

## Introduction

Welcome to the Gandon Enterprises brand guidelines. These brand guidelines are designed to give clear, easy to follow instructions for use of the new Gandon Enterprises identity on any accompanying marketing material. It is essential that the new identity of Gandon Enterprises and its divisions be used in a consistent fashion. Therefore, the requirements set out in these guidelines must be adhered to at all times.

## Gandon Enterprises

Brand Guidelines

## Our Mission

To be the leading Irish provider and facilitator of integrated employment services for people with disabilities.

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For ease of navigation we have included a fold-out thumbnail plan so you can see everything at a glance.

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## Section 1

### The New Identity

In this chapter we introduce our new identity which includes our logo, our sub-brands, corporate colours, and fonts, showing how they should (and shouldn't) be used.

## Company Background

For more information on any of the companies within The Rehab Group, consult each company's individual guidelines included in this manual.

### Gandon Enterprises

Gandon Enterprises is one of the companies within the Rehab Group in Ireland, it has also become Ireland's largest single employer of workers with disabilities. In total some 420 people are employed under the Gandon Enterprises umbrella, 217 of whom are workers with disabilities.

Its real achievement is to have assisted workers with disabilities to prove that they do not need token jobs, that they too have a role to play in the creation of wealth in this country. Although its businesses operate in highly competitive markets, the company provides a supported environment for people with disabilities within the workplace. This includes adapted working environments and procedures, facilitative supervision and management, along with services to ease the transition into employment for people who have been out of work for considerable periods.

Gandon Enterprises has its own individual identity and corresponding set of guidelines governing its use, which work together to give a cohesive and uniform look to the company. As a Rehab Group company, its brand identity relates back to the core brand values of the Rehab brand. The Gandon Enterprises guidelines must be adhered to at all times to create unity within the Rehab Group.



Fig.1 The Gandon Enterprises Corporate Mark with Strapline

### Subdivisions

When we need to create a new part or sub brand of Gandon Enterprises, this must be done in a consistent fashion to ensure cohesion between Gandon Enterprises and its parts. The following diagram shows how Gandon Enterprises must visually treat each new service or part in the future. The subdivision name should be set in upper and lowercase Dax Regular PMS Navy 302 and ranged right. The size and location of the name is indicated in Fig.2, where the cap height of the subdivision name is equal to the x-height of the Gandon Enterprises Corporate Mark. The company strapline should not appear with any of these sub brands.



Fig.2 Gandon Enterprises subdivisions

Exceptions to the sub brands within Rehab Group and in this particular instance, Gandon Enterprises is Rehab Recycle. This is an existing consumer focussed identity and as such, should follow the same visual structure as the other companies within Rehab and follow the same rules and templates. (see page 27 for more specific guidelines regarding Rehab Recycle)



Fig.3 The Rehab Recycle logo with Strapline

## Elements of the Identity

The new Gandon Enterprises Corporate Mark is made up of three key elements which when combined form the cornerstone of the new identity.

### The Logotype

A new typeface has been developed called Rehab Sans which forms the basis for all the identities within the Rehab Group. It is this distinctive typeface which connects the organisation and its companies. The Gandon Enterprises logotype is comprised of this typeface.

### The Smile

The Smile is an important element within the new identity and again reflects the positivity and 'can do' aspect of the organisation. All companies within the organisation that carry the Rehab name also carry the smile element. A set group of three overlapping smiles has been created for each company as a useable graphical element for designed documents. These set group of smiles should not be altered in form or colour (see page 8).



Fig.4 The Smile

### Gandon Enterprises Corporate Mark

For reference purposes, when the logotype and smile element come together to form the Gandon Enterprises logo we will refer to it as the Gandon Enterprises Corporate Mark (See Fig.5). The rest of these guidelines deal with design templates surrounding its application.



Fig.5 The Gandon Enterprises Corporate Mark

### The Strapline

The Gandon Enterprises Corporate Mark may also include a descriptive phrase or advertising slogan as required. The phrase or slogan must be ranged right with the Gandon Enterprises Corporate Mark as shown in the example on the previous page. The phrase or slogan must always appear PMS Green 3415, ie. the same colour as the company smile element.

A strapline has been devised to embody the essence of Rehab and Gandon Enterprises, 'Investing in People, Changing Perspectives'. This strapline will appear with the new Gandon Enterprises logotype in all corporate communication material for the foreseeable future. The only exceptions to this are signage, merchandise and co-branding situations.

Investing in People, Changing Perspectives

Fig.6 The Organisational Strapline

# Correct Use

The size, proportion and arrangement of the Gandon Enterprises Corporate Marks have been carefully considered and it is vitally important that these relationships are constantly maintained.

## Exclusion Zone

In order to ensure that the Gandon Enterprises Corporate Mark is given adequate room for maximum impact, it must always be surrounded by a defined area of clear space or 'Exclusion Zone' which must never be breached by any other graphic element.

The Gandon Enterprises Corporate Mark must never be positioned closer to the top, foot or fore edge of a page or surface than the 'Exclusion Zone' allows. The construction of the Corporate Mark and its proportions cannot be altered in any way, eg. the distance between the smile element and the rest of the letter e cannot be modified. Nothing may infringe around the Corporate Mark shown by dimensions (e) where e = the height of the lowercase e in the logotype. Gandon Enterprises Corporate Mark is the standard mark for use in a corporate advertising or recruitment capacity where the Gandon Enterprises is being promoted.



Fig.7 The Gandon Enterprises Exclusion Zone

## Minimum Sizes

The Gandon Enterprises Corporate Mark must always be legible and should never appear below the minimum size shown here.



Fig.8 The Gandon Enterprises minimum sizes

## Optimum Sizes

The optimum width of the logos for standard page sizes are as follows:

**The Gandon Enterprises Corporate Mark**

**A5** 54mm, **A4** 76mm, **A3** 107mm

# Incorrect Use

What not to do...

