



MAY 2022

# BRAND GUIDELINES

For UL Hospitals Group



 **Ospidéal OL**  
**UL Hospitals**

Working together, caring for you

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# OUR VISION

Working together caring for  
the Mid-West 2018-2022

**“To be a valued, trusted and leading  
provider of excellence in healthcare  
which is patient-centred, clinically-  
integrated, team-based and  
research-driven”**



# OUR VALUES

Our Core Values are:

**“Care, Compassion, Trust and Learning”  
in line with the HSE’s Core Values.**



These are the officially constituted names of the member hospitals of UL Hospitals Group:

**Ospidéal an Aonaigh**  
**Nenagh Hospital**

**Ospidéal Máithreachais na hOllscoile Limerick**  
**University Maternity Hospital Limerick**

**Ospidéal na hOllscoile Luimneach**  
**University Hospital Limerick**

**Ospidéal Naomh Eoin**  
**St. John's Hospital**

**Ospidéal na hInse**  
**Ennis Hospital**

**Ospidéal Ortaipéideach Chromadh**  
**Croom Orthopaedic Hospital**

## Who is UL Hospitals Group?

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UL Hospitals Group is one of seven hospital groups nationally and is partnered academically with the University of Limerick. UL Hospitals Group is comprised of six clinical sites, University Hospital Limerick, University Maternity Hospital Limerick, Croom Orthopaedic Hospital, Ennis Hospital, Nenagh Hospital and St. John's Hospital (voluntary). These hospitals provide acute care for the population of Limerick, Clare and North Tipperary. Please note: We should be referred to as UL Hospitals Group and never University of Limerick Hospitals Group.



# TOGETHER, WE CAN DO MUCH MORE

Working as a group means we're able to do things differently — and better.

Everything UL Hospitals Group does will be in the spirit of collaboration, innovation, excellence and compassion.

Key to this will be good, clear communication, with each other and with our patients. We want an open dialogue; we want to remove jargon, and, most importantly we want to back our brand ethos with the delivery of excellent services and outcomes for our patients.

This guide speaks about our values and shows how we want to carry our message through how we look and speak.



# PART 1:

## Instructions for use of the Brandmark



## Part 1: Instructions for use of the Brandmark

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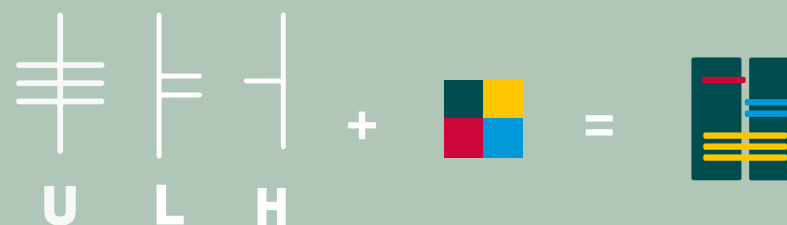


The logo for UL Hospitals Group is based on the Ogham alphabet, which was used in Ireland and Britain between the 4th and 7th centuries A.D.

Ogham letters on a vertical axis are read from the bottom up. Thus, in the UL Hospitals Group logo the three horizontal lines crossing the vertical line represent the letter 'U', the two horizontal lines to the right of the vertical represent 'L' and the single horizontal line to the left of the vertical represents 'H'. Together the letters are 'ULH' signifying 'UL Hospitals'.

The colours in the logo are taken from the GAA colours for Limerick (Green and White), Clare (Saffron and Blue) and Tipperary (Blue and Gold), which are the three county areas served by UL Hospitals Group. The remaining colour (Red) is a salute to Munster rugby, which has long and deep roots in Limerick.

© Pierce Grace, 28 June 2013



The UL Hospitals Group logo is the cornerstone of our visual identity.

The warm colours and rounded corners of the symbol and the crisp, clean typeface have been carefully selected to project our brand values: friendly, approachable and forward thinking.

It presents a modern, confident, and unified organisation that looks to the future.



Our strapline is 'Working together, caring for you.'

It is an essential part of our branding, and should appear with the logo in most instances (excluding most external signage, or where the size is below the recommended dimensions, as specified on page 14). The strapline should never appear on its own, or be rendered in any other way other than that shown in these guidelines.

For Irish-language communications pieces, please use this version.



# Our Brandmark

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- All items relating to or belonging to UL Hospitals Group must carry the UL Hospitals Group logo.
- The logo should appear on both internal and external publications.
- The logo should be reproduced as described in this protocol.
- The logo must only appear on items authorised by the Group.
- The logo and any other promotional materials must not be printed or produced in any other format other than that explained in this protocol.

## Colours and Contrast

- The main, full colour logo should only be used against white – or light – backgrounds. The one-colour black or reversed white logo versions offer better flexibility in terms of the background they can function against.
- Do not use a dark background with a black logo or an overly pale background with a white logo or position over a complicated image or photo.

