



National Policy ☐ National Procedure ☐ National Protocol ☐ National Guideline ☒
National Clinical Guideline ☐

HSE National Guideline: Visual Identity and Naming

DOCUMENT GOVERNANCE ¹

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6	30/09/2026	Updated colour palette, clarifications on naming framework for IHAs and CHAs including the use of Oxford commas, visual identity and branding library, Generative AI guidance and enhanced examples of the HSE visual identity in use.
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.

PUBLICATION INFORMATION ⁴	
Topic:	
HSE National Guideline: Visual Identity and Naming	
National Group:	
HSE National Guideline: Visual Identity and Naming	
Short summary:	
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.	
Description:	
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.	

³ Records details of the document review or update, even if no changes are made.

⁴ Records the document information required for publication on the HSE National Central Repository.



HSE national guideline for **Visual identity and naming**

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01 – About the visual identity

What the guideline covers

The guideline explains how the HSE presents itself as the Irish public health service. It describes our main identity elements. These include our logo, colours, font, images, naming rules and writing style. Together, these elements make our information clear, consistent and easy for everyone to understand.

Why it matters

The guideline helps staff create materials that look and feel consistent across the HSE. It supports clear communication and helps people recognise HSE services and information.

What’s included

The guideline sets out how to use the HSE visual identity in your work. It includes:

- logo guidance - how to use the HSE logo correctly
- colour palette - approved colours for print and digital use
- font - the typeface used across HSE materials
- imagery - guidance on photography and image style
- naming - how to name services and programmes
- templates - where to find approved templates for staff



HSE communications

People who use our services expect a unified and national health service. Since being introduced, the HSE identity is now recognised by 94% of the public. Internal communications should follow the HSE visual identity to keep staff information clear, consistent and easy to recognise.

Use the visual identity for staff emails, online content, staff web updates, internal campaigns and other staff-facing materials. It helps staff know the information is official and supports a consistent experience across channels.

Patients and the public may see internal communications when they visit HSE buildings. This includes staff newsletters, magazines and posters. These materials should match the style of the public-facing information they may already have seen.

Who it is for

HSE staff and HSE-funded agencies use this guideline.

It puts HSE policy into practice by using a consistent visual identity and naming system across health and social care services. It helps us meet our legal duties on Irish language and accessibility.



Principles for applying the guideline

Our principles for applying the guideline explain how to use the HSE identity in a clear and consistent way. They help people recognise our services and trust our communications. They show that we use public resources responsibly and that we reflect HSE values in our work.

- **Put patients and the public first**
Use the HSE identity in ways that make services clearer, safer and easier for people to understand and access.
- **Use public resources responsibly**
Apply the identity in a cost-effective way that delivers value for taxpayers and supports sustainability. This includes avoiding unnecessary printing, duplication or redesign.
- **Be consistent so people can recognise and trust our services**
Use the identity in a standard, consistent way across services so people can quickly identify official HSE care and information.
- **Reflect HSE values**
Communications should demonstrate care, trust, compassion and a commitment to learning and improvement.
- **Protect and manage the identity properly**
Everyone has a responsibility to use the HSE identity correctly and prevent misuse, confusion or reputational risk.
- **The HSE identity must not be used for commercial purposes**
The HSE identity must never be used to generate profit.



Put patients and the public first



Use public resources responsibly



Be consistent so people can recognise and trust our services



Reflect HSE values



Protect and manage the identity properly



The HSE identity must not be used for commercial purposes

Compliance and approvals

All staff are responsible for using the visual identity correctly. These guidelines explain how to apply the identity in your work.

The HSE owns the visual identity and related intellectual property. The HSE was established under the Health Act 2004 as the single organisation responsible for managing and delivering health and social care services in Ireland.



Advice on using the visual identity

Communications teams across the country support HSE services and the wider health system. They can help you use the visual identity in your work.

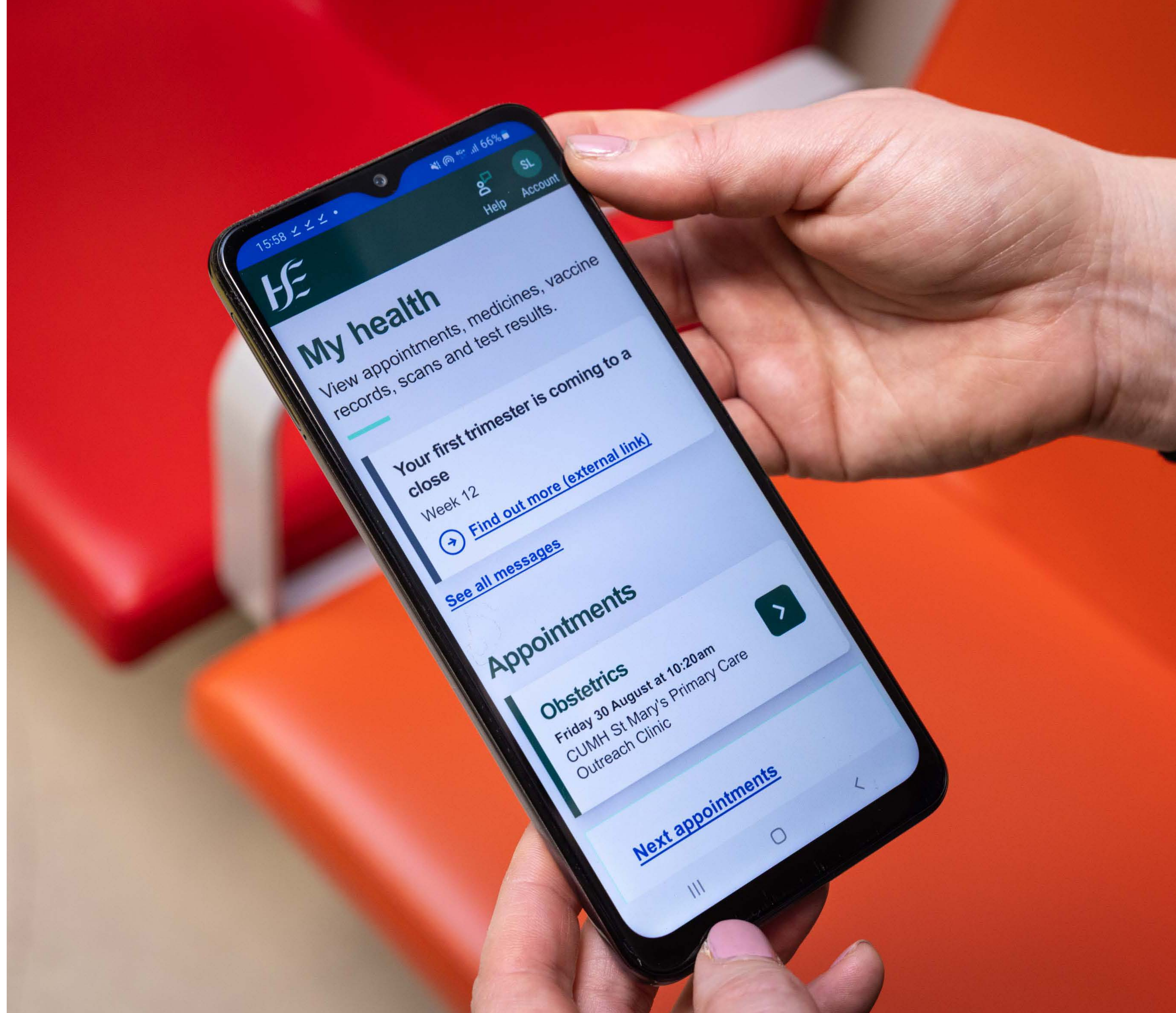
For regional queries, contact your regional communications team.

Contact details for the regions are available on the HSE website.

For national queries, contact HSE Communications and Public Affairs:

Email: comms.support@hse.ie

Phone: [01 635 2180](tel:016352180)





02 – Writing for the HSE

Writing for the HSE

Clear writing helps people understand and trust our information. There are several HSE resources to help you write clear and consistent content that meets our standards.

Plain language guidelines

Plain language helps people to access, understand, and use our health services. These guidelines outline how we write clearly.

To view the guidelines, search for ‘plain language’ on hse.ie/staff/.

Tone and voice

Our tone and voice help people recognise the HSE and understand our messages clearly. These guidelines outline HSE tone and voice with examples.

To view the guidelines, search for ‘tone and voice’ on hse.ie/staff/.

How to write HSE digital content

Most people visit our digital services or channels because they need something. These guidelines outline how to create digital content in a consistent way that meets user needs.

To view the guidelines, select ‘content design’ on service-manual.hse.ie/.



5. Plain language checklists

Plain language checklist for documents

Written text, when writing, did you:	Yes
use 'you' and 'we' where possible?	☐
use the active voice most of the time?	☐
keep medical terms and abbreviations to a minimum?	☐
explain any necessary terms and abbreviations clearly?	☐
avoid Latin and French phrases and Latin abbreviations?	☐
use the same term for the same concept throughout?	☐
keep your sentences and paragraphs short (average 15 to 20 words)?	☐
use correct punctuation?	☐
Structure, when structuring, did you:	Yes
put the most important information at the top?	☐
use informative headings or questions to break up text?	☐
create a natural flow from one point to the next?	☐
keep paragraphs short?	☐
use bullet point lists for detailed or complicated information?	☐
Page design and layout, when designing and laying out the page, did you:	Yes
use Arial font in size 12 point and not less than 10 point?	☐
align the text to the left?	☐
space text at 1.5?	☐
avoid underlining, italics and unnecessary capital letters?	☐
make sure images, charts or blocks of colour are clear and relevant?	☐
place the text on a plain background and not on top of images or graphics?	☐
check the text contrasts effectively with the background?	☐
follow our Visual Identity Guidelines ?	☐

Writing for social media

We use the HSE voice on social media but the tone is different.
For social media, our tone is:

- personal
- friendly
- understanding

Emojis

Emojis can be fun and effective, but use sparingly and consider if they add value.
They can be useful to:

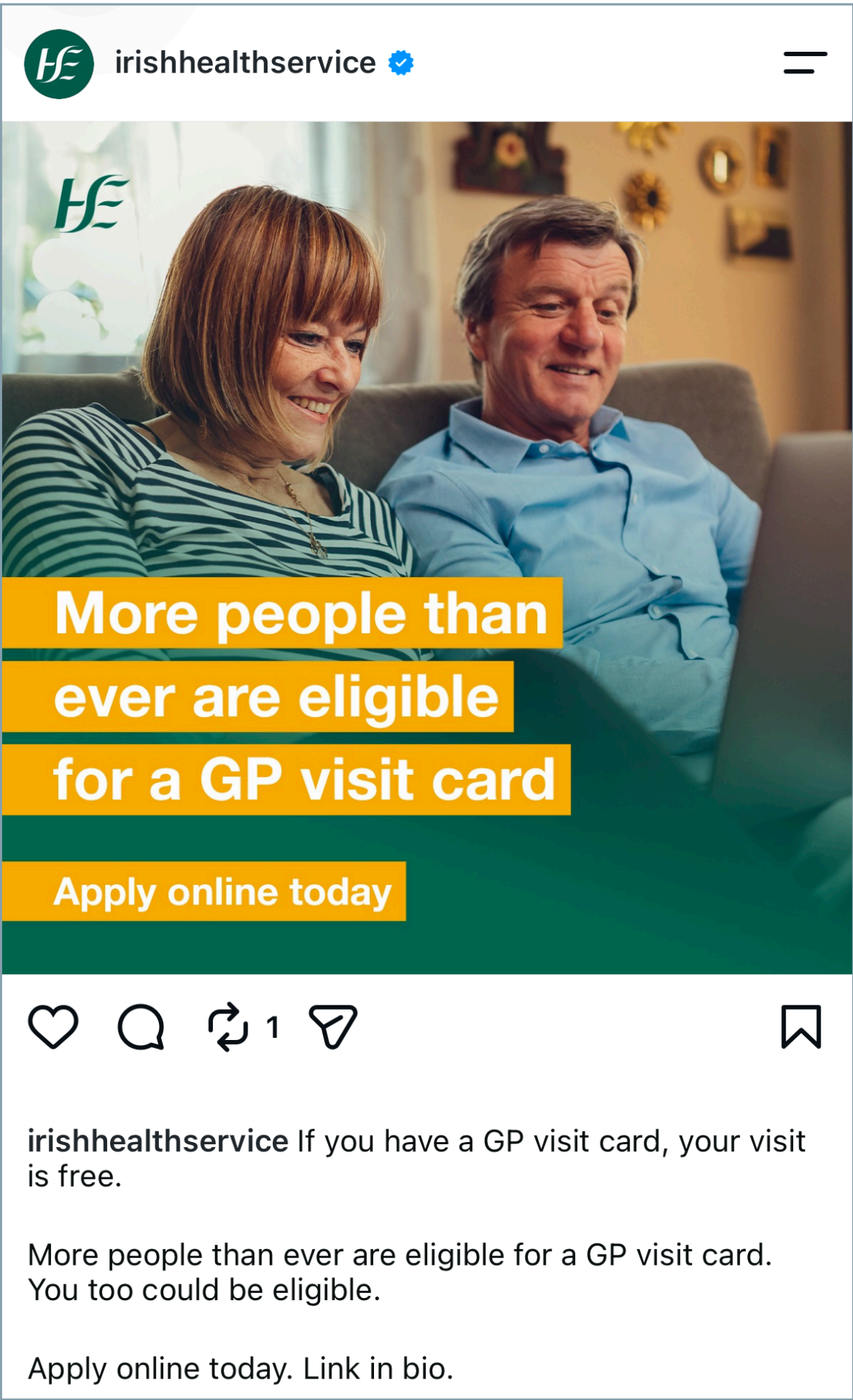
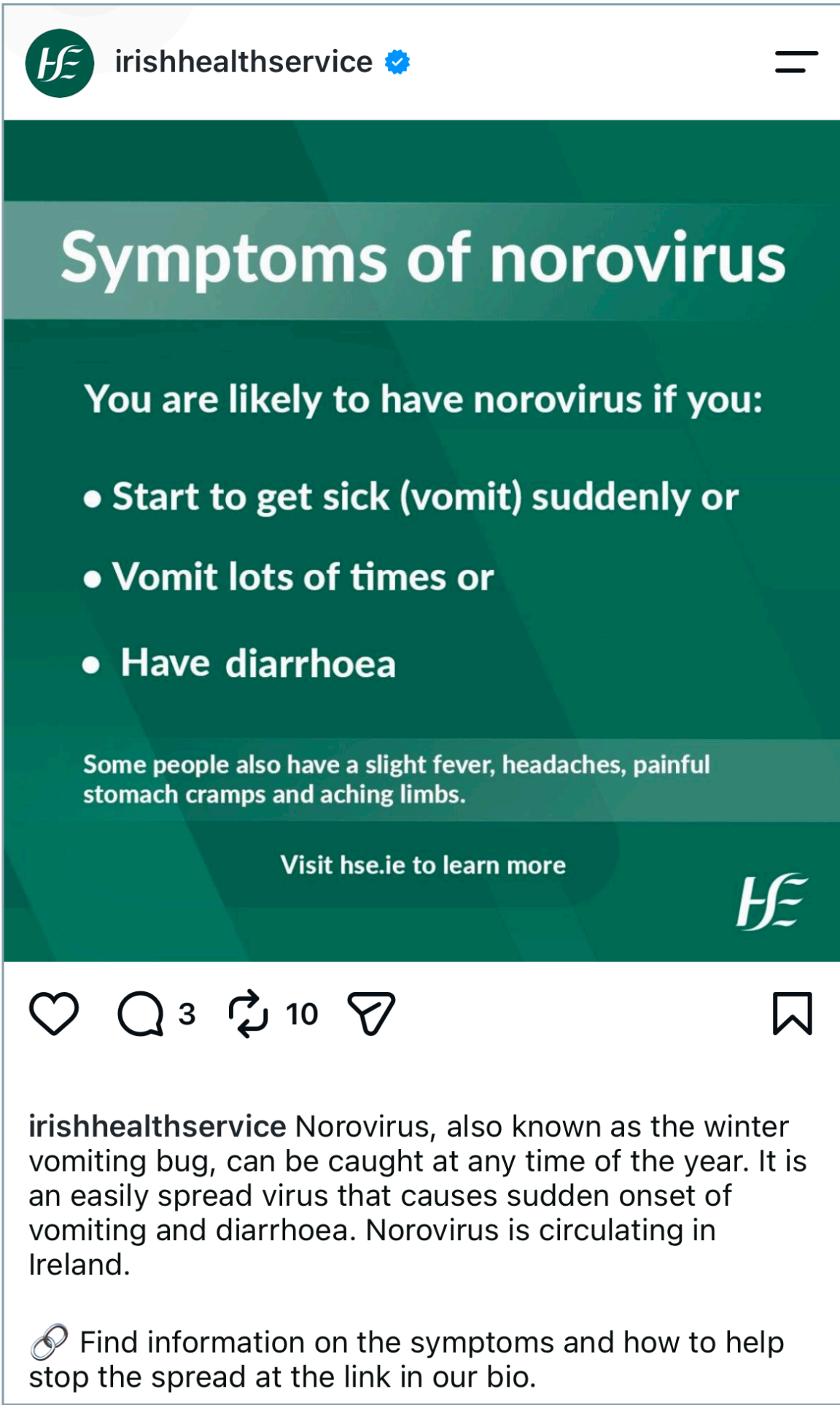
- break up long text
- add colour to a plain post
- cut down on characters

Websites like Emojipedia help you find and copy emojis and explain what they mean.

It is important to note that emojis can have different meanings, so check before using them.

Don't use too many - just 1 or 2 per post is best.

Examples of writing for social media



Accessible content

Accessibility is a core part of the HSE visual identity.

Everything we create should be usable and understandable for as many people as possible.

To support this, all HSE communications should:

- provide alternative text for images in digital content so screen-reader users can access the same information
- use clear headings and structure to help people scan, navigate and understand information quickly
- be usable by people with different needs, including:
 - visual impairments
 - cognitive impairments
 - lower health literacy

In addition to these practices, content must meet the EU web accessibility directive standards. These standards help ensure text is readable for people with low vision or colour-vision differences.

To learn more, select ‘accessibility’ on [service-manual.hse.ie/](https://www.hse.ie/service-manual).





03 – Core parts of the visual identity

The HSE logo

The HSE logo is instantly recognised and associated with trust and confidence. It’s used across the whole health service. It helps patients, the public and staff quickly recognise official HSE information. The logo is a single-colour HSE green graphic.

Research findings

84% correctly named the Irish public health service as HSE or Health Service Executive, in line with previous research in 2024.

Since 2023, more people associate the HSE with the single colour green. Its logo continues to have a high level of identification at 94% (based on public research with 1,000 people, April 2026).

Research shows that:

- 94% of people recognise the HSE logo
- 55% associate the colour green with the HSE logo
- 84% agree that including the HSE name and logo on materials identifies it as the Irish public health service
- ‘public health service’ is the top association people make with the HSE logo



Using the logo

Use the logo in a clear and consistent way.

Follow these rules for using the logo:

- use 1 HSE logo on a page or screen
- when multiple HSE services work together, use the logo once and list service names in text
- place text outside the HSE logo exclusion area
- do not attach graphics or text to the logo

The approved HSE logo is available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

SharePoint is accessible only to HSE staff. External agencies and organisations should request official brand assets via their client.

