Brand Identity & Book of Guidelines

Version 3.0 2025



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Section 1 Introduction to Our Book of Guidelines

Introduction

The Tusla brand guidelines have been created to assist users to get them most impact from our brand mark.

The guidelines set out how the Tusla brand should be used as a stand alone brand mark. It also outlines what is not permitted. The rules around how the brand mark is to be used on internal and external communications should be adhered to at all times.

Our Brand Story

On the 1st January 2014 the Child and Family Agency became an independent legal entity comprising HSE Child and Family Services, Family Support Agency (FSA) and the National Education Welfare Board (NEWB), as well as incorporating some psychological services and a range of services responding to domestic, sexual and gender based violence.

Prior to the establishment of the Child and Family Agency, a widespread consultation with stakeholders identified the need for a new identity for the Agency to communicate that it is not just a realignment and amalgamation of existing services but a fresh start with a new sense of purpose. The name Tusla emerged as a fitting logo for the Child and Family Agency. While the word borrows from the Irish words 'tús' and 'lá', Tusla is a new word reflecting a shared desire for a new beginning and a new identity. A new word, a new way of working. The legal name of the Agency ('the Child and Family Agency') must be used in all formal and legal documentation.

All written correspondence should refer to the Agency as the 'Child and Family Agency'. The acronym CFA should not be used to describe the Agency in written correspondence. However, the Child and Family Agency can be abbreviated to 'the Agency' in the course of correspondence, provided the Child and Family Agency appears first with 'the Agency' appearing directly afterwards.

Our Vision & Mission

OUR VISION

Families & communities are empowered and strengthened to keep children safe and nurtured, recognising a child's right to protection, stability and the support of a family and community network.

Dedicated and committed to working in partnership with children, families & communities to ensure that children in need or at risk of harm are supported, protected and connected to people who can safeguard and promote their wellbeing throughout their lives.

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Our Values & Behaviours

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Trust

We will be honest, truthful and responsible when providing our services

We will respect privacy

We will seek and welcome feedback and use it to inform how we improve

We will follow through on our commitments



Respect

We will treat people with dignity and fairness

We will collaborate and work in partnership

We will be informed and influenced by the opinions and experiences

We will listen to ensure we understand

We will communicate in a way that helps everyone to understand



Kindness

We will show care and compassion

We will help where we see the need

We will be sensitive when explaining decisions, particularly when the decision is difficult

Empowerment

We will have a supportive workplace where people can achieve their best

We will continuously learn and develop our knowledge and skills

We will collobrate so that we can work together effectively

We will recognise hard work and dedication

Our Goals



Ensure children, young people, families and communities receive a consistent, quality and integrated response from all our services



Culture

Delivering an independent regulatory service focused on the safety and wellbeing of children and young people through continuous improvement and partnership with stakeholders.



Ensure that our staff and leaders are supported and empowered to continuously learn and improve so that children, families and communities benefit from our service.

and services are facilitated and supported by National systems and resources that promote integration and accountability.

Ensure our local teams

Our Tone of Voice

Our brand identity will show empathy, support, knowledge, insight and that we are authoritative and respectful.

We will show that we are reliable and committed, open, transparent and clear about the '**how**' and the '**why**' of our decisions, and that we empower children, young people and families to take part in decisions that affect their lives.

We will show consideration towards all children, young people, families and our colleagues. We will actively listen and gather as much information as possible to inform our decisions, speaking directly to everyone we deal with, knowing that all families have strengths and competencies.

We will act with kindness and understand and respond to what people need using plain and straightforward language. We will be professional, honest, ethical, fair and consistent at all times in all our work with those inside and outside Tusla.

Section 2 Our Logo

Primary Logo (stacked version)

The Child and Family Agency logo comprises three elements (1, 2, 3). The name Tusla is the brand and logo of the Agency. However, all written and oral communications should refer to us as the Child and Family Agency.

The Tusla brand mark must not appear on its own, without the wording below in Irish and English. These wording elements should appear directly underneath the stacked version of the logo or to the right of the landscape logo.

The logo is available to download from the Tusla HUB. There are alternative logo formats for print and digital use.

There are two formats of the Tusla mark: landscape and stacked left aligned. The stacked left aligned mark should be utilised as the primary mark, while the landscape formats is to be used where space it tight and the mark clear space is insufficient for the stacked version to be used.

The Tusla brand mark must never appear without the Irish and English descriptors. 2 An Ghníomhaireacht um Leanaí agus an Teaghlach

₃ — Child and Family Agency

Our master full colour logo

An Ghníomhaireacht um Leanaí agus an Teaghlach

Leanaí agus an Teaghlach Child and Family Agency

Our master greyscale logo



Reversed logo on Tusla gradient



Reversed single colour logo



Black & white logo



Minimum size 27mm. For digital applications, the minimum size is 100 pixels wide.

