

Animal Health Ireland Initiative

Corporate Brand Guidelines



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1. Who we are

Our core values

Our remit

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Our core values

Service - we are committed to delivering outcomes of real and quantifiable value to our stakeholders.

Objective - we base our practices, including the design and development of our programmes, on research, robust analysis, technical expertise and international best practice.

Collaborative - we recognise that our objectives can only be achieved through collaboration, and we continually engage with our stakeholders to maximise their contributions to all aspects of our work programmes and to ensure that these are aligned with their requirements.

Innovative - we constantly review the delivery of work programmes on behalf of our stakeholders, seeking better ways in which to add value to their businesses.

Accountable - we are committed to complete transparency in accounting to our stakeholders for the use of the resources with which they provide us to achieve shared objectives.

1. Who we are

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Our remit

AHI is tasked with pursuing effective control strategies for economically important diseases of livestock which are not subject to international regulation.

Our vision

Animal Health Ireland will be recognised as a world-class resource, enabling Irish farmers and the agri-food industry to achieve and maintain an animal health status which optimises the profitability and sustainability of farming and the associated agri-food industry, and which enhances the value and competitiveness of Irish food products in the marketplace.

1. Who we are

Our core values

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Our stakeholders

GOVERNMENT & STATE AGENCIES

Bord Bia
Department of Agriculture, Food and the Marine (DAFM)
Teagasc

AI COMPANIES

Dovea Genetics
Munster Cattle Breeding Group
Progressive Genetics

PROFESSIONAL/ ADVISORY/ SUPPORT SERVICES

DAFM- Veterinary Laboratory Services
ICBF
Ornua
UCD
Veterinary Ireland

ANIMAL HEALTH IRELAND

DAIRY AND BEEF PROCESSORS

Arrabawn Co-op
Aurivo
Carbery Group
Dairygold
Glanbia
Kerry Agribusiness
LacPatrick Co-op
Lakeland Dairies
Meat Industry Ireland
Mullinahone Co-op
North Cork Co-op
Tipperary Co-op

FARMERS' ORGANISATIONS

Irish Cattle and Sheep Farmers' Association
Irish Co-Operative Organisation Society
Irish Creamery Milk Suppliers' Association
Irish Farmers' Association
Irish Holstein Friesian Association
Irish Milk Quality Co-Operative Society
Macra na Feirme
Pedigree Cattle Breeders' Council of Ireland

2. Our Visual Identity

AHI parent logo

AHI brand message

AHI brand mark

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AHI programmes

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AHI brand message

- Our aspiration is that the AHI brand comes to be associated with: the high quality of the service we provide; the strong, independent evidence base that underpins all of our work; the emphasis we place on collaboration and consensus-building; and the transparency with which we undertake our business.
- The AHI brand denotes the positive attribute of good animal health, rather than the negative attribute of animal disease.

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Usage Guidelines

Correct use of AHI parent logo

White space: Minimum white space around the logo measured by the height of the 'HEALTH' in the AHI logo.

Smallest sizes:

Print: 20mm

Web: 150 pixels

Correct versions: The versions supplied are all high resolution files and the preferred usage is full colour CMYK not less than 300dpi.



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AHI programmes

- Programme titles
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Livestock