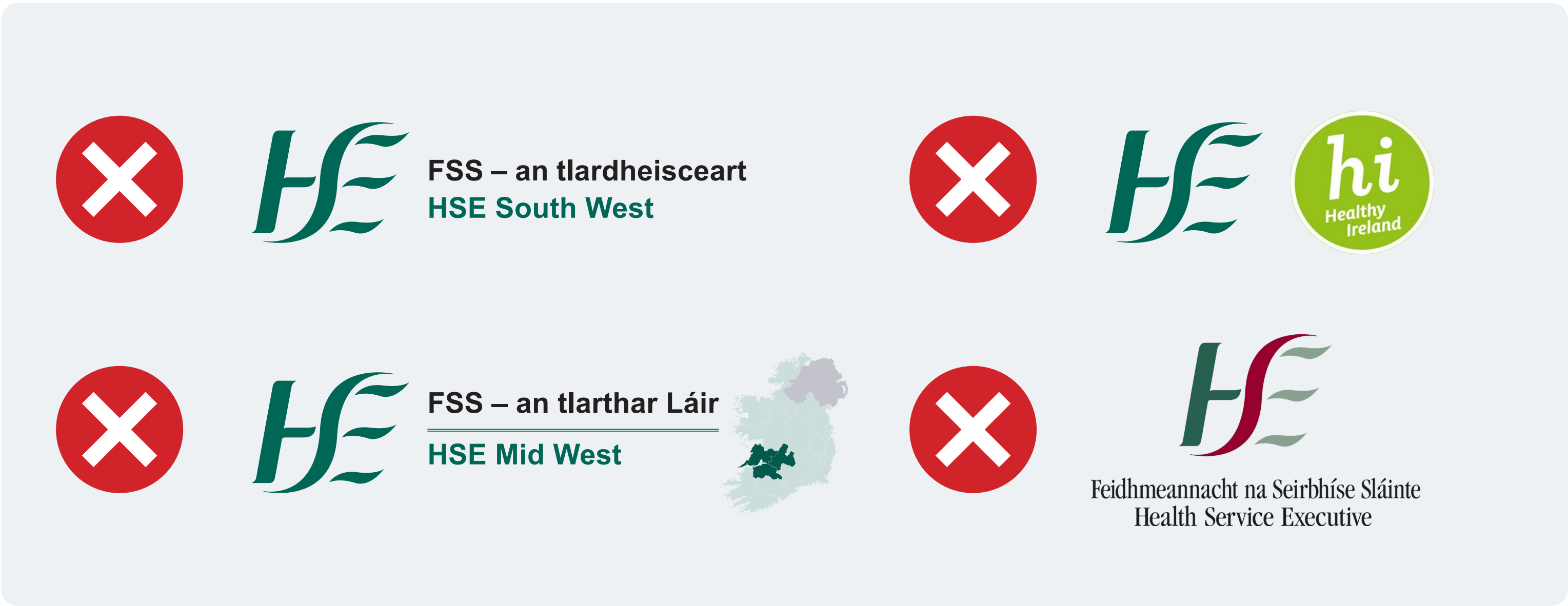
Only use the official HSE logo



Do not use the old HSE logo



Details of exclusion zone can be found on page 18



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



Logo with text



Logo placement

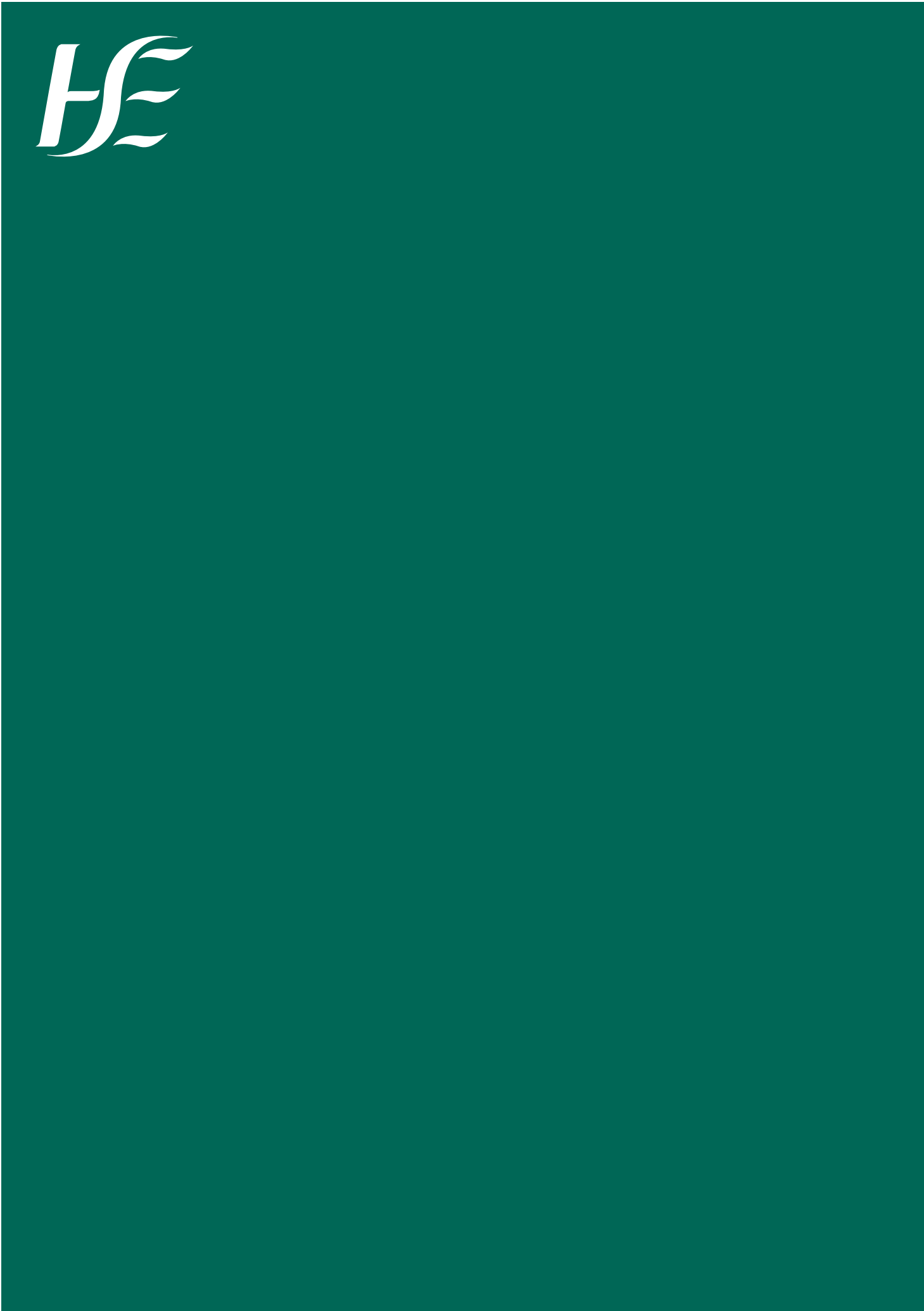
The recommended position for the HSE logo is the top-left corner.

Top-left placement works best because it:

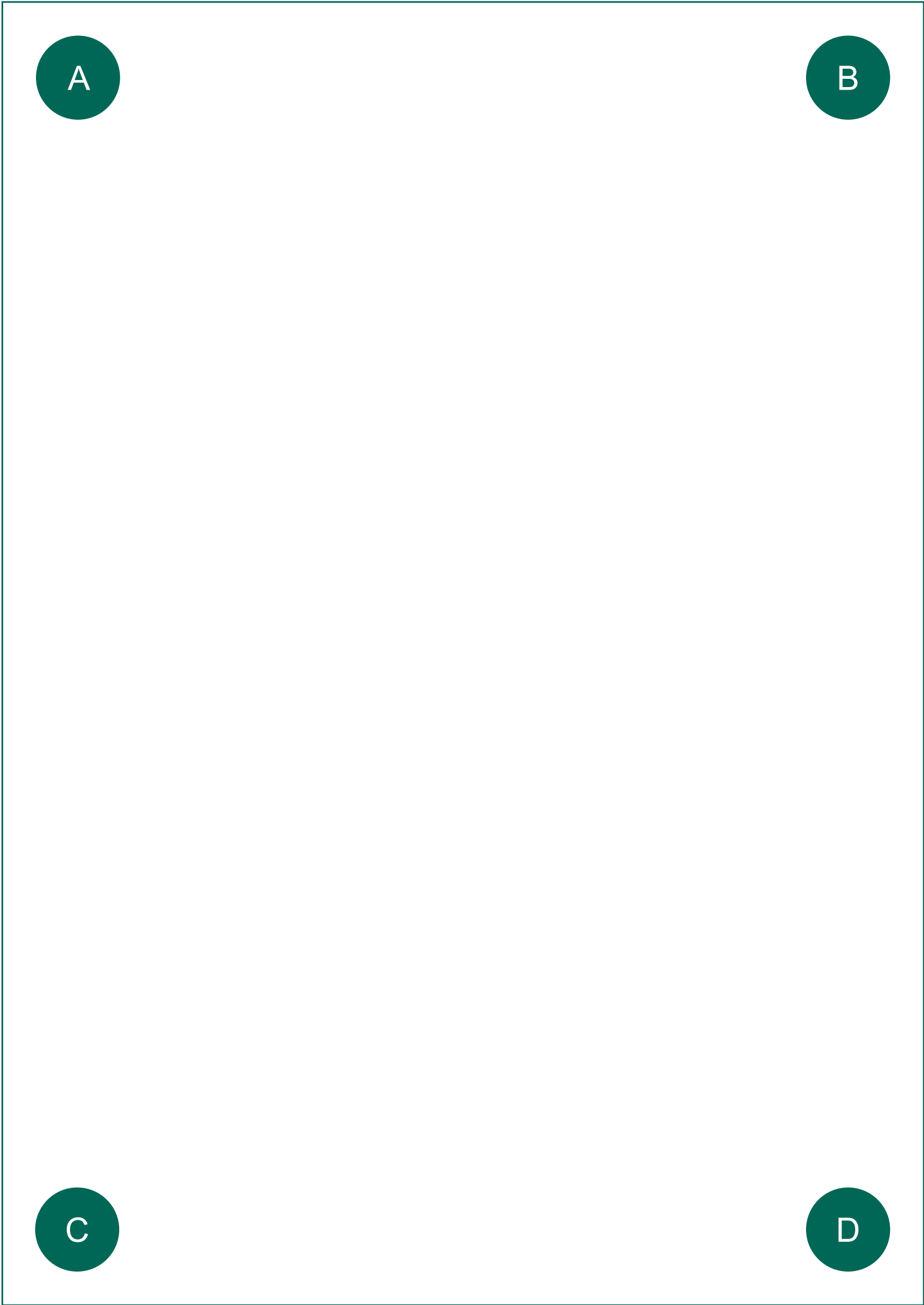
- is the primary point of focus for people who read left-to-right
- follows standard digital design patterns for websites and apps
- supports consistent layouts across print, digital and signage
- clearly identifies the HSE as the source of the information
- leaves more space for headings, navigation and content

If top-left placement is not possible, choose a position that maintains clear space around the logo and supports a consistent visual layout.

Preferred logo placement



Alternative placement options



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
- 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



Give the logo clear space and ensure good contrast



Use the black logo for non-colour printing, or on high-visibility safety clothing

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 with poor contrast



Do not place the logo on busy images



Do not outline the logo or add any effects

Logo formats

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

All formats of the HSE logo are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

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 the 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



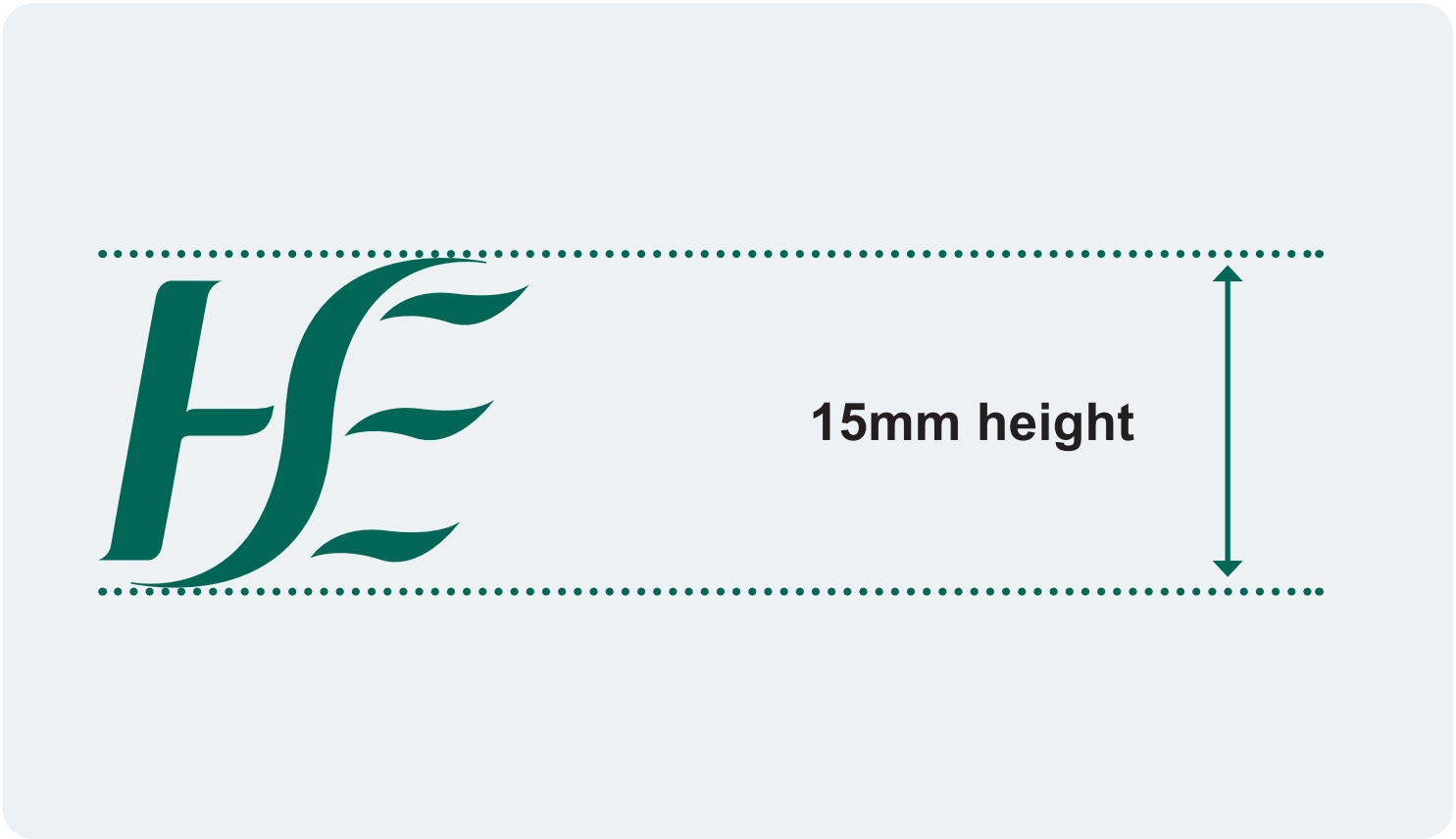
HSE logo white



HSE logo black



Minimum size



Consistent use of the logo

The HSE uses 1 logo across services, teams and systems.

Using 1 logo across the organisation:

- saves money
- supports a consistent and recognisable identity
- reinforces that all services are part of the Irish public health service

Non-compliant logos

Different logos were created in the past for HSE services, teams and systems. These logos do not comply with the current HSE Visual Identity and Naming Guideline and must be phased out.

Using multiple logos can cause confusion for patients, service users and the public, and can make it harder to recognise the HSE as the organisation providing or supporting a service.

No new logos or separate brand identities may be created for HSE services, teams or systems. All HSE communications should follow the current Visual Identity and Naming Guideline and use the HSE logo appropriately.

Your national or local communications team can provide advice and guidance on phasing out non-compliant logos and applying the HSE visual identity correctly.

For further advice and guidance, contact comms.support@hse.ie.



Dual branding

The HSE logo is the official organisational logo.
Dual branding is permitted only in specific contexts:

- partnerships (such as NGO, Government body, Academic body)
- HSE-funded services or campaigns
- public health initiatives with their own campaign identity

Public-facing campaign brands that support behaviour change or health improvement may be used alongside the HSE logo. If you are unsure if a secondary logo is permitted, email comms.support@hse.ie.

Funding or participation in a campaign partnership can be acknowledged in text. This makes the text easier to read and shows that the work was done in partnership.

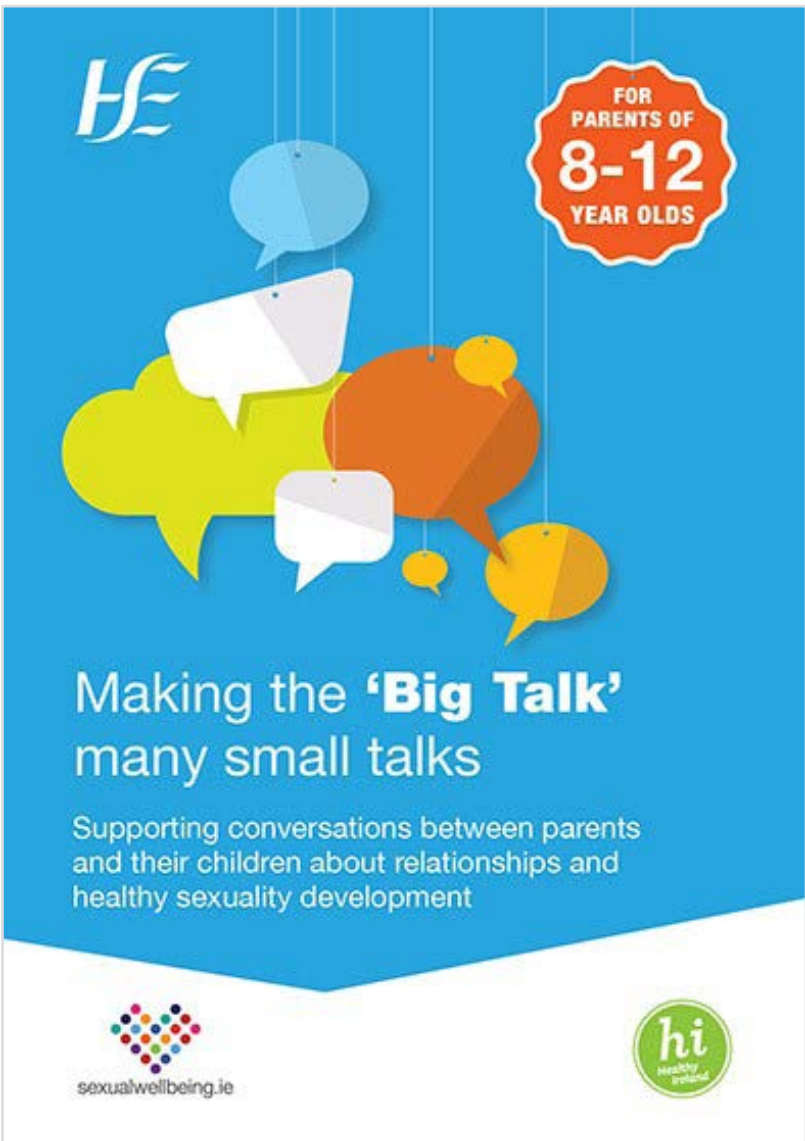
Placement options

Use 1 of the following placement options to keep both logos clear, consistent and easy to recognise:

- HSE logo in the top-left and the secondary logo in the top-right (preferred)
- HSE logo in the bottom-left and the secondary logo to the right
- both logos side-by-side, ensuring clear space between them

These options work well for advertising, campaigns and social media communications.

Dual branding examples



Dual branding side-by-side example



Permission to use the HSE logo

Funded agencies and partner organisations may use the HSE logo when the HSE service lead gives permission, with support from their local communications team.

Permissions must be:

- time limited with a clear start and end date
- included in governance and administration discussions
- protective of the identity so the HSE logo is not used for profit

The HSE owns the visual identity and related intellectual property. The HSE was established under the Health Act 2004 as the single organisation responsible for managing and delivering health and social care services in Ireland.

How to request permission

To request permission to use the HSE logo:

- contact the HSE service lead for the service, programme or materials
- include your local communications team so they can review the request
- explain how the logo will be used and for how long
- confirm that the logo will not be used for profit

The service lead and communications team will review the request and confirm if the logo can be used.



Requesting removal of unauthorised HSE logo use

The HSE logo must not be used by third parties without appropriate authorisation. Unauthorised use can create confusion for patients, service users and the public about whether the HSE has approved, endorsed or is responsible for a product, service, organisation or communication.

Examples include the HSE logo appearing on advertising materials, third-party websites and social media without approved use.

If you become aware of the HSE logo being used by a third party without authorisation record the details. Where possible, keep a copy or screenshot of the material and note where and when it was identified.

Contact your communications team for advice. They can assess the use and advise on the appropriate next steps.

Where removal is required, the HSE will contact the third party and request that the logo is removed from the relevant materials and channels.

For advice or to report potential unauthorised use of the HSE logo, contact comms.support@hse.ie.



Font

Arial is the standard font for our visual identity. It keeps our information easy to read and understand. Do not use condensed or narrow versions.

Arial is suitable for websites and contributes to faster load times for webpages.