It is important that the Gandon Enterprises Corporate Mark is used correctly and consistently in all applications. If it is not then the impact and recognition of the Brand will be compromised. It is essential that the Gandon Enterprises Corporate Mark is only ever reproduced using the Master Artwork supplied and guidelines for its use are adhered to at all times. The following are examples of what not to do with the new Gandon Enterprises Identity.



Fig.9 Don't stretch or squash the mark



Fig.10 Don't alter the colours



Fig.11 Don't alter the proportions or the relationship between the mark and the strapline



Fig.12 Don't type, recreate or redraw the Mark, always use the original artwork



Fig.13 Don't place the Two Colour Mark on dark or photographic backgrounds

A palette of colours has been carefully chosen to complement those used for the Gandon Enterprises Corporate Mark.

Colour Palettes

A corporate colour palette has been created for Gandon Enterprises. This palette consists of 2 main corporate colours, PMS Navy 302 which is common to all company colour palettes and PMS Green 3415 plus 4 complementary colours to give a more diverse colour structure to Gandon Enterprises as a whole.

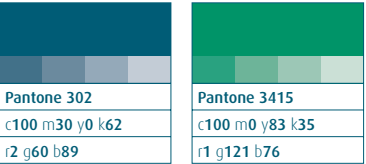


Fig.14 The Corporate Colour Palette

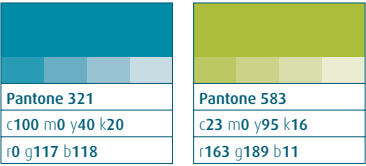
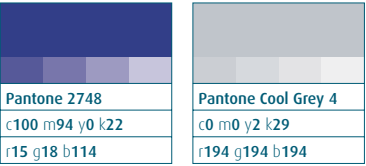


Fig.15 The Complementary Colour Palette

Corporate Colours

The Gandon Enterprises Corporate Mark may also be represented as black on a white or light coloured background or as white reversed out of a dark solid. When positioned on a coloured image, it is important to use the white Corporate Mark if the image is dark and the two colour standard Corporate Mark if the image is light. The same rules of proportion and alignment apply.



Fig.16 Two Colour Corporate Mark PMS 302, PMS 3415



Fig.17 One Colour Corporate Mark Black



Fig.18 One Colour Corporate Mark reversed out of black



Fig.19 Two Colour Corporate Mark on light backgrounds



Fig.20 One Colour Corporate Mark reversed out of dark backgrounds



# The Smile Overlap Element

The Smile Overlap Element is one of the most distinctive elements in the new Rehab identity and as such the rules governing its use should be adhered to at all times.

The proportion and arrangement of the Smiles should never be altered.

They should be cropped as shown in Fig.21, but never shown in full, ie. the tops of the Smiles should never be visible.

The colour of the Smiles can change when appropriate, examples of which are shown opposite.

When the Smiles are placed on a background which is the same colour as one of the Smiles (see Fig.23), the Smile in question can be reversed out or multiplied (ie. made darker).

The Smiles can be used as tints of the background colour once this colour is from the corporate palette. (see Fig.24)

When the Smiles are used with photography they can be used in a variety of opacities and blending modes. The Smiles should complement the image and not obscure any vital parts of the picture. (see Fig.25)

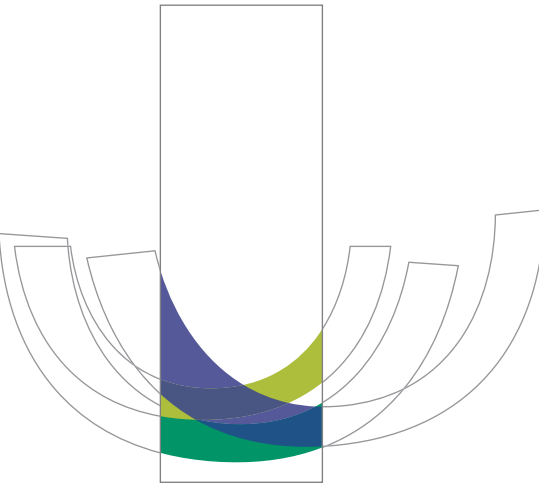
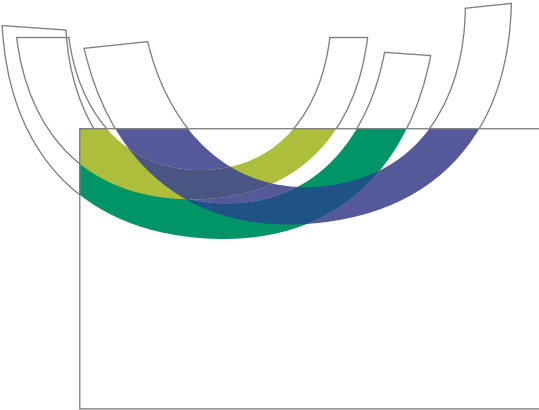


