

Introduction

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

Rehab Group Brand Guidelines

Our Purpose

To promote equality and to fight disadvantage by providing world class training, education, employment, health and social care services and by using our influence to create a more inclusive society.



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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, corporate colours and fonts, showing how they should (and shouldn't) be used.

Corporate Brand Structure

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

Rehab

Rehab is the over-arching, consumer brand which will be used in **consumer** brand related advertising and marketing activities. It will always be accompanied by the organisational message or strapline. (See Fig.1)

The word Rehab is viewed very positively by service users and the general public. Because of this it has been infused with new values, which migrate across all other areas of the organisation that carry the Rehab name. (See Introduction booklet)

Rehab Group

Rehab Group is the corporate structure which manages all of Rehab's commercial activity including marketing and communication. All Rehab companies sit within the Rehab Group brand in Ireland.

Rehab

Investing in People, Changing Perspectives

Fig.1 The Rehab Brand Mark with Strapline

RehabGroup

Investing in People, Changing Perspectives

Fig.2 The Rehab Group Corporate Mark with Strapline

Elements of the Identity

The new Rehab Brand Mark and Rehab Group Corporate Brand Mark are 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 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 division as a useable graphical element for designed documents. These set groups of smiles should not be altered in form or colour (see page 8).



Fig.3 The Smile

Rehab Brand Mark & Rehab Group Corporate Mark

For reference purposes, when the logotype and smile element come together to form the Rehab logo we will refer to it as the Rehab Brand Mark (See Fig.4). The Rehab Group logo will be referred to as the Rehab Group Corporate Mark (See Fig.5). The rest of these guidelines deal with design templates surrounding its application and the Rehab Group Corporate Mark will be used in all examples. The individual company logos will be referred to as the Rehab Corporate Marks. The new individual company identities and Corporate Marks are dealt with separately in these guidelines.

Rehab

Fig.4 The Rehab Brand Mark

RehabGroup

Fig.5 The Rehab Group Corporate Mark

The Strapline

The Rehab Brand Mark and the Rehab Group Corporate Mark may also include a descriptive phrase or advertising slogan as required. The phrase or slogan must be ranged left with both the Rehab Brand Mark and Rehab Group Corporate Mark as shown in the examples on the previous page. This differentiates them from the individual companies (including both Rehab Council and Rehab Holdings identities) where the phrase or slogan must be ranged right when appearing with each of the companies' Corporate Marks as shown in each divisional section. The phrase or slogan must always appear in the main corporate colour of the individual Rehab company, ie. the same colour as the company smile element.

A strapline has been devised to embody the essence of Rehab and to unite all the companies under one single unifying message. 'Investing in People, Changing Perspectives' will appear with the new Rehab 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' represents the service side of the business and the 'Changing Perspectives' represents the campaigning nature of the organisation (See Fig.6).

Investing in People, Changing Perspectives

Fig.6 The Organisational Strapline

Correct Use

The size, proportion and arrangement of the Rehab Group 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 Rehab Brand 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 Brand Mark and 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 Brand 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 Brand Mark shown by dimensions (e) where e = the height of the lowercase e in the logotype. This Rehab Brand Mark is the standard mark for use in a corporate advertising capacity where the Rehab brand is being promoted. All promotional activity carried out by the Rehab Group or any of its divisions will carry its own individual identity or Corporate Mark.



Fig.7 The Rehab Exclusion Zone



Fig.8 The Rehab Group Exclusion Zone

Minimum Sizes

The Rehab Brand Mark and Rehab Group Corporate Mark must always be legible and should never appear below the minimum size shown here.



Fig.9 The Rehab minimum sizes



Fig.10 The Rehab Group minimum sizes

Optimum Sizes

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

The Rehab Brand Mark

A5 30mm, A4 43mm, A3 60mm

The Rehab Group Corporate Mark

A5 35mm, A4 50mm, A3 70mm

Incorrect Use

What not to do...

