



Brand Guidelines

Welcome

We are witnessing an exciting and transformative period in healthcare. The health ecosystem is undergoing unprecedented change, fueled by disruptive innovation and a renewed focus on patient-centered care.

Change like this does not come easily. This is a time for bold leadership. The moment has come for one HIMSS.

Our organization has embarked upon a transformative journey—one of self-discovery. This journey has uncovered the essence of who we are as an organization. It has helped us examine who we want to be—an industry thought leader within the global healthcare landscape.

We are the reformers—the changemakers.

Together, we are inspired by our vision: to realize the full health potential of every human, everywhere. We are driven by our mission: reform the global health ecosystem through the power of information and technology. The people within our organization are linked by a set of core values: curiosity, belonging, integrity, tenacity and simplicity.

These principles will enable us all to create a better future and work toward our vision... to drive what's next for health.

Within these pages, you'll find guidance to help us project the idea of one HIMSS—with one vision, one mission and one brand. You'll find tools to help us share the essence of who we are—our personality, our voice and our look and feel—to our global audience of members, market suppliers, partners and more.

As one HIMSS, we will lead healthcare reformation through this era of disruptive change and reimagine health—together.

Be well,



Hal Wolf

President & CEO, HIMSS



Manifesto

The healthcare ecosystem has always been dynamic. Yet today, the pace of change is virtually continuous with clear signs of a revolution on the horizon. In what seems like a mounting wave of disruptions, time is of the essence. Those of us committed to improving health and well-being must be certain of the course forward.

As one of the largest and most experienced global healthcare associations, it is our responsibility to lead this movement.

Courage, curiosity and decisive action must offset low tolerance for risk. The knowledge that drives this action must be practical, informed and profoundly useful. We are the only organization positioned to provide deep expertise at scale and with the reputation to be truly impactful.

Our leadership approach is strategic, impartial, member-driven and based on best practices. Our know-how is rooted in thought leadership and business intelligence, uniquely focusing on innovation, information *and* technology.

The stakes are high; there is no time to waste.

***“Healthcare has
to innovate
faster than ever.”***

—Hal Wolf in
Healthcare IT News

WE MUST
REIMAGINE
HEALTH
TOGETHER.

Using This Guide

The HIMSS brand guidelines are designed to help our team and our partners understand who we are and how we communicate with our audiences.

The guidelines will ensure that the personality, as well as the look and feel of our brand remains consistent, clear and on track.

Any questions regarding these guidelines should be directed to brand@himss.org.

 Brand Assets

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1.

Our Brand

- Our History
- Brand Overview
- Our Vision
- Our Mission
- Our Essence
- Our Personality

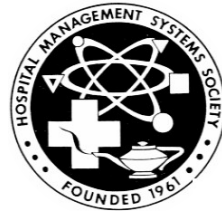
Our History

The **Healthcare Information and Management Systems Society (HIMSS)** was founded in 1961 as the **Hospital Management Systems Society (HMSS)**, an independent, unincorporated, nonprofit, voluntary association of individuals.

HMSS was originally started

“to promote the continual improvement of hospital management systems through organized programs of research, education and professional practice.”

Throughout our history, we have evolved dramatically as an organization. But we have always held dearly our unique responsibility to bring together care providers and industry innovators to advance the quality of the healthcare ecosystem. Now, as always, our focus is trained on the relationship between the humans at the center of the healthcare ecosystem.



Evolution of the HIMSS logo

Hospital Management Systems Society



An early HMSS conference



HIMSS 1996 conference



HIMSS 2019 conference

What's next for health.

That focus has never been more important than now.

Today, after a half-century of supporting the vital work that is driving healthcare innovation, we are more keenly aware of our profound responsibility to lead a vast and ever-growing global army of 100,000+ members towards “What’s next for health.”

That’s where these guidelines come in. Our brand is the connective tissue that joins who we are with how we’re perceived. Therefore, it has an irreplaceable role in realizing our vision of a world where everyone, everywhere, regardless of circumstances, has access to an efficient, patient-centered healthcare system.

The following pages will detail who we are, what we do and how we talk about ourselves. A unified voice ensures that everyone we come into contact with hears loud and clear our invitation to join us as we lead the transformation of healthcare, now and for the future.

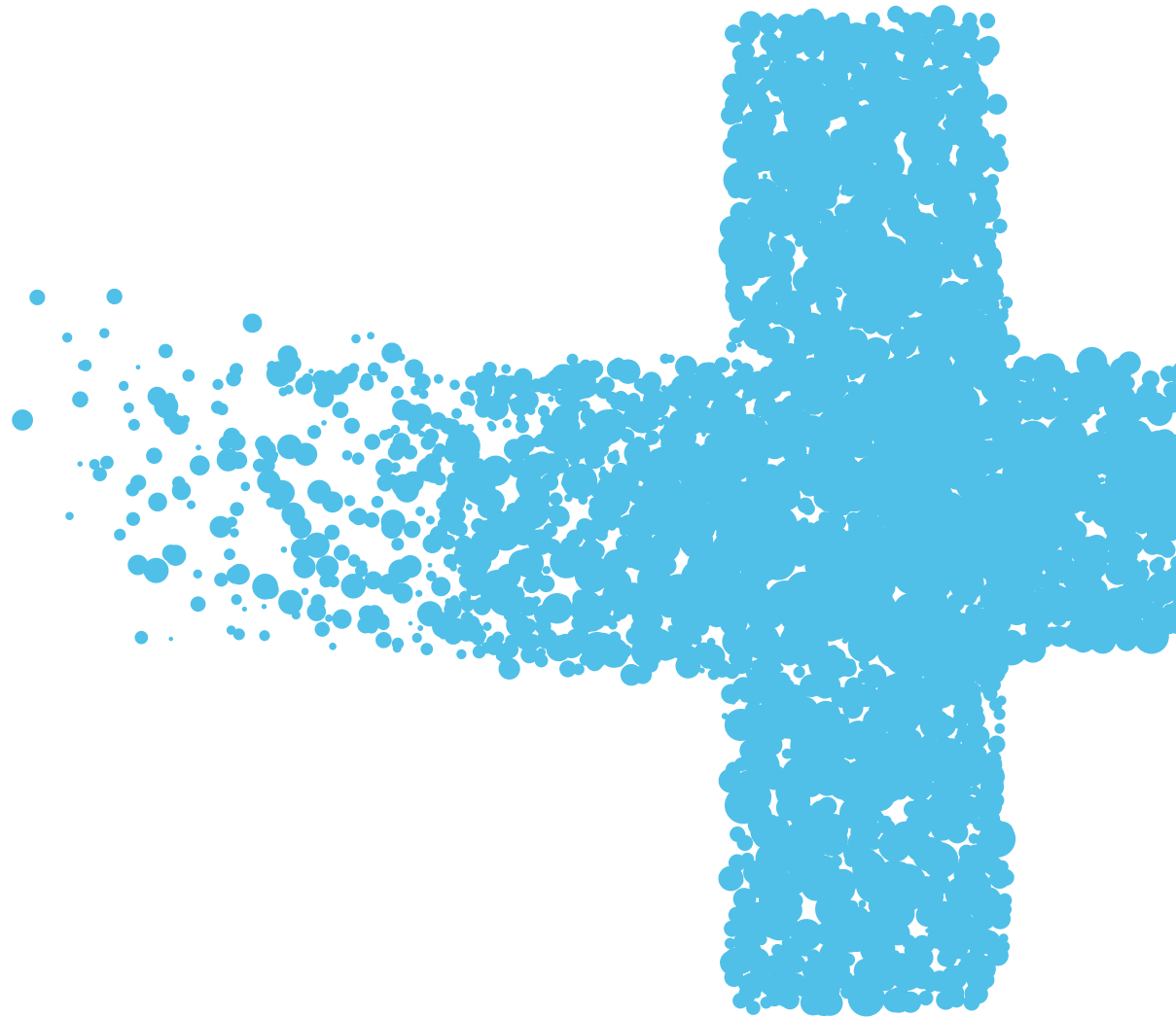


Brand Overview

We believe brand is the place where audiences go in their hearts and minds when they think about HIMSS. All our services, products and people are subject to the same rules. Every time an audience connects with the HIMSS brand, they form a perception in their mind.

Building a strong brand perception is not based on the brand's visual identity alone. As with human relationships, we build brand perception by looking at a brand holistically. Everything influences our opinion—from the look and feel of content to the opinion a friend shared about that brand on social media.

The HIMSS brand is built to navigate this era of disruptive change because of our core brand beliefs—expressed and reinforced through every activity and experience we share with our audiences.



OUR VISION

***To realize the full
health potential of
every human, everywhere.***

OUR MISSION

Reform the global health ecosystem through the power of information and technology.

A man with short, light-colored hair is shown from the chest up, looking upwards and to the right. He is holding a circuit board in his right hand, which is raised above his head. The background is a blurred, blue-tinted image of what appears to be a factory or industrial setting. The entire image has a strong blue color cast.

OUR ESSENCE

Progress

“Essence” is the single-minded statement that defines a brand. It finds meaning within the context of the market that it operates in and clarifies the shorthand reference in the audience’s mind. For example, in the automotive market, Volvo is “safety” and Mercedes is “prestige.”



OUR PERSONALITY

The Reformer

Honest, brave, exciting, smart

Reformers seek to change the system.

With reasoned observation of the current system, they are able to truly understand the problem at hand. Reformers are compelled to act by a moral imperative. They must do something to create a better world. To achieve this idealized reality, they rely on a strategic approach to visionary reforms.

2.

Our Audiences

- Introduction
- Audience Structure
- International Considerations
- Practitioners
- Digital Health Innovators
- HIMSS Team

Our Audiences

At HIMSS, we've always been a member-driven organization—uniquely motivated to serve the people who design, manage, influence and benefit from health information and technology. That's a wide variety of stakeholders.

Our focus must always be to help each of our stakeholder audiences understand where we fit into their lives and why we matter. It requires the intention to provide genuine member value and ensure that we are responsive to a wide range of our stakeholders' needs.

Over the following pages, you will see a more definitive segmentation of our different audience groups, with insight into what you should consider when creating brand-aligned communications for these specific groups and why these considerations matter. Please take the time to fully digest this section, to ensure that together, we can genuinely resonate with our audiences' real needs.

Audience Structure

Practitioners

Improve the patient experience through care, data and technology.

DECISION-MAKERS

C-suite
Supporting staff

USERS

Care providers
Consumers
Tech and data pros

POLICYMAKERS

Advocacy
Consumer groups
Government professionals

PAYERS (Practitioner)

Digital Health Innovators

Create tools (products and services) for practitioners, consumers and other innovators.

DECISION-MAKERS

C-suite
Supporting staff

MARKET SUPPLIERS

Top-tier exhibitors
Mid- to low-tier vendors

STARTUPS & ENTREPRENEURS

PAYERS (Innovator)

INVESTORS

Venture capitalists
Accelerators
Incubators

LIFE SCIENCES

Pharma
Biomedicine
Research and development
Precision medicine
Genomics

HIMSS Team

Overcome the everyday challenges of global healthcare integration and innovation to deliver what's next for health.

LOCAL

REMOTE

INTERNATIONAL

International Considerations

Please be aware of how our international audience may (based on their geographical market and cultural context) need different solutions and communications approaches.

HIMSS ECOSYSTEM UNIVERSE:

10 million total

Prospects: **6.8 million**

Known: **1.2 million**

Engaged: **500,000**

Members: **100,000+**

High-level snapshot, guidelines updated quarterly.

Practitioners

DECISION-MAKERS

C-Suite and Supporting Staff

Individuals in an organization that make buying decisions on health IT data and technology products and services impacting their patients/consumers.

USERS

Care Providers, Consumers, Tech and Data Pros

Users of the health IT data and technology in the patient experience. They will indirectly affect and influence buying decisions of CIOs and CEOs.

POLICYMAKERS

Advocacy, Consumer Groups and Government Professionals

Shape the laws and regulations around health IT.

PAYERS

As Practitioners

Responsible for the provision of insurance payouts for healthcare.



Practitioners

Practitioners are driven to improve the patient experience through safer, more effective care and the more efficient use of data and technology.

They span a range of roles within the industry, from decision-makers of IT systems within hospitals and care provider environments to users of health IT data and technology in the patient experience to payers and policymakers.

Practitioners are challenged with budgetary constraints, increasing efficiency and supporting patient care outcomes. They need to utilize IT to improve workflow and balance the treatment of patients with the business and regulation of healthcare.

VALUE PROPOSITION

HIMSS is valuable to practitioners because it is the only member-driven organization with the scale and reach to comprehensively provide:

- **Industry best practices**
- **Market trends**
- **Educational resources**
- **Community that offers support and helps them solve their challenges**

TOP CONCERNS

- User experience
- Clinician burnout
- Interoperability
- Cybersecurity
- Recruiting talent
- Industry trends

CHARACTERISTICS

Risk-Averse

The impact of their choices can literally be life and death. There is pressure and responsibility for them to be aware of their outcomes before making a decision. Their top concerns contrast with other data IT industries.

Practically Driven

As practical people, a lot of their work is heavily focused on pragmatic results. Data-driven decision-making validates their choices.

Altruistic

They are driven by a genuine desire to improve the patient outcomes and from their vantage point are also conscious of the impact on the care providers that have to implement the systems that support this. Ultimately, they want to see HIMSS guide the industry forward and believe in their mission.

Digital Health Innovators

DECISION-MAKERS

C-Suite and Supporting Staff

Decide where to sell, buy exhibit space and gain market intelligence.

MARKET SUPPLIERS

Vendors and Exhibitors

- **Top-Tier:** Established vendors, who have a strong relationship with HIMSS
- **Mid- to Low-Tier:** Smaller sized vendors. Want to gain widespread brand exposure and connect with provider executives.

STARTUPS & ENTREPRENEURS

In the initial stages of a new, innovative enterprise.

INVESTORS

Venture Capitalists, Accelerators, Incubators

Those that will be investing funds and support into these different organizations to fuel their mutual success.

LIFE SCIENCES

Pharma, Biomedicine, Research and Development, Precision Medicine, Genomics

These organizations are working in the fields of biotechnology, pharmaceuticals and biomedical technologies.

PAYERS

As Innovators

Payer, Corporate Member

Digital Health Innovators

Digital health innovators create tools (products and services) for practitioners, consumers and other innovators. The range of these digital health innovators can be quite broad.

They are made up of smaller to medium-sized entrepreneurial companies who may be launching new innovative products or services and need to rise above the noise of a crowded marketplace.

They also include large, established EHR providers who are market leaders. Well-known household brands entering the market are looking to establish and/or reinforce a leadership position.

VALUE PROPOSITION

HIMSS is valuable to digital health innovators as the largest and most comprehensive member-driven industry association that can help them:

- **Promote their brand**
- **Understand the marketplace**
- **Identify opportunities for sales with provider executives**
- **Nurture ongoing relationships**

TOP CONCERNS

- Patient-centered
- Collaboration within industry
- User experience
- Meaningful data
- Privacy
- Technology

CHARACTERISTICS

Entrepreneurial and Innovative

They are innovative and entrepreneurial—inclined to seek opportunities for growth.

Technically Minded

A large proportion of individuals (depending on the scale of the organization) who have a more technical mindset.

Range of Roles

Depending on scale and how established the organizations they work for are, these individuals may either be wearing a range of hats to get their idea to market; or if they are in larger organizations, they might have a more specialized and traditional position.

Cause-Driven

Like the care providers, they are not only driven by market opportunity, but also by an altruistic desire to see improvements in the delivery of healthcare and the ultimate impact on the care providers and patients. They are passionate that their solutions will help.

HIMSS Team

LOCAL

Those who work in the main office have more opportunity for person-to-person communication and cohesion.

REMOTE

Many of the HIMSS team works remotely. This provides unique cultural and community challenges to overcome, such as assimilation, relational integration and cultural distance, moderated by technology.

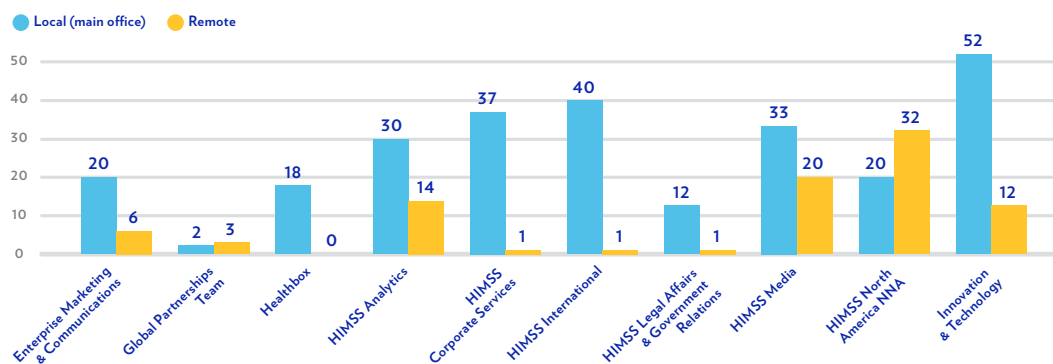
INTERNATIONAL

The way that international HIMSS employees approach their work across geographical borders needs to be taken into consideration. They will need to communicate and be communicated to appropriately, based on their geographical and cultural context.

Currently, non-international HIMSS employees are:

74.6% Local (main office)

25.4% Remote



HIMSS Team

The HIMSS internal team is brought together to overcome the everyday challenges of healthcare integration and innovation across the globe to deliver what's next for health.

The team is diverse and is made up of innovators, technicians, networkers, creatives and engineers. All are transformational leaders in their own right. Through their work, they are motivated to rise to this challenge on a daily basis.

VALUE PROPOSITION

The internal team values working at HIMSS because we uniquely offer these key strengths:

- **Flexible working options**
- **Career development**
- **Unmatched leadership position, scale and influence**
- **Member-driven association**
- **Mission-driven**

TOP CONCERNS

- Work-life balance
- Recognition and reward
- Team culture and integration
- Heavy workload
- Fast-paced work expectations
- Overcoming the challenges of healthcare

CHARACTERISTICS

Belonging

Build strong bonds of connection.

Integrity

Lead with respect and trust, always.

Simplicity

Smart and efficient in our approach.

Tenacious

Driven by our mission to reform the global health ecosystem through the power of information and technology.

Curious

Innovative in all we do.

3.

Writing Copy

Our Personality

Our Characteristics

Honest

Brave

Exciting

Smart

Writing for Our Audiences

Grammar Guide

Punctuation

Abbreviations

Style

Jargon & Keywords

Copy Examples

Elevator Pitch

Short-Form

Medium-Form

Long-Form

Quick Reference Guide

“Your brand is a story unfolding across all customer touch points.”

—JONAH SACHS

Writing Copy

This is your resource to draft copy in a focused tone of voice, so our content has a consistent sound, style and message.

We'll cover our brand personality, characteristics, do's and don'ts, plus grammar guidance and audience specifics. There are also several examples of short-, medium- and long-form copy.

Our Personality

To stand out, make an impact and inspire loyalty, our brand needs to develop and maintain a distinct personality.

This personality helps our audiences set us apart from the competition in their minds.

Defining our personality in human terms helps us to continuously communicate in our distinct voice, or personality.

At HIMSS, we aspire to be a reformer in the health ecosystem. And that's the way you should approach writing about our brand. Each time you see a challenge, ask yourself, "How would a reformer speak about changing or solving the issue?" That's the tone you want to inform all of your writing.

Our content should speak to our audience and our cause: to realize the full health potential of every human, everywhere.

THE REFORMER

The reformer seeks to change the system.

With reasoned observation of the current system, reformers are able to truly understand the problem at hand. They are compelled to act by a moral imperative. They must do something to create a better world. To achieve this idealized reality, reformers rely on a strategic approach to visionary reforms.

Goal: Replace what isn't working.

Strategy: Disrupt, rally, educate, convert, inspire, rebuild

Challenge: Persuade a complacent audience.

Greatest fear: Maintain the status quo when there's a better way.

Our Characteristics

Our personality has four key characteristics: honest, brave, exciting and smart. Depending on the medium or the content's purpose, your tone may need to shift to emphasize one characteristic over another. For example, advertising headlines should be brave and exciting, while a white paper should be honest and smart.

HONEST

Vulnerable, simple, authentic

Above all, be human. Don't be condescending or stuffy. Our scale shouldn't have an ego to match.

BRAVE

Daring, disruptive, driven

Focus on the end goal. Show up in unexpected ways. Inspire your audience with new solutions to old problems and challenge entrenched mindsets. Be the first.

EXCITING

Bright, optimistic, inviting

Speak with positivity. Find potential in everything. Use inclusive and collaborative language. Invite people to join an exciting adventure.

SMART

Confident, dependable, compelling

Speak from a position of leadership. Use a reassuring, dependable and smart tone to confidently and succinctly guide your audience.

Honest

Vulnerable, simple, authentic

Honest is never expected to have all the answers but is trusted to find them.

