

Digital Health Week

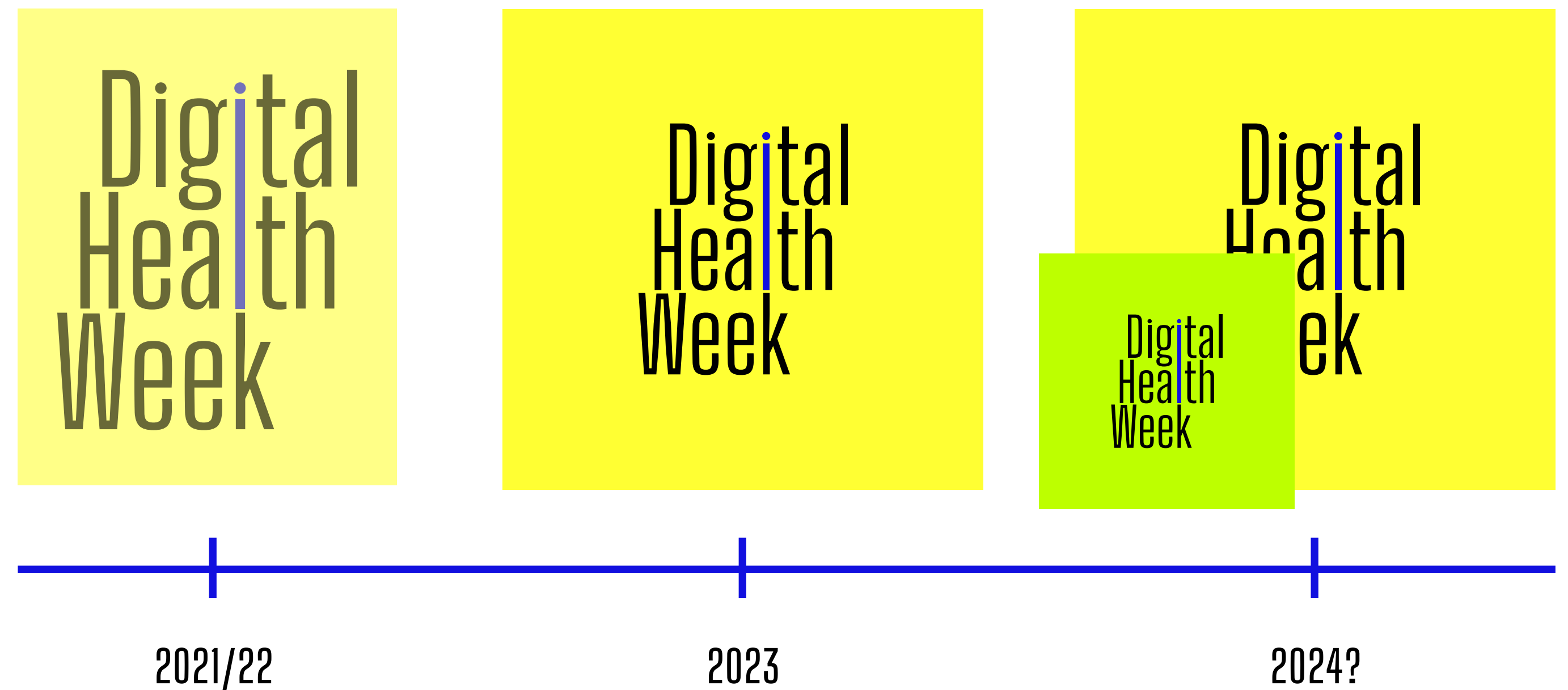
BRAND GUIDELINES 2023

Logo

Introduction

Digital Health Week (DHW) is a global moment to champion digital health for universal health coverage. This event has been promoted by Transform Health Coalition with the engagement of over 60+ organisations from around the world.

DWH is an opportunity to come together as a global community to tell the diverse stories of digital health in our national & regional contexts and collectively commit to the digital transformation of health.



Logo

The brand's revitalization aims to preserve the core essence of the DHW logo, while emphasizing a clean, welcoming, and impactful design tailored for digital environments.

Regarding the logo itself, the only modification made was the expansion of the logo box. This adjustment serves to create an extended safe area, enhancing both the safeguarding and readability of the logo.

