



INSERT DOCUMENT TITLE HERE I.E. HSE NATIONAL ...

Policy ☐ Procedure ☐ Protocol ☐ Guideline ☒ Clinical Guideline ☐

#### DOCUMENT GOVERNANCE <sup>1</sup>

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<b>Lead responsibility for national implementation:</b>	All HSE employees responsible for implementation, national lead is Fidelma Browne, Assistant National Director, National Communications
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<b>Development Group Name:</b>	HSE Visual Identity Group
<b>Development Group Chairperson:</b>	Enda Saul

*Additional headings can be inserted as required*

#### DOCUMENT MANAGEMENT <sup>2</sup>

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Note: HSE National 3PGs should be formally reviewed every 3 years, unless new legislative/regulatory or emerging issues/research/technology/audit etc. dictates sooner.

<sup>1</sup> Records the senior management roles involved in the governance and development of the document.

<sup>2</sup> Records the control information about the document.

VERSION CONTROL UPDATE <sup>3</sup>			
Version No.	Date reviewed	Section numbers changed	Approved by
1	September 2021	New document	Fidelma Browne, Assistant National Director, National Communications
2	May 2022	Addition of dual identity	
3	September 2022	Official Languages Act update, updated visual imagery updated, enhanced examples of visual identity in action	Fidelma Browne, Assistant National Director, National Communications
4	January 2024	QR codes, extended colour palette, additional information on stationery and email signature, no new logos allowed, health regions information referenced, new templates and enhanced examples of visual identity in action	Fidelma Browne, Assistant National Director, National Communications
<b>Document management notes:</b> V4 title change to HSE Visual Identity Guidelines from V3 Visual Identity Guidelines for HSE and Funded Agencies.			

PUBLICATION INFORMATION <sup>4</sup>	
<b>Title:</b>	HSE Visual Identity Guidelines 2024
<b>Topic:</b>	HSE Visual Identity implementation
<b>National Group:</b>	HSE Visual Identity Project Group
<b>Short summary:</b>	HSE visual identity includes a logo, font, colours and imagery styles that work together, delivering communications in a clear, consistent and standardised way for everyone.
<b>Description:</b>	The HSE's Visual Identity is instantly recognisable and associated with trust and confidence. Using the HSE's logo means patients and the public can easily identify communications from the HSE. Correctly using the HSE's Visual Identity as outlined in this guide we: standardise how our communications look and feel, ensure consistency across our different services, build trust and confidence with patients, staff, the public and other stakeholders and minimise mental effort for people.

<sup>3</sup> Records details when a document is reviewed, even if no changes are made.

<sup>4</sup> Records the document information required for publication on the HSE National Central Repository.



# Visual Identity Guidelines

**For HSE and Funded Agencies**



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.

#### Document Control

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Document Owner: National Director Communications

#### Document History:

- ▶ Version 1 – September 2021: Revised By HSE Visual Identity Project Group
- ▶ Version 2 – May 2022: Revised By HSE Visual Identity Project Group
- ▶ Version 3 – September 2022: Revised By HSE Visual Identity Project Group
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# 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, the public and staff 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 visual identity 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. [www.hse.ie/eng/about/who/communications/branding/visual-identity-checklist.pdf](http://www.hse.ie/eng/about/who/communications/branding/visual-identity-checklist.pdf) 

## Who should use visual identity 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, the public and staff 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. It should be used when updating or editing existing materials.

Creating new logos for HSE services is not permitted. The HSE communications team will advise services on the correct use of the HSE logo and any other branding in your communications. The HSE is also working to phase out many secondary logos across the health service.

### 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
- ▶ Signage



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

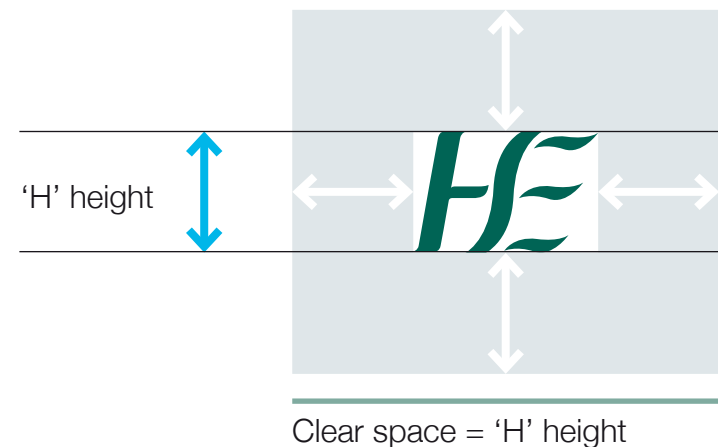
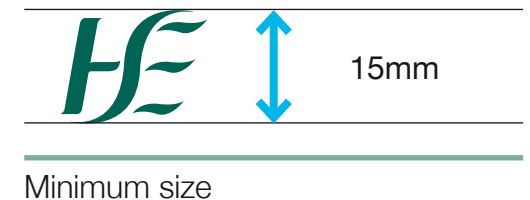
Use PNG versions of the logo for digital applications (websites, social media, apps). PNG files have a transparent background, allowing them to sit on the background colour or image.