It is important that the Rehab Brand Mark and Rehab Group Corporate Mark are 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 these Brand Marks are only ever reproduced using the Master Artwork supplied and guidelines for their use are adhered to at all times. The following are examples of what not to do with the new Rehab Identity.



Fig.11 Don't stretch or squash the mark



Fig.12 Don't alter the colours



Fig.13 Don't alter the proportions or the relationship between the mark and the strapline



Fig.14 Don't type, recreate or redraw the Mark, always use the original artwork

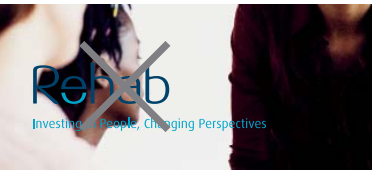


Fig.15 Don't place the Two Colour Mark on dark or photographic backgrounds

A palette of colours has been carefully chosen to complement those used for the Rehab Brand Mark, Rehab Group Corporate Mark and by other companies within Rehab Group.

Colour Palettes

A corporate colour palette has been created for Rehab the organisation and Rehab Group. This palette consists of 2 main corporate colours, PMS Navy 302 which is common to all company colour palettes and PMS Turquoise 313 plus 4 complimentary colours and 4 extended colours taken from each of the 4 Rehab companies to give a more diverse colour structure to Rehab and Rehab Group as a whole.

These 4 extended colours can be used when referring to a group company within a Rehab Group publication, eg. the Annual Report. They may also be used in addition to the complementary palette, if a wider range of colours is necessary for a particular job.

Pantone 302	Pantone 313
c100 m30 y0 k62	c98 m0 y14 k5
r2 g60 b89	r0 g138 b163

Fig.16 The Corporate Colour Palette

Pantone 629	Pantone 632
c31 m0 y9 k0	c88 m0 y20 k2
r168 g138 b163	r22 g156 b171

Pantone 5265	Pantone 453	Pantone 7406
c75 m78 y0 k51	c2 m0 y27 k19	c0 m23 y98 k2
r40 g33 b90	r218 g217 b172	r255 g209 b0

Fig.17 The Complementary Colour Palette

National Learning Network	Care
Pantone 513	Pantone 200
c51 m95 y0 k0	c0 m100 y60 k12
r143 g39 b143	r219 g0 b41

Enterprises	Lotteries
Pantone 3415	Pantone 1795
c100 m0 y83 k35	c0 m94 y75 k0
r1 g121 b76	r255 g19 b0

Fig.18 The Extended Colour Palette
(consisting of the main colours from each Rehab Group Company’s colour palette)

Corporate Colours

The Rehab Group 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.

Rehab

Investing in People, Changing Perspectives

Fig.19 Two Colour Corporate Mark PMS 302, PMS 313

RehabGroup

Investing in People, Changing Perspectives

Fig.20 One Colour Corporate Mark Black



Fig.21 One Colour Corporate Mark reversed out of black

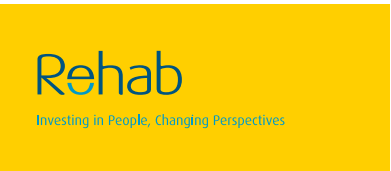


Fig.22 Two Colour Corporate Mark on light backgrounds



Fig.23 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.24, 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.26), 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.27)

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.28)