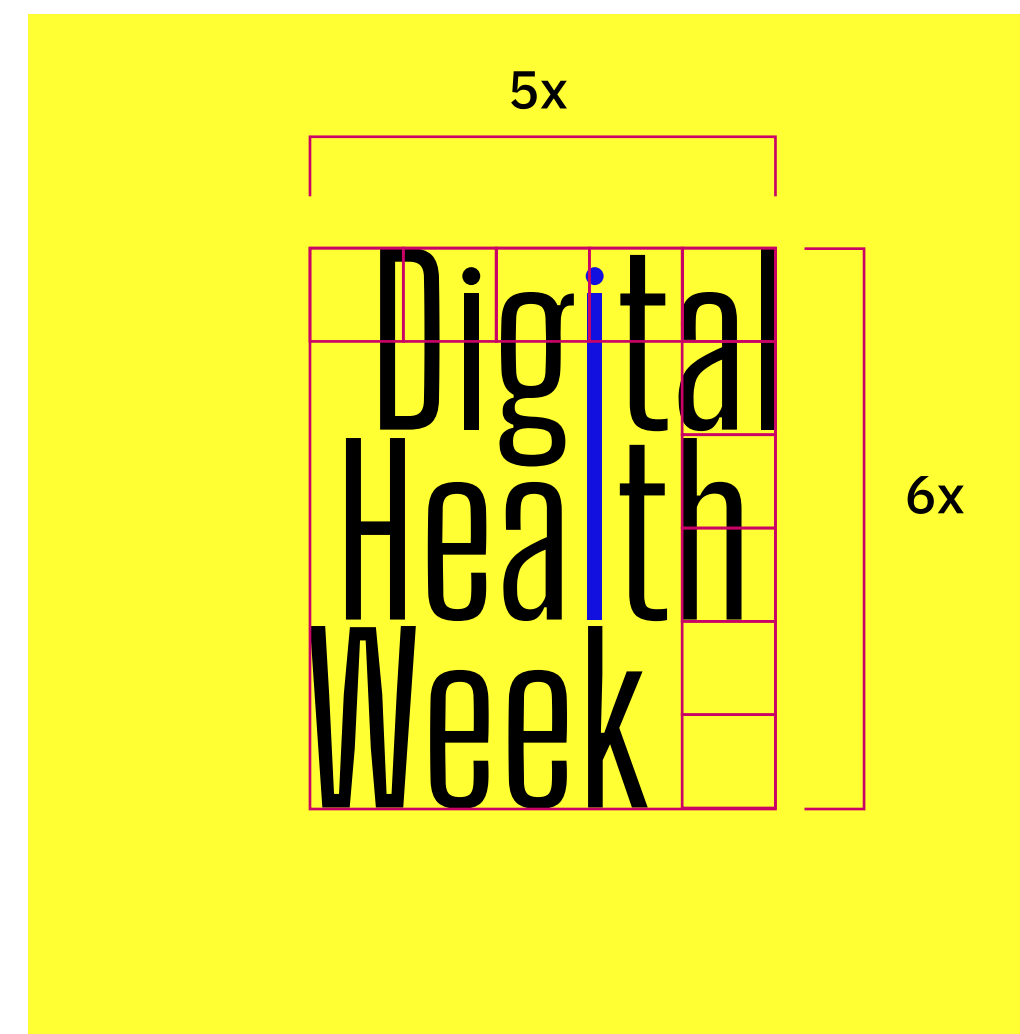
The logo for Digital Health Week is displayed on a solid yellow rectangular background. The text "Digital Health Week" is arranged in three lines. "Digital" is the top line, "Health" is the middle line, and "Week" is the bottom line. The letters are in a bold, black, sans-serif font. A vertical blue line runs through the center of the word "Health", starting from the top of the "i" in "Digital" and extending past the bottom of the "k" in "Week".

Proportion

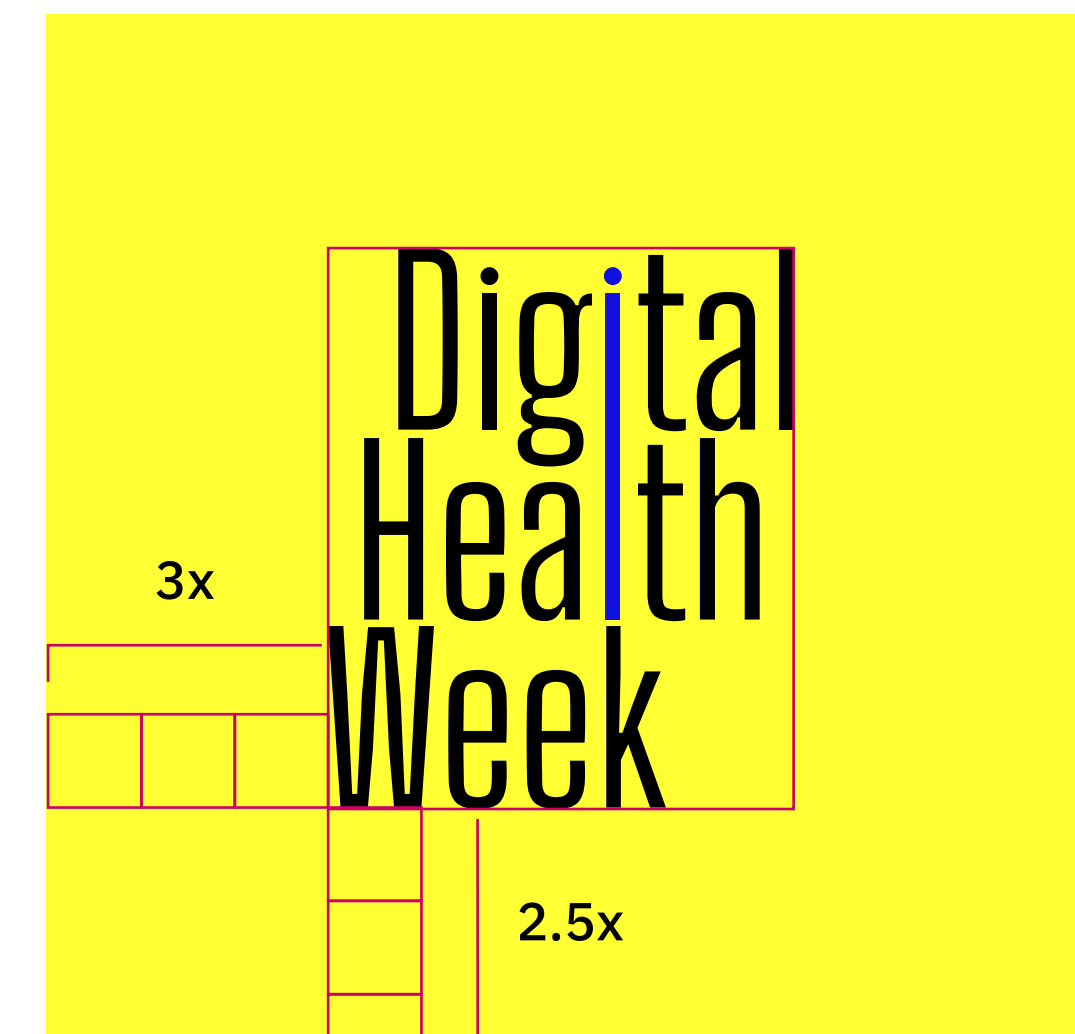
The foundational structure of the DHW logo is rooted in a square module, seamlessly adaptable to both the logo itself and its contextual surroundings.