Fig.21 Cropped Smile Overlap Element

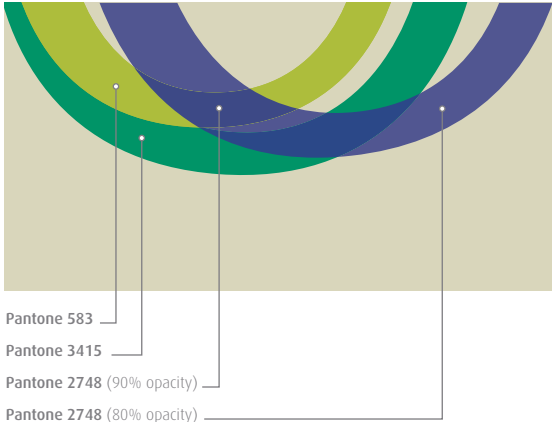


Fig.22 Smile Overlap Element on light background

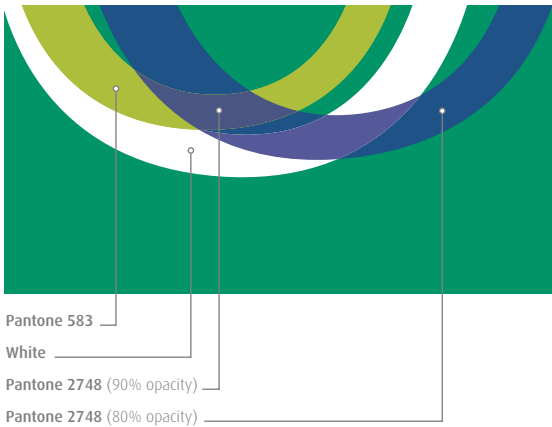


Fig.23 Same colour background as one of the Smiles

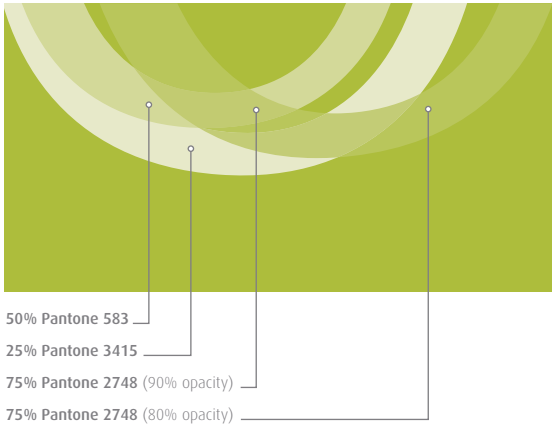


Fig.24 Smiles used as tints of the background colour



Fig.25 Examples of Smile Overlap Element on different backgrounds



Fonts

As part of creating a corporate look, a set of fonts is recommended for internal and external publications.

Dax

For externally designed documents the standard typeface chosen for Gandon Enterprises is Dax. It comes in varying weights of Light, Regular, Medium, Bold, Black and Extra Bold. It is to be used in company stationery, for headings and as body copy in all content ie. brochures and all printed publications.

Dax

Light  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Light Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Regular  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Medium  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Medium Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Bold**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Bold Italic***  
***abcdefghijklmnopqrstuvwxyz 1234567890***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**Extra Bold**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Extra Bold Italic***  
***abcdefghijklmnopqrstuvwxyz 1234567890***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**Black**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Black Italic***  
***abcdefghijklmnopqrstuvwxyz 1234567890***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Verdana

For all internal PC created documents and e-mails we have chosen the font Verdana, as it is a standard PC font. This font has been chosen as it is universally available on all standard PCs. Verdana should be set as the default font on all PCs and laptops: To do so, start Microsoft Word, choose format, fonts, select ‘Verdana’, click on default and press yes.

Verdana

Regular  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Regular Italic*  
*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Bold**  
**abcdefghijklmnopqrstuvwxyz 1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Bold Italic***  
***abcdefghijklmnopqrstuvwxyz 1234567890***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Avenir

When designing an ‘easy read’ document specifically for the visually impaired we recommend that Avenir be used in 18 point.

Avenir  
Light  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Section 2  
Stationery Specification

Gandon Enterprises has a template for all its stationery which is consistent to all companies within the Rehab Group.

QuarkXPress templates for all the stationery and letter templates for Microsoft Word are available for download at [www.rehab.ie/branding](http://www.rehab.ie/branding) Base stock of all stationery can be ordered from each company’s appointed marketing co-ordinator, see Brand Management Section in the intro booklet.

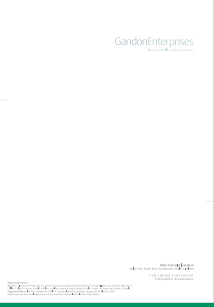
There are three stages involved in the production and print of all Gandon Enterprises Stationery.



Letterhead Back



Letterhead Front



Stage One

The Gandon Enterprises base stock is printed with the logo, smiles and any other elements common to all Gandon Enterprise departments. This is ordered in bulk to reduce printing costs, and is held in the printers until such time as it is required.

Stage Two

The Gandon Enterprises base stock is overprinted in grey with the relevant department details, ie. address, phone and fax numbers, email and web addresses, company directors and other legal information.

Stage Three (letterheads only)

A letter template for Microsoft Word is available to help staff in producing written letters in a consistent manner.



Letterhead

For helpful hints on how to set letters and other correspondence see the note below.

Measurements

All type sizes are specified in points, all other dimensions are in millimetres and indicated by the grey boxes.

Size 210mm x 297mm

Stock 120gsm Revive Uncoated

Follower

The follower should be used when a letter requires more than one page, each additional page should be a follower rather than a letterhead or blank sheet.

Base stock of all stationery can be ordered from each company’s appointed marketing co-ordinator, see Brand Management Section in the intro booklet.

Size 210mm x 297mm

Stock 120gsm Revive Uncoated

- Front** Corporate Mark with Strapline
- Colours** PMS Navy 302, PMS Green 3415  
Overprint of details PMS Cool Gray 10
- Type** Localisation address (where necessary)  
8.5pt Dax Bold on 9.5pt leading
- Company Details  
7.5pt Dax Regular on 9.5pt leading
- T, F, E and W (Abbreviations of Telephone, Fax, Email and Web) 7.5pt Dax Medium
- Directors and taxation information  
6pt Dax Regular on 8pt leading
- Headings  
6pt Dax Medium on 8pt leading
- Services Details  
8.5pt Dax Regular
- Note** If required, additional Third Party logos should be placed in the area shown.



Letterhead Front

- Front** Corporate Mark with Strapline
- Colours** PMS Navy 302, PMS Green 3415
- Note** Followers are single-sided only.