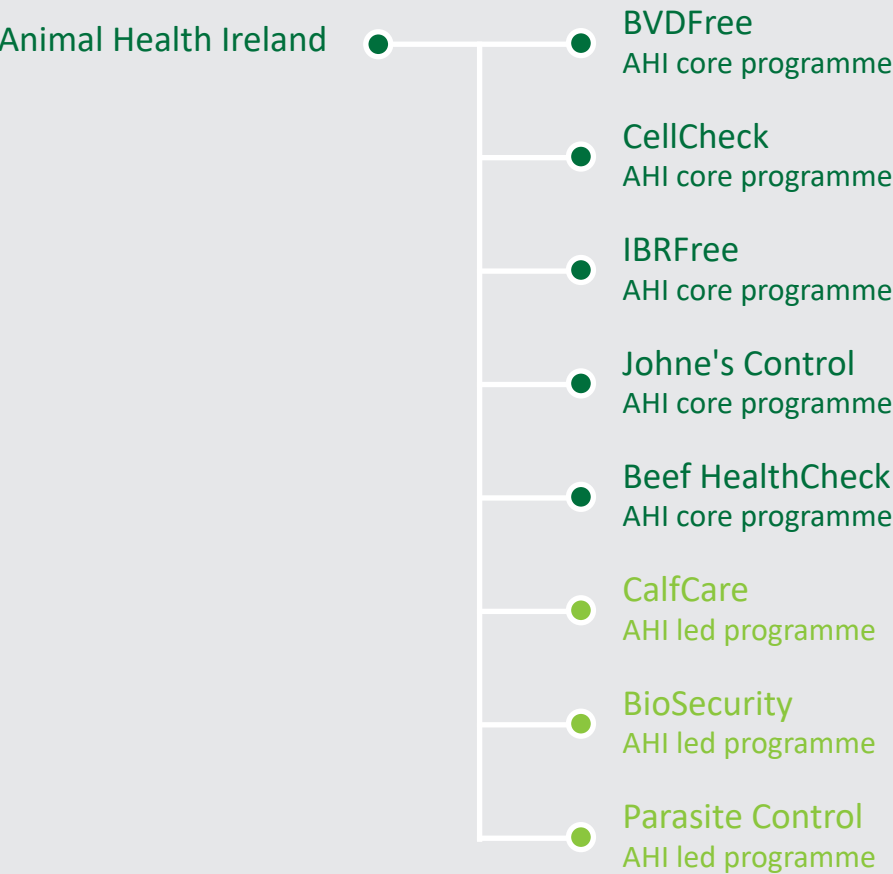
People

Typography

AHI programmes

Our branding reflects the key role played by Animal Health Ireland as a national body with responsibility for animal health in the Irish dairy and beef industries. Our branding policy seeks to reinforce this important national role both in relation to the parent AHI brand and the various sub-brands which sit below it.

- AHI core programmes
- Other AHI-led programmes



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AHI core programmes



Beef HealthCheck

Animal Health Ireland.ie



Johne's Control

Animal Health Ireland.ie

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Other AHI-led programmes



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NATIONAL BVD ERADICATION PROGRAMME

NATIONAL MASTITIS CONTROL PROGRAMME

NATIONAL JOHNE'S CONTROL PROGRAMME

NATIONAL BEEF HEALTH PROGRAMME

NATIONAL IBR ERADICATION PROGRAMME

BIOSECURITY CONTROL PROGRAMME

CALF HEALTH PROGRAMME

PARASITE CONTROL PROGRAMME

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Disk device / icons



The disk device, which is derived from the parent mark, is intended to restate and reinforce the focus on good animal health (as opposed to disease) in each of the individual programme logos.

Each icon is designed to relate to its respective programme and, over time, to become identified with that programme, even when unaccompanied by the associated text.

A mini-disk option is used to promote the disk device as a recognizable AHI device even without the use of an icon.



supported by
AnimalHealthIreland.ie

AnimalHealthIreland.ie

Contributing to a profitable and sustainable farming and agri-food sector through improved animal health

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Correct use of AHI programme logos

White space: Minimum white space around the logo measured by the height as indicated below.

Smallest sizes:

Print: 20mm

Web: 150 pixels

Correct versions: The versions supplied are all high resolution files and the preferred usage is full colour CMYK not less than 300dpi.



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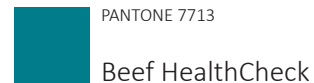


Primary AHI Colour Palette



Secondary AHI Colour Palette

1. identify individual programmes in the information leaflets.
2. used as supporting colours in programme publications when required