Upholding this proportion is essential in establishing a consistent logo structure, thereby fostering enhanced brand recognition.

Internal



External



Logo Structure

The colored box enclosing the text is the primary logo structure. This configuration is the preferred choice for applications like advertisements, social media posts, and standalone design elements.

Nevertheless, for enhanced versatility, the logo can be used without the box in select settings. This flexibility is useful when the brand presence is necessary, yet other elements demand a central spotlight. This holds true for scenarios like presentations, regular communication materials, or longer editorial designs.

Full logo



Text

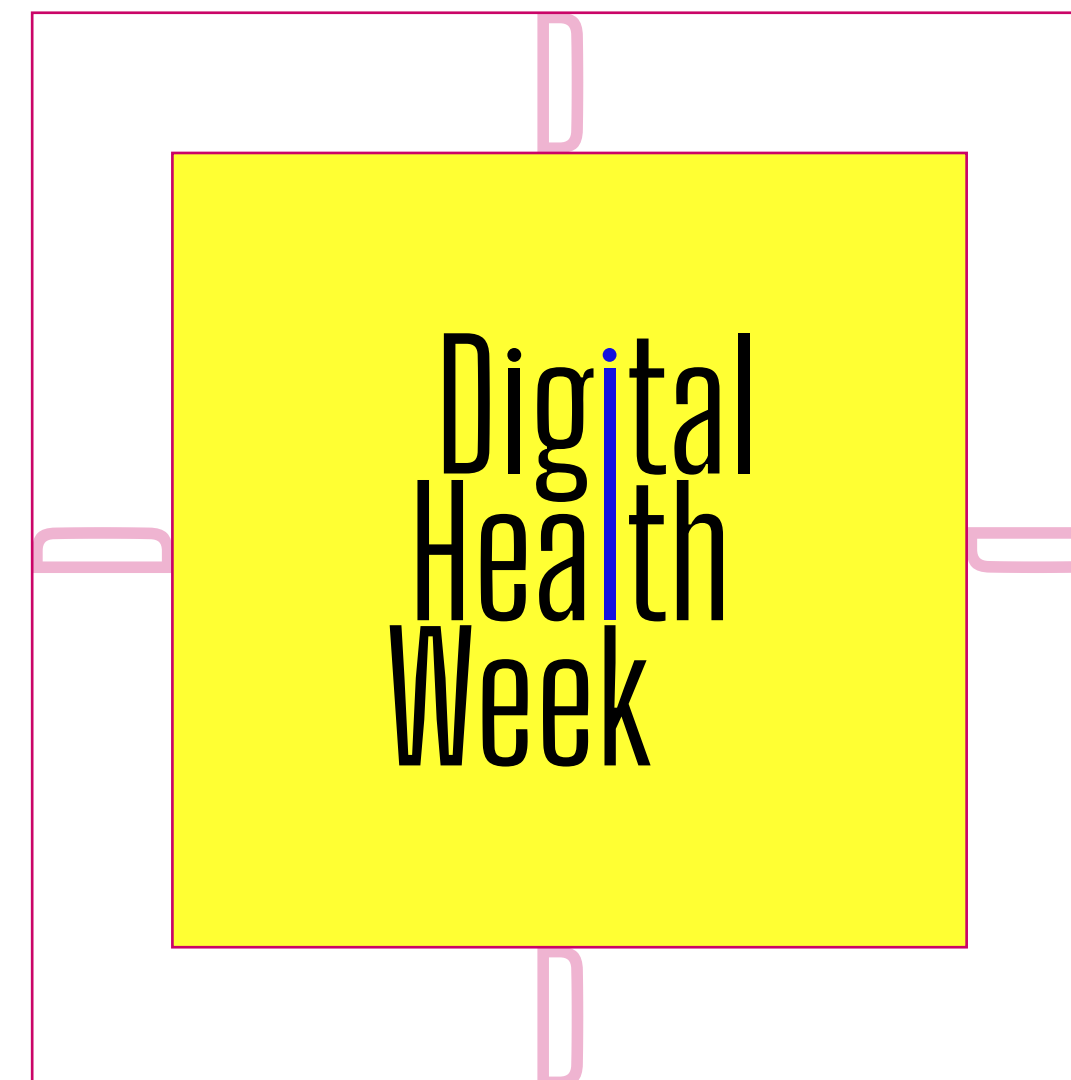


Safe area

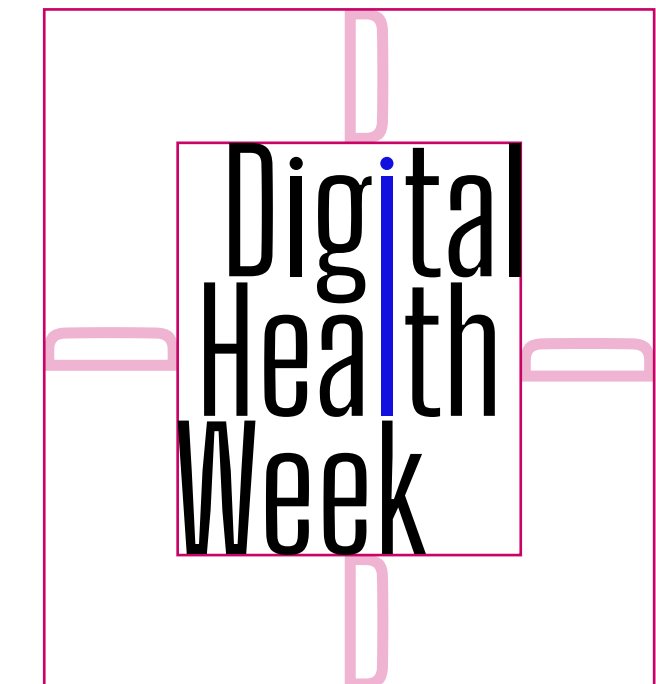
The safety zone constitutes a designated area encircling the logo, meticulously upholding visibility, legibility, and the brand's commanding presence. It must be respected and kept clear of other graphic components like text, images, and photographs unless stated otherwise.