Above all, be human. Don't be condescending or stuffy. Our scale shouldn't have an ego to match.

“HIMSS experts urge attention to ethics concerns as AI options emerge.”

“Those of us committed to improving health and well-being must be certain of the course forward.”

“Today's medical students are both blessed and cursed with EMRs and patient care technologies that track and trend every aspect of the inpatient and outpatient course.”

Instead of presenting information technology as an end-all, this copy honestly alludes to further improvement.

“While there are a lot of nuances that vary from organization to organization, digital strategy is the plan to align technology and tech-enabled solutions to support the overall organization.”

HONEST VOICE		OLD VOICE
HEADLINE	Education Program Helps CDC Secure \$100 Million to Modernize Health Infrastructure	HIMSS Co-Leads Effort to Secure \$100 Million in House Appropriations Bill for CDC Public Health Infrastructure Modernization
SOCIAL POST	Diversification is key to meeting our interoperability goals. Thought leadership from the full spectrum of health and care, including consumers, patients, their families and those who deliver care, is essential.	“A diversified workforce is essential to bring forward thought leadership from the full spectrum of health and care, including consumers, patients, their families and those that deliver care in order to meet our interoperability goals.” —Joyce Sensmeier, HIMSS VP of Informatics
MEDIUM-FORM	In 1994, the American Nurses Association published the Scope of Practice for Nursing Informatics, the first publication to define the specialty, recognize the dual responsibilities of being both a nurse and an informaticist, and provide guidance for professional performance. Newer editions describe the sophistication and evolution of the nursing informatics specialty, which is now supported by higher level education and C-suite positions.	The American Nurses Association published the first Scope of Practice for Nursing Informatics in 1994 in order to define the specialty. This was the first publication to recognize that the person is both a nurse and an informaticist. For those of us beginning our practice in this new field, it was reassuring to have guidance for our professional performance. Newer editions describe the sophistication and evolution of the nursing informatics specialty, which is now supported by higher level education and C-suite positions.

Instead of leading with our name, lead with our contribution. Try to make headlines as efficient as possible.

Start by making a simple point. Then, fill in the details.

Remove unnecessary jargon, and use more human language where appropriate.

Brave

Daring, disruptive, driven

Brave is not afraid to ask questions. It challenges, involves and rewards an audience for their attention and time.

Focus on the end goal. Show up in unexpected ways. Inspire your audience with new solutions to old problems and challenge entrenched mindsets. Be the first.

“Our vision is a world where no matter who you are or where you live, there is access to everything you need to achieve overall well-being.”

“The question clearly is not if, but when these innovations will come to fruition.”

“Courage, curiosity and decisive action must offset low tolerance for risk.”

Brave language immediately tells an audience what you are and what you aren't.

BRAVE VOICE		OLD VOICE
HEADLINE	Managing Healthcare Consumerism Can Be Challenging, If You Go It Alone	Strategic Alignment Is Key to Healthcare Consumerism
SOCIAL POST	Health information... there's a degree for that! There are many academic degree programs in health informatics, health information management and health data science across the country and around the globe. However, we need to raise awareness among hiring managers, career counselors and students making career choices.	Raising Awareness of Health Information Degree Programs. There are many academic degree programs in health informatics, health information management and health data science across the country and around the globe. There is a need to raise awareness among hiring managers, career counselors, and students making career choices.
MEDIUM-FORM	Discover how experts from around the world are using health information and technology to achieve new levels of success at Data, Insights and Strategies for the Health Enterprise, Wednesday, June 19 – Friday, June 21, 2019, in Boston, MA. This new educational experience for international healthcare leaders is designed, administered and delivered by Harvard Medical School, and brought to you by HIMSS, a global advisor and thought leader committed to improving health through information and technology.	HIMSS, a global advisor and thought leader committed to improving health through information and technology, announced it is unveiling a new educational experience for healthcare leaders across the world. Designed, administered and delivered by Harvard Medical School, Data, Insights and Strategies for the Health Enterprise will launch Wednesday, June 19 – Friday, June 21, 2019, in Boston, MA. Participants will receive career-enhancing instruction from globally recognized experts to help their organization achieve new levels of success through health information and technology.

Start with a common problem and lead the reader to finding the solution.

Have some fun catching your audience's attention. There's a lot of content competing for it.

Start with an end goal—the audience benefit. Then add the facts that make the benefit believable.

Exciting

Bright, optimistic, inviting

Exciting is passionate. It's well-positioned to lead the transformation in healthcare.

Speak with positivity. Find potential in everything. Use inclusive and collaborative language. Invite people to join an exciting adventure.

“Together, we are empowering the reinvention of healthcare on a global scale.”

Bring the audience in at the start. Eliminate any unnecessary words to give your line greater impact.

“The stakes are high; there is no time to waste. We must reimagine health together.”

Short, active sentences help create interest and a need for immediate action.

“Consumerization of health used to be a bad expression. Now, there's a recognition that patients are the most untapped resource in their own healthcare.”

EXCITING VOICE		OLD VOICE
HEADLINE	Drones Stop at Nothing to Advance Medical Services Delivery	Drones Transforming Medical Services Delivery
SOCIAL POST	New data analytics and health IT applications are creating more sustainable healthcare systems, with patients, providers, health systems, payers and industry partners working together as proactive teammates.	Emerging applications of data analytics and health IT are creating new opportunities for patients, providers, health systems, payers and industry partners to be proactive teammates in a more sustainable healthcare system.
MEDIUM-FORM	Want to improve data quality and reduce physician burden? A recent HIMSS Health Story Project roundtable shared medical documentation best practices that helped decrease normalization challenges for EHR data and reduce documentation burden created by EHRs, while promoting patient safety through clear communication.	If you are interested in ways to decrease normalization challenges for electronic health record data, passionate about promoting patient safety through clear communication, or charged with addressing ONC's directive to reduce documentation burden created by EHRs, HIMSS's recent Health Story Project roundtable shares how applying medical documentation style best practices yields big gains for data quality and significant reductions in physician burden.

Use exciting language to create a picture in the audience's mind.

Use shorter, active words to make your point.

Invite your reader to participate by starting your copy with a question.

Smart

Confident, dependable, leader

Smart knows its audience. It is efficient and respectful. It doesn't need big words or buzzwords.

Speak from a position of leadership. Use a reassuring, dependable and smart tone to confidently and succinctly guide your audience.

“Privacy is a fundamental right, and each individual has that right. It is something that should not be taken away—ever.”

When you speak from a position of leadership, don't mince words. Make your position clear.

“Our know-how is rooted in thought leadership and business intelligence, uniquely focusing on innovation, information and technology.”

“Innovation is never about technology—it's always about people. It's about getting everyone on the innovation train.”

SMART VOICE		OLD VOICE	
HEADLINE	Five Ways to Improve Care by Leveraging Analytics	Five Model Practices for Leveraging Analytics to Inspire Clinician-Driven Quality Care Improvements	Be succinct and guide your audience from need to solution.
SOCIAL POST	Be proactive—improve your professional profile and employment prospects by continuing your education. You'll make a powerful statement about your commitment when you add relevant milestones to your resume.	Continuing education is a proactive way to improve your professional profile and employment prospects. Maintaining industry relevance while keeping your CV/resume dynamic can make a powerful statement about your commitment.	Smart, active words indicate more confidence. Start with the "why" and lead to the "how."
MEDIUM- FORM	Patient portals are becoming much more useful thanks to data consolidation standards like Clinical Document Architecture (CDA) and HL7 FHIR®. User-friendly interfaces are engaging patients in their personal care, while secure messaging and chatbots are enhancing user experiences.	New products offer the ability to consolidate data through the use of standards, such as Clinical Document Architecture (CDA) and HL7 FHIR®. User-friendly interfaces provide users with more value to the patient, engaging them in their personal care. Improved secure messaging options and even chatbots enter the conversation to enhance user experiences.	Take the lead. First, identify the problem or concern you are going to talk about.

Writing for Our Audiences

When writing copy that is audience-centric, here are some important principles to consider.

Make it personal. Think about your writing from their perspective.

Be professional. In your efforts to be personal, make sure you are not being informal.

Get to the point. Be direct, and don't be afraid to make your point clear.

Lead with your language. Convey HIMSS as a leader when you write. Don't be arrogant, but do be authoritative to build trust.

Build a connection. Find ways to build a simple connection with your audience. Write using stories. Convey the humanity behind the content.

Talk about the benefits, not the features. Make sure you appeal to what matters to your audience, and how the HIMSS brand can empower their growth.

PRACTITIONERS

The new HIMSS will give you the information and tools you need, just when you need them, to do your best at work.

DIGITAL HEALTH INNOVATORS

The new HIMSS has created a space for your brand to be part of the next generation of solutions in healthcare.

HIMSS EMPLOYEES

The new HIMSS is reforming healthcare and the way we work to make your daily experience that much better.

Grammar Guide

Proper grammar, correct spelling and consistent style are extremely important.

When in doubt, use the Associated Press (AP) Stylebook as your guide. Its 2019 edition has a new health chapter.

Refer to the jargon and keywords section for consistent spelling of industry terms.

KEYBOARD SHORTCUTS

en-dash (–): option/alt + hyphen

em-dash (—): shift + option/alt + hyphen

PUNCTUATION

Don't use the serial, or "Oxford," comma.

Do: Topics will include cybersecurity, innovation, mobile health and privacy.

Don't: Topics will include cybersecurity, innovation, mobile health, and privacy.

Use exclamation points sparingly in short-form copy. If necessary, limit to one. Headlines should not contain exclamation points.

E.g., Join us in celebrating #WomensPhysiciansDay!

A hyphen links two or more words together. Hyphenate compound modifiers that come directly before nouns. Avoid dividing words with a hyphen across multiple lines.

E.g., value-based model, world-class education

An em-dash is used as punctuation in sentences. Don't include a space between the dash and adjacent words.

E.g., Innovation is never about technology—it's always about people.

Use an en-dash (not a hyphen) to separate successive dates.

Don't include a space between the dash and adjacent words.

E.g., Development averages 30–40 hours per device. April 6–10, 2020

Place the period and comma inside quotation marks.

E.g., "Give me my flu shot," she said.

For times, include zeros; use a lowercased am or pm, with space on both sides; and use an en-dash to separate, with space on both sides. If including a time zone, use ET, CT, MT or PT.

E.g., 11:00 am – 2:15 pm PT, 12:30 pm – 4:00 pm ET

Don't include periods in designations.

E.g., EdD, MA, PhD

ABBREVIATIONS

If you must use abbreviations, explain them the first time they appear.

E.g., HIMSS supports the Physicians Electronic Health Record Coalition (PEHRC).

Abbreviate months per AP Stylebook with long-form copy. Spell out with short-form copy.

E.g., Jan., Feb.

Abbreviate states per AP Stylebook with long-form copy. Use postal code abbreviations with short-form copy..

E.g., Ala., Ariz. (long-form)

E.g., AL, AZ (short-form)

Spell out numbers one through nine; use figures for 10 and above.

E.g., three, four, 17, 230

Don't use superscript for ordinals that start with a month or reference a date. Spell out superscript for numbers 10 and below.

Do: Our fifth product launch takes place on June 29.

Don't: Our 5th product launch takes place on June 29th.

Style

Consistent style allows our audience to focus more on the content's substance rather than varied style and grammar.

Never use emojis.

Avoid using HIMSS in the possessive case unless referencing the website.

E.g., HIMSS's website

"Over" can substitute for "more than."

E.g., Prescriptions rose over 20%.

"They" can be used as a singular pronoun.

E.g., Someone left their cellphone here.

Use the percentage sign instead of spelling out "percent," except when "percent" starts a sentence or does not directly have a numerical value associated.

E.g., Written prescriptions increased 12% last year, but the percent of filling stayed the same.

DO	DON'T
Make bold and confident statements backed by evidence .	Use hyperbolic or boastful language that's difficult to prove.
Favor active voice to keep up the pace.	Slip into passive voice without good reason.
Use simple sentence structure to keep points clear and concise.	Obscure meaning with overly complicated structure or wordplay.
Be optimistic, yet realistic , about the future of healthcare.	Overly emphasize the difficulty of achieving aspirational goals.
Write in a conversational, non-technical way.	Leave technical or corporate jargon unexplained.
Incorporate subheads and bullets to break up big blocks of text.	Write long and meandering paragraphs.

STYLE

Spell out “and” in headlines, and short-, medium- and long-form copy. The ampersand symbol may be substituted for the word “and” when used in a short fragment title.

Do: Innovation and Healthcare Are the Future

Don't: Innovation & healthcare are the future.

Do: Innovation & Healthcare

In short-, medium- and long-form copy, use sentence case—never all caps.

E.g., Together, we are empowering the reinvention of healthcare on a global scale.

When writing headlines, use title case. Capitalize all words except articles, and conjunctions and prepositions of three or fewer letters. Capitalize the second part of a compound modifier, both parts of a phrasal verb, and “to” in infinitives.

E.g., How To Be More Aware of the Sun's Damage

Don't use a period with headlines that are phrases, incomplete sentences or labels.

Do: Innovation on the move

Don't: Innovation on the move.

AP STYLE TITLE CASE GUIDE

CAPITALIZE

- First word of title
- Last word of title
- Verbs (is, are, was, be)
- Nouns
- Pronouns
- Adjectives
- Adverbs
- Conjunctions and prepositions four or more letters long

DON'T CAPITALIZE

- a, an
- and
- at
- but*
- by*
- for
- in*
- nor
- of
- on*
- or*
- so*
- the*
- to*
- up*
- yet*

*depends on how the word functions in title

Jargon & Keywords

Use this guide to maintain consistent spelling of these words so HIMSS is accurate within our industry.

3-D: 3D
blockchain: block-chain , block chain
cellphone: cell phone , cell-phone
Congress, congressional: Always capitalize “Congress.” Only capitalize “congressional” in proper names.
C-suite: C-Suite
cyberattacks, cybercriminal, cybersecurity: cyber attacks , cyber criminal , cyber security , cyber-security
decision-maker, decision-making: decision maker , decision making
email: e-mail , eMail , Email
end user: end-user
healthcare: health care
health information and technology (use for content about HIMSS and its vision and mission) vs. health IT (use for general industry content)
HIMSS's: HIMSS' (avoid using HIMSS in the possessive)
internet: Internet

log in (verb) vs. login (noun or adjective)
meetup : meet-up, meet up
OK : okay, ok
payer : payor
policymaker : policy maker, policy-maker
population health , pop health : pophealth
preconference : pre-conference
problem-solving : problem solving
smartphone : smart phone, smart-phone
smartwatch : smart watch, smart-watch
startup : start-up, start up
U.S. : US
Washington, DC : Washington, D.C.
web : Web
website : Website, web site , web-site

Copy Examples

The following examples show how messaging can be sharpened in short-, medium- and long-form copy.

You'll find past social posts rewritten to better reflect the reformer personality and tips for writing engaging blog posts and white papers. While it may be difficult to add brand personality to longer or more technically rigorous content, we still have a brand approach to style and formatting for creating such content.

Elevator Pitch

Our elevator pitch tells the world what we do at HIMSS and gives insight into how we think and speak about ourselves. It distills our perspective, priorities and approach as a reformer. Use it to guide self-referential copy common in social media.

EXTERNAL

These are disruptive times in healthcare, fraught with challenges.

At HIMSS, our vision is a world where everyone, everywhere has access to a health and wellness ecosystem that truly works. This is at the heart of everything we do.

We're focusing all our attention on reimagining and reforming health and wellness through innovation, information and technology.

It's a monumental task that will take courage, curiosity and determination to achieve. HIMSS is ready to lead the transformation. Let's move forward together.

INTERNAL

These are disruptive times in healthcare, fraught with challenges.

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It's a monumental task that will take courage, curiosity and determination to achieve. Let's lead the transformation together.

Short-Form

FACEBOOK & LINKEDIN

When writing short-form copy, keep sentences short and make your point quickly. Remember to keep the social media platform's character limitations in mind, too.

The new version makes a **clearer call to action** and focuses attention on the **disruptive reform** driven by a **moral imperative**.

BEFORE



HIMSS

Learn about current prescription pricing trends and impacts on prescribers and patients, key imperatives to help spur widespread adoption of prescription price transparency practices and the measurable impact of prescription price transparency and how it has improved efficiency and reduced costs. [#HIMSS19](#)

AFTER



HIMSS

Our industry must commit to prescription price transparency to improve efficiency and reduce patient costs. Join our live discussion about prescription pricing trends, impacts on prescribers and patients, and key imperatives to help spur widespread adoption of transparency practices. [#HIMSS19](#)

Short-Form

TWITTER

By captioning the link to an article with the title of the article, we've missed an opportunity to leverage our tone of voice to drive clicks to useful content. Before posting an article, take a moment to read it to determine its value to our audience.

The new version provides more value to the reader, going beyond an article's title, while leveraging our tone of voice to drive clicks to useful content.

BEFORE



@HIMSS

Interoperability in Healthcare: Nurturing Beyond Theory ow.ly/Wjj430nmQN2 #HIMSS19
#ChampionsOfHealth #EmpowerHIT

AFTER



@HIMSS

Interoperability plays an increasingly vital role in creating a seamless patient journey. But which model should we follow? #HIMSS19
#ChampionsOfHealth #EmpowerHIT

Medium-Form

This medium-form example is pulled from the article linked in the previous Twitter post sample. Notice how a little context goes a long way to clarify its title.

Brochure and website copy are also considered medium-form content.

The opening paragraph succinctly introduces the challenge the author intends to address.

The text is broken up with bullet points that hint at the structure of the argument to follow.

The author not only provides a clear summary and structure for their argument but also explains its purpose. The audience has a clear reason to continue reading.

A section sub-header breaks up large blocks of text and gives structure to the argument.

The language presumes familiarity with industry trends and jargon without getting overly technical. Anyone could read this and understand the observation.

Interoperability plays an ever-increasing role in the future of healthcare. That we can say with certainty, but we must be prepared to lead the way no matter the approach that ultimately drives change in the healthcare industry.

Take electronic health records (EHRs) as an example. You can basically see three different approaches for tackling the challenge of being able to transfer your patient journal data from a point of care to another for an uninterrupted patient journey. For now, I'll be using the following three items to walk through the concept of interoperability in healthcare:

1. **Patient-centric approach**
2. **Provider-/EHR-centric approach**
3. **State-/country-centric approach**

All these approaches require different priorities for nurturing interoperability in healthcare beyond theory. Going from number one to number three necessitates more trust by individuals towards the system, while making them more and more dependent on it—for good and for bad. Putting weight on either the patient-centric or state-/country-centric preference would provide their own advantages and be viable in different societies and regulatory environments.

PROVIDER-/EHR-CENTRIC

A provider-/EHR-centric approach makes it possible to solve the interoperability challenge between systems. This is where traditional efforts around interoperability in healthcare are taking place in most parts of the world in which electronic patient journals are already widely in use.

Either emerging industry standards or bilateral interfaces are used between systems from different vendors, and the information exchange happens directly from one system to another. As in the patient-centric approach, the information retrieval is initiated by demand, created by the need for patient care. At will, the patient can usually opt out from any default data interchange.

Long-Form

When writing long-form content, remember to tell a story—don't just regurgitate facts. Blog posts and reports are also considered long-form content.

This long-form example comes from a summary of the 2018 HIMSS Cybersecurity Survey.



Observation 1: Healthcare organizations are making progress in improving their cybersecurity programs.

THE USE OF RESOURCES HAS INCREASED TO ADDRESS CYBERSECURITY CONCERNS SINCE LAST YEAR.

More resources (e.g., people, assets, other resources) are being used to address cybersecurity concerns since last year for the vast majority of respondents to the survey. On a related note, in the 2015 and 2016 HIMSS Cybersecurity Surveys, the vast majority of respondents to the survey indicated that cybersecurity was a business priority for their respective organizations. In our 2017 HIMSS Cybersecurity Survey, we noted that 60% of respondents indicated that their organization employs a senior information security leader.

Specifically, in this survey, we asked respondents how their organization's use of resources to address cybersecurity concerns has changed, compared to this time last year—i.e., whether or not there was a change.

As noted in Table 9, the vast majority of respondents (84.3%) indicated that their organizations' use of resources to address cybersecurity concerns has increased. Yet others indicated that there has not been a change in resources since last year (11.0%). Still others indicated that their organizations' use of resources has decreased (3.3%). Only 1.4% of respondents indicated that they did not know whether their organizations' use of resources had changed.

Table 9: Use of Resources to Address Cybersecurity Concerns^a

Change in Use of Resources	Number	Percent
Yes – it increased	177	84.3%
Yes – it decreased	7	3.3%
No	23	11.0%
Don't Know	3	1.4%

Q. Compared to this time last year, has your organization's use of resources to address cybersecurity concerns (e.g., people, assets, other resources) changed?^b

MOST ORGANIZATIONS HAVE A DEDICATED OR DEFINED ALLOCATION FOR CYBERSECURITY WITHIN THE CURRENT IT BUDGET.