## Strapline

- The strapline ‘Working together, caring for you’ should appear as part of the logo for most usages. Exceptions are on roadside signage and when the logo appears below 35mm (or 133 pixels) in width.

If you require advice on this, or on any other aspect of usage of the logo, please contact the UL Hospitals Group Communications Team.

Our logo is made up of three parts; our Ogham icon, our wordmark, and our strapline. To work effectively, they should always appear together, in the relationship shown here.





## Minimum Size

When the logo is reduced there is a point at which it becomes ineffective. By establishing a minimum size for the identifier it ensures it is always prominent and readable across all media.

Minimum size for print material:



Preferred minimum size for screen/web:



## Black & White:

This is the only black and white version available and should be used in all instances where colour is not available.

### UL Hospitals Logo Black



### UL Hospitals Black Logo with Strapline



## Reversed:

The reversed logo is available in white to be placed on a dark colour background or image.

The one-colour black or reversed white logo versions offer better flexibility in terms of the background they can function against.

Do not use a dark background with a black logo or an overly pale background with a white logo or position over a complicated image or photo.

### UL Hospitals White Logo



### UL Hospitals White Logo with Strapline



## Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides.

The minimum clear space required all round is defined by the height of the capital letter 'U' of the word 'UL'.

### Clear Space - Logo only



Clear Space = 'U' Height

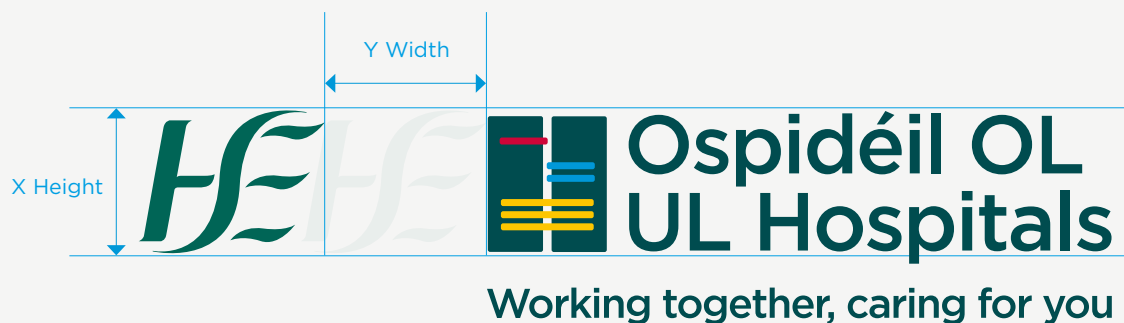
### Clear Space - Logo and Strapline



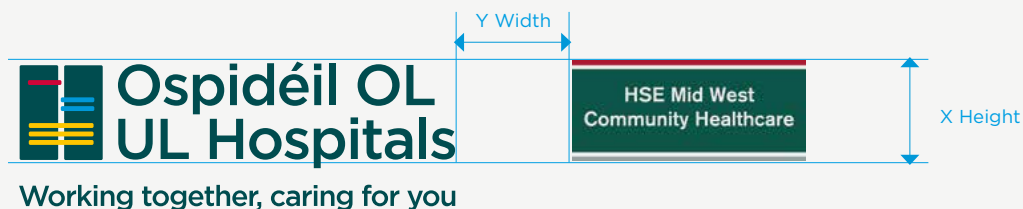
Clear Space = 'U' Height

## Locking our logo up with the HSE logo

As a HSE service, UL Hospitals Group must always use the HSE logo alongside our own. The HSE logo must always appear first (reading left to right) wherever possible. Here we show the size relationship - the HSE logo cannot be smaller in height than our symbol and wordmark.



When used with either partner or other logos, the UL Hospitals logo should appear at the start of the line-up. In both horizontal and vertical situations the ULHG logo must never be rendered smaller than any other logo being displayed in the same visual area. Some examples are shown here.



## Secondary Logos

We do not permit the independent creation of secondary logos within UL Hospitals Group. This is to ensure consistency and quality, and to avoid diluting our brand. If you have a branding requirement of this nature, please contact the Communications Team at [ulhgcommunications@hse.ie](mailto:ulhgcommunications@hse.ie)



If you have any queries relating to use of the Irish language in material you are producing, please contact:

Carmel Mac Domhnaill  
Oifigeach Forbartha Gaeilge  
Ospidéal Naomh Camillus  
Bóthar Shíol Bhroin  
Luimneach  
Teil: 061483658  
Fón Póca: 086 8676273  
Carmel.Macdomhnaill@hse.ie.

UL Hospitals Group is subject to the Official Languages Act 2003 (OLA).

The Act provides a statutory framework for delivery of services through the Irish language. In accordance with the Regulations (S.I. No. 391 of 2008), headings of stationery, including notepaper, compliment slips, fax cover sheets, file covers and other folders, labels and envelopes are provided in Irish or bilingually. Signs placed by the Group or on the Group's behalf at any location after March 1st 2009 (subject to certain exemptions) must be in Irish or bilingual.

