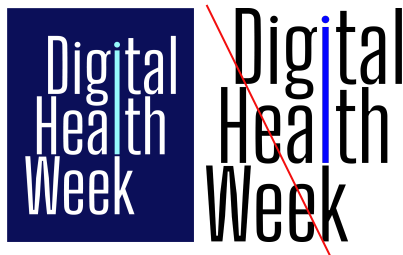


The background of the entire image is a dark blue field filled with a dense, repeating pattern of vertical bars. These bars are in various colors, including shades of blue, green, yellow, orange, red, purple, and grey, creating a vibrant, digital aesthetic.

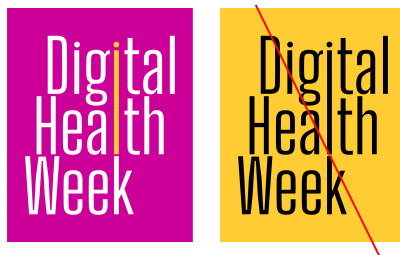
Digital Health Week

BRAND GUIDELINES

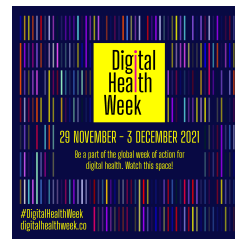
Identity Do's and Don'ts



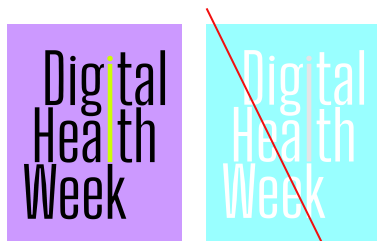
Always use the identity inside the box.



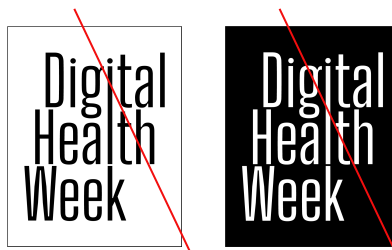
Always make sure the colour of the i is different from the rest of the typography.



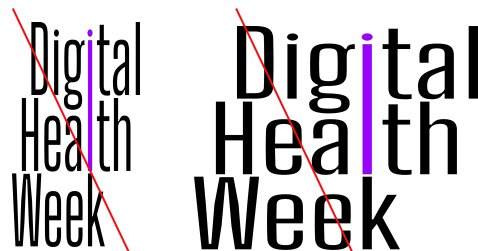
The logo should always align with the lines of any composition.



Make sure the colours you use for the logo always ensure that it is legible.



There is no pure black and white version of the logo as the colour of the i is always different.



Do not stretch or squeeze the logo.

Typography

Display Type: Big Shoulders
Bodycopy: IBM Plex Sans

Why do we need Digital Health Week?

Display type: Big Shoulders

Digital health has been here for 20 years. Yet, its promise of transforming health systems to ensure universal health coverage has yet to be fully realised.

Bodycopy: IBM Plex

People and politicians still don't understand the full potential or the challenges of the digital health sector. This is because the sector does not have a common voice or a shared narrative to convey its full potential. We work in silos on issues that are not sustained or scaled. We need to come together and change this.

The tech exists. The case for digital health is clear. What's missing? Political will.

A global moment
to champion
health for all in a
digital age.

