



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
5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

ALTERNATIVE LOGO REVERSED



HimSS[®] AsiaPac18
CONFERENCE & EXHIBITION
5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

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



COMPLIMENTARY USE COLORS



BODY TEXT COLORS



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 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 \$&%#@?!

Helvetica Neue Roman

Aa Bb Cc Dd Ee

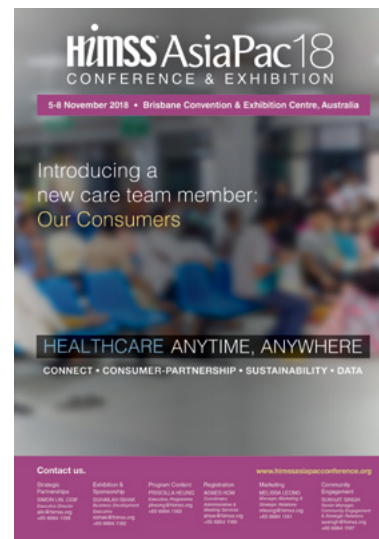
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!

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

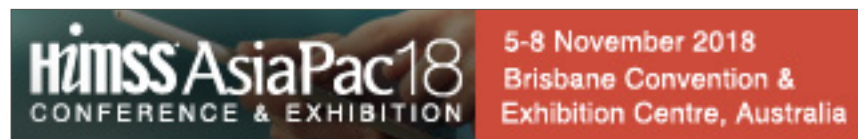
Banner-468-x-60



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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Thank You.

www.himssasiapacconference.org