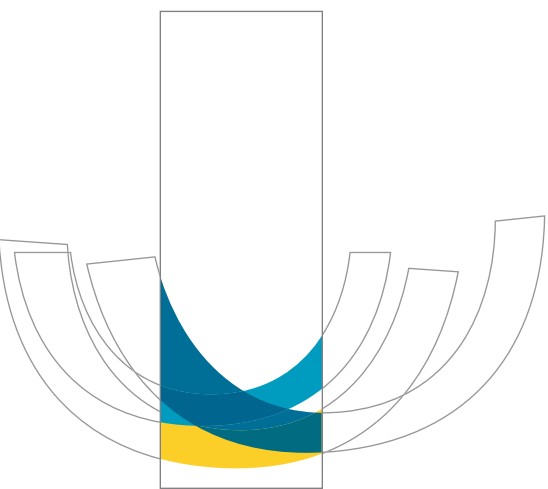
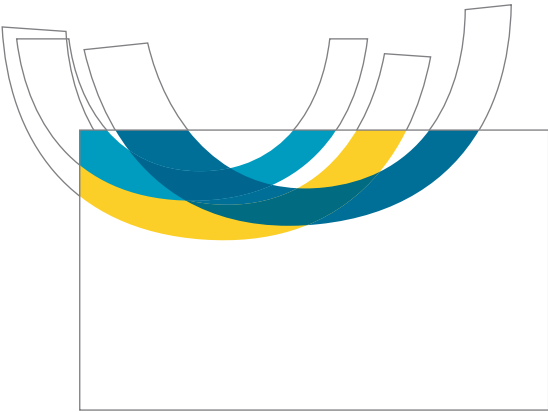


Fig.24 Cropped Smile Overlap Element

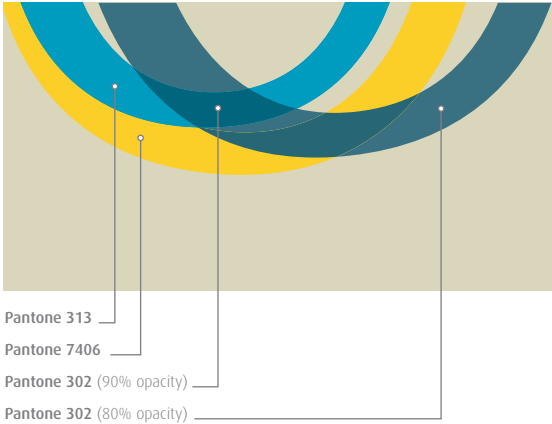


Fig.25 Smile Overlap Element on light background

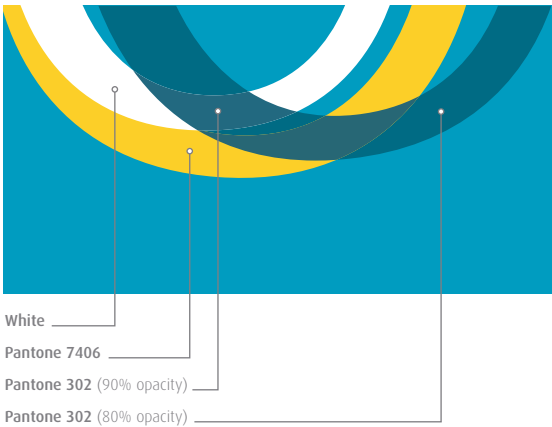


Fig.26 Same colour background as one of the Smiles

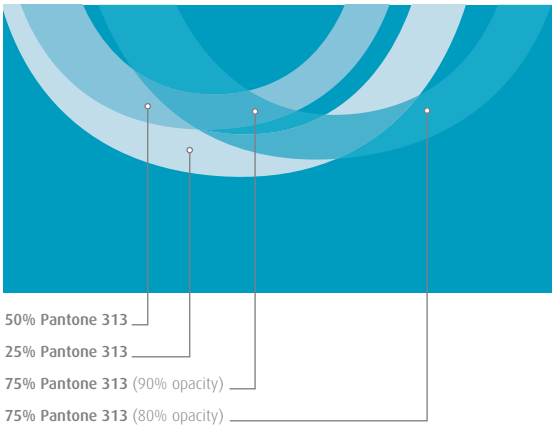


Fig.27 Smiles used as tints of the background colour



Fig.28 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 Rehab Group 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

A corporate stationery template has been designed for the Rehab Group which is common to all companies within the organisation. This is to ensure consistency across all parts of the Rehab Group. A system has been created for the ordering and printing of stationery.

QuarkXPress templates for all the stationery and letter templates for Microsoft Word are available for download at www.rehab.ie/branding Base stock of all stationery can be ordered from each company’s appointed marketing co-ordinator, see the Brand Management section in the Introduction Book.