PANTONE 7713

Beef HealthCheck



PANTONE 339

BVDFree



PANTONE 484

CellCheck



PANTONE 2766

Johne's Control



PANTONE 259

IBRFree



PANTONE 1807

BioSecurity



PANTONE 646

CalfCare



PANTONE 158

Parasite Control

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Livestock

- All livestock images should represent clean, good-quality, healthy beef and dairy stock, on good grassland or in clean, well-maintained housing.
- Where the ears of animals included in the image are visible, each should bear an intact national ID tag. If necessary, the ID number on the tags should be electronically manipulated so as to avoid the possible identification of the herd.
- Images of horned animals should not be used.
- For all programmes with the exception of Beef HealthCheck and the CellCheck programme, programmes, there should be an approximate 50:50 split between the use of beef and dairy images.
- The breeds represented should approximately reflect the most commonly used beef and dairy breeds, and a representative selection of different aged animals should be used.
- Where multiple images are used, there should be a good mix of camera angles, and of single and group shots.
- Images of a resolution less than 300dpi (actual size) are not to be used.
- All AHI technical and stock images to have an AHI watermark to reduce the risk of unauthorised use.



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People

- The overall balance between images of livestock and of people should be approximately 50:50 in any given publication.
- Photographs of people should ideally contribute to reinforcing the organisation's core values; particularly those relating to collaboration, the strong evidence base (science), the service ethos, and accountability.
- Suitable setting for images of people include farms, veterinary practices, laboratories, and stakeholder organisation premises.
- Suitable events include training events for farmers, vets and service providers, meetings and conferences.
- Where multiple images are used, there should be a good mix of camera angles, and of single and group shots.
- Images of a resolution less than 300dpi (actual size) are not to be used.
- All AHI technical and stock images to have an AHI watermark to reduce the risk of unauthorised use.



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Typography



Logos Typeface - ITC Stone Informal

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Primary Typeface - Calibri

Description

Calibri light

abcdefghijklmnopqrstuvwxyz1234567890

Calibri regular

abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz1234567890

3. Co-branding

Collaboration

Usage of AHI parent logo with
stakeholders logos

Usage of programme logos with
stakeholders logo

Collaboration



One of the core values of AHI is collaboration; we continually engage with our stakeholders to maximise our contribution to their work, and to ensure good alignment between our efforts and theirs in the field of animal health.

Co-branding of the AHI and stakeholders' logos reinforces the value of collaboration and allows AHI to acknowledge the support of stakeholders, without whom it could not deliver on its brand promise.

The following pages present the preferred layout of stakeholder logos for AHI corporate documents, and for a number of the core programmes.

3. Co-branding

Collaboration

Usage of AHI parent logo with stakeholders logos

Usage of programme logos with stakeholders logos

Stakeholder logos usage with

AHI corporate documents



The stakeholder logos should be placed, where possible, on the cover/front page, or on the inside cover page. The stakeholders logos should be positioned above the footer area assigned to AHI contact details and/or mission statement. Refer to section 5 for examples of usage in AHI documents. In instances in which space is particularly limited, the stakeholder logos may be listed paragraph style in text format only.

AHI gratefully acknowledges the financial and other contributions of our stakeholders.



Animal Health Ireland, 4-5 The Archways, Carrick-on-Shannon, Co. Leitrim, N41 WN27
Phone 071 9671928 Email nmorgan@animalhealthireland.ie

3. Co-branding

Collaboration

Usage of AHI parent logo with
Stakeholders logos

Usage of programme logos with
stakeholders logos

Stakeholder logos usage with



National BVD Eradication Programme

The stakeholder logos should be placed, where possible, on the cover/front page, or on the inside cover page. The stakeholders logos should be positioned above the footer area assigned to the programme logo and title. In most instances the designated header area will contain the AHI logo and company title 'Animal Health Ireland'. Refer to section 5 for examples of usage in AHI documents. In instances in which space is particularly limited, the stakeholder logos may be listed paragraph style in text format only.

AHI gratefully acknowledges the financial and other contributions of our stakeholders to the BVD programme.



NATIONAL BVD ERADICATION PROGRAMME



3. Co-branding

Collaboration

Usage of AHI parent logo with
Stakeholders logos

Usage of programme logos with
stakeholders logos

Stakeholder logos usage with



CellCheck Programme

The stakeholder logos should be placed, where possible, on the cover/front page, or on the inside cover page. The stakeholders logos should be positioned above the footer area assigned to the programme logo and title. In most instances the designated header area will contain the AHI logo and company title 'Animal Health Ireland'. Refer to section 5 for examples of usage in AHI documents. In instances in which space is particularly limited, the stakeholder logos may be listed paragraph style in text format only.

