

Where the HSE logo and mission appear together, they denote both who we are, and what we do. The HSE mission can be used with the HSE logo freely on HSE materials, but is best suited to promotional materials, for events and conferences, for partnerships, and is mandatory for all marketing communications and public information materials.

WHEN TO USE OUR VALUES

The HSE values of **Care, Compassion, Trust and Learning** may be added to any corporate or internal communications for our teams. There is no specific graphic or artwork that must be used for our values.

THE HSE BRAND

WHO OWNS 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 and is the brand owner.

PERMISSION TO USE THE HSE BRAND

The HSE brand can be used, with prior approval from the HSE Communications Division or HSE service, by third party services or programmes funded by the HSE. This approval can be obtained after review of printed or emailed copies of any materials, publications, promotions, advertising or other printed materials. This approval will not be unreasonably withheld or delayed.

Communications teams can be contacted as follows:

HSE Communications Division:

hse.ie/communications

01 635 2180

Hospital Groups/Community Health Organisations:

Find contact details on

hse.ie/communications or contact your Hospital Group or CHO Head Office.

THE HSE BRAND

WHO IS RESPONSIBLE FOR GRANTING PERMISSION?

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

HSE Communications Division:

hse.ie/communications

01 635 2180

Hospital Groups/Community Health Organisations:

Find contact details on

hse.ie/communications or contact your Hospital Group or CHO Head Office.



THE HSE BRAND



Seirbhís Sláinte
Níos Fearr
á Forbairt

Building a
Better Health
Service

LOGO QUALITY CHECK

Logo Formats:

The HSE Logos are provided in the following file formats

- EPS
- PDF
- JPEG
- PNG

Logos for Print:

Where possible please use the **EPS** versions of the HSE Logo. These are vector-based files, which mean that they feature unlimited resolution and can be reproduced at any size without any degradation of sharpness or quality.

Logos for Web/Online:

The **JPEG** or **PNG** versions of the HSE Logo are for online usage. The **JPG** file can be used extensively on web based platforms and applications and can be compressed to a lower file size which will speed up download over the internet. Please always use on a white background as it contains a bounding box.

Please use the **PNG** version if you wish the logo to have a transparent background.

Please note both formats cannot be used larger than 100% of original image size or pixelation will occur.

5. BRAND GUIDELINES FOR HSE DIVISIONS, PROGRAMMES AND SERVICES

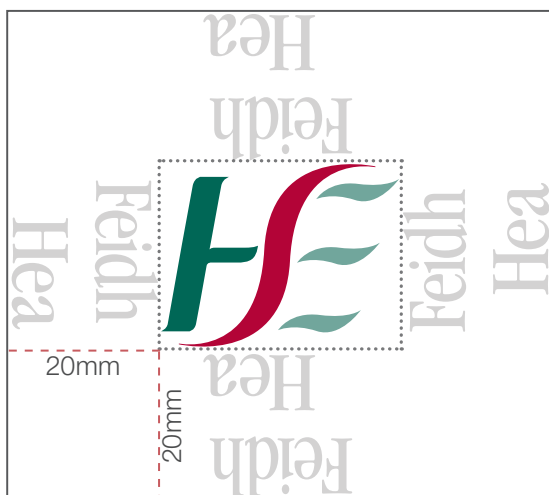
This section of the guidelines is dedicated to HSE services, HSE National Divisions and Programmes, and any part of our health service where the HSE logo is their primary logo.

THE HSE LOGO

At the heart of the HSE brand is the logo. This is the symbol for everything that the HSE stands for, acting as a signpost for users of the multitude of health services. The logo includes the green and red stylised HSE letters.

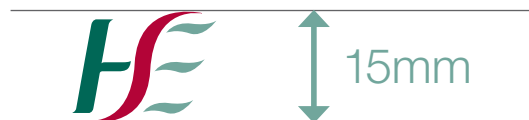
WHITE BACKGROUND USAGE

When the logo is to be placed on a white background, please adhere to the clear spacing around the logo as indicated below:



Brand Safe Area

Add at least 20mm safe area around the HSE Logo



Minimum Size

The minimum size for the logo is 15mm in height from the top to the base of the HSE symbol (as illustrated).

THE HSE LOGO

The use of the full colour option or the two colour option should be determined based on the printing parameters of the material being produced.

