



Corporate Identity Principles



Welcome to Healthy Ireland. We are looking forward to your support and collaboration in making this exciting initiative a huge national success. A healthy population is essential to allow people to live their lives to their full potential, to help restore our economy, and to look after the most vulnerable people in society.

So, What Is Healthy Ireland?

Well, put simply, it is the framework that will bring together Government Departments, public sector bodies, employers, sports and voluntary groups along with communities, families and individuals into a national movement with one shared vision: a Healthy Ireland, where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone's responsibility.

Up until now, we have not managed to fully engage all the different sectors of our society in the task of building a healthier Ireland. Healthy Ireland aims to change that.

We now have an opportunity to build an environment that supports us and our families to live healthier and more fulfilled lives. It is about each individual sector helping to improve our health and wellbeing, multiplying both our efforts and our results.

It may seem ambitious to attempt to draw together such a broad range of groups and disparate interests but all the expert evidence tells us that to create a positive change in health and wellbeing takes the involvement of all of society working in unison.

The First Vital Steps...

Let there be no doubt that work needs to be done. Worrying trends are indicating that many aspects of our current lifestyles are unhealthy and unless we make some significant changes, we are facing a costly future.

Indeed, when a person experiences health problems, has an illness or disability, we immediately see how that loss of health and wellbeing affects every part of their life and the lives of those around them.

A quick glance at some of the headline statistics highlights why we need to create a movement like Healthy Ireland:

- 66% of all adults are overweight or obese, 25% of 3-year-olds are overweight or obese; 26% of 9 year-olds have a body mass index outside the healthy range
- Around 1 million people in Ireland smoke tobacco products
- Alcohol is responsible for approximately 90 deaths every month
- 1 in every 4 of us will experience mental health problems during our lifetime.

Yes, Irish people are now living longer than ever before but not all are living those longer lives in good health. That is why Healthy Ireland needs your co-operation in helping us take this first vital step towards making Ireland a healthier nation in just one generation.

Our Goals

Healthy Ireland has set itself ambitious but attainable goals to measure success and to provide a shared focus with our civic and corporate partners in the months and years ahead.

Here are our goals:

- Increase the proportion of Irish people who are healthy at all stages of life
- Reduce health inequalities
- Protect the public from threats to health and wellbeing
- Create an environment where every sector and individual of society can play their part in achieving a healthy Ireland.

We believe that with your support, an immediate result can be that people in Ireland feel supported to make healthier choices in their day-to-day lives, in a health promoting and sustainable environment.





Making Our Marque

As part of the identity of Healthy Ireland, we have created a distinctive brand marque or logo that will reflect the values and personality we would like to stand for. As you can see hi is an acronym for Healthy Ireland and the primary logo disc uses white lettering on a fresh green background.

What we wish this marque to stand for are the values of fairness and accountability. It has a lower case informality rather than an institutional or corporate formality. The hi brand should also stand for accessibility and friendliness for audiences of all ages. The very word 'hi' should speak of an openness to start a different kind of conversation about how we view our health and wellbeing in Ireland.

How Can the hi Logo Be Used?

The hi logo can be used within all public sector and publicly funded campaigns that support health and wellbeing like those on tobacco, sexual health, mental health, cancer screening, road safety, physical activity, community involvement, volunteering, healthy ageing etc. This will include all public education campaigns and a wide range of publicity materials, publications, websites and other branded materials.

Perhaps uniquely with a Government initiative, the hi brand will extend beyond the health sector to partner with a wide variety of organisations, projects and programmes.

We want the hi brand to be used widely, but also used well - and always in settings that align with our goals and our values.

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

We would also invite any organisation which is working to enhance health and wellbeing, and would like to carry the hi logo, to get in touch with us to make enquiries about becoming a hi partner – on a large or small scale.

Quick Check – Should I Be Using The hi Logo?

Are you funded by a Government Department, a statutory agency such as the HSE or a local authority? Are you delivering any public education, awareness or advertising campaigns that support health and wellbeing in Ireland? Then you should contact hi or your funding organisation for further information.

hi - Good To See You!

Over the coming months and years the hi logo will be increasingly ubiquitous as the symbol of a new positive national spirit around our collective health and wellbeing.

You may see it in parks and playgrounds, in your club, gym or around the workplace...

For our partners there will be a real and immediate benefit of associating with Healthy Ireland as it clearly shows that your brand, product or organisation truly cares about the collective health and wellbeing of this country.

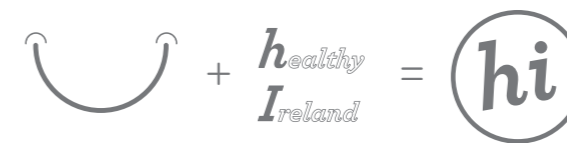
We're looking forward to seeing hi-Schools, hi-Workplaces and hi-Clubs - in every highway and byway in Ireland in what will be a long term, sustainable and permanent positive revolution for our health and wellbeing.

BRAND GUIDELINES

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Healthy Ireland brand guidelines

- Primary logo
- Secondary logo
- Logo usage.....
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Logo

The primary logo.