Font size

- Use at least 12-point Arial for body text in printed documents
- Use no smaller than 10-point Arial in materials for patients and service users

Arial Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#€%@!?*

Arial Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#€%@!?*

Arial Bold Italic

Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#€%@!?**



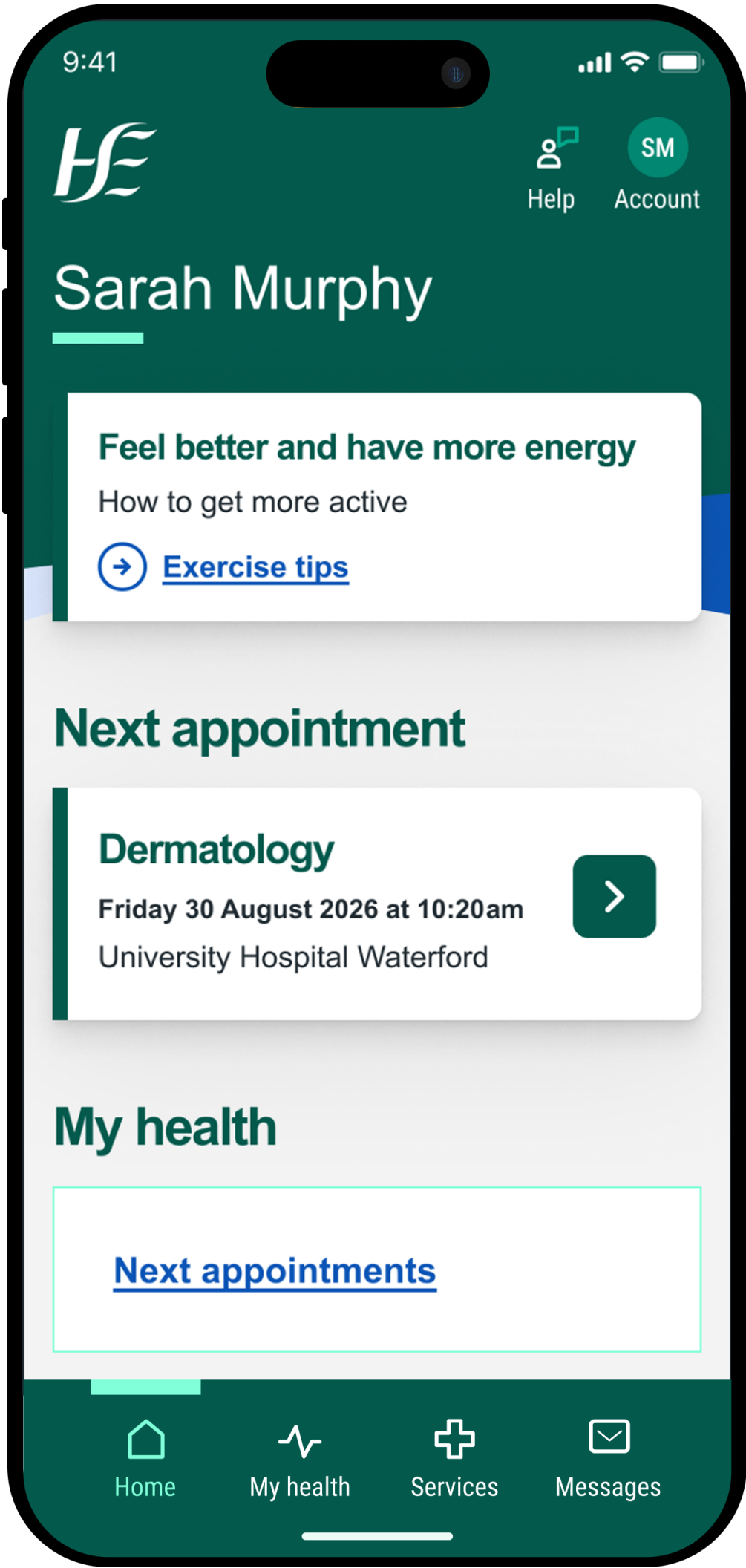
04 – Colour

Why colour matters

Consistent use of colour helps people quickly recognise HSE communications, builds trust and creates a more consistent experience across our services.

Colour should support communication by creating clear visual hierarchy, improving readability and making information easier to understand. It should never distract from the message.

All HSE communications and patient-facing materials should be clearly recognisable as being from the HSE, using a consistent visual identity that brings service and patient information together.





Children with disabilities resource hub

Find helpful, easy to use online resources for parents and families.

- ✓ How-to guides
- ✓ Videos
- ✓ Practical advice
- ✓ Useful links

For more information visit hse.ie/babieschildrendisabilities or scan the QR code.





National Campaigns team

The National Campaigns team has different communication challenges. Campaigns often need to capture attention in busy environments and engage diverse or hard to reach audiences.

Campaign decisions, including the use of colour, are often informed by engagement with target audiences. Ideally the National Campaigns team should use the HSE secondary colour palette where possible, however alternative colours are permitted where they support the campaign objectives.

National Campaigns should still:

- be recognisably HSE (e.g. using HSE logo correctly)
- meet accessibility standards
- use the HSE colour palette as a starting point, and expand tints in terms of vibrancy and saturation where needed



Primary colour palette

HSE Green

HSE Green is our primary brand colour and should be the dominant colour across HSE communications.

This is the colour of the HSE logo, which has a recognition rate of 94% according to recent public research.

For corporate communications, HSE Green should remain the most recognisable colour.

Percentage tints of HSE Green are permitted, but the HSE logo should only ever be 100% HSE Green or 100% white.

HSE Green



CMYK: 85, 0, 54, 52
RGB: 0, 97, 82
HEX: #006152

Percentage tints

70%	50%	30%
CMYK: 60, 0, 38, 36 RGB: 64, 138, 126 HEX: #408a7e	CMYK: 43, 0, 27, 26 RGB: 113, 166, 156 HEX: #71a69c	CMYK: 26, 0, 16, 16 RGB: 163, 197, 190 HEX: #a3c5be

Secondary colour palette

We use secondary colours to show the variety and diversity of HSE content.

Use no more than 2 or 3 secondary colours together.

When choosing colours for text and backgrounds, make sure there is enough contrast between them. Good contrast makes the information clear and easy to read.

Colour formats

Use these colour formats when creating print or digital materials:

- CMYK for print - for professionally printed materials to ensure accurate colour reproduction
- RGB or HEX for digital - for websites, presentations, emails and on-screen documents

Sky blue



CMYK: 54, 22, 0, 0
RGB: 136, 174, 214
HEX: #88aed6

Orange



CMYK: 0, 61, 97, 0
RGB: 223, 130, 52
HEX: #df8234

Tangerine



CMYK: 0, 38, 100, 0
RGB: 255, 158, 0
HEX: #ff9e00

Yellow



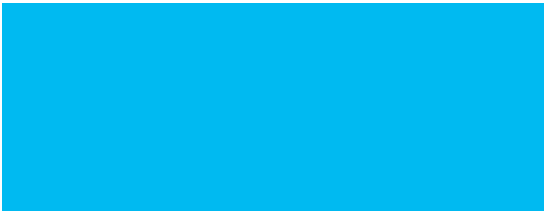
CMYK: 0, 13, 95, 0
RGB: 255, 222, 14
HEX: #ffde0e

Teal



CMYK: 73, 0, 28, 8
RGB: 79, 167, 175
HEX: #4fa7af

Cerulean



CMYK: 80, 0, 0, 0
RGB: 31, 175, 225
HEX: #1fafe1

Slate gray



CMYK: 20, 0, 0, 38
RGB: 155, 170, 179
HEX: #9baab3

Purple



CMYK: 52, 69, 0, 23
RGB: 95, 61, 196
HEX: #5f3dc4

Royal blue



CMYK: 97, 74, 0, 0
RGB: 0, 72, 168
HEX: #0048a8

Midnight blue



CMYK: 85, 49, 0, 69
RGB: 12, 41, 80
HEX: #0c2950

Lime green



CMYK: 30, 0, 100, 0
RGB: 203, 208, 58
HEX: #cbd03a

Jasmine purple



CMYK: 25, 75, 0, 12
RGB: 170, 55, 224
HEX: #aa37e0

Red



CMYK: 21, 100, 77, 12
RGB: 179, 6, 56
HEX: #b30638

Secondary colour palette

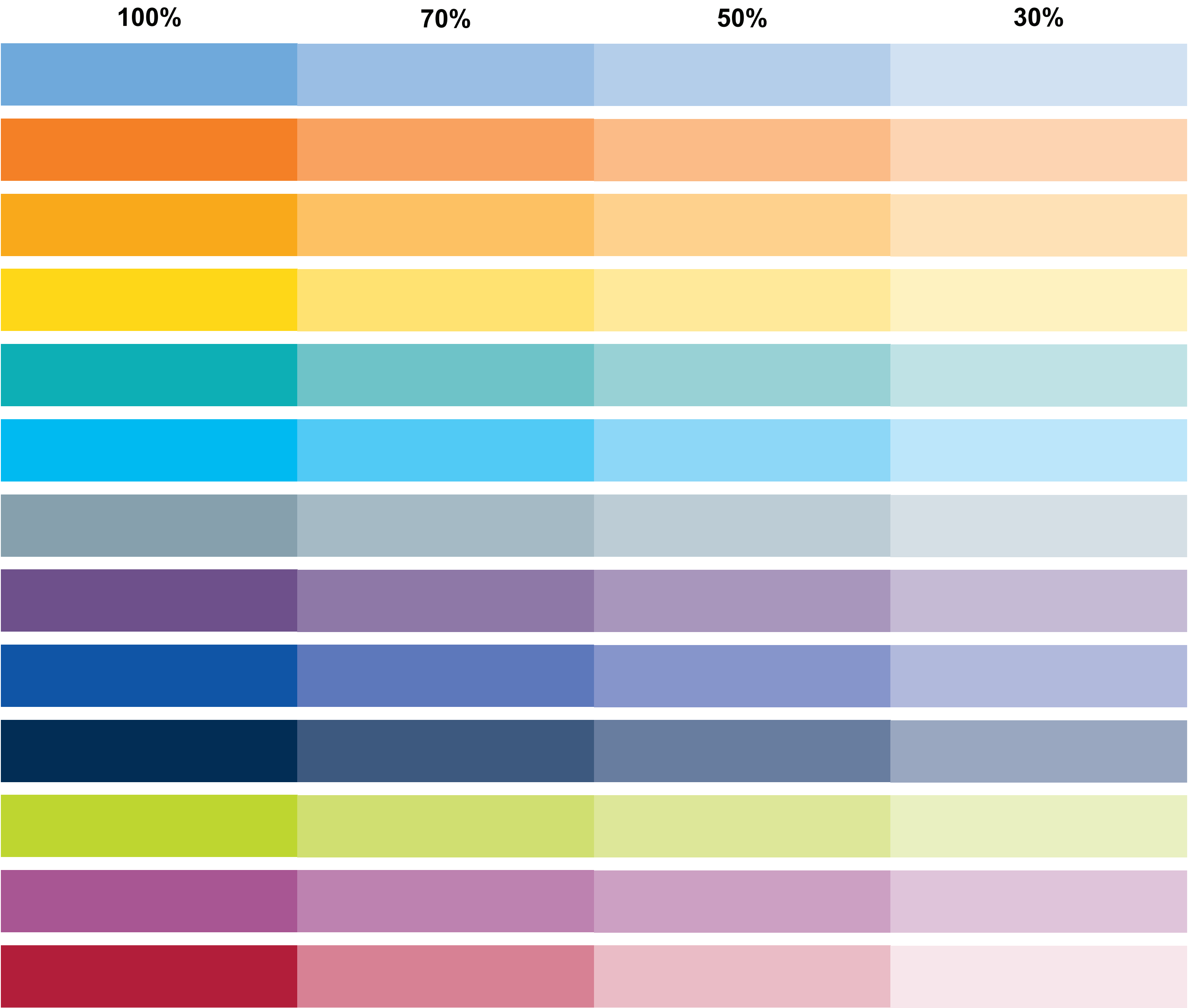
Tints

To provide greater flexibility while maintaining a consistent visual identity, we are exploring the use of tints of the existing secondary palette.

Tints can be used for:

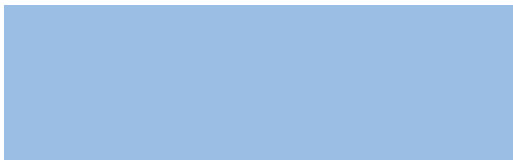
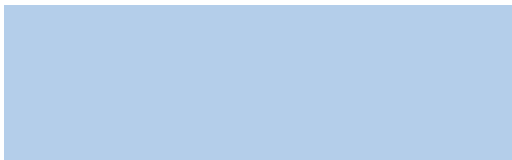
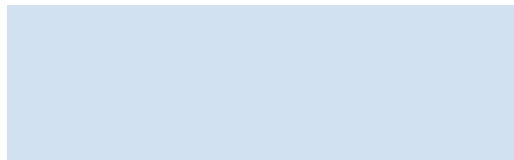
- page backgrounds
- information panels
- diagrams, infographics and tables

Using tints allows us to create more visual variety and expression without introducing lots of additional colours.



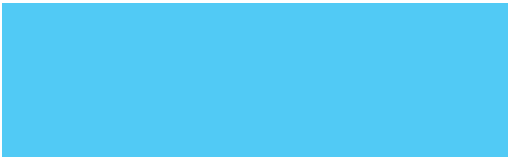
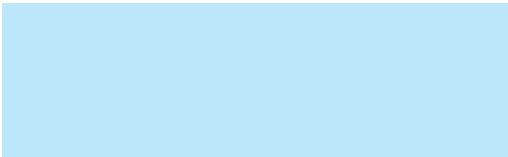
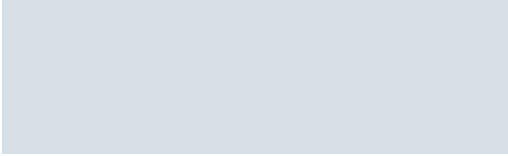
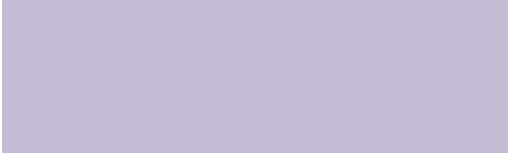
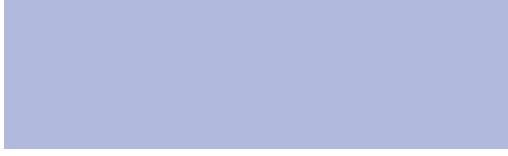
Secondary colour palette

Tint colour values

	100%	70%	50%	30%
Sky blue		 CMYK: 38, 16, 0, 0 RGB: 172, 198, 226 HEX: #acc6e2	 CMYK: 27, 11, 0, 0 RGB: 195, 215, 235 HEX: #c3d7eb	 CMYK: 17, 7, 0, 0 RGB: 219, 231, 234 HEX: #dbe7f3
Orange		 CMYK: 0, 43, 68, 0 RGB: 223, 168, 133 HEX: #e9a871	 CMYK: 0, 31, 49, 0 RGB: 229, 193, 154 HEX: #efc19a	 CMYK: 0, 18, 29, 0 RGB: 245, 218, 194 HEX: #f5dac2
Tangerine		 CMYK: 0, 26, 70, 0 RGB: 255, 187, 77 HEX: #ffbb4d	 CMYK: 0, 19, 50, 0 RGB: 255, 207, 128 HEX: #ffcf80	 CMYK: 0, 11, 30, 0 RGB: 255, 266, 179 HEX: #ffe2b3
Yellow		 CMYK: 1, 8, 67, 0 RGB: 255, 232, 86 HEX: #ffe856	 CMYK: 1, 6, 48, 0 RGB: 255, 239, 135 HEX: #ffef87	 CMYK: 0, 4, 28, 0 RGB: 255, 245, 183 HEX: #fff5b7
Teal		 CMYK: 55, 4, 23, 0 RGB: 132, 193, 199 HEX: #84c1c7	 CMYK: 40, 3, 17, 0 RGB: 167, 211, 215 HEX: #a7d3d7	 CMYK: 24, 2, 10, 0 RGB: 202, 229, 231 HEX: #cae5e7

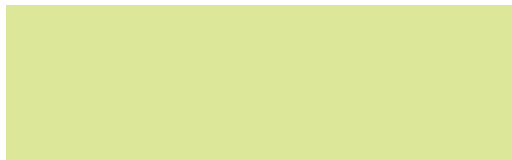
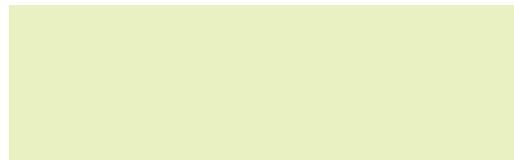
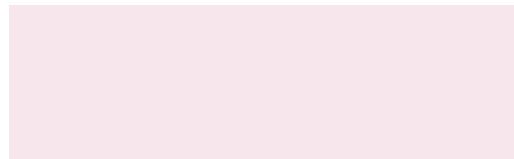
Secondary colour palette

Tint colour values

	100%	70%	50%	30%
Cerulean		 CMYK: 56, 0, 0, 0 RGB: 98, 199, 234 HEX: #62c7ea	 CMYK: 40, 0, 0, 0 RGB: 143, 215, 240 HEX: #8fd7f0	 CMYK: 24, 0, 0, 0 RGB: 188, 231, 246 HEX: #bce7f6
Slate gray		 CMYK: 35, 18, 17, 0 RGB: 185, 195, 202 HEX: #b9c3ca	 CMYK: 26, 13, 11, 0 RGB: 205, 212, 217 HEX: #cdd4d9	 CMYK: 16, 7, 7, 0 RGB: 225, 229, 232 HEX: #e1e5e8
Purple		 CMYK: 49, 56, 11, 0 RGB: 143, 119, 214 HEX: #8f77d6	 CMYK: 36, 41, 8, 0 RGB: 175, 158, 226 HEX: #af9ee2	 CMYK: 22, 25, 4, 0 RGB: 207, 197, 237 HEX: #cfc5ed
Royal blue		 CMYK: 68, 52, 0, 0 RGB: 77, 127, 194 HEX: #4d7fc2	 CMYK: 49, 37, 0, 0 RGB: 128, 163, 211 HEX: #80a3d3	 CMYK: 29, 22, 0, 0 RGB: 179, 200, 229 HEX: #b3c8e5
Midnight blue		 CMYK: 83, 64, 30, 11 RGB: 85, 105, 133 HEX: #556985	 CMYK: 65, 47, 23, 2 RGB: 134, 148, 168 HEX: #8694a8	 CMYK: 41, 28, 14, 0 RGB: 182, 191, 203 HEX: #b6bfcb

Secondary colour palette

Tint colour values

	100%	70%	50%	30%
Lime green		 CMYK: 21, 0, 70, 0 RGB: 219, 222, 117 HEX: #dbde75	 CMYK: 15, 0, 50, 0 RGB: 229, 232, 157 HEX: #e5e89d	 CMYK: 9, 0, 30, 0 RGB: 239, 241, 196 HEX: #eff1c4
Jasmine purple		 CMYK: 26, 57, 6, 0 RGB: 195, 115, 233 HEX: #c373e9	 CMYK: 18, 41, 4, 0 RGB: 212, 155, 240 HEX: #d49bf0	 CMYK: 12, 25, 2, 0 RGB: 229, 195, 246 HEX: #e5c3f6
Red		 CMYK: 18, 83, 37, 1 RGB: 202, 81, 116 HEX: #ca5174	 CMYK: 12, 59, 20, 0 RGB: 217, 131, 156 HEX: #d9839c	 CMYK: 6, 34, 10, 0 RGB: 232, 180, 195 HEX: #e8b4c3

Using colour accessibly

Colour helps us organise information, but it must also be accessible.

The Web Content Accessibility Guidelines (WCAG) are international standards that help make digital content easier for everyone to read and use, including people with visual impairments or colour vision deficiencies.

When using colour:

- choose text and background colours with enough contrast
- never rely on colour alone to communicate meaning
- test colour combinations before publishing

The HSE must meet WCAG 2.1 AA contrast standards, however we aim to meet AAA where possible.

Accessible colour combinations

Sky blue Black	Orange Black	Tangerine Black	Yellow Black	Teal Black
Cerulean Black	Slate gray Black	Purple White	Royal blue White	Midnight blue White
Lime green Black	Jasmine purple White	Red White	HSE green White	White HSE green

Checking colour contrast

There are many free online tools available to check colour contrast.
Search for accessible web colour contrast checker.

Non-accessible colour combinations

Sky blue White	Orange White	Tangerine White	Yellow White	Teal White
Cerulean White	Slate gray White	Purple Black	Royal blue Black	Midnight blue Black
Lime green White	Jasmine purple Black	Red Black	HSE green Black	White Yellow



05 – Imagery and visuals

Imagery

Our people and the care we provide are central to our HSE identity. Photographs help show emotion and are a strong way to communicate our values.

Search for our Picture Perfect Guide to get practical guidance on choosing and using images.

When using photographs in publications:

- use natural, not staged images
- use good-quality photographs only - never blurry images or clip art
- only use images that relate to the text - they should support or clarify the information

Photographs should:

- reflect the diversity of our patients, the public and our staff
- represent different genders, races, disabilities, ages, sexual orientations and religions
- include real HSE patients and staff where possible - always follow the consent process

HSE photography examples



Consent process for taking photographs

You must follow the consent process before taking or using photographs.