There are three stages involved in the production and print of all Rehab Group Stationery.

Stage One

The Rehab Group base stock is printed with the logo, smiles and any other elements common to all Group 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

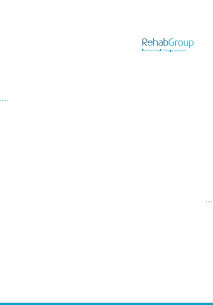
The Rehab Group base stock is overprinted in grey with the relevant department details, ie. address, phone and fax numbers, email and web addresses, company directors and other legal information.

Stage Three (letterheads only)

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



Letterhead Back



Letterhead Front



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 Turquoise 313
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

Note If required, additional Third Party logos should be placed in the area shown.

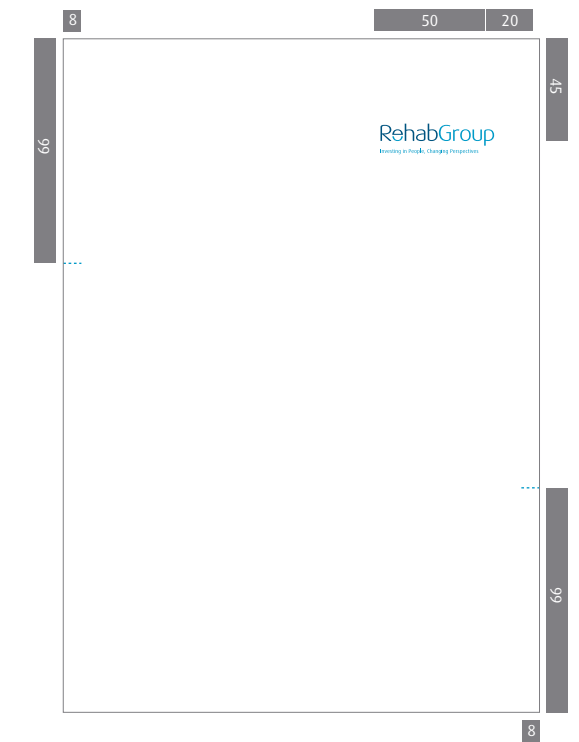


Letterhead Front

Front Corporate Mark with Strapline

Colours PMS Navy 302, PMS Turquoise 313

Note Followers are single-sided only.



Follower Front

[Back](#) Smile Overlap Element (as shown)

Colours PMS Navy 302, PMS Turquoise 313,
PMS Yellow 7406

Type Printed on Recycled Paper
6pt Dax Regular

Note The Smile Overlap Element should not be recreated or redrawn in any way. It is available for download at www.rehab.ie/branding



[Letterhead Back](#)

Information for Rehab Group staff

Correspondence typing specifications

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

Compliment Slip

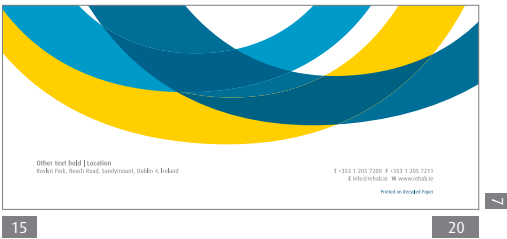
Size 210mm x 90mm
Stock 120gsm Revive Uncoated

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 Turquoise 313
- Type With Compliments
9pt Dax Regular
- Note If required, additional Third Party logos should be placed in the area shown.



Compliment Slip Front



Compliment Slip Back

- Back Smile Overlap Element (as shown)
- Colours PMS Navy 302, PMS Turquoise 313, PMS Yellow 7406, 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

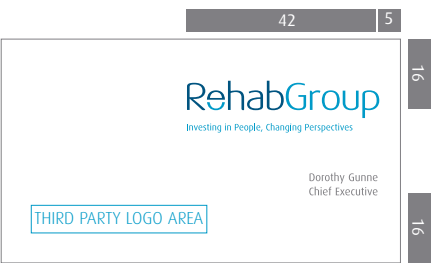
Printed on Recycled Paper
6pt Dax Regular on 8pt leading

Business Card

Size 50mm x 90mm
Stock 350gsm 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 Turquoise 313
Overprint PMS Cool Gray 10
- Type Name and Title
7pt Dax Regular on 9pt leading
- Note If required, additional Third Party logos should be placed in the area shown.