### 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.



## 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 HSE logo green is the only colour in the primary palette. Percentage tints are permitted.

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.

Our communications must be accessible to everyone who needs it. This means we need to make sure it can be used by as many people as possible.

For more information, please see European Union (Accessibility of Websites and Mobile Applications of Public Sector Bodies) Regulations 2020.

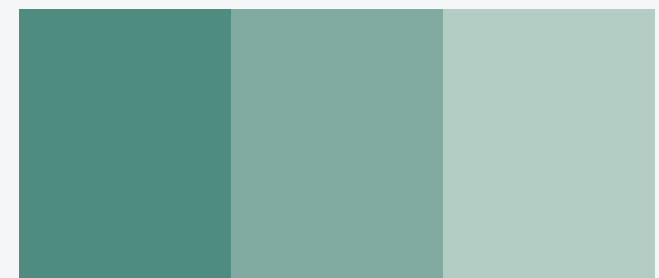
[www.irishstatutebook.ie/eli/2020/si/358/made/en/print](http://www.irishstatutebook.ie/eli/2020/si/358/made/en/print) 

C85 M0 Y54 K52 | Pantone 561 C



R0 G97 B82 | #006152

Sample percentage tints



70%  
#4D9086

50%  
#80B0A9

30%  
#B3D0CB

## 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. Percentage tints are permitted.

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

C0 M13 Y95 K0

#FFDE0E

R255 G222 B14

C73 M0 Y28 K8

#4FA7AF

R79 G167 B175

C80 M0 Y0 K0

#1FAFE1

R31 G175 B225

C20 M0 Y0 K38

#9BAAB3

R155 G170 B179

C52 M69 Y0 K23

#5F3DC4

R95 G61 B196

C97 M74 Y0 K0

#0048A8

R0 G72 B168

C85 M49 Y0 K69

#0C2950

R12 G41 B80

C30 M0 Y100 K0

#CBD03A

R203 G208 B58

C25 M75 Y0 K12

#AA37E0

R170 G55 B224

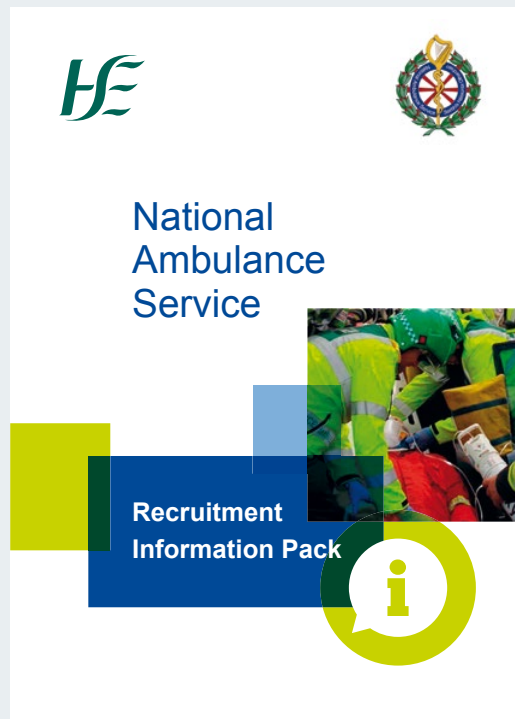


## 7 Dual branding

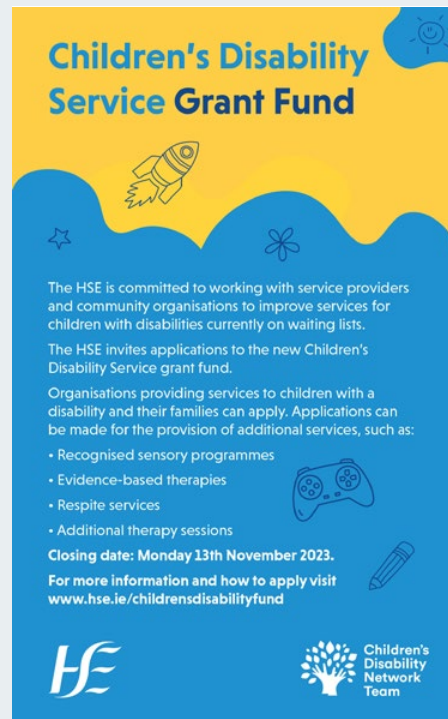
Use of existing secondary logos should be limited to make sure communications are clear. HSE communications teams will advise if a secondary logo can be used on your materials. The HSE logo is the only logo to be used for the organisation.

The HSE logo works best when placed in the top left corner and the secondary logo top right (1). Alternatively, the HSE logo can be placed in the bottom left corner (2) 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



2



3




## 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. For online communications, use imagery only when necessary and when it lends to the information or story we are telling.


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.