This means:

- getting written consent from each person
- collecting the signed form with the event name, location and date
- providing a contact email so the person can withdraw their consent at any time

To request a consent form, email comms.support@hse.ie.

Stock images

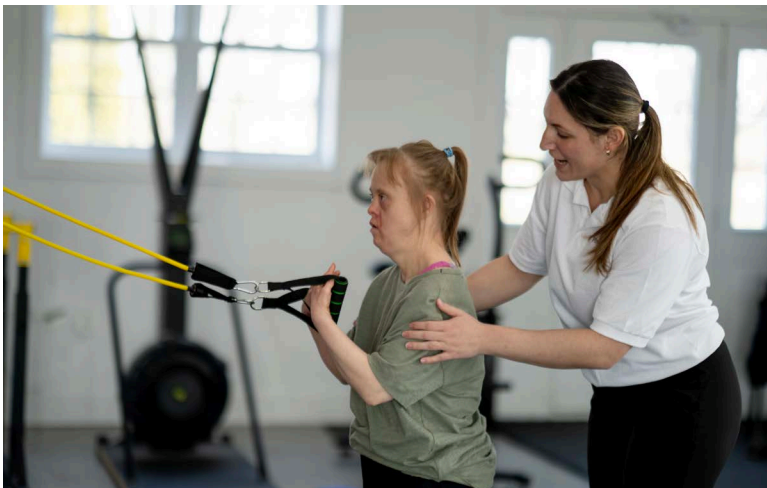
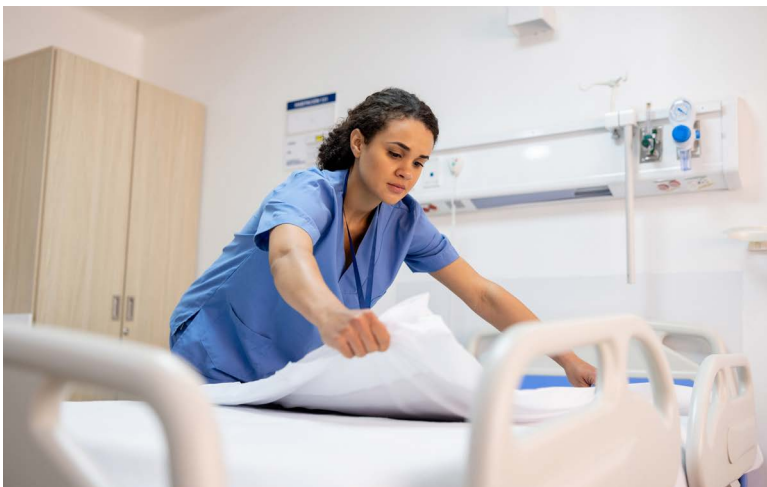
If you cannot get new photographs, you may use stock images.

When using stock or third-party images:

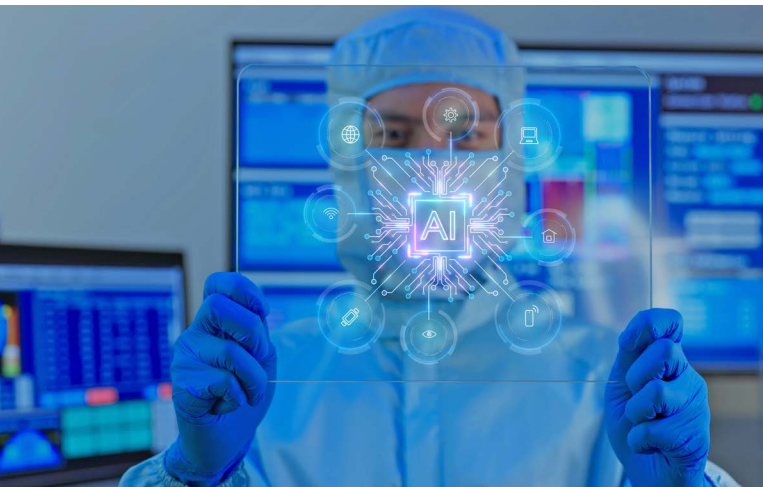
- images should look real and appropriate for the message
- photographs are protected by copyright - you must get permission to use third-party images

For help finding real HSE staff photographs, email internalcomms@hse.ie.

Stock imagery
good examples



Stock imagery
bad examples



Charts, tables, maps and visuals

Charts, tables, maps and visuals help staff understand information quickly. Use them only when they support the text and make the content easier to read.

Choosing the right visual

Use the type of visual that best supports the information you want to share.

When choosing a visual, use:

- charts to show trends, comparisons or changes over time
- tables to present detailed information in a structured way
- maps to show locations, routes or geographic patterns
- images to support understanding or add context
- other visuals such as diagrams, icons or illustrations that help explain information

Keep visuals simple so people can understand them quickly.

Captions

Add captions to images and visuals. Write captions in full sentences. Explain what the visual shows and why it matters.

Map visual example



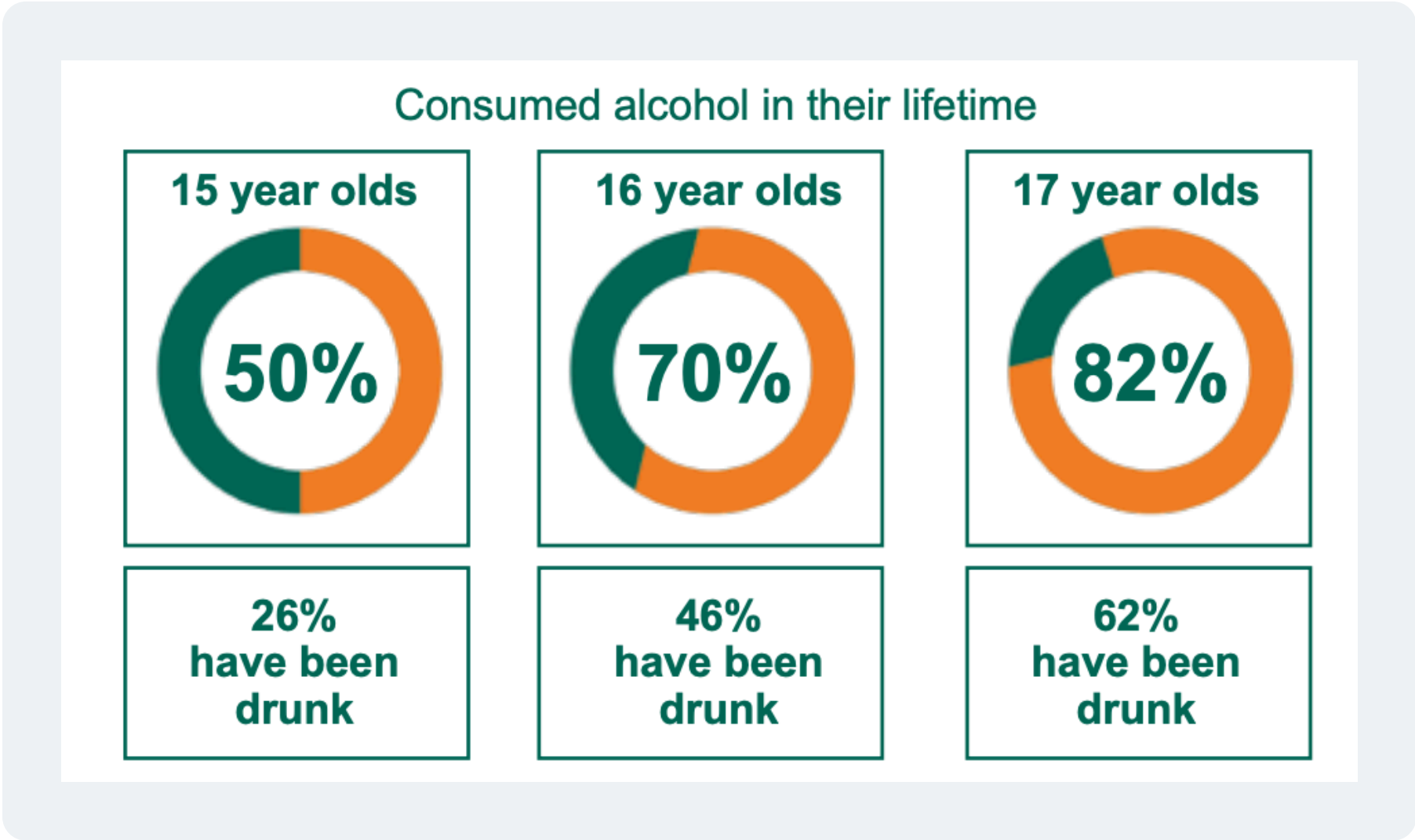
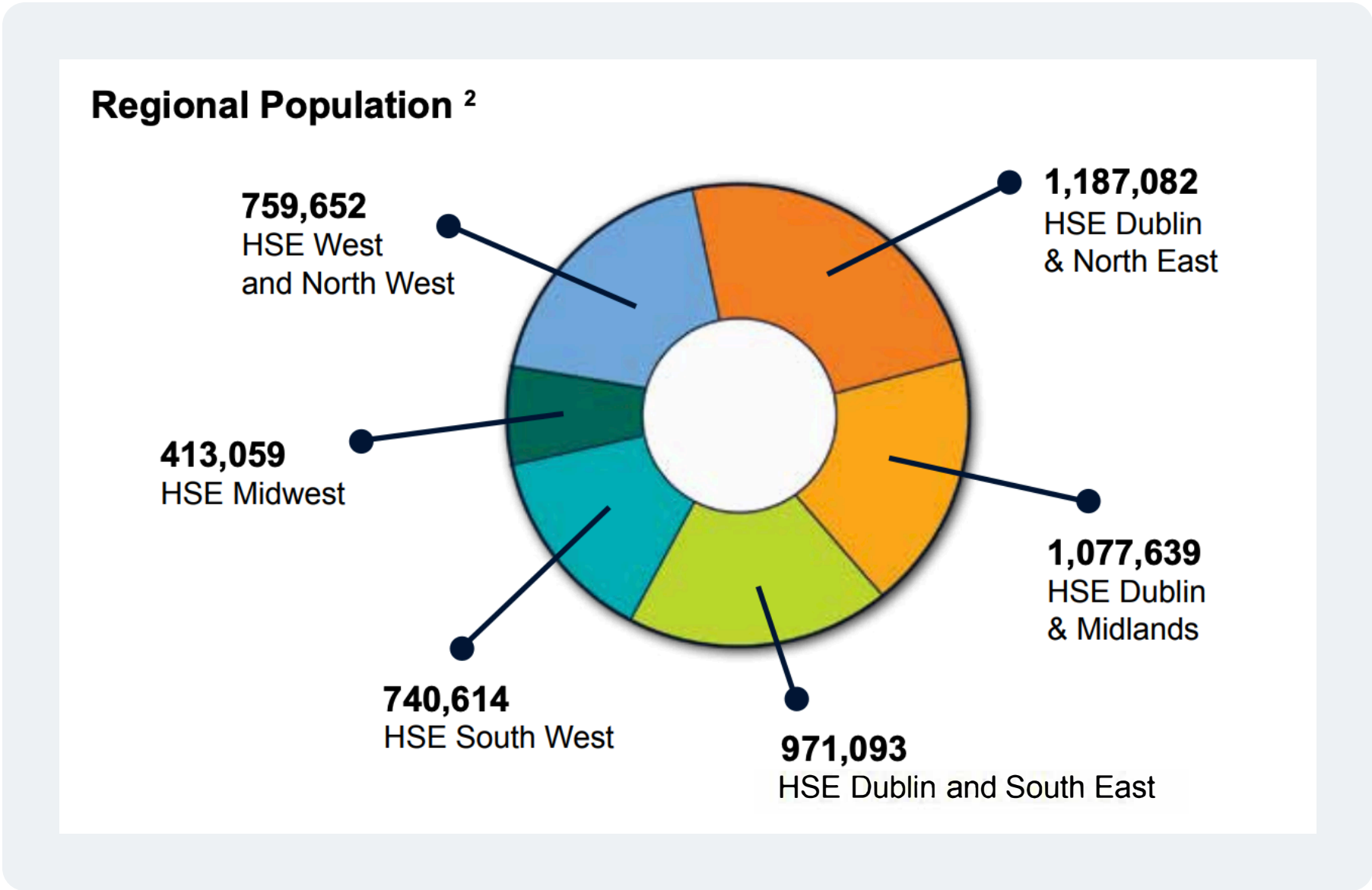
Designing charts and tables

Keep charts and tables simple and easy to read.

When designing charts and tables, you should:

- use clear labels
- avoid unnecessary decoration
- use the HSE colour palette
- make sure text is large enough to read
- keep layouts clean and consistent

Chart examples

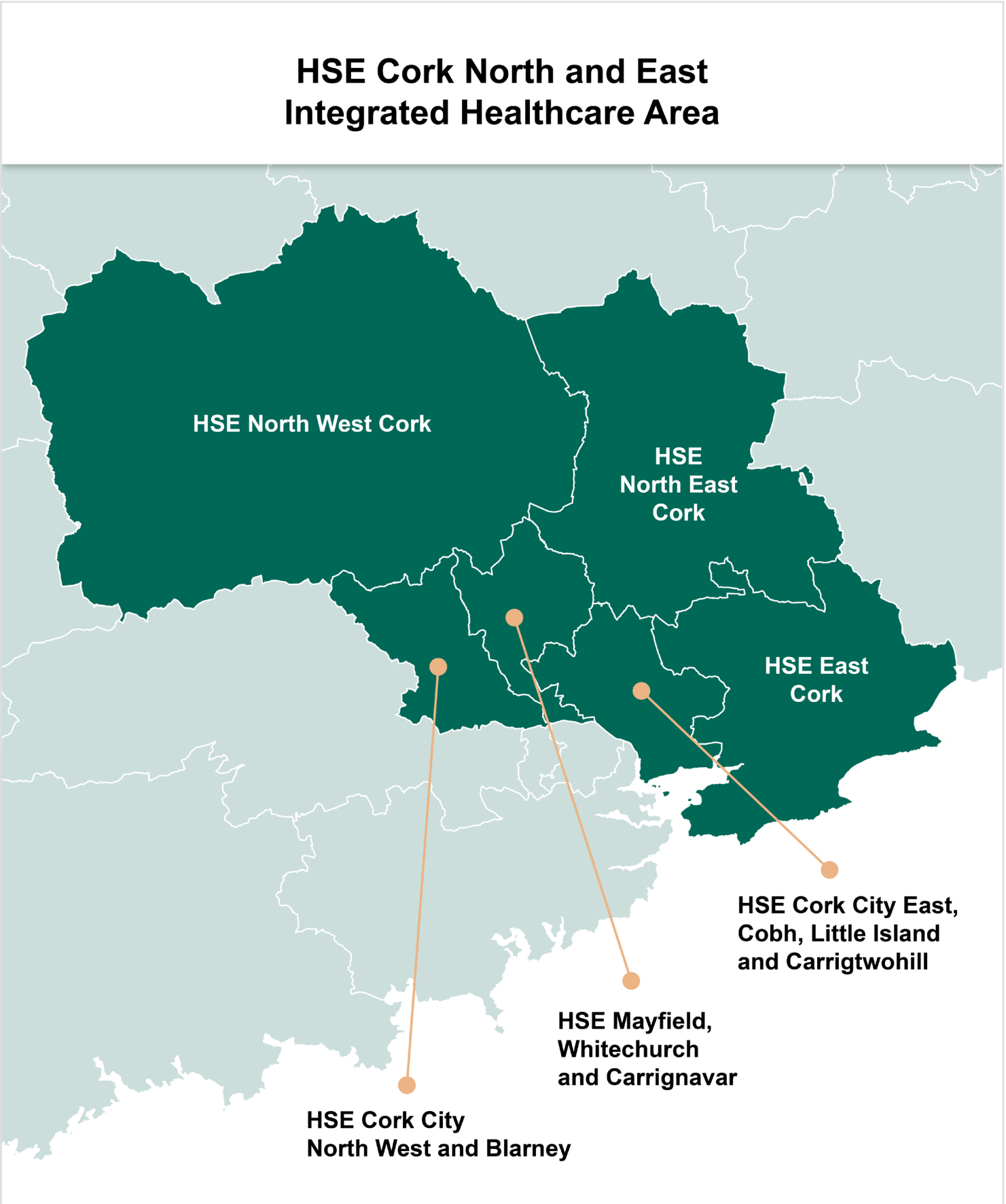
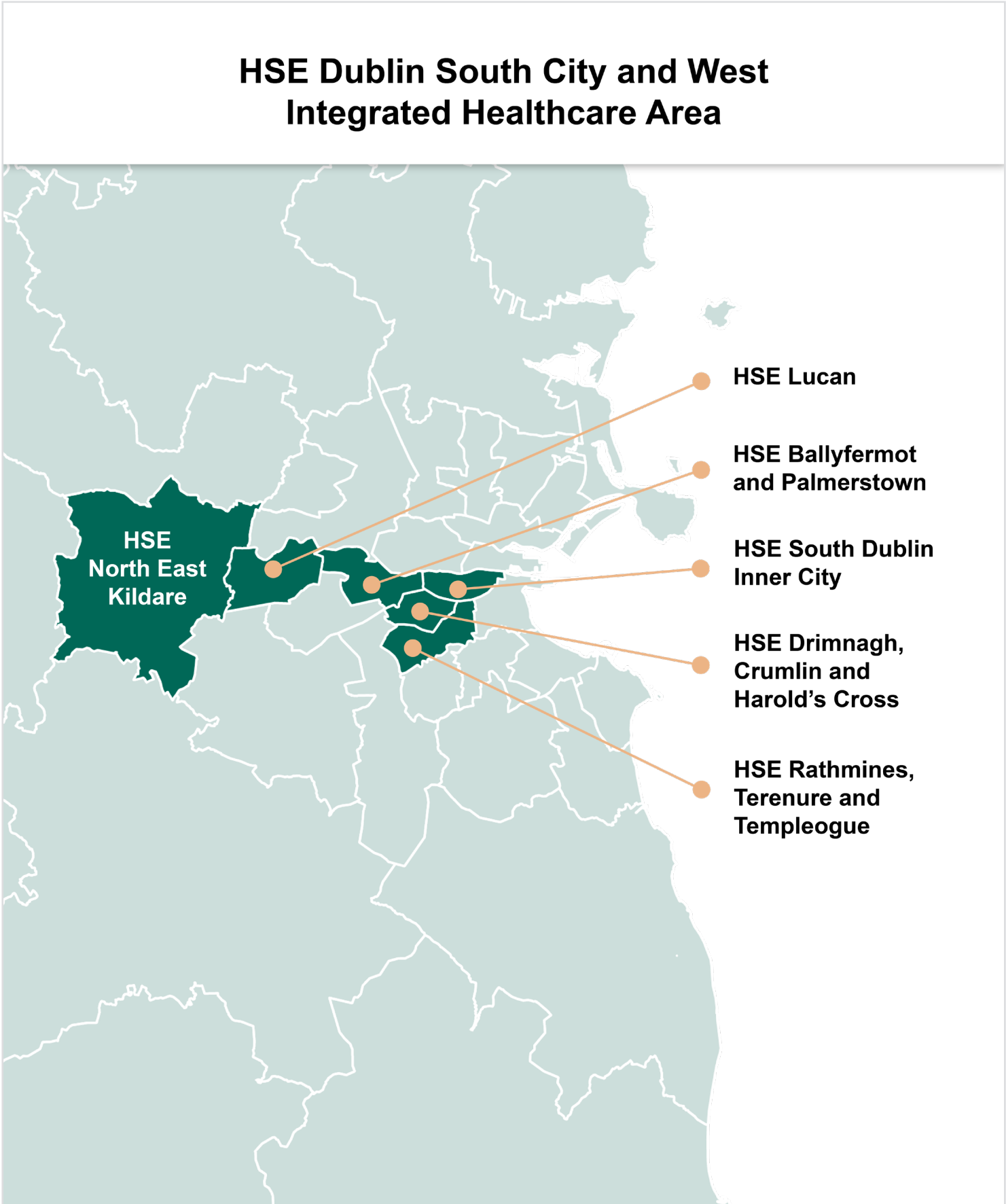


Maps

Use maps from the HSE Map Design System. They follow the visual identity and meet accessibility standards.

All Healthcare Mapping Toolkits are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

Map examples created with the Healthcare Mapping Toolkits



Teams backgrounds

To keep Teams meetings clear and professional, backgrounds should be simple and uncluttered.

Backgrounds can include:

- HSE logo
- HSE logo with a regional identity
- HSE logo with a functional service identifier

Custom Teams backgrounds, including additional text or logos are not permitted.

All approved Teams backgrounds are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

Your job title in Teams

When you join a Teams meeting, colleagues can see details about you such as your job title by hovering over your name. Keeping your job title up to date helps people find the right person. To update your details, email o365.support@hse.ie.