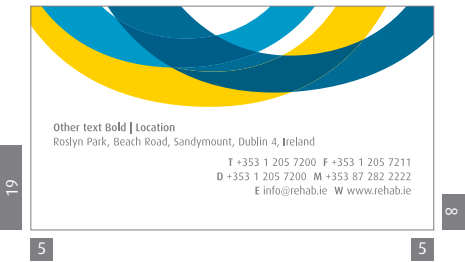


Business Card Front

- Back Smile Overlap Element
- Colours PMS Navy 302, PMS Turquoise 313, PMS Yellow 7406, 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



Business Card Back

Fax and Memo

Size 210mm x 297mm
Stock 120gsm Revive Uncoated

- Fax
- Black Corporate Mark with Strapline
- Type
- 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
- Note
- If required, additional Third Party logos should be placed in the area shown.

15

50

20

45

20

RehabGroup
Bringing in People, Changing Perspectives

Facsimile

To: _____

From: _____

Date: _____

Sr: _____

Number of Pages: _____
(including this one)

Best Regards,

David McManney
Director Group Research & Innovation

The information contained in this facsimile message is intended only for the confidential use of the named recipient. If the reader of this message is not the intended recipient or the person responsible for delivering it to the recipient, you are hereby notified that you have received this communication in error and that any review, dissemination or copying of this communication is strictly prohibited. If you have received this in error, please notify the sender immediately.

THIRD PARTY LOGO AREA

Department of Research & Innovation
Rudyn Park, Beach Road, Sandymount, Dublin 4, Ireland
T + 353 01 2057299 F + 353 01 2057211
E info@rehab W www.rehab.ie

Fax

Memo

Black Corporate Mark with Strapline

Type

Title
12pt Verdana Regular

Headings and Company details
10pt Verdana Bold on 10pt leading

Note

If required, additional Third Party logos should be placed in the area shown.

15

50

20

45

20

RehabGroup
Bringing in People, Changing Perspectives

Memorandum

To: _____

From: _____

CC: _____

Date: _____

Sr: _____

Best Regards,

David McManney
Director Group Research & Innovation

Department of Research & Innovation
Rudyn Park, Beach Road, Sandymount, Dublin 4, Ireland
T + 353 01 2057299 F + 353 01 2057211
E info@rehab W www.rehab.ie

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

Corporate Mark with Strapline, Smile Overlap Element

Colours

PMS Navy 302, PMS Turquoise 313, PMS Yellow 7406, Overprint PMS Cool Gray 10

Note

A choice of three different coloured covers are available. When presenting reports alongside other Group Companies, the standard report in PMS Navy 302 15% (shown here) should be used.

Type

Title
18pt Dax Regular on 21pt leading

Colour Options for Report Covers

50

10

10

10

90

10

RehabGroup
Bringing in People, Changing Perspectives

Personal Growth Programmes 2005

Standard Report Cover Front

Back

Smile Overlap Element

Colours

PMS Navy 302, PMS Turquoise 313, PMS Yellow 7406, Overprint 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

10

10

10

10

90

10

Other text bold | Location
Rudyn Park, Beach Road, Sandymount, Dublin 4, Ireland
T +353 1 205 7200 F +353 1 205 7211
E info@rehab W www.rehab.ie

Standard Report Cover Back

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Section 3

Printed Publications

All printed publications must adhere to corporate 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 Rehab Group Corporate Mark, the corporate colours and fonts.

