Coronavirus COVID-19

Logo Guidelines
These guidelines have been developed to protect and enhance the integrity of the Coronavirus COVID-19 identity for the island of Ireland.

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 the logo and its assets. Compliance with these guidelines is mandatory. All marketing material and collateral developed using the Coronavirus COVID-19 identity should be approved in advance by the Department of Health to ensure adherence to the Identity Guidelines.

Email press_office@health.gov.ie
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.

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.
COVID-19 Logo and the HSE and Government of Ireland Logos

The COVID-19 logo should always be used in conjunction with the HSE and Government of Ireland Logos. Examples 1 and 2 show the preferred usage with the COVID-19 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 Logo and Co-branding

When the COVID-19 logo is being used by third parties as an endorsement logo it should always appear last in the running order of other logos and positioned top or bottom. See examples below.
The typefaces **Lato** and **Arial** have been selected for use on all Coronavirus (COVID-19) Public Health Advice collateral. They can also be used in graphics and online applications where appropriate.

**Print Typeface:** **Lato**

**Electronic Typeface:** **Arial**

The typeface **Arial** has been selected for use on all electronic applications.

Variables of this font include:

**Light**

**Light Italic**

**Regular**

**Italic**

**Bold**

**Bold Italic**

Variables of this font include:

**Regular**

**Italic**

**Bold**

**Bold Italic**
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
- Stop shaking hands or hugging when saying hello or greeting other people
- 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


A set of colours have been selected for all Coronavirus (COVID-19) Public Health Advice applications. These colours must be used when reproducing any form of collateral. The Signature yellow colour is used as the main Coronavirus (COVID-19) identifier and as such should be used as a background where possible. See example on the opposite page.

Logo Colour

Signature Yellow Colour
This is used on all collateral where possible

Notice Colour
The Notice colour is red. It is used on collateral as a way to attract attention to a piece of information or a call to action. See opposite page for example.

There is a template for Coronavirus (COVID-19) collateral see below example. Artwork for posters, booklets, screen and leaflets are available.
There is a look and feel for the Coronavirus (COVID-19) icons. See examples below and on the following pages. There is an icon bank available for use.

**IMAGERY**

**ICONS**

- Fever
- Cough
- Fatigue
- Aches & Pains
- Sore Throat
- Headache
- Shortness of Breath
- Runny Nose
- Diarrhea
- Sneezing
- Identify Yourself
- Cover
- Don’t Touch Face with Hands
- Wash Hands
- Sanitise Surfaces
- Alcohol Gel

- Stop Shaking Hands
- Distance Yourself
- Healthcare
- Avoid Contact with Crowds
- Rest and Recovery
- Facemask
- Protect the Vulnerable
- Breathing Difficulties
- Don’t Arrange to Meet with Groups
- Avoid Busy Areas
- Turn Left
- Turn Right