06 – Naming guidance

Naming guidance

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 services that make up the HSE.

National and communications teams can advise on naming based on the agreed HSE naming system. In some cases, potential names can be explored via research with people who use our services.

When choosing a name for a healthcare service or structure, keep the following points in mind:

- use clear, simple names that people can understand
- avoid jargon, technical language, or wording that needs extra explanation
- do not use ampersands (&)
- names do not need to list every part of the service
- use words like ‘national’, ‘regional’ or ‘integrated’ only when necessary
- check that initials or codes you plan to use are not already in use



HSE naming system

HSE names must be clear so people can easily find our services.

We use the format:

HSE + Location + Service

By law, names must be in Irish, or in Irish and English. Irish must come first. Irish must be just as clear and prominent as the English text.

Different colours are allowed for each language as long as both are equally visible. Single-colour versions (black or white) can be used when needed for printing or legibility.

HSE naming system example

HSE Galway and Roscommon Mental Health Service

HSE

Location

Service

Bilingual examples

FSS – Oifig Náisiúnta um Bainistíocht Éigeandála HSE National Emergency Management Office

FSS – Oifig Náisiúnta um Fhéinmharú a Chosc HSE National Office for Suicide Prevention

Standardised Irish language naming convention

HSE Regions, Integrated Healthcare Areas (IHAs) and Community Healthcare Areas (CHAs) require standardised Irish-language names.

After consultation with Foras na Gaeilge, a single naming convention was agreed for use across all structures.

We use the format:

FSS – [place name]

Standardised Irish language naming convention examples

English	Gaeilge
HSE Dublin and South East	FSS – Baile Átha Cliath agus an tOirdheisceart
HSE Dublin and North East	FSS – Baile Átha Cliath agus an tOirthuaisceart
HSE Dublin and Midlands	FSS – Baile Átha Cliath agus Lár na Tíre
HSE Mid West	FSS – an tIarthar Láir
HSE West and North West	FSS – an tIarthar agus an tIarthuaisceart
HSE South West	FSS – an tIardheisceart

Why we use the dash in Irish names

Irish grammar changes the spelling of a place name when it follows another word. Each place name changes differently.

If we did not use the dash, this would lead to:

- inconsistent spelling across the organisation
- a higher risk of errors in signage, systems and documents
- more complex governance and quality control

Using the dash ensures:

- place names remain in their standard form - the same spelling used on maps and road signage
- consistent, predictable spelling across signage, digital systems, recruitment material, contracts and formal documents
- reduced errors, compliance risk and cost (especially for signage)
- clear long-term governance control

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

**FSS – an tIarthar Láir
HSE Mid West**

**FSS – Baile Átha Cliath
agus an tOirthuaisceart
HSE Dublin and North East**

**FSS – an tIardheisceart
HSE South West**

**FSS – Baile Átha Cliath
agus an tOirdheisceart
HSE Dublin and South East**

**FSS – an tIarthar
agus an tIarthuaisceart
HSE West and North West**

HSE Health Region Irish language translations

HSE Dublin and North East

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE Dublin and North East FSS – Baile Átha Cliath agus an tOirthuaisceart	HSE Cavan and Monaghan FSS – An Cabhán agus Muineachán	HSE Cavan FSS – An Cabhán
		HSE Monaghan FSS – Muineachán
	HSE Louth and Meath FSS – Lú agus an Mhí	HSE North Louth FSS – Lú Thuaidh
		HSE South Louth and Bettystown FSS – Lú Theas agus Baile an Bhiataigh
		HSE East Meath FSS – An Mhí Thoir
		HSE Central Meath FSS – An Mhí Láir
		HSE North Meath and Ardee FSS – An Mhí Thuaidh agus Baile Átha Fhirdhia
		HSE South West Meath FSS – An Mhí Thiar Theas
	HSE Dublin North County FSS – Contae Bhaile Átha Cliath Thuaidh	HSE Kilbarrack FSS – Cill Bharróg
		HSE Coolock FSS – An Chúlóg
		HSE Swords FSS – Sord
		HSE Balbriggan FSS – Baile Brigín
		HSE Coastal FSS – An Cósta

HSE Health Region Irish language translations

HSE Dublin and North East

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE Dublin and North East FSS – Baile Átha Cliath agus an tOirthuaisceart	HSE Dublin North City and West FSS – Cathair Bhaile Átha Cliath Thuaidh agus Thiar	HSE Cabra and Grangegorman FSS – an Chabrach agus Gráinseach Ghormáin
		HSE North Inner City FSS – An Lárchathair Thuaidh
		HSE Clontarf FSS – Cluain Tarbh
		HSE Ballymun FSS – Baile Munna
		HSE Blakestown FSS – Baile an Bhlácaigh
		HSE Blanchardstown FSS – Baile Bhlainséir
		HSE Finglas FSS – Fionnghlas

HSE Health Region Irish language translations

HSE Dublin and Midlands

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE Dublin and Midlands FSS – Baile Átha Cliath agus Lár na Tíre	HSE Dublin South City and West FSS – Cathair Bhaile Átha Cliath Theas agus Thiar	HSE Rathmines, Terenure, and Templeogue FSS – Ráth Maonais, Tír an Iúir, agus Teach Mealóg
		HSE Drimnagh, Crumlin, and Harold’s Cross FSS – Droim Conrach, Cromghlinn, agus Crois Araid
		HSE South Dublin Inner City FSS – Lárchathair Bhaile Átha Cliath Theas
		HSE Ballyfermot and Palmerstown FSS – Baile Formaid agus Baile Phámar
		HSE Lucan FSS – Leamhcán
		HSE North East Kildare FSS – Chill Dara Thoir Thuaidh
	HSE Dublin South West FSS – Baile Átha Cliath Thiar Theas	HSE Rathfarnham, Knocklyon, and Ballyboden FSS – Ráth Fearnáin, Cnoc Lín, agus Baile Baodáin
		HSE Tallaght and Firhouse FSS – Tamhlacht agus Teach na Giúise
		HSE Newcastle, Citywest, and Saggart FSS – An Caisleán Nua, Iarthar na Cathrach, agus Teach Sagard
		HSE Clondalkin FSS – Cluain Dolcáin

HSE Health Region Irish language translations

HSE Dublin and Midlands

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE Dublin and Midlands FSS – Baile Átha Cliath agus Lár na Tíre	HSE Midlands FSS – Lár na Tíre	HSE East Westmeath FSS – An Iarmhí Thoir
		HSE Longford and Central Westmeath FSS – An Longfort agus an Iarmhí Láir
		HSE West Westmeath and North West Offaly FSS – An Iarmhí Thiar agus Uíbh Fhailí Thiar Thuaidh
		HSE Offaly FSS – Uíbh Fhailí
		HSE East Offaly and North Laois FSS – Uíbh Fhailí Thoir agus Laois Thuaidh
		HSE South Laois FSS – Laois Theas
	HSE Kildare and West Wicklow FSS – Cill Dara agus Cill Mhantáin Thiar	HSE East Kildare FSS – Cill Dara Thoir
		HSE West and Central Kildare FSS – Cill Dara Thiar agus Láir
		HSE South Kildare and West Wicklow FSS – Cill Dara Theas agus Cill Mhantáin Thiar
		HSE North West Kildare FSS – Cill Dara Thiar Thuaidh

HSE Health Region Irish language translations

HSE Dublin and South East

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE Dublin and South East FSS – Baile Átha Cliath agus an tOirdheisceart	HSE Carlow, Kilkenny, and Tipperary South FSS – Ceatharlach, Cill Chainnigh, agus Tiobraid Árann Theas	HSE North Kilkenny and City FSS – Cill Chainnigh Thuaidh agus an Chathair
		HSE Central Kilkenny and South Carlow FSS – Cill Chainnigh Láir agus Ceatharlach Theas
		HSE North Carlow FSS – Ceatharlach Thuaidh
		HSE South Tipperary and North Waterford FSS – Tiobraid Árann Theas agus Port Láirge Thuaidh
		HSE Central Tipperary FSS – Tiobraid Árann Láir
	HSE Waterford and Wexford FSS – Port Láirge agus Loch Garman	HSE Waterford City FSS – Cathair Phort Láirge
		HSE West Waterford and Tramore FSS – Port Láirge Thiar agus Trá Mhór
		HSE Central Wexford FSS – Loch Garman Láir
		HSE North Wexford FSS – Loch Garman Thuaidh
		HSE South East Wexford FSS – Loch Garman Thoir Theas
		HSE South West Wexford FSS – Loch Garman Thiar Theas

HSE Health Region Irish language translations

HSE Dublin and South East

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE Dublin and South East FSS – Baile Átha Cliath agus an tOirdheisceart	HSE Dublin South and Wicklow FSS – Baile Átha Cliath Theas agus Cill Mhantáin	HSE Donnybrook, Ranelagh, and Ringsend FSS – Domhnach Broc, Ragnallach, agus An Rinn
		HSE Milltown, Churchtown, and Dundrum FSS – Baile an Mhuilinn, Baile an Teampaill, agus Dún Droma
		HSE Stillorgan, Booterstown, and Monkstown FSS – Stigh Lorgan, Baile an Bhóthair, agus Baile na Manach
		HSE Dun Laoghaire, Dalkey, and Loughlinstown FSS – Dún Laoghaire, Deilginis, agus Baile Uí Lachnáin
		HSE Foxrock, Carrickmines, and Shankill FSS – Carraig an tSionnaigh, Carraig Mhaighin, agus Seanchill
		HSE Ballinteer, Stepside, and Kilternan FSS – Baile an tSaoir, An Chéim, agus Cill Tiarnáin
		HSE North East Wicklow FSS – Cill Mhantáin Thoir Thuaidh
		HSE South East Wicklow FSS – Cill Mhantáin Thoir Theas

HSE Health Region Irish language translations

HSE South West

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE South West FSS – an tIardheisceart	HSE Cork South and West FSS – Corcaigh Theas agus Thiar	HSE Bandon, Kinsale, and Carrigaline FSS – Droichead na Bandan, Cionn tSáile, agus Carraig Uí Leighin
		HSE Ballyphehane, Togher, and Grange FSS – Baile Féitheán, An Tóchar, agus An Ghráinseach
		HSE Douglas, Blackrock, and Mahon FSS – Dúglas, An Charraig Dhubh, agus Machain
		HSE Ballincollig, Bishopstown, and Macroom FSS – Baile an Chollaigh, Baile an Easpaig, agus Maigh Chromtha
		HSE West Cork FSS – Corcaigh Thiar
	HSE Kerry FSS – Ciarraí	HSE North Kerry FSS – Ciarraí Thuaidh
		HSE West Kerry FSS – Ciarraí Thiar
		HSE South Kerry FSS – Ciarraí Theas

HSE Health Region Irish language translations

HSE South West

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE South West FSS – an tIardheisceart	HSE Cork North and East FSS – Corcaigh Thuaidh agus Thoir	HSE Cork City North West and Blarney FSS – Cathair Chorcaí Thiar Thuaidh agus An Bhlarna
		HSE Mayfield, Whitechurch, and Carrignavar FSS – Baile na mBocht, An Teampall Geal, agus Carraig na bhFear
		HSE Cork City East, Cobh, Little Island, and Carrigtwohill FSS – Cathair Chorcaí Thoir, An Cóbh, An tOileán Beag, agus Carraig Thuathail
		HSE East Cork FSS – Corcaigh Thoir
		HSE North East Cork FSS – Corcaigh Thoir Thuaidh
		HSE North West Cork FSS – Corcaigh Thiar Thuaidh

HSE Health Region Irish language translations

HSE Mid West

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE Mid West FSS – an tIarthar Láir	HSE Limerick City and North Tipperary FSS – Cathair Luimnigh agus Tiobraid Árann Thuaidh	HSE South Limerick City FSS – Cathair Luimnigh Theas
		HSE North Limerick City FSS – Cathair Luimnigh Thuaidh
		HSE East Limerick and Ballina FSS – Luimneach Thoir agus Béal an Átha
		HSE North Tipperary FSS – Tiobraid Árann Thuaidh
	HSE Clare and Limerick County FSS – An Clár agus Contae Luimnigh	HSE South Limerick FSS – Luimneach Theas
		HSE West Limerick FSS – Luimneach Thiar
		HSE East Clare FSS – An Clár Thoir
		HSE West Clare FSS – An Clár Thiar

HSE Health Region Irish language translations

HSE West and North West

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE West and North West FSS – an tIarthar agus an tIarthuaisceart	HSE Donegal FSS – Dún na nGall	HSE Inishowen FSS – Inis Eoghain
		HSE Donegal North FSS – Dún na nGall Thuaidh
		HSE Donegal East FSS – Dún na nGall Thoir
		HSE Donegal South and West FSS – Dún na nGall Theas agus Thiar
	HSE Sligo and Leitrim FSS – Sligeach agus Liatroim	HSE Sligo and South Donegal FSS – Sligeach agus Dún na nGall Theas
		HSE Leitrim and West Cavan FSS – Liatroim agus an Cabhán Thiar
	HSE Mayo FSS – Maigh Eo	HSE South Mayo FSS – Maigh Eo Theas
		HSE North Mayo FSS – Maigh Eo Thuaidh
		HSE West Mayo FSS – Maigh Eo Thiar

HSE Health Region Irish language translations

HSE West and North West

- Health Region
- Integrated Healthcare Areas (IHAs)
- Community Healthcare Areas (CHAs)

Health Region Réigiún Sláinte	Integrated Healthcare Area Limistéar Cúraim Sláinte Comhtháite	Community Healthcare Area Limistéar Cúraim Sláinte Pobail
HSE West and North West FSS – an tIarthar agus an tIarthuaisceart	HSE Galway and Roscommon FSS – Gaillimh agus Ros Comáin	HSE Central Galway and East Galway City FSS – Gaillimh Láir agus Cathair na Gaillimhe Thoir
		HSE West Galway FSS – Gaillimh Thiar
		HSE West Galway City FSS – Cathair na Gaillimhe Thiar
		HSE Central Galway County FSS – Lár Chontae na Gaillimhe
		HSE East Galway and South Roscommon FSS – Gaillimh Thoir agus Ros Comáin Theas
		HSE North Roscommon and North East Galway FSS – Ros Comáin Thuaidh agus Gaillimh Thoir Thuaidh



07 – Digital communications

Digital and social media

Our digital and social media presence must follow the HSE visual identity so people can recognise and trust our information.

Digital media covers how we present the HSE online and how we manage our digital information.

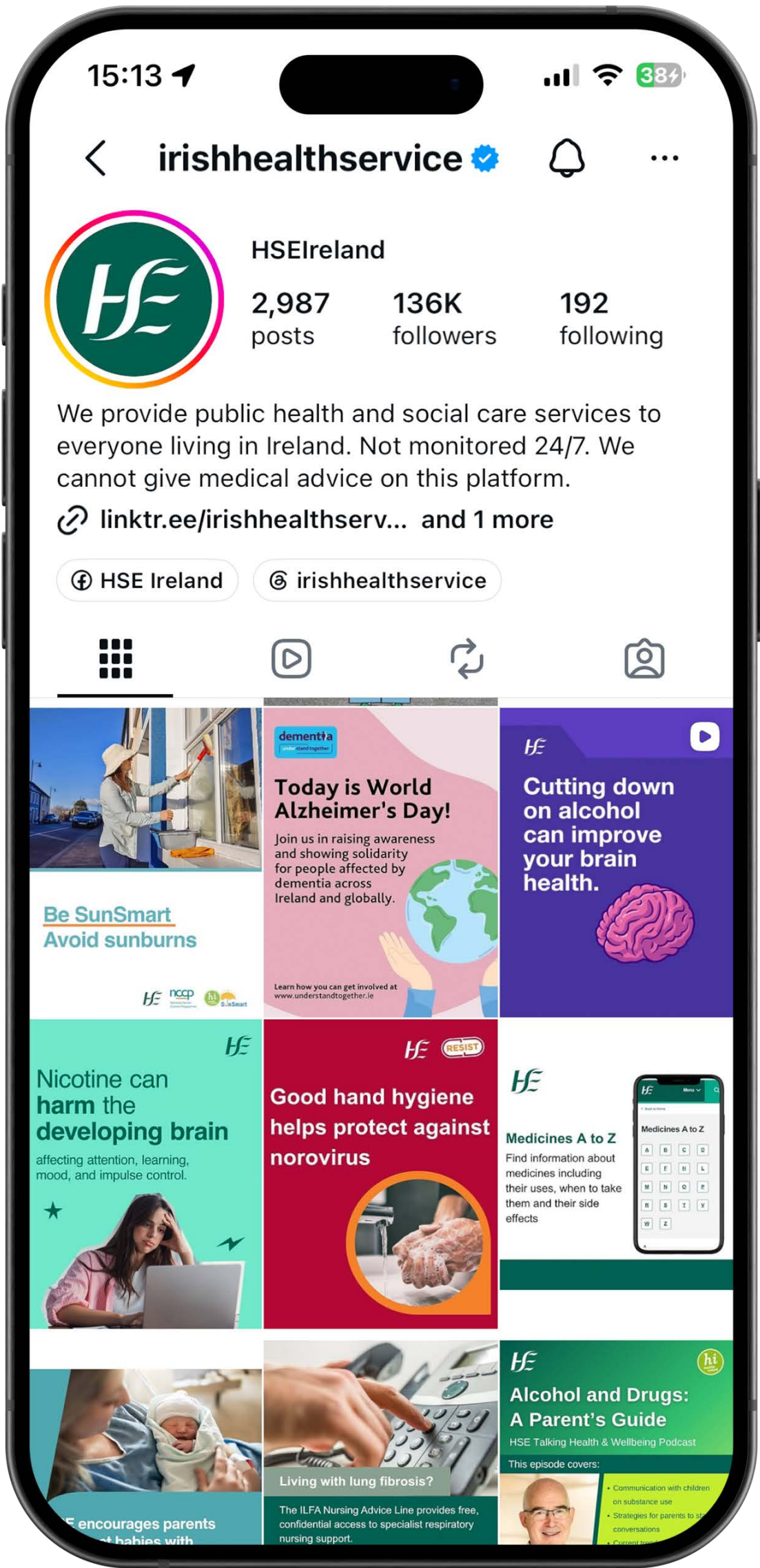
We align our digital content and patient correspondence so people get clear, consistent information.

When using the HSE visual identity online, we make sure our content is clear, consistent and accessible.

We do this by:

- using the correct colours
- making sure text and images are clear and easy to read
- using the HSE logo in the right way
- following online accessibility guidance

For further guidance, email digital@hse.ie.



Social media

Staff must follow the rules for using social media and other online platforms.

For guidance, search for our Social Media and Data Protection Policy.

Social media imagery

Social media posts with images do considerably better than those without, so it’s important to add high-quality, relevant and eye-catching images to all our content. We can do this by using campaign imagery, stock imagery, or images shared with us from around the health service.

Imagery for social should be:

- relatable for our audiences
- reflect the diversity of our patients, the public and staff
- be representative of gender, race, disability, age, sexual orientation and religion
- not stigmatising of the condition they portray
- easy to interpret and free from visual clutter

It is better to use no image or a stock image than something that is blurry, grainy or poorly composed.

When creating imagery, we use a Human First, AI Second approach (see page 70 for more). AI may be used as a supporting creative tool, but AI-generated imagery should not be used to depict real people, places or real-world situations, as this may create misleading or inaccurate representations.

Example of social media imagery



Email signature

Your email signature helps people identify you and know how to contact you. It should follow a clear and consistent format.

Keep your email signature simple. Avoid adding extra logos or images. They increase email size and environmental impact.

What to include in your email signature

Your email signature gives people the key details they need to contact you.

Include the following in your email signature:

- name
- job title
- workplace location
- phone number
- email address

You can also include your preferred pronouns.

Include your job title and address in Irish (your name doesn’t need to be translated).

Put the Irish version of your job title and address before the English version.

Only use the HSE logo in your signature. Do not add any other logos, icons or images.

Email signature and out-of-office templates are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

Email signature example

Joan Bloggs
Stiúrthóir Daoine Réigiúnach
FSS – Baile Átha Cliath agus Lár na Tíre, insert address in Irish

Regional Director of People
HSE Dublin and Midlands, insert address in English

joan.bloggs@hse.ie | 087 123 4567
dublinmidlands.hse.ie | @ insert relevant social media address for your service



Email naming guidance

Guidance on setting up and naming email addresses for service heads, offices and services.

Email addresses for service heads

Do not set up generic email addresses for service heads. Service heads should use their own named email addresses.

Shared email addresses for offices or services

If you need a shared email address for an office or service, use:

- short names - long addresses are easy to mistype, keep it short and use 1 or 2 words from the service name
- clear names - use whole words, avoid abbreviations and initials

Shared email addresses and signatures

Email signatures for shared email addresses should include:

- HSE logo - follow the HSE email signature rules with HSE logo only and Irish first and English after
- personal contact details - replies must include a person's name and phone number



Out-of-office message

Put your out-of-office message in Irish first, followed by the English version.