Some basic guidelines apply to 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

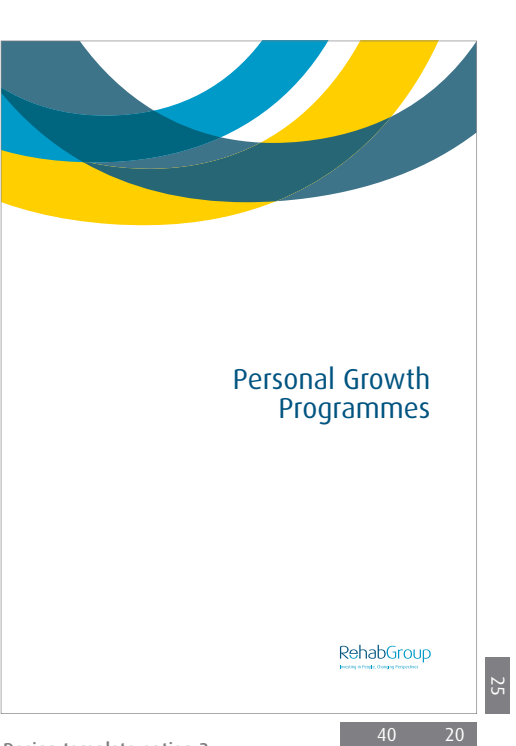
- The Corporate Mark should always be placed on a white box, which bleeds off the left hand side but stops short on the right (unless the background colour is white as in option 3).
- If the white box is placed at the top, then the logo should be at the top right.
- If the white box is placed at the 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.



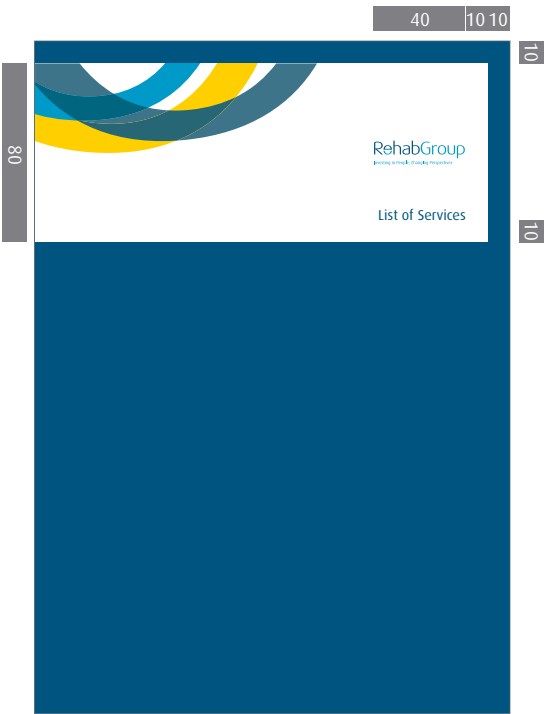
Design template option 1



Design template option 2



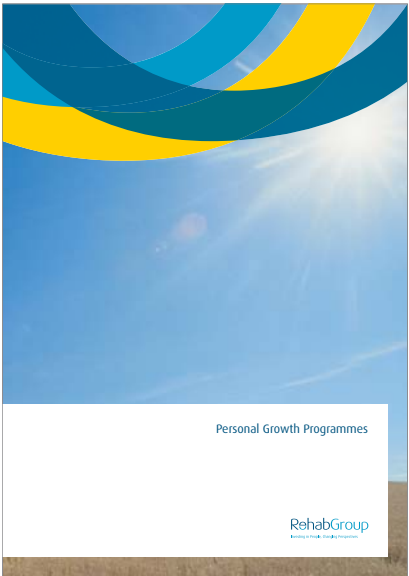
Design template option 3



Design template option 4

The Design Templates in Use

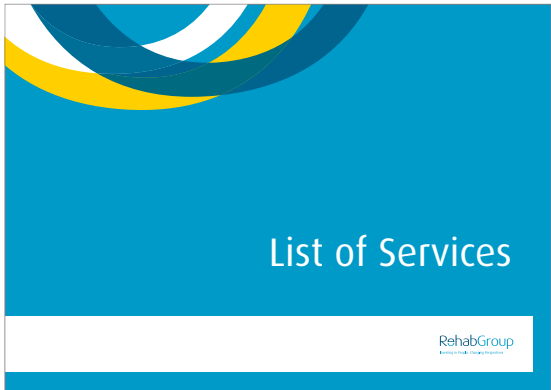
When photography is added and the full scope of the colour palettes are utilised, the flexibility of the new identity becomes apparent.



