

Coronavirus **COVID-19**



Coronavirus
COVID-19
Public Health
Advice

Logo Guidelines



Rialtas na hÉireann
Government of Ireland

ABOUT	1
COVID-19 PUBLIC HEALTH ADVICE	2
Logo	2
Logo Usage	4
Logo Clear Zone & Minimum Size	5
Colour Palette	6
Colour Palette Applied	7
Templates	8
COVID-19 Public Health Advice, HSE & Government Of Ireland Logos In Use	9
COVID-19 NATIONAL PROGRAMME	10
Logo	10
Logo Usage	12
Logo Clear Zone & Minimum Size	13
Logo Colour Palette	14
Logo Colour Palette Applied	15
Logo Template	16
COVID-19 THIRD PARTY CO-BRANDING	18
Co-Branding	18
Third Party Co-Branding Logo Options	19
Coronavirus COVID-19 Logo Use	20
Coronavirus Covid-19 Logo Clear Zone & Minimum Size	21
Logo Use	22
COVID-19 FONTS	24
Print Typeface	24
Electronic Typeface	25
COVID-19 ICONS	26
Icons	26

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

LOGO

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

English
version of
the logo



Irish
version of
the logo



COVID-19 PUBLIC HEALTH ADVICE

LOGO USAGE

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



COVID-19 PUBLIC HEALTH ADVICE

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



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



COVID-19 PUBLIC HEALTH ADVICE

COLOUR PALETTE

A set of colours have been selected for all 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 COVID-19 identifier and as such should be used as a background where possible. See example on the opposite page.

Logo Colour

CMYK:
0.0.0.100
RGB:
0.0.0
HTML:
000000

Signature Yellow Colour

This is used on all collateral where possible

CMYK:
0.2.100.0
RGB:
255.238.0
HTML:
FFEE00

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.

CMYK:
4.100.100.0
RGB:
255.238.0
HTML:
E61F26

COVID-19 PUBLIC HEALTH ADVICE

COLOUR PALETTE APPLIED

Below shows an example of the colour palette applied to a COVID-19 Public Health Advice application.

CMYK
0/0/0/100

RGB
0/0/0

CMYK
4/100/100/0

RGB
230/31/38

CMYK
0/2/100/0

RGB
255/238/0

CMYK
0/1/70/0

RGB
255/243/109

CMYK
0/10/100/0

RGB
255/222/0

Coronavirus COVID-19
Public Health Advice

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

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 QR phone HSE Live **1850 24 1850**

How to Prevent

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

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

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

For Daily Updates Visit
www.gov.ie/health-covid-19
www.hse.ie

Ireland is operating a delay strategy in line with WHO and ECDC advice

HSE | **Riátas na hÉireann**
Government of Ireland

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

FONT
Lato Light & Lato Black

COVID-19 Public Health Advice logo

Notice Colour
Red

Signature Colour
Yellow

COVID-19 Icons

COVID-19 Current Stage Descriptor Text

HSE logo

Government of Ireland logo

Coronavirus COVID-19 Public Health Advice

Coronavirus COVID-19

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

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 QR phone HSE Live **1850 24 1850**

How to Prevent

- 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
- 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

Symptoms

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

For Daily Updates Visit
www.gov.ie/health-covid-19
www.hse.ie

Ireland is operating a delay strategy in line with WHO and ECDC advice

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.

1

2

3

Coronavirus COVID-19

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

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 QR phone HSE Live **1850 24 1850**

How to Prevent

- 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
- 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

Symptoms

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

For Daily Updates Visit
www.gov.ie/health-covid-19
www.hse.ie

Physical Distancing Outside
Spending time outdoors is good for our health. But social responsibility is essential for ALL our health.