FULL COLOUR



CMYK:



C0 M100 Y63 K29



C85 M0 Y54 K52



C43 M0 Y27 K26

RGB:



R179 G8 B56



R0 G104 B88



R128 G179 B171

TWO COLOUR



Pantone 201 C



Pantone 561 C



**Pantone 561 C
(50% Tint)**

NON-WHITE BACKGROUND

When the logo is to be placed on a solid coloured background, the logo can be used as solid black or solid white depending on the background colour being used. Clear spacing around the logo as indicated:



COLOUR PALETTES

This colour palette should be used whenever the logo appears in full colour. This applies to all usage including print, digital and video.

Primary colour palette



Full Colour **C0 M100 Y63 K29**

RGB Colour **R179 G8 B56**



Full Colour **C85 M0 Y54 K52**

RGB Colour **R0 G104 B88**



Full Colour **C43 M0 Y27 K26**

RGB Colour **R113 G165 B156**

Secondary colour palette



Full Colour **C0 M61 Y97 K0**

RGB Colour **R245 G128 B37**



Full Colour **C2 M38 Y100 K0**

RGB Colour **R246 G168 B28**



Full Colour **C54 M22 Y0 K0**

RGB Colour **R112 G170 B220**



Full Colour **C100 M57 Y0 K2**

RGB Colour **R0 G103 B177**

CORRECT LOGO USAGE

DO Ensure the full colour logo appears on a clear white background at all times to maximise impact and legibility.



DON'T Use the logo on any photographic or coloured background.



DON'T Change the size or position of any elements within the logo.



DON'T Change any of the colours within the logo.



TYPEFACE

Helvetica Neue is the main typeface to be used for print, but in circumstances where it is not available, the standard Helvetica font can be used. Arial should be used as an alternative for print, and is required for all internal HSE documents and correspondence. Condensed (narrow) versions of these fonts cannot be used.

Primary Fonts:

Helvetica Neue Light [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Roman [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Medium [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Bold [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Heavy [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Secondary Fonts:

Helvetica Regular [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Bold [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Arial [10pt]

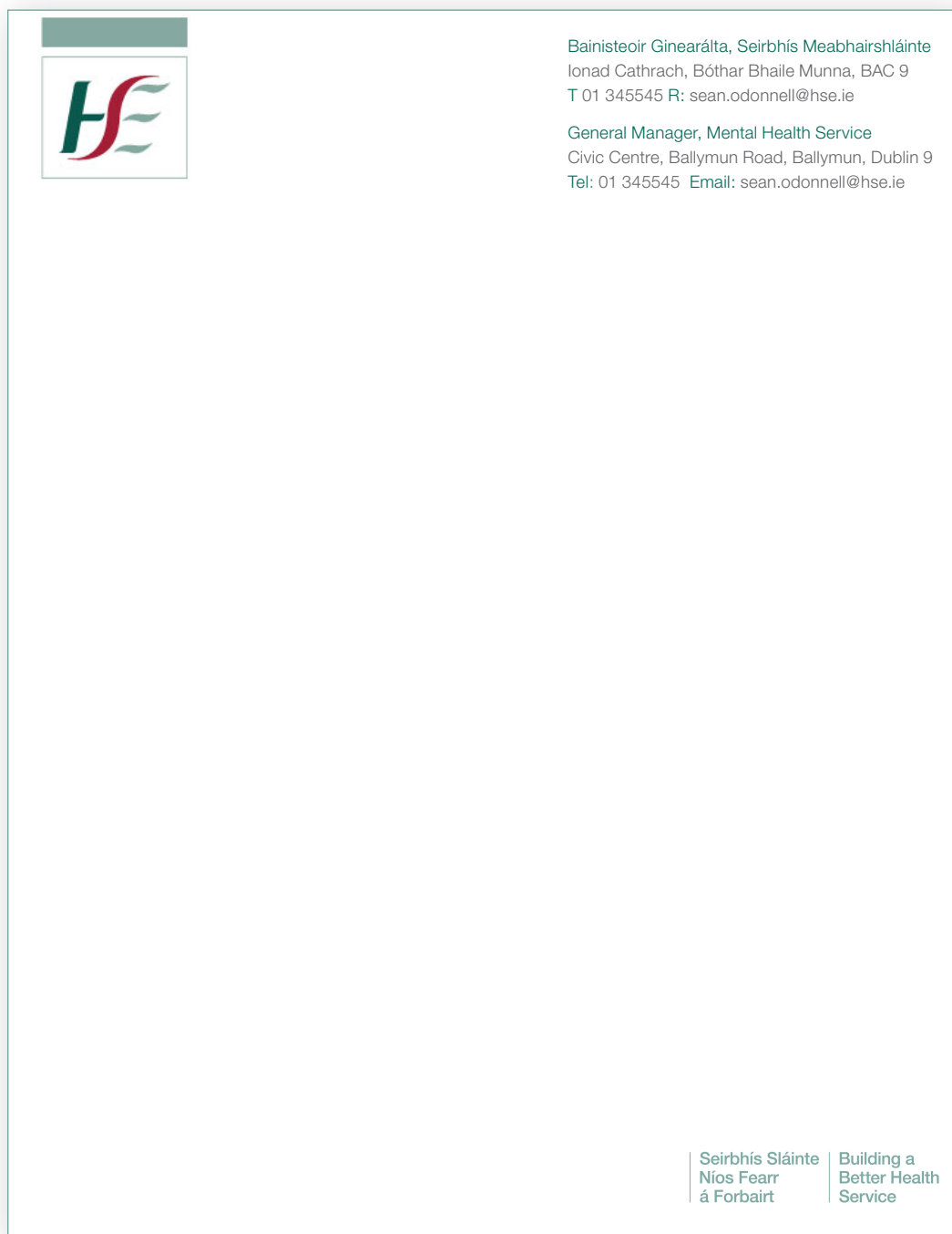
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Arial Bold [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