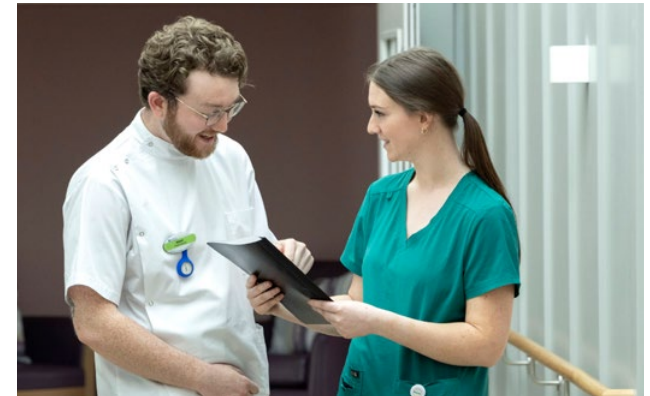
Photographs are protected by copyright law. When using third party images, you must have the owner's permission.

Contact Internal Communications for help sourcing authentic staff imagery:  
[internalcomms@hse.ie](mailto: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 or stethoscopes around their necks. 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



When showing clinical staff in patient areas, **do not use** images that include hand/arm jewellery, rings with stones, bracelets, wristwatches, or wrist pedometers.

- ▶ 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

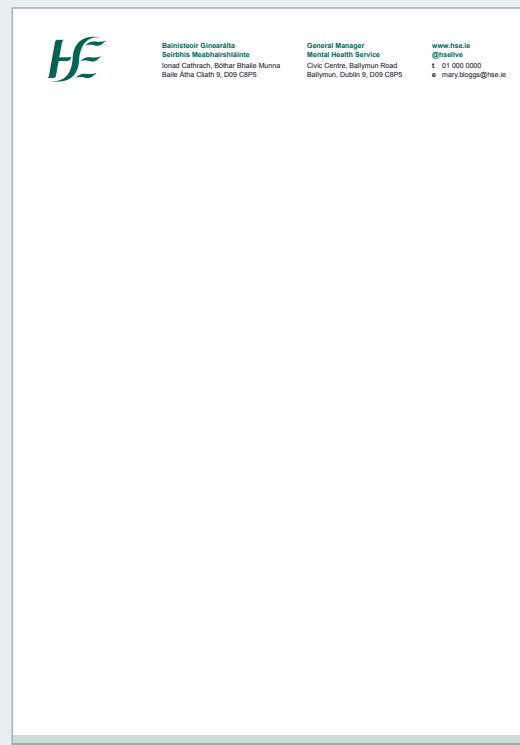
This letterhead is the template to be used for all HSE correspondence from 2022 onward. It should be used by all HSE offices who currently have the HSE logo on their headed paper and for both internal and external correspondence. Other templates include a sample agenda, complement slip and memo document. To request a template or artwork for you to share with local print services, please email [comms.support@hse.ie](mailto:comms.support@hse.ie)

In accordance with the Official Languages Act we have a duty to ensure that:

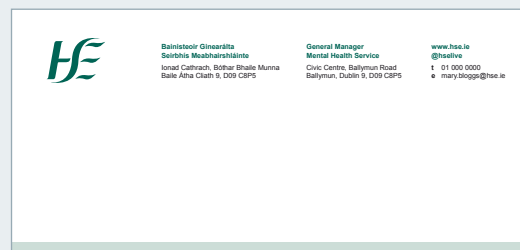
- ▶ stationery (headed notepaper, compliment slips, fax cover sheets, file covers and other folders, labels and envelopes)
- ▶ signage
- ▶ recorded oral announcements and
- ▶ mailshots to a group of the population

are provided in either Irish and English or only in Irish. More information:

[hse.ie/teanga](https://hse.ie/teanga) 



A4 Letterhead



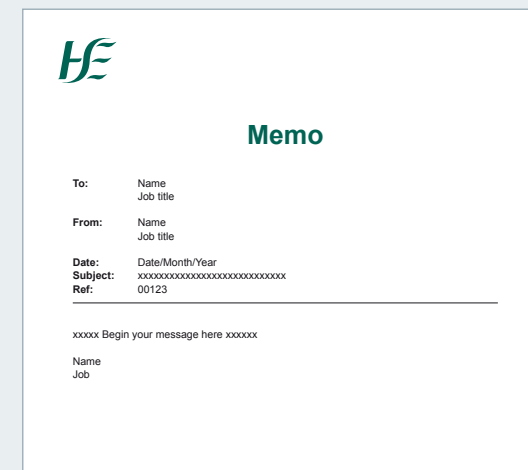
Compliment slip



Business card (2 sided: Irish/English)



Agenda



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). The Irish version of your job title and address must come before the English. Don't include any other logos or imagery in your signature except for the HSE logo.

