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National Clinical Guideline

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**DOCUMENT GOVERNANCE <sup>1</sup>**

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*Additional headings can be inserted if required*

**DOCUMENT MANAGEMENT <sup>2</sup>**

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VERSION CONTROL UPDATE <sup>3</sup>		
Version No. (most recent version first)	Date reviewed (most recent date first)	Comments (1 sentence max, if required)
5	March 2025	Unified branding system for regional structure, one hse logo, no graphics or text to be attached to the logo, naming guidance, tone of voice, plain language, digital media, maps, advertising approval, extended colour palette and enhanced examples of visual identity in use
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
3	September 2022	Official Languages Act update, updated visual imagery updated, enhanced examples of visual identity in action
2	May 2022	Addition of dual identity
1	September 2021	New document
<b>Additional notes:</b>		
V5 title change to HSE National Guideline: Visual Identity and Naming for HSE and Funded Agencies		

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HSE National Guideline: Visual Identity and Naming
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HSE National Guideline: Visual Identity and Naming
<b>Short summary:</b>
Example: It is the policy of the HSE to ensure a consistent implementation of the HSE's visual identity and naming guideline to create HSE clear and easy to understand communications for the people we serve.
<b>Description:</b>
Example: The purpose of this guideline is to enable HSE staff to consistently implement the HSE rules for visual identity and naming. It will empower HSE staff to make coherent identity and design decisions and to help them comply with legal duties on Irish language and accessibility.

<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.



# HSE National Guideline: Visual Identity and Naming

For HSE and Funded Agencies

March 2025

## Document Control

### Document Name:

HSE National Guideline: Visual Identity and Naming

### Document Owner:

National Director Public Affairs and Communications

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# 1 Introduction and Purpose

This HSE guideline defines the rules for the visual identity and naming in the Health Service Executive (HSE) and will support HSE staff and HSE funded-services who develop health and social care communications. Implementing guidelines helps to build communication consistency. The Visual identity and Naming rules must be followed so that HSE staff make more consistent design and language decisions and we comply with our legal duties on Irish language and accessibility.

This guideline is based on a set of principles:

1. When applying the HSE Identity, the interests and needs of patients and the public should always be considered first.
2. The use of the HSE Identity must always provide the best value for taxpayers' money.
3. All applications of the HSE Identity should support the HSE's values of care, trust, compassion and learning.
4. All users have a duty to protect the HSE Identity.
5. The HSE Identity is the single, clear way to signpost patients and the public to HSE organisations and services and should be used universally and consistently.
6. The HSE Identity cannot be used to generate profit.



## 2 Why Clear Communication Matters

Creating clear communication has the following benefits:

- ▶ It gives confidence to the public who use our services and information that we are one integrated health service.
- ▶ This can lead to more people attending screenings, reporting symptoms, get earlier diagnoses, taking vaccines, achieve better health outcomes and improve population health.
- ▶ It influences those who make crucial decisions on funding, and whose support is needed to drive health service reform.
- ▶ It leads to better engaged staff, leading to better outcomes for people who use our services.

Public research findings (Dec 2023) indicate that

- ▶ 92% of people recognise the HSE logo, with 55% associating the color green with it.
- ▶ 84% agree that the inclusion of the HSE name and logo on materials identifies it as the Irish public health service.
- ▶ “Public health service” is the top association with the HSE logo.



## 3 Planning your HSE Communication

When you are planning your communication it is worth considering elements such as the:

- ▶ context
- ▶ purpose of the communication
- ▶ audience you are trying to connect with
- ▶ channel to be used
- ▶ resources you have available
- ▶ accessibility considerations
- ▶ things you want your user to think, feel and do.

HSE guide to print, design and distribution of communications materials is a useful guide to the things to consider when planning your communications

<https://www.hse.ie/eng/about/who/communications/branding/1your-guide-to-print-design-and-distribution-of-communications-materials.pdf>

HSE Communications have developed templates and examples that will assist you with your work. The communications team can also support you with advice and guidance.



## 4 HSE's Visual Identity

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

Using HSE branding as outlined in this guide we:

- ▶ standardise how our communications look and feel.
- ▶ create consistency across our different services.
- ▶ build trust and confidence with our patients, the public and stakeholders.
- ▶ reduce the mental load on people who use our services and information.

### One HSE Logo

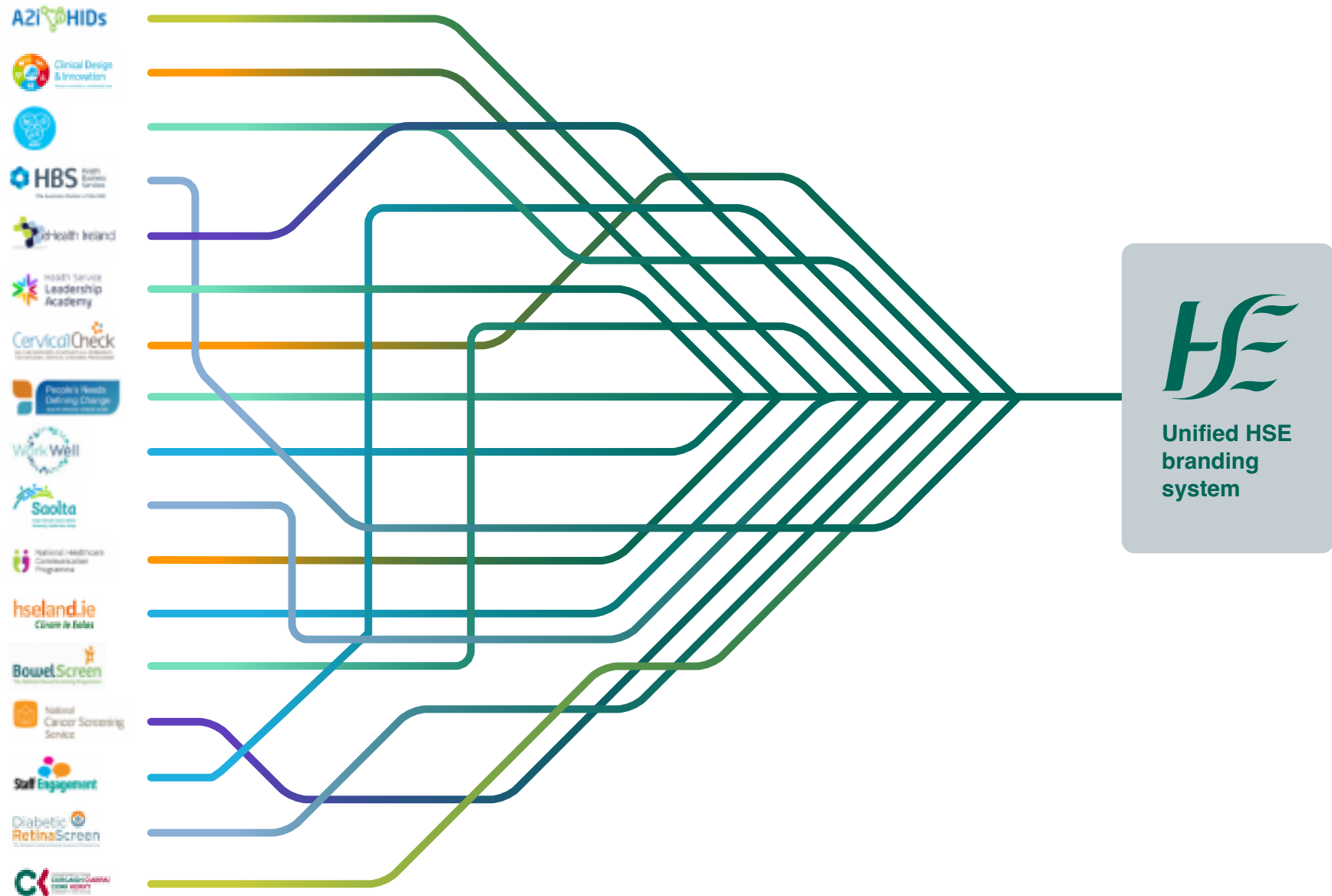
The HSE logo is instantly recognised and associated with trust and confidence. Following a Government decision, the HSE logo will be used by our whole health service, and by each health region.

Using the logo means patients, the public and staff can easily identify communications from the HSE. The logo is 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 and signage.

There should never be more than one HSE logo on a page. If a number of services are working in partnership, a single HSE logo should be used and the names of the HSE services would be listed in text. These would be positioned outside the HSE logo exclusion area.





## Only use the HSE Logo

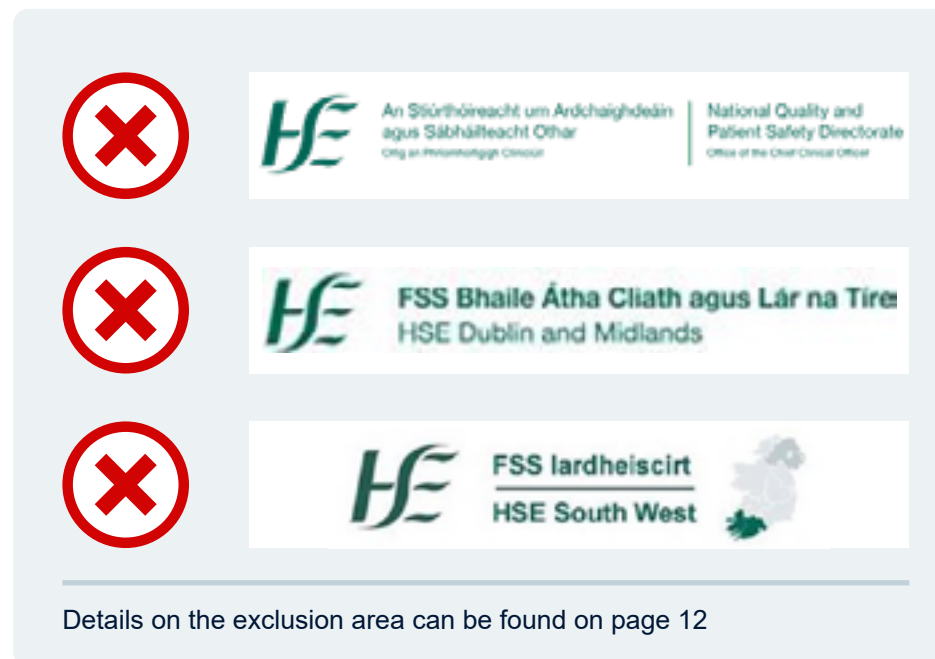
Only the official HSE logo should represent HSE teams, services, offices, buildings or systems. No other logo should be used, either in place of the official corporate identity/logo or in addition to it.

