HIMSS AsiaPac18

CONFERENCE & EXHIBITION

HEALTHCARE ANYTIME, ANYWHERE

BRAND GUIDELINES



LOGO USAGE ("HIMSS ASIAPAC18" and alternative logo with venue and date)

HIMSS® AsiaPac18

HIMSS® AsiaPac18

ALTERNATIVE LOGO POSITIVE

HIMSS® AsiaPac18
CONFERENCE & EXHIBITION
5-7 November 2018 • Brisbane Convention & Exhibition Centre, Australia

ALTERNATIVE LOGO REVERSED

HIMSS® AsiaPac18
CONFERENCE & EXHIBITION
5-7 November 2018 • Brisbane Convention & Exhibition Centre, Australia

LOGO USAGE (Alternative logo with conference theme)

The HIMSS ASIAPAC18 / “HEALTHCARE ANYTIME, ANYWHERE” logo lockup can be usedwhen appropriate and if space permits.









COLOR PALETTE

Consistent use of color is important to carrying a theme.

PRIMARY COLOR

HIMSS Blue

PMS 308C
C100 M5 Y0 K47
R0 G104 B146
#006892

COMPLIMENTARY USE COLORS

C46 M74 Y33 K6
R144 G89 B122
#90597A

C0 M0 Y0 K51
R145 G147 B150
#919396

C51 M20 Y89 K7
R132 G158 B73
#849E49

C19 M86 Y87 K0
R204 G75 B58
#CC4B3A

C100 M5 Y0 K47
R0 G104 B146
#006892

BODY TEXT COLORS

PMS Black 7C
C0 M10 Y17 K73
R68 G61 B56
#443D38

PMS Cool Gray 9C
C55 M47 Y44 K11
R120 G119 B122
#78777A

FONT USAGE

The headline font for HIMSS ASIAPAC18 communications is HELVETICA Neue Bold. Headlines should be set in upper case only. HELVETICA Neue Regular should be used in subheadings. Helvetica Neue Thin and Regular should be used for body copy. Increased kerning and leading can be applied to text for breathing room, but discretion should be used to maintain legibility and design cohesiveness.

Arial is the approved font for all HIMSS ASIAPAC18 electronic media and when Helvetica is not accessible.

Helvetica Neue Bold

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 $&%#@?!

Helvetica Neue Roman

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 $&%#@?!

Helvetica Neue Thin

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 $&%#@?!

Arial Regular

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 $&%#@?!

USAGE SAMPLE
FLYERS WITH TAGLINES



















USAGE SAMPLE WEB BANNERS

Banner-468-x-60



Leaderboard-728-x-90



Mobile-leaderboard-320-x-50



Large-mobile-banner-320-x-100



Inline-rectangle-300-x-250



WEB BANNERS (Scaled)

Half-page-300-x-600



Email-Signature-628-x-105



Square-250-x-250



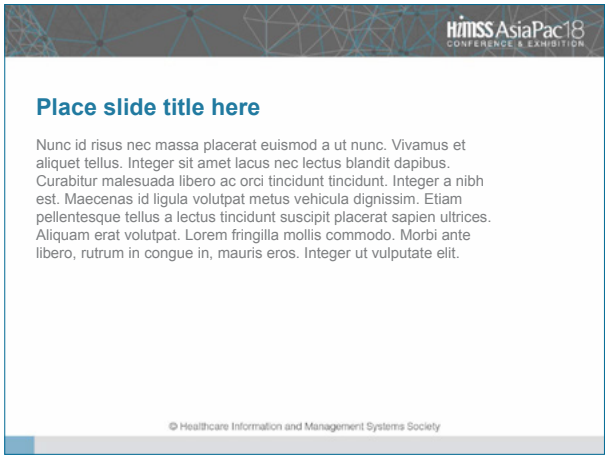
Vertical-rectangle-240-x-400



POWERPOINT TEMPLATE









LETTERHEAD



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HIMSS Asia Pacific, 3 Killiney Road, #04-04 Winsland House 1, Singapore 239519 Tel: (65) 6664 1100 Fax: (65) 6836 7728



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Thank You.

www.himssasiapacconference.org

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