For more information on email signatures and out-of-office replies in Irish, search for Irish language guidance and resources for HSE staff.

Out-of-office example

Go raibh maith agat as 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.

Má tá ceist phráinneach agat déan teagmháil le (ríomhphost) nó téigh chuig [hse.ie/communications](https://www.hse.ie/communications)

Please contact (email) if you have an urgent request, or go to [hse.ie/communications](https://www.hse.ie/communications)

HSE web addresses

In public communications, use a hse.ie web address whenever one is available. A web address (URL) from hse.ie helps build trust and makes your message more effective. You don't need to include 'www' in the address.

Example: hse.ie/emergencies.

Why we use hse.ie

hse.ie is trusted, recognisable and consistent. It reassures people that the information is official.

Short URLs

A short URL is a condensed version of a long web address that redirects to the original, longer page, making links more manageable for sharing on social media, in print, or via text. An example would be hse.ie/mental-health.

Short URLs can be used in instances where someone can't click on a hyperlink, like posters or radio ads. They should primarily be reserved for use in offline content promotion and campaigns.

To request a short URL for a campaign or initiative, contact digital@hse.ie.

URL placement example





**Sticks and stones
may break your bones,
but we can help.**

You'll get specialist care at:

- **St Columcille's Injury Unit, Loughlinstown**
- **Mater Smithfield Rapid Injury Clinic.**

For opening hours: hse.ie/injuryunits

Video branding and style guidelines

When making videos for the HSE, editors must follow the HSE visual identity and naming guidelines so people can recognise and trust our video content. Following the guidelines also makes sure the content is clear, consistent and accessible.

To access our full video branding and style guidelines, search for our video branding style guidelines.

Video guidelines from production to publication

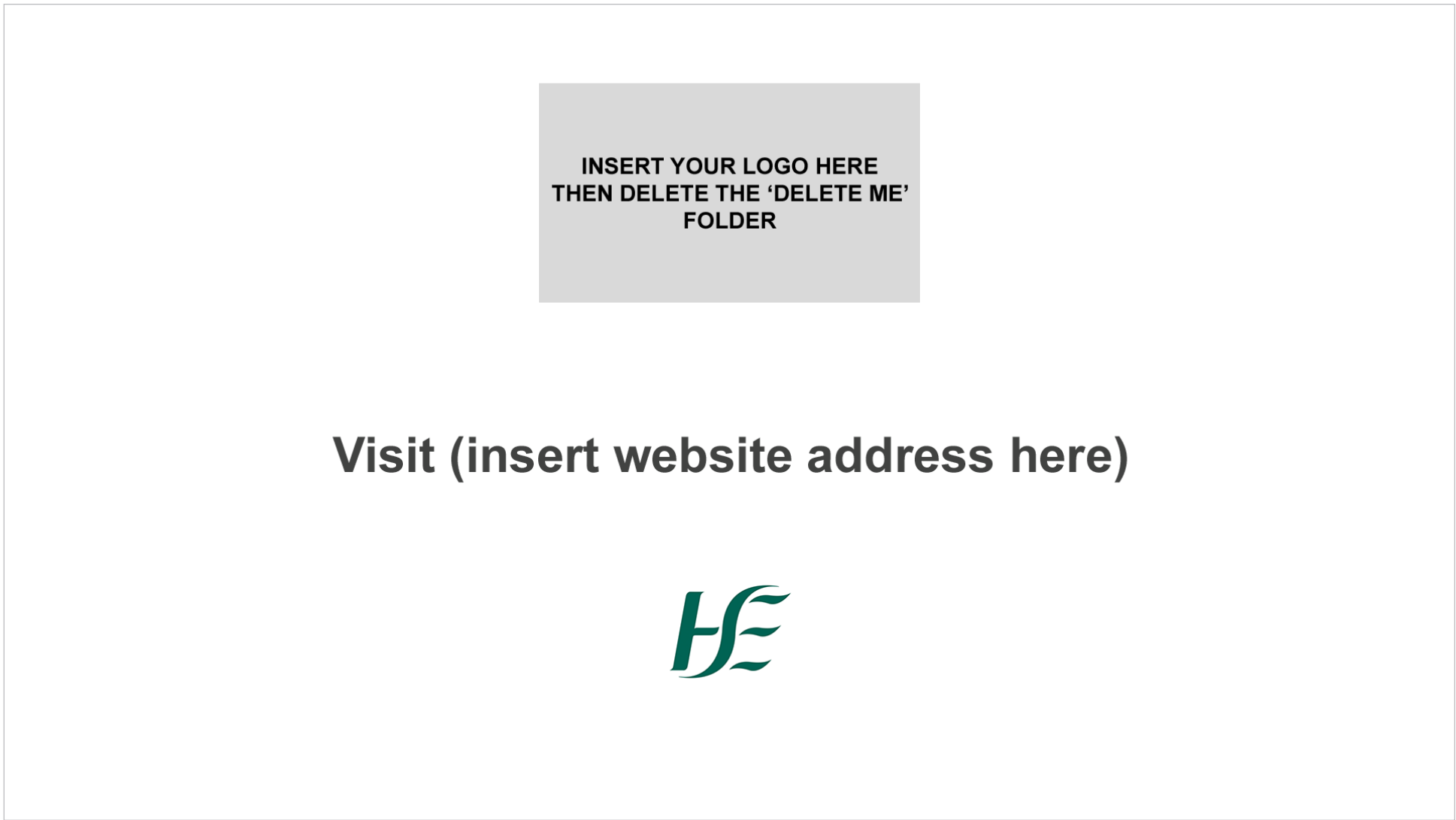
These guidelines will help you plan, produce and publish accessible video content. They include practical advice on choosing the right platform, meeting accessibility standards and creating effective videos for all audiences.

To access our full video branding and style guidelines, search for our video guidelines.

Opening screen template



Partner logo closing screen template



QR code guidance

QR codes (Quick Response codes) are images you can scan with a smartphone camera. They are useful when people need to open a web page quickly on their phone. Because QR codes can be used in phishing attacks, you should consider the risks before using them.

Purpose of this guidance

This guidance explains how to use QR codes in a secure, accessible and appropriate way across HSE communications.

It aims to:

- protect user privacy
- meet data protection law
- give people a good user experience
- use public health resources effectively

Who this guidance is for

This guidance applies to HSE staff, agencies and third parties who use QR codes in HSE-related materials. It covers material that directs people to a HSE-controlled website, such as hse.ie, in both print and digital communications.

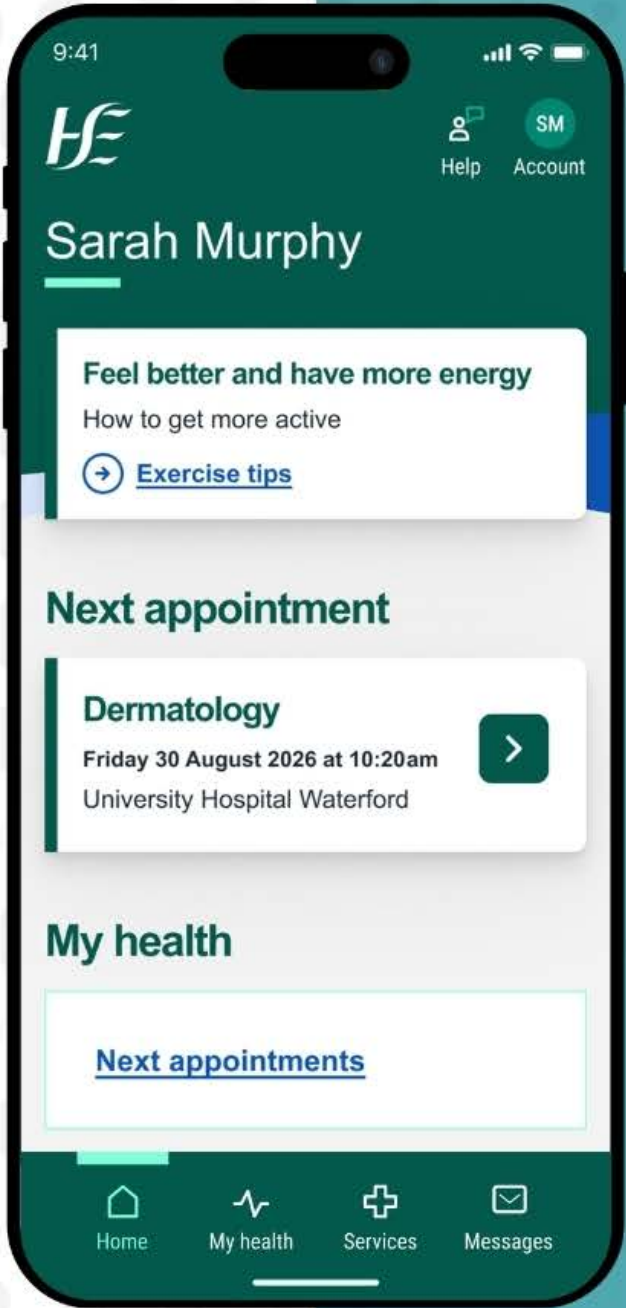
To learn more search for our QR code guidance.

Example of QR code being used appropriately
(i.e. QR code is not included in an email, or any other format where a person would be unable to scan using their device)



Download the HSE Health App

You can now get your appointments through the HSE Health App and SMS.



You can access via the app:

- ✓ Appointments
- ✓ Waiting list information
- ✓ Health information

If you need a paper letter, tell a staff member when checking in or making an appointment.

Scan the QR code to learn more or visit

hse.ie/health-app



Generative AI

Generative Artificial Intelligence (GenAI) is a technology that can create content, such as text, images, code, and audio, by learning patterns from large amounts of data.

AI in the HSE

Microsoft Copilot is available to all HSE staff. This is secure to the HSE network when you are signed in. An AI Acceptable Use Policy for Communications is currently being developed. This guidance will be shared with staff once it is finalised.

To learn more search for our AI Implementation Framework. For further guidance search for the Guidelines for the Responsible Use of Artificial Intelligence in the Public Service developed by the Department of Public Expenditure Infrastructure Public Sector Reform and Digitalisation.

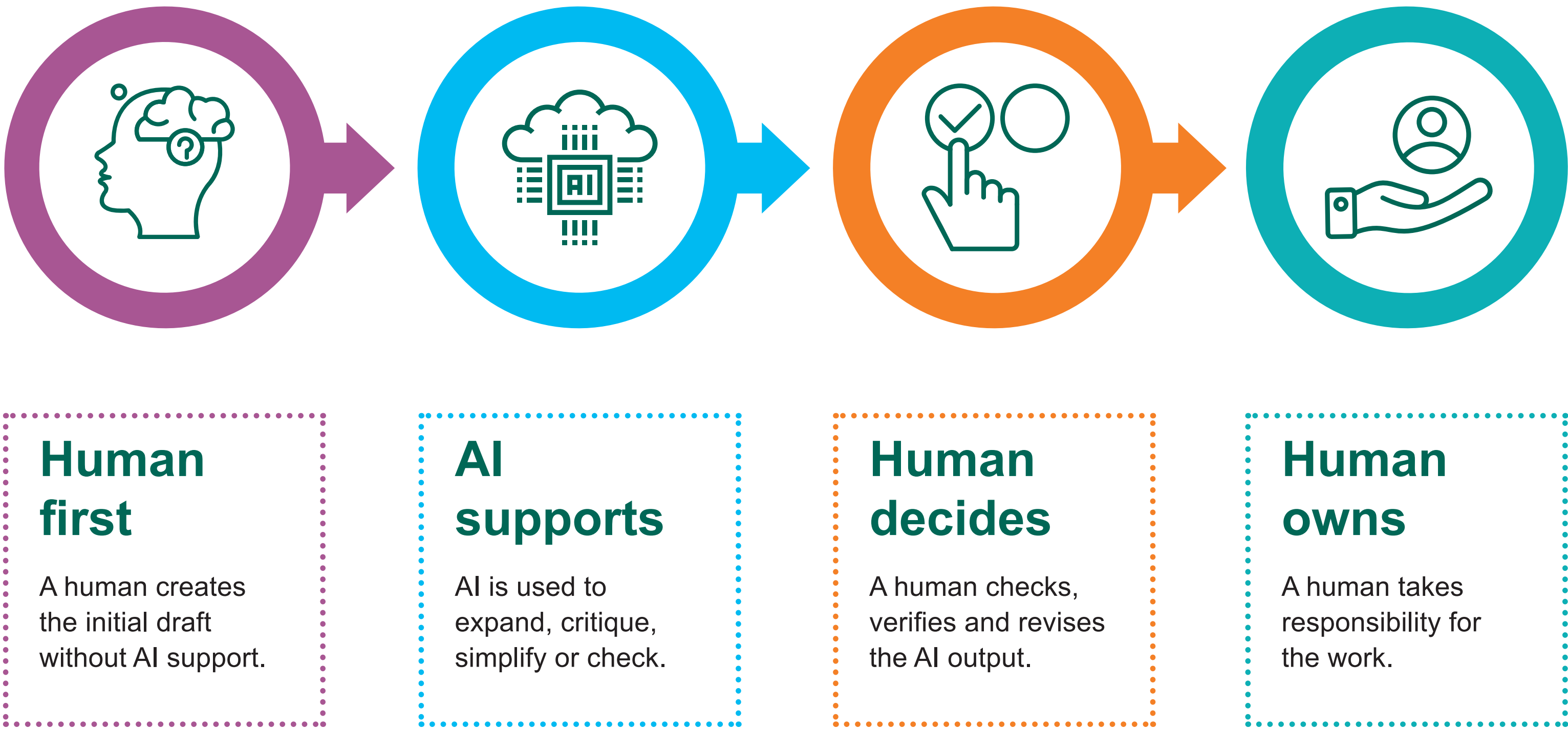
A Practical Approach: Human First, AI Second

When using AI, people should lead the process and use AI as a support tool rather than relying on it completely. Refer to the workflow developed by Dr Michael Collins, Lecturer in Psychology at Dublin Business School, shown in the graphic on this page.

AI can be useful for:

- organising messy notes
- adapting content for different audiences
- working with spreadsheets
- brainstorming ideas
- providing feedback

AI works best when used to support your work, while you remain responsible for reviewing and refining the final output.





08 – Public-facing materials

Advertising

Advertising in the HSE can be carried out at national or local level. The Campaigns team supports planning, media buying and compliance. This section also includes information on recruitment advertising and public notices.

Campaigns team

The Campaigns team manages national advertising for the HSE. They work with services to plan campaigns, buy media and make sure all activity meets legal and regulatory requirements.

The team also coordinates advertising across the organisation. This helps avoid duplication, supports value for money and ensures messages are consistent. National campaigns are prioritised based on public health need and available budget.

If a service needs support with advertising, the Campaigns team can advise on planning, timelines and the approval process.

The team carries out a media contract audit every year. They also send an annual report to the Office of An Coimisinéir Teanga on how we meet our Irish language duties under the Official Languages Act.



Recruitment and public notices

Short-term recruitment and public notice adverts can be bought separately under an Office of Government Procurement (OGP) contract. Services can use this contract for short-term recruitment or statutory notices.

A guide and templates are available for teams who need to use this contract. To request them, email campaigns@hse.ie.

The Campaigns team can also advise if marketing or advertising activities overlap, conflict or work well together.

Contact

Email: campaigns@hse.ie.



Pull-up banners

Pull-up banners help you capture attention quickly and share 1 clear message. They work best when the design is simple, readable and easy to understand at a glance. For guidance on creating pull-up banners, contact comms.support@hse.ie.

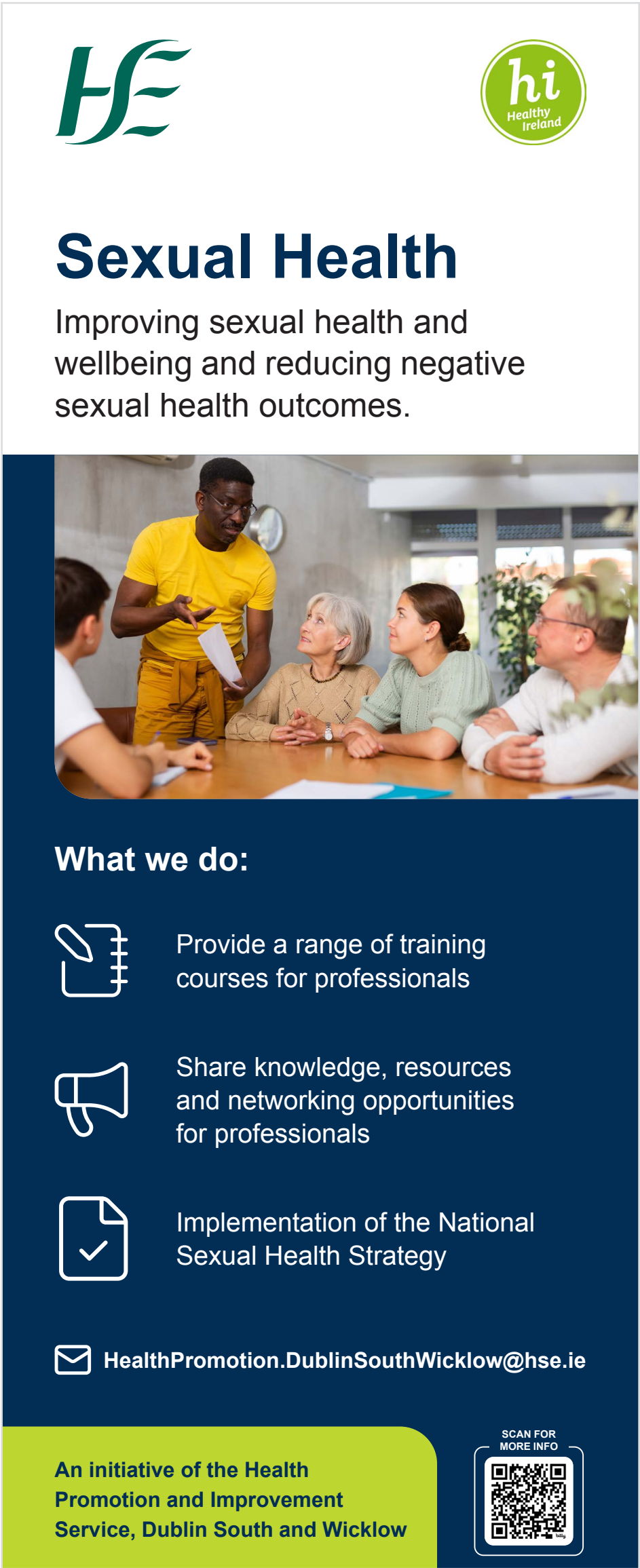
Best practice for pull-up banners

Design your pull-up banner so the message is obvious, readable and quick to take in.

When designing a pull-up banner, follow these guidelines:

- people should be able to understand the message within 5 seconds
- keep text to a headline, 3 to 4 short bullet points and a call to action
- make sure text is readable from a distance. As a guide, keep headlines over 72 pt and body text at least 30 pt
- use the banner to grab attention. Keep detailed information for brochures or your website
- follow a clear order of information:
 - HSE logo at the top
 - headline and body text in the middle
 - call to action at the bottom
- use sentence case and left-aligned text. Avoid centred or capitalised text because it reduces accessibility
- make sure any visuals support the message and do not distract from it
- do not include dates or information that may expire quickly

Example of pull-up banners



Signage

Signage helps people find their way safely and clearly in HSE buildings. It must follow agreed standards.

For further guidance, search for HSE Signage Manual.

Requirements for HSE signage

Language

By law, signs must be in Irish, or in Irish and English. Irish must come first. Irish must be just as clear and prominent as the English text.