When creating materials, only use one HSE logo. Regardless of the number of HSE teams, services or healthcare settings involved in creating the materials. When a number of HSE teams and services are working together use one logo and then list the names of the teams, services or health care settings separately.



## Maintaining logo integrity

Ensure no graphics or text are attached to the HSE logo. The HSE logo should be positioned in the top left hand corner if possible. Respect the exclusion area around the logo to preserve its visibility and prominence.



## No new logos to be created

The HSE logo does not have text attached to it. It should be standalone and the exclusion zone needs to be adhered to. It can be used alongside the name of the health service. The geography and service should be presented in a consistent way.

Do not create any new logos for services, teams or systems in the HSE. Consistency helps to save money and communicate the national single HSE standard of service. Additional logos and graphics will not be allowed saving unnecessary expenditure. Logos that have been developed in the past and do not adhere to this guideline will need to be phased out. Contact the communications team for advice and guidance.



Do not create new logos

## Standalone logos to be phased out

Diversity of identities create confusion for the people that we serve and for our staff. Logos that have been developed in the past and do not adhere to this guideline will need to be retired. By logo, we mean a graphic mark, emblem or symbol used to aid and promote recognition of the organisation.

Other graphic elements that interfere with the HSE Identity, impose on its exclusion zone or that detract from the HSE Identity will not be allowed. Contact the communications team for advice and guidance.



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

## How to use the HSE logo

The HSE logo is to be used on every item and service that represents the Irish public health service including: correspondence (patient and business), digital materials, vehicles, uniforms, signage, service names and advertising.

### 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 green logo on a white or light background

### 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

## Logo formats

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

You can download the HSE logo in different formats [here](#).

### 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.



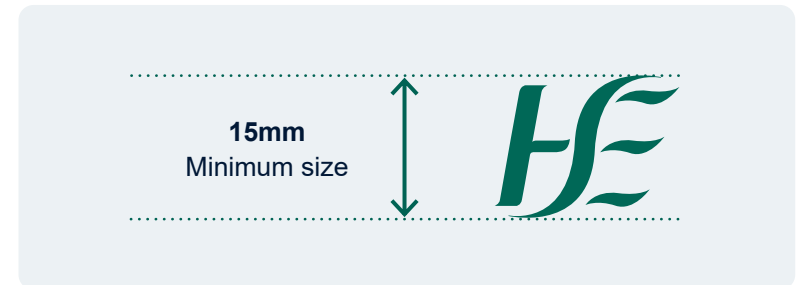
HSE logo green



HSE logo black



HSE logo white



## Exclusion zone

### Clear space around the logo

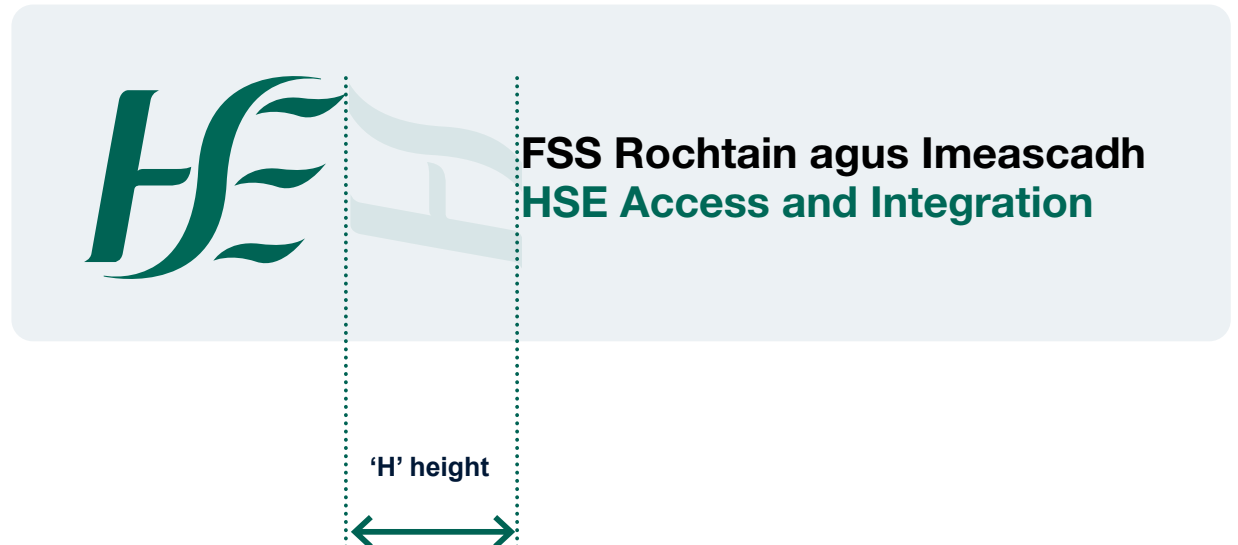
Clear space around the logo should be equal to the height of the 'H'. For example, if the 'H' is 15mm high, use a clear area of 15mm on all sides.

### Logo with text

For instance, HSE Access and Integration (shown on the right) is positioned at a distance from the logo equivalent to the height of the letter 'H'.



Clear space = 'H' height



## Font

- ▶ Arial is the font to be used as part of our visual identity.
- ▶ This ensures our information is always easy to read and understand.
- ▶ Condensed or narrow versions of this font should not be used.
- ▶ It is designed for clarity and ease of reading.
- ▶ It is a web-safe font, meaning it renders well on various web browsers and devices.
- ▶ Its simplicity contributes to faster load times, which is important for web usability.

### Arial

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

---

abcdefghijklmn  
opqrstuvwxyz

---

1234567890

Regular

*Italic*

Bold

***Bold Italic***

## 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

## 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**

## 5 HSE 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](#)
- ▶ comply with HSE infection prevention and control [Picture Perfect](#) guidance

### 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:

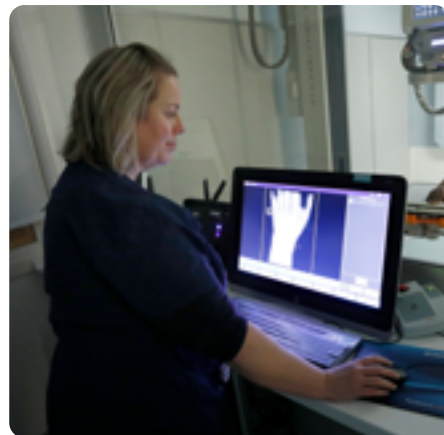
[internalcomms@hse.ie](mailto:internalcomms@hse.ie)



## Imagery: good examples



## Imagery: good examples



## 6 Tone of Voice

Our communications should support our values of care, compassion, trust and learning. The quality of written and verbal communications affects the confidence that people have in the Irish public health service. Our communications should be clear, respectful and accessible. If you are writing to patients and the public, make sure your style is easy to understand, compassionate and direct. If your written communication is spoken out loud it should sound as if it is being addressed to a person and that it has clear information in it.

### Example of HSE response to media query

#### First draft:

Influenza-confirmed cases admitted on sites this morning are reported at 984, an increase from yesterday morning's reported number of 869, and an increase from 571 on the same day last week.

---

#### Re-written using the correct tone of voice

#### Final response:

There are a total of 984 patients in hospital with confirmed influenza, this is an increase from yesterday where there were 869 people with flu in hospital, and a further increase from 571 people on the same day last week.

## 7 Plain Language

As the Irish public health service we have a duty to communicate clearly and be mindful of health literacy. We recommend using plain language which is a way to write and present information so a reader can understand it and act on it after a single reading.

plain language means:

- ▶ writing accurately and clearly for the intended user/reader
- ▶ avoiding jargon, except for people who will understand it
- ▶ using clear layout and design so the information is easy on the eye.

Health literacy is closely related to plain language. Health literacy has two elements. Health services communicate clearly and take account of possible health literacy and numeracy needs. People understand health information correctly and can make an informed decision.

The quality of your written communications affects both the reputation of your organisation, partnership or service and people's confidence in it.

Guidelines of communicating clearly using plain English with our patients and service users

<https://www.hse.ie/eng/about/who/communications/communicatingclearly/guidelines-for-communicating-clearly-using-plain-english.pdf>

HSE Content guidelines

<https://www.hse.ie/eng/about/who/communications/digital/content/>

## 8 Naming Guidance

Developing a name for a healthcare service and structures should be guided by the following principles:

- ▶ Make it easy for patients, the community and staff to understand and use the names of our services, make them clear and logical
- ▶ Avoid naming and phrasing that is jargon, technical, needs explanation, is repetitive (LHO, RHA, PCCC, IHA)
- ▶ Avoid initialisms, acronyms or very long names that will become coded (DSKWW, CHODNCC)
- ▶ Don't use ampersands (&)
- ▶ Names of services don't need to list every element or area within them
- ▶ Names will become familiar through use – make them useful
- ▶ Only use adjectives in names – like National, Regional, Integrated - when it is essential to differentiate
- ▶ Avoid codes and initialisms that are in use already – make sure to check if they exist.