AHI gratefully acknowledges the financial and other contributions of our stakeholders to the CellCheck programme.



NATIONAL MASTITIS CONTROL PROGRAMME



3. Co-branding

Collaboration

Usage of AHI parent logo with
Stakeholders logos

Usage of programme logos with
stakeholders logos

Stakeholder logos usage with



Beef HealthCheck Programme

The stakeholder logos should be placed, where possible, on the cover/front page, or on the inside cover page. The stakeholders logos should be positioned above the footer area assigned to the programme logo and title. In most instances the designated header area will contain the AHI logo and company title 'Animal Health Ireland'. Refer to section 5 for example of usage in AHI documents. In instances in which space is particularly limited, the stakeholder logos may be listed paragraph style in text format only.

AHI gratefully acknowledges the financial and other contributions of our stakeholders to the Beef HealthCheck programme.



NATIONAL BEEF HEALTH PROGRAMME



Beef HealthCheck
Animal Health Ireland.ie

3. Co-branding

Collaboration

Usage of AHI parent logo with
Stakeholders logos

**Usage of programme logos with
stakeholders logos**

Stakeholder logos usage with



Johne's Disease programme

The stakeholder logos should be placed, where possible, on the cover/front page, or on the inside cover page. The stakeholders logos should be positioned above the footer area assigned to the programme logo and title. In most instances the designated header area will contain the AHI logo and company title 'Animal Health Ireland'. Refer to section 5 for examples of usage in AHI documents. In instances in which space is particularly limited, the stakeholder logos may be listed paragraph style in text format only.

AHI gratefully acknowledges the financial and other contributions of our stakeholders to the Johne's disease programme.