Signs should:

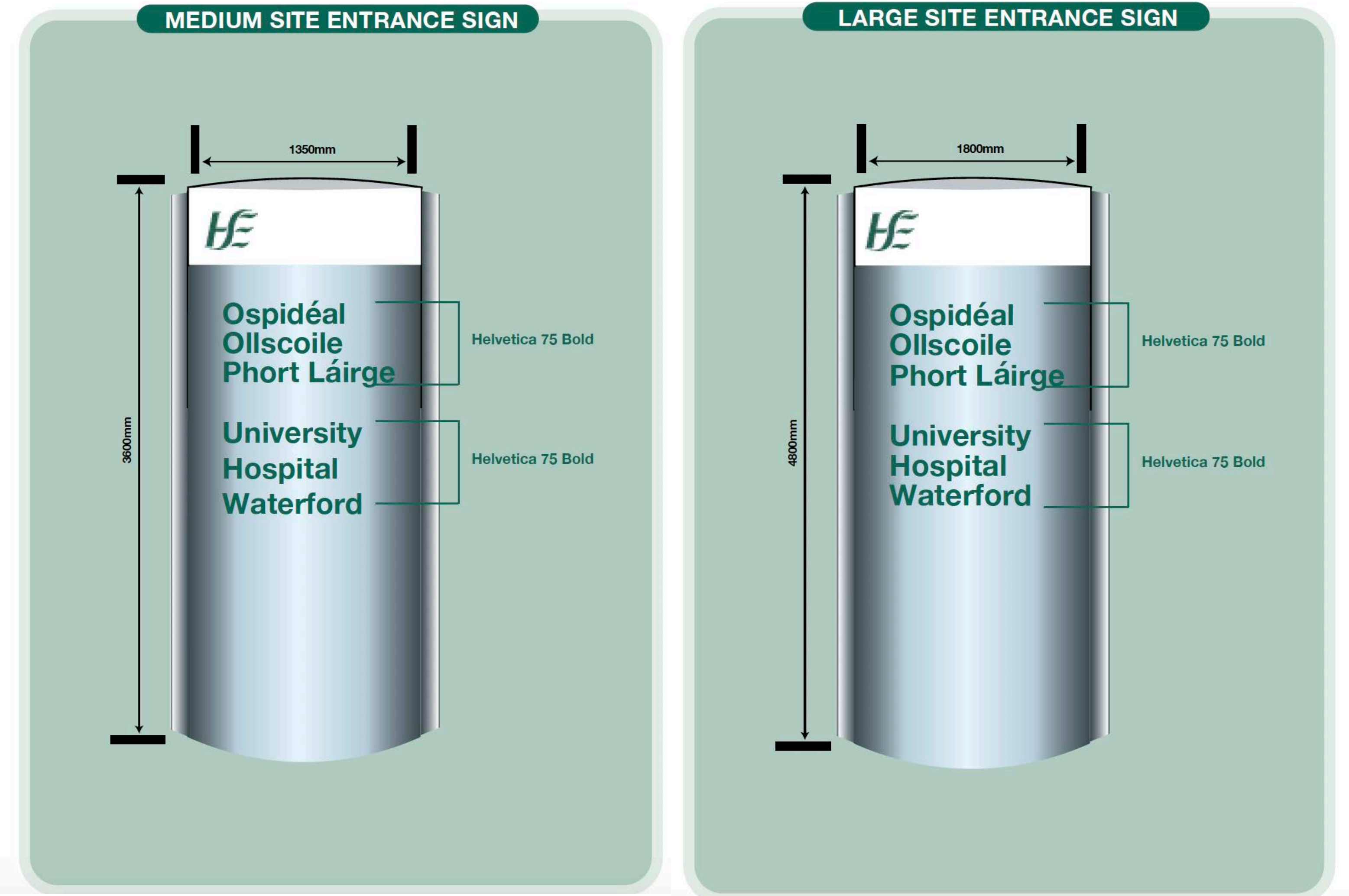
- be simple and easy to understand
- use as few words as possible
- use a mix of capital and lowercase letters (people read the outline of words, not just the letters)

Consistency

Use the same names everywhere. Agree these names with the service, staff and the people who use the building.

Signs should match what appears on patient correspondence, such as letters and appointment cards.

HSE branding should be consistent across all facilities. It should not differ from one health region to the next.





09 – Template and asset library

Visual identity and branding template library

A library of templates for stationery, presentations and other branded documents.

All HSE staff who are on the healthirl network can access the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

National and regional versions of templates are available [via the template library.

For support with templates, email comms.support@hse.ie.

Official Languages Act requirements

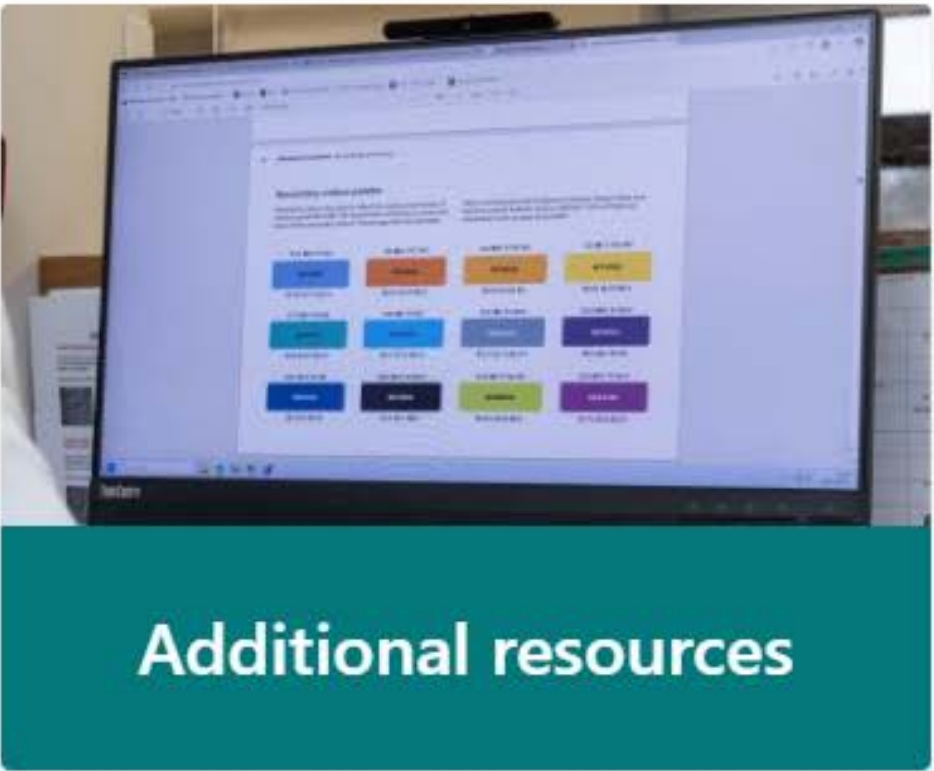
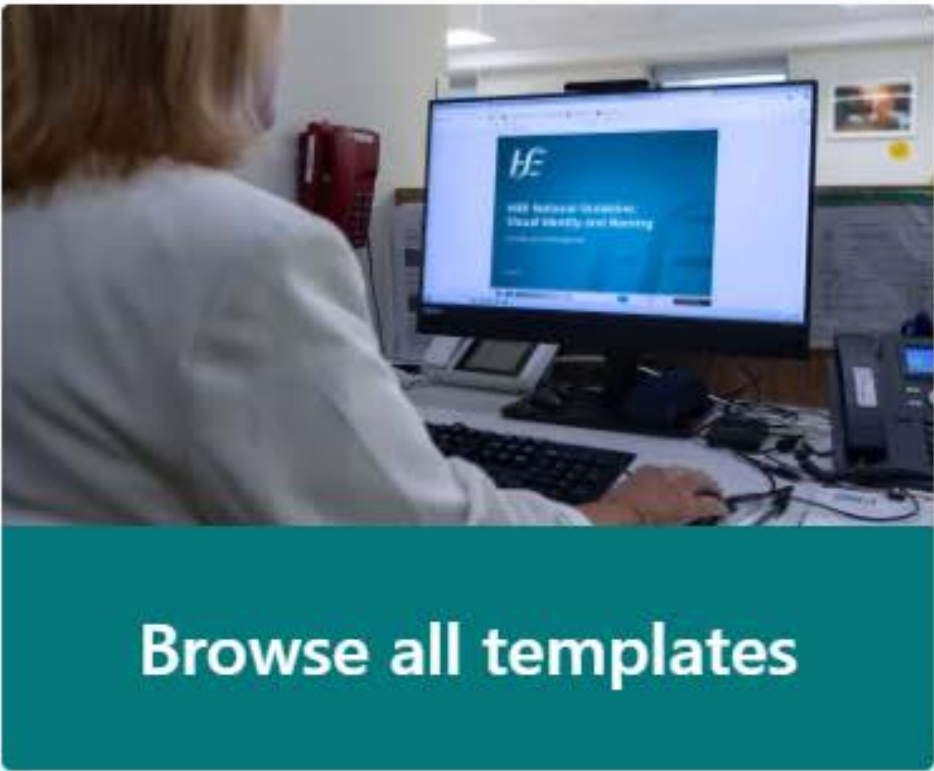
According to the Official Languages Act, we must provide the following in either Irish and English, or only Irish:

- stationery such as headed paper, compliment slips, fax cover sheets, file covers, labels, envelopes and folders
- signage
- recorded oral announcements
- bulk emails to a specific population group

For further guidance, search Irish language guidance and resources for HSE staff.

HSE Visual Identity and Branding Template Library

Welcome to the HSE Visual Identity and Branding Template Library. This site is the central hub for official HSE templates and toolkits, developed and maintained by National Communications. It is designed to support staff in creating clear, consistent communications that align with the HSE visual identity.



HSE logo

Use the HSE logo only in its correct form to support a clear and consistent identity across services.

All HSE logo variations are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

HSE logo green



HSE logo white



HSE logo black



Letterhead

The letterhead template must be used for all HSE correspondence. HSE offices that use the HSE logo on their letterhead should use it for internal and external correspondence.

Letterhead templates are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

Example of a national letterhead



Area name in Irish

Area name in English

Enter address in Irish

Enter address in English

087 000 0000 | website.hse.ie | sample@hse.ie

In order to make changes to the contact details (see header/footer area above):

choose VIEW menu > choose HEADER AND FOOTER > select individual text boxes >

then edit your text (make sure to change only inside one paragraph at a time, so that the formatting is not lost).

Example of a regional letterhead



Service name in Irish | Region or IHA or CHA or Hospital name in Irish

Service name in English | Region or IHA or CHA or Hospital name in English

Enter address in Irish

Enter address in English

087 000 0000 | dublinmidlands.hse.ie | sample@hse.ie

In order to make changes to the contact details (see header/footer area above):

choose VIEW menu > choose HEADER AND FOOTER > select individual text boxes >

then edit your text (make sure to change only inside one paragraph at a time, so that the formatting is not lost).

FSS – Baile Átha Cliath agus Lár na Tíre

HSE Dublin and Midlands

HSE stationery

The HSE logo should go in the top-left corner. If the design means the logo needs to be somewhere else, make sure it still stands out and is easy to see.

Compliment slip and generic Word document templates are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.



Area name in Irish
Area name in English

Title

Subheading 1
Subheading 2

Title

Text in paragraph

Title

- Bullet points
- Bullet points
- Bullet points
- Bullet points

Table	
Text	Text
Text	Text
Text	Text
	Text



Add Irish Dept./Title Here
Area name in Irish

Address in Irish
Address in Irish

Add Dept./Title Here
Area name in English

Address in English
Address in English

website.hse.ie
T: 087 000 0000
E: sample@hse.ie

Insert page footer text here 1

Report templates

The HSE logo should go in the top-left corner on report templates. If the design means the logo needs to be somewhere else, make sure it still stands out and is easy to see.

Report templates are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

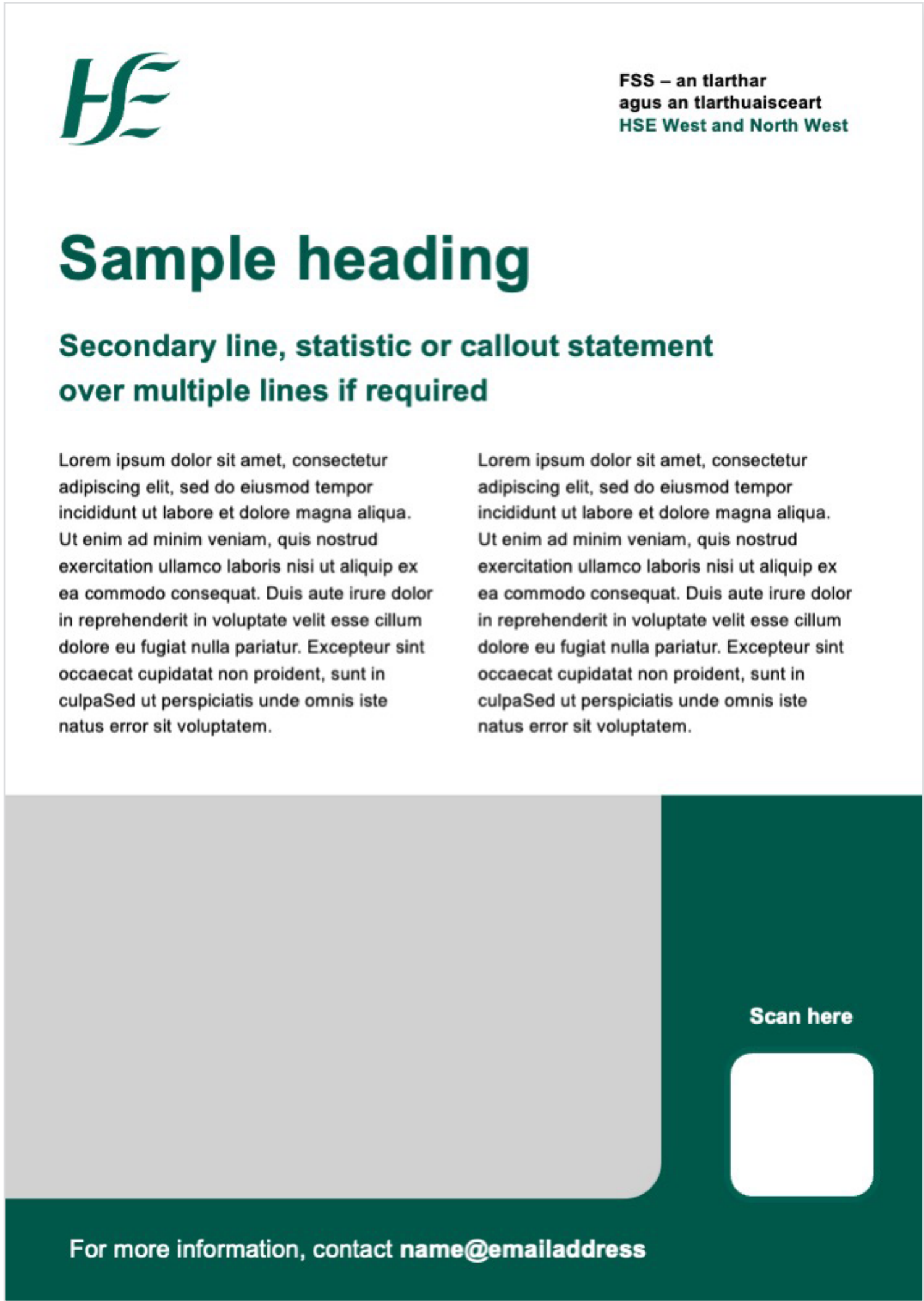
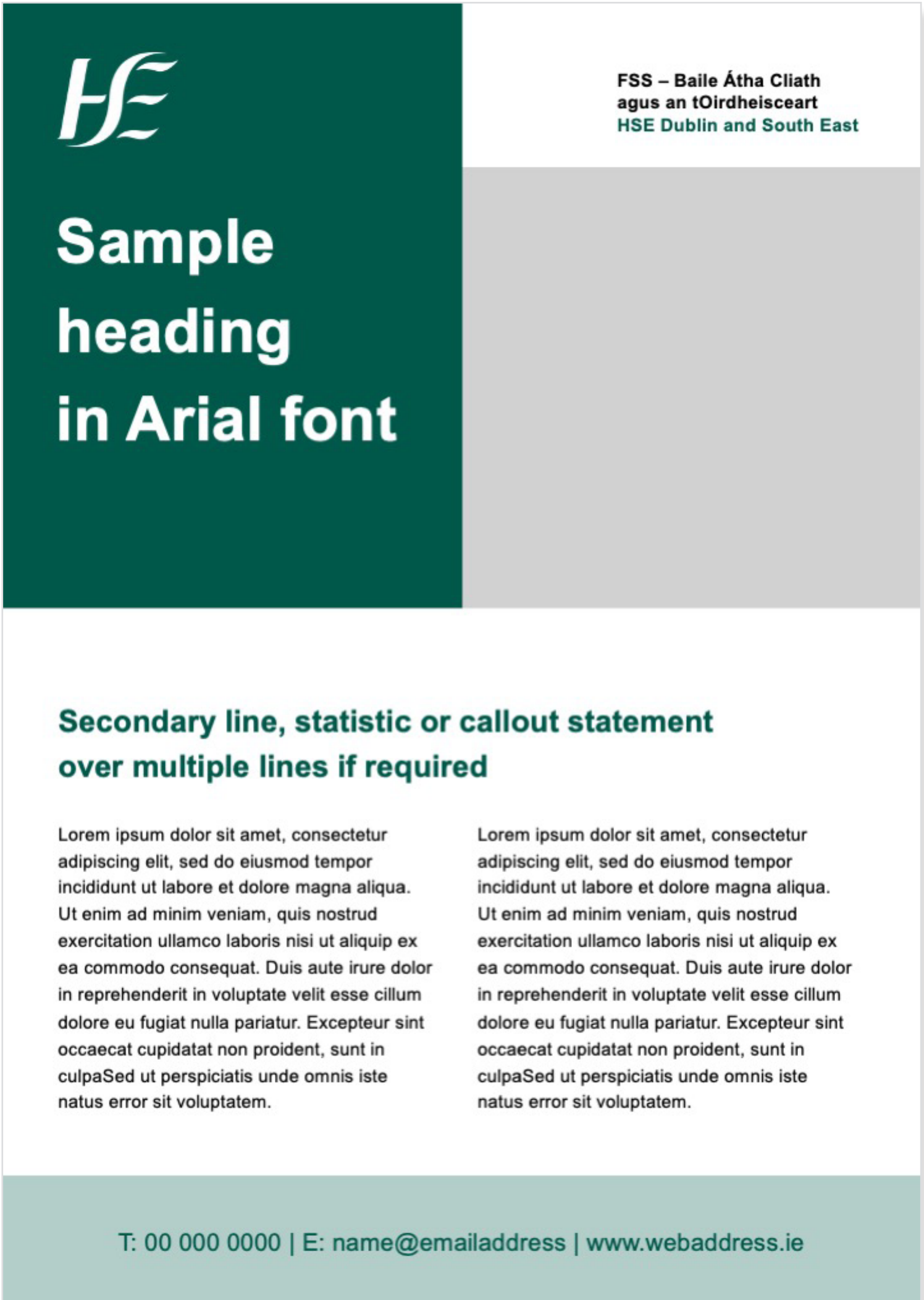


Poster templates

The HSE logo should go in the top-left corner on poster templates ideally. If the design means the logo needs to be somewhere else, make sure it is still easy to see.

Please do not generate posters using AI, as often they do not comply with our brand and accessibility standards. For guidance on generative AI usage, see page 70.

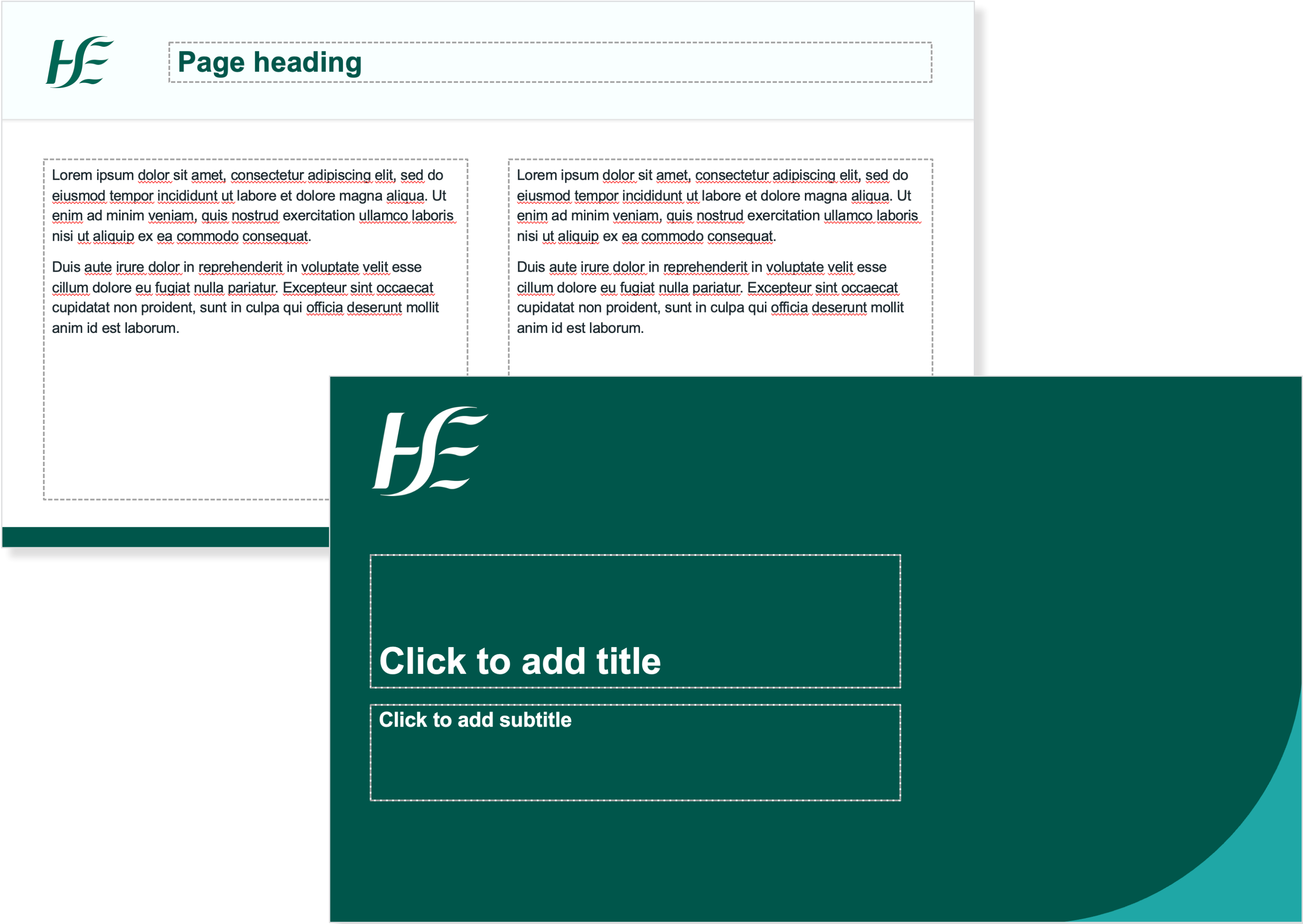
Poster templates are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.