As noted in Graph 2, the majority of respondents (55.8%) have a dedicated or defined amount of the current IT budget allocated for cybersecurity. (The specific amounts allocated are discussed later in this report in the Observation 3: Room for Improvement section.) However, a fair amount of respondents (26.5%) have no specific carve out of cybersecurity within the IT budget (but, money is spent on cybersecurity). (Whether this is a benefit or a detriment to the cybersecurity program is yet another question. On the one hand, this can be a very flexible proposition in that dollars available for cybersecurity may be generously available as requested. On the other hand, this may be quite restrictive in light of the lack of specific carve out.) Still other respondents indicated that no money is spent on cybersecurity (2.8%).

^a Please see Table 28 for what respondents thought in terms of the use of resources to address cybersecurity concerns for the next year.

^b An organization that is expending more resources to address cybersecurity concerns may not necessarily be expending more money to do so. "Assets" is one possible reason listed in the survey question as to why an organization's use of resources may have changed. Other possible reasons include the increased use of people (personnel) and other types of resources (other than assets).

Using a different color and larger font calls attention to a section's main idea.

Tables, charts and graphs not only add visual appeal to data-heavy content; they also clarify why the data matters.

Citations are useful for directing readers to your sources, ensuring proper credit attribution and clarifying dense material.

Quick Reference Guide

Download this guide for quick inspiration or guidance as you write copy for HIMSS.

 Download Guide



Brand Quick Reference Guide

EXTERNAL ELEVATOR PITCH

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Our vision is a world where everyone, everywhere has access to a health and wellness ecosystem that truly works. This is at the heart of everything we do.

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It's a monumental task that will take courage, curiosity and determination to achieve. HIMSS is ready to lead the reform. Let's move forward together.

ESSENCE

Progress

VISION

To realize the full health potential of every human, everywhere.

MISSION

Reform the global health ecosystem through the power of information and technology.

AUDIENCES

- Practitioners
- Digital Health Innovators
- HIMSS Employees

ARCHETYPE

The Reformer

A reformer seeks to change the system. With reasoned observation of the current system, reformers are able to truly understand the problem at hand. They are compelled to act by a moral imperative. They must do something to create a better world. To achieve this idealized reality, reformers rely on a strategic approach to visionary reforms.

Goal: Replace what isn't working

Strategy: Disrupt, rally, educate, convert, inspire, rebuild

Challenge: Persuading a complacent audience

Greatest fear: Maintaining the status quo when there's a better way

CHARACTERISTICS

- Honest
- Brave
- Exciting
- Smart

When writing or editing HIMSS content, make sure it comes across as:

Disruptive	Passionate	Idealistic
Curious	Urgent	Determined
Expert	Precise	Confident
Strategic	Courageous	Declarative
Authoritative	Persuasive	Decisive

4.

Our Visual Identity

Our Logo

- Parent Brand
- Logo Mark
- Padding
- Placement & Sizing
- Misuse
- Background Applications
- Logo Colors

Our Colors

- Color Profiles
- Primary Colors
- Secondary Colors
- Misuse
- Color Balance

Our Typography

- Brand Fonts
- Styling
- Web-Safe Alts
- Misuse

Our Imagery

- Photography
- Illustrations

Layout

- Design Basics
- Hierarchy

Our Logo

- Parent Brand
- Logo Mark
- Padding
- Placement & Sizing
- Misuse
- Background Applications
- Logo Colors



Our Logo

The HIMSS logo is our most memorable brand asset. It tells our story and sparks brand recognition.

Consistent and frequent use of our logo builds awareness around our story and ensures we control how it's told. Correct use of our logo across all media grows brand equity by strengthening the connection between our logo and our mission.

Parent Brand

The HIMSS logo has two parts: the refresh symbol (mark) and the name (logotype).

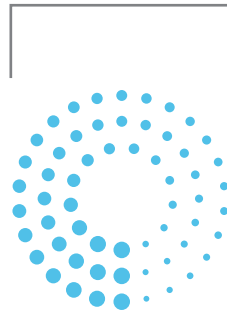
Our logo should accompany all of our external materials. It functions like a nametag or signature.

The horizontal logo is preferred in composition, followed by the vertical, left-aligned logo and the vertical, center-aligned logo—which is used only in special applications.

The **mark** is used alone in instances where the name is close by, but type would not apply to the application (e.g., favicon, app icon, etc.).

The **logotype** is used alone in instances of extreme height or size limitations (e.g., email design).

MARK



Horizontal logo

LOGOTYPE

HIMSSSM



HIMSSSM

Vertical, left-aligned logo



HIMSSSM

Vertical, center-aligned logo

Logo Mark

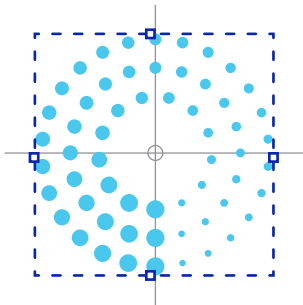
When selected in design software, the logo mark is not completely centered because the dots on its right side are smaller in width and height. Use the dots in the four cardinal directions and the collision of their centers to yield the true center of the mark. The circle pathways align with this true center.

The padding between the mark and logotype should not be altered. Elements of the logotype have been used to illustrate the correct margin padding.

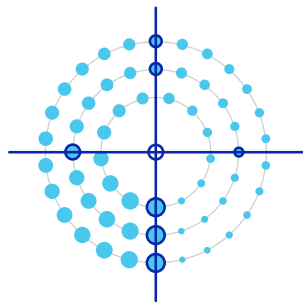
The horizontal logo uses the width of the “S” in HIMSS to illustrate the distance between the mark and the logotype. The baseline of the logotype aligns with the bottom of the mark’s center whitespace. The mark aligns center vertical with the “H” in HIMSS.

The vertical, left-aligned logo uses the height of the “H” in HIMSS sitting on top of the “H” bridge to illustrate the padding between the mark and the logotype. The mark center aligns with the “I” and to the left of the entire logotype.

The vertical, center-aligned logo uses the height of the “I” in HIMSS resting directly on the center notch of the “M.” The mark aligns center vertical with the logo’s “M” (not with the entire logotype).



Notice how the bounding box’s center does not align with the mark’s true center.



Lines bisecting the highlighted circles demonstrate the mark’s true center. Notice how the dot pathways’ circles are aligned with the mark’s true center.



Horizontal logo



Vertical, left-aligned logo



Vertical, center-aligned logo

Padding

Our logo should always have padding.
Leaving ample space around our logo ensures that it stands out from other graphic elements and avoids visual tension.

The padding for all logo variations is defined by the x-height of the “M” in our logo.



Placement & Sizing

While our logo is important to us, it should not be the focal point of a layout. However, it shouldn't be too small since it identifies brand ownership.

MINIMUM SIZING

The horizontal logo should be no smaller than 100px or .75" wide. The logotype should be larger than .5" in any logo-alignment variation.

MAXIMUM SIZING

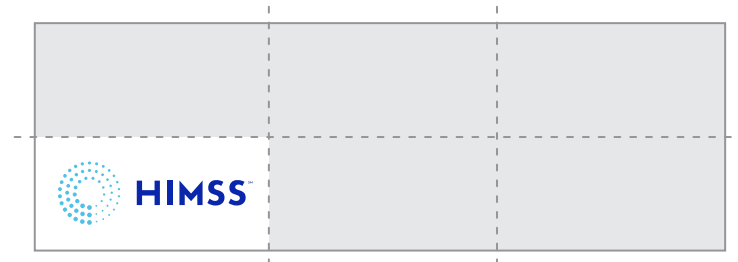
Our logo should take up no more than 1/5 of a composition. This size is still larger than the average composition requirements.

EXCEPTIONS

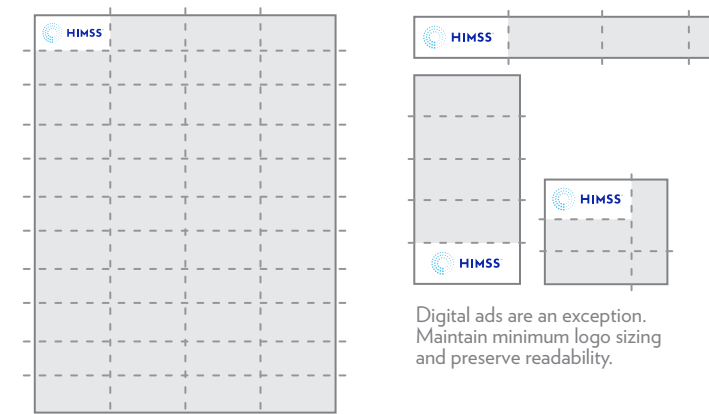
Digital ads are an exception: their small and dramatic compositions require maintaining minimum sizing over composition ratio.

Outdoor signage requires a logo to be large and easily readable.

Our logo can have a smaller composition ratio in literature since the user can physically or digitally enlarge it.



Billboard/outdoor signage: 1/6 ratio



Literature: 1/44 ratio

Digital ads are an exception. Maintain minimum logo sizing and preserve readability.



Minimum size for the logotype is .5". Actual size shown.

Misuse

To preserve the integrity of our logo, we must use it correctly and consistently in every application. Never alter, distort, or redraw the HIMSS logo.



Do not rotate.



No gradients, texture, pattern or opacity.



Do not redesign, recolor or typeset our logo.



Do not crop our logo or ignore padding.



No imagery masks.



No distorting the logo.



No strokes or outlines or effects. Do not put a border around our logo.



Don't add your own tagline.



Don't layer our logo on top of an illustration or detailed portion of a photo.

Background Applications

For clarity and visibility, the proper variation must be used to contrast our logo from the background.

Full-color logo is used on white backgrounds.

White logotype variation is used on the primary, Admiral Blue background.

White mark variation is used on the primary, Sky Blue background (same color as mark).



Full-color logo on white background



White logotype on Admiral Blue background



White mark on Sky Blue background

Our Colors

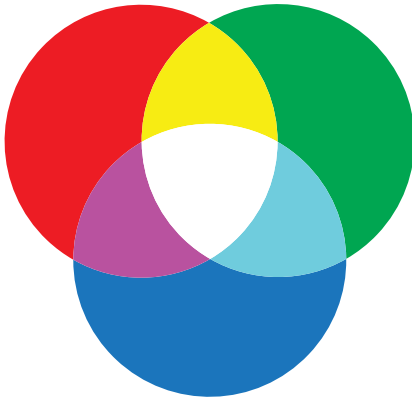
- Color Profiles
- Primary Colors
- Secondary Colors
- Misuse
- Color Balance

Color

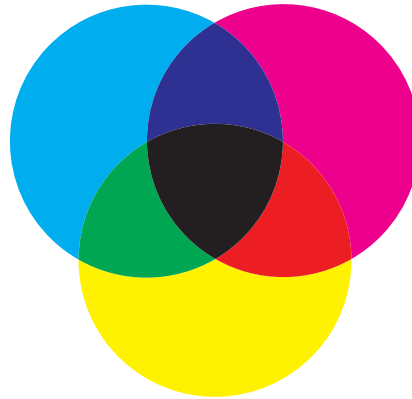
We all have personal interpretations of colors. Sky Blue, for instance, might call to mind a sunny day for some or a favorite sports team for others.

Colors hold varying—sometimes contradicting—meanings across cultures and in their different applications. A color palette, then, shows our brand's perspective. Unlike fonts and logos, colors are still essentially open-source, so a color palette cannot designate a brand on its own. It must be accompanied by and applied to its brand elements consistently to create brand recognition.

Color Profiles



RGB (Red, Green, Blue) light mixes to form white.



CMYK (Cyan, Magenta, Yellow, Black) pigments mix to form black.

Pantone (PMS) colors come in swatch booklets.

Pantone (PMS) is a color measuring system in which the inks are premixed for maximum consistency. This color system is recognized globally, and applications include print, paint, fabric, plastic and more. Pantone colors typically have to be ordered by printers and are frequently used in large runs.

CMYK (Cyan, Magenta, Yellow, Black) is the standard for all printers. Smaller print runs or your office printers use CMYK inks. When these pigments mix, they combine to form black. CMYK colors can look off in some digital previews.

RGB (Red, Green, Blue) is the standard for screens and monitors and uses tiny, colored lights. When these colored lights mix, they form white. RGB has the most vibrant range of available colors. Unfortunately, each screen is calibrated differently, so absolute consistency is impossible. However, consistency can be improved by calibrating the monitor on which you design and the one from which you present.

HEX (Hexadecimal color) is supported by every web browser and is, effectively, a limited version of RGB. Developers use HEX to code the color into default fonts, dividers, etc.

Primary Colors

Admiral Blue is our brand's flagship color. It should be used in every layout and can be paired with any secondary color. Its tone is dark enough to function as "black" when designing.

Sky Blue represents the HIMSS global brand. It is used sparingly and as a primary accent for our brand.

BACKGROUND COLORS

A **Clean White** background should be your first choice for dense content. Large amounts of text presented either digitally or in print are always more readable on white.

Admiral Blue is your first choice when the background needs to be dark and vibrant. Content on such a dark background should be minimal, yet large in scale.

Sky Blue can be used occasionally as a background color as an alternate or subsection to Admiral Blue.

Clean White

WHITE	PANTONE
0.0.0.0	CMYK
255.255.255	RGB
FFFFFF	HEX

Admiral Blue

2736C	PANTONE
97.95.0.0	CMYK
30.34.170	RGB
1E22AA	HEX

Sky Blue

2985C	PANTONE
60.0.3.0	CMYK
85.193.233	RGB
55C1E9	HEX

Secondary Colors

The HIMSS global brand can use these secondary colors sparingly in composition to designate a category, data visualization or sentiment.

Coral Red

178C PANTONE
0.80.63.0 CMYK
255.90.90 RGB
FF5A5A HEX

Apollo Yellow

123C PANTONE
0.19.89.0 CMYK
255.199.44 RGB
FFC72C HEX

Mint Green

3385C PANTONE
67.0.43.0 CMYK
60.213.175 RGB
3CD5AF HEX

Aster Purple

252C PANTONE
27.67.0.0 CMYK
208.100.206 RGB
D064CE HEX

Dark Admiral

2766C PANTONE
100.87.0.58 CMYK
20.27.77 RGB
21145F HEX

GRAY VALUES

Grays are used sparingly. When using gray, it should be subtle or as a tertiary color. Only use grays that are tint percentages of black. **Do not use grays above a 60% tint.**

Text Gray

179-11C PANTONE
0.0.0.60 CMYK
102.102.102 RGB
666666 HEX

Space Gray

Cool Gray PANTONE
0.0.0.20 CMYK
204.204.204 RGB
CCCCCC HEX

Faint Gray

179-1C PANTONE
0.0.0.5 CMYK
241.241.242 RGB
F1F1F2 HEX

Misuse

Our secondary colors are interchangeable with one another as well as Sky Blue. To avoid visual “vibration” (too much hue contrast with too little brightness contrast), don’t juxtapose or overlap these colors with one another. Overlap and juxtaposition will create accessibility problems for the colorblind.

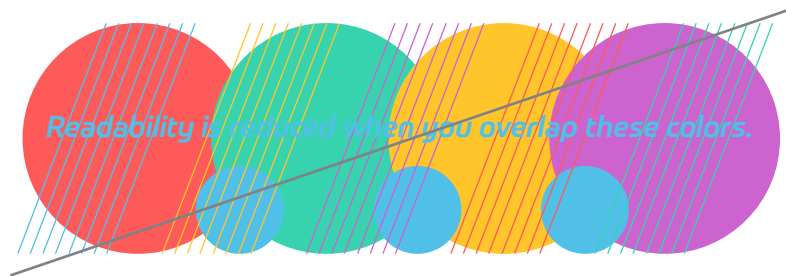
SIZING & CONTRAST

When fonts and elements are thin and small, increased contrast is needed to ensure readability and detail preservation. When in doubt, use Admiral Blue or Clean White as they have the highest contrast ratio in the color palette.

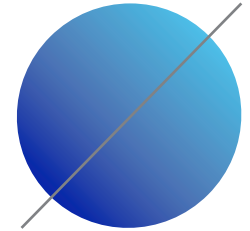
GRAYSCALE

The color black is not part of the HIMSS color scheme. Admiral Blue is dark enough in tone that it can look similar to black in smaller instances.

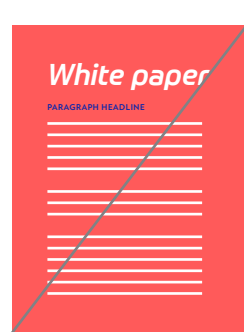
Whenever you’re looking to use black, use Admiral Blue instead. Special print instances will sometimes require a black and white layout, in which case every color is converted to grayscale.



Do not overlap, overlay or juxtapose secondary colors with each other or Sky Blue. These colors should only be used on Clean White or Admiral Blue backgrounds.



Do not use gradients. Solid colors only.



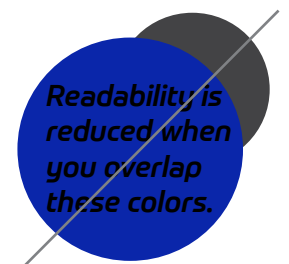
Do not use secondary colors as a background for content with lots of copy.



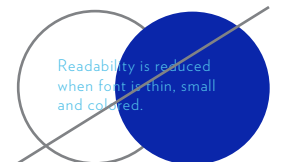
Use Clean White as a background with secondary colors as an accent.



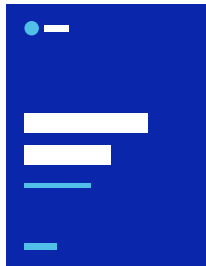
Do not juxtapose secondary colors with Sky Blue. Use Admiral Blue or Clean White instead.



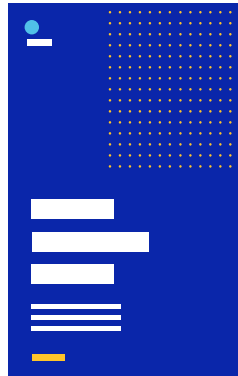
Do not overlap, overlay or juxtapose Admiral Blue and grayscale.



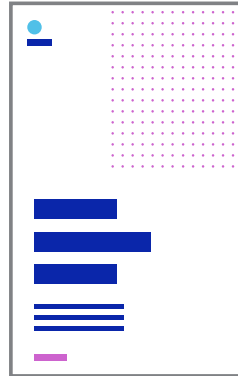
Do not use the secondary colors or Sky Blue for small font sizes.



White paper cover



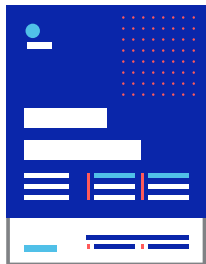
Poster (Admiral Blue)



Poster (Clean White)



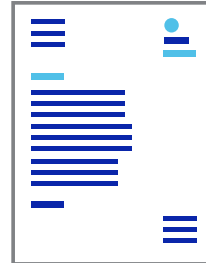
Email



Certificate



Outdoor (billboards)



Stationery (letterhead, business cards)



Digital ads

Color Balance

Too much color can feel off-brand for HIMSS. A composition should feel balanced with visual “breathing room” and pockets for the eye to rest. Consider the following when determining color balance for each composition.

PURPOSE

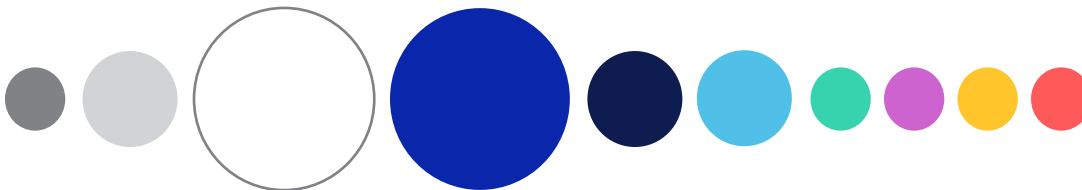
Color attracts the eye and can bring attention to small objects. It also simulates an action item, making color perfect for calls to action (CTAs) and interactive elements. For this reason, web ads, PowerPoints and signage will use more color to quickly signal intent.

SIZE

A large color fill will naturally showcase more of a color than a headline. Soften your focus to see which colors stand out.

VARIETY

Most compositions should only use up to three hues. If more colors are used, they should be small and used to categorize or differentiate information.



Our Typography

- Our Fonts
- Styling
- Web-Safe Alts
- Misuse

“Form and function together create typographic excellence.”

—R. ROGER REMINGTON

Typography

Typography has the ability to help a brand stand out from the crowd. It is closely aligned with copy, helping give voice, organization and readability to our content.

In the age where scanning is the new reading, adding emphasis, hierarchy and styling to copy can bring attention to important content. Consistent typographic styling can go a long way for the success and professionalism of any project.

HERO

Prometo

Use sparingly in headlines
for a pop of personality.

Prometo should never be used for body copy.
Available on Adobe Typekit (included with Creative Cloud).

a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 “ & ! ? ”

SIDEKICK

Verlag

Use extensively across the
brand to glue it together.