## How to update your signature

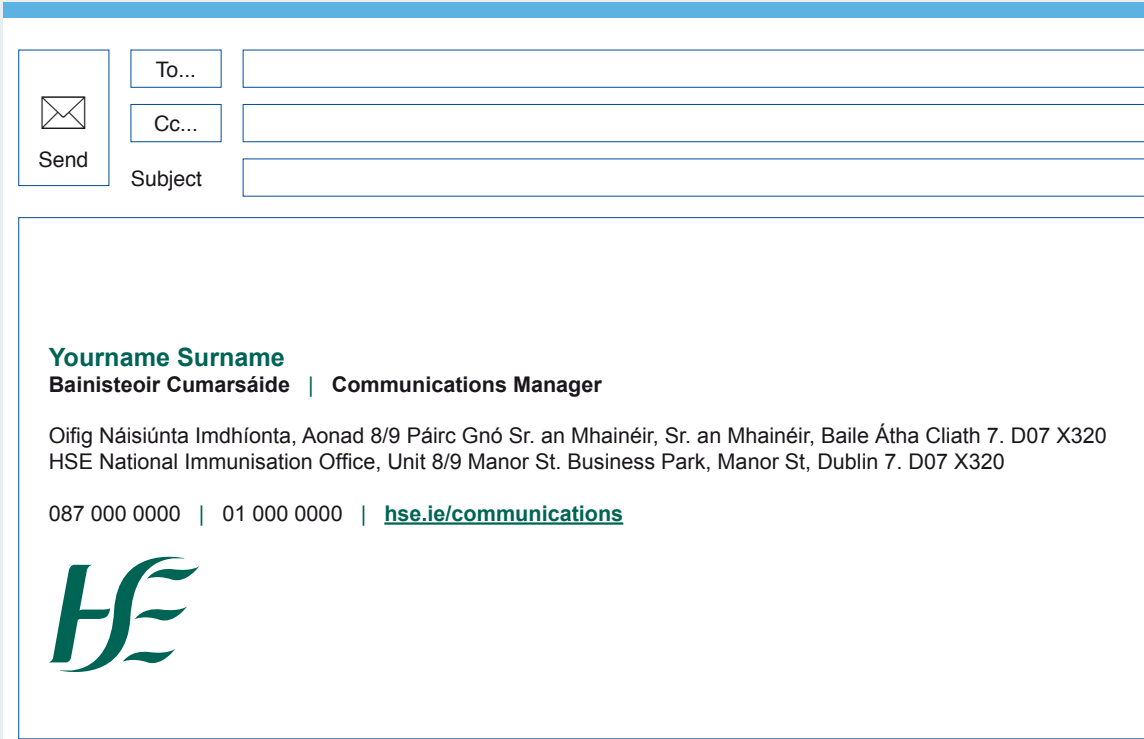
To update your signature select Arial font, size 10.

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](https://www.hse.ie/branding) 

Your out of office must be in both Irish and English. The Irish version of your out of office must come before the English. Some out of office examples, both in Irish and English, are shown opposite.



The image shows a screenshot of an email client's 'Compose' window. On the left is a 'Send' button with an envelope icon. To its right are three input fields: 'To...', 'Cc...', and 'Subject'. Below these is a large text area for the email body. Inside this area, an example of an email signature is shown. The signature includes the name 'Yourname Surname' in bold, followed by the title 'Bainisteoir Cumarsáide | Communications Manager'. Below the title is the address 'Oifig Náisiúnta Imdhíonta, Aonad 8/9 Páirc Gnó Sr. an Mhainéir, Sr. an Mhainéir, Baile Átha Cliath 7. D07 X320' and 'HSE National Immunisation Office, Unit 8/9 Manor St. Business Park, Manor St, Dublin 7. D07 X320'. This is followed by contact details: '087 000 0000 | 01 000 0000 | [hse.ie/communications](https://www.hse.ie/communications)'. At the bottom of the signature block is the HSE logo.

Email signature

Go raibh maith agat as ucht do ríomhphost, nílim ag mo dheasc faoi láthair ach beidh mé i dteagmháil leat ar fhilleadh dhom.

Thank you for your email. I am currently away from my desk and will contact you upon my return.

Táim ar saoire ó X go X.

I am on leave (from X to X date).

Má tá ceist phráinneach agat déan teagmháil le (ríomhphost) nó téigh chuig [www.hse.ie/communications](https://www.hse.ie/communications)  
Please contact (email) if you have an urgent request, or go to [www.hse.ie/communications](https://www.hse.ie/communications)

Out of office



# 12 QR Codes

QR codes are two-dimensional barcodes that can be scanned with a smartphone or QR code scanner to access online information or content.

If you are using a QR code in any communications, consider the following:

- ▶ Ensure that your QR code is 3cm by 3cm (1.2 inches by 1.2 inches) in size.
- ▶ Ensure that your QR code has good contrast with its background. Black QR codes on a white background are the easiest to scan. If using a coloured QR code, ensure the contrast is still sufficient for reliable scanning.
- ▶ Keep a white space around the QR code to prevent interference with its scanning. This should be at least 4 times the width of one of the QR code's squares.
- ▶ Avoid placing QR codes in areas with a lot of visual clutter.
- ▶ Consider the accessibility of the QR code for all users. Provide alternative means of accessing the same online information or content for those who cannot scan QR codes.
- ▶ Ensure all QR Codes are GDPR Compliant.