PowerPoint presentations

The HSE logo appears in the top-left corner in the sample shown below. This is the preferred and most visible position for the logo. If a layout requires a different location, ensure that the logo is prominent, clear and legible.

Presentation templates are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.



Leaflets

Leaflet templates are available for use in professionally-designed communications or publications.

Bifold and trifold templates are available in the Visual Identity and Template Library on SharePoint. Contact your local communications team for access.

Section heading here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Area name in Irish

Area name in English

Area name in Irish

Area name in English

Main heading in Arial Bold

Subheading in Arial Regular over multiple lines if required

How to contact us

Service Name

Address first line

Address second line

Address additional line

Town

County

Eircode

Phone: +353 00 000 0000

Email: john.doe@hse.ie

www.hse.ie/webaddress

Add image here

Section heading here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum dolore magna aliqua.
- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam.

Section heading here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum dolore magna aliqua.
- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam.

Main heading in Arial Bold

Subheading in Arial Regular over multiple lines if required

How to contact us

Service Name

Address first line

Address second line

Address additional line

Town

County

Eircode

Phone: +353 00 000 0000

Email: john.doe@hse.ie

www.hse.ie/webaddress

Add image here

84

HE

10 – Identity examples

Social media

Example of how to use the identity mark on LinkedIn and Facebook posts. Ideally, place it on a white background at the bottom of the post.

For further guidance related to social media, email digital@hse.ie.



Forms

The HSE uses a consistent approach to designing forms to make them clear, easy to use and recognisable as HSE communications.

This includes digital, print and hospital forms. Use the examples on this page as a guide when creating new forms or updating existing ones.

For advice on designing HSE forms, contact comms.support@hse.ie.

For advice on creating digital forms, contact digital@hse.ie.

You can access a plain language checklist for forms by searching for our Plain Language Guidelines.

Example of a hospital triage form



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

Wexford General Hospital

Emergency Medicine Early Warning Systems Chart

Triage Nurse

NMBI

Allergies

Please commence IMEWS if patient is pregnant or up to 42 days postpartum or PEWS if patient is <16 years old

Pain Management	Date	Time	Signed	Analgesia required (See prescription chart)
Not Indicated ☐				
Pain Score on ED arrival = /10				Y ☐ N ☐ Declined ☐
1st reassessment = /10				Y ☐ N ☐ Declined ☐
2nd reassessment = /10				Y ☐ N ☐ Declined ☐

Triage Time:

Category:

Presenting Complaint:

Date / Time	Post Triage Nursing Notes	Signed / PIN

Frequency of Observations

Triage 1
Continuous monitoring

Triage 2
Review 10 min

Triage 3
Review 1-hourly

Triage 4
Review 2-hourly

Triage 5
No review required

Think Sepsis

Risk of neutropenia due to bone marrow failure, autoimmune disorder or treatment e.g. chemotherapy

Any signs of new organ dysfunction including:
- Altered mental state
- RR >30 bpm
- SBP <90 mmHg
- HR ≥130 bpm
- SpO2 <90%

2+ Systemic Inflammatory Response Syndrome (SIRS) including:
- Temp <36° or >38.3°
- RR ≥20 bpm
- HR ≥90 bpm
- Altered mental status

1+ co-morbidities: ≥75 years, frailty, cancer, chronic kidney/liver disease, COPD, diabetes, immunosuppression (medications/disease), recent surgery/ major trauma

Reduce frequency of monitoring if in collaboration with a senior clinician or nurse if it is deemed appropriate and document

Has SEPSIS been considered? ☐ Sepsis form Commenced ☐

Clinical Escalation in all Emergency Departments

- This observation chart should be used in conjunction with the Emergency Department Clinical Escalation Protocol.
- Escalate care at any stage if you are concerned about a patient.
- Clinical judgement should always determine patient care.

QS 001 385

Page 1

Example of an interactive digital form



Counselling in Primary Care Service (CIPC)

Referral form

Details of person being referred

Date of referral

For example, 31 03 2026

First name

Last name

Date of birth

For example, 31 03 2026

Address line 1

Address line 2

Town or city

County

Counselling in Primary Care Service (CIPC) referral form

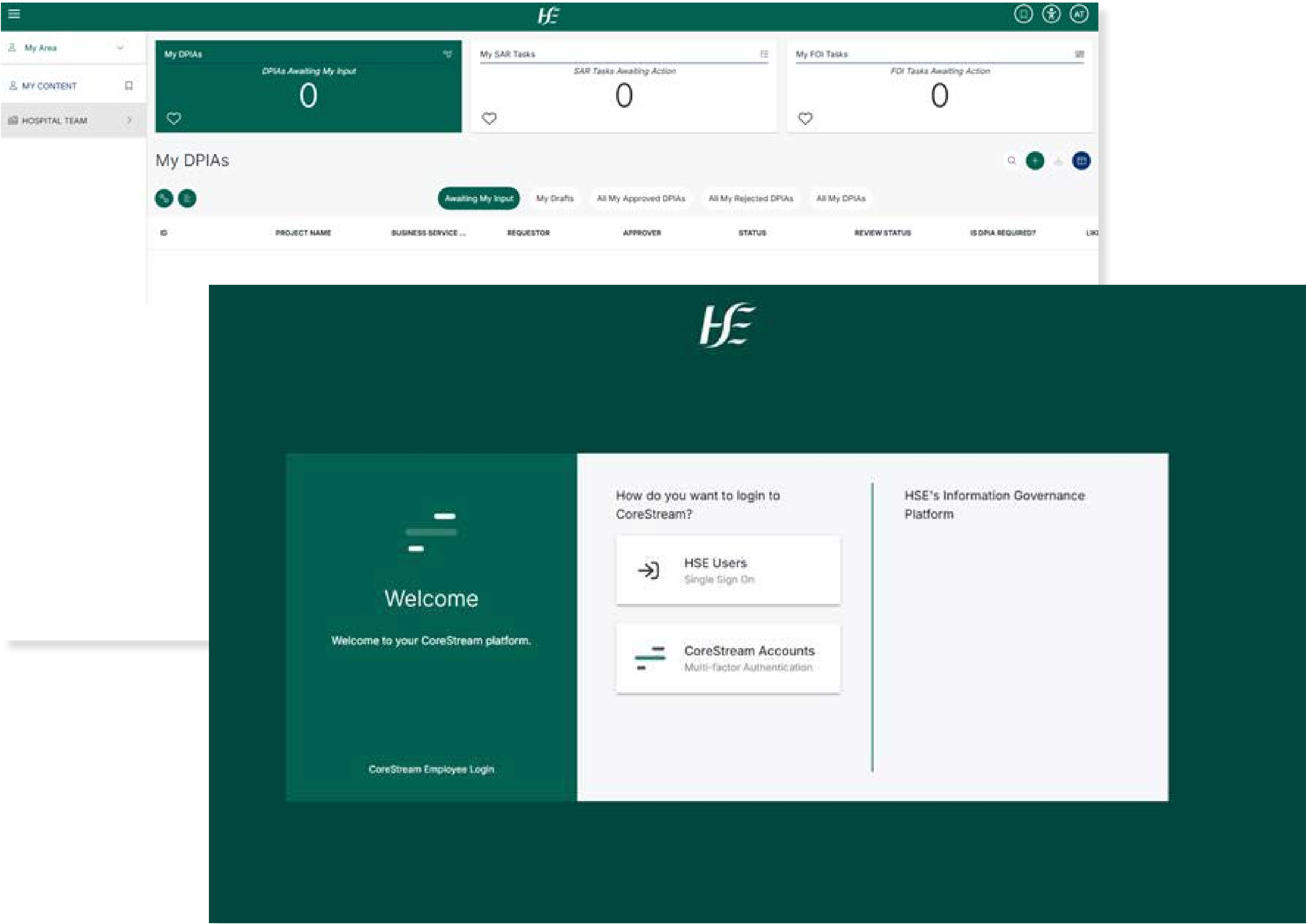
1

Internal systems

Some systems used by HSE staff are provided by external organisations and cannot fully follow the HSE design system due to software constraints.

Where possible, these systems should use elements from the HSE design system to create a consistent experience for staff.

See the examples on this page of how HSE design elements may be applied.



Uniforms and identification

Uniforms and identification materials help patients and the public recognise HSE staff and services.

Use the HSE visual identity on uniforms, name badges and other identification materials. Make sure the HSE logo is used correctly, including the required clear space around it.

Use the examples on this page as a guide.

Example of a branded polo t-shirt



Example of a branded lanyard



Patient communications

The HSE is upgrading patient communications through our Better Patient Communications programme.

We are making it easier for patients to receive clear and timely information by moving from paper-based communications to digital channels, including the HSE Health App, SMS and email, alongside clear and accessible letters where needed.

The examples on this page show how we can explain this change to patients, including posters that can be used in hospitals and healthcare settings.

Better Patient Communications programme posters



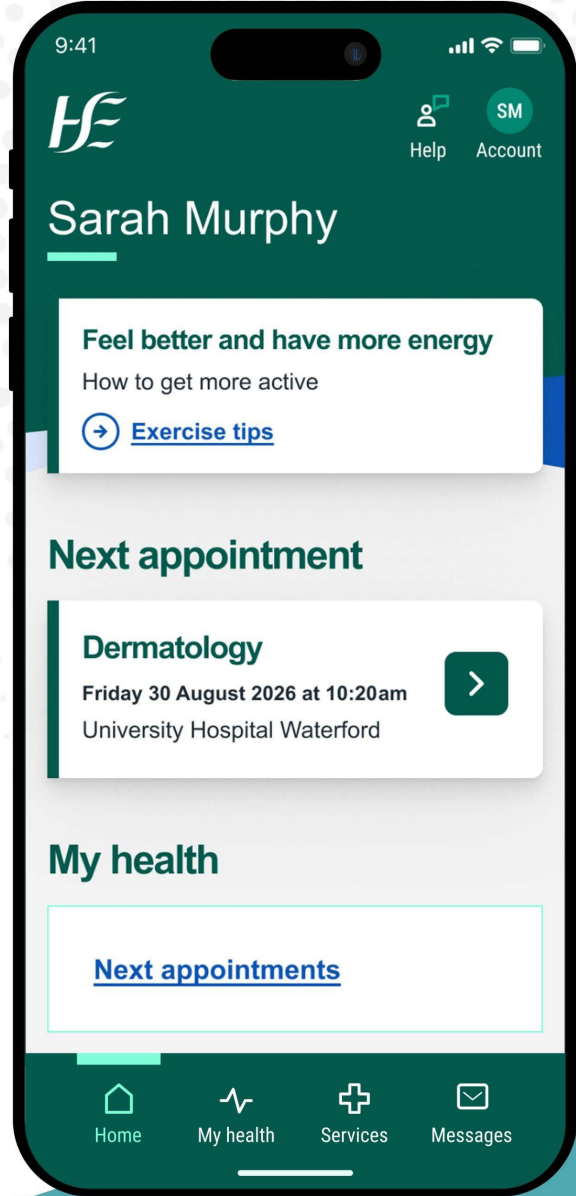
Download the HSE Health App

Get your appointments, waiting list information and health information in one place.

- ✓ Appointments
- ✓ Waiting list information
- ✓ Health information

Scan the QR code for more information or visit

hse.ie/health-app

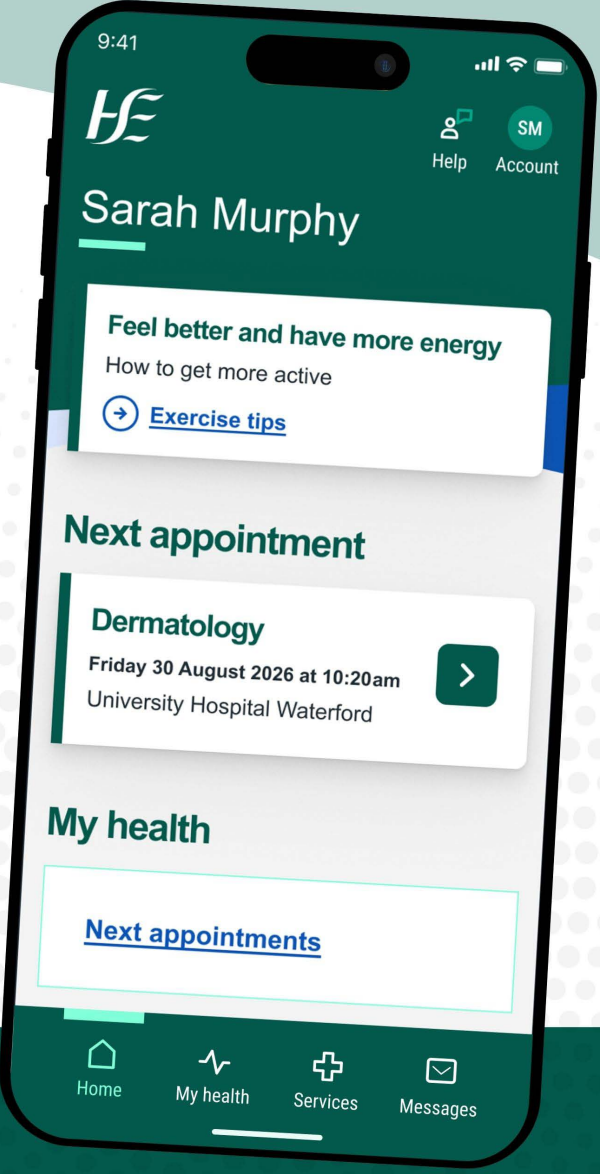




We're increasing digital communications

The HSE is increasing the use of SMS, email and the HSE Health App to keep patients informed about their care.

- ✓ More timely information
- ✓ Easier access to updates
- ✓ Convenient ways to receive information



If you need a paper letter, tell a staff member when checking in or making an appointment.

Poster presentations

Research and conference posters should use the HSE visual identity to create a clear and consistent presentation of HSE research and information.

Use the examples on this page as a guide when creating a poster presentation.

Example of conference research posters



Strengthening Governance Through a Revised National Clinical Governance Framework

Sharon R. Sheehan, Colm Henry, Deirdre McNamara
Health Service Executive, Ireland.

1. WHY A REVISED FRAMEWORK WAS NEEDED

Ireland's health and social care system has evolved significantly since the 2012 Clinical Governance Framework, with increased complexity, integration, and digital transformation. Variability in clinical governance and risks to patient safety highlighted the need for a revised national framework.

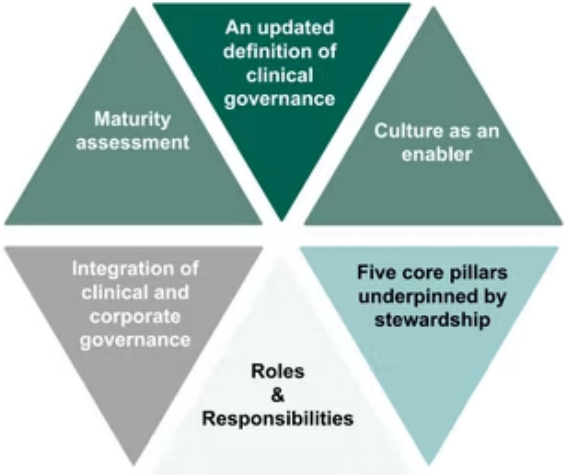
2. HOW THE FRAMEWORK WAS DEVELOPED

The framework was developed through extensive national and international engagement with:

- Staff
- Patients
- Service users
- Regulators
- Voluntary organisations
- Academic partners
- Working Groups

Iterative design, informed by research, expert consultation, and steering and working groups, ensured alignment with best practice and applicability across diverse care settings.

3. WHAT THE FRAMEWORK INTRODUCES



4. WHAT THIS ENABLES IN PRACTICE

The framework serves as a unifying structure for clinical governance across Ireland's health and social care system, enabling a culture of transparency, learning, and accountability that is responsive to the needs of patients, service users and staff.

The implementation of the framework will result in:

1	Shared understanding of clinical governance
2	Consistency of care delivered
3	Increased accountability

This supports system-wide improvements to:

- ✓ Reduce avoidable harm
- ✓ Improve quality and safety
- ✓ Deliver high-quality care
- ✓ Embed a culture of continuous improvement and learning

Steering Groups

16 members

Working Groups

13 members

Deep Dives

185 Attendees

Patient / Service User Representatives

26 International Consultations

73 National Consultations

Phase 1 238 Webinar attendees

Phase 2 607 Engagement session attendees

Phase 1 23 Engagement session attendees

1,181 Engagements in Phase 1 & Phase 2 to date

Delivering Integrated Care Together



Community Care Record

BACKGROUND

Community services in Ireland remain heavily reliant on paper, spreadsheets and disconnected local systems which limit visibility, coordination and timely decision-making in the delivery of care

Today	Future with Community Care Record
➢ Paper records	➢ Digital record
➢ Spreadsheets	➢ Connected teams
➢ Multiple systems	➢ Integrated teams
➢ Limited visibility	➢ Faster decision making
➢ Delayed Decisions	➢ Faster & Informed decisions

OBJECTIVE

Community Care Record will provide a single integrated digital solution for community services, with advanced clinical functionality for Specialist Palliative Care and CAMHS



Connecting teams, integrated care & better outcomes



Paper records, Spreadsheets & Disconnected services



Limited visibility, Coordination & timely decision making



Community Care Record



Connecting teams, integrated care & better outcomes

OUR 40 WEEK DISCOVERY JOURNEY



Frontline clinical, administrative, management and service user perspectives engaged across all six health regions

Feedback was synthesised to validate workflows, identify pain points and inform blueprint, readiness and implementation priorities

THE NATIONAL ENGAGEMENT ACROSS IRELAND

Engagement across all 6 Health Regions

- HSE North West
- HSE West and North West
- HSE Mid West
- HSE Dublin and North East
- HSE Dublin and Midlands
- HSE South West
- HSE South East



KEY RESULTS

BY THE NUMBERS

- 27 workshop days
- 150+ Sessions
- 835 Participants
- 10,300 Feedback Data Points
- 75% Joined the Change Network
- 6 Health Regions



CONCLUSIONS

Community Care Record shows that digital transformation can begin with collaborative design, not system deployment

The work provides a nationally informed blueprint for safer referrals, waiting list management, documentation, reporting and multidisciplinary coordination

Successful adoption depends on training, Infrastructure, integration, local readiness, business continuity and sustained engagement

NEXT STEPS FOR SUCCESSFUL ADOPTION

- Training
- Infrastructure & Integration
- Local readiness
- Business continuity
- Sustained engagement

FIND OUT MORE

Scan the QR Code here to find out more about the Community Care Record Programme



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Events

HSE events and exhibition materials should reflect the HSE visual identity and create a consistent experience across physical and digital spaces.

This includes exhibition stands, banners, signage and other event materials.

Follow the HSE visual identity guidelines when creating event materials, and use the examples on this page as a guide.

Example of branded backdrop



Video branding example

HSE videos must adhere to the visual identity and naming guidelines so people can recognise and trust our video content. Following the guidelines also makes sure the content is clear, consistent and accessible.

To access our full video branding and style guidelines, search for our video branding style guidelines.

Example of branded video