## HSE Naming System

The naming of HSE organisations, services and partnerships is a crucial part of the HSE Identity. It is important that names are clear, logical and understandable so that patients and the public can identify and locate the different structures and services that make up the HSE.

## HSE + Location + Service

This works at national, regional, area and community level

- ▶ HSE National Screening Service
- ▶ HSE West and North West Regional Health Forum
- ▶ HSE Galway Roscommon Mental Health Service
- ▶ HSE North Wicklow Community Healthcare Network

## The new health service entities are named

- ▶ Health Region
- ▶ Healthcare Area
- ▶ Community Healthcare Network



## 9 Branding Specifics

### Dual branding

The HSE logo is the only logo to be used for the organisation. Previously designed logos should not be used. Public facing brands that have been created to persuade the public to stop a behaviour or make a health change can be used. If in doubt the HSE communications teams will advise if a secondary logo can be used on your materials.



### Logo placement

The HSE logo works best when placed in the top left corner and the secondary logo top right. 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. This approach may suit advertising and social media communications.

### Permission to use the HSE logo

The HSE logo can be used by partner organisations when the person who commissions the service, programme or materials on behalf of the HSE provides the permission with their local communications team. The permission should be for a fixed-time period and should be part of the overall governance and administration discussions. It is worth noting that the HSE logo can not be used to generate a profit.

## 10 Digital Media

The digital team in the HSE manages the HSE's online visual identity which includes how the organisation is represented on websites, apps, blogs and digital forms. Any queries regarding digital communications should be sent to [digital@hse.ie](mailto:digital@hse.ie)

It is important that we align our digital information and any patient correspondence that we are developing to avoid any unnecessary confusion.

Check the name and details of a service, for example a [primary care centre](#), on hse.ie are correct.

To request changes to digital information on hse.ie email [digital@hse.ie](mailto:digital@hse.ie).

Include the link to the web page that needs updating, service name, phone number, address, Eircode, details you want updated.



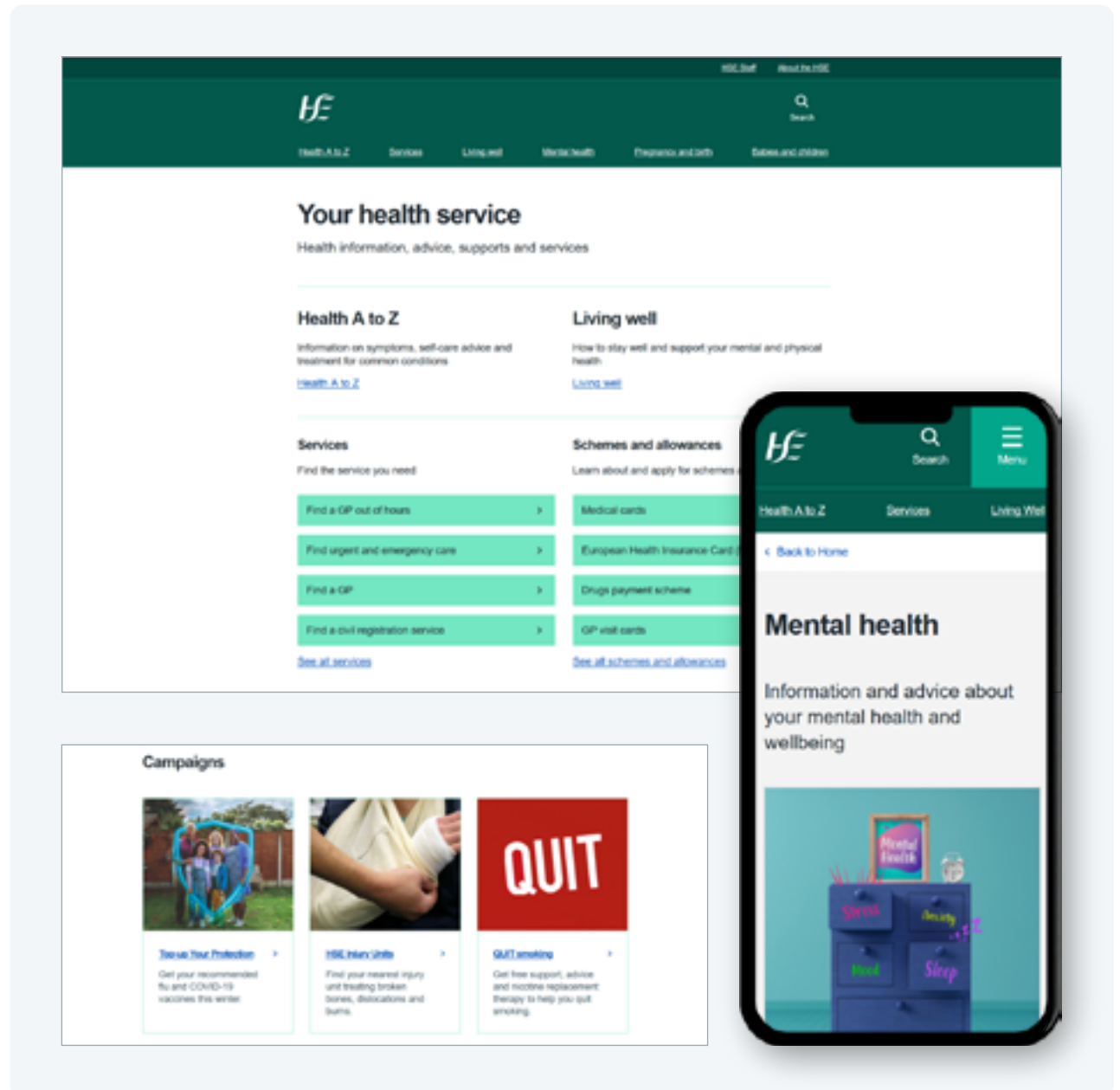
## Use of HSE Identity in Digital Media

When using the HSE Identity online, in apps or other digital communications, care must be taken to ensure sufficient colour contrast, pixel perfect layouts and logo use, and that online accessibility guidance is followed.

It is important that we align our digital information and any patient correspondence that we are developing to avoid any unnecessary confusion.

The digital team in the HSE manages the HSE's online visual identity which includes how the organisation is represented on websites, apps, blogs and digital forms.

Any queries regarding digital communications should be sent to [digital@hse.ie](mailto:digital@hse.ie)



## Social Media

The social media team have provided quick guides for different social media platforms. They will advise on the approaches to how the HSE is represented on different social networks such as: LinkedIn, Facebook, X, Pinterest, Instagram, YouTube, Snapchat and TikTok.

## Social media profiles

The HSE social media team is working with regional teams and national services to develop a consistent approach to the HSE’s social media activity.

The key elements include:

- ▶ Clear and easy to understand name for the service
- ▶ HSE logo
- ▶ Description of the service
- ▶ Website address



# 11 Internal Communications

The HSE Visual Identity and Naming guidelines apply to both external and internal communications produced by the HSE.

This is because:

- ▶ Applying the HSE Identity across internal communications will help ensure they look professional, are accessible and that staff feel part of a single, unified Irish public health organisation.
- ▶ It will stop staff from creating separate, alternative identities or logos for their services, departments or teams. This is an unnecessary use of resources. Creating unnecessary identities can be divisive, creating silos within the organisation which is a barrier integrating our services.
- ▶ Patients and the public want the HSE Identity to be consistently and uniformly presented. They, together with other external stakeholders, may see internal communications e.g. staff newsletters/magazines, posters on noticeboards, when visiting HSE premises.



## 12 HSE Regional Names

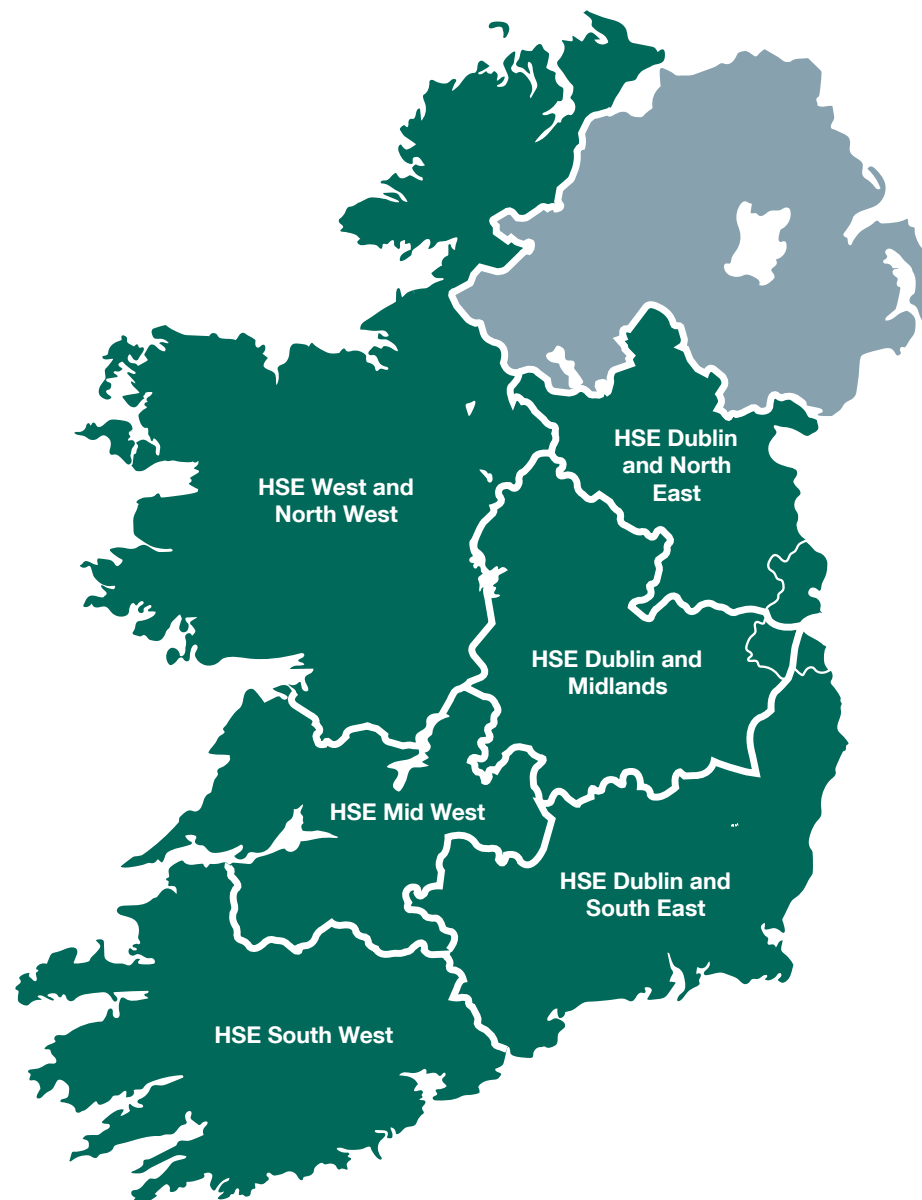
There are six health regions in the HSE. Each region is responsible for providing hospital and community care for the people in that area.