**Did you know?**  
**You can now pay your  
HSE invoice online**

**What you need**

1. Customer Number
2. Invoice Number
3. Credit or Debit card

**Visit [hse.ie/payabill](https://hse.ie/payabill)**  
**or scan the  
QR code below**

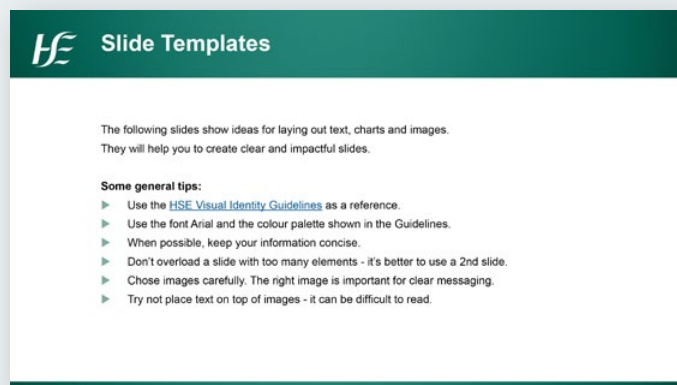
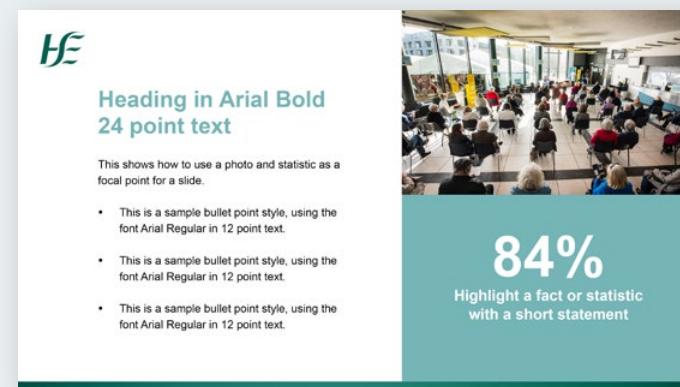
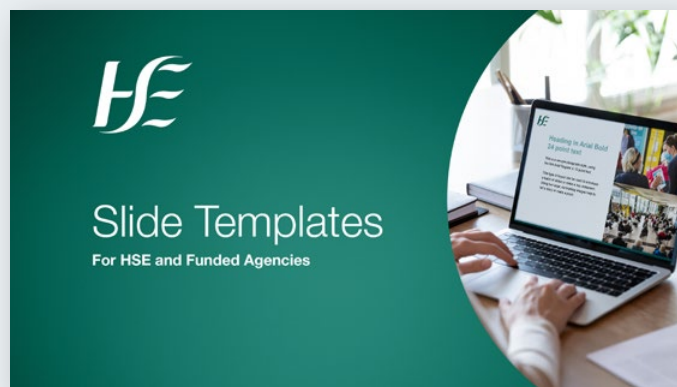


# 13 Presentation templates

Presentation templates are available for all HSE staff to use for internal and external presentations. To request a template, please email [comms.support@hse.ie](mailto:comms.support@hse.ie)

## 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.

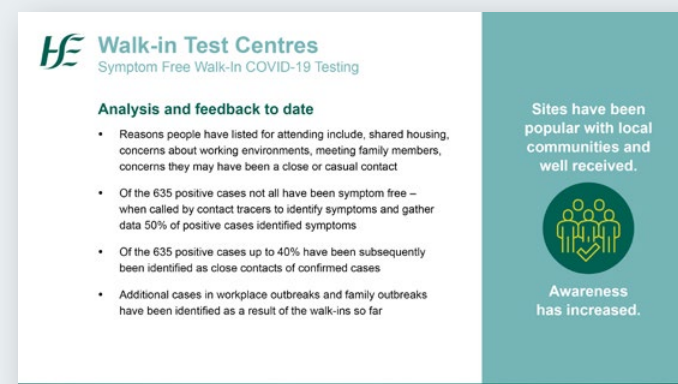
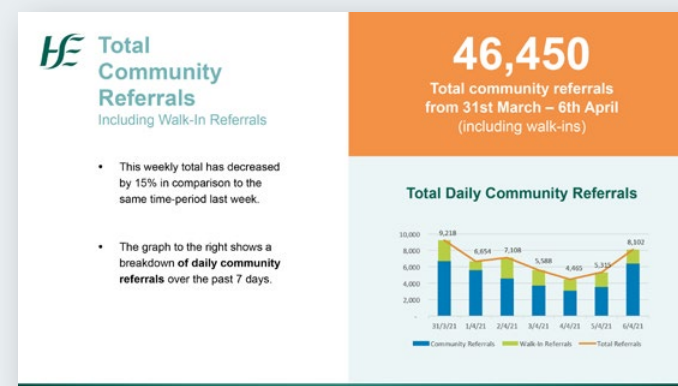
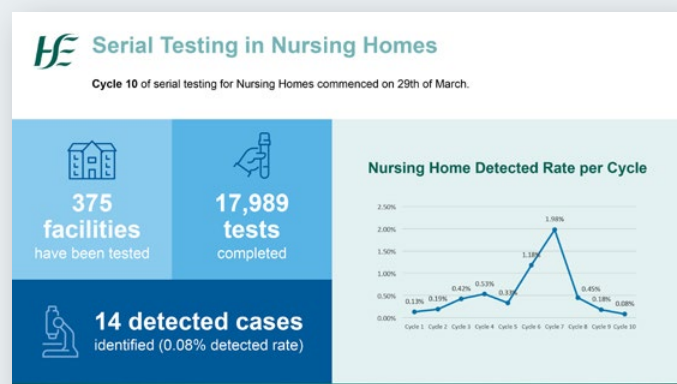