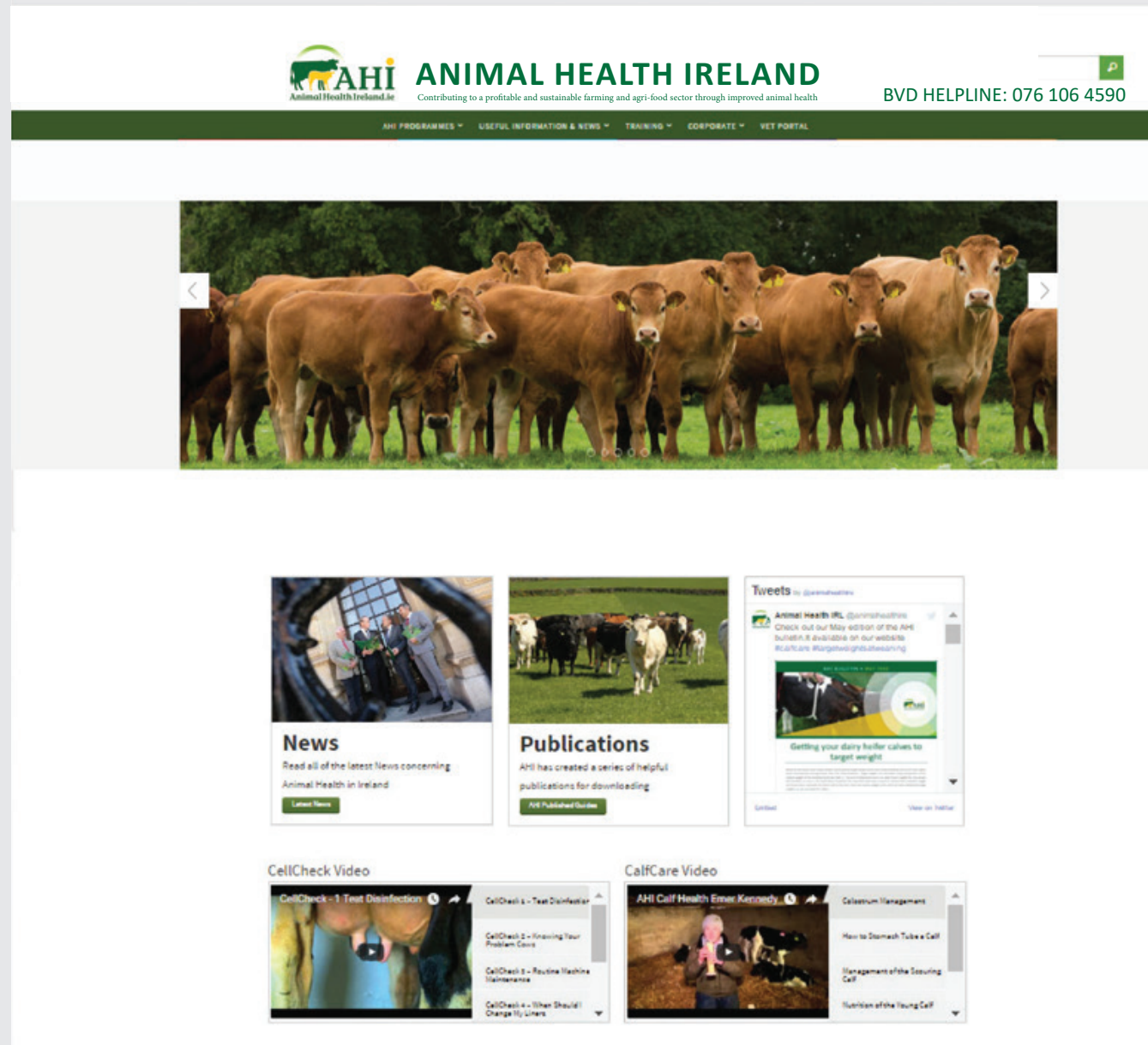


NATIONAL JOHNE'S CONTROL PROGRAMME



4. OUR WEBSITE

Our website



5. STANDARD DOCUMENT TEMPLATES & GRAPHIC DESIGN SOLUTIONS

AHI logo plates

Portrait A4 document template

AHI information leaflets

AHI newsletters

AHI bulletins

This section provides a suite of templates from which all AHI documents are derived.

The use of these templates is aimed at ensuring consistency in the placement of logos, the use of tag lines, the co-branding between the parent and programme logos and between these and the various stakeholder logos.

This consistency contributes to a cohesive approach to document design, which supports and affirms the AHI brand and the various programme brands.

The graphic design is intended to convey the progressive multifaceted nature of the organisation, while being flexible, adaptable and expandable for the AHI parent brand and the various programmes.

The rounded triangular device with a background transparent outline has the following attributes:

- Implies arrow-like directionality and progress
- Flexibility, permitting various configurations, for use in the vertical (leaflets, rollup stands), overlap, (rollup stands) and central (newsletters) formats
- Suitability for colour-coding of document series
- Suitability for inclusion of images, as required

The AHI and AHI programme and plate logos are assigned to a white space in the header and footer areas.

5. STANDARD DOCUMENT TEMPLATES & GRAPHIC DESIGN SOLUTIONS

AHI logo plates

Portrait A4 document template

AHI information leaflets

AHI newsletters

AHI bulletins

AHI logo plates



The following logo plates are intended for use on the inside front cover of corporate documents, in conjunction with stakeholders' logos (as appropriate), on the final page information leaflets, on the bottom of rollup stands. Supporting text may be included, when relevant.



Contributing to a profitable and sustainable farming and agri-food sector through improved animal health

NATIONAL BEEF HEALTH PROGRAMME



Beef HealthCheck
Animal Health Ireland.ie

NATIONAL BVD ERADICATION PROGRAMME



BVDFree
Animal Health Ireland.ie

NATIONAL MASTITIS CONTROL PROGRAMME



CellCheck
Animal Health Ireland.ie

NATIONAL JOHNE'S DISEASE CONTROL PROGRAMME



Johne's Control
Animal Health Ireland.ie

IBR ERADICATION PROGRAMME



Beef HealthCheck

5. STANDARD DOCUMENT TEMPLATES & GRAPHIC DESIGN SOLUTIONS

AHI logo plates

Portrait A4 document template

AHI information leaflets

AHI newsletters

AHI bulletins

AHI pull up stands

AHI logo plates



The following logo plates are intended for use on the inside front cover of corporate documents, in conjunction with stakeholders' logos (as appropriate), on the final page information leaflets, on the bottom of rollup stands. Supporting text may be included, when relevant.