The security area is defined by a module, as seen in the image, with a height and width that corresponds to the height of the letter “D” from DIGITAL.

Full logo*



Text



*There is one exception to this safe area when the brand univers elements are introduce, however the safe area for the text application must reamaing intact.

Minimum sizes

The minimum print sizes and screens vary to maximize readability.

In the case of screen print and engravings, a larger size is recommended in order to ensure reproduction and legibility.



Print

3 cm x 3 cm



Screen

100 px x 100 px



**Screenprint, engraved
& other reproduction**

6 cm x 6 cm

Typography

The typography remains

Display Type: Big Shoulders

Bodycopy: IBM Plex Sans

ALPHABET - ENGLISH + SPANISH + FRENCH

Big Shoulders

Aa Bb Cc Çç Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz Ææ Œœ

IBM Plex Sans

Aa Bb Cc Çç Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz Ææ Œœ

Colour Palette

Rooted in the original, the color palette gains a new dimension with the addition of a softer gray tone. This palette prominently features key colors, each holding its distinct significance. Hence, yellow, electric blue, and black serves as the cornerstone for palette integration. Meanwhile, the light gray assumes the role of the primary background color.

Beyond these focal shades, the remaining colors find their place across the brand universe, ensuring a vibrant and diverse color presence.

HEX: #FFFF33 C: 6 R: 255 M: 0 G: 255 Y: 89 B: 51 K: 0		HEX: #0000FF C: 88 R: 0 M: 77 G: 0 Y: 0 B: 255 K: 0		HEX: #000000 C: 75 R: 0 M: 68 G: 0 Y: 67 B: 0 K: 90		HEX: #F7F7F7 C: 2 R: 247 M: 1 G: 247 Y: 1 B: 247 K: 0
HEX: #EEE313 C: 10 R: 238 M: 2 G: 272 Y: 99 B: 19 K: 0	HEX: #E9DE4B C: 11 R: 233 M: 4 G: 222 Y: 84 B: 75 K: 0	HEX: #FFC333 C: 0 R: 255 M: 24 G: 195 Y: 90 B: 51 K: 0	HEX: #95E988 C: 41 R: 149 M: 0 G: 233 Y: 64 B: 136 K: 0	HEX: #C3FF00 C: 28 R: 195 M: 0 G: 255 Y: 100 B: 0 K: 0	HEX: #00E500 C: 68 R: 0 M: 0 G: 229 Y: 100 B: 0 K: 0	HEX: #869D3C C: 53 R: 134 M: 23 G: 157 Y: 100 B: 60 K: 4
HEX: #EEE313 C: 2 R: 233 M: 100 G: 15 Y: 100 B: 15 K: 0	HEX: #E95C05 C: 4 R: 233 M: 78 G: 92 Y: 100 B: 5 K: 0	HEX: #D02546 C: 13 R: 208 M: 98 G: 37 Y: 71 B: 70 K: 2	HEX: #D00467 C: 25 R: 208 M: 100 G: 4 Y: 36 B: 103 K: 0	HEX: #C30090 C: 23 R: 195 M: 100 G: 0 Y: 0 B: 144 K: 0	HEX: #FF66FF C: 19 R: 155 M: 64 G: 102 Y: 0 B: 255 K: 0	HEX: #FFC3FF C: 5 R: 255 M: 26 G: 195 Y: 0 B: 255 K: 0
HEX: #AEFFC6 C: 28 R: 174 M: 0 G: 255 Y: 34 B: 198 K: 0	HEX: #90FFFF C: 33 R: 144 M: 0 G: 255 Y: 8 B: 255 K: 0	HEX: #C3C3FF C: 21 R: 195 M: 21 G: 195 Y: 0 B: 255 K: 0	HEX: #6690FF C: 60 R: 102 M: 42 G: 144 Y: 0 B: 255 K: 0	HEX: #7D79C2 C: 55 R: 125 M: 54 G: 121 Y: 0 B: 194 K: 0	HEX: #9000FF C: 64 R: 144 M: 79 G: 0 Y: 0 B: 255 K: 0	HEX: #9066FF C: 60 R: 144 M: 65 G: 102 Y: 0 B: 255 K: 0
HEX: #C2ACAE C: 24 R: 194 M: 31 G: 172 Y: 24 B: 174 K: 0	HEX: #C39090 C: 24 R: 195 M: 47 G: 144 Y: 36 B: 144 K: 0	HEX: #C39066 C: 23 R: 195 M: 45 G: 144 Y: 65 B: 102 K: 2	HEX: #C3C366 C: 27 R: 195 M: 14 G: 195 Y: 75 B: 102 K: 0	HEX: #869D90 C: 51 R: 134 M: 28 G: 157 Y: 44 B: 154 K: 2	HEX: #E98079 C: 5 R: 233 M: 62 G: 128 Y: 44 B: 121 K: 0	HEX: #C28080 C: 23 R: 194 M: 56 G: 128 Y: 42 B: 128 K: 1
		HEX: #DCDCDE C: 12 R: 220 M: 10 G: 220 Y: 9 B: 222 K: 0	HEX: #0F1680 C: 100 R: 15 M: 98 G: 22 Y: 16 B: 128 K: 12	HEX: #0B0F59 C: 100 R: 11 M: 98 G: 15 Y: 27 B: 89 K: 36	HEX: #281259 C: 98 R: 40 M: 100 G: 18 Y: 29 B: 89 K: 31	HEX: #080A40 C: 100 R: 8 M: 96 G: 10 Y: 37 B: 64 K: 52

Colour Usage

The logo's proper colour usage entails a three-colour application, available in both color and grayscale versions. A distinct black-and-white variant is absent.