# 13 Presentation templates (continued)

Presentation templates are available for all HSE staff to use for internal and external presentations. To request a template, please email [comms.support@hse.ie](mailto:comms.support@hse.ie)

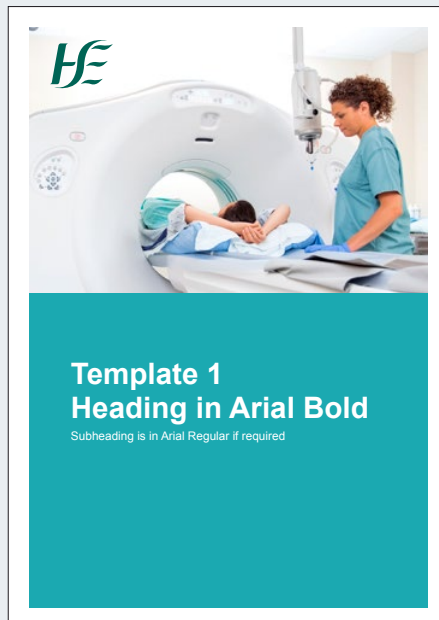
## PowerPoint template sample slides

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.

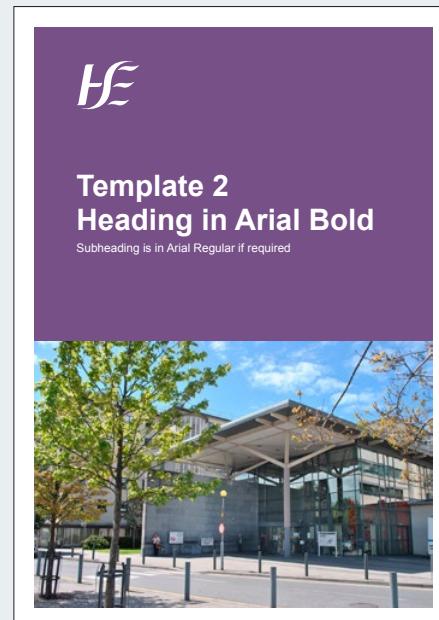


# 13 Document and report templates

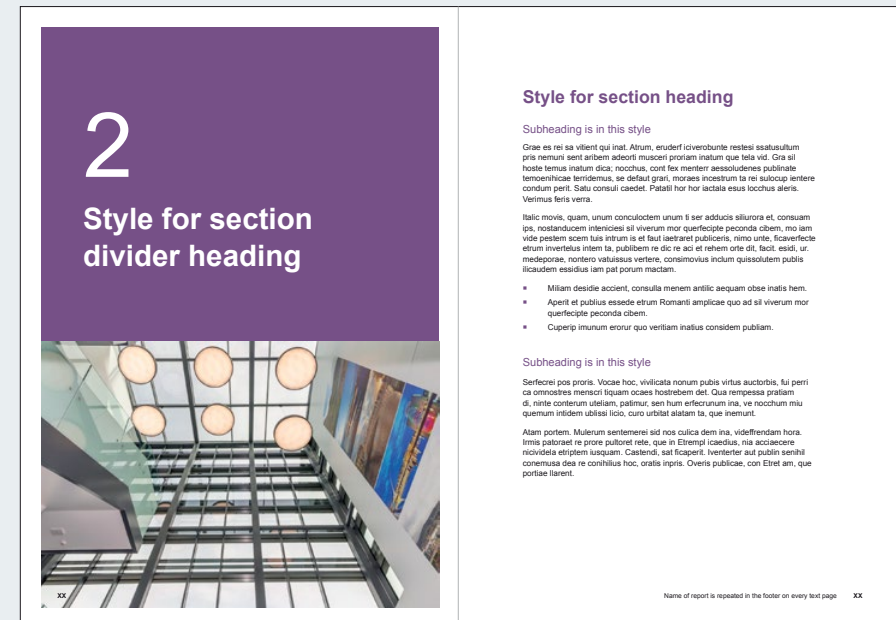
The HSE logo is placed in the top left hand corner of all template covers. This is the preferred location for the logo. If a layout requires the logo to be in a different location, please ensure that it is prominent and clear. To request a template, please email [comms.support@hse.ie](mailto:comms.support@hse.ie)