TÜSLA

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

TUSLA

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

TUSLA An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency



Single colour logo

Primary logo (landscape version)



An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Minimum size 45mm. For digital applications, the minimum size is 170 pixels wide.



Our master landscape logo

An Ghníomhaireacht um

Leanaí agus an Teaghlach **Child and Family Agency**

An Ghníomhaireacht um

Leanaí agus an Teaghlach Child and Family Agency

TUSLA An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Our master landscape greyscale logo

Reversed logo on gradient

TUSLA An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Reversed single colour logo

TÜSL

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Black & white logo









Single colour logo

The Tusla logo needs space to breathe, to be free... to express itself, so following the minimum clear space advice will maintain that freedom and help us build a strong brand margue.

The minimum outlined clear space should be applied to all variations of the logo.

The 'dot' on the Tusla 'U' specified as X2 is our unit of measurement for the clear space around our brand mark. There should always be a minimum of two 'dots' in distance of clear space surrounding our logo and the dual language type for both the landscape and stacked brand marks.

Clear space

Visual shows Tusla Logo clear space



Our master logo stacked with indicated clear space



An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Our master logo landscape with required clear space

lf you see an X don't do it.

If it can be justified within your design concept, and can be seen as a positive step for the Tusla brand logo, let us see what you have in mind.

Send us a jpeg of your design visual to **designandprint**@ **tusla.ie** and we will get back to you with our thoughts.

If you see a tick mark none of the above applies.

Just a reminder... it is important that Tusla is always scaled proportionally and not stretched. The composition of Tusla must never be altered. The colour of Tusla should never be altered to anything other than the full colour gradient, reversed, grey monochrome, single colour or black & white versions outlined in previous pages.

The examples that we've outlined are not exhaustive, so we advise that you stick to our guidelines.

The do's and don'ts

An Ghníomhaireacht um Leanaí agus an Teaghlach

Child and Family Agency

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency TUSLA An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency **TUSLA** An Ghníomhaireacht um Leanaí agus an Teaghlach

X JSLA

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

An Ghníomhaireacht um Leanaí agus an Teaghlach

Child and Family Agency

USLA

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency An Ghníomhaireacht um Leanaí agus an Teaghlach

Child and Family Agency

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An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency TÜSLA

y axis 🚶

Using Taglines

Applying unique identifiers

Using directorate identifiers or taglines.

Directorate titles are to be used in conjunction with the Tusla logo. Taglines should be reproduced in Gotham Bold and should be aligned with the strap line on the version of the logo to be used. The unique identifiers must be reproduced in the Tulsa charcoal grey.

The (y) axis of the tagline is to be equivalent to diameter of one dot from the U of the Tusla logo. Tracking on longer identifiers and taglines to be set to -20 tracking.

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Quality Assurance

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

ICT

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Corporate Services

An Ghníomhaireacht um Leanaí agus an Teaghlach

An Ghníomhaireacht um

Leanaí agus an Teaghlach Child and Family Agency

ČEO's Office

x axis

CEO's Office

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Legal

An Ghníomhaireacht um Leanaí agus an Teaghlach

An Ghníomhaireacht um

Leanaí agus an Teaghlach

Transformation

Child and Family Agency

& Policy

Child and Family Agency

Human Resources



An Ghníomhaireacht um



An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Finance

Child and Family Agency

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Section 3 Our Colour Palette

Our Colour Palette

Colour is one of the ways we express ourselves! Tusla wants to be, vibrant, eye catching and current.

As a general rule we say 'primary is perfect', so it's the primary palette that is front and centre. Having said that, we've a super strong supporting cast that can be used to complement our hero colours.

When it comes to colour we have all you'll ever need. The specifications and colour breakdowns for our colour palette will ensure that we are consistently looking our best at all times, whatever the format.

Primary colours



15

Tusla Colour Palette





Tusla Colour Wheel

Section 4 Our Typefaces

Typeface accessibility is like making sure everyone gets a seat at the font table! Think of it as giving each letter its chance to shine, regardless of who's reading. When we choose our fonts carefully, we help people with visual impairments, dyslexia, or even just those who squint at small print.

Using clear, sans-serif typefaces like Gotham or Arial can feel like a warm hug for the eyes! And let's not forget about size, no one wants to read a novel in a font so tiny or thin, it seems like a flea's diary.

Contrast is key too; a nice dark colour against a light background is like a good party, everyone can mingle! So, the next time you're picking a typeface, remember: it's not just about looking snazzy; it's about ensuring everyone can join the fun!

Our Typeface (Mac)

Gotham

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

1234567890!@£\$%^&*(){};:'"<>?,./

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*(){};:'"<>?,./

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*(){};:'''<>?,./

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*(){};:'''<>?,./

The typeface chosen to complement the Tusla brand identity is Gotham; this typeface must be used for all printed and external facing communications.