Follower Front

- Back** Smile Overlap Element (as shown)
- Colours** PMS Green 583, PMS Green 3415, PMS Blue 2748
- Type** Printed on Recycled Paper  
6pt Dax Regular
- ‘A Rehab Group Company’  
6pt Dax Medium PMS Green 583
- Note** The Smile Overlap Element should not be recreated or redrawn in any way. It is available for download at [www.rehab.ie/branding](http://www.rehab.ie/branding)



Letterhead Back

Information for Gandon Enterprises staff

The font Verdana must be used as the standard correspondence font in no bigger than 12pt on 14pt line spacing. All stationery templates in QuarkXPress are available for download at [www.rehab.ie/branding](http://www.rehab.ie/branding) Letter templates in Microsoft Word are also available for download at [www.rehab.ie/branding](http://www.rehab.ie/branding) or from the IT department.

Correspondence typing specifications

For the correct layout and specifications for the typing of all correspondence, please follow these guidelines.

- Body text to be set in 10pt Verdana regular on 14pt line spacing following the specifications below.
- Punctuation should be kept to an absolute minimum (ie. ltd not ltd.).
- All punctuation including the full stop should be followed by a single space.
- The full stop should be eliminated after ? or !

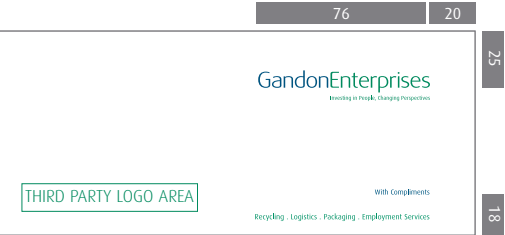
- The colon should never be used in preference to the dash and should never be used with a dash.
- Punctuation should be set next to the word with no extra space between. (ie. the end. not the end .)
  - Use single quotes as opposed to double quotes (‘ rather than “).
  - Marks of omission should only contain three points (...).
  - Capitals are recommended only for titles and headings.
  - Bold should be used in preference to italics within body text to distinguish items of importance.
  - Use words for numbers up to nine and numerals for larger numbers (10, 11, 12) except for reference coding (2.3), measures or fractions.
  - Dates should be expressed without punctuation (1 January 2004). Use the minimum figures in describing a length of years (2001 – 04).

Compliment Slip

Size 210mm x 90mm  
Stock 120gsm Revive Uncoated

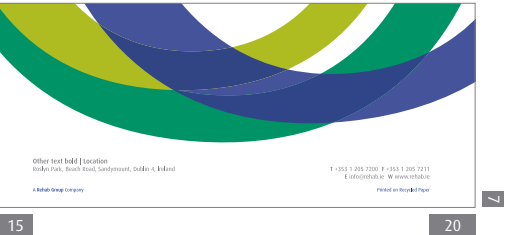
Measurements  
All type sizes are specified in points,  
all other dimensions are in millimetres  
and indicated by the grey boxes.

- Front Corporate Mark with Strapline
- Colours PMS Navy 302, PMS Green 3415
- Type With Compliments  
9pt Dax Regular
- Note If required, additional Third Party logos should be placed in the area shown.



Compliment Slip Front

- Back Smile Overlap Element (as shown)
- Colours PMS Green 583, PMS Green 3415, PMS Blue 2748, Overprint of details PMS Cool Gray 10
- Type Localisation address (where necessary)  
8.5pt Dax Bold on 9.5pt Leading  
  
Company Details  
7.5pt Dax Regular on 9.5pt Leading  
  
T, F, E and W (Abbreviations of Telephone, Fax, Email and Web) 7.5pt Dax Medium  
  
'A Rehab Group Company'  
6pt Dax Regular  
  
Printed on Recycled Paper  
6pt Dax Regular

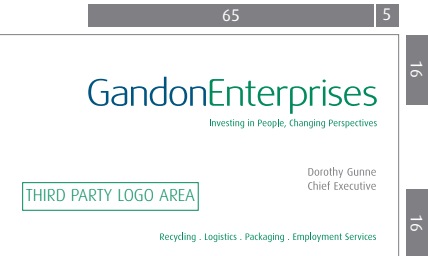


Compliment Slip Back

Business Card

Size 90mm x 50mm  
Stock 350gsm Revive Uncoated

- Front Corporate Mark with Strapline
- Colours PMS Navy 302, PMS Green 3415  
Overprint PMS Cool Gray 10
- Type Name and Title  
7pt Dax Regular on 9pt Leading
- Note Services Details  
6pt Dax Regular  
  
If required, additional Third Party logos should be placed in the area shown.



Business Card Front

- Back Smile Overlap Element
- Colours PMS Green 583, PMS Green 3415, PMS Blue 2748, Overprint PMS Cool Gray 10
- Type Localisation address (where necessary)  
7pt Dax Bold on 9pt Leading  
  