- Avoid** close contact with others
- Distance** yourself at least 2 metres (6 feet) away from other people
- Groups** should be no more than four people unless all are from the same household
- Don't arrange** to meet up with other groups
- Avoid** entering public buildings and go somewhere else for your needs

For Daily Updates Visit
www.gov.ie/health-covid-19
www.hse.ie

Physical Distancing
For your safety please keep **2 metres (6 feet)** from one another in queues

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

English
version of
the logo



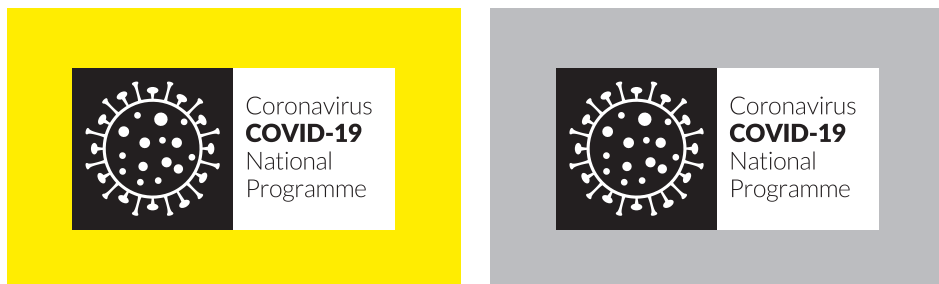
Irish
version of
the logo



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.



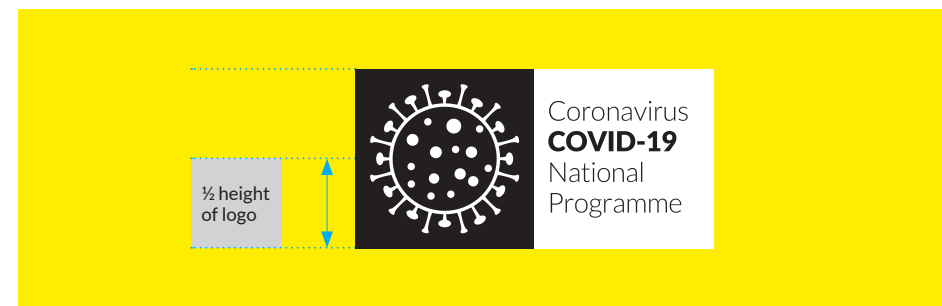
Logo with Keyline when it appears on a white background