Verlag is never used as a headline—only as a subhead or small section header.
Numbers are shorter than letterforms (D8 A7 B4), so avoid combining them.

a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 “ & ! ? ”

Styling

Giving copy visual variation helps the reader know the importance, order and subject of the content (hierarchy). As reading gives way to scanning, the right styling helps retain the reader's attention and encourages content comprehension.

A **headline** is typically the largest and most styled type in a composition. It sits above the paragraph.

Headlines follow a logical hierarchy for their content. Like a family tree, **subheadlines** are “children” underneath the headline and get smaller and smaller in prominence as the content divides further into different subtopics.

Body or paragraph styling expands upon the topic and is used to style longform content. Bolding, italic and underline are used sparingly and in accordance with the content.

In marketing, **CTAs** include buttons/links but can also be contact information, or written or visual steps. No matter the form, CTAs always encourage the reader to take action. As the last content to be read, they are smaller in size than the headline yet typically larger than the body copy and presented in an accent color to grab attention. Specific styling varies based on the application. CTAs should be included in every HIMSS publication.



Prometo Bold Italic

Headline H1 | 72pt Font Size, 78pt Leading (1.1 line-height),
Optical Kerning, 25pt Tracking (0.025em letter-spacing), Clean White (on Admiral Blue)

Verlag Light
Paired with H1

Subhead H3 | 20pt Font Size, 22pt Leading (1.1 line-height),
Optical Kerning, Clean White (on Admiral Blue)

Prometo Medium Title or Page headline

Subhead H4 | 20pt Font Size, 22pt Leading (1.1 line-height),
Optical Kerning, 25pt Tracking (0.025em letter-spacing), *Sky Blue* (on Admiral Blue)

Verlag Book (italic and bold selectively)
Line Height should never be less than 1.2, or it will
reduce readability. White body is Book for readability.

Body P1 | 10pt Font Size, 14pt Leading (1.4 line-height)
Optical Kerning, 10pt Tracking (0.01 em letter-spacing), Clean White (on Admiral Blue)

VERLAG BOLD ALL CAPS

Subhead H5 | 14pt Font Size, 16pt Leading (1.14 line-height),
Optical Kerning, 75pt Tracking (0.075em letter-spacing), *Sky Blue* (on Admiral Blue)

Prometo Bold

Headline H2 | 44pt Font Size, 44pt Leading (1 line-height)
Optical Kerning, Clean White (on Admiral Blue)

Verlag Book (italic and bold selectively)
paired with H2, or as a summary
paragraph (not paragraphs) or bullets.

Body P2 | 16pt Font Size, 21pt Leading (1.3 line-height),
Optical Kerning, Clean White (on Admiral Blue)

Verlag Bold

Verlag Bold

CTA A1 (digital) | 8pt Font Size,
Optical Kerning, 25pt Tracking
(0.025em letter-spacing),
Clean White (in *Sky Blue* on
Admiral Blue)

CTA A3 (digital) | (A1 values)
Sky Blue (on Admiral Blue)
Underline on hover

Prometo Medium

CTA A2 (print) | 12pt Font Size,
Optical Kerning, 25pt Tracking
(0.025em letter-spacing),
Sky Blue (on Admiral Blue)

Verlag Bold, sentence
call to action.

CTA A4 (print) | (P1 values)
Sky Blue (on Admiral Blue)

Prometo

Bold Italic

Headline H1 | 72pt Font Size, 78pt Leading (1.1 line-height),
Optical Kerning, 25pt Tracking (0.025em letter-spacing), Admiral Blue (on white)

Verlag Light
Paired with H1

Subhead H3 | 20pt Font Size, 22pt Leading (1.1 line-height),
Optical Kerning, Admiral Blue (on white)

Prometo Medium Title or Page headline

Subhead H4 | 20pt Font Size, 22pt Leading (1.1 line-height),
Optical Kerning, 25pt Tracking (0.025em letter-spacing), Sky Blue (on white)

Verlag Light (italic and bold selectively)
Line Height should never be less than 1.2
or it will reduce readability.

Body P1 | 10pt Font Size, 14pt Leading (1.4 line-height)
Optical Kerning, 10pt Tracking (0.01 em letter-spacing), Admiral Blue (on white)

VERLAG BOLD ALL CAPS

Subhead H5 | 14pt Font Size, 16pt Leading (1.14 line-height),
Optical Kerning, 75pt Tracking (0.075em letter-spacing), Sky Blue (on white)

Prometo Bold

Headline H2 | 44pt Font Size, 44pt Leading (1 line-height)
Optical Kerning, Admiral Blue (on white)

Verlag Light (italic and bold selectively)
paired with H2, or as a summary
paragraph (not paragraphs) or bullets.

Body P2 | 16pt Font Size, 21pt Leading (1.3 line-height),
Optical Kerning, Admiral Blue (on white)

Verlag Bold

Verlag Bold

CTA A1 (digital) | 8pt Font Size,
Optical Kerning, 25pt Tracking
(0.025em letter-spacing),
Clean white (in Sky Blue on white)

CTA A3 (digital) | (A1 values)
Sky Blue (on white)
Underline on hover

Prometo Medium

CTA A2 (print) | 12pt Font Size,
Optical Kerning, 25pt Tracking
(0.025em letter-spacing),
Sky Blue (on white)

Verlag Bold, sentence
call to action.

CTA A4 (print) | (P1 values)
Sky Blue (on white)

Web-Safe Alts

Since fonts are restricted by licensing, platform and application, we can't always use or share our main brand fonts. These alternates are a good substitute and preserve a similar look and feel. Even though they are not our main brand fonts, use these alternates consistently to properly represent HIMSS.

If you are on a PC or using a Microsoft product, these fonts are available by default and do not require downloading.

TREBUCHET MS

Available across multiple platforms, Trebuchet is the substitute for Prometo fonts. At its boldest weight, it has similarities with Prometo Medium.

CENTURY GOTHIC

With a similar mid-century feel, Century Gothic matches the readability and vibe of Verlag. It is available on Microsoft products and Adobe Typekit (included with Creative Cloud). In a pinch, Trebuchet can also substitute for Verlag when Century Gothic isn't available.

Century Gothic is inherently larger in size compared to Verlag, so reduce font size by 3pts (81%).

Trebuchet MS Bold Italic

Headline H1 | 72pt Font Size, 78pt Leading (1.1 line-height), Optical Kerning, 25pt Tracking (0.025em letter-spacing), Admiral Blue (on white)

Trebuchet MS Bold

Subhead H4 | 20pt Font Size, 22pt Leading (1.1 line-height), Optical Kerning, 25pt Tracking (0.025em letter-spacing), Sky Blue (on white)

CENTURY GOTHIC BOLD ALL CAPS

Subhead H5 | 14pt Font Size, 16pt Leading (1.14 line-height), Optical Kerning, 75pt Tracking (0.075em letter-spacing), Sky Blue (on white)

Century Gothic (italic and bold selectively)
Lorem ipsum dolor sit amet nam hitiisquis
moluptate velenec aboriatatum arum res.

Alternate Body P2 | 13pt Font Size, 21pt Leading (1.3 line-height), Optical Kerning, Admiral Blue (on white)

Century Gothic in PowerPoint presentations
Lorem ipsum dolor sit amet nam hitiisquis.

Minimal Font Size, 14pt, use sparingly. Dark Gray #333333

Misuse

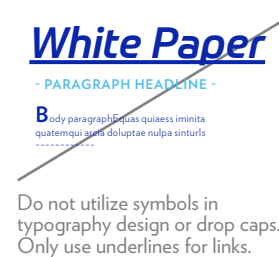
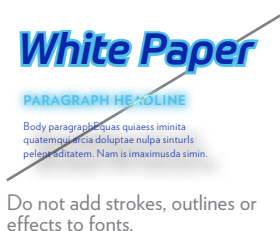
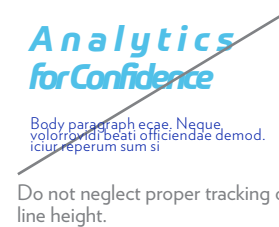
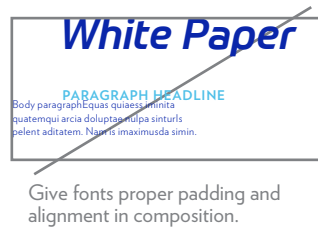
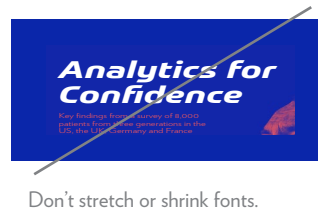
Styles should be used consistently to retain a familiar feel.

Do not “force” styles on the font—use the font style provided within the typeface.

SIZING

In design, typography size is equivalent to volume. The larger the font size, the “louder” the statement. In any composition, we should never scream at our audience.

Font sizes should never be too small to read. The visually impaired may have difficulty reading small type.



Our Imagery

Photography

- Duotone Photography
- Creating Duotones
- Lifestyle Photography
- Best Practices
- Themes
- Video
- Misuse

Illustrations

- Dot Illustrations
- Creating Dot Illustrations
- Animating Dot Illustrations
- Iconography
- Graphic Patterns

Photography

A picture is truly worth a thousand words. Photography can add intrigue, clarity or familiarity to your content.

It can instantly call attention to a composition, especially when it's a human face. However, selecting the right photography is an art form in itself. With a photo's detail comes the responsibility to manage that detail to suit your needs.

Duotone Photography

Our main photographic style is duotones. The effect uses two colors to replace the light and dark tones of an image. This intense use of color gives photos a more artistic and muted effect.

IN COMPOSITION

Duotones should always match the accent color in the composition. Duotones should not combine two accent colors.

Duotones should not be combined with dot illustrations (as they serve similar functions in a composition), but they can share a composition with graphic patterns and icons. Duotones rank lower in the imagery hierarchy relative to dot illustrations.

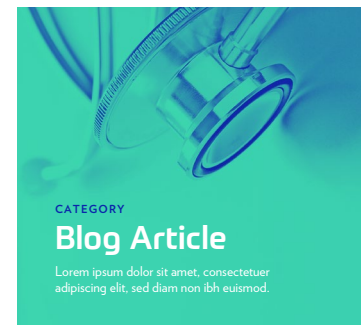
Duotones are cropped out of one or more edges of a composition. If there are faces looking in a direction, they should be looking inward in the composition.



People. Light background image.



People. Dark background image.



Healthcare technology/tools.
Light background image.

Creating Duotones

STEP 1: PHOTO SELECTION

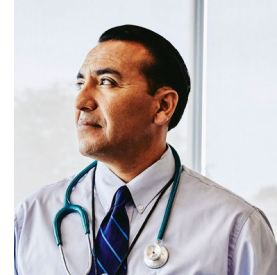
At HIMSS, we use two types of duotones: dark and light backgrounds.

A **dark background** requires a photoshoot or heavy editing to achieve the right effect and is used in compositions with Admiral Blue backgrounds. The subject is dramatically lit in a dark setting—never an inversion of a white background image.

A **light background** is easier to find in stock photography. These images are used for compositions in which the background is an accent color. The subject is studio-lit on a white background. Preferably, this background was white originally, not cut out and placed on white.

The photo subjects are the vessels by which we express our mission: **people** and **technology**.

It's best to use photos with an offset composition and white space. Simple or solid-colored backgrounds with good subject contrast are easiest to work with in duotone.



Cropped original images.



Edited and converted to grayscale.



HIMSS duotone gradients. The color in the upper left replaces black and the color in the lower right replaces white in the image when applied.

STEP 2: SETUP

Open the original photo in Photoshop and set your document to RGB with 300 ppi. Save As. Duplicate the layer and lock the original image layer. Convert to grayscale using Image → Adjustments → Desaturate. Make any necessary crops and photo edits. Convert the updated grayscale image into a smart object.

STEP 3: DUOTONES

Install **HIMSS_gradients.grd** file. This contains the HIMSS colors converted into gradients. Don't reverse the gradient or it will give an inverted effect.

Add the gradient map to the layer. Image → Adjustments → Gradient Map (select the color).

STEP 4: OPTIMIZE

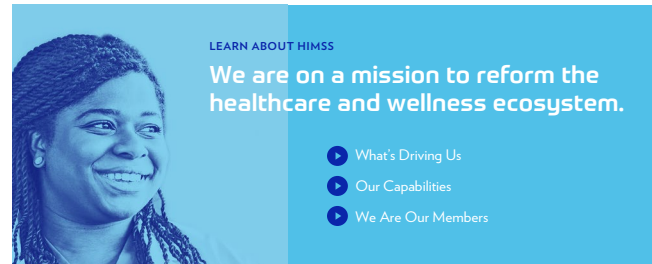
Add a layer above the image that contains a small box of color—the HIMSS Pantone—that will match the majority of the duotone’s background. This will help keep your duotone background consistent with our brand colors.

Adjust the grayscale image shadows, highlights and contrast. Image → Adjustments → Shadows/Highlights. Reduce “muddy” areas in the foreground. The background should look close to the swatch in tone and brightness.

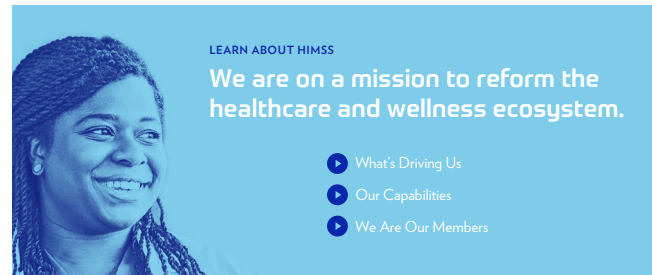
Expand your image canvas (Image → Canvas Size) to fit the intended size of your composition. When used, a duotone should serve as the entire background of a composition. Pay attention: all it takes is missing a few edge pixels to have a strange line cut through the composition.

STEP 5: EXPORT

Save your document and export for web as a PNG or JPG file. If you are using this duotone for a printed piece, convert the Image → Mode → CMYK, then Save As a PDF.



Duotone image separate from solid background color (same PMS used).



Duotone dimensions match background (color is consistent).



Lifestyle Photography

Any full-color (non-duotone) photos are considered lifestyle photos. Lifestyle photos should be used sparingly, since they are less visually indicative of the HIMSS brand.

Whereas duotones can add metaphorical meaning to compositions, lifestyle photography typically represents specifics. Blog or news articles are great examples. The content rotates out regularly, and duotones might not add the specific representation needed.

Lifestyle photography doesn't have prescribed composition requirements. It shouldn't be used as a background, or have text overlaid or transparency. Simple shape cropping is fine.

Whenever possible, it's best to use photos from our photo library or hire a photographer to take original photos, especially for any large-visibility campaigns or materials. Stock imagery can be used in instances where our photo library doesn't have the right photo to represent the subject or when lifestyle photography is needed and there's no time for a photo shoot.

Best Practices

Lifestyle photography should feel **bright, clean, light and warm**. Hospital photography can feel cold and sterile. The subjects and their connections should bring a human warmth.

Our photos should always have a **selective focus** with a shallow depth of field. The viewer will know exactly what to focus on in the image.

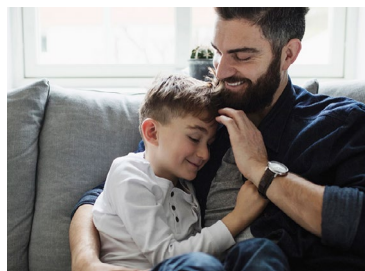
Subjects should center around **relationships** (collaboration, communication and connection). Health is innately human. Shots that are eye-level or lower give a closer connection to the subject. Images of tools of the trade are to be used sparingly.

Keep it diverse. HIMSS represents a variety of different people and our products help every kind of human. This can be a serious challenge in stock searching. Use keywords, filters and scroll past the first few pages to find balanced representation and unique shots.

Look for **modern**, fresh yet timeless photos. Avoid images with filters and effects. The subject matter should be relevant, not dated. This includes clothing, technology and interiors.

Keep it idealistic yet authentic. Find subjects and arrangements that feel natural and plausible. Avoid tropes and stereotypes. No white backgrounds or staged settings.

Keep it accurate. Lifestyle photography shouldn't attempt symbolic meaning. For example, if your subject is heart data, don't show hands holding a heart shape. Instead show a doctor reviewing a heart monitor. Don't show fake data interfaces. Our clients see right through Hollywood effects.



Themes

Most of our lifestyle photography will fall into one of four themes, representative of HIMSS and the healthcare industry.



HOSPITAL

Hospital imagery feels familiar and appeals to our target audience.



DATA/DEVICES

Data and device imagery represent our niche within the larger health industry.



CONSUMER LIFESTYLE

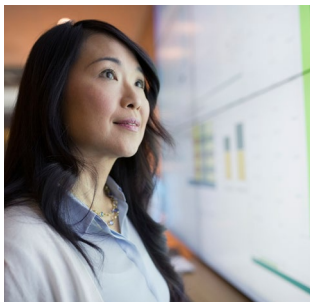
Consumer and lifestyle imagery show our target audience that we're thinking of their target audience and the end experience.



HIMSS

Imagery depicting HIMSS events, demos, products, sub-brands and news is our own unique photography that shows what we're up to and our impact on the healthcare industry.

Our **values** should be represented in your photography selection. Keep them in mind when you're deciding between a few photos or giving direction to a photographer. Look for subjects who express these emotions and embody our values.



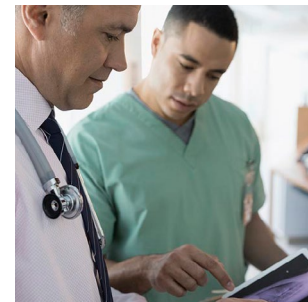
CURIOSITY



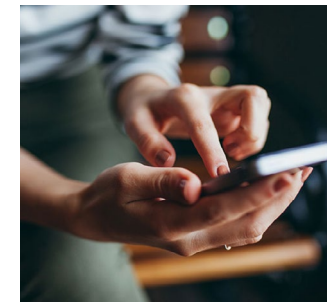
BELONGING



TENACITY



INTEGRITY



SIMPLICITY

Video

Video is used more frequently than ever in the digital space, thanks to its ability to grab interest with movement and action that’s lacking in text.

EQUIPMENT

We recommend acquiring the best of what your budget will allow. Luckily, there are plenty of options to choose from on the spectrum of price. It’s worth taking a dive into the best gear that specifically suits you and your needs. At some point you’ll also need accessory items like monitors, gimbals, and light modifiers.

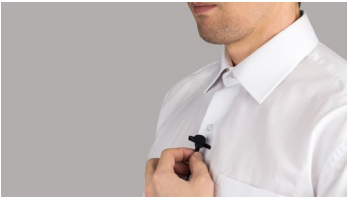
Max out your skills with what you’ve got! You can take cheap equipment and make a beautiful project if you’ve truly learned to make the most of what you already have.

AUDIO

Booms are necessary for any room/ ambient audio, and lavs are essential for any talking-head content to keep the subject hands-free for expression

Equipment breakdown across the price spectrum:

	CHEAPER	MID-RANGE	TOP-TIER
CAMERA	Panasonic GH-5, Sony A6500, BMPCC 4k, Canon 5D MK IV	Panasonic AU-Eva 1, Canon C300, Sony FS-7	Arri Alexa Mini, any Red camera (seriously), Sony Venice
LIGHTS	Rotolight Neo 2, Litepanels Astra 1x1	Aputure C300D II, Westcott Flex Cine Bi-Color Travel Kit	Arri Skypanel, any HMI lights (most powerful)
AUDIO	Zoom H4N	Zoom F8N	Zoom F8N
GRIP	Manfrotto 502AH tripod	Benro S7 Dual Stage Tripod, Sachtler 0775	Dana Dolly, Russian Arms, MoVi Gimbal, Sachtler System 20



Lav (lavalier microphones) are clipped or taped on the subject. Cords should be hidden, and the mic should be subtle.



Boom microphones are sometimes covered in fur to reduce wind and environmental noise.

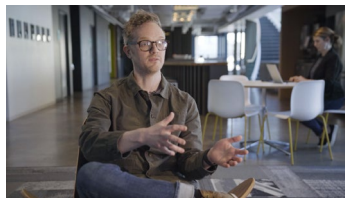
LENSES

Lenses are easily one of the most important filmmaking tools, and were left out of the equipment ranges, because there is really only one thing to remember when buying lenses within each tier: **buy the most expensive glass you can get your hands on**. Even if you're shooting on the cheapest DSLR, a quality piece of glass will go a long way in creating a beautiful image for your project.

For cinema cameras and filmmaking, this typically means acquiring a set of **prime lenses** rather than zoom/telephoto lenses, because nice primes will provide a range of focal lengths within lenses that are all roughly the same size. This is important in case you're using a Gimbal/Steadicam and want to avoid variable lens weights that could throw off your balance.