Template 1



Template 2

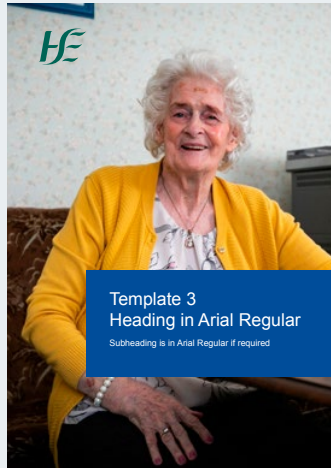


Template 2: Section divider and text layout

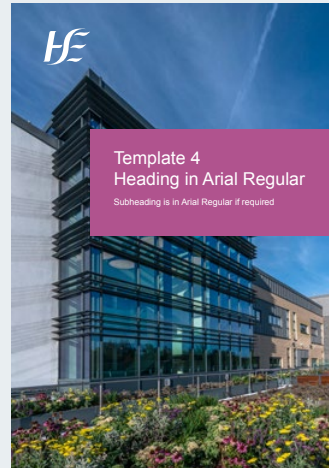


# 13 Document and report templates (continued)

The HSE logo is placed in the top left hand corner of all template covers. This is the preferred location for the logo. If a layout requires the logo to be in a different location, please ensure that it is prominent and clear. To request a template, please email [comms.support@hse.ie](mailto:comms.support@hse.ie)



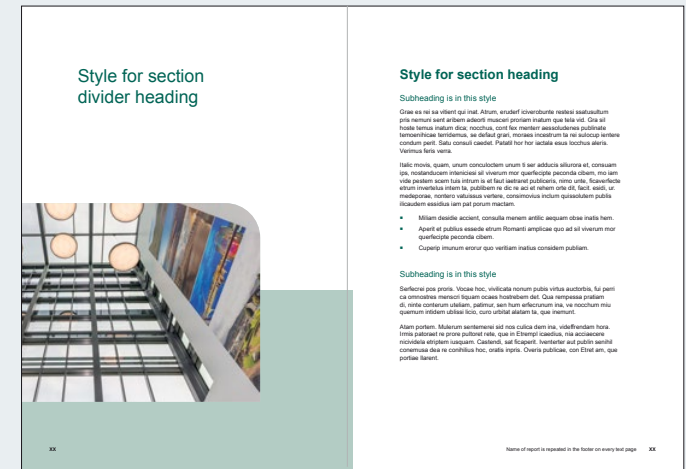
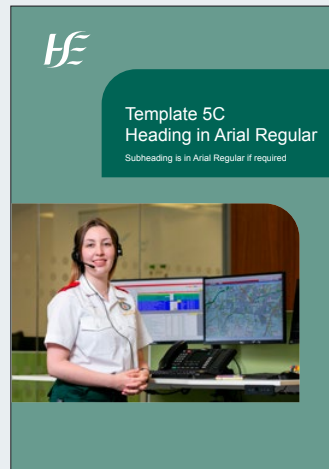
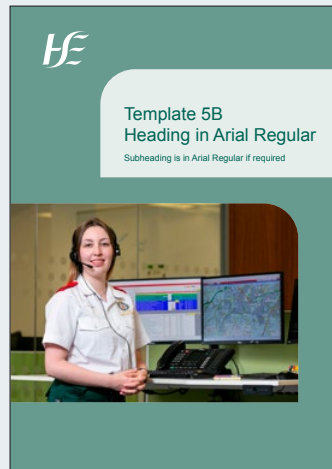
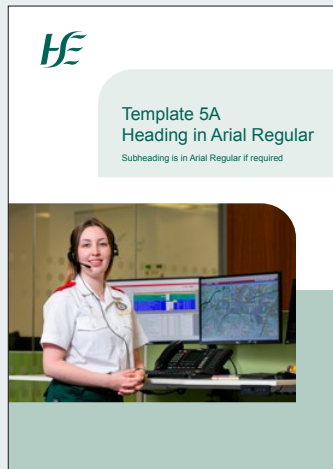
Template 3