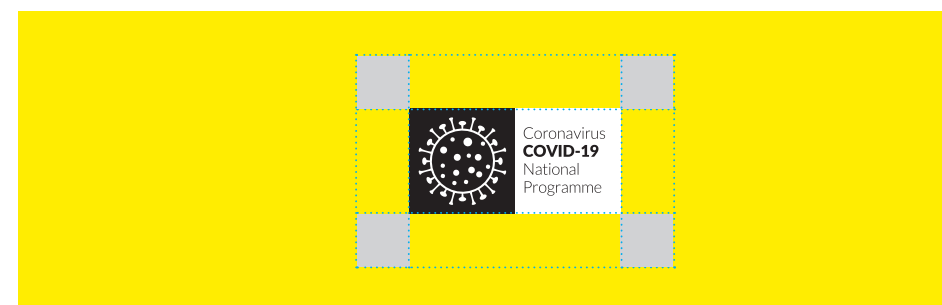
LOGO CLEAR ZONE & MINIMUM SIZE

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



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



COVID-19 NATIONAL PROGRAMME

LOGO COLOUR PALETTE

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

CMYK:
0.0.0.100
RGB:
0.0.0
HTML:
000000

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

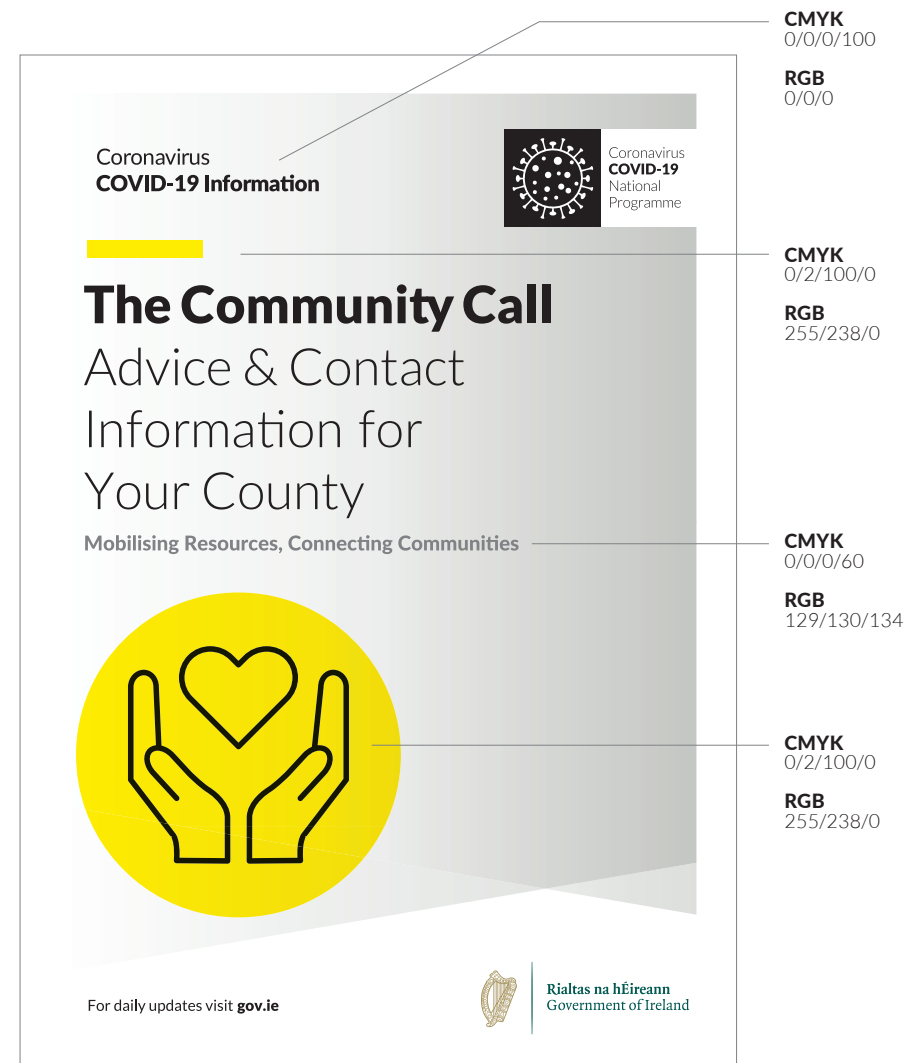
Can be used as a background or complementary colour

CMYK:
0.0.0.30
RGB:
188.189.193
HTML:
BCBDC1

COVID-19 NATIONAL PROGRAMME

LOGO COLOUR PALETTE APPLIED

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.

Coronavirus COVID-19

Coronavirus COVID-19 National Programme

Cocooning Advice & Information
Protecting The Ones We Love

For daily updates visit gov.ie

Riailtas na hÉireann
Government of Ireland

FONT
Lato Light & Lato Black

COVID-19 National Programme logo

Signature Colour
Yellow

COVID-19 Icon

COVID-19 Daily Update Website URL

Government of Ireland logo

Coronavirus COVID-19 Information

Coronavirus COVID-19 National Programme

The Community Call
Advice & Contact Information for Your County
Mobilising Resources, Connecting Communities

Grey Background

COVID-19 Icon

COVID-19 Daily Update Website URL

For daily updates visit gov.ie

Riailtas na hÉireann
Government of Ireland

Government of Ireland logo

FONT
Lato Regular & Lato Black

COVID-19 National Programme logo

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

There are two versions of the logo available for use. See below.

1. COVID-19 Public Health Advice

This version of the logo can **ONLY** be used on public health applications. See logo use on pages 4 and 5 of this booklet.



2. Coronavirus COVID-19

This version of the logo can be used on all **NON**-health related applications. See logo use on the following pages 20 and 21.