LETTERHEADS



The HSE logo must always appear in the top left hand corner in all communication and stationery and should conform to the layout and style of the illustrated sample shown:



The bottom right hand side should always display the HSE Mission. Guidance on meeting obligations under the Official Languages Act are available on [hse.ie/branding](https://www.hse.ie/branding).

LETTERHEADS - ADDITIONAL LOGOS

Some individual HSE Divisions or Programmes have developed a symbol or motif. Where this is the case, the HSE logo remains the priority on the top left, and the Division logo should be placed on the bottom left as shown below.

	<p>Bainisteoir Ginearálta, Seirbhís Meabhairshláinte Ionad Cathrach, Bóthar Bhaile Munna, BAC 9 T 01 345545 R: sean.odonnell@hse.ie</p> <p>General Manager, Mental Health Service Civic Centre, Ballymun Road, Ballymun, Dublin 9 Tel: 01 345545 Email: sean.odonnell@hse.ie</p>		
 <p>HSE Mental Health Services</p>	<table border="0"><tr><td>Seirbhís Sláinte Níos Fearr á Forbairt</td><td>Building a Better Health Service</td></tr></table>	Seirbhís Sláinte Níos Fearr á Forbairt	Building a Better Health Service
Seirbhís Sláinte Níos Fearr á Forbairt	Building a Better Health Service		

FORMS OR DOCUMENTS

When creating internal documents, such as report or forms for staff or the public, the HSE logo should where possible appear in the top left hand corner in all communication and stationery and should conform to the layout and style of the illustrated sample shown.



Date _____

Name:

Date of birth: _____ Male/Female: _____

Address

Phone: _____ Email: _____

Next of Kin: _____

Phone: _____ Email: _____

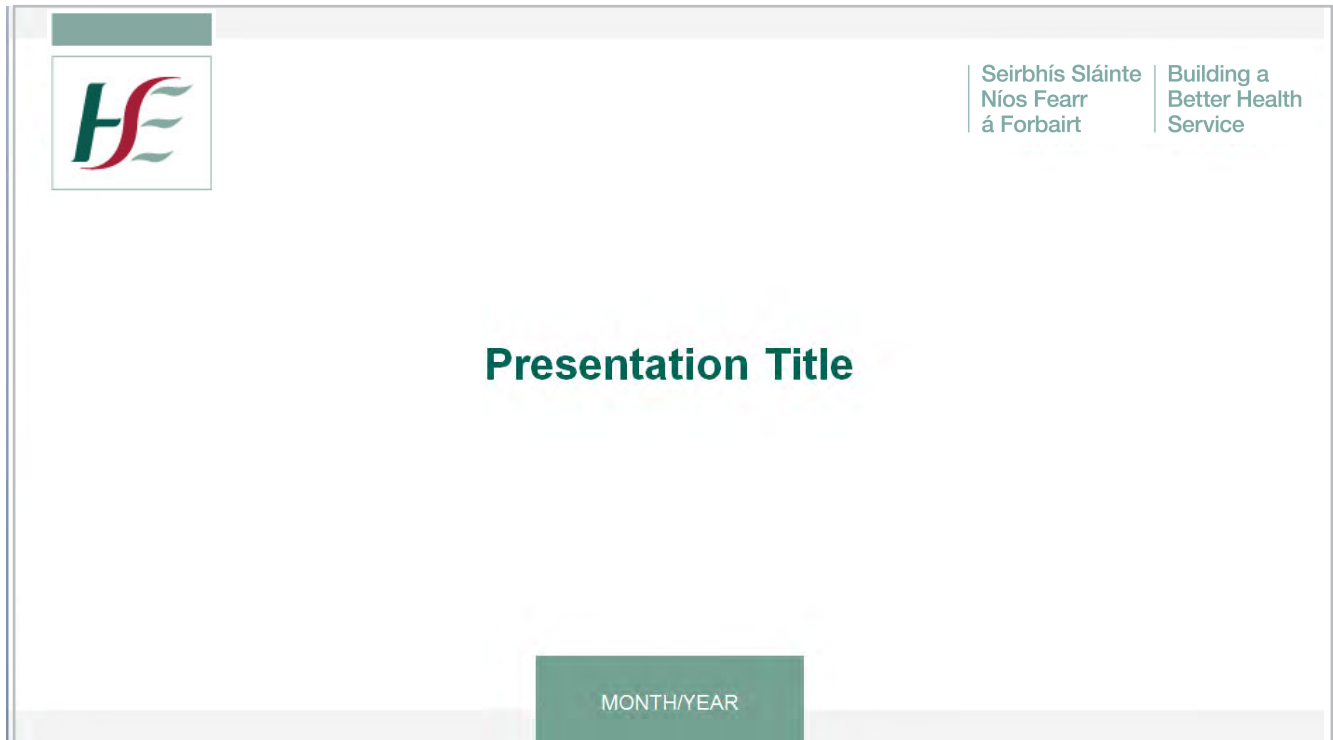
Doctors Name: _____

Notes:

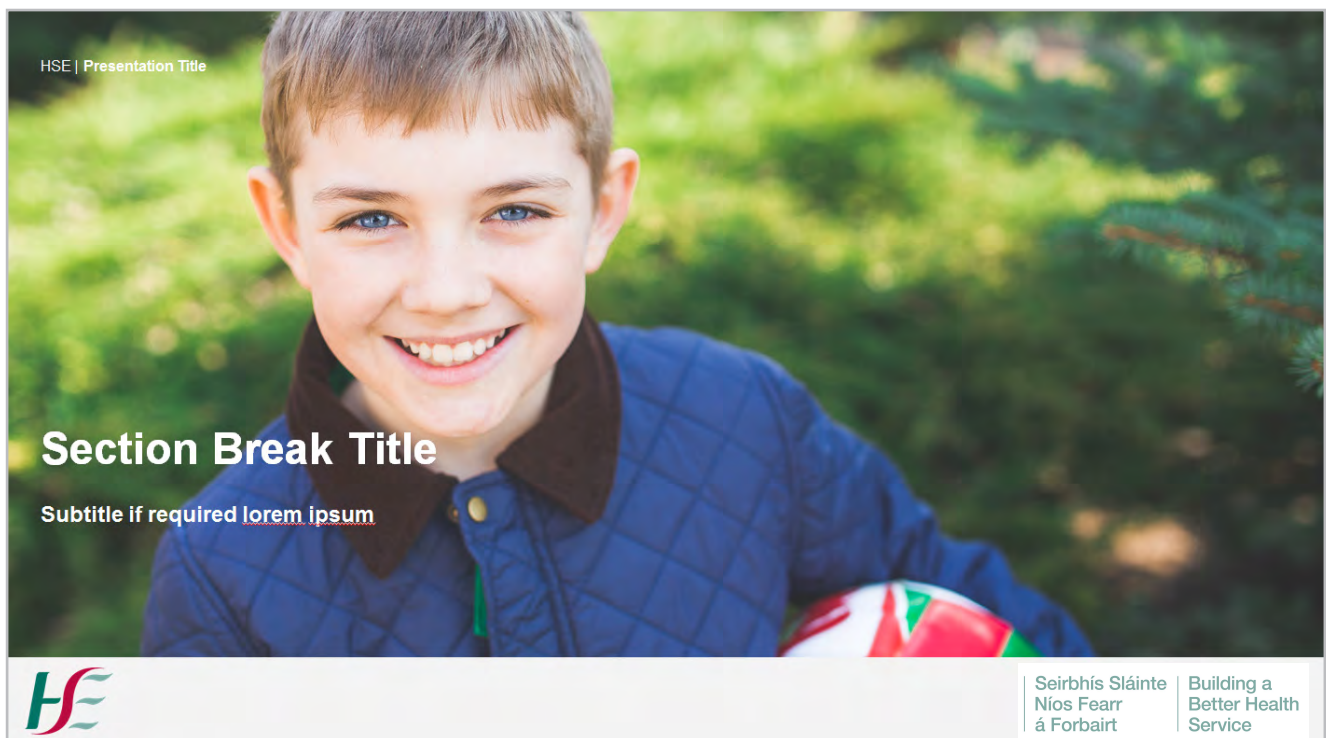
For Office Use:

Seirbhís Sláinte Níos Fearr á Forbairt | Building a Better Health Service

PRESENTATIONS



Presentation Title Page



Presentation Section Header Page

PRESENTATIONS

HSE | Presentation Title


Page Title Lorem Ipsum

Subtitle Lorem Ipsum | 1 column + sample graphic


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis

- Topic one lorem ipsum dolor
- Topic one lorem ipsum dolor
- Topic one lorem ipsum dolor
- Topic one lorem ipsum dolor


80%




30%



50%



60%



sample infographic

Presentation Inner Page

HSE LOGO ON DOCUMENTS/REPORTS

A defined HSE logo design and position has been introduced for the covers of all printed materials created after Summer 2017.

This logo must always appear on the top left of the document.
See below guidelines on the usage of the logo on white, coloured or photographic backgrounds.

This is the HSE Logo to be used for the cover of reports and documents that have a coloured background or a photograph used as a background.



HSE LOGO ON A COLOURED OR PHOTOGRAPHIC BACKGROUND WITH WHITE BOX BEHIND THE LOGO.

This is the HSE Logo to be used for the cover of reports and documents that have a white background.



HSE LOGO ON A WHITE BACKGROUND WITH OUTLINE AROUND THE LOGO.

SEE SAMPLES OF BOTH OVERLEAF.

PRINTED MATERIALS



Report Sample - HSE logo on a coloured background of a DL flyer.

Note: The HSE logo is to sit 10mm from the left hand side and the logo is to sit flush with the top of the report.

REPORTS AND DOCUMENTS



Report Sample - HSE logo on a white background of an A5 report cover.

Note: The HSE logo is to sit 10mm from the left hand side and the logo is to sit flush with the top of the report.

EMAIL SIGNATURE

All HSE staff should include a clear email signature in all work emails, including direct outgoing mails, and on replies or forwarded emails. Information on how to ensure this is done correctly can be found on hse.ie/branding.

Email signature should be in **Arial** font, in **plain black or dark grey text**, and follow the following template:

Sean O'Donnell
General Manager, Mental Health Service

HSE Mental Health Division
Civic Centre, Ballymun Road
Ballymun, Dublin 9

T: 01 345545

E: sean.odonnell@hse.ie



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Information on how to do this can be found on hse.ie/branding.

No other logos or branding should be included in email signatures without agreement from your Communications Team.

Guidance on meeting obligations under the Official Languages Act are available on hse.ie/branding.

6. BRAND GUIDELINES FOR HOSPITAL GROUPS AND CHOs

This section of the guidelines is dedicated to those hospital groups who have already developed or plan to develop new brands and brand guidelines. The HSE will continue to exist for the coming years, and until such time that the HSE is formally dissolved, all groups are expected to include the HSE logo as outlined in this section.

This is to ensure that the people in our care experience a smooth transition to new organisations and brands, and are assured of confidence and continuity in the public health services they are using.

HSE Communications will work with CHOs in 2018 to agree a shared approach to Branding across all Community Health Services.

RELATIONSHIP WITH HSE ORGANISATION LOGOS

The purpose of these guidelines and the role of the HSE logo is to provide consistency for people using our health service. It works to ensure a level of trust and security is carried through to all organisations and groups within the HSE network.

Another important consideration is to ensure clear navigation of all Irish health care services as the organisation evolves. The HSE identity will therefore be carried by new and evolving groups as an endorsement until such time that the individual group builds its own and independent brand credentials, and the HSE is formally devolved.