Neutral color profile



Colored and edited in post

SHOOTING

When shooting video for any HIMSS-related project, best practice is to shoot at **4K, 23.97fps** in a **neutral color profile**. Shooting neutral 4k is essential because any shots gathered during the project should be able to be used in other HIMSS work in the future, no matter the size of the screen or tone of the content. Although 23.97fps is a best practice when it comes to capturing basic b-roll and talking-head content, this can actually change if other content is needed, such as slow motion or broadcast footage.

When composing your shot, make sure to leave room for text that may appear on top of it, whether in the form of lower-thirds or opening titles.

TALKING HEAD

The subject should be off to the left or right of the camera, looking off-camera in the opposite direction of where they're standing. This creates the look of a natural conversation. There are certain cases where you can get creative and keep the subject centered and either looking at or off camera.

Typically, you'll need at least a two-camera setup, so you have room to cut around any stumbles or "umms"/"uhhs". Utilizing two camera angles will create a more professional look if there are already limitations with lighting or B-roll options for the project.

The best angles to use for a two-camera setup are MCU (medium close-up), and close-up.

Video

EDITING

When coloring video content, make sure to apply a LUT or slight S-curve to the footage before making any finer adjustments. This will ensure a uniform look across all shots and will prevent any one shot from looking too neutral and washed out.

The HIMSS-logo animation card should be used in every video.

All published videos should include captions whenever voice audio is used. This helps our global audiences with translating and allows users with hearing impairments to glean the entire message.

SAFE MARGINS FOR TEXT

For all on-screen text, you'll need to make sure the background scene behind the text doesn't compete with the text readability.

Lower-thirds should be placed comfortably, away from the frame edges to avoid any clipping issues when the video plays on different sources (TV, Mobile, Web) while also ensuring they appear in the literal bottom third of the frame.

Captions are typically placed on screen with a black background for maximum accessibility. Instead of a black background, use a transparent gradient along with following the above rules should make them perfectly readable on-screen.



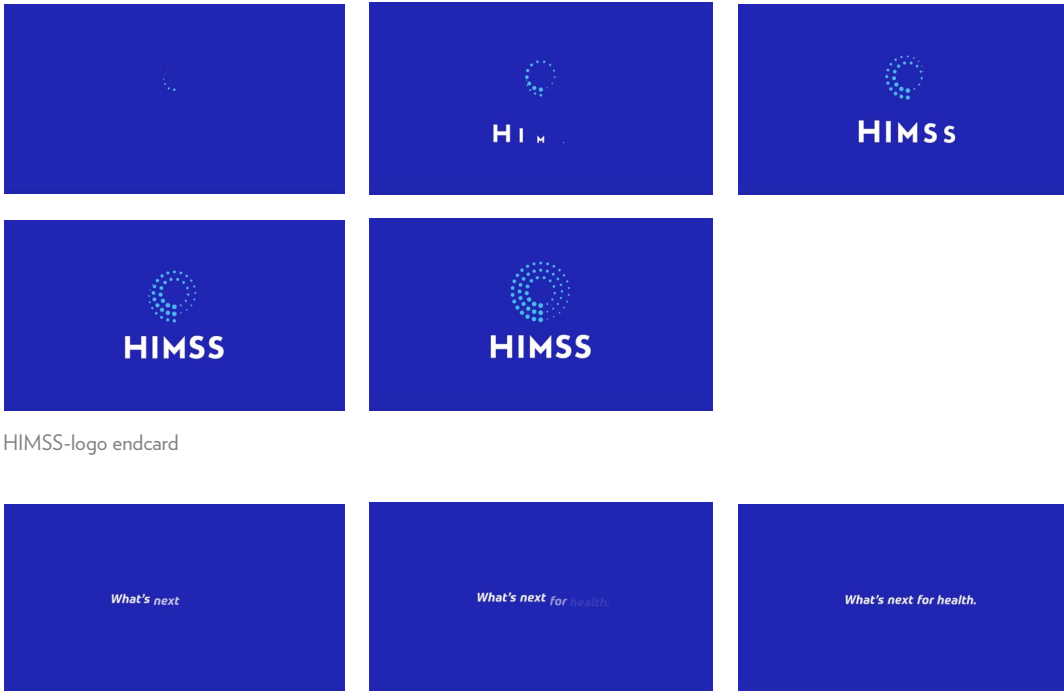
What a typical slate should look like along with how it should get placed within the edit.

BROADCAST

When shooting for broadcast, the equipment you use is more or less interchangeable, but it's recommended that you shoot at **29.97fps** rather than 23.97fps to ensure smooth delivery and transition from Camera → Timeline → Master Control.

Editing for broadcast is very similar to editing digital/web content, with the only major differences being the editing framerate and organization structure of your cut. Editing broadcast content requires the timeline sequence to be in 29.97 Drop Frame, which is the frame rate output for almost all NTSC TV Broadcast stations. Make sure to include a slate before the beginning of the actual picture that includes all relevant information for anyone receiving the video at the TV Station.

Slate Placement: 10 frames of black, 5 seconds of slate, 2-pop, 2 seconds of black, start picture. A 2-pop gets inserted immediately after the last frame of slate to ensure proper sync between picture and audio.



HIMSS-logo endcard

What's next for health. Fades up from baseline a word at a time.

LOWER THIRDS DESIGN

A lower third graphic should be used to introduce and identify a subject featured in a video. The HIMSS or sub-brand logo should always be placed on the left side, inside an Admiral Blue bar. It's acceptable to place the lower third on either the left side or right side of the frame. Use design discretion to determine proper balance.

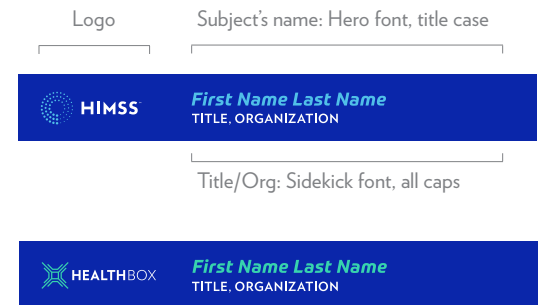
To ensure optimal visibility, keep the title descriptor concise, when possible. If a subject holds more than one title, use the title most relevant for the content of the video.

AFTER EFFECTS TEMPLATES

There are outro logo and transitional templates available for use that ensure our videos feel visually consistent. Reach out our brand team at brand@himss.org, who can assist you.

When creating or using other after effects templates for HIMSS videos, make sure to follow all brand guidelines.

[↓ DOWNLOAD GUIDE](#)



Example treatment for Healthbox sub-brand

Misuse

A word of warning: not all stock is created equal and some is downright tacky! Stock photography (especially healthcare and IT) provides endless options, and it can be overwhelming and exhausting to find the right photo. While price can typically dictate quality, there are still some gems to be found for lower prices.

Avoid using clipart completely. It dilutes our visual professionalism.



Do not use overlay effects. AI does not look like this. Stay authentic.



No lens flares. Do not use color overlays. Try a more unique angle.



No faked backgrounds. Search for more authentic and diverse options.



Do not use off-brand illustrations or clipart as lifestyle photography.



Avoid unrealistic perspectives. Find imagery that feels less staged.



No solid backgrounds in lifestyle photos. Avoid cropping out faces.



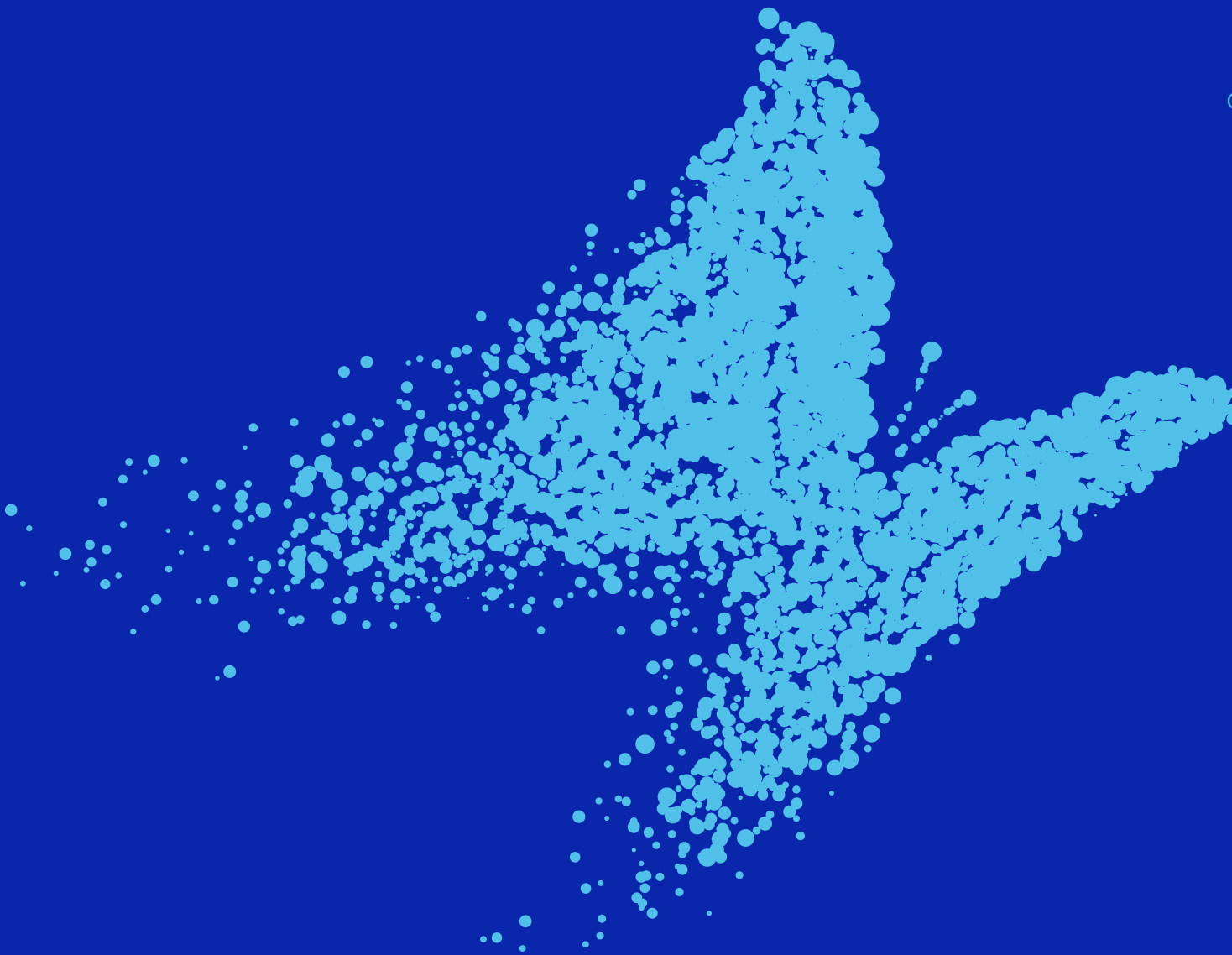
Avoid symbolic/illustrative photos.



No holographic technology. No lens flares. Avoid generic clothing.



Avoid or crop out manual tools (i.e., clipboard).



Illustrations

Illustrations bring personality and energy to any composition. Illustration can refer to patterns, icons, symbols or entire scenes.

An illustration's style can align with a brand and provide it with a unique personality. Illustration appeals to those who interpret imagery first (icons) and helps retain visual interest (patterns). It can emphasize the meaning of headlines by using corresponding symbolism (dot illustrations).

Dot Illustrations

Circles and dots are important symbols at HIMSS. They represent our organization, the magnetism of data, people, and more. This concept should be brought to life in our illustrations, just as it is in the HIMSS logo.

Our dot illustrations all have **momentum** to them—in symbol selection, construction and application.

IN COMPOSITION

Large and bold, these illustrations are a visual focal point. With so much detail, they are never to be used in small applications where detail could get lost.

Each illustration should match the accent color of its composition. When an illustration is displayed in an accent color, it should only be used on a solid Admiral Blue or Clean White background. When white or Admiral Blue in color, it can be used on any solid, accent-colored background.

Occasionally, a dot illustration can be cropped out of the composition, giving the effect of movement.



Creating Dot Illustrations

STEP 1: SELECTING SUBJECT

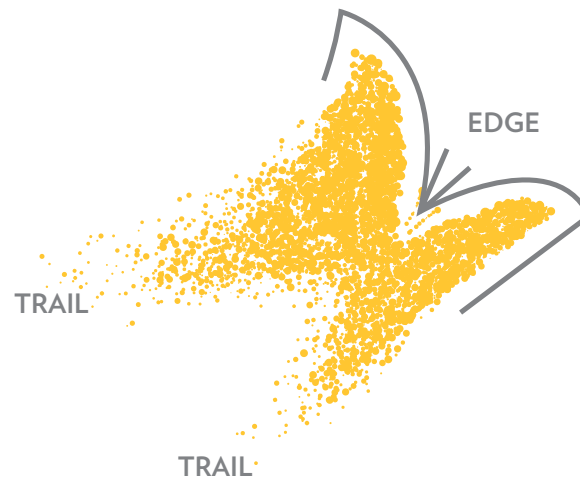
When creating a dot illustration, the first step is choosing your subject material. The subject should be a visual symbol with interpretations that reflect our values and the content topic. The butterfly, for example, represents transformation, limitlessness (flight), gentleness and miracles. Each symbol should embody **direction**, **purpose** and **communication**.

A directional symbol can be as simple as a ladder—symbolizing an upwards climb—or as interpretive as a heart, pulling us to follow.

Symbols should reflect the purpose of HIMSS. The cross symbol can represent healthcare.

Symbols should be straightforward enough to communicate their meaning. They should be simple and block-filled for ease of understanding.

For example, converting a park setting to a dot illustration would be overly complicated to visualize and wouldn't communicate direction, nor is a park a symbol with universal meanings. A seesaw, on the other hand, would be a good symbol to use—with the plank changing direction, representing balance and the ebb and flow of forces.



STEP 2: SETUP

Our dot illustrations are created in Adobe Illustrator. Work from the same file you intend to be the final “original” file. Copying your artwork into another AI file will change the scatter pattern and, in turn, your illustration.

Place your reference image on your artboard, give some opacity and lock the layer.

STEP 3: EDGES & TRAILS

Determine where the hard edges and trails will be. Hard edges will help the shape become more recognizable. If the edge and trails were flipped on the butterfly, there wouldn't be enough detail to recognize its shape. The edge also helps the viewer glean direction from the illustrations. For example, arrows point in the direction of the edge. If flipped, the arrow would feel backwards.

STEP 4: BRUSHES

We have a variety of brushes to help with creating dot illustrations.

To load our brushes: Window → Brushes → upper right hamburger menu → Open Brush Library → Other Library ... (navigate to brush file).

Hover over the brush shape to read the name (since they all look the same in the Brushes panel).

Click on the brush (while path is selected) in the Brushes panel again for a different scatter pattern. You can even keep the same path and just re-scatter. Duplicate the path and change the scatter for thicker edging.

STEP 5: PATHS

When you have a brush selected, draw a path with either the Pen tool or Brush tool. Trace over your reference image, but don't be afraid to freestyle a bit and make the illustration unique.

Reduce parallel line paths. The paths from the brush should not be obvious, and the illustration should feel naturally splattered. Don't worry about keeping your paths appealing—it's all about the final product.



SCATTER EDGE

Used along edges with medium chaos. Layering paths will create a denser edge.



SCATTER TRAIL

Used to create random trails with high chaos. Scatter occurs to the right of the path to fan out from the edge.



SCATTER FILL

Thick blobs to fill in larger areas.



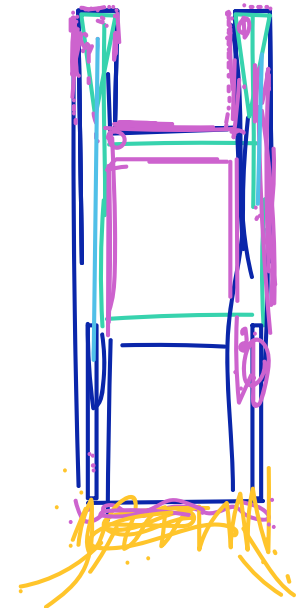
LINE RANDOM

Extra line with no scatter. Spacing and dot sizing is random. Fills in gaps or evens up edges. Use a single point (instead of a path) to produce a single random-sized dot.



LINE EVEN

Extra line with no scatter. Consistent spacing and dot size. Used to fill in gaps or even up edges.



Brush paths when viewed in outline mode. Note the variety of brushes used and how some brushes benefit from chaotic paths.

STEP 6: TIPS

Don't let crevices (blank space in the fill) make it feel like the illustration's falling apart or "cracked." The spray should feel even, yet random. Dot points from the Line Random brush can strategically fill in crevices.

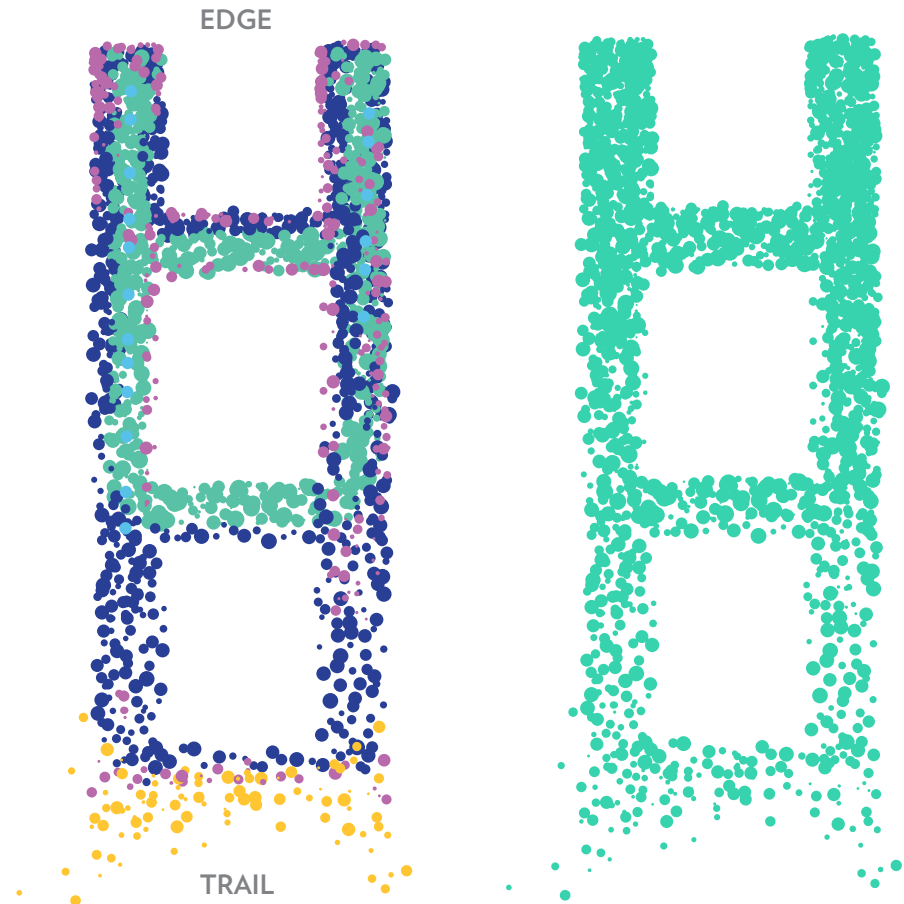
Fight the urge to "expand" the line art. It creates a clipping mask for each circle. When you change the fill color, it will fill the square mask as well, converting your circles into squares. Instead, the dots can be expanded by saving your work as a PDF, then reopening it in Illustrator (after ungrouping and removing two clipping masks).

Instead of expanding, adjust your paths, change the random pattern or use a clipping mask.

If you used an 8.5 x 11 sized artboard, the dots will use a stroke of .5 to 1 in size. Don't make the dots too small or too large. Our illustrations should feel like a set, all made congruently.

STEP 7: EXPORT

When your illustration is complete, stroke it all in one color and copy the artboards, giving each a color from the HIMSS color palette. Export each artboard as a PNG as well as an individual PDF.



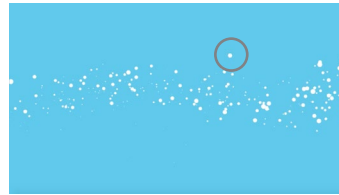
Animating Dot Illustrations

In animation, the dots have a liquid quality to them, almost like small bubbles. They move with the stream and, when used as a pointer, can pop like a bubble when touched for transitions.

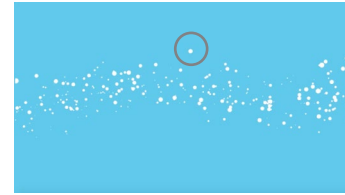
The dots have a magnetic quality. They can cluster together to form a shape, then just as easily fall apart for effect. A pointer dot might have a magnetic following of other dots along its path.

The dots can multiply from themselves (like a cell dividing), spreading and growing. Inversely, they can rush together and fold into one.

The dots make a variety of movements, helping maintain interest and invoking different meanings. Each dot's shape should always stay a consistent circle, never crushing to an oval, nor animating an entire illustration as a single unit.



