



Our Brand Guidelines



The elements
of our brand and
how to use them

Research. Evidence. Action.

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

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

Stacked version

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



Minimum Size

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



Black and white**Reverse**

Always reverse the logo out of a dark background.



Keep it clear

**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 scale proportionally



Always use correct logo colour



Use reversed logo on dark backgrounds



Do not place logo on busy backgrounds



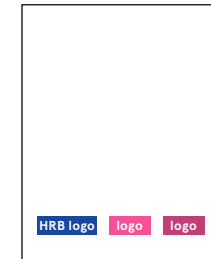
Landscape version

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**Reverse**

Always reverse the logo out of a dark background.



Keep it clear

**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



Always scale proportionally



Always use correct logo colour



Use reversed logo on dark backgrounds



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

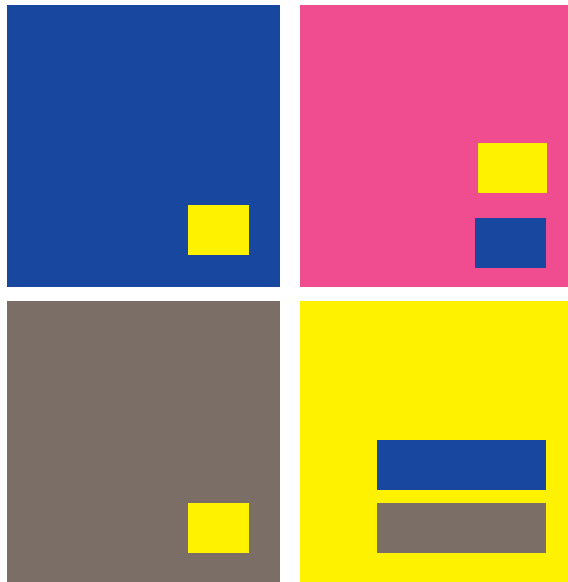


Incorrect Examples

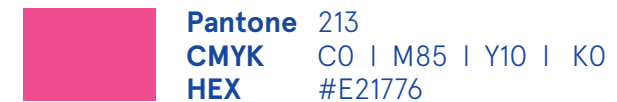
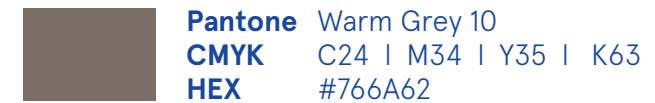


Our colours

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 compliment our primary brights. These are best used as accent colours alongside our primary palette.

	Pantone 282 CMYK C94 M74 Y11 K35 HEX #434967
	Pantone 632 CMYK C75 M1 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

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 Warm Grey 10

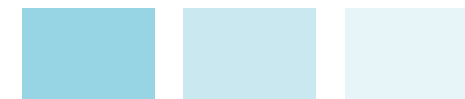


50%

25%

10%

Pantone 632



50%

25%

10%

Our fonts

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.

Aperçu

Aperçu — Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aperçu — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aperçu — Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Dolly Pro

Dolly Pro — Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Dolly Pro — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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.

Calibri

Calibri — Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia

Georgia — Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

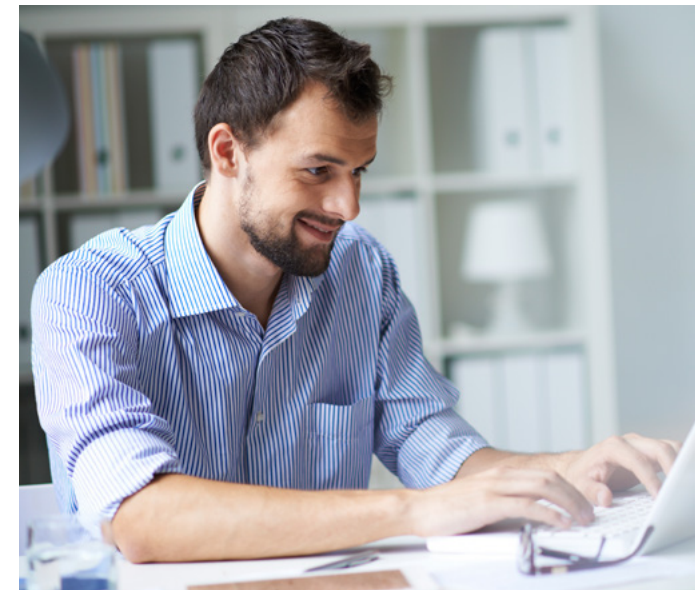
Georgia — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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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