

# Himss AsiaPac18

CONFERENCE & EXHIBITION

HEALTHCARE ANYTIME, ANYWHERE

## BRAND GUIDELINES



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

**Himss<sup>®</sup> AsiaPac18**

**Himss<sup>®</sup> AsiaPac18**

ALTERNATIVE LOGO POSITIVE



ALTERNATIVE LOGO REVERSED



## LOGO USAGE (Alternative logo with conference theme)

The HIMSS ASIAPAC18 / “HEALTHCARE ANYTIME, ANYWHERE” logo lockup can be used when 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

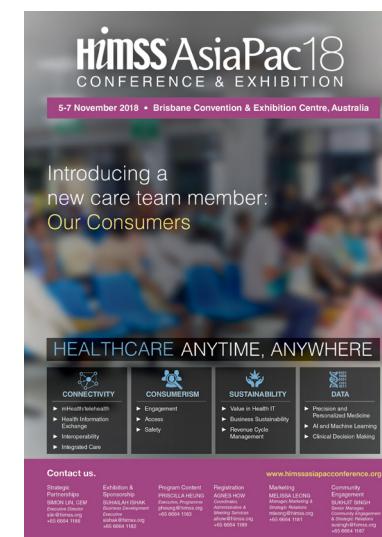
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 \$&%#@?!

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



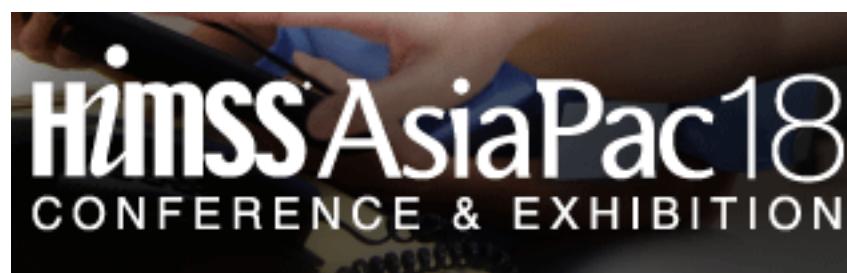
Leaderboard-728-x-90



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



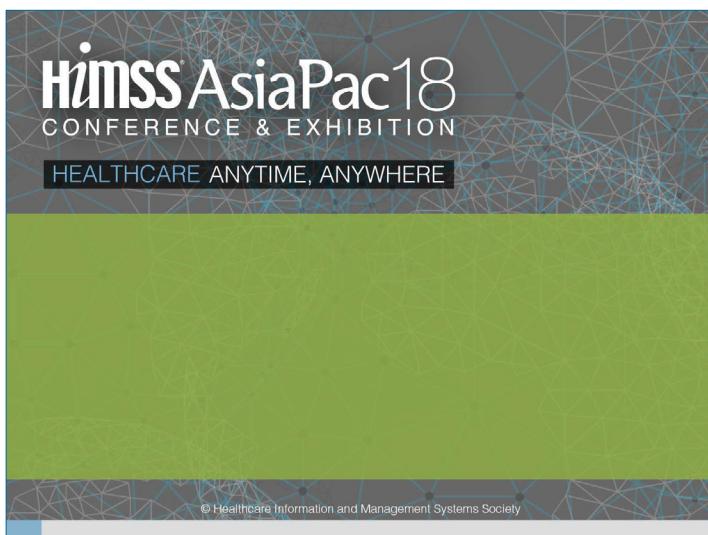
Square-250-x-250



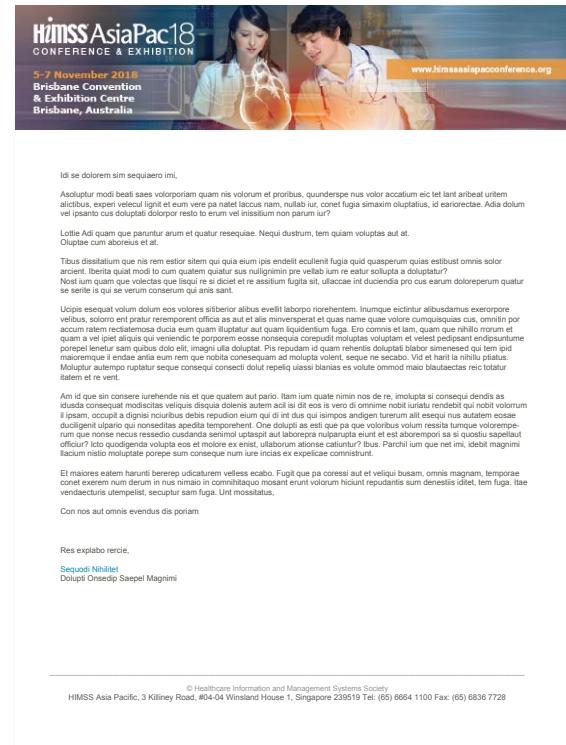
Vertical-rectangle-240-x-400



# POWERPOINT TEMPLATE



# LETTERHEAD



**Thank You.**

[www.himssasiapacconference.org](http://www.himssasiapacconference.org)