Gotham is our primary typeface to be used for titles, headings and sub headings.

Gotham is a geometric sansserif typeface family designed by American type designer Tobias Frere-Jones and released in 2000. Gotham's letterforms were inspired by examples of architectural signage of the mid-twentieth century. Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

Our Typefaces (PC)

Our outward facing typeface Gotham is not standard in Office 365, so Arial should be substituted for day to day internal use and should also be used for screen/web based applications.

Arial

Use Arial regular for body copy, and Arial bold for headings, both of these font weights are to be standard for all internal communications.

Arial is our primary internal facing typeface to be used for titles, headings and sub headings.

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*(){};:'"<>?,./

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*(){};:'"<>?,./

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*(){};:'"<>?,./

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Using Our Typeface

Headline 48pt

This is a short headline This is a short headline

Sub headline 24pt

I This is a subhead, a subhead should look like this. This is a subhead, a subhead should look like this. This is a, subhead, a subhead should look like this.

Standard paragraph 12pt It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Section 5 **Photographic Style**

Photographic Style

Tusla is fresh and most of all it's friendly, so when choosing an image to represent Tusla, follow the few simple suggestions below and you will be right on brand.

- Avoid using royalty free (RF) stock images where possible ie. (Shutterstock, Adobe Stock etc), but if budget doesn't allow, use RF imagery sparingly. Avoid literal images that depict a place, function or theme, instead use images that evoke an emotion, images that are representative of the work that Tusla does.
- 2. Choose images that are fresh, clean and simple and try not to do everything in one shot. Tusla works better in high contrast with splashes of colour that come from either our primary colour palette. We can imply feeling while having a simple clear focus.
- 3. Choose images that are positive and emphasise the communications message. Don't use imagery showing negativity, use images that tell the story.

The following pages will help you to choose the right style of image, it will also show imagery that you should avoid.

Photographic Style

Good v's Bad

Where budget does not allow for bespoke photography follow the instructions below.

The images displayed opposite are the type of images that should be sourced for your communications.

The imagery should be bright with high contrast and colour saturation, they should contain an element colour that refers back to the Tusla colour palette (NB. an item within the image can be colour corrected in Photoshop to achieve the effect).

The images should have a central focus, a theme/style that tells a story and references the communication, making it easily understood for the reader, it should be friendly and it should also have an unmistakable Irish quality about it.









Photographic Style

Good v's Bad

The images displayed opposite are the kind of images that should not be used in any of your communications.

This imagery has negative connotations containing, isolation and family dispute.

Other types of images to avoid are the smiling subject looking directly into the camera lens that looks overly contrived and lacks authenticity.









Section 6 Internal Documents

Internal

Letterheads

The Tusla stationery is designed to allow the maximum space for letter writing. The graphics are unmistakably Tusla.

When typing an internal letter, **Arial** is the preferred typeface. The type size should be no less than 10pt. Type positioning should start 60mm down and 25mm in from the left edge.

Compliment Slips and Contact Cards.

The Tusla compliment slip is designed to allow the maximum space for a short message. The graphics are unmistakably Tusla. With Compliments



Tusia - An Ghníomhaireacht um Leanaí agus an Teaghlach | Child and Family Agency Urláir 2-11, Foirgneamh Brunel, An Ceantar Theas, Baile Átha Cliath 8, DO8 X01F. Floors 2-11, Brunel Building, Heuston South Quarter, Dublin 8, DO8 X01F. www.tusia.le



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Jane Doherty Social Worker

00353 (0) 87 455 5555
jane.doherty@tusia.ie
www.tusia.ie

Tusla - An Ghníomhaireacht um Leanaí agus an Teaghlach | Child and Family Agency Urláir 2-11, Foirgneamh Brunel, An Ceantar Theas, Baile Atha Cliath 9, DOB XOIF. Filors 2-11, Brunel Building, Heuston South Quarter, Dublin 9, DOB XOIF. www.tusla.le

Internal Documents

PowerPoint Template



Presentation Title



Slide Heading

Each slide should be kept succient with a minimum of text. Bullet points should be a snapshot of what the presenter is going to be discussing and not the full text of the presentation. A maximum of six to eight bullets per slide, one short sentence only.

- one short sentence only ۲
- ۲ one short sentence only
- one short sentence only ۲ one short sentence only ۲
- one short sentence only ۲
- one short sentence only ۲



Internal Documents

Email Signature

Kind regards

John Murphy Social Worker



An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Office address (Irish) Office Address (English)

t: +353 (0) 1 345 3455 m: +353 (0) 87 345 3455 email: your.name@tusla.ie web: www.tusla.ie

Section 7 Index

Communications Design Checklist

Creating a piece of communications will require you to write a brief, create a design, and in many cases have the design printed or produced. This check list provides you with the top line considerations for each stage of the design process.