LOGO POSITIONING

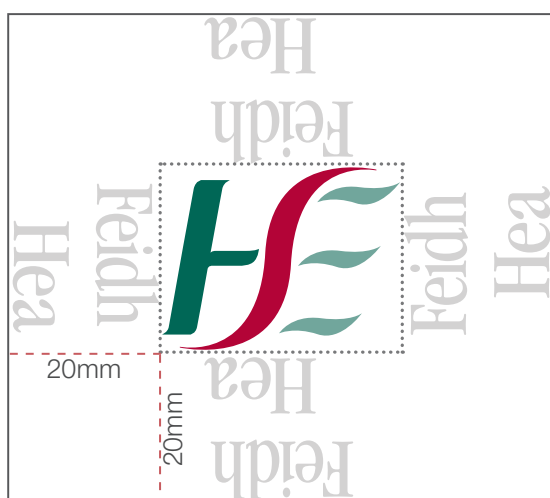
Each organisation will be responsible for the positioning and appearance of their own identity. This section refers to the positioning of the HSE logo in context of a already developed organisation identity.

The organisation logo positioning will be defined by the relevant guidelines and the HSE logo will appear as an endorsement position. The general approach will be to position the HSE logo in the bottom left of all communications. Exceptions can include a situation where the organisation logo appears in such a way so that the HSE logo must be included in the bottom right.

The positioning guidelines across key communications materials are provided in this section as guides. In all instances where the HSE logo is being included in materials, the positioning guidelines must be adhered to. If any materials are being produced that fall outside of the guideline examples that are provided in this documents, please contact the HSE Communications Division for assistance, details exist in the contact section of this document.

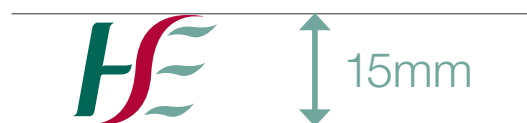
POSITIONING GUIDELINES

To ensure that the HSE logo is clearly visible and achieving its role as a consistent endorsement to new brand identities, please ensure that the area around the logo follows the exclusion zone guidelines as illustrated below:



Brand Safe Area

Add at least 20mm safe area around the HSE Logo



Minimum Size



The minimum size for the logo is 15mm in height from the top to the base of the HSE symbol (as illustrated).

USAGE AND POSITIONING WITH ADDITIONAL LOGOS

When your organisation needs to include your own identity as well as the HSE identity and other logos, the HSE logo should be included on the bottom left hand side of all material. Additional logos, such as academic partner logos, can be displayed directly next to the HSE logo, but must provide sufficient space as indicated in previous page.

POSITIONING GUIDELINES

HOSPITAL GROUPS, AND FUNDED ORGANISATIONS

	Galway University Hospitals Hospital Department <i>Hospital Department GA</i> Address Line 1 <i>Address Line 1 GA</i> Address Line 2 <i>Address Line 2 GA</i> Limerick <i>Luimneach</i>
Recipients Name	Monday, 23 September 2013
Recipients Address	
Ref:	
Dear ,	
	Seirbhís Sláinte Níos Fearr á Forbairt Building a Better Health Service

Guidance on meeting obligations under the Official Languages Act are available on hse.ie/branding.

TYPEFACE

Helvetica Neue is the main typeface to be used, but in circumstances where it is not available, the standard Helvetica font can be used. Arial is the preferred alternative. Condensed (narrow) versions of these fonts cannot be used.

Primary Fonts:

Helvetica Neue Light [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Roman [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Medium [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Bold [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Neue Heavy [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Secondary Fonts:

Helvetica Regular [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Helvetica Bold [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Arial [10pt]