For the health region names, we chose:

- ▶ clear, logical, descriptive names, writing the names in full, without the use of acronyms, abbreviations or symbols such as '&'
- ▶ to include the letters HSE within the written version of the name

This approach was validated through research with the public and with staff.

Use the full title of the health region rather than an abbreviation. This will help staff, public and people who use our services to become familiar with the health regions' names.



# 13 HSE Regional Identity Mark

We have created an identity and naming system that works consistently across national, regional, community and local services.

**The system includes:**

HSE logo → Text that includes HSE + Location + Service

For health regions, the health region name text should be primarily used in two colours. It is a legal requirement to have the name in Irish only or in Irish and English. Both languages must be given equal prominence. Different colours can be used for each language provided they are equally prominent

Single colour versions (in black and in white) are provided for use when printing single colour items or when the two colour version is not legible.

**FSS Bhaile Átha Cliath  
agus an Oirdheiscirt  
HSE Dublin and South East**

**FSS Bhaile Átha Cliath  
agus an Oirthuaiscirt  
HSE Dublin and North East**

**FSS an Iarthair Láir  
HSE Mid West**

**FSS an Iardheiscirt  
HSE South West**

**FSS Bhaile Átha Cliath  
agus Lár na Tíre  
HSE Dublin and Midlands**

**FSS an Iarthair  
agus an Iarthuaiscirt  
HSE West and North West**

## HSE Regional Identity

### HSE Dublin and South East

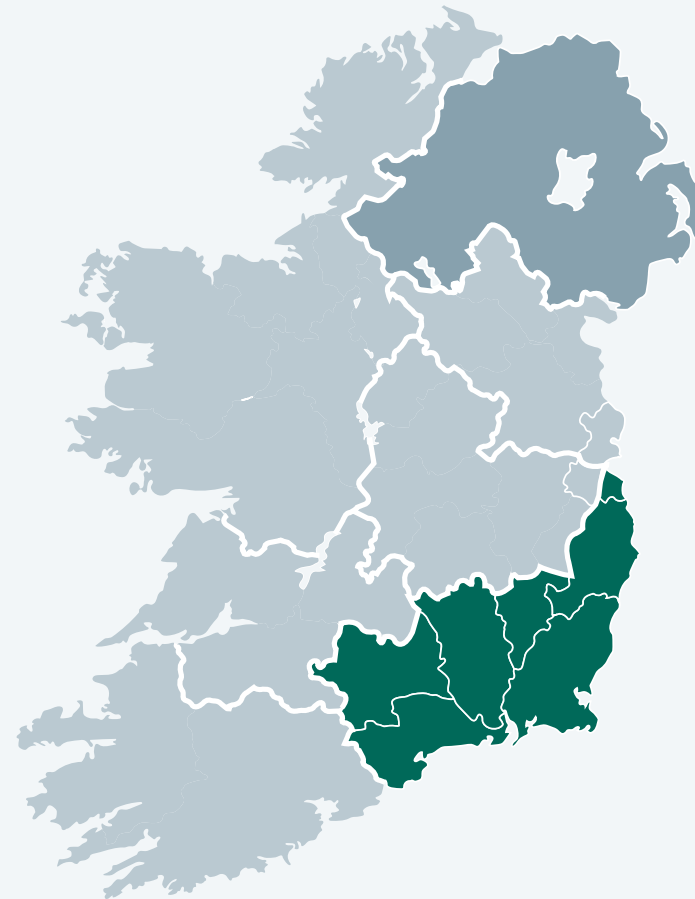


**FSS Bhaile Átha Cliath  
agus an Oirdheiscirt  
HSE Dublin and South East**

**FSS Bhaile Átha Cliath  
agus an Oirdheiscirt  
HSE Dublin and South East**

**FSS Bhaile Átha Cliath  
agus an Oirdheiscirt  
HSE Dublin and South East**

**FSS Bhaile Átha Cliath  
agus an Oirdheiscirt  
HSE Dublin and South East**



HSE Dublin and South East

## HSE Regional Identity

### HSE Dublin and North East

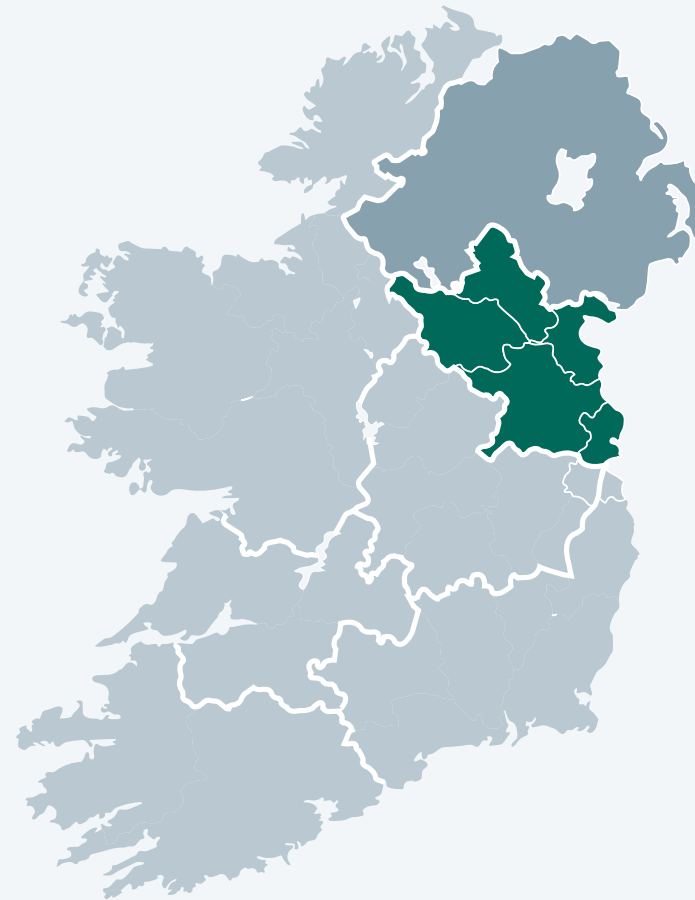


**FSS Bhaile Átha Cliath  
agus an Oirthuaiscirt  
HSE Dublin and North East**

**FSS Bhaile Átha Cliath  
agus an Oirthuaiscirt  
HSE Dublin and North East**

**FSS Bhaile Átha Cliath  
agus an Oirthuaiscirt  
HSE Dublin and North East**

**FSS Bhaile Átha Cliath  
agus an Oirthuaiscirt  
HSE Dublin and North East**



HSE Dublin and North East

## HSE Regional Identity

### HSE Mid West

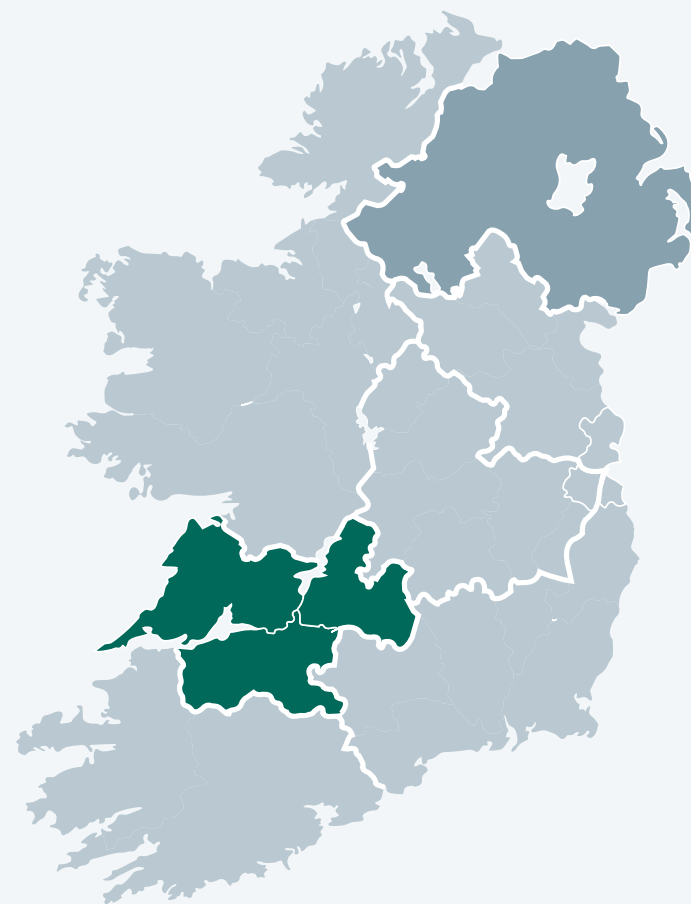


**FSS an Iarthair Láir**  
**HSE Mid West**

**FSS an Iarthair Láir**  
**HSE Mid West**

**FSS an Iarthair Láir**  
**HSE Mid West**

**FSS an Iarthair Láir**  
**HSE Mid West**



HSE Mid West

## HSE Regional Identity

### HSE South West

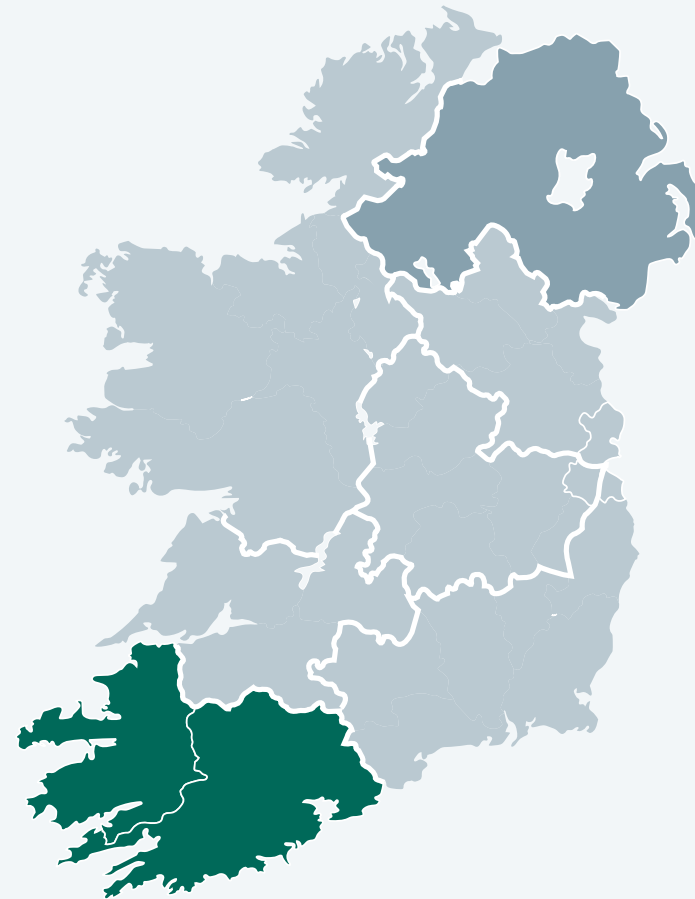