The text in Irish must appear first and the lettering of the text in the Irish language shall not be smaller than the lettering of the text in English language.

Both languages must be given equal prominence.

Both languages must have the same information.

Bold text must not be used for one language only.

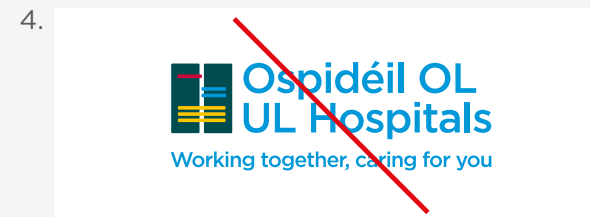
Text in Irish must be positioned on top or to the left of the text in English.

Different font colours/background can be used for each language.

## Incorrect Usage

Our brand depends on correct and responsible usage. Here, we give examples of what not to do when using the logo.

1. Do not compress the logo, vertically or horizontally
2. Do not use color logo on incompatible color
3. Do not place over a pattern or distracting photo
4. Do not change colours
5. Do not add drop shadows
6. Do not rotate, invert, spin, angle or pivot the logo



## Primary Colour Palette

ULHG Green is our signature colour, and should be the predominant colour in all our outputs.

## Primary Colour Palette



**ULHG Green**  
c82 m0 y33 k70  
r0 g76 b79  
Pantone 7722 C



**ULHG Yellow**  
c0 m24 y94 k0  
r253 g198 b0  
Pantone 75489 C



**ULHG Red**  
c0 m100 y66 k13  
r206 g5 b56  
Pantone 1935 C



**ULHG Blue**  
c85 m19 y0 k0  
r0 g152 b216  
Pantone 2925 C

## Secondary Colour Palette

These supporting colours are used to bring our brand to life. They should be used sparingly and should never dominate the primary colours.

## Secondary Colour Palette



**ULHG Bright Green**  
c52 m0 y85 k0  
r142 g193 b75  
Pantone 360 C



**ULHG Baby Blue**  
c47 m0 y10 k0  
r143 g209 b229  
Pantone 2975 C



**ULHG Dark Purple**  
c88 m100 y35 k37  
r56 g30 b75  
Pantone 2695 C



**ULHG Pink**  
c18 m45 y0 k0  
r211 g160 b201  
Pantone 257 C



**ULHG Dark Grey**  
c52 m35 y17 k66  
r66 g75 b89  
Pantone 7540 C



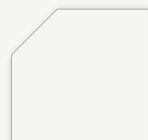
**ULHG Light Green**  
c36 m12 y31 k1  
r176 g199 b183  
Pantone 559 C



**ULHG Rich Olive**  
c50 m21 y100 k25  
r123 g137 b30  
Pantone 7496 C



**ULHG Copper**  
c8 m74 y100 k32  
r168 g72 b9  
Pantone 1535 C



**ULHG Light Grey**  
c5 m3 y5 k0  
r245 g245 b243  
Pantone 663 C

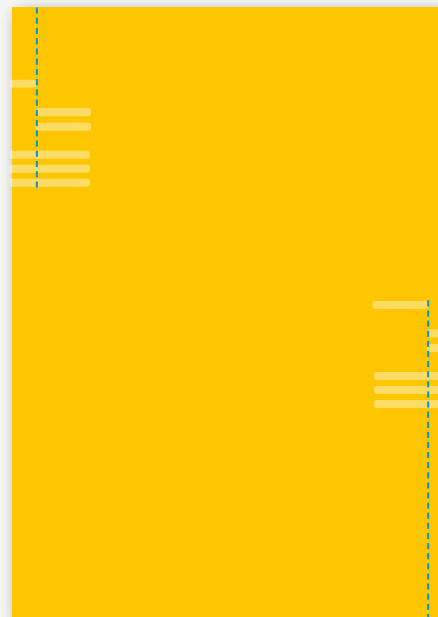
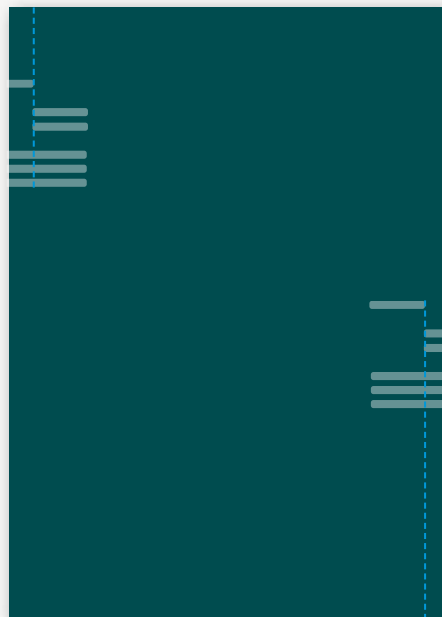
There are three graphic devices available. These should be used to enliven and enhance our communications.