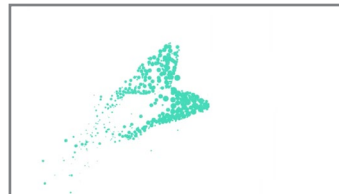
Liquid movement flowing like a stream.



Top-pointer dot moves, touches the point and pops away.



Text reveals from touchpoint in an expanding ripple.



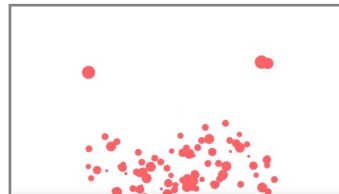
Dots magnetically cling together in the shape of a butterfly. Some may have less magnetism and float off the tail.



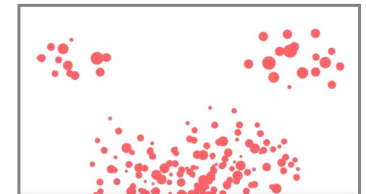
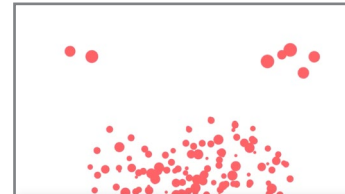
Some dots drop off while the butterfly moves.

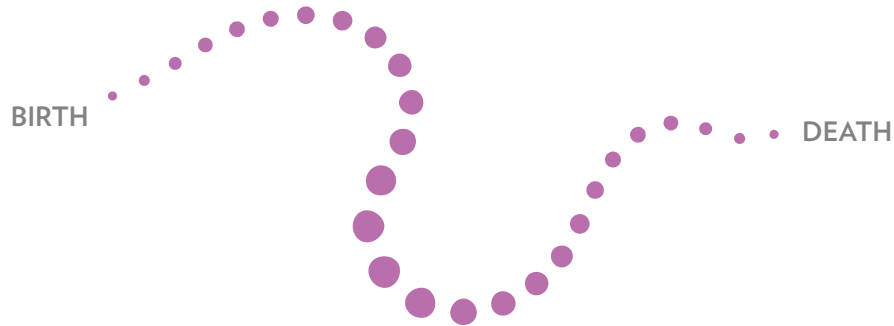


Dots falling apart for effect.



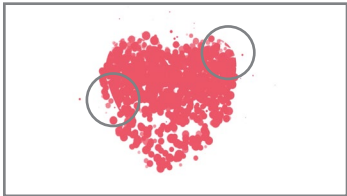
Dots multiplying and expanding outward.



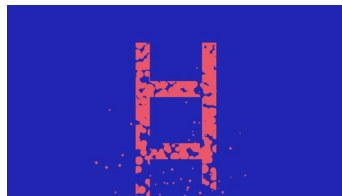


If you think drawing a custom dot illustration is complex, then try animating them! A professional motion graphics editor is required to understand the subtleties of how they come to life.

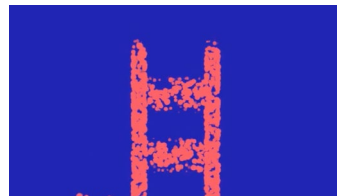
When creating dot animations, a combination of particle emitters and individual dot animations may be required. When using emitters to fill shapes, such as a butterfly, particle parameters like birth and death rates will need to be adjusted to ensure that the density of the particles is thickest where they are emitted and becomes gradually thinner in the rest of the shape. Rather than using alpha masks to contain the particles, as this will only cut off particles, use 3-D models—usually in an .obj format—as a container or emitter so particles can be seen in their entirety.



Alpha mask cropping the particles.



Alpha mask cropping the particles.



3-D container eliminates crop.

Iconography

At HIMSS, icons and symbols are used sparingly. There are some cases in which paragraphs of copy have themes that can be visualized or content needs symbols as a legend to display information more succinctly. Icons are especially helpful in mobile or digital applications, where they serve as buttons. Icons support the copy by increasing its readability and interpreting the information.

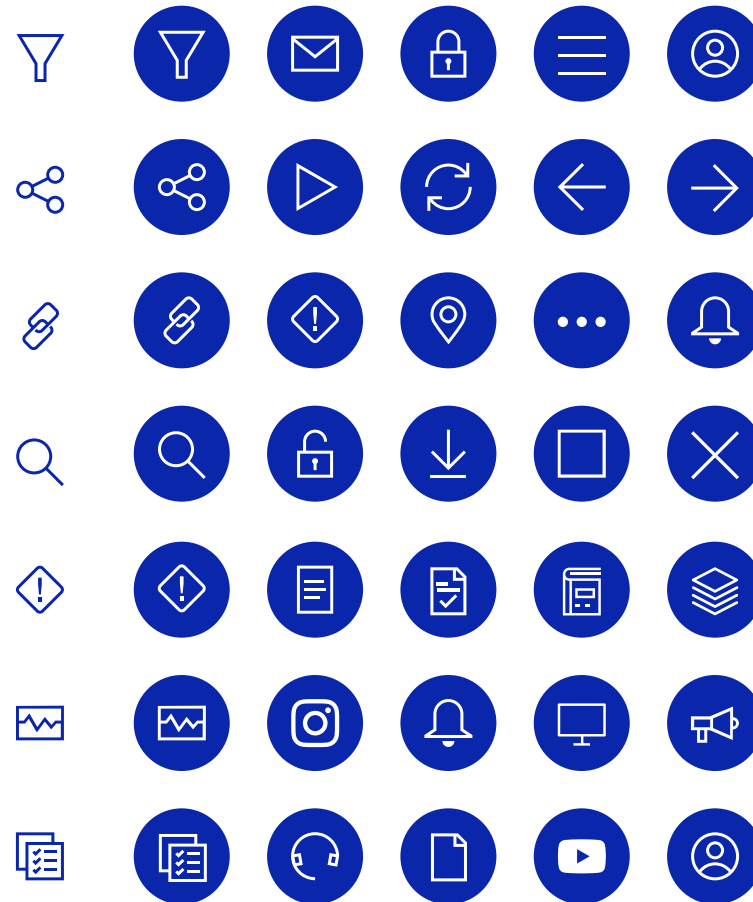
Icons shouldn't be too small to see, nor should they be so large as to feel like a logo.

STYLE

HIMSS is about connections, and this is reflected in our icon style. Our icons should never be too detailed and, above all, should feel like a cohesive series. All icons should be the same relative size to each other.

If you don't have an icon, make or adapt one for the HIMSS brand. The outline/stroke is approximately 2pt with rounded edges and ends. If an icon needs framing in the composition or more color prominence, center it in a circle container.

The symbols you choose should have universal meaning, such as an arrow. Their structure should be as simple and crisp as possible.



Icons placed in circle containers vs. outside of containers

Graphic Patterns

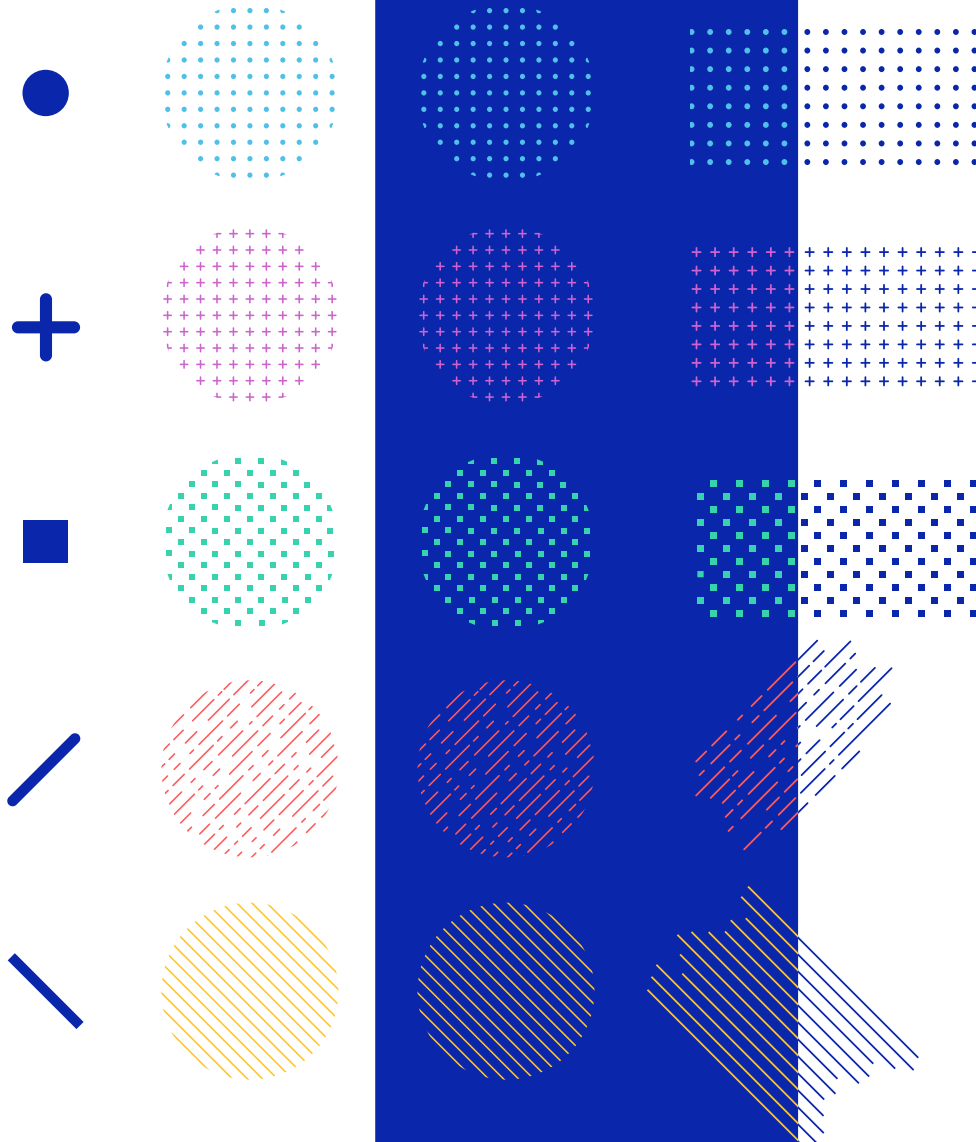
Sometimes, a composition might have “blank space” where content doesn’t live but feels distractingly empty.

Our graphical patterns have a textual element to them that can give such spaces visual interest, while not distracting the viewer from the main content. Patterns in composition are a bit like having wallpaper in a home: too much and it’s overwhelming, but an accent pattern can make a blank wall seem less empty.

Our patterns can be either cropped in circles or used as pattern lines. Inside a circle, they pair well with large, circular color blocks. They break up circle blocks, and the texture makes the composition less “bubbly.”

When used outside of a circle, crop the lines before rotating at 45-degree angles. During the crop, make sure not to cut into the shapes, and stay between the rows of pattern (i.e., don’t cut a + symbol in half). Outside of a circle crop, these patterns bleed off the composition.

Our graphic patterns can come in a variety of colors, with classic dots representing the parent brand.



Layout

Accessibility
Design Basics
Hierarchy

Accessibility

Not everyone has the same visual aptitude, and every context or situation has a different user experience. Accessibility should be considered in each design, so everyone has the same opportunity to partake and enjoy our content. Whenever possible, employ the help of a UX designer to optimize the user experience.

CONTRAST

Admiral Blue and Clean White have the highest contrast ratio in the HIMSS color palette. Secondary colors and Clean White have a lower contrast ratio, and pairing should be avoided for small text.

SIZING

When copy is too small, it can be hard to read. Avoid going below 10pt sizing for fonts. Verlag Light can be difficult to read as white body copy on a colored background. Use Book weight instead.

ORGANIZATION

Make CTAs easy to find and use. Your design should empower the user, not confuse or frustrate them. Use imagery that supports our message. Use headers and group similar content. Keep decoration and effects to a minimum. Too many details can add clutter, reducing the effectiveness of a design.

DENOTATION

There are multiple ways to get a message across, and some methods work better than others. Whenever possible, express an idea in more than one way. For example, include icons with text categories to help pinpoint pertinent information. In graphs, use color or pattern to separate categories.

CONTEXT

Always consider the end application when designing. This is best addressed at the beginning of a project. Assumptions can lead to application mistakes at the end. Consider location, size and timing of viewers.

ALTERNATE TEXT

For digital applications, include alternate text and subtitles whenever possible.

Design Basics

Learning these basics of design can help optimize your designs to be visually appealing and easy to digest for readers. Good design is often invisible because it just works!

ALIGNMENT

Text should be left-aligned, and elements in the composition should align with one another instead of scattered or indented. This creates a crisp visual edge.

PROXIMITY

When someone stands too close, it feels uncomfortable and invades your personal space. Conversations across a room feel just as awkward. Elements in a composition interact with each other in similar ways. Give objects their own personal space, but don't distance related elements too far from one another.

BALANCE

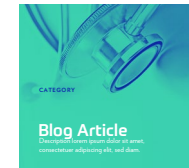
Color, elements, size and proximity all add visual weight to a composition. A glass jar placed at the edge of a shelf feels uncomfortable because it could fall. Your composition should feel stable and intentional.

When you have a series of elements (like social icons), **distribute** them evenly with the same amount of space between each.

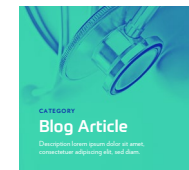
Align Left



All elements are left-aligned. The indented text has the vertical line to the left, providing visual alignment and giving the indentation purpose.



Category is too far away to feel relevant. Article title is too close to the description.

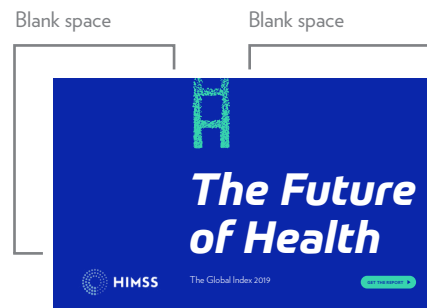


Elements have a comfortable proximity.

Distribute Horizontally



Icons are distributed evenly horizontally.



While aligned, the balance is off. The composition is heavy on the bottom and right. Some elements are too large in scale, while others are too small. The logo placement shouldn't align with the subheader, and the ladder illustration is hanging off the top of the composition.



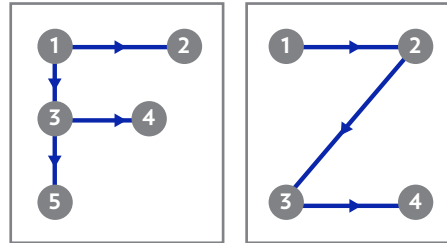
Composition is balanced.

Hierarchy

Hierarchy is prioritizing the message and elements in a composition and determining the order that elements will be seen or read. When our eyes scan a design, they hop around, starting with bold elements and eventually moving to more subtle elements. The way we scan is something we learn and develop.

- **Top to bottom:** We learn to read top to bottom and gravity pushes ever downwards.
- **Left to right** (or right to left): We learn to read and write language in this direction.
- **Large to small:** Larger objects feel closer, and smaller objects feel further away. We are more likely to acknowledge something nearby than far away.
- **Vibrant to dull:** Colorful things are stimulating. As children, we were drawn to vibrant objects over dull. This instinct is still in play when we scan.

Getting a second pair of eyes on your design can provide a fresh perspective on hierarchy.



Common eye scanning patterns.



With this hierarchy, the CTA is scanned first.

This hierarchy feels more natural with the headline scanning first and the CTA scanning towards the end.



Graphic pattern paired with duotone photos in a global HIMSS composition

IMAGERY HIERARCHY

Some of our imagery is meant to be used more frequently than others. Our imagery usage follows a hierarchy that is similar to our brand architecture. If you were to use all of our imagery types in a single publication, here are the pages they would appear on:

1. (Cover) **Dot Illustrations**
2. (Chapter) **Duotone Photos**
3. (Page) **Lifestyle Photography, Icons**
4. (Decoration) **Graphic Patterns, Circles**

Our dot illustrations are used sparingly due to their level of detail and since overuse will dilute their symbolic impact.

Duotone images vary in color and subject matter and are ownable by their corresponding product or sub-brand.

Lifestyle photography and icons have more specific subject matter and are used to illustrate a topic.

Graphic patterns and circles should be used sparingly to balance a composition and tastefully fill blank space.

5.

Managing Our Brands

Overview of Brand Architecture

Aligned Brands

Brand Categories

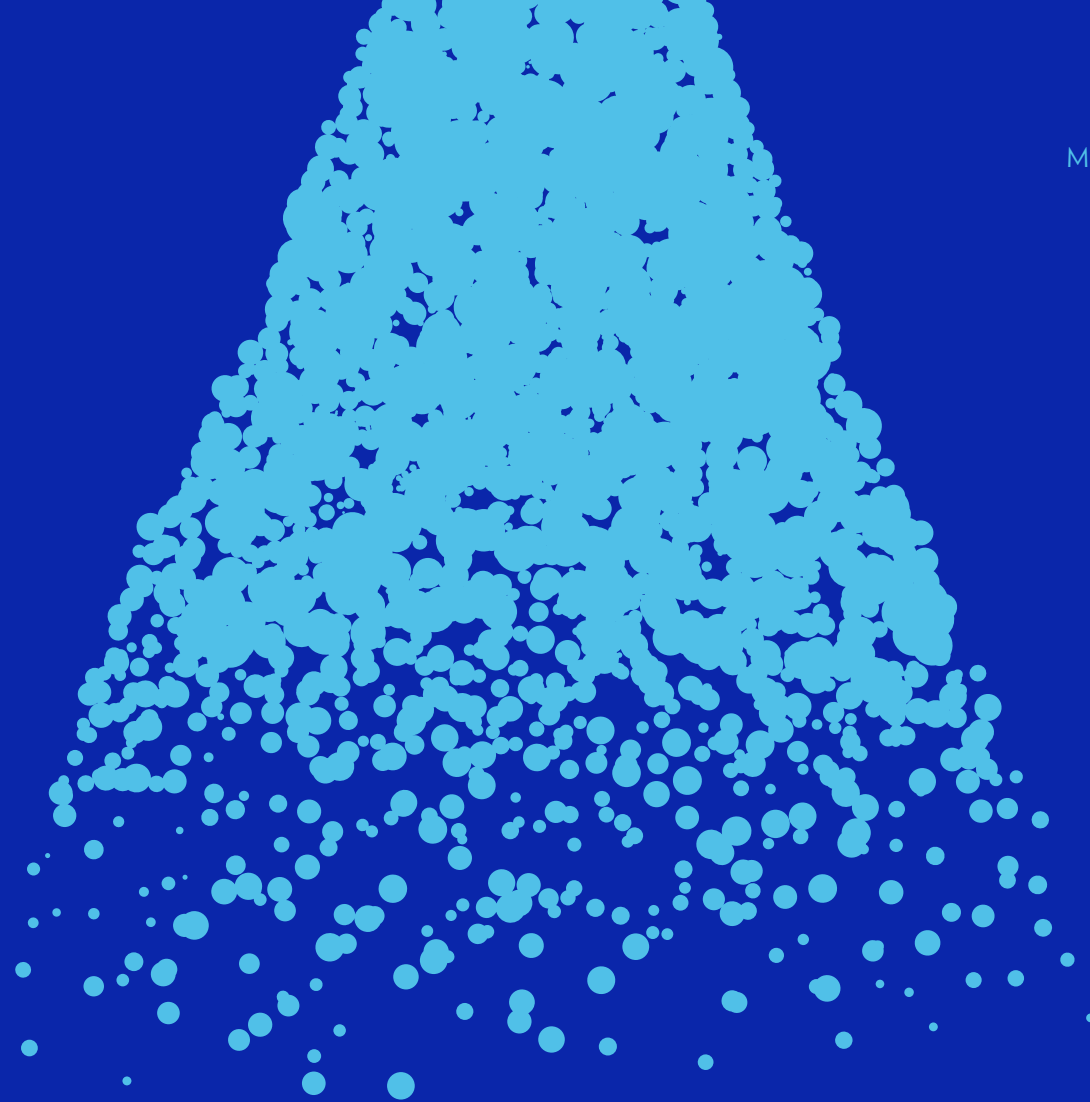
Brand Governance

Category Visual Differentiation

Offering Fonts

Category Logo Lockups

Offering Imagery



Managing Our Brands

Our HIMSS brand architecture has been designed to do two things. First, to maximize clarity across our brand spectrum for both internal (employees, staff and outreach agencies) and external audiences. And second, to enable us to realize our full brand value, both now and in the future.

Our HIMSS brand architecture employs an endorsed structure that includes our aligned brands and sub-brands, under the HIMSS parent brand. This approach unifies the brands strategically and visually while providing autonomy and ownership for sub-brands and products.

Overview of Brand Architecture

We're a global giant with many facets, including events, publications, certifications and other offerings. It can get confusing, but each piece fits within our greater brand palette.

The name HIMSS represents our parent company—a global entity that drives our values, vision and direction.