Company Details  
7pt Dax Regular on 9pt Leading  
  
T, F, E and W (Abbreviations of Telephone, Fax, Email and Web) 7pt Dax Medium  
  
'A Rehab Group Company'  
5pt Dax Medium

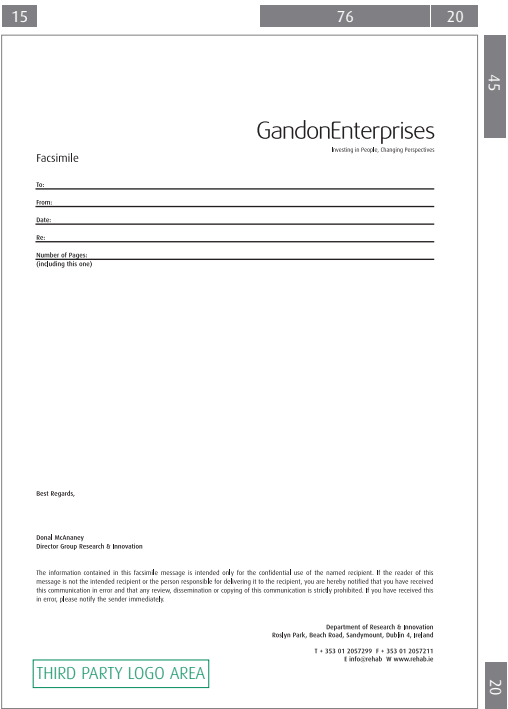


Business Card Back

Fax and Memo

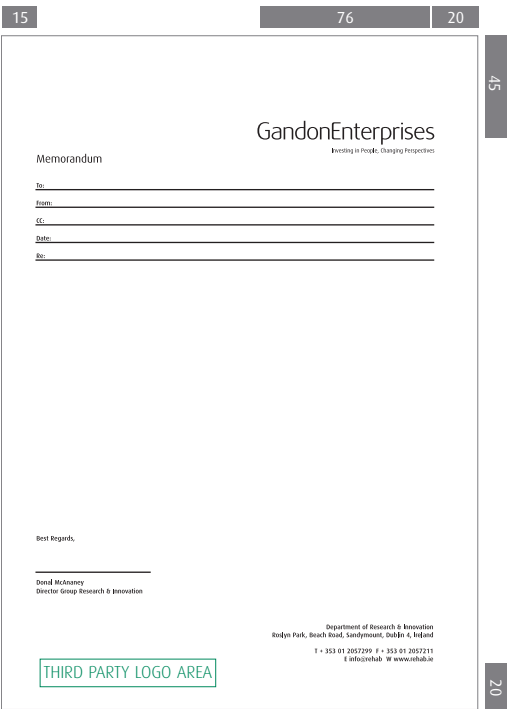
Size 210mm x 297mm  
Stock 120gsm Revive Uncoated

- Fax
- TypeBlack Corporate Mark with Strapline  
Title  
12pt Verdana Regular  
Headings and Company details  
10pt Verdana Bold on 10pt leading  
Sub text (any legal info or disclaimers)  
7.5pt Verdana Bold on 10pt leading
- NoteIf required, additional Third Party logos should be placed in the area shown.



Fax

- Memo
- TypeBlack Corporate Mark with Strapline  
Title  
12pt Verdana Regular  
Headings and Company details  
10pt Verdana Bold on 10pt leading
- NoteIf required, additional Third Party logos should be placed in the area shown.



Memo

Report Cover

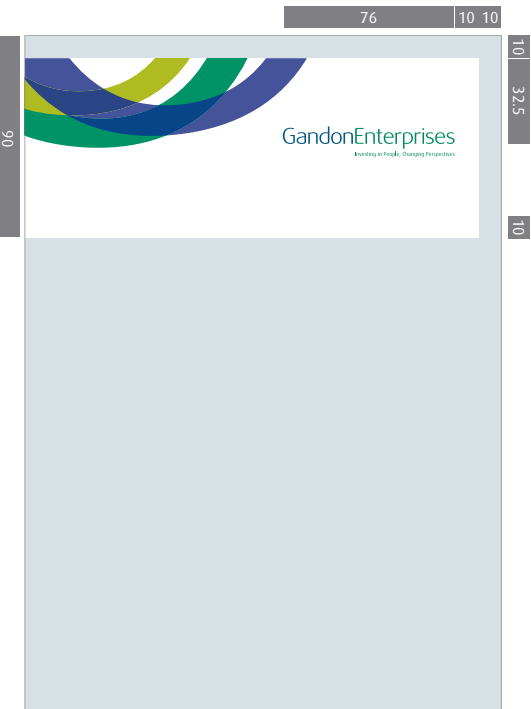
Size 210mm x 297mm  
Stock 170gsm Revive Uncoated

Measurements  
All type sizes are specified in points, all other dimensions are in millimetres and indicated by the grey boxes.

- Front
- ColoursPMS Green 583, PMS Green 3415, PMS Blue 2748, Overprint PMS Cool Gray 10
- NoteA choice of three different coloured covers are available. When presenting reports alongside other Group Companies, the standard report (shown here) should be used.
- TypeTitle  
18pt Dax Regular on 21pt Leading

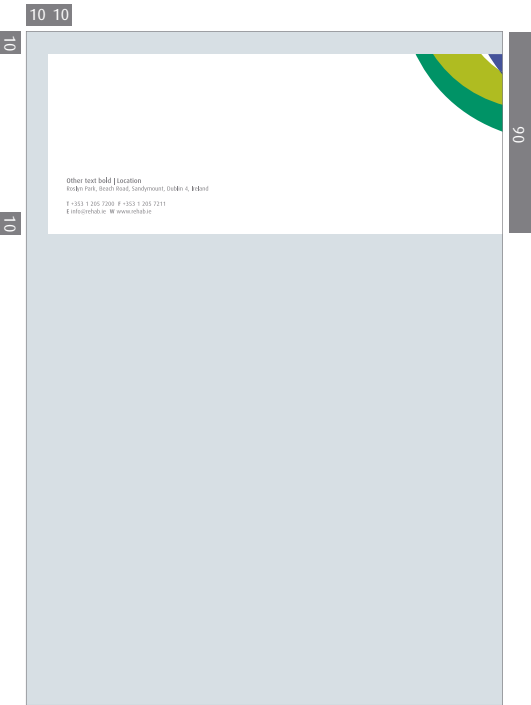


Colour Options for Report Covers



Standard Report Cover Front

- Back
- ColoursPMS Green 583, PMS Green 3415, PMS Blue 2748, Overprint PMS Cool Gray 10
- TypeLocalisation address (where necessary)  
8.5pt Dax Bold on 9.5pt Leading  
Company Details  
7.5pt Dax Regular on 9.5pt Leading  
T, F, E and W (Abbreviations of Telephone, Fax, Email and Web) 7.5pt Dax Medium



Standard Report Cover Back



### Section 3

#### Printed Publications

All printed publications must adhere to Gandon Enterprises guidelines. A template has been developed for corporate publications to retain consistency and simplify the design process.

All printed publications for public use should be produced by a professional designer. For a list of recommended companies contact the brand management team.