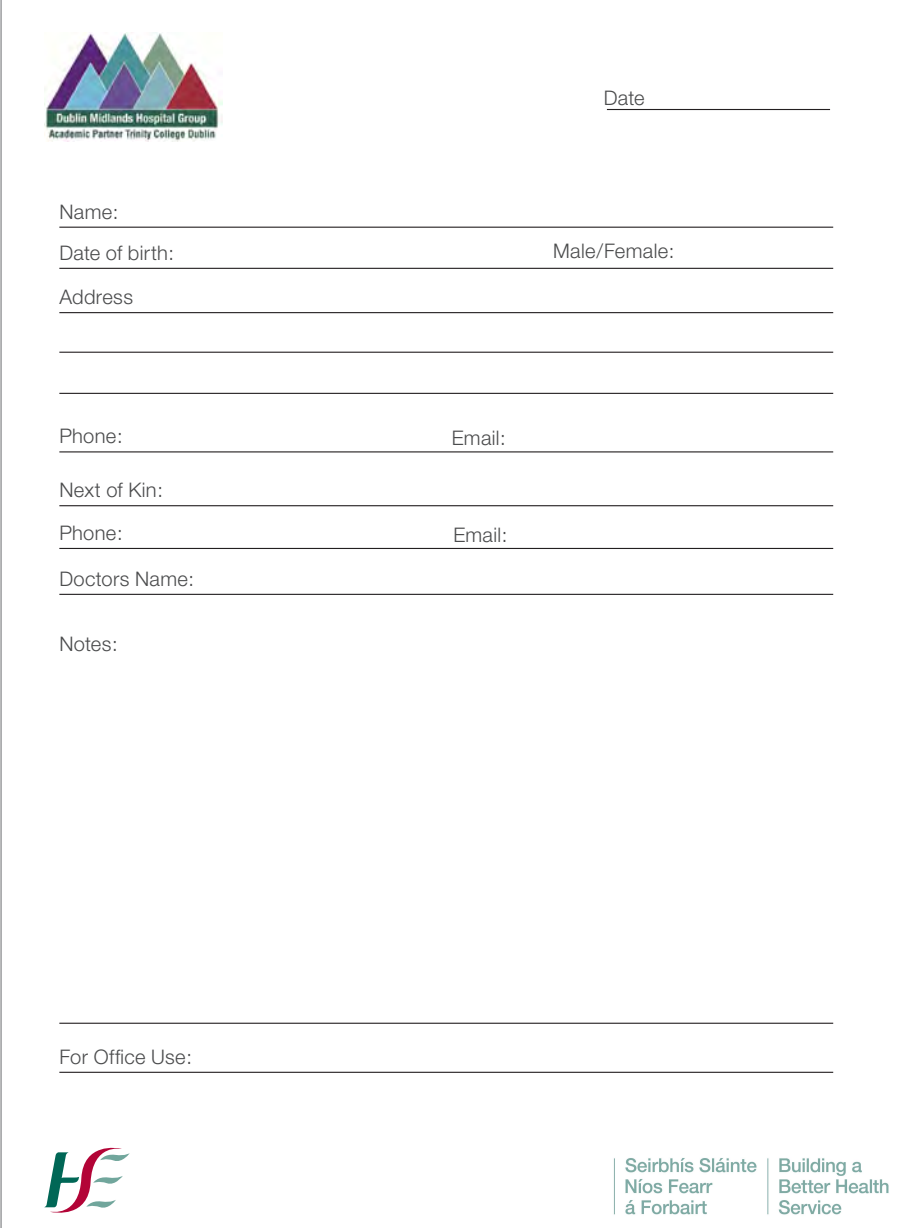
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Arial Bold [10pt]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

FORMS OR DOCUMENTS

When creating internal documents, such as report or forms for staff or the public, the HSE logo should where possible appear in the bottom left hand corner in all communication and stationery and should conform to the layout and style of the illustrated sample shown.



The illustrated sample form is a vertical document with a white background. At the top left is a logo consisting of four stylized mountain peaks in purple, teal, green, and red, with the text 'Dublin Midlands Hospital Group' and 'Academic Partner Trinity College Dublin' below it. At the top right is a 'Date' label followed by a horizontal line. Below these are several horizontal lines for text entry, grouped by labels: 'Name:', 'Date of birth:', 'Male/Female:', 'Address', 'Phone:', 'Email:', 'Next of Kin:', 'Phone:', 'Email:', 'Doctors Name:', and 'Notes:'. At the bottom left is a label 'For Office Use:' followed by a horizontal line. At the bottom right is the HSE logo, which consists of the letters 'HSE' in a stylized font with a red and green swoosh. To the right of the HSE logo is the text 'Seirbhís Sláinte Níos Fearr á Forbairt' and 'Building a Better Health Service'.

