Coronavirus COVID-19

Logo Guidelines
These guidelines have been developed to protect and enhance the integrity of the COVID-19 identity. Consistency and accurate use of the identity is crucial for public recognition and visibility.

They set out the procedures that should be followed when using any of the logos and their assets. Compliance with these guidelines is mandatory.

**COVID-19 Public Health Advice Logo**
All marketing material and collateral developed using the COVID-19 Public Health Advice identity should be approved in advance by the Department of Health to ensure adherence to the Identity Guidelines. Email press_office@health.gov.ie

**COVID-19 National Programme Logo**
All marketing material and collateral developed using the COVID-19 National Programme identity should be approved in advance by Government Information Services in the Department of the Taoiseach to ensure adherence to the Identity Guidelines. Email GIS@Taoiseach.Gov.IE
COVID-19 Public Health Advice Logo

COVID-19 Public Health Advice logo is the master brand for COVID-19. It can be used by any Government agency for any health related notice or application. This logo is available in English and Irish.

All marketing material and collateral developed using the logo should be approved in advance by the Department of Health to ensure adherence to the Identity Guidelines. Email press_office@health.gov.ie
The COVID-19 ‘Public Health Advice’ logo is used on all health related collateral. The logo comprises of a symbol and the name ‘Coronavirus (COVID-19) Public Health Advice’. The symbol and text are integral elements of the logo and cannot be separated. The relationship between these elements is fixed and cannot be altered in any way. The logo only appears in black and white. No other colours can be used. Master artwork is available for English and Irish logos.

Logo when it appears on the signature yellow background. **NOTE** the logo where possible should appear on its signature yellow background on all collateral.

Logo with Keyline when it appears on a white background

To ensure the logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the height of the logo which is 12mm. See example below.

**LOGO USAGE**

**LOGO CLEAR ZONE & minimum size**

There is a clear zone for the logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by half the height of the logo. See example below.

**Logo Clear Zone**

**Logo Clear Zone Applied**

**Logo Minimum Size**
Ireland is operating a delay strategy in line with WHO and ECDC advice.

All people are advised to:
> Reduce social interactions
> Keep a distance of 2m between you and other people
> Do not shake hands or make close contact where possible
If you have symptoms visit hse.ie OR phone HSE Live 1850 24 1850
If you have fever and/or cough you should stay at home regardless of your travel or contact history.
If you have returned from an area that is subject to travel restrictions due to COVID-19 you should restrict your movement for 14 days. Check the list of affected areas on www.dfa.ie

How to Prevent
Wash your hands well and often to avoid contamination
Cover your mouth and nose with a tissue or sleeve when coughing or sneezing and discard used tissue
Avoid touching eyes, nose, or mouth with unwashed hands
Clean and disinfect frequently touched objects and surfaces
Distance yourself at least 2 metres (6 feet) away from other people, especially those who might be unwell

Symptoms
> Fever (High Temperature)
> A Cough
> Shortness of Breath
> Breathing Difficulties

There are templates for COVID-19 Public Health Advice collateral. Artwork for posters, booklets, screen and leaflets are available. See below example.

The COVID-19 Public Health Advice logo should always be used in conjunction with the HSE and Government of Ireland Logos. Examples 1 and 2 show the preferred use, with the COVID-19 Public Health Advice logo top right hand side and HSE and Government of Ireland logos bottom right hand side. If this is not possible due to space restrictions then the three logos can be used together. See example 3.
COVID-19 National Programme Logo

COVID-19 National Programme is an all of Government approach that complements COVID-19 Public Health Advice. It can be used by any Government agency on any non-health related applications. This logo is available in English and Irish.

All marketing material and collateral developed using the logo should be approved in advance by Government Information Services in the Department of the Taoiseach to ensure adherence to the Identity Guidelines.

Email GIS@Taoiseach.Gov.IE
**COVID-19 NATIONAL PROGRAMME**

**LOGO USAGE**

*COVID-19 National Programme* logo is used on all NON Health related collateral. The logo comprises of a symbol and the name 'Coronavirus COVID-19 National Programme'. The symbol and text are integral elements of the logo and cannot be separated. The relationship between these elements is fixed and cannot be altered in any way. The logo only appears in black and white. No other colours can be used. Master artwork is available for English and Irish logos.

The logo where possible should appear on the signature yellow or grey background on all collateral.

Logo with Keyline when it appears on a white background

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**COVID-19 NATIONAL PROGRAMME**

**LOGO CLEAR ZONE & MINIMUM SIZE**

There is a clear zone for the logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by half the height of the logo. See example below.