## Ogham markings

For use on documents, advertising and visual merchandising, these marks, derived from our logo can appear on the left or right of an image. They are especially useful against colour or photographic backgrounds. The invisible central line should always be positioned inside the area and should not bleed off. They can appear in 100% or 40% corporate green, or white out.

### Ogham markings



## Use of Lozenge for Full Colour Logo

In instances where the full colour version of the logo is desired, but the background is dark or complex, the 'lozenge' device can be used as shown. The lozenge device is available in our branding pack.





## Internal Documents

For internal publications, use the 'block' device, which can feature a primary brand colour combined with a complimentary secondary colour.

## External Communications

For external communications, use the 'curve' device. This can feature a primary brand colour combined with a complimentary secondary colour.

### Internal Documents



### External Communications



### Virtual Communication

## Primary Colour Palette in Use

Making full use of our brand colours allows us to amplify our brand. The primary logo colours should be the go-to colours for use on graphics.



## Primary Colour and Secondary Colour Palates in use

Add vibrancy to your documents by combining primary colours with secondary colours. Some examples of good combinations are shown here.

### Primary Colours



### Secondary Colours





# PART 2:

## Using the UL Hospitals Group Brand

## Part 2: Using the UL Hospitals Group Brand

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## Externally Printed Documents

'Gotham' is the standard family of fonts to be used for all externally produced printed communication material.

### Gotham Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)

### *Gotham Bold Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)*

### Gotham Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)

### *Gotham Medium Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)*

### Gotham Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)

### *Gotham Book Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)*

### Gotham Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)

### *Gotham Light Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &\*!%@?(.,;:)*

## Font for Internal Documents, Communications and Web use

‘Calibri’ is the standard typeface to be used for all internal correspondence (Letters, memos, agendas etc), and for PowerPoint Presentations. It is a web safe font.

Letters should be typed using 12pt text size.

### Calibri Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**01232456789 &\*!%@?(.,;:)**

### Calibri Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01232456789 &\*!%@?(.,;:)

### Calibri Bold Italic

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***01232456789 &\*!%@?(.,;:)***

### Calibri Book Italic

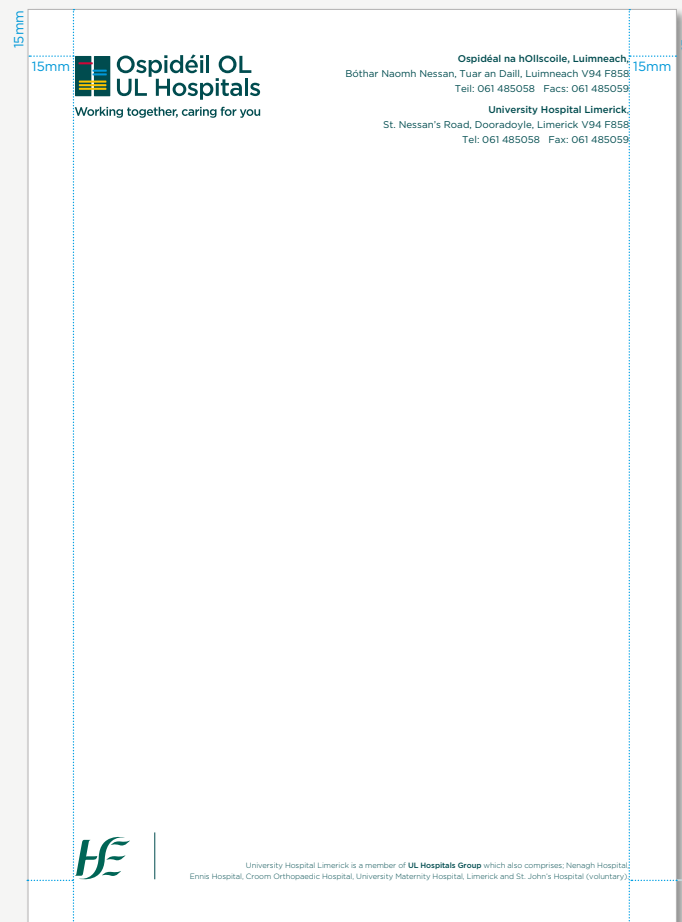
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*01232456789 &\*!%@?(.,;:)*

## Sample Stationery

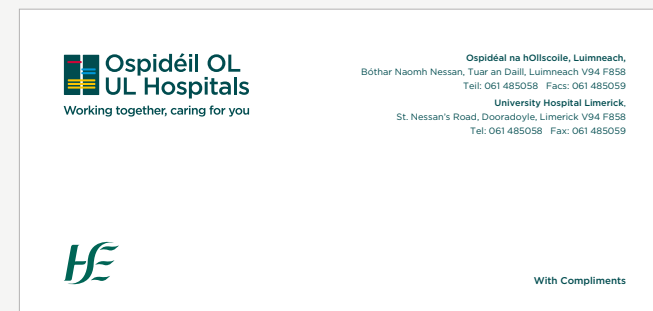
Our stationery reaches a wide audience, ranging from patients to health professionals and the wider public.