The tri-colour balance can be creatively adjusted within the "i" while ensuring a pronounced contrast.

Alternative colours could be allowed depending on needs.

Main logo in colour with variations



Alternative colour



Gray Scale

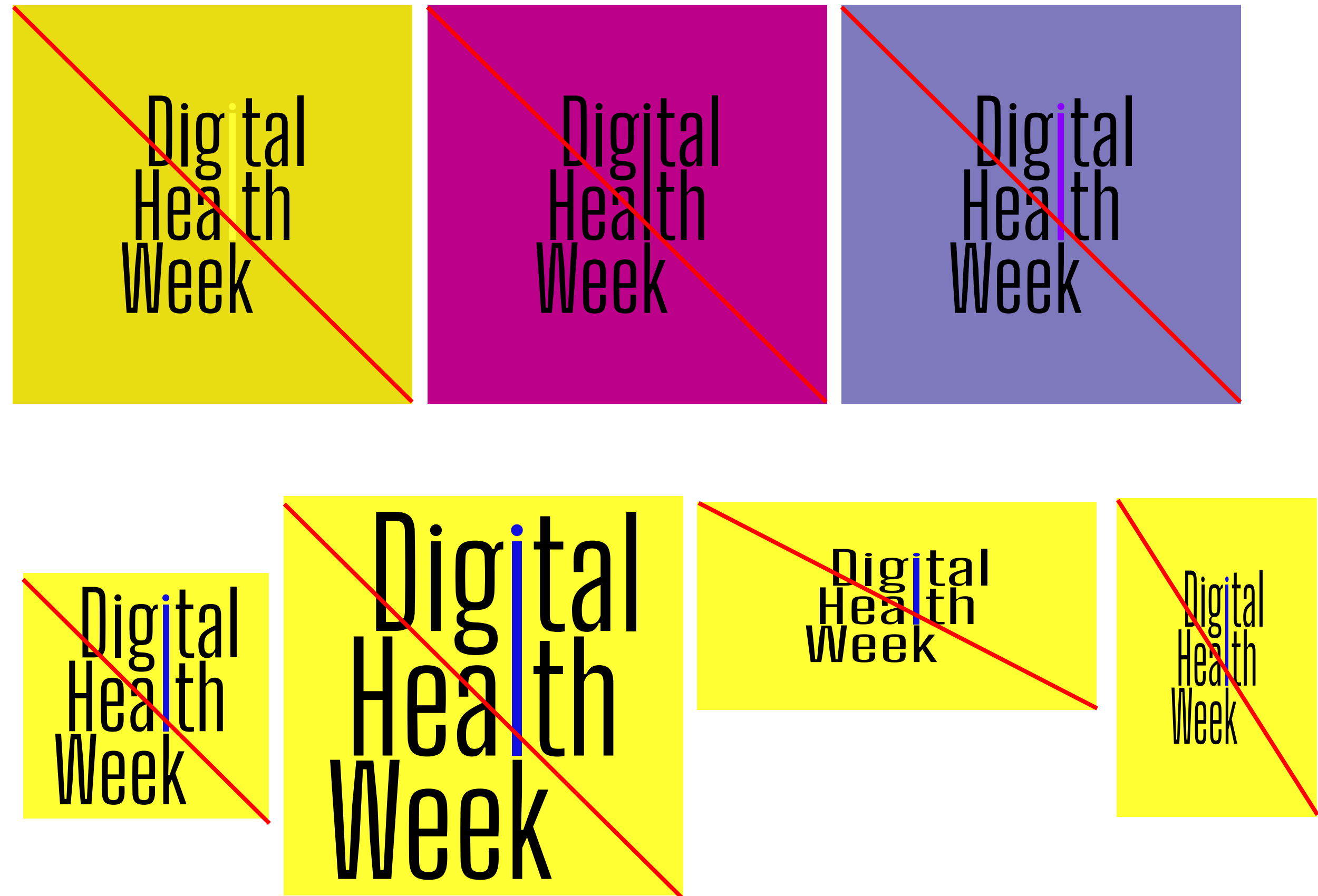


Incorrect Usage

The incorrect application of colours in the logo disregards the prescribed three-color scheme, as well as the stipulation against using yellow or neon green backgrounds, and neglects to ensure sufficient contrast within the "i."

Furthermore, altering the logo's proportions, which are designed to maintain the harmony between the text and the enclosing square, is also considered incorrect.