Example of a Brochure Cover



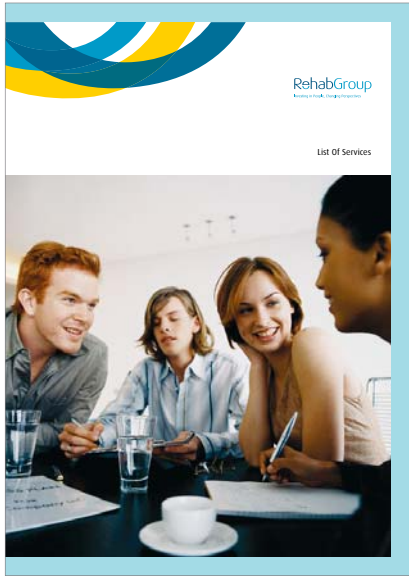
Annual Report Cover



Example of a Brochure Cover



Example of an Invitation



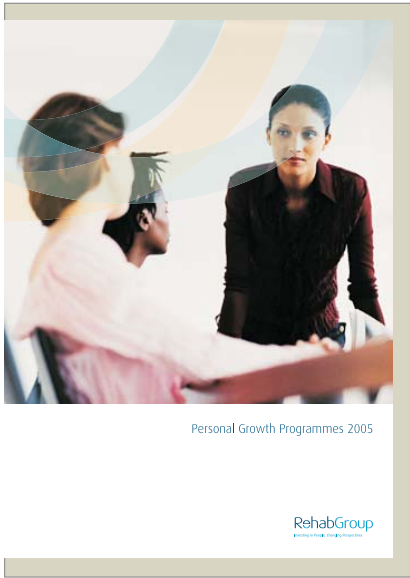
Example of a Case Study



Example of a DL Leaflet Cover



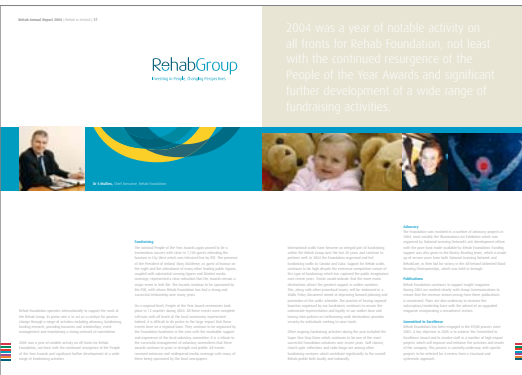
Example of an A5 Programme Cover



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 Rehab Group in an inventive and friendly way. Through this style of photography we would hope to capture the essence of Rehab Group.



Example Spreads from a Report



Section 4

Miscellaneous

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

Advertising

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 Rehab Group Corporate Mark should only be used for corporate applications such as recruitment advertising.
- 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

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 high quality and flexible services. We presently provide and are developing a number of services throughout Ireland, including Inpatient Services, Residential Services, Supported Accommodation, Sheltered Workshops, Centre Based Care and a range of Home Support Services.

RehabGroup 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 support.

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 organisational 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, Ballyn Park, Ballyn Road, Sandymount, Dublin 4, by Tuesday 30th November 2004. Job descriptions for this position are available from 0120573708 or www.rehab.ie Rehab is an Equal Opportunities Employer

Example of Full Colour Recruitment Advert

Programmes Facilitator

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 Inpatient Services, Supported Accommodation, Day Care, Sheltered Workshops, Home Based Services and a range of services to individuals with Acute Specific Disorders.