Positioning and colour specification should not deviate from the examples shown here, and should be produced in co-operation with the UL Hospitals Group Communications Team.

### A4 Letterhead



### DL Compliment Slip



### Business Card



Note:  
The height of the HSE symbol should be no smaller than the height of the two Ogham pillars of the UL Hospitals Group logo.

Our email signature can be our most visible day-to-day communication. It is essential that it is consistent throughout the Group and that it follows these specifications.

Please download the Email Signature file on the Communications section on the ihub where a full description of how to set up your email signature on Outlook is also provided.

If your role is a Group role please include your Name, Title, UL Hospitals Group, and the Hospital you are based in on your email signature. If your role is not a Group role, then include your Name, Title, and the Hospital you are based in on your email signature.

Please include the Irish translation of your signature by contacting

Carmel Mac Domhnaill  
Oifigeach Forbartha Gaeilge  
Ospidéal Naomh Camillus  
Bóthar Shíol Bhroin  
Luimneach  
Teil: 061483658  
Fón Póca: 086 8676273  
Carmel.Macdomhnaill@hse.ie.

New message



To:

Subject:

**Niamh Quinn, *Oifigeach Cumarsáide***  
Grúpa Ospidéal OL, Ospidéal na hOllscoile Luimneach,  
Bóthar Naomh Nesson, Tuar an Daill, Luimneach V94 F858  
niamh.quinn3@hse.ie | **Tel:** 061 485058 | **Fón póca:** 087 6958632

**Niamh Quinn, *Communications Officer***  
UL Hospitals Group, University Hospital Limerick,  
St. Nesson's Road, Dooradoyle, Limerick, V94 F858  
niamh.quinn3@hse.ie | **Tel:** 061 485058 | **Mob:** 087 6958632

[www.ulh.ie](http://www.ulh.ie) | **f in** [@ulhospitals](https://twitter.com/ulhospitals)



**Ospidéal OL  
UL Hospitals**  
Working together, caring for you

Email signature font: Calibri  
Font size: 10pt  
Font weights: Name (Bold), Job Title (Italic), address & numbers (Regular)  
Font colour: r2 g82 b85 (#025255) and r0 g157 b218 (#009dda)

Email signature width: 600px







## Imagery - Things to Avoid

It is important that the images we use are credible and correctly reflect good infection prevention control practice. Here are some things to consider when choosing or commissioning imagery.



**Do not use** images of medical staff in white coats. Don't show clinical staff in suits, jackets, ties or long sleeves.

- White laboratory coats can be shown in a laboratory setting
- Long sleeve scrubs can be shown in surgical theatre settings and where PPE guidance advises use
- Staff must be bare below the elbow in clinical and patient settings
- If your image depicts a setting where a face mask is recommended, ensure the face mask is the appropriate type



**Do not use** images that include hand/arm jewellery, rings with stones, bracelets, wristwatches, or wrist pedometers.



**Do not use** images that include polish, gel or acrylic nails.



Images with staff facing patients should always show the staff member wearing facemasks.



**Do not use** images that show staff sitting on patient beds.

## PowerPoint Template Sample Slides

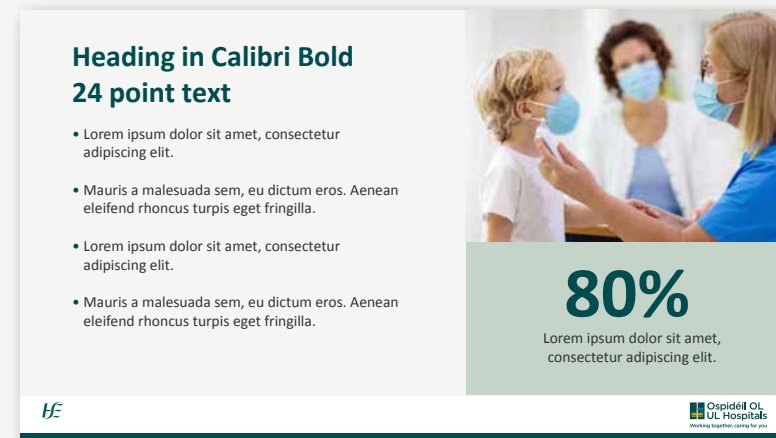
Powerpoint presentations should only use the approved templates.