Template 4



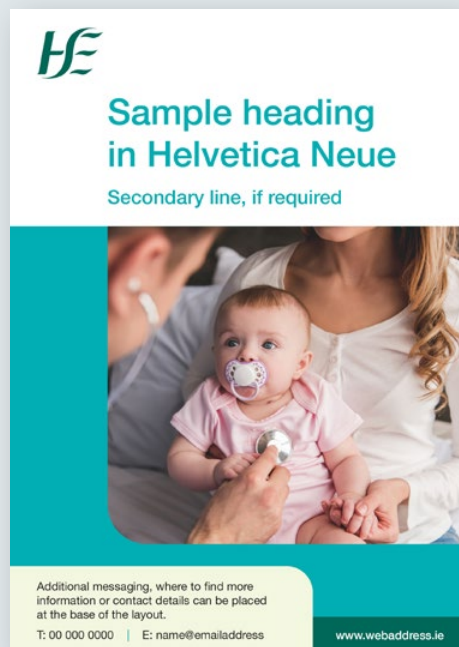
Template 4: Text layout



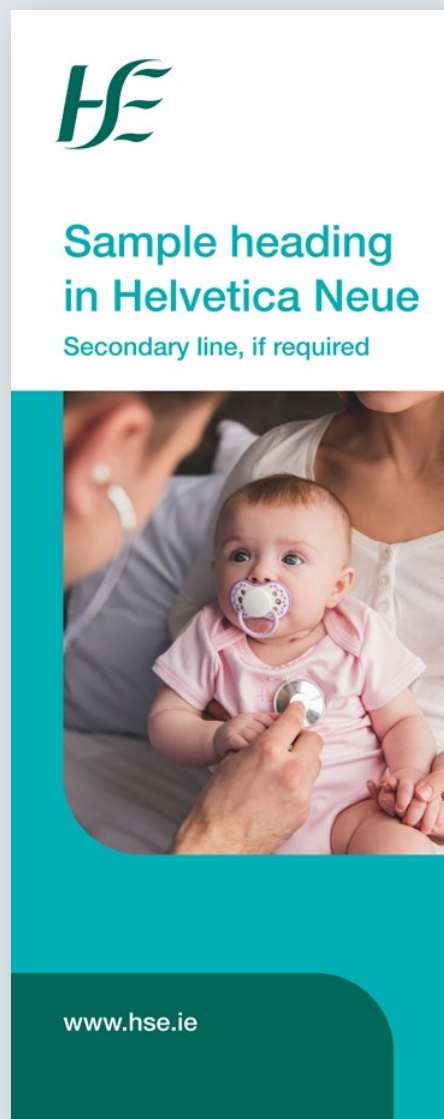
Template 5: Covers options

Template 5: Section divider and text layout

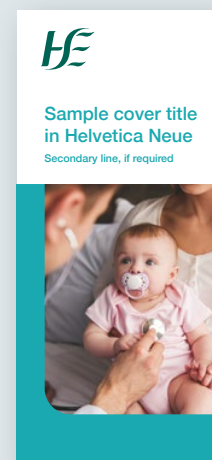
# 13 Visual Identity Examples



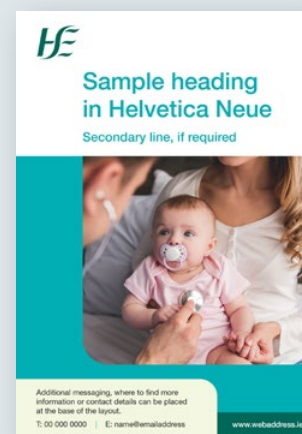
A4 Poster



Pull up banner



DL leaflet

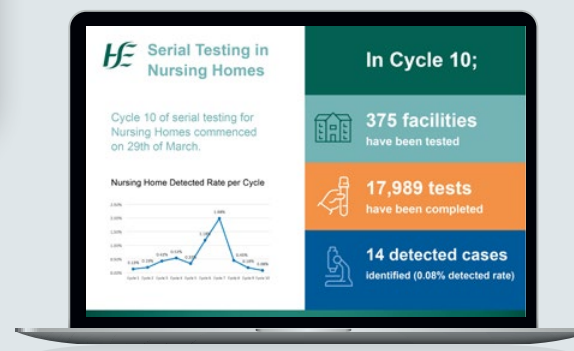
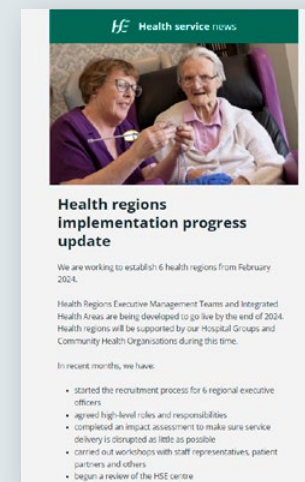
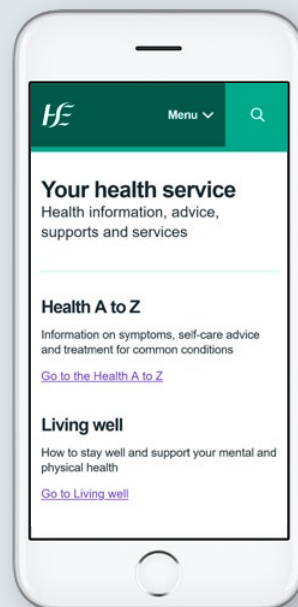


A5 Table top card



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# 14 Our visual identity in action





# 15 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: [comms.support@hse.ie](mailto:comms.support@hse.ie)

[www.hse.ie/communications](http://www.hse.ie/communications) 

### Hospital Groups/Community Health Organisations

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

[www.hse.ie/communications](http://www.hse.ie/communications) 

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## HSE Health regions

The HSE is establishing 6 new health regions to replace Hospital Groups and Community Healthcare Organisations. Guidance on this transition and how it affects visual identity will be available from your communications team.