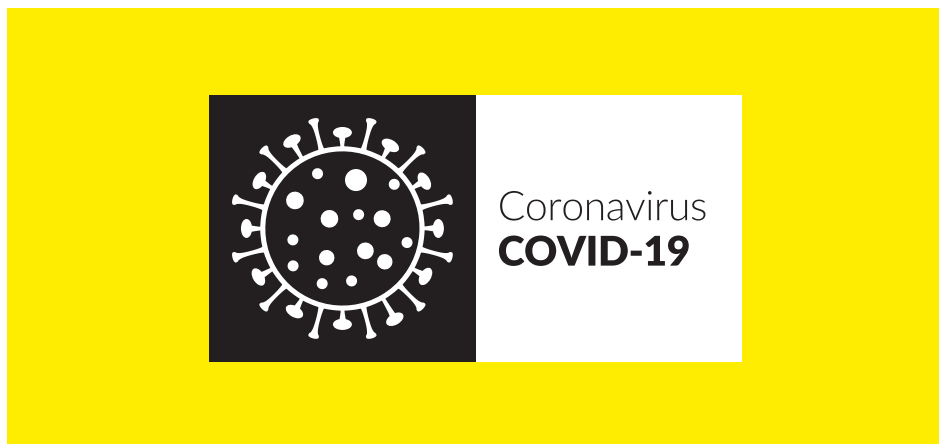


COVID-19 THIRD PARTY CO-BRANDING

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.

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



Logo with Keyline when it appears on a white background

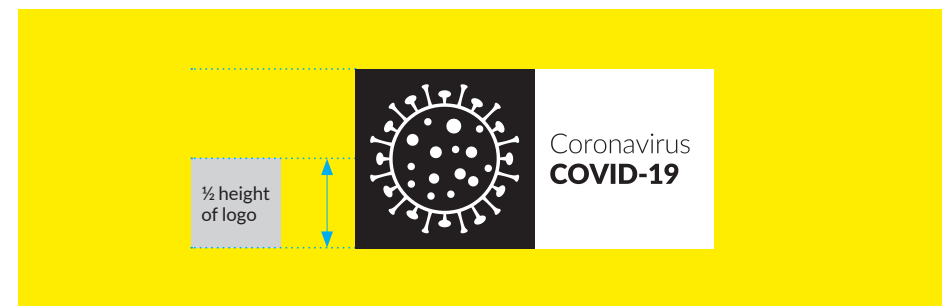


COVID-19 THIRD PARTY CO-BRANDING

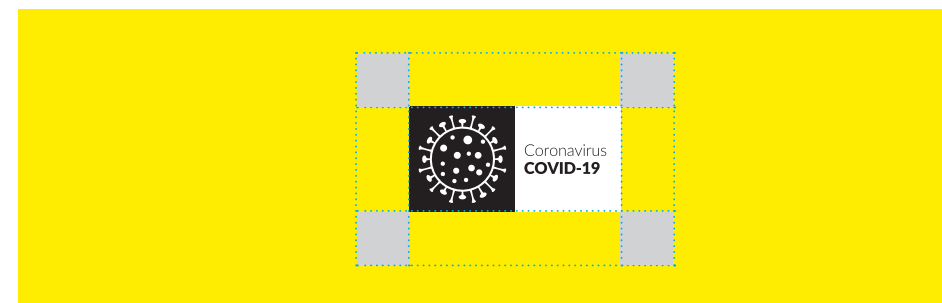
CORONAVIRUS COVID-19 LOGO CLEAR ZONE & MINIMUM SIZE

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



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.