These designs and others are available on the Communications section on the ihub or by contacting the Communications Team at [ulhgcommunications@hse.ie](mailto:ulhgcommunications@hse.ie)

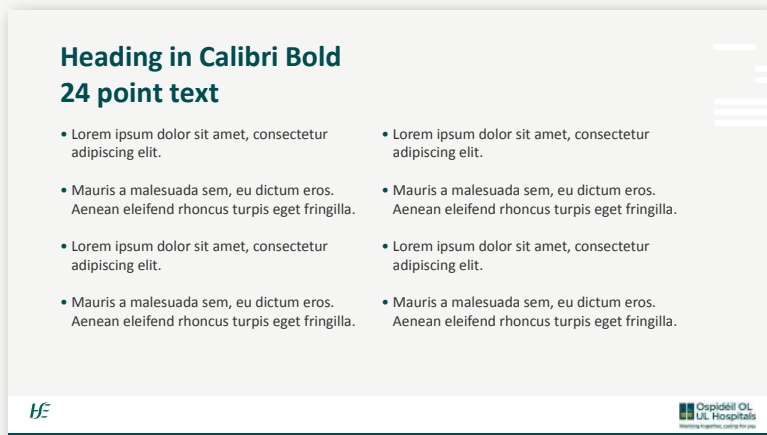
Slide 1



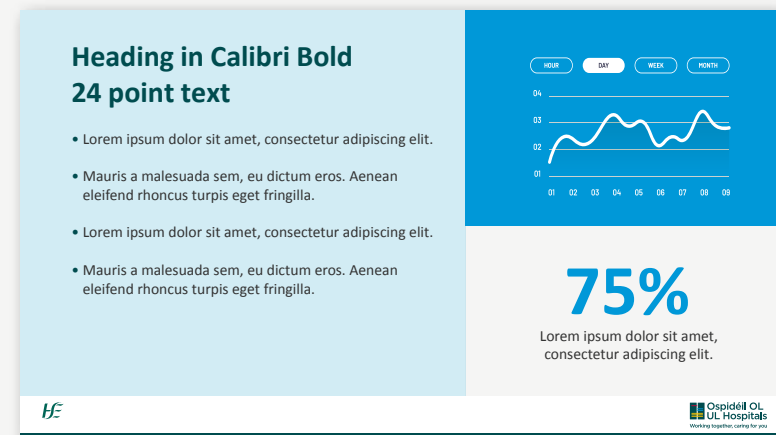
Slide 2



Slide 3



Slide 4





## A4 Report - Sample Covers

### Document and Report Templates

Our branding allows us to deliver our message consistently.

Using our branding correctly applies to our internal communications, just as much as our external communications.

Templates for you to use for your documents are available on the Communications section on the ihub or by contacting the Communications Team at [ulhgcommunications@hse.ie](mailto:ulhgcommunications@hse.ie)



## Poster and Leaflet Templates

Our branding allows us to deliver our message consistently, and give reassurance to the public in every piece of literature they interact with.

Leaflet Sample



Poster Sample



## Twitter Header Sample

## Social Media

Our social media imagery should be regularly freshened up, but always maintaining consistency.



Facebook Mobile Header Sample



# Our Embroidered Logo

## Embroidered Logo Samples

### Embroidered Logo

Our clothing is one of the most visible expressions of our branding.

The logo should only be used in full colour when used on a white background. On every other background, the single-colour reversed version should be used.



## Swipe Card and Name Badge Samples

These are our calling card. They are an immediate connector to patients, and as such, they should always be consistent. Designs shown here are the only formats that should be used.

### Swipe Card and Name Badge Samples



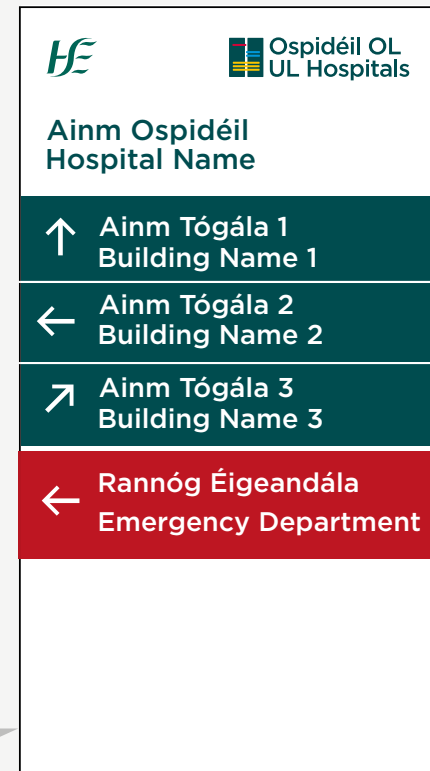
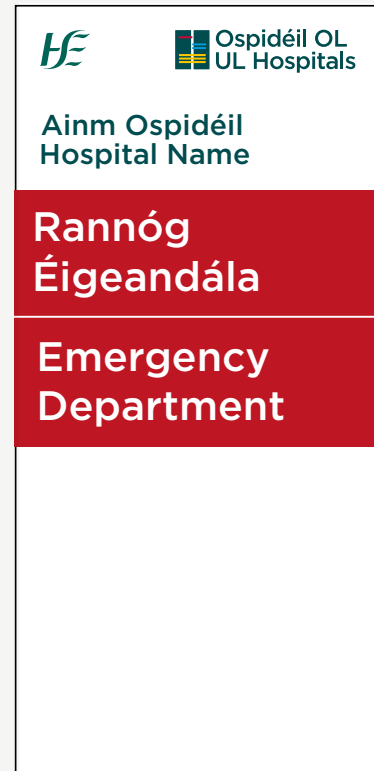
## Signage

Our signage needs to communicate clearly and consistently. Irish must be used equally and follow the logic of the logo in terms of proportions (see p. 16).