**Logo Clear Zone**

![Logo Clear Zone](example1.png)

**Logo Clear Zone Applied**

![Logo Clear Zone Applied](example2.png)

To ensure the logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the height of the logo which is 12mm. See example below.

**Logo Minimum Size**

![Logo Minimum Size](example3.png)
A set of colours have been selected for all COVID-19 National Programme applications. These colours must be used when reproducing any form of collateral. The Signature yellow or grey colours can be used as the main identifier colours. See examples on the following pages.

**Logo Colour**

**Signature Yellow Colour**
Can be used as a background or complementary colour

- CMYK: 0.2.100.0
- RGB: 255.238.0
- HTML: FFEE00

**Signature Grey Colour**
Can be used as a background or complementary colour

- CMYK: 0.0.0.30
- RGB: 188.189.193
- HTML: BCBDC1

Below shows an example of the colour palette applied to a COVID-19 National publication application.
There is a template for COVID-19 National Programme collateral. Artwork for brochure covers are available. See examples below and on the opposite page.
COVID-19 Third Party Co-branding
COVID-19 brand can be used by third parties / non-government agencies as an endorsement logo.

There are two versions available for use:  
1. COVID-19 Public Health Advice logo.  
This version of the logo can ONLY be used on public health applications.  
2. Coronavirus COVID-19 logo.  
This version of the logo can be used on all NON-health related applications. Both are available in English and Irish.

All marketing material and collateral developed using the COVID-19 third party logos should be approved in advance by the Department of Health to ensure adherence to the Identity Guidelines.  
Email press_office@health.gov.ie
COVID-19 THIRD PARTY CO-BRANDING

CORONAVIRUS COVID-19 LOGO USE

The Coronavirus COVID-19 logo can be used on all third party collateral. The logo comprises of a symbol and the name 'Coronavirus COVID-19'. The symbol and text are integral elements of the logo and cannot be separated. The relationship between these elements is fixed and cannot be altered in any way. The logo only appears in black and white. No other colours can be used. Master artwork is available for English and Irish logos.

There is a clear zone for the logo. The clear zone is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear zone is defined by half the height of the logo. See example below.

Logo Clear Zone

Logo when it appears on the signature yellow background. NOTE the logo where possible should appear on its signature yellow background on collateral.

Logo Clear Zone Applied

To ensure the logo is clearly reproduced a minimum size has been specified. The minimum size is determined by the height of the logo which is 12mm. See example below.

Logo Minimum Size

Logo with Keyline when it appears on a white background

Logo when it appears on the signature yellow background.
COVID-19 Third Party Co-branding

When the COVID-19 Public Health Advice OR Coronavirus COVID-19 logos are being used by third parties as an endorsement logo they should appear either top or bottom right hand side, or along side your logo appearing last in the running order. Where possible the COVID-19 signature yellow (see page 6) should be used as the background colour. See examples below and on the following page.

Below shows an example of COVID-19 Public Health Advice logo and Coronavirus COVID-19 logo in use.

Spending time outdoors is good for our health, but social responsibility is essential for ALL our health. For your safety please keep 2 metres (6 feet) from one another. Let’s all play our part in beating COVID-19. Thank you on behalf of us all.

Closed Due to COVID-19
On behalf of management we’d like to apologise for any inconvenience caused.

Your logos

Your logo

Your logo with Coronavirus COVID-19 logo

Your logo with Public Health Advice logo

LOGO USE

LOGO USE
The typefaces **Lato** and **Arial** have been selected for use on all COVID-19 collateral. They can also be used in graphics and online applications where appropriate.

Print Typeface: **Lato**

Electronic Typeface: **Arial**

Variations of this font include:
- **Light**
- **Light Italic**
- **Regular**
- **Italic**
- **Bold**
- **Bold Italic**

Variations of this font include:
- **Regular**
- **Italic**
- **Bold**
- **Bold Italic**
There is a look and feel for all COVID-19 icons. These can be used on any COVID-19 application. See examples below and on the following pages. There is an icon bank available for use.
COVID-19 ICONS

ICONS

Government Info  Ireland’s Response  Social Welfare  Latest Updates

Shopping  Volunteering  Wash Hands With Soap  Rub Hands To Form Soapy Lather

Rub Top of Hands  20 Minute Duration  Dry Hands With Clean Towel  Stay At Home

Health of Friends & Family  The Economy  Prolonged Restrictions  Personal Finance

Personal Health  Sitting Further Apart from Others  Employment Status  Meditating/Praying

Structured Exercise  Going For a Walk  Hobby  Gardening

Checking in On Loved Ones  Disposing of Used Tissues Immediately  Cocooning  Cocooning (Softer Tone)