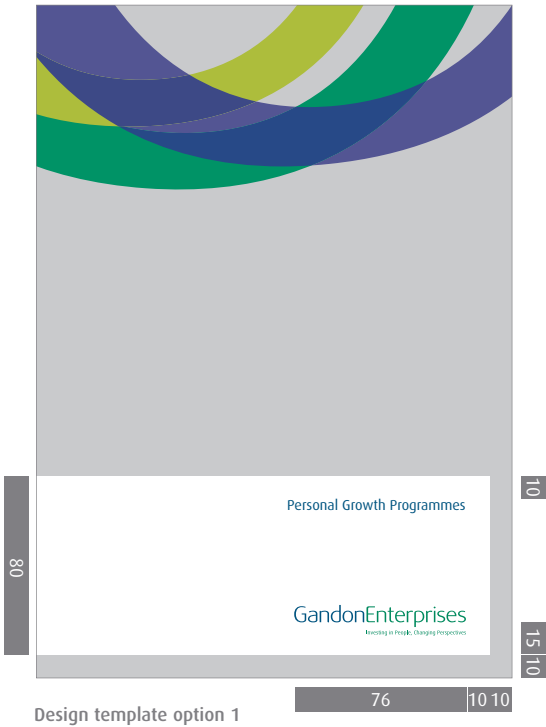
Measurements  
Examples shown here are A4 Portrait format, all dimensions are in millimetres and indicated by the grey boxes. For examples of how the templates can be applied to a variety of formats see overleaf.

To allow for greater flexibility in our publications a simple template has been designed which can be used in a variety of ways. This template includes a number of key elements – the Smile Overlap Element, the Gandon Enterprises Corporate Mark, the corporate colours and fonts.

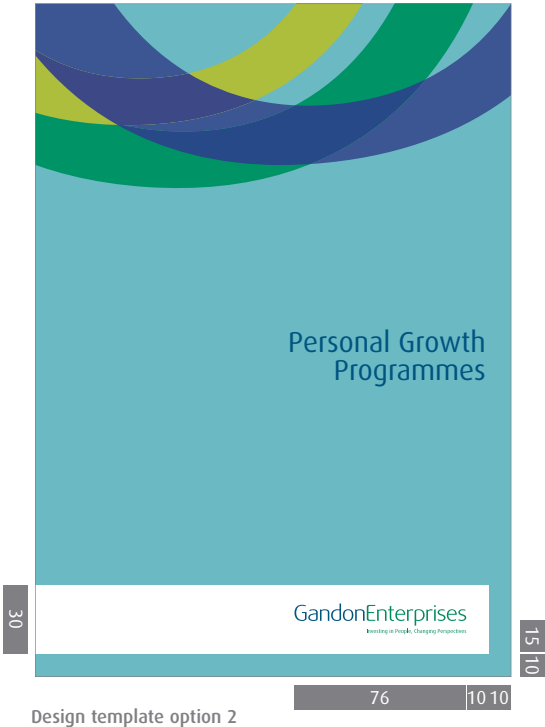
Some basic guidelines apply ensure a consistency of style. Examples of how this basic design template should be applied to printed material can be seen on the following pages.

Using the Template

- The Corporate Mark should always be placed on a white box, which bleeds off the left hand side but stops short on the right (unless the background colour is white as in option 3).
- If the white box is placed at the top, then the logo should be at the top right.
- If the white box is placed at the bottom then the Corporate Mark should be placed at the bottom right.
- The Smile Overlap Element should always bleed off the page.
- The Smile Overlap Element’s shape and proportion is fixed, and should not be altered.
- The Smile Overlap Element can be proportionally scaled when appropriate.
- The colours used should be from the corporate palette. (see page 8)
- The typeface Dax should be used at all times, except for visually impaired/easy read documents which should be set in 18pt Avenir.
- If the white box is at the top, then the logo should be vertically centred within the box as shown in option 4.



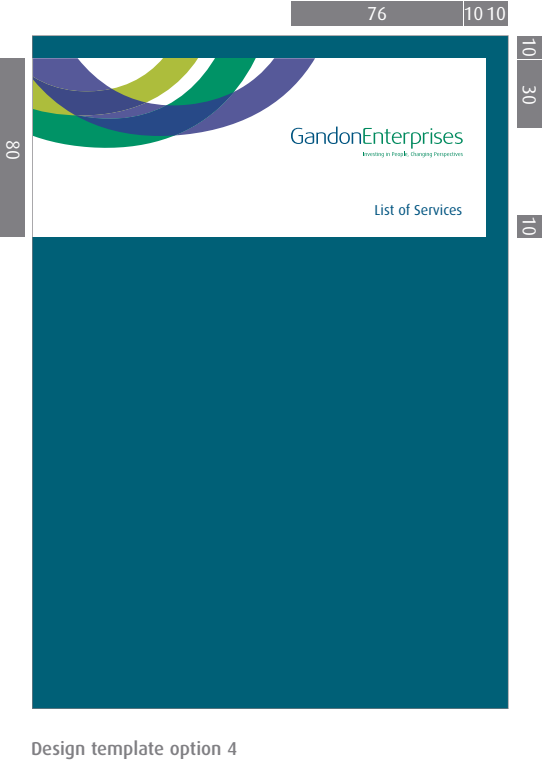
Design template option 1



Design template option 2



Design template option 3



Design template option 4

# The Design Templates in Use

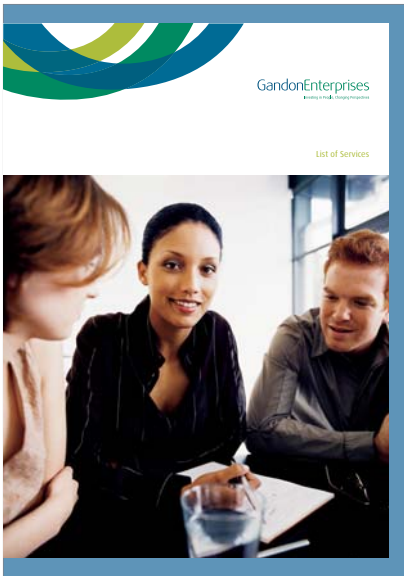
When photography is added and the full scope of the colour palettes are utilised, the flexibility of the new identity becomes apparent.