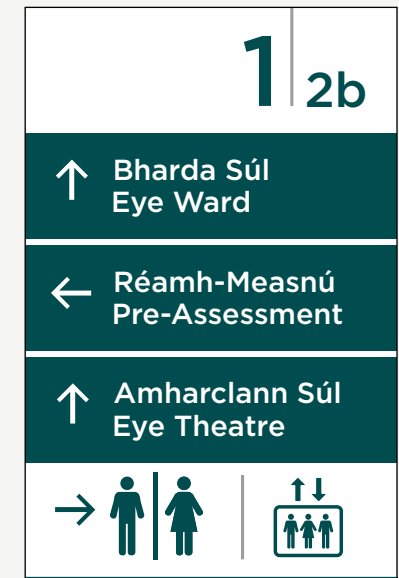
Shown here are examples of how the UL Hospitals Group Branding could be applied to internal and external signage.

There are National HSE signage guidelines which should be adhered to for all internal and external signage which is produced.

### External examples



### Internal examples



Internal signage does not require logos to be shown.

## Ambient Usages

Our facilities should echo with our personality.

Architects and interior designers are required to incorporate brand expressions into their designs for new builds or interior spaces.

The brief for each new development should include a requirement to feature the branding in a creative and engaging way. Please include this brand book with your briefing documentation to assist design teams with this.



Examples of ambient use of our brand

If you are producing something that carries the UL Hospitals Group name, remember it is an opportunity to express ourselves.

Our brand personality should shine through at all times.





UL Hospitals Group advertising, whether corporate, or for recruitment, should always project positivity and reflect our values. Every ad is an opportunity to spread our story.



See sample templates below



Instagram Story



Native Post



Facebook Post



Twitter Post

When producing videos, the one colour logo should be used, watermarked. The HSE whiteout logo is positioned on the top right. Use the positioning and proportions shown in the diagram.

We have standard UL Hospitals Group 'intro' and 'outro' sequences which should be used on your videos. These are available from our Communications Team.

$x$  = the height of the HSE symbol

Position both logos equidistant from the top and bottom right side of the screen by a distance equal to the height of the HSE symbol.



# PART 3:

## UL Hospitals Group House Style



Part 3: UL Hospitals Group House Style

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As part of the UL Hospitals Group brand, our house style will help you to write to a consistent standard, so that you can get messages across more effectively. It will also help us to be more a more literacy-friendly hospital group and reinforce our authoritative voice.

## Here is a brief guide to refer to when writing:

### Numbers

Write out numbers one to ten in words, and then use figures for 11 and higher.

Write out first, second, third etc in full (not 1st, 2nd 3rd).

Write per cent instead of %.

Write fractions below one in full and hyphenate them: two-thirds of a glass.

We should be consistent in the above and avoid a mixture of styles in sentences.

### Times and Dates

*Date should be written as follows:*

01 May 2024

*Time should be written as follows:*

9am to 5pm

12 noon to 12 midnight

We don't use the 24 hour clock when writing the time.



## Capital Letters

*Do use capital letters:*

- At the start of sentences or headings
- In job titles (see below)
- To refer to a specific department e.g. the Speech and Language Department.

*Do not use capital letters:*

- To denote a heading, for example STYLE SHEET
- In the middle of sentences or in the middle of words unnecessarily for emphasis e.g., OutPatients.  
Use of all capital letters in a sentence denotes SHOUTING.
- An abbreviation such as ULHG may be used in the middle of a sentence, if explained.

## Job titles

*Use lower case for the general and where the term is being used as a description.*

*Use upper case for the specific where the term is denoting a title. For example:*

- Clinical Nurse Specialist Mary Jones attended the meeting.
- All clinical nurse specialists will be allocated a role.

*Job titles should appear after a person's name and capitals used as follows:*

- Colette Cowan, Chief Executive Officer, UL Hospitals Group
- Director of Midwifery, UL Hospitals Group
- Clinical Nurse Specialist 1, 2 or 3, UL Hospitals Group or site, eg Nenagh Hospital etc.

## Abbreviations

*Here is list of acceptable abbreviations and how they should be used:*

- Midwest
- Dept (Department)
- Prof (Professor)
- Dr (Doctor)
- Mr
- Mrs
- RIP
- Re (regarding)
- Km
- US
- UK

Note: this is not a definitive list of abbreviations.  
The house style is to not include dots after abbreviations.