This is the primary version of the logo and should be the most commonly used iteration.



Background

Where possible the primary logo should be placed on the Healthy Ireland green background.



Black and white logo

This is the black and white version of the primary logo and is to be used in black and white applications.



Minimum size 20mm



Less than 20mm in height

Minimum size

The minimum size logo to be used is 20mm high.

A version of the logo has been created for extreme circumstances when the area available is less than 20mm high. To maintain clarity, the type and the logo mark have been separated.



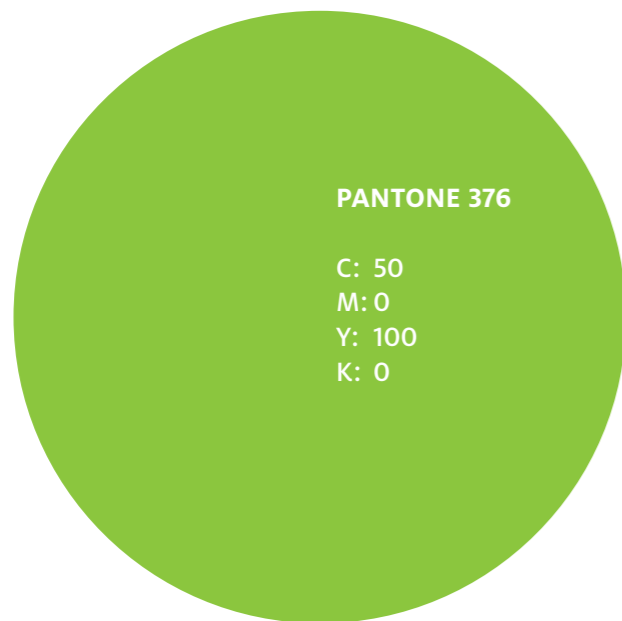
Secondary logo - reversed

This is the reversed version of the colour logo, which is only to be used when the primary logo does not work.



Black and white logo - reversed

This is the secondary black and white version of the logo and is to be used only when the primary black and white logo does not work.



PANTONE 376

C: 50
M: 0
Y: 100
K: 0

Primary colour

The main corporate colour is the Healthy Ireland green. The CMYK values for this green are listed above. Where possible, the Pantone colour should be used.

LOGO USAGE



Usage of primary logo



Usage of primary logo



CO-BRANDING



Protecting the logo

The exclusion zone.

To ensure the visual clarity and integrity of the logo, the minimum exclusion zone, as outlined above, should be observed.

In extreme circumstances, where space is at a minimum, the exclusion zone can be reduced from 100% of the X height/width to a minimum of 50%.

Co-branding communications

When partnering with another organisation, our Healthy Ireland logo appears equal in scale and value to the third party logo. Both logos should sit on the same centre line, and where they are similar in proportion should both appear at the same height. Some third party brandmarks may be of extreme proportions, that is, very wide or very high. In these cases, please use your judgement to ensure the brandmarks follow a ratio that clearly communicates our desired relationship.



Using the logo with your brand

The primary version of the logo should be used when possible and the guidelines in this document should be adhered to.



Using the logo with your brand

When the primary version of the logo does not work then one of the alternative options can be used to fit in with your design.

No matter who you are,
if you have an unplanned pregnancy,
talking to a counsellor can help.

Crisis Pregnancy Counselling is a FREE support and information service available to anyone who experiences an unplanned pregnancy. It is a safe space where you can talk to a specially trained counsellor about how you feel, without the fear of being judged.

Visit www.positiveoptions.ie or freetext list to 50444.

+OPTIONS
CRISIS PREGNANCY SERVICES
Help. Support. Understanding.

Using the logo with your brand

The Healthy Ireland logo can be used to fit seamlessly with your brand look and feel and has flexibility in terms of colour, however this should be a last resort when the primary logo does not work.

Unplanned Pregnancy?

We're here to help you.

For a list of services providing free, non-judgemental counselling and support:

- Freetext List to 50444
- Visit positiveoptions.ie

Look for the **+OPTIONS** sign on the ads in this section.

All of the following State-funded services offer free, non-judgemental support: Cursi, HesiHelp, Irish Family Planning Association (IFPA), Life Pregnancy Care Service, One Family, the Sexual Health Centre Cork, The Well Woman Centre, West Cork Crisis Pregnancy Counselling Service and the Youth Health Service, Cork.

Your GP, doctor or other reputable services can also help.

+OPTIONS
CRISIS PREGNANCY SERVICES

Using the logo with your brand

Minimum size

A version of the logo has been created for extreme circumstances when the area available is less than 20mm high.



Suggested usage of the Healthy Ireland brand in the community.



Suggested usage of the Healthy Ireland brand in the community.

CONTACTS

If you would like to get involved in Healthy Ireland, please get in touch:

Email : healthyireland@health.gov.ie

Website: www.healthyireland.ie

Address:
Health and Wellbeing Programme,
Department of Health,
Hawkins House,
Hawkins Street,
Dublin 2.

Tel: 01 635 4000