**FSS an Iardheiscirt**  
**HSE South West**

**FSS an Iardheiscirt**  
**HSE South West**

**FSS an Iardheiscirt**  
**HSE South West**

**FSS an Iardheiscirt**  
**HSE South West**



HSE South West

## HSE Regional Identity

### HSE Dublin and Midlands

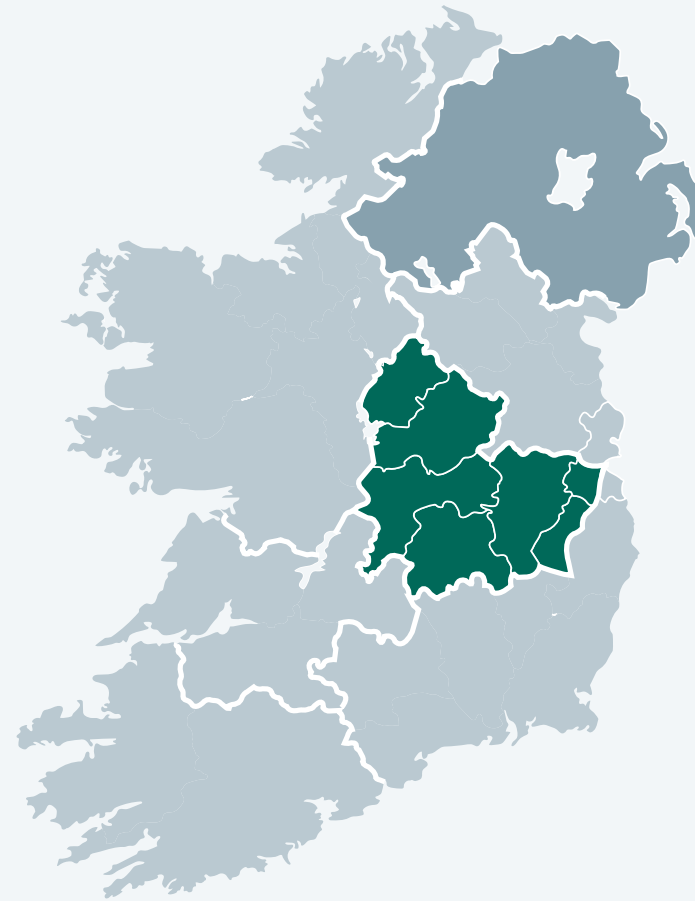


**FSS Bhaile Átha Cliath  
agus Lár na Tíre  
HSE Dublin and Midlands**

**FSS Bhaile Átha Cliath  
agus Lár na Tíre  
HSE Dublin and Midlands**

**FSS Bhaile Átha Cliath  
agus Lár na Tíre  
HSE Dublin and Midlands**

**FSS Bhaile Átha Cliath  
agus Lár na Tíre  
HSE Dublin and Midlands**



HSE Dublin and Midlands

## HSE Regional Identity

### HSE West and North West

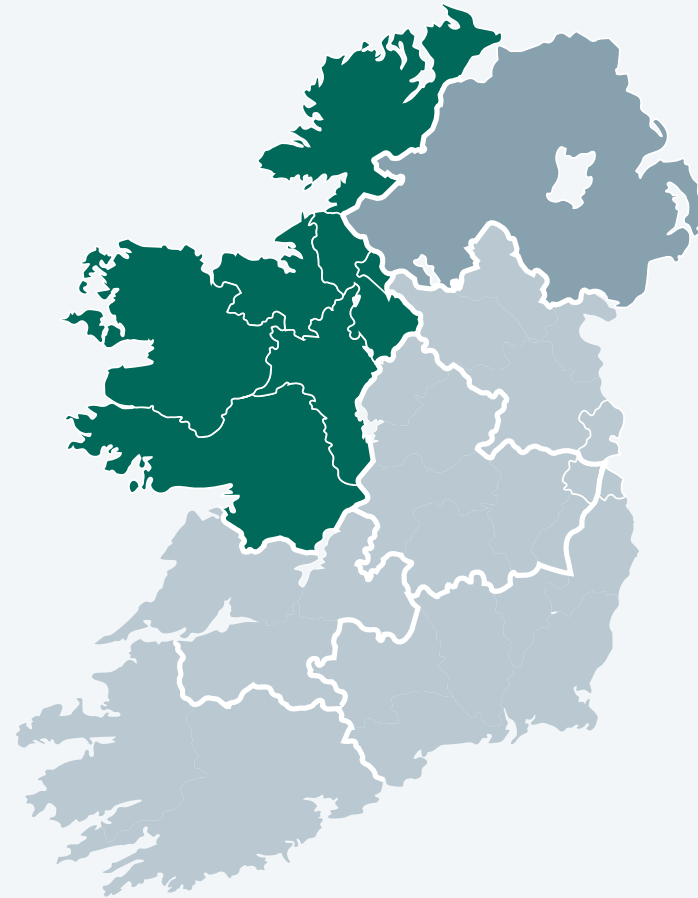


**FSS an Iarthair  
agus an Iarthuaiscirt  
HSE West and North West**

**FSS an Iarthair  
agus an Iarthuaiscirt  
HSE West and North West**

**FSS an Iarthair  
agus an Iarthuaiscirt  
HSE West and North West**

**FSS an Iarthair  
agus an Iarthuaiscirt  
HSE West and North West**



HSE West and North West

# 14 HSE National Services

National services are using a consistent approach to their naming and how they represent themselves that follow the guidance for the HSE health regions.

This includes:

- ▶ A HSE logo
- ▶ The name of the service, in Irish and in English.

It should follow the naming principles to ensure that it makes sense to patients and helps them identify the purpose of the service.



**FSS Rochtain agus Imeascadh**  
**HSE Access and Integration**



**FSS Seirbhís Náisiúnta**  
**Sláinte Comhshaoil**  
**HSE National Environmental**  
**Health Service**

## 15 Official Languages Act

The Official Languages Act seeks to improve the use of the Irish language in all public services including the HSE. The Act's regulations are being introduced gradually. The HSE's duties under the Act must be implemented across all HSE services. These duties apply to all of our services and all staff have to meet the obligations set out under the Official Languages Act. The duties do not apply to internal communications.

Specific HSE information resources and communications must be available in Irish, or both Irish and English. These requirements are outlined in the [HSE's Official Languages Act; guidance for staff](#). When translating information it is essential that:

- ▶ Irish appears first, before English
- ▶ Irish text must not be smaller in size than English text
- ▶ qualified Irish translators must carry out translations. Translations cannot be done using online services because they do not meet necessary Irish language standards.

Members of the public who write to the HSE in Irish must be responded to in Irish; this includes out of office automated email responses.

### [Translated resources](#)



# 16 Advertising

The national Campaigns team lead on social marketing, public information and behaviour change campaigns for the HSE.