Health for all

Light

Health for all

Regular

Health for all

Medium

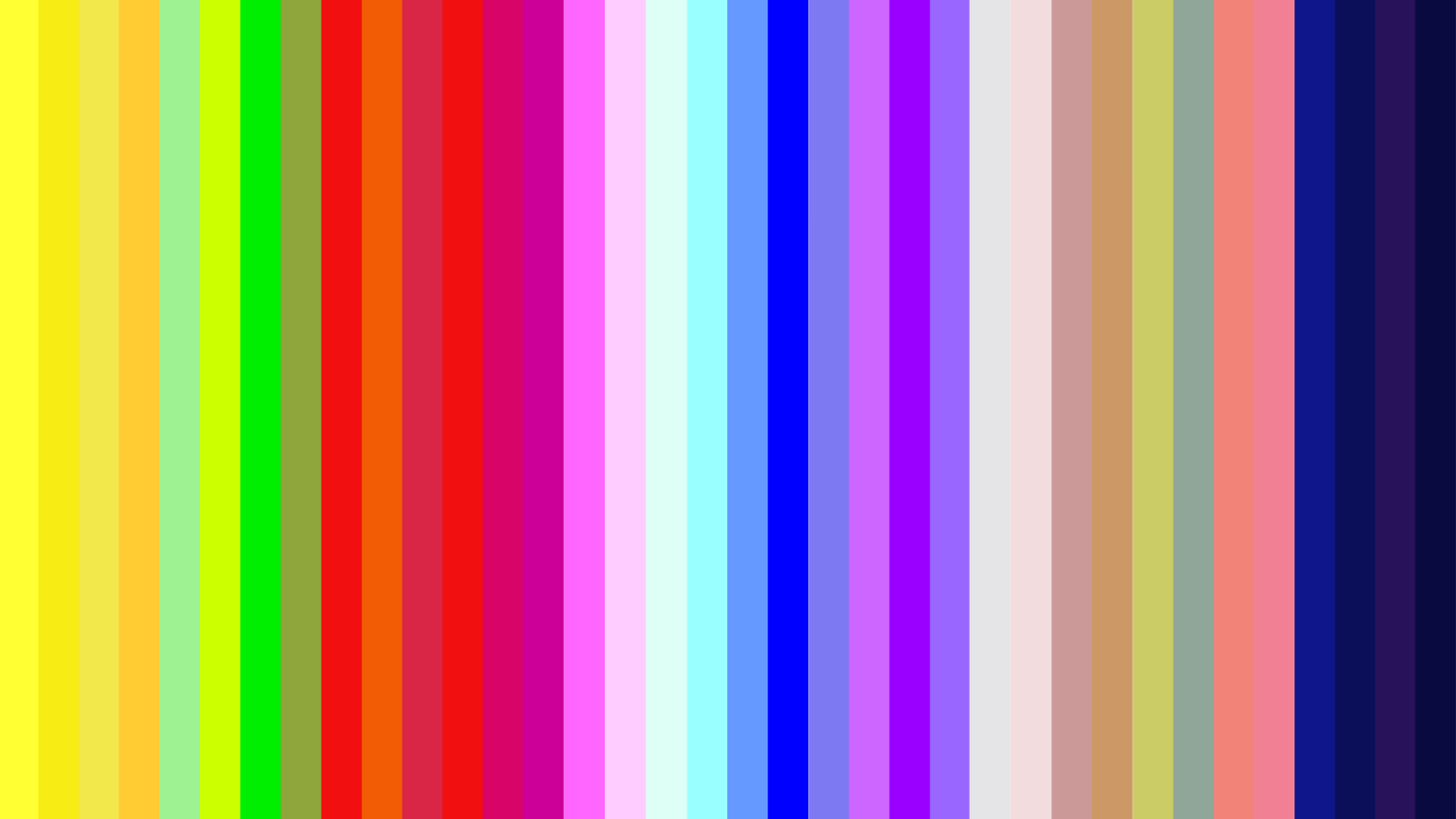
Health for all

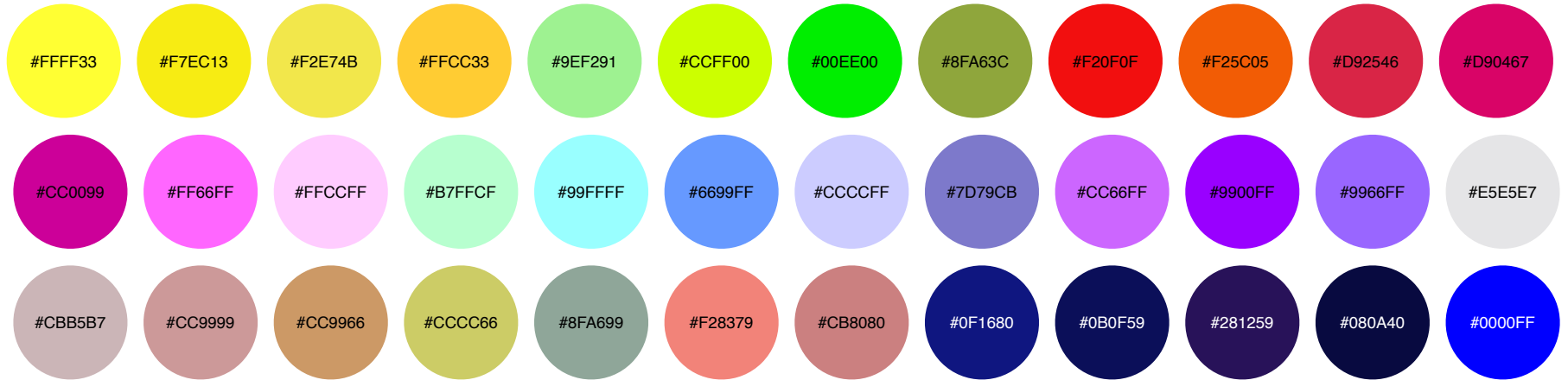
Semibold

Health for all

Bold

Colour Palette

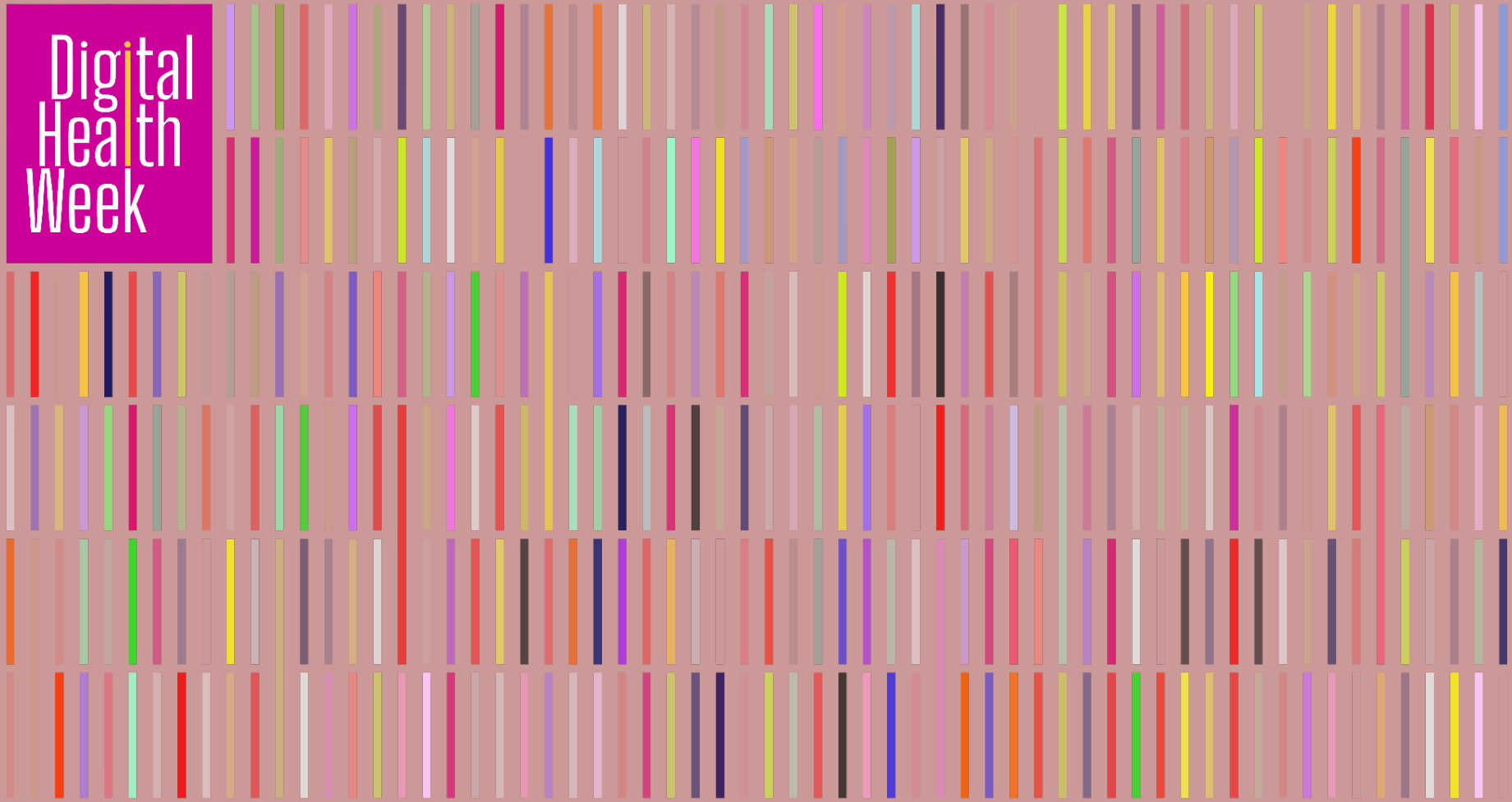




Line Templates

The lines are always portrait in nature.
Their colours remain constant and new effects can be created by changing the background colours.

Lines can be accessed here





Digital
Health
Week

Sample Layouts

Digital Health Week

29 NOVEMBER – 3 DECEMBER 2021

Be a part of the global week of
action for digital health. Watch
this space!

#DigitalHealthWeek
digitalhealthweek.co

Digital
Health
Week

GET INVOLVED



Champion the cause of digital transformation of health through media outreach and advocacy

Nov 29-Dec 3 2021

Be a part of Digital Health Week!

Host an event, launch a report, or run a campaign or take an action during Digital Health Week!

Announce public commitments to support digital transformation of health systems



digitalhealthweek.co/participate
#DigitalHealthWeek

The image features a yellow rectangular logo in the top-left corner with the text "Digital Health Week" in a black, sans-serif font. The word "Digital" is on the top line, "Health" is on the second line, and "Week" is on the third line. A small pink dot is positioned above the letter 'i' in "Digital". The background of the entire image is a solid tan color, overlaid with a pattern of numerous thin, vertical lines in various colors including blue, green, orange, pink, and purple. These lines are arranged in horizontal bands across the image.

Digital Health Week

#DIGITALHEALTHWEEK

LEARN HOW TO GET INVOLVED
IN DIGITAL HEALTH WEEK

[DIGITALHEALTHWEEK.CO](https://digitalhealthweek.co)

Digital
Health
Week

Learn how to get
involved in Digital
Health Week

digitalhealthweek.co

#DigitalHealthWeek

Digital
Health
Week

NOV 29-DEC 3 2021

GET INVOLVED IN DIGITAL
HEALTH WEEK

Digital
Health
Week

EVENTS

NOV 29-DEC 3 2021

BE A PART OF DIGITAL
HEALTH WEEK!

Thank you :)