Aligned Brands are HIMSS offerings that span a variety of areas and are in close visual alignment with the parent HIMSS brand, using the primary color palette.

Our Brand Categories represent specific areas of expertise that serve a specific purpose, need and audience. Identifying these offerings by category helps organize our products and sub-brands into related groupings.

Each category has its own grouping of products and sub-brands. These typically live under their respective category but may require unique elements, such as a logo. Regardless, products and sub-brands should look and feel like they belong within the HIMSS family.

COMPONENT	DESCRIPTION	DETAILS
Parent Brand	The parent brand establishes HIMSS as the umbrella under which all programs, initiatives, and products are created and communicated.	
Aligned Brands	Aligned brands may span a variety of areas, not fitting into any one category. Therefore, these possess a closer visual alignment to the parent brand.	   
Brand Categories	Categories represent and manage the key areas where HIMSS generates business value. Each category is to be treated equally and represents a specific area of expertise.	  
Sub-Brands	These serve a specific purpose, need, and audience. These are the revenue drivers of the organization and have the most visible presence and/or equity in the marketplace. Visually, these brands are linked to the parent brand when applicable, and/or commonly treated with only type.	   FLAGSHIP HIMSS 21 TOPIC-BASED PARTNERED <i>Guidelines p.109</i>

Aligned Brands

The following are examples of the logic applied to offerings that fall under Aligned Brands.

CHAPTERS & COMMUNITIES

For use when a standalone logo is needed, such as for swag, social media or to present Chapter or Community as a sponsor, collaborator, etc.

HIMSS
GEORGIA
CHAPTER

HIMSS
PHYSICIAN
COMMUNITY

HIMSS
GEORGIA CHAPTER

HIMSS
PHYSICIAN COMMUNITY

HIMSS GEORGIA CHAPTER

HIMSS PHYSICIAN COMMUNITY

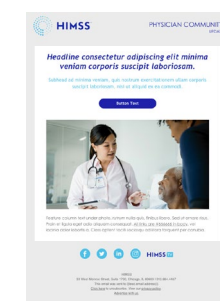
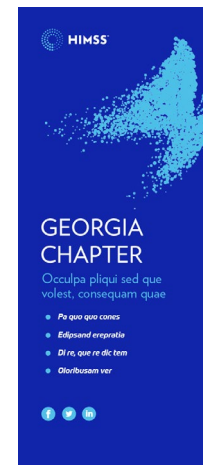
When HIMSS parent brand logo is also in composition, Chapter region or Community name only should be used, in Verlag Book all caps. Pay careful attention to distance from parent logo so it does not appear as a logo lockup.



GEORGIA
CHAPTER



PHYSICIAN COMMUNITY



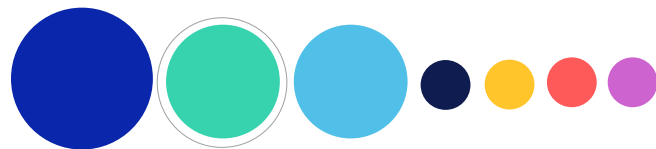
Brand Categories

HIMSS SOLUTIONS

HIMSS Solutions supports the consultancy activities that we provide our members and clients to help them strategically improve their organizational health. This includes analytics that focus on collaboration with hospitals and clinical practices to track and benchmark their EMR adoption and utilization goals.

The following are endorsed using the HIMSS SOLUTION logo lockup. Refer to page 115 for instances when the lockup is not necessary. The designated accent color for HIMSS Solutions is Mint Green.

- **Healthbox**
- **Maturity Models**
- **Digital Health Indicator**



Color Hierarchy

SOLUTIONS



Brand Categories

HIMSS PUBLICATIONS

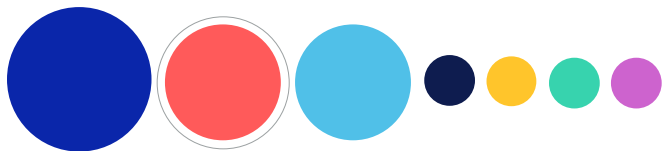
HIMSS Publications is the full-service digital information group that delivers trusted information and insights to our members and a global audience of healthcare technology decision-makers and influencers.

The following are closely associated with the HIMSS parent brand and endorsed using the HIMSS PUBLICATION logo lockup. Refer to page 115 for instances when the lockup is not necessary. The designated accent color for HIMSS Publications is Coral Red.

- **Insights**

PUBLICATIONS

INSIGHTS
HIMSS PUBLICATION



Color Hierarchy

Brand Categories

HIMSS EVENTS

HIMSS Events supports all the events and networking-based activities that we produce throughout the world.

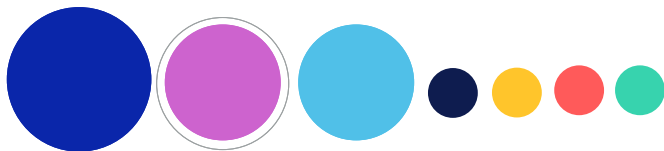
The following outlines the logo logic applied to our event offerings, which is further classified into these 3 sub-categories:

- Flagship Events
- Topic-Based Events
- Partnered Events

EVENTS

HIMSS 21

eHEALTH SUMMIT
HIMSS EVENT



Color Hierarchy

Flagship Events Primary Logo

Our flagship events use the convention previously established by the HIMSS Global Health Conference in North America. The HIMSS logotype is succeeded by the 2-digit event year. The dates and location are placed consistently and prominently under the logo. All HIMSS flagship events will use the HIMSS brand platform.



X-X Month | Region

Use international
standard for dates

Region becomes
secondary

Flagship Events with Health 2.0 Primary Logo

For flagship events outside of the U.S. in which the Health 2.0 name needs equal prominence, the flagship event logo convention is paired with the Health 2.0 logo. The dates and location are placed consistently and prominently under the logo. These events will also use the HIMSS brand platform.



X-X Month | Region

Use international
standard for dates

Region becomes
secondary

NOTE: When the HIMSS logo is used as part of the overall logo, do not include the HIMSS EVENT logo lockup.

Flagship Events

Long-form Logo (with descriptor line)

The HIMSS logotype is succeeded by the 2-digit event year. The dates and location are placed consistently and prominently under the logo. The international standard is used, with dates preceding month. No year is included as it's inherent in the logo mark above. The line will fall below the date and location line, in Verlag all caps.

The long-form logo should be used sparingly and only in cases when a descriptor line is needed to provide additional context and clarity to the event. It should not be used in application where space is limited, such as in display ads or email headers.



9-13 August | Las Vegas | — International Date Format | Host Region

GLOBAL HEALTH CONFERENCE & EXHIBITION | — Descriptor Line



X-X Month | South Korea

APAC HEALTH CONFERENCE & EXHIBITION



X-X Month | Riyadh

MIDDLE EAST HEALTH CONFERENCE & EXHIBITION



X-X Month | Helsinki

EUROPEAN HEALTH CONFERENCE & EXHIBITION

NOTE: When the HIMSS logo is used as part of the overall logo, do not include the HIMSS EVENT logo lockup.

Topic-based Events

For topic-based events, the logotype is consistent with the HIMSS parent logo, in Admiral Blue. The topic of the event is weighted more heavily than the event type. These events are endorsed as HIMSS Events. The dates and location are placed consistently and prominently under the logo. All HIMSS events will use HIMSS brand platform.

EVENT NAME
HERE FORUM

HIMSS EVENT

X Month 20XX | **Region**

Use international
standard for dates

Region becomes
secondary

Partnered Events

When seeking guidance on co-branding events, HIMSS preferred/default policy for logo usage is as follows:

- HIMSS parent logo or event logo should be weighted more prominently on any given piece.
- When the title of an event is neutral, in which neither HIMSS nor the partner's identity is in use, "HIMSS" and the partner's company name should be presented in text only treatment. Refer to example shown.

If the above guidance cannot be executed due to the terms of the partnership agreement, the HIMSS Enterprise Marketing & Communications team will work closely with HIMSS business units to understand the requirements and make a determination on visual identity.

If organizing a partnered event, please engage the HIMSS Enterprise Marketing & Communications team by submitting the [HIMSS Enterprise Marketing & Communications Consultation Form](#).



Sample treatment

Brand Governance

CENTRALIZED APPROACH

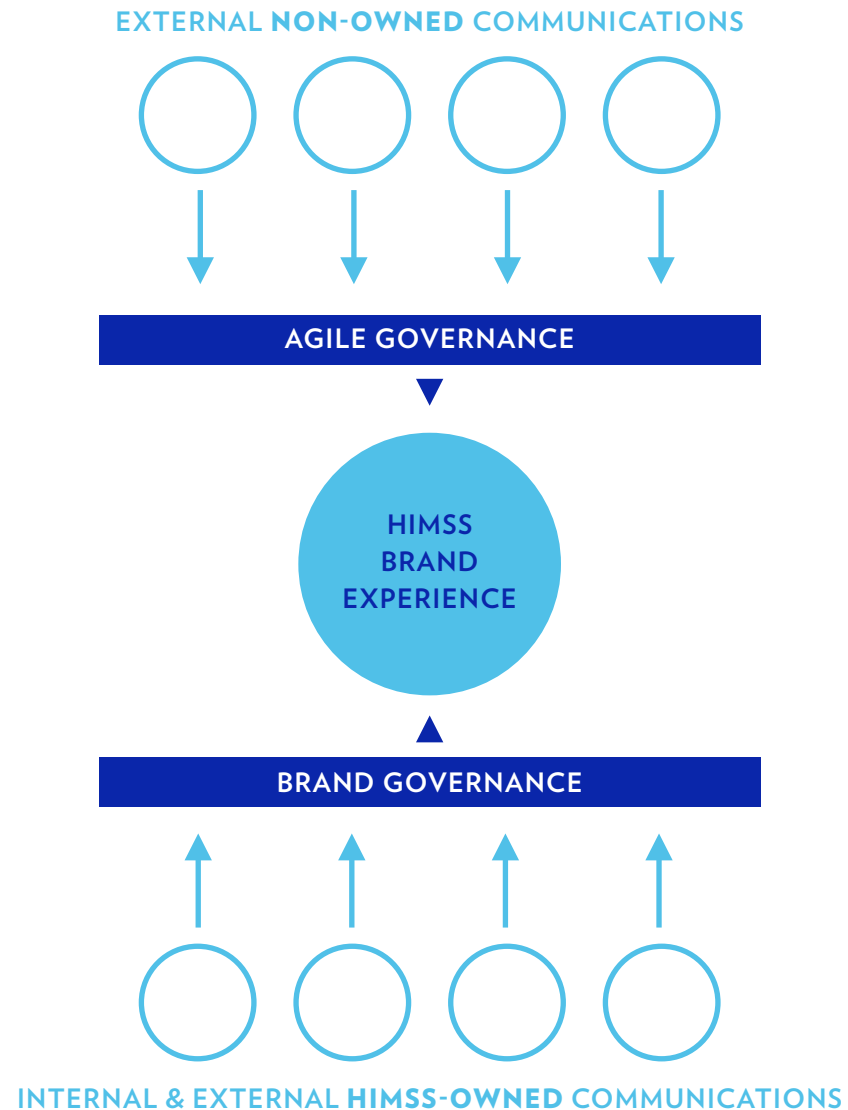
There are three main structural categories considered when approaching governance: **decentralized, centralized and hybrid.**

In the past, HIMSS had been highly decentralized, leading to negative implications for the brand. A decentralized approach has non-regulated internal and external communications creating a broad and inconsistent brand experience.

A centralized yet agile approach gives the right amount of control to communications creators, while still allowing HIMSS to remain consistent in its brand experience.

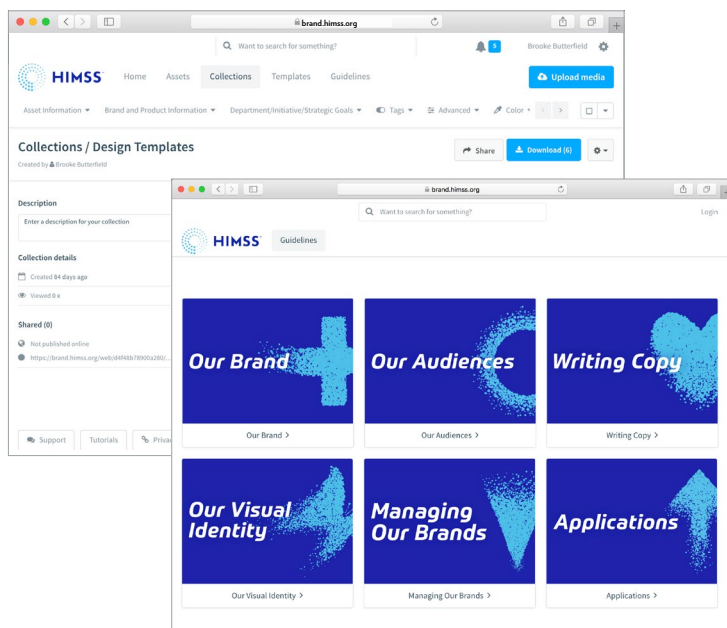
This brand governance applies to HIMSS products and sub-brands—most critically during their branding processes.

When acquired or developed, offerings should align with HIMSS and with oversight from the HIMSS Enterprise Marketing & Communications team to determine their unique brand components. By tackling this process at the onset, it ensures the offering is properly branded in accordance with HIMSS brand guidelines.



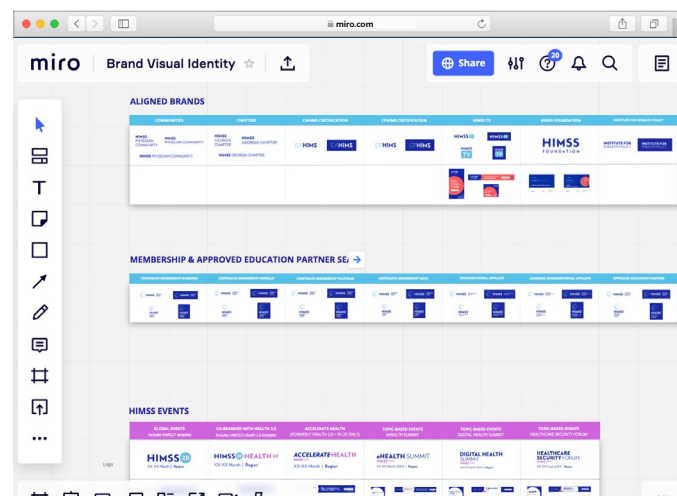
BRAND CENTER

The HIMSS brand guidelines in digital format are accessible through the Brand Center (brand.himss.org). The Brand Center also includes logos, seals, design templates and approved brand photography.



MIRO BOARD

Designers across the organization can access a [virtual whiteboard](#), which visually organizes the HIMSS brand architecture and respective assets, with direct links to the Brand Center.



CO-BRANDING

For initiatives and events in which HIMSS partners with other organizations, the HIMSS Enterprise Marketing & Communications team will work closely with HIMSS business units to understand the requirements of the agreement and make a determination on visual identity.

Items for consideration and discussion include:

- Does the event require full marketing and design support from HIMSS?
- Is HIMSS providing content only?
- Are HIMSS and the partner of equal prominence?

If organizing a partnered initiative or event, please engage the HIMSS Enterprise Marketing & Communications team by submitting the [HIMSS Enterprise Marketing & Communications Consultation Form](#).

BRAND REVIEW

HIMSS Enterprise Marketing & Communications has provided necessary design templates via the Brand Center (brand.himss.org) to be leveraged by Marketing teams and designers across the organization. When using these templates as intended, a formal brand review will not be necessary.

The following offers a more detailed list of items to be reviewed by HIMSS Enterprise Marketing & Communications before going to market or distributing.

- Additional design templates or standards to meet new business needs
- Logo design for new offering
- Partnered initiative or event look/feel
- Swag
- Third party websites (e.g. HIMSS JobMine, Virtual Career Expo, CAHIMS/CPHIMS Certification testing sites)

Please submit designs (URLs, PDFs, JPGs, PNGs, ZIP files) using the [HIMSS Enterprise Marketing & Communications Consultation Form](#). Choose “Brand Review & Approval” from the drop-down.

Please allow 48-72 hours for a response.

Category Visual Differentiation

Each of our offerings should feel different from one another, yet still part of the same family. While it may be tempting to differentiate an

offering further from the HIMSS brand, doing so will visually excommunicate it from our HIMSS family. While the offerings will be limited in their visual autonomy, this will not impede their brand success or creativity—consistency in a world of such vast visual communication helps make us more memorable.

Offering Fonts

All products or sub-brand logos use either RNS Miles or Verlag. By maintaining a similar body font to the HIMSS logo, the brands will align on a more subconscious level—keeping the same tone for non-headline copy.

LOGOTYPE FONTS

Offering logos will need alignment to the HIMSS brand, with the right opportunity for individualization. Many large brands use logos with the same logotype font; yet this does not prevent them from staking claim of their own unique brand logo. A unique brand mark is an obvious way to individualize a brand.

If the sub-brand or product logo contains a mark, the logotype font should match the **font base of the HIMSS logo: RNS Miles**.

Due to our global audience, HIMSS cannot simply 1:1 a font into a logotype due to copyright laws. A degree of variation from the original font is required - this subtle difference can be made by a skilled designer in Adobe Illustrator.

If an offering logo contains legacy/custom type without a mark, no font change is necessary for the logo. Should a mark be introduced, it will need to adhere to the logotype process.



Example of marked logo converted to new logotype



Example of how the HIMSS logo is different from RNS Miles. The Admiral Blue shows the altered HIMSS logotype. The Coral Red represents the RNS Miles font without alteration.

Category Logo Lockups

Including a HIMSS brand category lockup attached to an offering logo ensures it is identified as a HIMSS product or sub-brand. The HIMSS category lockup should be habitually attached to offering logos. This solidifies the idea that HIMSS is one organization with many unique offerings. The brand recognition that HIMSS establishes benefits the products and sub-brands associated underneath, while still allowing them to provide their own unique industry value.

Instances where a HIMSS category lockup is not included with an offering logo:

- The HIMSS logo and offering logo share a composition
- A category label is used to organize the products within a composition
- HIMSS is not the sole sponsor or owner
- Internal brand materials or swag
- The category lockup will be too small for readability in production
- HIMSS is in the name of the offering
- The offering does not fit directly under a category (attempts should be made to visually align with HIMSS in place of a lockup)
- The offering's audiences do not interact with HIMSS, so the association would not benefit either brand.



The HIMSS logo and sub-brand logos share a composition, so no category lockup is necessary.



Example of category logo organization in a brochure, none of the logos have a category lockup.

HIMSS TV

Example where HIMSS is in the name of the offering, so no category lockup is necessary.

Offering Imagery

DUOTONE IMAGERY

Offerings may utilize duotone-styled imagery for their brand. Offerings should match duotones to their designated secondary color and Admiral Blue. It is recommended that each offering adhere to the subject guidelines for parent brand duotones.

If the HIMSS parent brand logo is used in composition—use a Sky Blue duotone. If a sub-brand logo is used, the duotone image should match the designated secondary color for that brand category offering.

ILLUSTRATIONS

The dot illustrations can also be used for Aligned Brands and Brand Category offerings, but should be used sparingly for high-impact materials. Only one dot illustration should be selected and used for a particular sub-brand and should adhere to the color hierarchy determined for their brand category. Refer to Healthbox example using medical/plus sign dot illustration in Mint Green.

Offerings should adhere to the icon style determined by HIMSS and may use the icon library. Icons will need to match the offering secondary color or Admiral Blue.



HIMSS parent brand, using Sky Blue duotone.



Healthbox, a HIMSS Solution, using Mint Green duotone.



Accelerate Health, using Aster Purple duotone.

GRAPHIC PATTERNS

The graphic patterns may also be used interchangeably for all Aligned Brands and Brand Category offerings. HIMSS Solutions, Publications and Events may use any pattern provided they adhere to the color hierarchy determined for their brand category.

PHOTOGRAPHY

Offerings should adhere to the photographic style of the HIMSS parent brand. While offerings may showcase differing themes, the values and style should remain consistent.



Healthbox, a HIMSS Solution, using Mint Green medical/plus sign dot illustration.

6.

Applications

Parent Brands

Aligned Brands

HIMSS Solutions

HIMSS Publications

HIMSS Events

Parent Brand

Website

Similar to email, our website should also feature mobile-first thinking or responsive design.



