

Health and Safety Authority
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This booklet contains guidelines for the use of the Health and Safety Authority brand mark. These identity elements need to be carefully managed and controlled in order to ensure that the Health and Safety Authority brand mark is projected as it should be perceived.

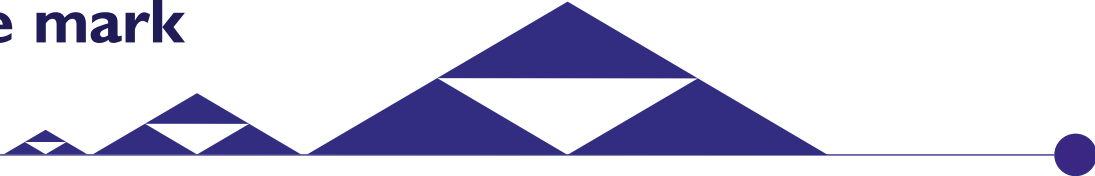


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corporate mark



The **Health and Safety Authority** landmark has been specially hand drawn and it must never be redrawn in any other way. The mark must always be reproduced from the relevant master artwork.



usage restrictions



Clearance Zone

In order to give prominence to the corporate mark, a clear area should always be left around it, as shown here. The clearance zone is equivalent to the height of the triangle that contains the letter “H”



Minimum Size

The corporate mark should always be legible and clear. It should never be reproduced below a minimum width of 25mm.

colour usage

2 Colour



It is important to ensure that the corporate mark is always reproduced consistently and clearly. Artworks have been specially created for single colour, two colour and four colour process applications. Examples are shown here.

4 Colour



The coloured block of the mark when used in black/white appears 40%.

Black



Pantone Navy



Negative



colour palette



Navy

Coated Papers
PMS 2755C

Uncoated Papers
PMS 2756U

C	90%
M	100%
Y	0
K	11%

R	15
G	15
B	117



Black

Coated Papers
PMS Process Black C

Uncoated Papers
PMS Process Black U

C	0%
M	0%
Y	0%
K	100%

R	0
G	0
B	0

The **Health and Safety Authority** corporate colour palette consists of two colours - **Health and Safety Authority navy** and **Health and Safety Authority black**.

When printing always match the colours to a Pantone swatch book. The colours printed in this brochure are not intended to match the Pantone colour standard.

If the mark is printed out of four colour process, always make sure the colour breakdown is selected in accordance to the paper type.



mac & pc platform

Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,:;'&
%?!

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,:;'&
%?!

Verdana Bd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz.,:;
'&%?!

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,:;'&%?!

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,:;'&%?!

A font family named Verdana has been selected for copy.

The rule for Verdana usage are as follows:

Bodycopy - Verdana

A font family named Arial has been selected to provide a substitute font where necessary. These fonts have been chosen for their widespread availability on both the P.C. and Macintosh platforms.

Health and Safety Authority is not licensed to distribute the Verdana or Arial. You should always obtain your fonts from a registered distributor.

type setting

Employers Duties

The Safety, Health and Welfare at Work Act, 2005 builds upon the previous legislative approach by imposing general duties on employers so as to ensure the safety and health of their employees and others at work.

In the case of self-employed persons the 2005 Act goes further by considering self-employed persons to be both an employer and their own employee. Therefore, rather than just being under a general duty to conduct their undertaking in such a way as to ensure their own safety and health, all the duties of employers to their employees apply in the same way to self-employed persons.

For a consistent look to all future documentation it is now mandatory to use the Verdana font.

The rule for Verdana usage are as follows:

Bodycopy

Bodycopy - Verdana 9 point
Intercharacter spacing - 0 point
Interline spacing - Auto
Justification - left justified

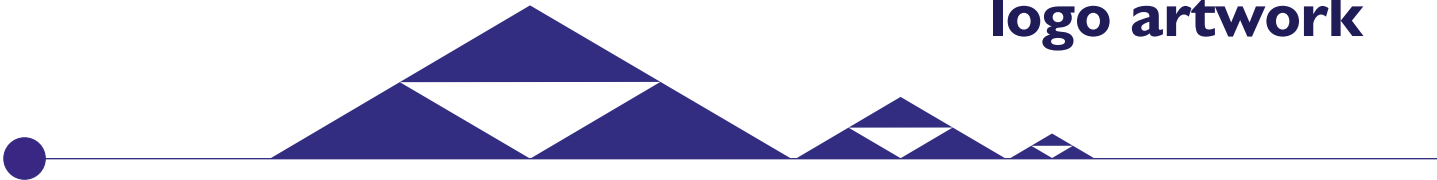
Headlines

Bodycopy - Verdana bold 11 point
Intercharacter spacing - 0 point
Interline spacing - Auto
Justification - left justified

See sample opposite

The font family named Arial has also been selected to provide a substitute font where necessary. The same typesetting rules shall apply.

logo artwork



The **Health and Safety Authority** logo artwork and usage guidelines.

Included in the artwork cd are as follows:

HSA_Corporate_Guidelines.pdf

HSA-logo-1 colour-Black.eps
HSA-logo-1 colour-Blue.eps
HSA-logo-1 colour-negative.eps
HSA-logo-engage.eps

HSA-logo-2colour-Pantone-C.eps
HSA-logo-2colour-Pantone-U.eps

HSA-logo-CMYK.eps

HSA-logo-small.jpg
HSA-logo-med.jpg
HSA-logo-large.jpg



cd



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It is essential that the requirements in this guide be followed exactly to maintain consistency for the use of Health and Safety Authority - owned marks across a wide range of applications and to protect the brand integrity of the Health and Safety Authority identity.

To reorder this guide or to obtain additional copies of any material within this guide, contact your Health and Safety Authority representative.