BIOSECURITY CONTROL PROGRAMME



CALF HEALTH PROGRAMME



PARASITE CONTROL PROGRAMME



5. STANDARD DOCUMENT TEMPLATES & GRAPHIC DESIGN SOLUTIONS

AHI logo plates

Portrait A4 document template

AHI information leaflets

AHI newsletters

AHI bulletins

Portrait A4 document template (75% scale)



5. STANDARD DOCUMENT TEMPLATES & GRAPHIC DESIGN SOLUTIONS

AHI logo plates

Portrait A4 document template

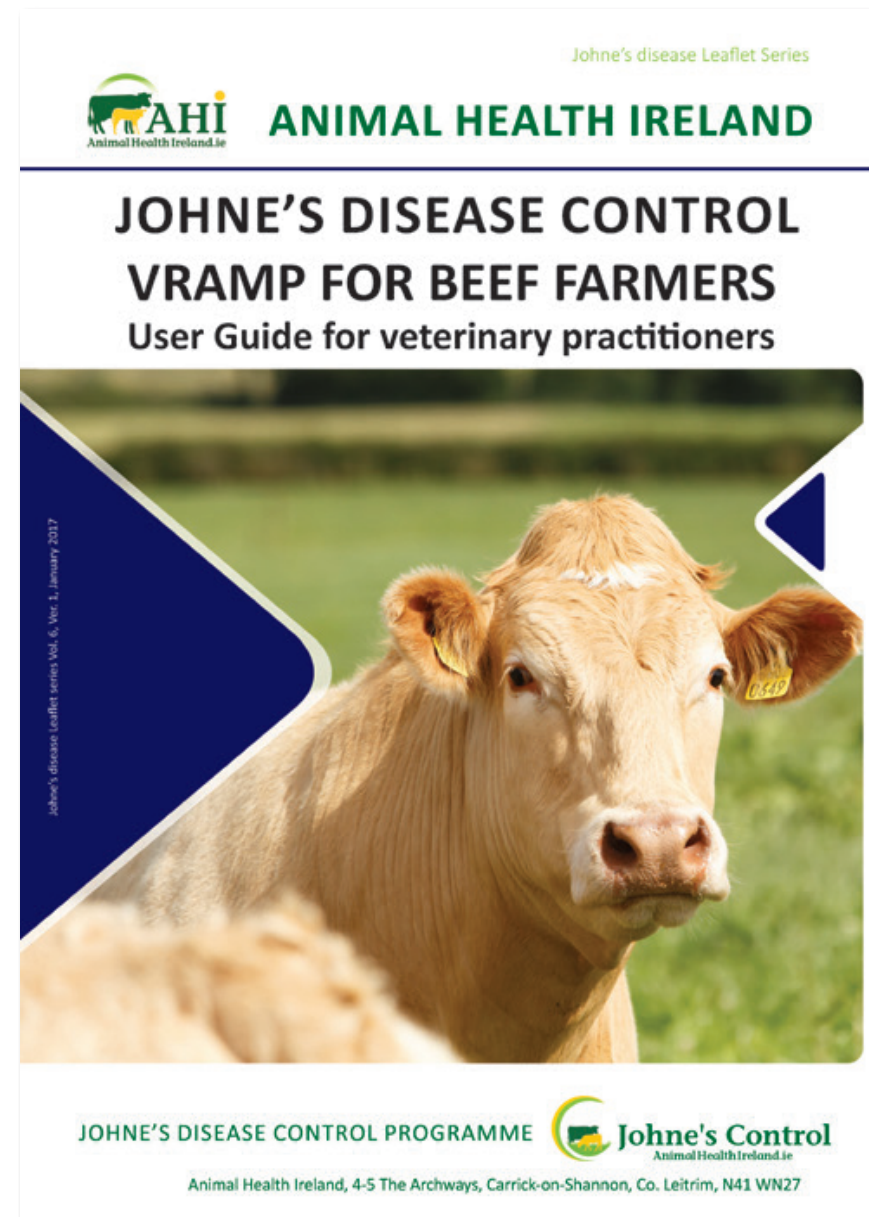
AHI information leaflets

AHI newsletters

AHI bulletins

Leaflet pop-up boards

AHI Information leaflets (75% scale)



