Our Brand Guidelines

The elements of our brand and how to use them
We are The Health Research Board

Our mission: to improve people’s health and to enhance healthcare delivery

Our vision: healthy people through excellent research and applied knowledge

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Our logo comprises two elements – our acronym as a symbol and our full name.

Where possible, the logo should be reproduced in its Pantone spot colour – Blue 072. However, it may also be printed in CMYK process colours. The CMYK colour equivalents below should be adhered to at all times.

**Pantone:**
Blue 072

**CMYK**
- C: 100
- M: 85
- Y: 0
- K: 0

**Minimum Size**
To ensure legibility our logo must never be used below the minimum size of 20mm.

**Stacked version**
This is the primary version of our logo and should be used wherever possible, e.g. publication/report covers.
Black and white

Keep it clear

Reverse
Always reverse the logo out of a dark background.

Clearance Area
Maintain a clearance area of 1 'B' to ensure clear brand visibility.
Correct use

Do not re-arrange elements
Health Research Board

Do not outline
Health Research Board

Always scale proportionally
Health Research Board

Always use correct logo colour
Health Research Board

Use reversed logo on dark backgrounds
Health Research Board

Do not place logo on busy backgrounds
Health Research Board
Landscape version

A landscape version of the logo has been designed for use where available space is limited or more suited to a landscape format e.g. online, Powerpoint, signage.

This landscape logo is also the preferred logo for HRB researchers and partners to use when an endorsement logo is required at a small size on such items as publications and promotional materials.

It should be positioned on the front/back cover of documents in line with and at an equal size to any other logos present.

Minimum Size
To ensure legibility our logo must never be used below the minimum size of 8mm.
Black and white

Keep it clear

Reverse
Always reverse the logo out of a dark background.

Clearance Area
Maintain a clearance area of 1 'B' to ensure clear brand visibility.
Correct use

- Do not re-arrange elements
- Do not outline

Always use correct logo colour

Use reversed logo on dark backgrounds

Always scale proportionally

Do not place logo on busy backgrounds
Secondary logos

Secondary versions of our logo exist for use in certain circumstances. These may not be used without consulting our communications office for guidance.

Avatar
For social media and in certain limited circumstances the logotype may be used without the full name.

Bilingual
A bilingual version of the logo is available.

Partner logos

Endorsing Logos
HRB partner logos should include the full name ‘Health Research Board’ within their own brand identity.

This should be positioned above the organisation name/initials. It should always appear in black or the darkest colour in the identity. Please use best judgement when sizing – it should sit within the width of the type elements.

Correct Example

Incorrect Examples
Our colours

Our primary colour palette consists of a strong blue, a neutral, warm grey and pop of pink and yellow.

Colour combinations and ratios

For online and web there are darker blues available for use as background colours.
Secondary colours

A subtler palette to complement our primary brights. These are best used as accent colours alongside our primary palette.

Tints

Where tints are required use percentages of the warm grey. For blue tints use percentages of Pantone 632. Avoid using tints of the pink or yellow where possible.

Pantone 282
CMYK: C94 | M74 | Y11 | K35
HEX: #434967

Pantone 632
CMYK: C75 | M15 | Y15 | K2
HEX: #3998B5

Pantone 412
CMYK: C57 | M58 | Y65 | K22
HEX: #645C59

Pantone 215
CMYK: C6  | M98 | Y12 | K20
HEX: #AE5171

Pantone 110
CMYK: C4  | M17 | Y98 | K7
HEX: #CC9F26

Pantone Warm Grey 10

50%  25%  10%

Pantone 632

50%  25%  10%
Our corporate fonts consist of a modern, sans serif – Aperçu and a complimentary, elegant serif – Dolly.

Body copy, headlines and main text should be set in Aperçu. Dolly may be used to a lesser extent for pullout quotes and footnotes.

Where our corporate fonts are not available, the alternative Microsoft fonts may be used – Calibri and Georgia.

Body copy, headlines and main text should be set in Calibri. Georgia may be used to a lesser extent for pullout quotes and footnotes.
Our imagery

Use authentic people based photography where possible and include photo captions with names and title beside imagery.

When choosing stock photography use bright, fresh, modern shots. Show warmth and an active lifestyle which highlights the positive benefits of health research. Ensure technical detail is accurate (research environment, colour of lab coat). Showing two or more people together will communicate our ethos of collaboration.
For logo usage or brand queries please contact:

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