Homepage

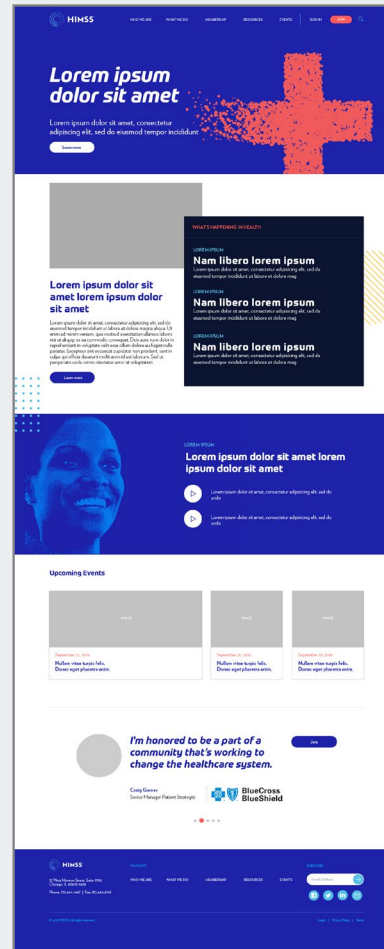
Websites are digital storefronts. They teach us about a company, its products and values, and how to communicate with the right people.

The HIMSS website is a source for brand information and news that interests our clients. It should give potential clients an idea of what HIMSS is and how we can help solve their problems.

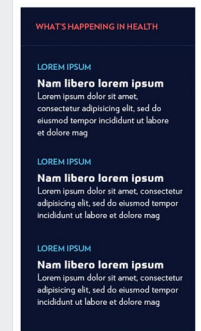
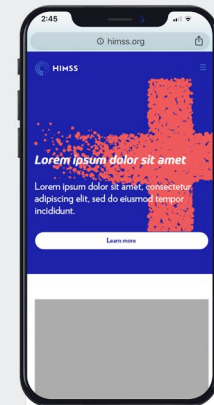
With mobile drawing more and more web traffic, our website should be designed with a responsive, mobile-first approach.

Our homepage contains new content from key pages within the website, indicating what's new and hotlinks at a glance. Content is condensed at introduction and yields deeper details when clicked. With news updates at the top, users are encouraged to keep checking the HIMSS website.

Featured content



Applications | Parent Brand



Email

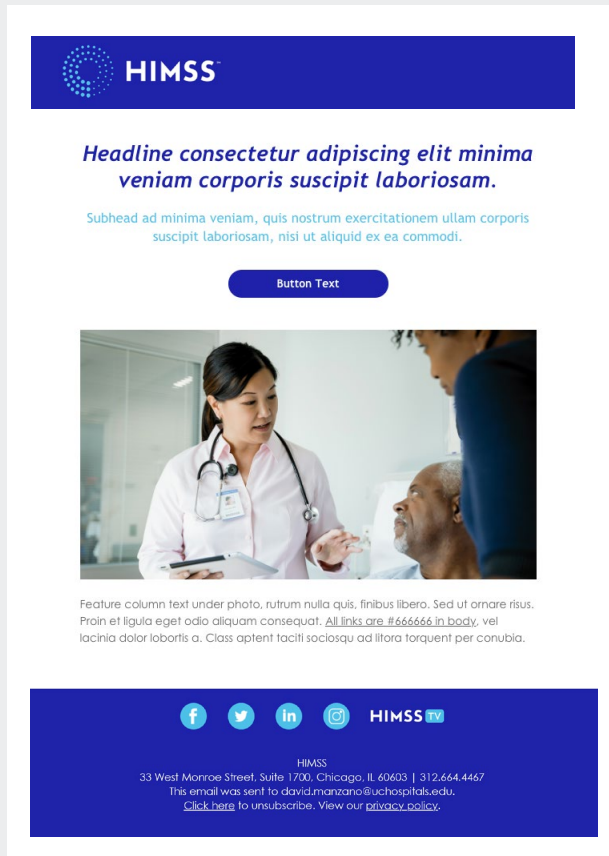
Email communications under the HIMSS parent brand use an Admiral Blue header and footer. The HIMSS logo is consistently placed in the top left margin.

MOBILE-FIRST DESIGN

Not only is mobile used more and more to view emails, but most email service providers have interface limitations. Mobile-first should be standard practice to ensure your emails will look great on any device.

Keep buttons large. Fingers vary greatly in size and are not as precise as a cursor. Text should never be too small but remember that long headline words can be too large to fit on a single line.

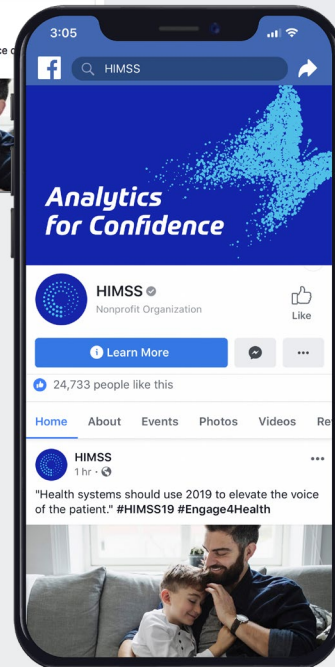
Ideally, the hero should be coded, since some email service providers block images by default. If the hero is an image with alt-text, it should use our brand fonts. If you are embedding images, create both 72ppi and 150ppi (retina display) exports.



Standard Template



HIMSS posts social content on these four social channels. Profile images and cover photos should be consistent across all platforms.



Social Media

Social media lives on constantly evolving platforms. Optimal sizing, trending platforms and best practices can change quickly. Research, test and mimic the sizing successes of other social media giants.

MOBILE

Don't forget to optimize your posts and cover photos for mobile devices. An overwhelming majority of social media is viewed on mobile devices. Mobile isn't as wide as desktop sizing and text can get cropped out.

CONSISTENCY

Our profile image and cover should remain consistent across all social media platforms. This helps users recognize our official HIMSS social account.

Our **profile image** should be the HIMSS mark.

Account names are always listed next to profile pictures in social media, and the logotype would be too small in some thumbnail images.

Our **cover photo** should primarily feature dot illustrations and change seasonally. It's not a bulletin board. That's the role of posts, events and stories. (An exception might be advertising the HIMSS conference—a season in its own right at HIMSS.)

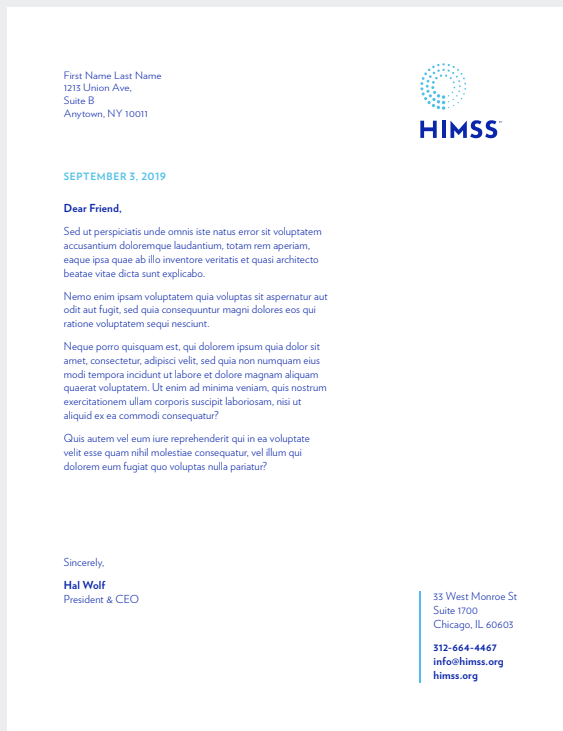
White Papers

White papers demonstrate thought leadership and should look consistent, yet part of a series. White papers should be centered around a particular brand category, using it's designated color. If a white paper

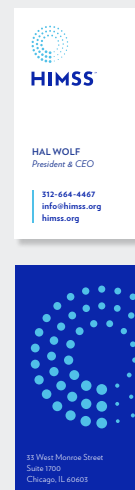
falls under multiple categories or the HIMSS parent brand, use Sky Blue as the accent color.



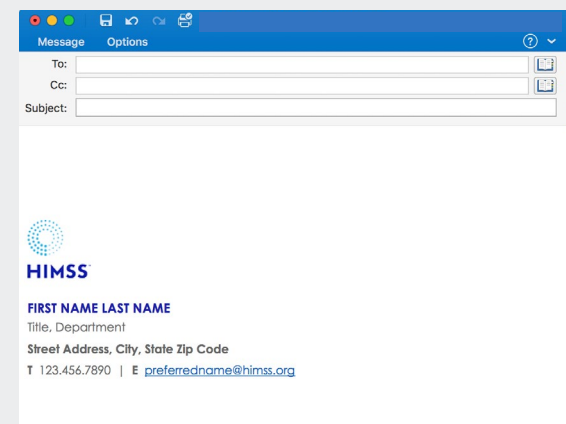
HIMSS Stationery & Email Signature



Letterhead



Business cards



Email Signature

Swag

Internal swag might seem self-serving, but it can help instill and foster organizational loyalty. Swag should be more than slapping a logo on everything in sight. It should be useful, tasteful, inclusive and fun. General office swag can be cool, but swag should also reflect the culture of the workplace. Find out what kind of swag our employees would want. The ultimate swag goal is to have a long and beloved user lifespan.

Welcome swag is a common way to make new employees feel part of the group on day one. High-quality swag can also be a fun way to reward loyal employees on their work anniversaries. Objects gain sentimentality when associated with feelings. A coffee mug can become more than just a coffee mug when it is associated with good memories.

All HIMSS branded swag should be sent to EMC for brand approval using the [HIMSS Enterprise Marketing & Communications Consultation Form](#). Choose “Brand Review & Approval” from the drop-down.



Co-Branded Swag



Interior Design

They come for the food, but they stay for the atmosphere. Even the interior of a conference room can express the emotions and values of our brand. Interior design is always a balance between the existing space, lasting trends and unique style.

Our brand imagery and colors can be applied to bring a unique look and incorporate the HIMSS brand into our office spaces.



Aligned Brands

Email Templates

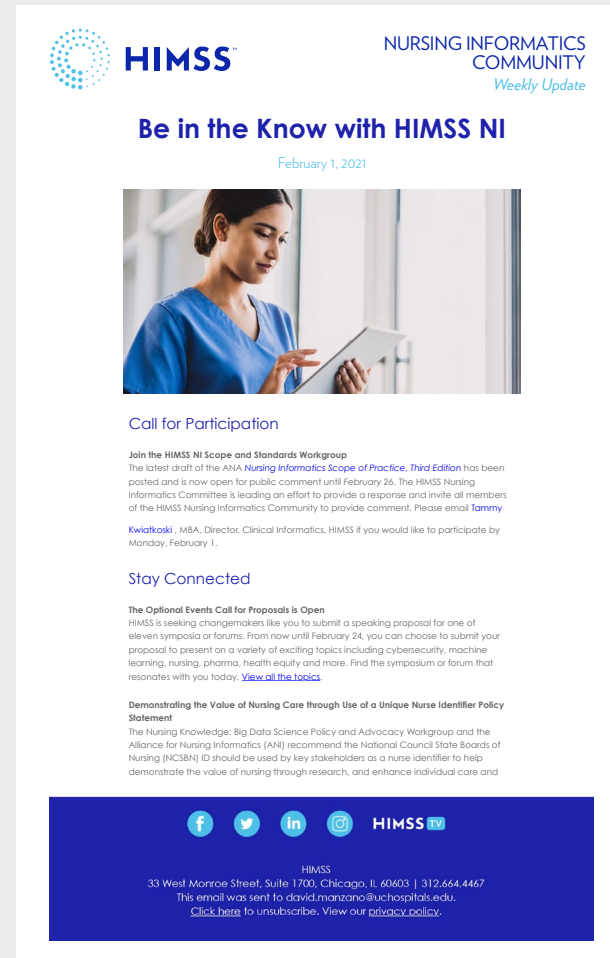
The HIMSS logo is consistently placed in the top left margin. Either the date of distribution or the Chapter or Community name is placed in the top right margin. The Chapter or Community name should be presented using simple HTML text, in all caps to mirror their logo treatments.

MOBILE-FIRST DESIGN

Not only is mobile used more and more to view emails, but most email service providers have interface limitations. Mobile-first should be standard practice to ensure your emails will look great on any device.

Keep buttons large. Fingers vary greatly in size and are not as precise as a cursor. Text should never be too small but remember that long headline words can be too large to fit on a single line.

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Sample Community Email

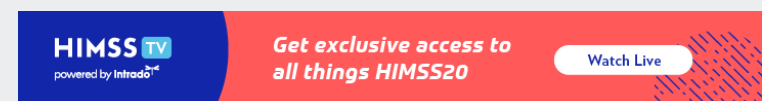
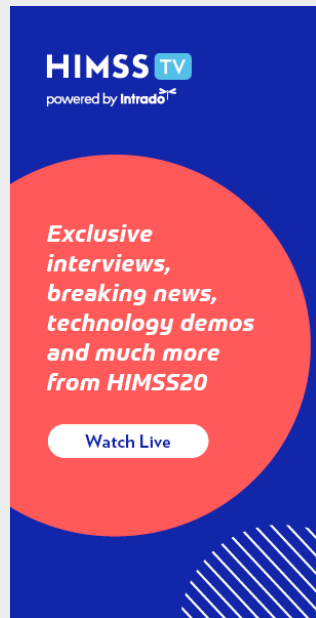
Certificates

At HIMSS, we offer many certifications for healthcare and information and technology excellence. These certificates should match the style of their associated offering.

Certificates are often displayed as a point of pride and as such, should be well-designed and utilize the HIMSS visual branding.



Display Ads



Seals

Seals allow members and partners to identify their organizations as affiliated with HIMSS.

Corporate Membership



Organizational Affiliate and Academic Organizational Affiliate



Approved Education Partner





Swag

Swag items are often needed to promote and create brand awareness around HIMSS Aligned Brand offerings. Choose colors that match closest to the HIMSS brand color palette.

HIMSS Chapter Leaders may order swag through the [HIMSS Chapter Portal](#).

HIMSS Solutions

Maturity Models Sell Sheets

CISOM

HIMSS SOLUTION

Supply chain infrastructure to inform personalized care delivery to patient populations

The Clinically Integrated Supply Outcomes Model (CISOM) is an eight stage (0-7) model that provides a strategic pathway to track processes and products used in care by mobilizing data to create real world evidence of impact and outcomes for patient populations.

Why CISOM?

Health systems require automated supply chain infrastructure at the point of care to proactively identify risk of adverse events to strengthen quality and safety for patients and improve system performance.

- Reduce supplies cost informed by inventory management
- Create traceability of care processes, and products used in care to support
- Integrate supply chain tools to inform clinical decision making, proactive risk management and care innovation

Benefits to Healthcare Leaders

Track

Improve inventory management through product utilization tracking using supply chain tools.

Connect

Mobilize supply chain data to reduce variation in care to drive cost reduction and strengthen quality outcomes.

EMRAM

HIMSS SOLUTION

A strategic roadmap for effective EMR adoption and maturity

The Electronic Medical Record Adoption Model (EMRAM) is an eight stage (0-7) model that harnesses technology to support optimized patient care, reduce medication errors, improve operational throughput and achieve a near paperless environment.

Why EMRAM?

For over a decade HIMSS has guided healthcare organizations around the globe in electronic medical record (EMR) adoption and implementation. You could be the next to join this elite group of over 350 Stage 7 EMRAM organizations globally.

Improve care delivery through better use of technology with HIMSS assessment and strategy services.

- Analyze your current level of EMR adoption
- Chart your progression and accomplishments
- Compare your technology adoption against other healthcare providers
- Evaluate and implement what you need to achieve Stage 7

Benefits to Healthcare Leaders

Personalize

Collaborate with HIMSS advisors to create a strategic roadmap to achieve EMRAM Stage 7.

Compare

Understand how your organization ranks in EMR adoption compared to industry benchmarks.

Achieve

Upon reaching EMRAM Stage 7, come together with like-minded leaders to understand, implement, and promote optimal use and recognized value from health IT.

Announce

Recognition of your accomplishment at a major HIMSS event, promotion of your organization's case study, use of the EMRAM Stage 7 logo on your website.



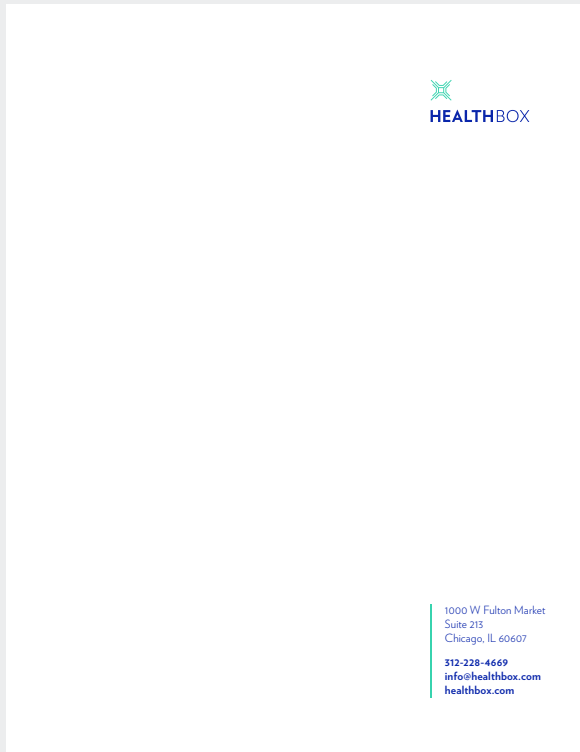
Stage 6 & 7 Certificates



Healthbox Signage



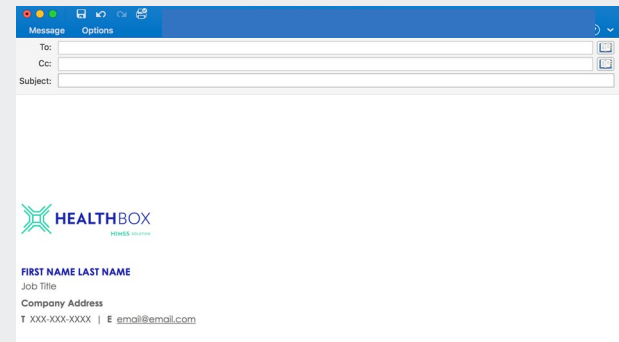
Healthbox Stationery & Email Signature



Letterhead



Business cards



Email Signature

HIMSS Publications

Insights eBook



HIMSS Events

Email Template

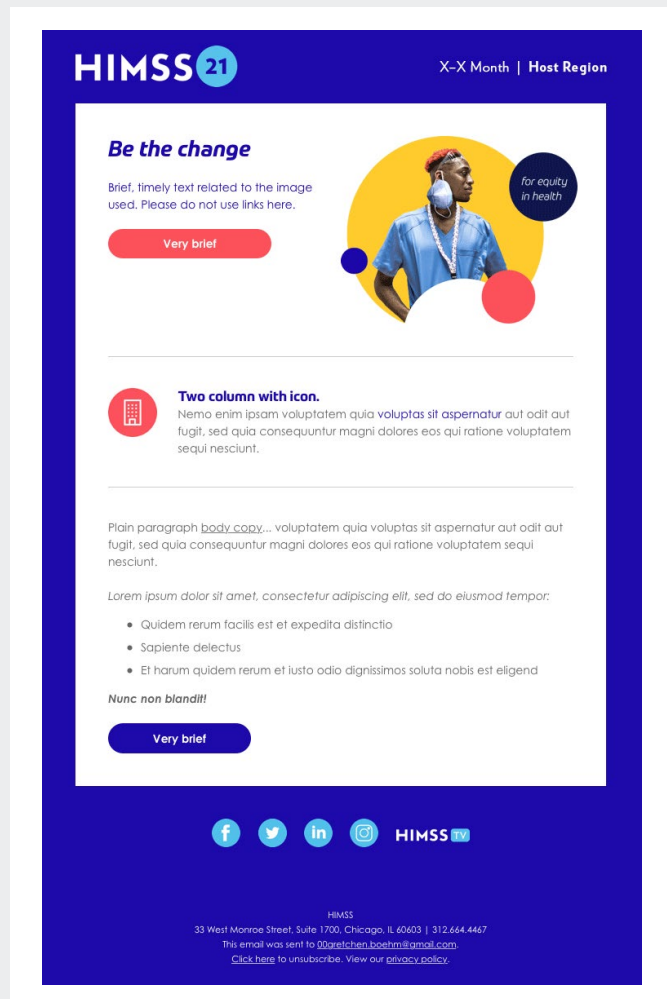
The event logo is consistently placed in the top left margin. The date or date range of the event and region are locked up with a vertical rule and placed in the top right margin.

MOBILE-FIRST DESIGN

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Sample Global Event email

Display Ads



OOH Signage

Event signage should follow the standards of Out of Home (OOH) design. Keep designs simple. Cluttered signage defeats the purpose if no one can quickly read it.

OOH signage should use mostly large graphics patterns and dot illustrations, avoiding the use of lifestyle photography.

For digital signage, it's best to use darker backgrounds, with light accents. Digital signage can have inconsistent whites, and the contrast can be jarring, especially at night.



Contact

These guidelines are supported by a suite of graphic elements. Please ensure you use them to create the right look and feel for the HIMSS brand. If there are any concerns or questions, feel free to contact our brand team at brand@himss.org.