1. Brief

When preparing a brief or creating an item of communications please consider the following:

- the specific objective you wish to achieve
- the specific audience you wish to connect with and the ideas that will resonate with them
- the context within which that connection will be made
- the feelings and thoughts you wish to evoke
- the limitations and possibilities of the proposed communications channels
- how you might appropriately leverage core ideas of inclusive, efficient and progressive within the Tusla brand

2. Design

Before commencing the design process check that you have the following:

- a clear brief with an understanding of the specific audience and objectives
- a good working knowledge of the Tusla visual identity
- original InDesign templates artworks, and a Typefaces
- consider the need for 'Plain English' or other accessibility improvements
- will you meet the requirements of (Official Languages Act 2003)
- supplied information is arranged into a clear hierarchy so as to focus your message and ensure simple effective impact

3. Production

When producing artwork ensure that the following has been considered:

- original InDesign artwork templates have been used with the correct colour palette applied
- Gotham and Chronicle Text font have been used for professionally produced items
- headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- limited selection of colours are used from the colour palette with appropriate use of the primary palette
- images and graphic elements have been chosen and styled appropriately, and are appropriately captioned or contextualised
- web enabled PDF version is provided
- the final design is as simple and focused as possible

Our Glossary of Terms

These guidelines use term that designers, printers and others involved in the production process will be familiar with. The list below defines the most commonly used terms.

Mark

The Tusla mark comprises the Tusla logo and logotype.

Overprinting

The printing of one ink over another to add texture and create new colours.

Pantone

A matching and reference system used to specify exact colours (eg. PMS 2622U), particularly in the US and Europe.

Point size

System of measurement used for measuring type.

RGB

Red (R), green (G) and blue (B) are the three colours used in computer screen displays, added together they make white.

Spot Colour

A spot colour is any colour generated by an ink (pure or mixed) that is printed using a single run.

Stock

Paper type, can range in finish (matt, silk or coated) and weight (or thickness).

Template

Any item that is supplied in a format that allows the update of content e.g. e-letterhead created in MS Word.

Typeface

A collection of text characters designed with stylistic unity, usually including an alphabet of letters, numerals and punctuation marks (also known as 'font').

Artwork

Files which have been prepared and are ready to send to print.

Alignment

The vertical and horizontal position of type within a text box.

СМҮК

Cyan (C), magenta (M), yellow (Y) and black (K) are the primary inks used in the four-colour printing process. Added together they create black.

Graduation

A colour which gradually and smoothly changes from one colour into another.

Grid

Series of horizontal and vertical lines that serve as a guide for positioning design elements.

Layout

The placement of text and images to create the appearance of a page.

Lock-up

Combinations of elements of the logo and type created as one single piece of artwork e.g. Symbol + Mark.

Section 8 Funded Agency Lock-up

Tusla Funding Logos

When and where you are required to display the Tusla logo

A list of communication and publicity materials that must carry the Tusla official logo, including details for ensuring proper brand positioning and visibility can be found at www.tusla.ie/ acknowledgingtusla-funding.

The list is not exhaustive and may be added to or amended at Tusla's discretion.

English and Irish language versions

Tusla's support and funding must be acknowledged in all forms of traditional and new media communications. This includes prominent positioning in all public announcements, advertisements, marketing or fundraising campaigns, or events related to any Tusla funded service.

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

This Project Received Funding from Tusla

TUSLA An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Project Received Funding from Tusla Print and digital lock-up minimum dimensions for fully funded projects.



This Project is Fully Funded by Tusla

Minimum print size 45mm. For digital applications, the minimum size is 170 pixels wide.

Print and digital lock-up minimum dimensions for part funded projects.

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

This Project Recieved Funding from Tusla

Minimum size 27mm. For digital applications, the minimum size is 100 pixels wide.



This Project is Fully Funded by Tusla

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

This Project is Fully Funded by Tusla

An Ghníomhaireacht um Leanaí agus an Teaghlach Child and Family Agency

Fuair an Tionscadal seo Maoiniú ó Tusla



Fuair an Tionscadal seo Maoiniú ó Tusla



Tá an Tionscadal seo Lánmhaoinithe ag Tusla



Tá an Tionscadal seo Lánmhaoinithe ag Tusla

Contact

It is important that questions are asked if you are unsure how Tusla should be applied in your design. Alternative applications of the brand should be shared with the communications team so that we can ensure the identity evolves in a coherent manner.

For queries regarding the Tusla Brand Visual Identity Guidelines please email:

Rory or Alan at designandprint@tusla.ie

Alan Breen - Head of Communications Rory McAllorum - Design and Brand Manager

The Brunel Building, Heuston South Quarter, St John's Road West, Dublin 8, D08 XO1F



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