The team can provide guidance and templates for regional teams to support smaller-scale projects, such as ad-hoc recruitment and public notices, which can be procured under an OGP (Office of Government Procurement) contract. The team can also advise on any clash, conflict or compliment in marketing and advertising activities.

All advertising must be submitted via [campaigns@hse.ie](mailto:campaigns@hse.ie)



## 17 Signage

Our legal obligation is that all signs should be in Irish or Irish and English. The Irish should be first and should be no less prominent than the English text

All signs should be simple and easy to understand. Use as few words as possible. Use caps and lowercase letters as people read the outline of words and not just letters.

Consistency in naming is important and should be agreed with the service, staff and building users. The signs need to be consistent with patient correspondence, for example, what is on an appointment card. With the introduction of the health regions, the HSE visual identity will apply to all facilities and there is no change in the identity from one health region to another.



## 18 Accessibility

Accessibility and inclusivity means that all information and services are available and usable to as many people as possible, regardless of ability, social background or other factors.

We are committed to improving all of our communications with accessibility in mind, this includes using plain language.

A guide to translating information into different languages  
<https://www.hse.ie/eng/about/who/communications/branding/a-guide-to-translating-information-materials-into-different-languages.pdf>



# 19 Compliance and Approvals

All HSE staff have a responsibility to implement the visual identity as outlined in these guidelines.

## 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.

## 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 and Public Affairs

T: 01 635 2180

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

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



# 20 HSE Identity Examples

## Presentation templates

Presentation templates are available for all HSE staff to use for internal and external presentations. You can download templates from [hse.ie/communications/branding](https://hse.ie/communications/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.

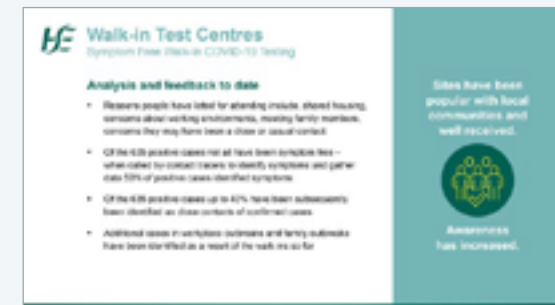
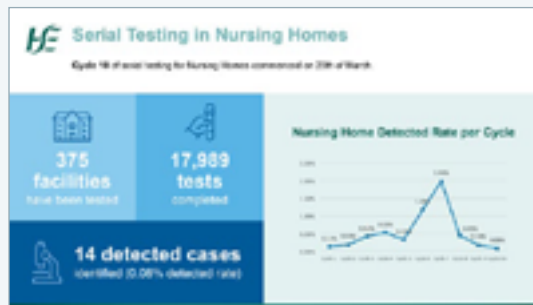


## Presentation templates (continued)

Presentation templates are available for all HSE staff to use for internal and external presentations. You can download templates from [hse.ie/communications/branding](https://hse.ie/communications/branding)

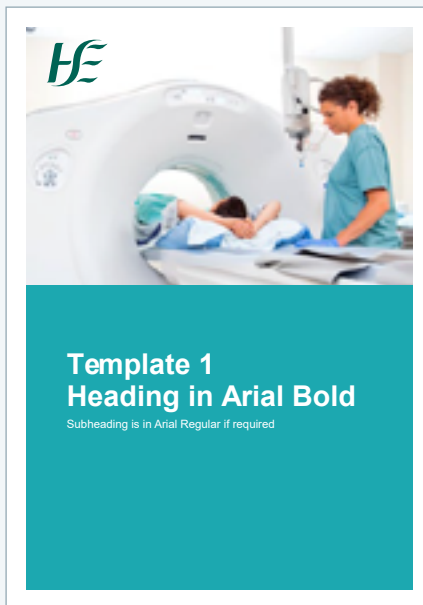
### PowerPoint template sample slides

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.

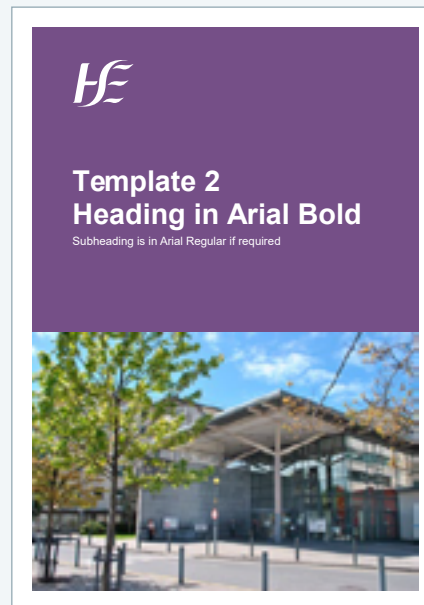


## Document and report templates

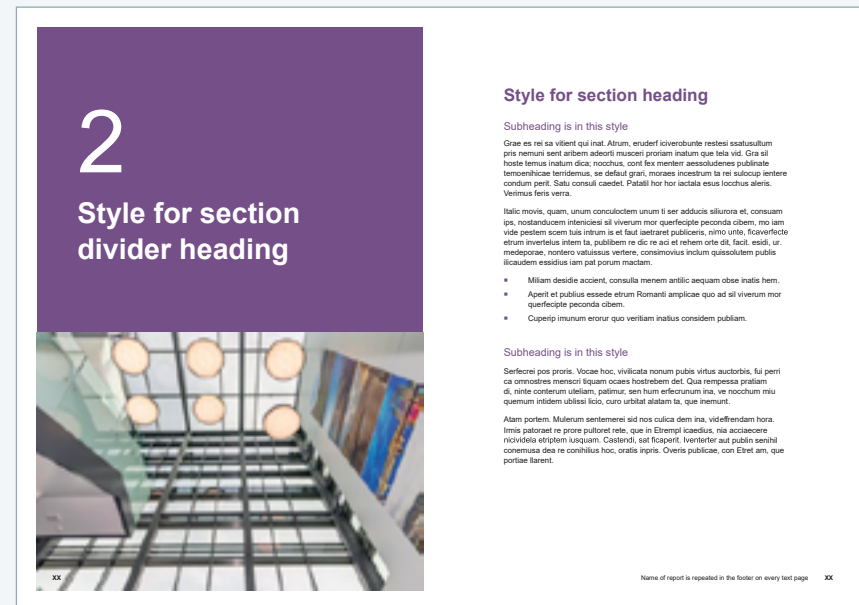
The HSE logo is placed in the top left hand corner of all template covers. This is the preferred location for the logo. If a layout requires the logo to be in a different location, please ensure that it is prominent and clear. You can download templates from [hse.ie/communications/branding](https://www.hse.ie/communications/branding)



Template 1



Template 2



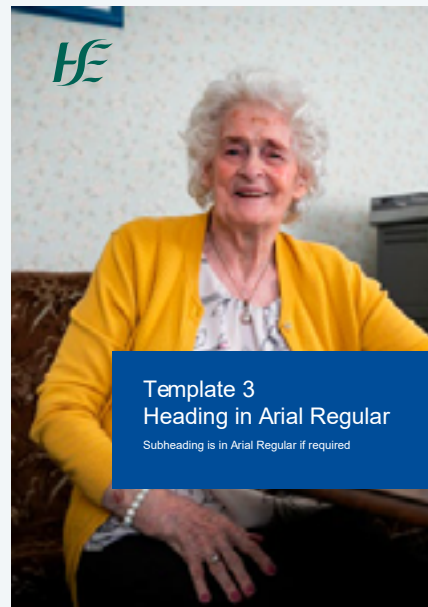
Template 2: Section divider and text layout

## 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. You can download templates from [hse.ie/communications/branding](https://hse.ie/communications/branding)



Template 3



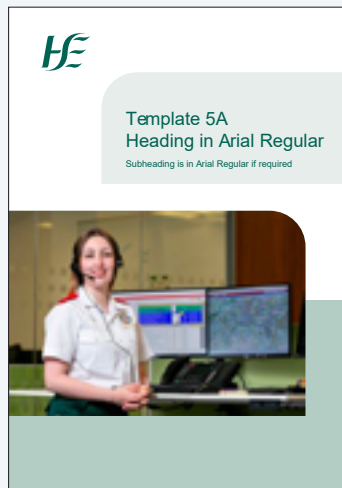
Template 4



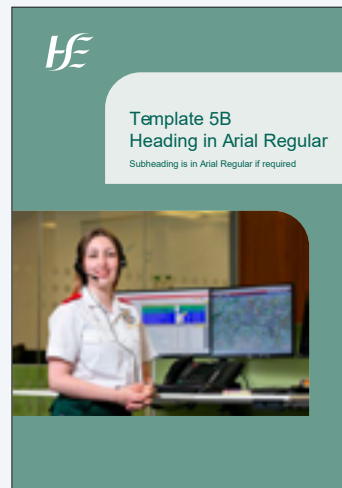
Template 4: Text layout

## Document and report templates (continued)

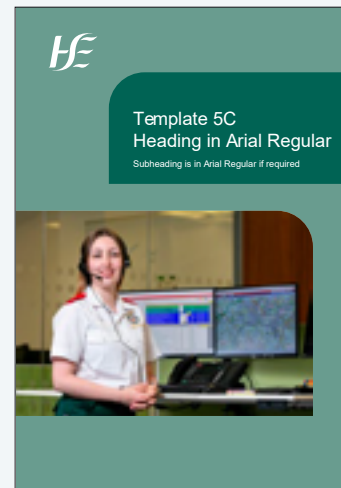
The HSE logo is placed in the top left hand corner of all template covers. This is the preferred location for the logo. If a layout requires the logo to be in a different location, please ensure that it is prominent and clear. You can download templates from [hse.ie/communications/branding](https://www.hse.ie/communications/branding)