5. STANDARD DOCUMENT TEMPLATES & GRAPHIC DESIGN SOLUTIONS

AHI logo plates

Portrait A4 document template

AHI information leaflets

AHI newsletters

AHI bulletins

AHI Information leaflets (75% scale) inside cover or back page



Johne's disease leaflet series



ANIMAL HEALTH IRELAND

Contributing to a profitable and sustainable farming and agri-food sector through improved animal health

AHI gratefully acknowledges the financial and other contributions of our stakeholders to the Johne's disease programme.
























<p>TECHNICAL WORKING GROUP</p> <p>Prof Simon More (Chair) - UCD CVERA, Damien Barrett - Regional Veterinary Laboratory Sligo, DAFM, Bill Cashman - Veterinary Practitioner, Richard Fallon, Dr Margaret Good - DAFM, Dr David Graham - AHI, Aldean Kennedy - PhD student Teagasc, Moorepark, Kevin Kenny - CVRI, DAFM, Bryan Markey - UCD School of Veterinary Medicine, Conor McAllison - ICN MAP Project, UCD, Claran Mellett - Veterinary Practitioner, Peter Mullen - DAFM, Riona Sayers - Teagasc, Dr Sam Strain - AHWHI, Dr Paul Whyte - UCD School of Veterinary Medicine.</p>	<p>TECHNICAL WORKING GROUP RAPORTEUR</p> <p>Grainne Dwyer, Animal Health Ireland</p> <p>VRAMP DOCUMENTS COMPILED BY</p> <p>Lorna Cter - AHI, David Graham - AHI, Claran Mellett (Veterinary Practitioner), Peter Mullen - DAFM, Sam Strain (AHWHI).</p>
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IMPORTANT NOTICE - DISCLAIMER

This leaflet is issued and shall be read only on the basis that it will not be relied upon by any person as a basis for any act or omission or otherwise without obtaining professional veterinary and health and safety verification and advice and that no liability or responsibility to any person is accepted or shall be incurred, and no recourse or claim by any person will be made, by or against AHI, any stakeholder, collaborator, officer, agent, subcontractor or employee of AHI, any member of the Technical Working Group, any contributor to, author, publisher, distributor, reviewer, compiler or promoter of or any other person in respect of or in connection with the leaflet or the contents thereof or any matter omitted therefrom.

No representation or guarantee is given, whether by AHI or any other such person, that the contents of this information leaflet are comprehensive, up to date, or free from error or omissions, nor that the advice provided is appropriate in every particular circumstance.

The contents of this information leaflet are not intended to be a substitute for appropriate direct advice from your veterinary practitioner. Appropriate veterinary and health and safety advice should be taken before taking or refraining from taking action in relation to the animal disease dealt with in this information leaflet.

The contents of this leaflet may be updated, corrected, varied or superseded from time to time by later publications or material on the AHI website and reference should be made to that website accordingly.

Any references in this booklet or links in the AHI website to external websites or other resources are provided for convenience only and the contents thereof are not to be considered as endorsed thereby.

JOHNE'S DISEASE CONTROL PROGRAMME



Johne's Control

Animal Health Ireland.ie

Animal Health Ireland, 4-5 The Archways, Carrick-on-Shannon, Co. Leitrim, N41 WN27