## Acronyms

*We should never use an acronym without explaining it. Here is a list of well-known acronyms in UL Hospitals Group:*

- CHO (Community Healthcare Organisation)
- ULHG (UL Hospitals Group)
- UHL (University Hospital Limerick)
- UMHL (University Maternity Hospital Limerick)
- CEO (Chief Executive Officer)
- COO (Chief Operations Officer)
- HR (Human Resources)
- ADON (Assistant Director of Nursing)
- ADONM (Assistant Director of Nursing & Midwifery)
- A/ADON (Acting Assistant Director of Nursing)
- DoH (Department of Health)
- PALS (Patient Advocacy Liaison Service)
- ED (Emergency Department)
- ANP (Advanced Nurse Practitioner)
- RANP (Registered Advanced Nurse Practitioner)
- AMP (Advanced Midwifery Practitioner)

- RAMP (Registered Advanced Midwifery Practitioner)
- OPD (Outpatients Department)
- AMAU (Acute Medical Assessment Unit)
- ASAU (Acute Surgical Assessment Unit)
- POCU (Postoperative Care Unit)

Note: the above is not a definitive list of acronyms.

## Online

For website addresses, if you can avoid using www then do so; for example ulh.ie instead of www.ulh.ie.

**For the full house style guide and the HSE's Communicating Clearly Guidelines for writing in plain English, visit the Communications section on the ihub.**

Our Tone of Voice is an expression of our brand personality and brand voice. Used properly, it also offers clarity and reassurance to our patients and their families.

Our Tone of Voice will bring a consistent style to all of our written, digital and spoken communications and ensure that the core qualities of our brand are always represented;

**Care, Compassion, Trust** and **Learning**.

We can also reflect this Tone of Voice in the imagery we choose to use, to show how caring we are, how friendly we are and how we speak in plain English and in a jargon-free way to our patients.

Our overall personality should be reflected in our overarching Tone of Voice which is

**Caring, friendly, informal** and **jargon free!**





Here are the principal characteristics of how we wish to speak and write:

## Authoritative

In an era of misinformation and ‘fake news,’ it’s important that all official communication is accurate and verified. This ensures we have an authoritative voice.

## Conversational

When people interact in the medical world, the language is often very formal, quite technical, and our patients tell us this language can be impenetrable and intimidating. We want our writing style to be open and approachable. When appropriate, use a “smart-casual” writing style; sounding relaxed but professional, and not overly formal. Be concise and conversational – as you would speak to a friend. Within reason, use colloquial expressions. If you must use “shop-talk” and employ medical terminology, add a few words of explanation wherever possible.

## Collaborative

We are a group of hospitals working together, and a group of professional colleagues working together, so do use the opportunity, when speaking or writing, to emphasise this spirit of collaboration and the benefits it brings. Use the first- and second-person plural (we/us/our and you/yours) if it feels right.

## Consistent

Consistency should apply to all aspects of our communications as it helps to underpin the authoritative nature of those communications. Inconsistency tends to undermine that authority and can cause confusion and anxiety which can in turn lead to people ignoring important messages.

## How do we use those characteristics?

Characteristic	Description	Do	Don't
<b>Authoritative</b>	We are an authoritative, reliable voice.	<ul style="list-style-type: none"> <li>- Ensure accuracy</li> <li>- Use active voice, e.g., ‘The nurse can vaccinate your child.’</li> </ul>	<ul style="list-style-type: none"> <li>- Don't use jargon</li> <li>- Don't use passive voice, e.g., ‘Your child can be vaccinated by the nurse’.</li> </ul>
<b>Conversational</b>	We are open, approachable, professional, and caring.	<ul style="list-style-type: none"> <li>- Write in plain English in an open, coherent and simple way.</li> </ul>	<ul style="list-style-type: none"> <li>- Don't use formal language, technical terms or acronyms where unnecessary or without explanation.</li> </ul>
<b>Collaborative</b>	We work together as a group of hospitals caring for people.	<ul style="list-style-type: none"> <li>- Use the first and second person plural, e.g., we/us/our, where possible. It is more inclusive and helps our patients to feel involved.</li> </ul>	<ul style="list-style-type: none"> <li>- Don't use third person if it can be avoided. Choose ‘us’ ‘we’ or ‘our’ over ‘the Group’.</li> </ul>
<b>Consistent</b>	We are consistent in our communications.	<ul style="list-style-type: none"> <li>- Use a consistent style of writing and speaking,</li> <li>- Use the House Style for UL Hospitals Group, as this emphasises our authoritative voice.</li> </ul>	<ul style="list-style-type: none"> <li>- Don't use one-off or inconsistent styles.</li> </ul>

The characteristics can be toned up or down depending on channel or audience e.g., on social media we may be less formal and more conversational than in a report or corporate strategy.



**UL Hospitals Group Communications Team:**

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 **Ospidéal OL**  
**UL Hospitals**

Working together, caring for you