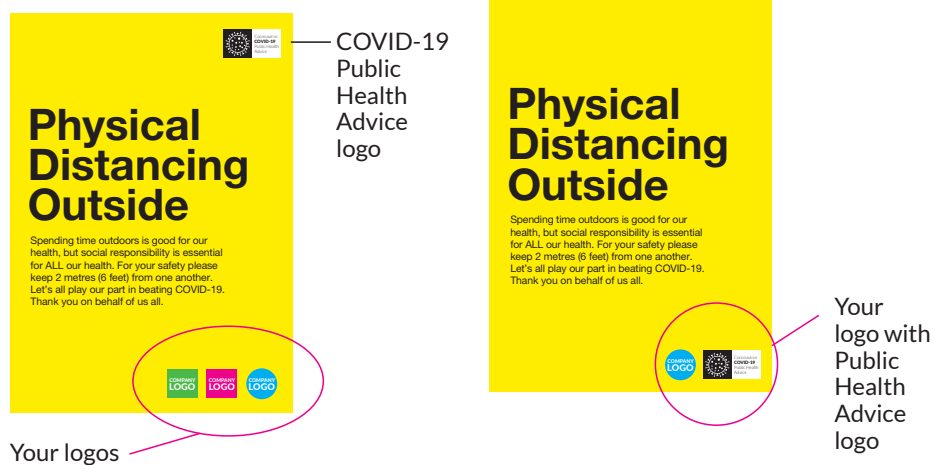
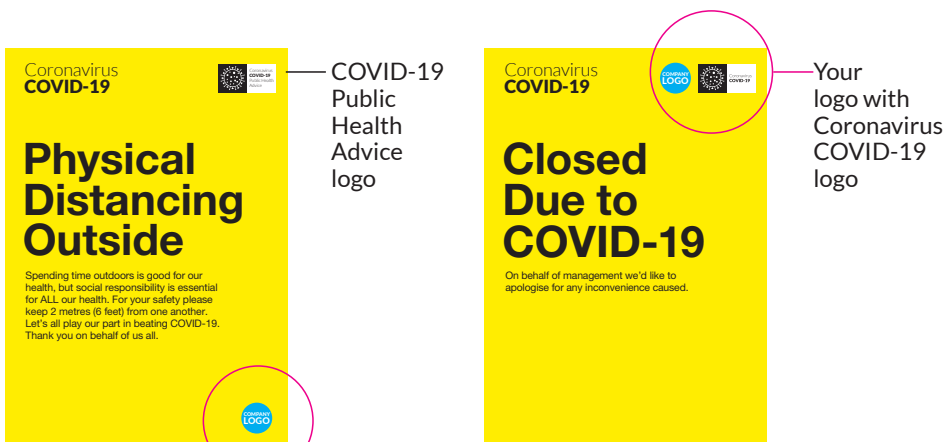
Logo Minimum Size



LOGO USE

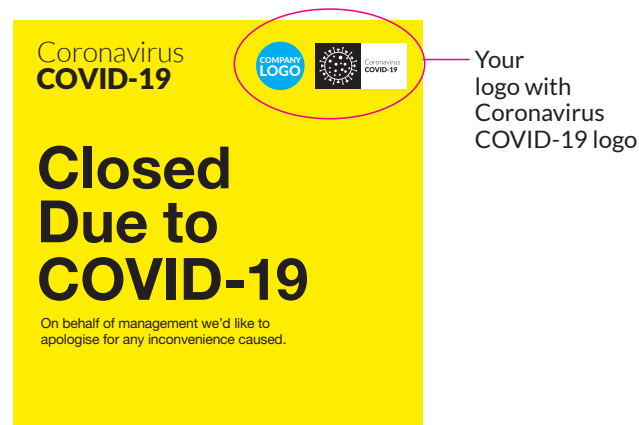
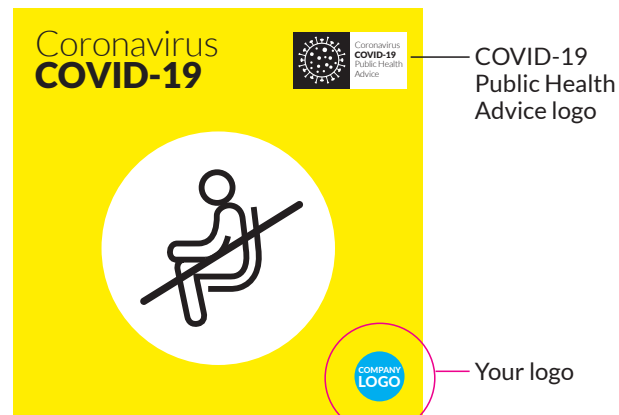
COVID-19 Third Party Co-branding

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.