Dublin Midlands Hospital Group
Academic Partner Trinity College Dublin

Date _____

Name: _____

Date of birth: _____ Male/Female: _____

Address _____

Phone: _____ Email: _____


Next of Kin: _____

Phone: _____ Email: _____

Doctors Name: _____

Notes: _____

For Office Use: _____

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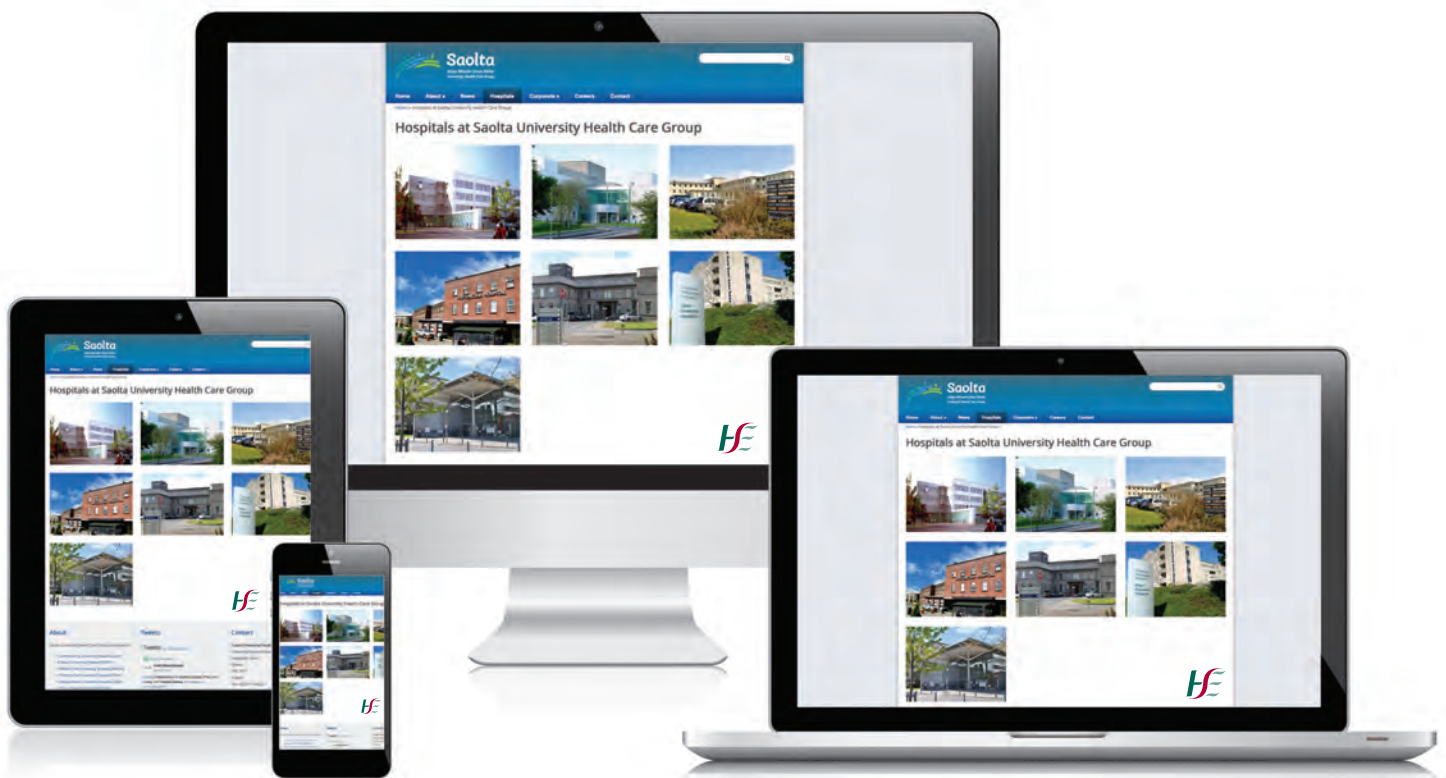
Where possible, the HSE Mission should be displayed on reports, documents and forms.

POLICY/STRATEGY DOCUMENT



WEBSITES & MICROSITES

It is very important, as new organisations evolve, that people using health websites are reassured that the organisation is part of the public health service. The HSE logo appended to websites as follows will provide this connectivity as identities are developed. Social media accounts should also mention in their profile that the new organisation is part of the HSE, or connected to the HSE, for the same reason.



CONTACTS

These brand guidelines are published by HSE Communications on behalf of the HSE. Implementation is managed by the Programmes and Campaigns team, with the support of a network of communications professionals across our health service.

Guidelines for HSE Marketing Communications and Advertising, artwork, templates and 'how to' guides, along with guidance on meeting obligations under the Official Languages Act, are available on hse.ie/branding.

If you need any help or advice, please contact us:

HSE Communications

Dublin 8

Tel 01 635 2180

lynda.murphy@hse.ie

hse.ie/communications