Example of a Brochure Cover



Example of a Report Cover



Example of a Case Study



Example of a DL Leaflet Cover



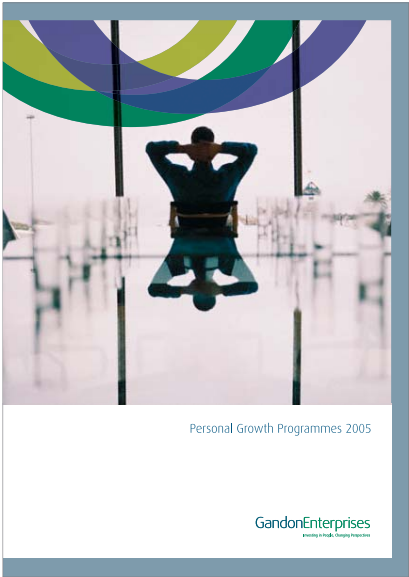
Example of an A5 Programme Cover



Example of a Brochure Cover



Example of an Invitation



Example of a Programme Cover

## Style of Photography

To achieve a consistency across all communication material it is important that all photography selected is of a similar style. As a guide, we would recommend only using shots which capture the positive personality of Gandon Enterprises in an inventive and friendly way. Through this style of photography we would hope to capture the essence of Gandon Enterprises.

## Back of All Printed Material

To reinforce the strength of the Rehab Brand and the organisation as a whole, all companies within the group should be listed on the back of all Gandon Enterprises printed publications when adequate space is available. The names should be in the same colour and set in Dax Regular. The line 'a Rehab Group Company' must be on the back of all publications.



Example of a Programme Back Cover





# Section 4

## Miscellaneous

The following shows how the Gandon Enterprises Corporate Mark can be applied to various items, maintaining the strength and integrity of the brand.

To allow for the flexibility in our advertising a simple template has been designed which can be used in a variety of ways. Some basic guidelines govern its use and ensure a consistent style is applied to all Advertising material.

- The Rehab Brand Mark should be used for all general advertising. The Gandon Enterprises Corporate Mark should only be used for corporate applications such as recruitment advertising or where the purpose is to promote Gandon Enterprises.
- The Smile Overlap Element should always be used, except in circumstances where it may detract from the power of the image.
- Its shape and proportion are fixed, and should not be altered. It can be scaled when appropriate.
- The Corporate Mark should always be placed on white in the bottom right corner.
- The colours used should be from the corporate palette.
- The typeface Dax should be used at all times.

## Director of Corporate Clinical Governance

Gandon Enterprises is the health and social care division of the Rehab Group. Our aim is to enhance the lives of all of our clients through the provision of high quality and flexible services. We presently provide and are developing a number of services throughout Ireland, including Resource Centres, Residential Services, Supported Accommodation, Sheltered Workshops, Centre Respite Care and a range of Home Support Services.

Gandon Enterprises has introduced this new position in order to respond to the increasingly important clinical governance agenda. Reporting to the Chief Executive, RehabCare and as a member of the executive management team, the postholder will have responsibility for all aspects of governance including risk management, clinical risk management, audit and compliance with the National Standards for Disability Services (NSDS) and other sector regulations. The person appointed to this new position will be responsible for the research, development, implementation and assessment of all clinical input required within existing and developing RehabCare services. He/she will take lead role in the development, implementation and monitoring of a clinical risk strategy for services and the development of regional clinical supports.

The successful candidate will be required to hold and demonstrate the following:

- A recognised professional qualification and have recent suitable experience at a senior management level extending over a 5 year period.
- A proven record of managerial achievement in current and previous posts.
- Ability to implement change in clinical and organizational practice.
- Leadership, delegation and decision-making skills in a multi-service, multi-location environment.
- Previous experience in the management of staff, facilities and resources.
- Ability to communicate effectively within internal and external environments.
- Proficiency in the use of IT applications.
- A full, clean driving licence.

Applicants are invited to forward a letter of application and two copies of their curriculum vitae to: Human Resources Department, RehabCare, Roslyn Park, Beach Road, Sandymount, Dublin 4, by Tuesday 30th November 2004.

Job descriptions for this position are available from 012057308 or [www.rehab.ie](http://www.rehab.ie)

Rehab is an Equal Opportunities Employer

Example of Full Colour Recruitment Advert

## Investing in people, changing perspectives

Reporting to the Chief Executive, National Learning Network and as a member of the executive management team, the postholder will have responsibility for all aspects of governance including risk management, clinical risk management, audit and compliance with the National Standards for Disability Services (NSDS) and other sector regulations.

The person appointed to this new position will be responsible for the research, development, implementation and developing National Learning Network services.

Example of Press Advert

## Investing in people, changing perspectives

Example of 48 Sheet Poster

## Programmes Facilitator

RehabGroup Sheltered Workshop Service, Bantry, Co. Cork

**RehabGroup is the health and social care division of the Rehab Group. Our aim is to enhance the lives of all of our clients through the provision of a high quality, flexible, person centred services. We presently provide and are developing a number of services, including Resource Centres, Supported Accommodation, Respite Care, Sheltered Workshops, Home Based Service and a range of services to individuals with Autistic Spectrum Disorder.**

The successful candidate to this position will report to the Community Service Managers through the Programmes Supervisor and facilitate service users in their choices. The programmes available may include independent living, personal development and occupational and leisure activities, within the context of a quality of life model. Health and Social Care experience, preferably within the field of disability is essential. Excellent communication skills and the ability to ensure the dignity, privacy and choice of the service user at all times is also necessary.

Please telephone 01-2057321 (voicemail in operation) for an application form which should be returned not later than Friday 17th September 2004 to: Human Resources Department, RehabCare, Roslyn Park, Sandymount, Dublin 4. To find out more about RehabCare visit: [www.rehab.ie](http://www.rehab.ie)

Rehab is an Equal Opportunities Employer

Example of Black and White Recruitment Advert

To ensure a consistent look is maintained in all our communications, Powerpoint templates have been created. These templates should be used for all Gandon Enterprises presentations.