Incorrect usages



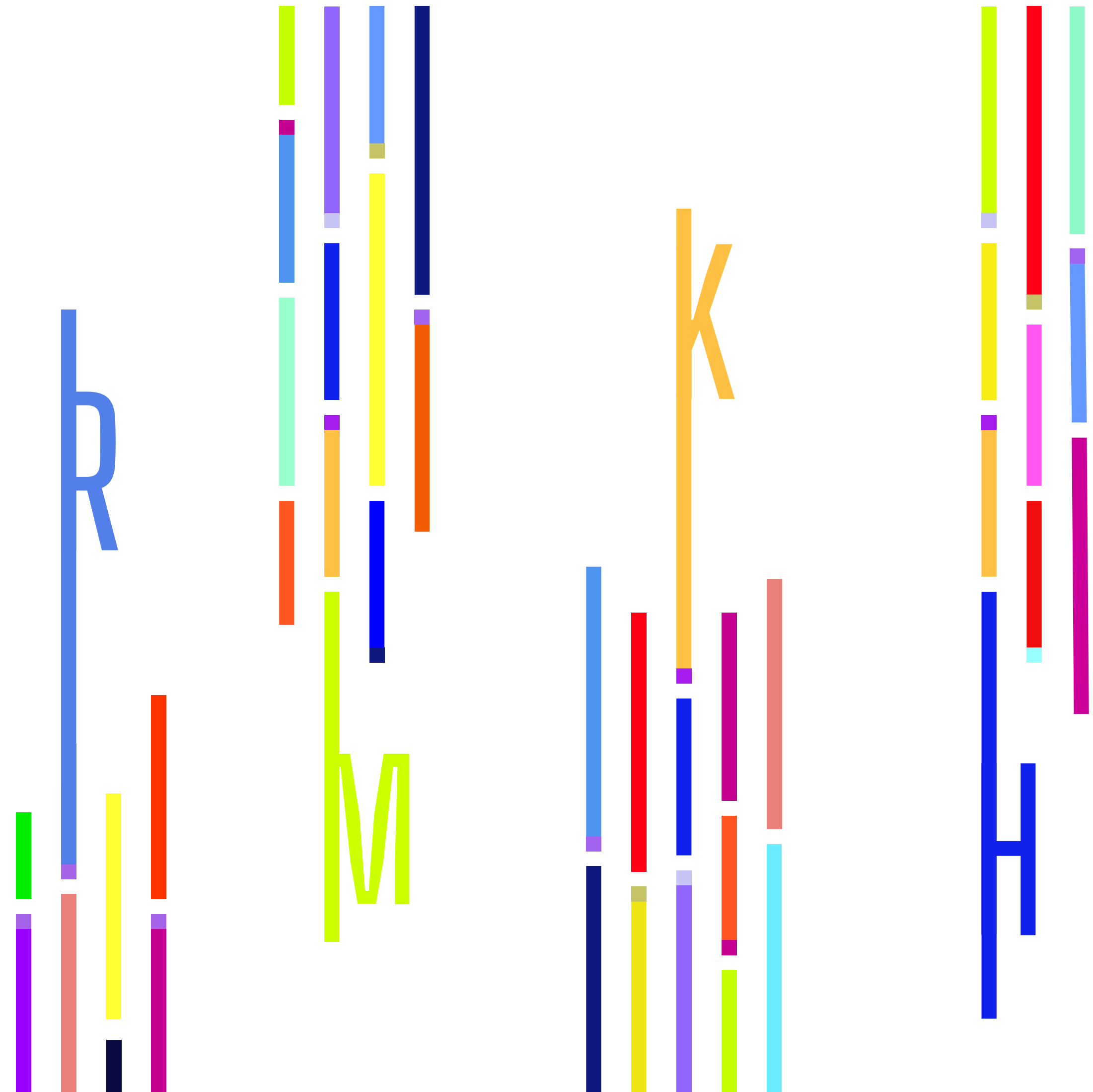
Brand Universe

Support Elements

These elements draw inspiration from two aspects: the link between health and digital illustrated in the logo, and the dynamic data inherent in health digitalization.

Two supporting assets are available: colored line structures and letter extensions. These elements can be interconnected or used independently.

The aim is to include these in social media and printed materials. Modifications to colours are acceptable, provided they align with the established colour palette.