The successful candidate for this position will report to the Community Services Manager 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 essential.

Please telephone 01 20573721 (answered in Spanish) for an application form which should be returned not later than Friday 17th September 2004 to: Human Resources Department, RehabCare, Ballyn Park, Sandymount, Dublin 4. To find out more about RehabCare visit: www.rehab.ie

Example of Black and White 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

www.rehab.ie

Rehab

Investing in People, Changing Perspectives

Example of 6 Sheet Poster

www.rehab.ie

Rehab

Investing in People, Changing Perspectives

Example of 48 Sheet Poster

PowerPoint

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

RehabGroup

Investing in People, Changing Perspectives

Personal Growth Programmes 2005

Standard opening slide layout

RehabGroup

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

Quarterly Growth

- January to March	30%
- April to June	20%
- July to September	25%
- October to December	25%

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

Other Group Companies

When the Rehab Group 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.

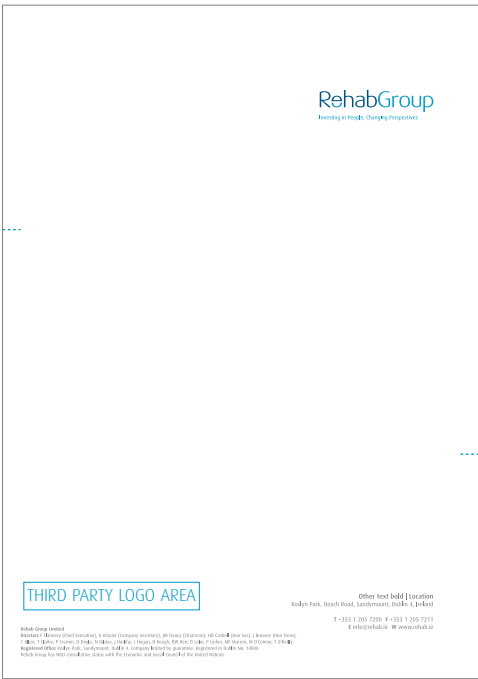


To reinforce the strength of the Rehab Brand and the organisation as a whole, all companies within the group should be listed on the back of all Rehab Group printed publications when adequate space is available. The names should be in the same colour and set in Dax Regular.



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 Rehab Group 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).



RehabGroup

Rehab

Signage

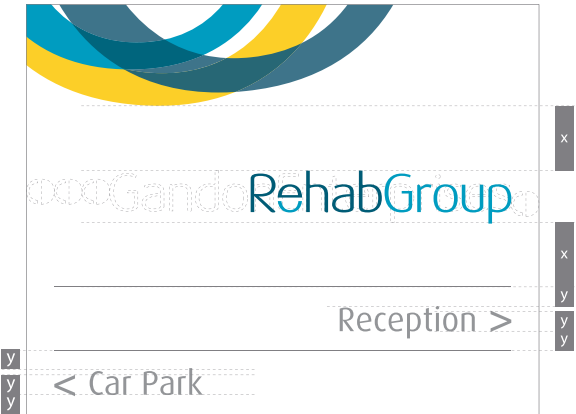
All signage templates have been designed in proportion to Gandon Enterprises signage to ensure consistency. The company strapline should not be used in any co-branding situations.

Rehab Group Signage

All signage carrying either the Rehab Group 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 Rehab Group locations and facilities carry the Rehab Group 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.

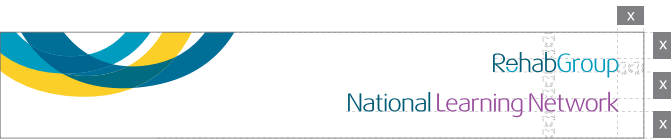


Example of Combined Approach Signage

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 Rehab Group Corporate Mark needs to be approved by the Rehab Group Marketing Rep.



Contact:

Pauline Crowley
Head of Marketing

Rehab Group
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E info@rehab.ie **W** rehab.ie