A choice of two different coloured opening slides are available. When presenting alongside other group companies, the standard cover (shown here) should be used. Two background slides are also available, with most commonly used slides preloaded.

## Gandon Enterprises

Investing in People, Changing Perspectives

Personal Growth Programmes 2005

Standard opening slide layout

## Gandon Enterprises

Investing in People, Changing Perspectives

Personal Growth Programmes 2005

Opening slide layout option 2

Colours

All colours used should be from the corporate palette (see page 8). For ease of use these colours have been preloaded into the templates.

Type

Title  
21pt Verdana Bold on 21pt line spacing

Sub Headings  
18pt Verdana Bold on 21pt line spacing

Body Text  
16pt Verdana Regular on 21pt line spacing

**Title of Presentation**

- Example of first bullet point
- Example of second bullet point, some longer than others
- Example of third bullet point
- Example of fourth bullet point, some longer than others
- Example of fifth bullet point
- Example of sixth bullet point

**Expenditure**

- 1st Qtr Average 30k
- 2nd Qtr Average 28k
- 3rd Qtr Average 32k
- 4th Qtr Average 25k

**Use of Imagery**

- Images can be used to illustrate points or to break up text heavy presentations.
- Imagery should be relevant and not detract from the presentation.
- Images should be cropped or resized proportionately and not stretched or squashed.

Examples of inside slide layout

Co-Branding

The relationship between the Gandon Enterprises Corporate Mark and other third party logos should be carefully considered to ensure the Gandon Enterprises remains prominent. The company strapline should not be used in any co-branding situations.

Other Group Companies

When the Gandon Enterprises Corporate Mark is used alongside other Rehab Group Company Marks (such as on signage, which is covered overleaf) we recommend that the height of all the other Corporate Marks is kept the same, keeping an equal level of importance.



To reinforce the strength of the Rehab Brand and the organisation as a whole, all companies within the group should be listed on the back of all Gandon Enterprises printed publications when adequate space is available. The names should be in the same colour and set in Dax Regular. The line ‘a Rehab Group Company’ must be on the back of all publications.



Sub-Brands

On occasion it may be necessary to include certain third party logos such as accreditations or sub-brands. Any such logos should be placed discreetly to ensure the Gandon Enterprises Corporate Mark remains prominent. On letterheads an area has been assigned to house them and they should always be overprinted in Pantone Cool Gray 10 as shown and never in full colour.



Equal Prominence

Certain funding bodies and sponsors may require equal prominence, in this case we recommend that the size of all logos be visually balanced to keep an equal level of importance (as shown).



Rehab Recycle

The following shows how the Rehab Recycle brand fits into the overall Rehab company structure and where its logo should and shouldn’t be used.



The Rehab Recycle logo with strapline

Rehab Recycle is Ireland’s premier post consumer waste recycler and is possibly the most visible of all the Rehab Group parts. As such it needs to be treated in the same way visually as the other companys within Rehab Group whilst remaining firmly a part of Gandon Enterprises.

The same rules and guidelines which govern the overall Rehab corporate identity apply to all of Rehab Recycle’s marketing and promotional literature. All colours must be from the Gandon Enterprises colour palette and only Rehab corporate fonts may be used.

The following is a list of all marketing items which will carry the Rehab Recycle logo and which follow the same rules and templates as the rest of the companys within the Rehab Group.

- Stationery
- Signage
- Brochures/Leaflets
- Advertising

Brochures and advertising should only carry the Rehab Recycle logo when they are specific to Rehab Recycle and not promoting Gandon Enterprises.

All brochures and promotional material must carry the list of Rehab companys on the back and the line Part of Gandon Enterprises, a Rehab Group Company must appear on everything in place of the line A Rehab Group Company.

Bins and Vehicles

The most prominent channel of communication for the Rehab Recycle brand is via the Rehab Recycle bins and vehicles. That it is why it is very important that these are treated in the same visual way as the rest of the Rehab collateral. The following are diagrams of both the Rehab Recycle bins and vehicles and how they should be treated from a design/brand perspective.



Rehab Recycle logo vehicle

Signage

All signage templates have been designed in proportion to Gandon Enterprises signage to ensure consistency. The company strapline should not be used in any co-branding situations.

Gandon Enterprises Signage

All signage carrying either the Gandon Enterprises Corporate Mark or any combination of the Company Marks must adhere to these guidelines. This is to ensure consistency and visual strength of the brand within the public domain. All Gandon Enterprises locations and facilities carry the Gandon Enterprises Identity in a prominent position outside the building.



Example of Approach Signage



Example of External Directional Signage



Example of Large External Fascia Signage



Example of Small External Fascia Signage

Multiple Location Signage

When more than one group company occupies a location the signage changes as follows. The Smile Overlap Element must be in the Group colours and regardless of which companies are present, each company will use its full colour logo. The size and position of the logo is based on the Gandon Enterprises logo, unless the National Learning Network is present.

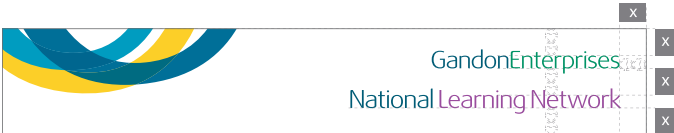


Example of Combined Approach Signage

If the National Learning Network is present, then all logos are scaled to the same proportion (same typesize). In all cases the shortest logo goes on top, the longest goes on the bottom.



Example of Combined External Sign



Example of Combined Small External Fascia Signage

# Merchandise

The following shows how the logo and brand elements can be applied to a variety of promotional items. The company strapline should not be used in any co-branding situations.

All merchandise carrying the Gandon Enterprises Corporate Mark needs to be approved by the Gandon Enterprises Marketing Rep.



Contact:

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