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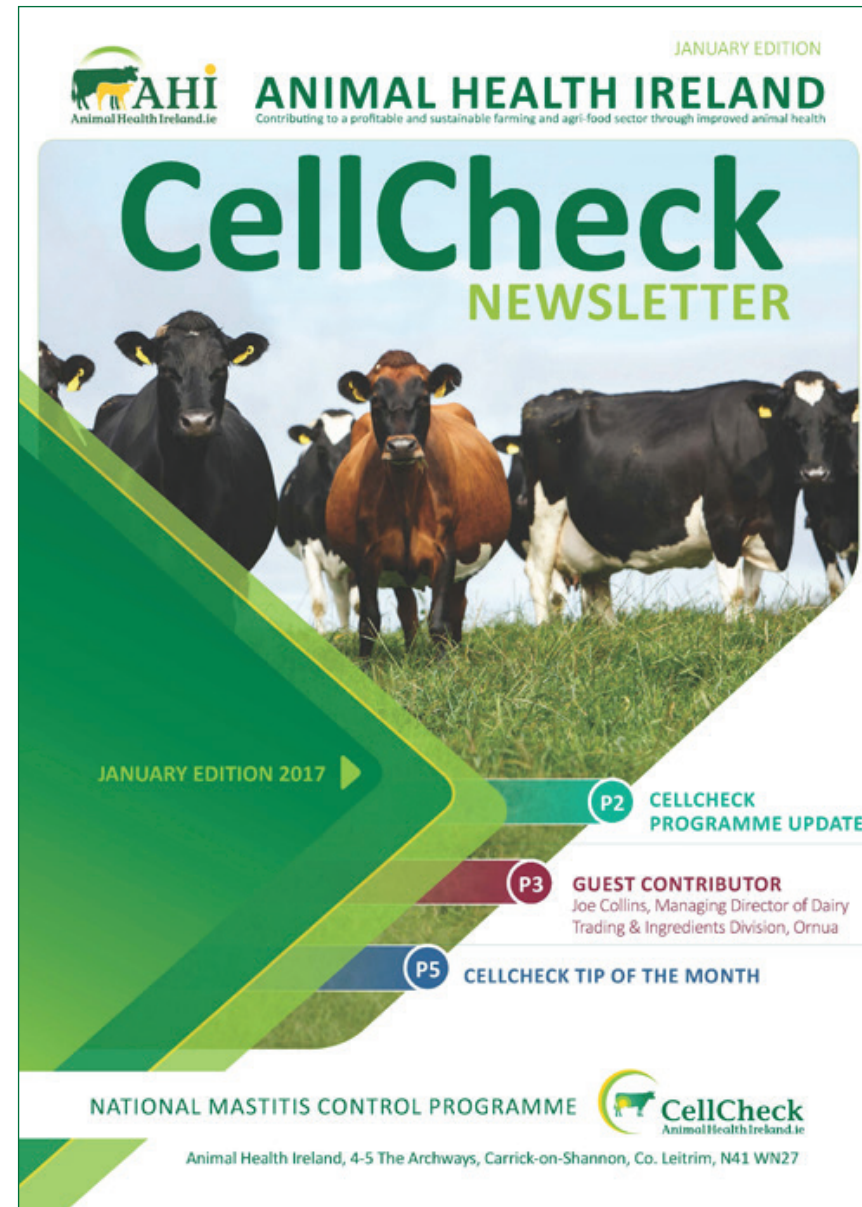
AHI information leaflets

AHI newsletters

AHI bulletinss

AHI collaterals

AHI Newsletters (75% scale)



5. STANDARD DOCUMENT TEMPLATES & GRAPHIC DESIGN SOLUTIONS

AHI logo plates

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AHI bulletins

AHI Newsletters (75% scale) inside cover or back page



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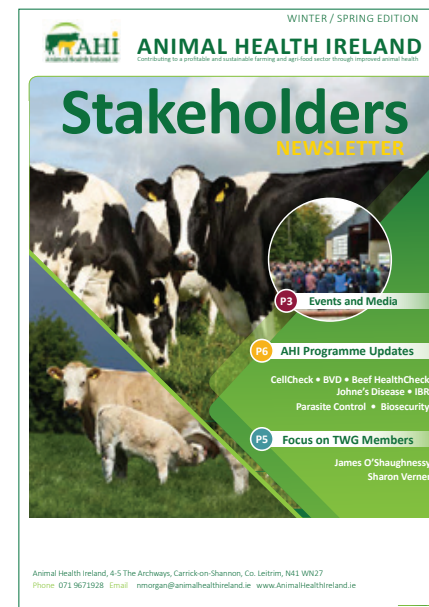
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AHI Newsletters



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AHI logo plates

Portrait A4 document template

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AHI newsletters

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AHI Bulletins



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AHI logo plates

Portrait A4 document template

AHI information leaflets

AHI newsletters

AHI bulletins

AHI pull up stands

AHI pull up stands