LOGO USE

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

abc c

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890;:@!&*

Variations of this font include:

Light **Heavy**
Light Italic **Black**
 Regular **Black Italic**
Italic
Bold
Bold Italic

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

Electronic Typeface: **Arial**

abc c

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890;:@!&*

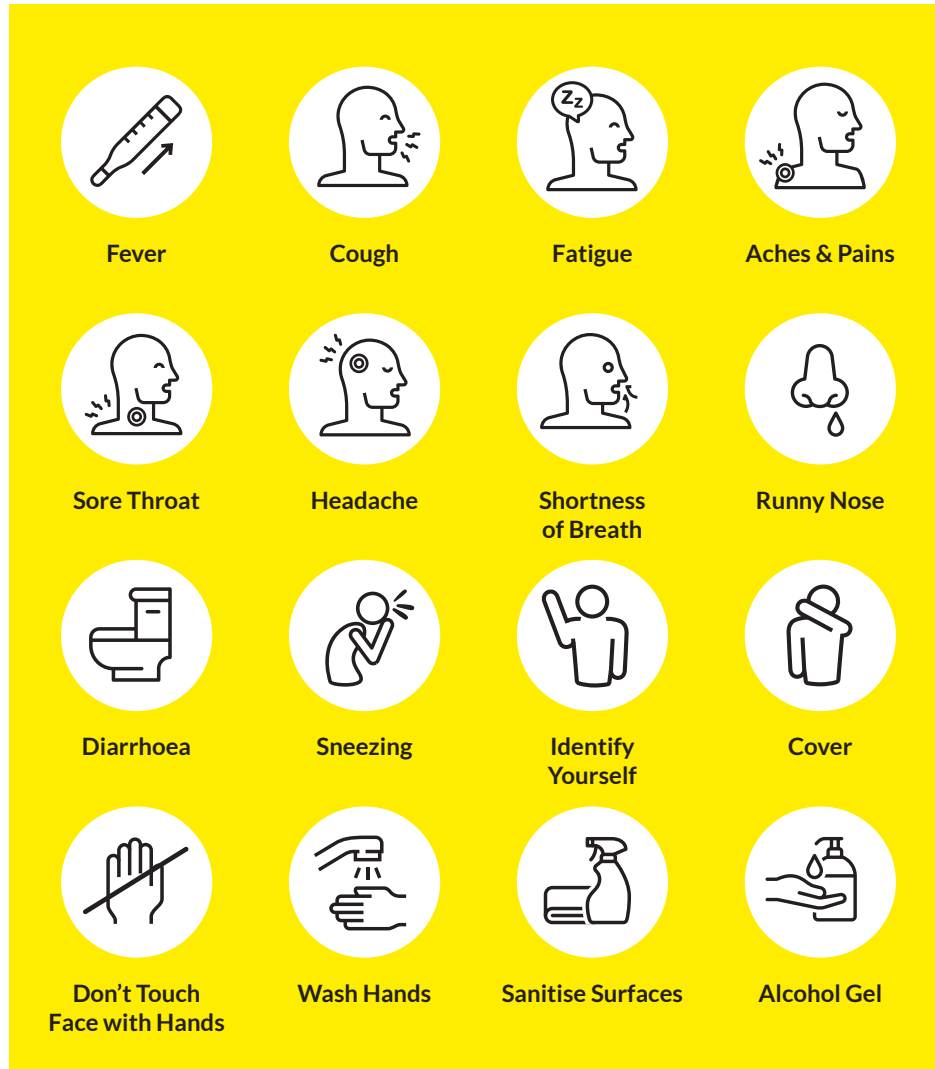
Variations of this font include:

Regular
Italic
Bold
Bold Italic

COVID-19 ICONS

ICONS

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



COVID-19 ICONS

ICONS



Government Info



Ireland's Response



Social Welfare



Latest Updates



Shopping



Volunteering

Wash Hands
With SoapRub Hands To
Form Soapy Lather

Rub Top of Hands

20 Minute
DurationDry Hands With
Clean Towel

Stay At Home

Health of Friends
& FamilyThe
EconomyProlonged
RestrictionsPersonal
Finance

COVID-19 ICONS

ICONS

Personal
HealthSitting Further
Apart from OthersEmployment
StatusMeditating/
PrayingStructured
Exercise

Going For a Walk



Hobby



Gardening

Checking in On
Loved OnesDisposing of Used
Tissues Immediately

Cocooning

Cocooning
(Softer Tone)

Coronavirus
COVID-19 Logo Guidelines