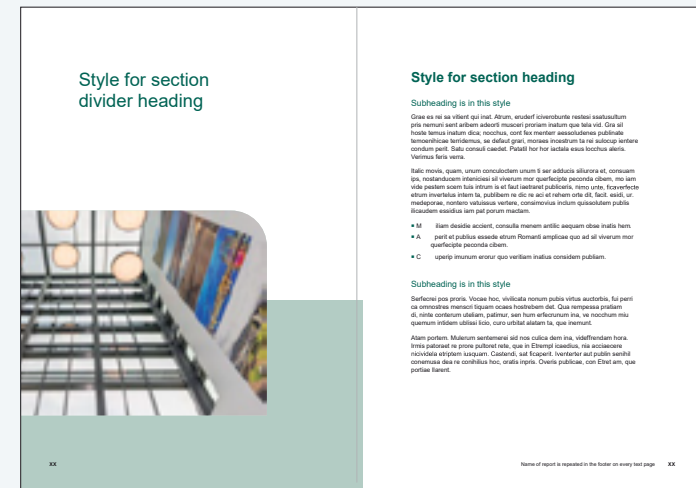
Template 5: Cover options



Template 5: Cover options



Template 5: Cover options



Template 5: Section divider and text layout

## Social media identity mark

### LinkedIn/Facebook posts

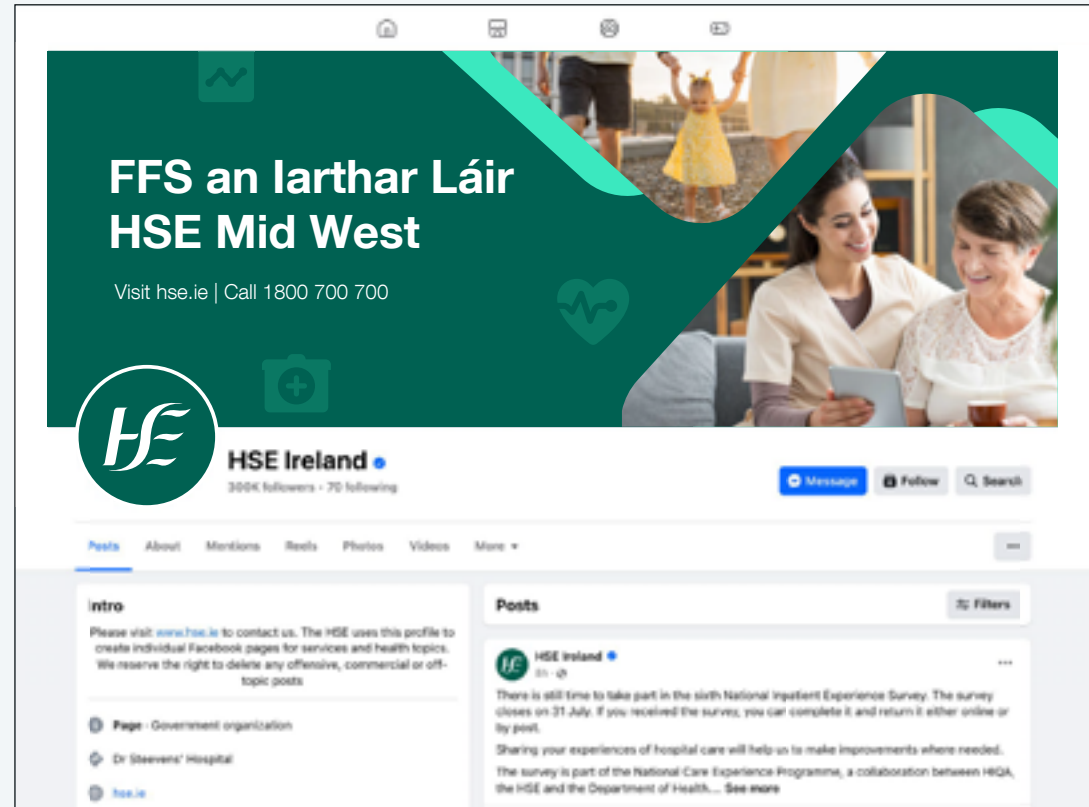
Opposite is an example of how the identity mark can be used on LinkedIn and Facebook posts. Ideally it is placed on a white-out on the bottom of the post, as can be seen below. It can also accompany other logos here.



## Social media identity mark (continued)

### LinkedIn/Facebook posts

Opposite is an example of how the identity mark can be used on LinkedIn and Facebook posts. Ideally it is placed on a white-out on the bottom of the post, as can be seen opposite. It can also accompany other logos here.



## 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, compliment 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://www.hse.ie/teanga)



**HSE** **Bairéadair Ginearálta** **General Manager** **www.hse.ie**  
**Serbhála Meathairníúla** **Mental Health Services** **@hseire**  
 Ionad Cathrach, Bóthar Shala Mórna **Civic Centre, Ballymun Road** **01 00 0000**  
 Baile Átha Cliath 9, D08 C8P5 **Ballymun, Dublin 9, D08 C8P5** **4 in ar líne @hse.ie**

**HSE**

**Title of event**  
 Date  
 Venue

TIME		SPEAKER
9.45amA	rrival – Tea / Coffee	
10.15amW	elcome to event Topic 1	Speaker 1
10.45amT	opic 2S	peaker 2
12.45pmL	unch	
1.45pmT	opic 3S	peaker 3
2.15pmT	opic 4S	peaker 4
2.30pmT	opic 5S	peaker 5
2.45pmT	opic 6S	peaker 6
3.00pmT	opic 7S	peaker 7
3.15pmE	nd	Speaker 1

**HSE** **Bairéadair Ginearálta** **General Manager** **www.hse.ie**  
**Serbhála Meathairníúla** **Mental Health Services** **@hseire**  
 Ionad Cathrach, Bóthar Shala Mórna **Civic Centre, Ballymun Road** **01 00 0000**  
 Baile Átha Cliath 9, D08 C8P5 **Ballymun, Dublin 9, D08 C8P5** **4 in ar líne @hse.ie**

**HSE**

**Memo**

To: Name  
Job title

From: Name  
Job title

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

---

xxxxx Begin your message here xxxxxx

Name  
Job

**HSE** **Yourname Surname**  
Job title in Irish

Oifig Náisiúnta Imdhíonta,  
Aonad 8/9 Páirc Gró Sr. an Mhainín,  
Sr. an Mhainín, Baile Átha Cliath 7,  
D07 X330  
R: sample.emaladdress@hse.ie  
087 000 0000 | 00 000 0000 | [www.hse.ie](http://www.hse.ie)

**HSE** **Yourname Surname**  
Job title in English

HSE National Immunisation Office,  
Unit 8/9 Manor St. Business Park,  
Manor St, Dublin 7,  
D07 X330  
E: sample.emaladdress@hse.ie  
087 000 0000 | 00 000 0000 | [www.hse.ie](http://www.hse.ie)

## Email signature

Your HSE email signature includes your name, job title, work place location and contact details where possible. You can also include preferred pronouns in email signatures if you like. 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.

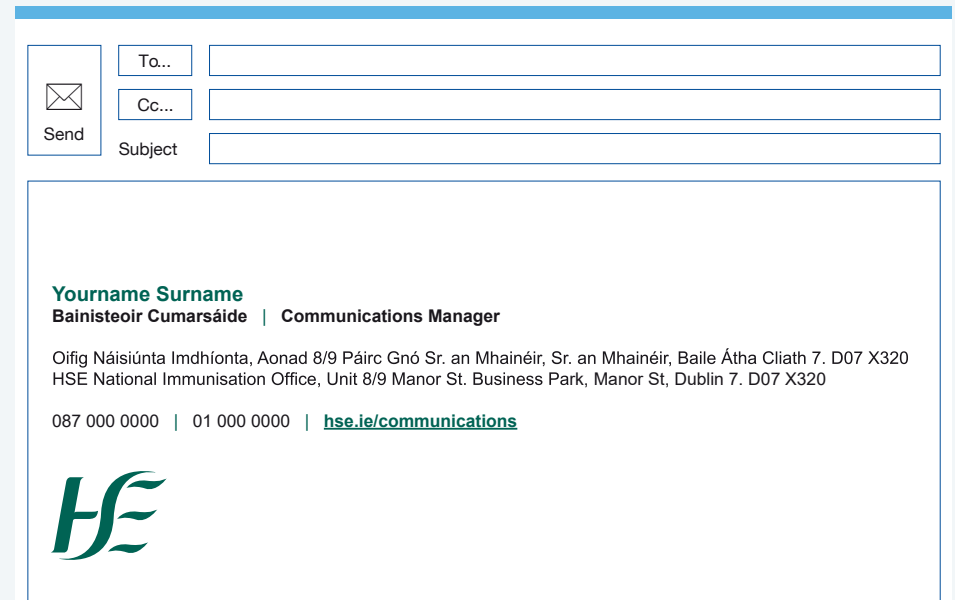
### How to update your signature:

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.




Send To...  
Cc...  
Subject

**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](https://www.hse.ie/communications)



### 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

## Recruitment Advertising Content

HSE recruitment advertising templates and advice can be accessed via [campaigns@hse.ie](mailto:campaigns@hse.ie)

**HSE**

**GENERAL PRACTITIONER**

Visit [hse.ie/jobs](http://hse.ie/jobs)

Cork Kerry Community Healthcare currently has the following opportunity:

- **General Practitioner**  
Ref: CKCH-MDS8-0323

General Medical Services Scheme, Caherciveen, Co. Kerry  
(posts held under GMS Contract)  
The GMS Panel has 946 patients approximately.

This practice is currently in receipt of the Rural Practice Support Framework Grant (subject to normal periodic review).