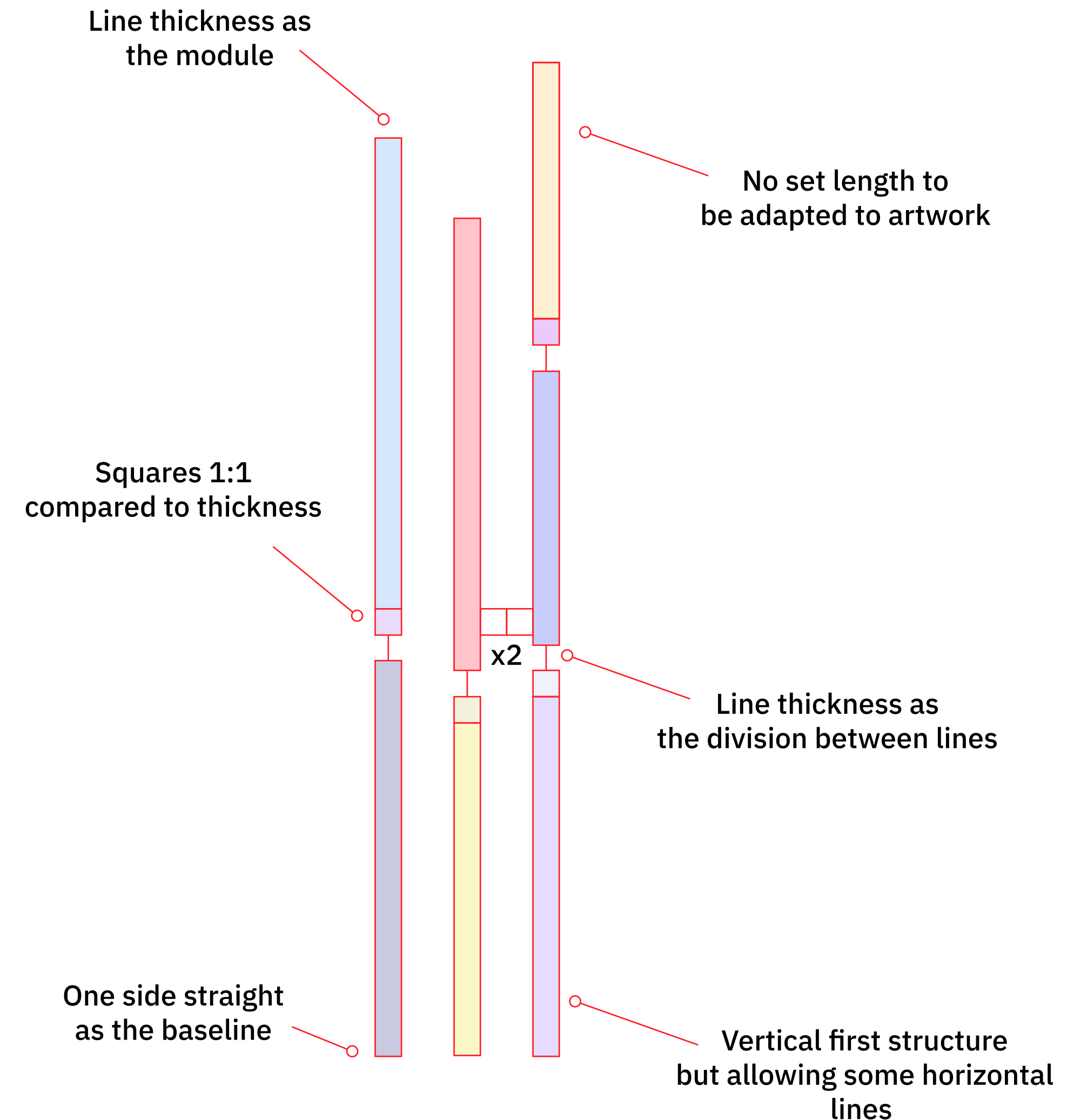
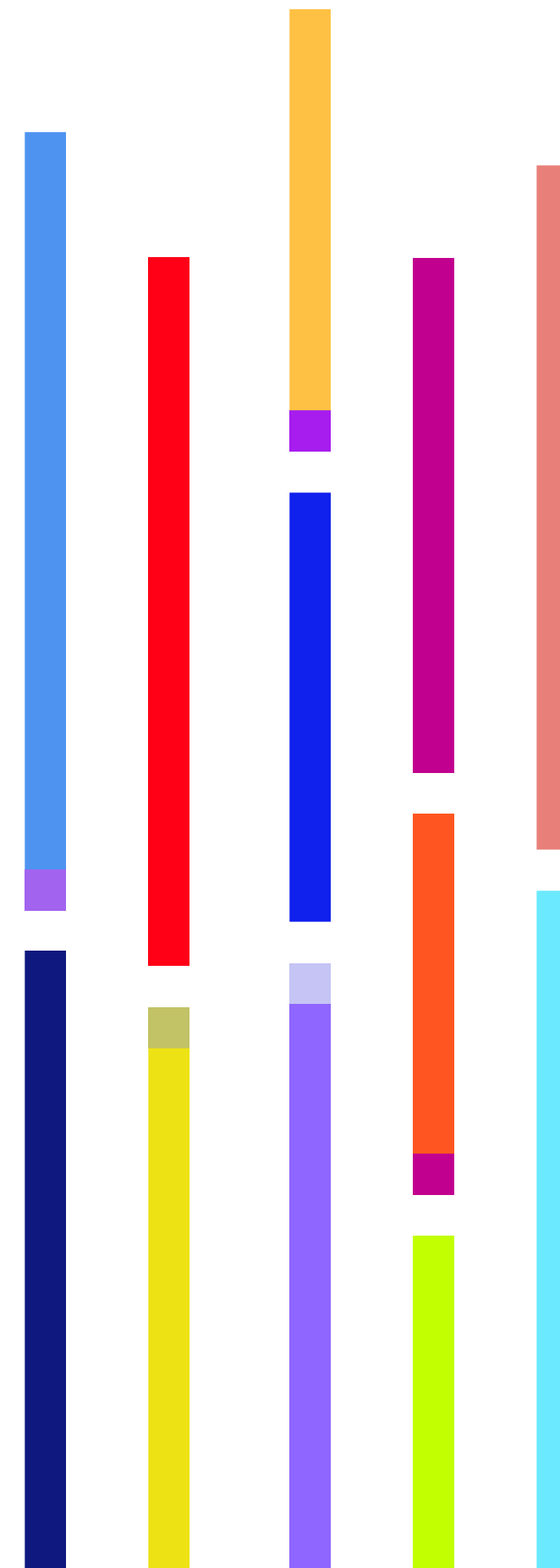


Coloured Line Structure

The lines elements add dynamism to the design. On its application, the goal is to maintain a consistent structure in terms of spacing, line weight, and ending details.

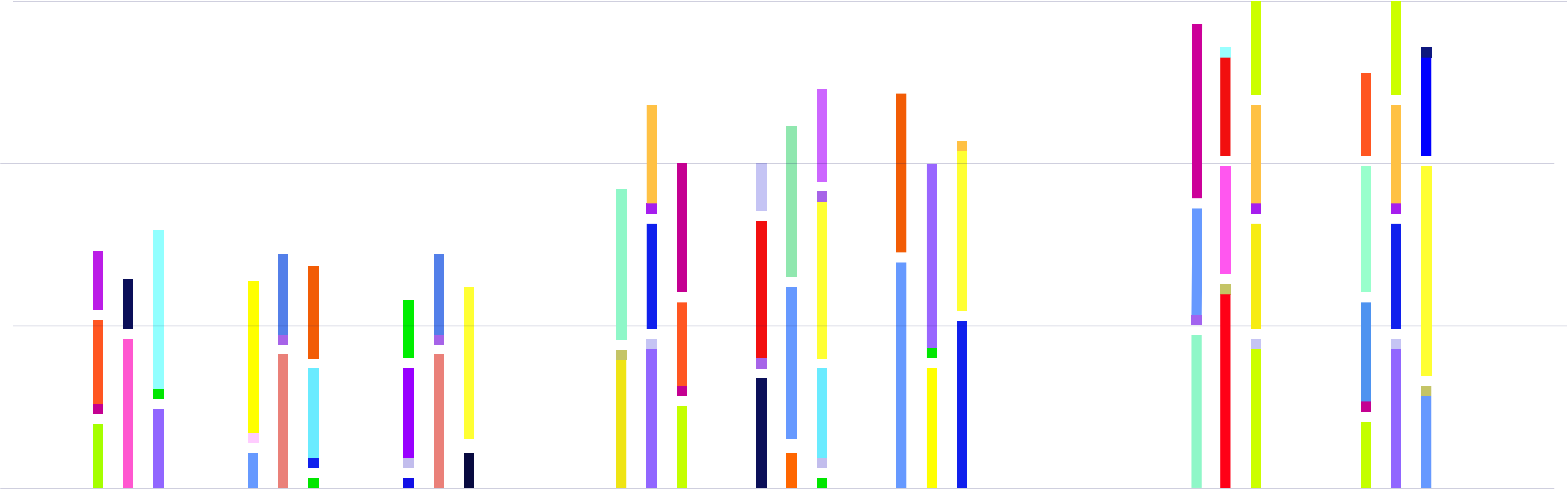
However, the length of these lines remains flexible, allowing for extension to intersect desired design elements.