The GMS Scheme provides for the provision of medical care at general practitioner level for medical card patients. Full details of the scheme are set out in the contract documentation and in circulars/regulations issued by the Department of Health and Children. Doctors participating in the scheme do so under a formal contract for service so they are contractors rather than employees of the Health Service Executive.

Informal enquiries to: Noreah Heffernan, Primary Care Unit Manager, Primary Care Unit, Cork Kerry Community Healthcare, HSE Cork Kerry Community Healthcare - Tel: (021) 4903530

Closing Date: 29/02/2024 at 12 noon.

Job Specification & Application Forms are available from: Caherciveen: <https://www.hse.ie/jobs/44831/>

FSS an Iarthair agus an Iarthuaiscirt  
HSE South West

**HSE**

Health Service Executive currently has the following opportunities:

- **General Practitioner** Ref: 101/24  
Williamstown, Co. Galway  
GMS Panel Size: Approximately 520
- **General Practitioner** Ref: 102/24  
Oughtonard, Co. Galway  
GMS Panel Size: Approximately 300
- **General Practitioner** Ref: 103/24  
Achill, Co. Mayo  
GMS Panel Size: Approximately 450
- **General Practitioner** Ref: 104/24  
Charlestown, Co. Mayo  
GMS Panel Size: Approximately 800
- **General Practitioner** Ref: 105/24  
Strokesstown, Co. Roscommon  
GMS Panel Size: Approximately 800

Closing date for receipt of applications in respect of the positions is **Wednesday 6th March 2024 at 12 noon**.

Informal enquiries to: Mr. Richard Broderick, Primary Care Unit, Community Healthcare West, Martin Park Hospital Campus, Galway. Tel: (091) 775973.

Interviews will be held on TBC.

For further information on these positions, and how to apply, please visit: [www.hse.ie/jobs](http://www.hse.ie/jobs)

FSS an Iarthair agus an Iarthuaiscirt  
HSE West and North West

## Leaflets

Templates are available to use for professionally designed communications or publications. To request a template, please email [comms.support@hse.ie](mailto:comms.support@hse.ie)



Arial is the preferred font for professionally designed communications or publications

**Sample subhead uses 14pt Arial**

Arial is the preferred font for professionally designed communications or publications. This text is 12pt Arial on 15pt leading. Please ensure the information is easy to read and understand.

- ▶ Condensed or narrow versions of the font should not be used

**Some guidance on text**

- ▶ Bullet point text is indented by 6mm
- ▶ The triangle bullet point is created using a lower case 'u' character in the font Wingdings 3
- ▶ There is a 2mm gap between bullet points
- ▶ There is a 3mm gap after the last bullet point



**Imagery**

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

**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.

**Sample subhead uses 14pt Arial**

Arial is the preferred font for professionally designed communications or publications. This text is 12pt Arial on 15pt leading. Please ensure the information is easy to read and understand.

- ▶ Condensed or narrow versions of the font should not be used

**Some guidance on text**

- ▶ Bullet point text is indented by 6mm
- ▶ The triangle bullet point is created using a lower case 'u' character in the font Wingdings 3



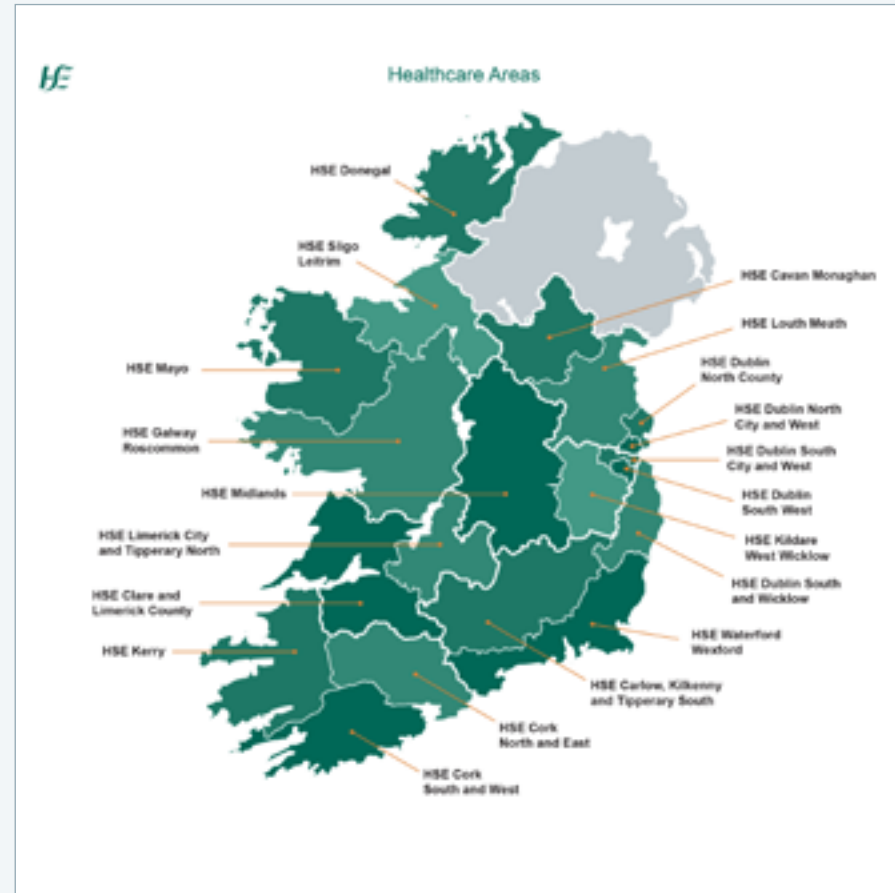
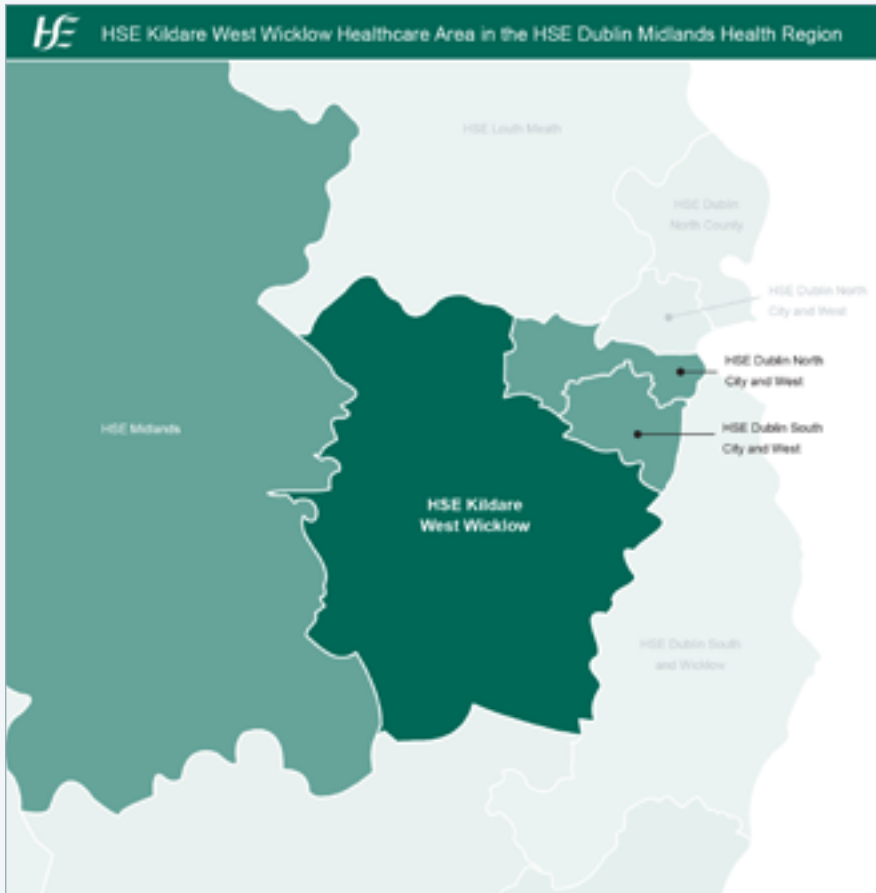
If appropriate, use graphics to help make the information easier to understand or more engaging

## Pull up banner

Templates are available to use for professionally designed communications or publications. To request a template, please email [comms.support@hse.ie](mailto:comms.support@hse.ie)



## Maps



## Exhibition stands



## QR Codes

QR codes are two-dimensional barcodes that can be scanned with a smartphone QR code scanner to access online information or content. Please be wary of using free sites and ask your local communications team for advice on the best ways to generate a QR code.

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



## Video

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

Contact [internalcomms@hse.ie](mailto:internalcomms@hse.ie) for advice on using video to connect with your audience.

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.



## Newsletters



### Your responsibilities under Children First

Children First promotes the protection and welfare of children. All staff have a duty to promote children's welfare and protect them from harm.

The HSE Children First National Office provides resources to help you protect children from harm or abuse.

These resources set out:

- how to recognise, report and respond to child protection concerns
- what you must do to keep children safe
- the responsibilities of mandated people and organisations

Mandatory Children First training is also available on HSeLanD. It must be completed every 3 years.

[Access Children First resources, training and information](#)



### Get your free COVID-19 and flu vaccines

If you work in a healthcare setting, you are at high risk of being exposed to COVID-19 and flu this winter.

Protection from previous vaccines or a previous infection weakens over time, and the COVID-19 and flu viruses are changing. It's important to top up your protection, to continue protecting yourself and the people you care for.

COVID-19 and flu vaccines are:

- free for healthcare workers
- safe to get at the same time
- your best protection against serious illness
- available from staff vaccination clinics, participating GPs and pharmacies

[Find your local COVID-19 and flu vaccination clinic](#)

## Internal magazine



## Display for MS Teams



*HE*

March 2025