These elements possess inherent dynamism and can be adjusted as required. Yet, a collection of pre-made assets is offered as the initial choice to facilitate smooth adaptation.



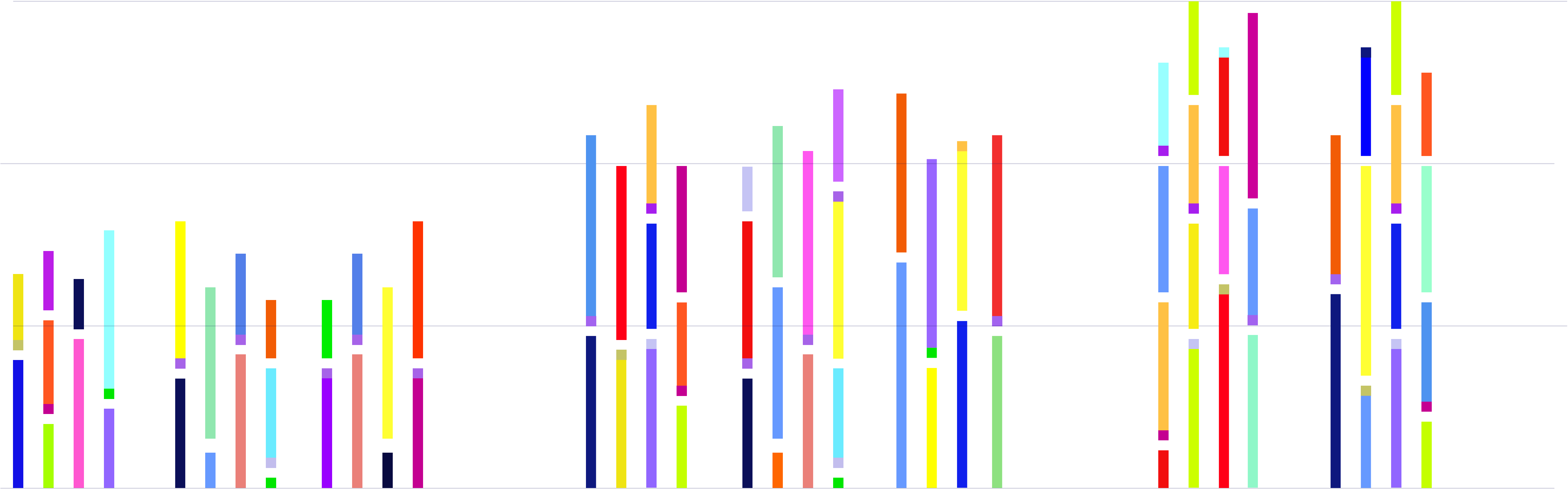
Pre-made Coloured Line Assets

Three-line structures



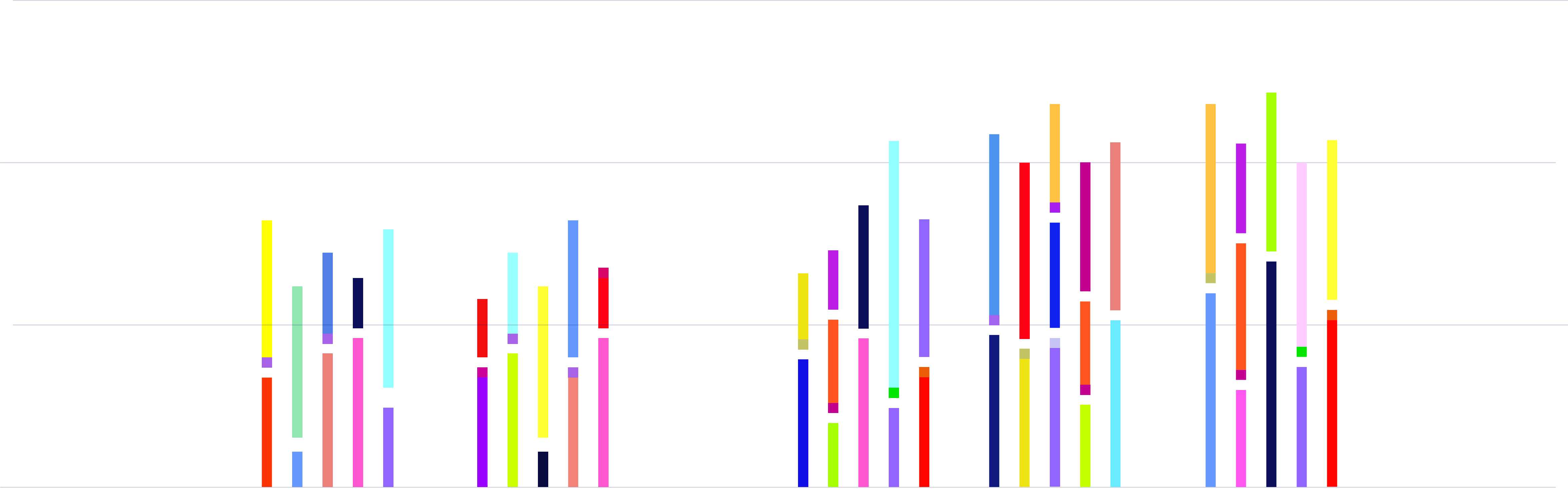
Pre-made Coloured Line Assets

Four-line structures



Pre-made Coloured Line Assets

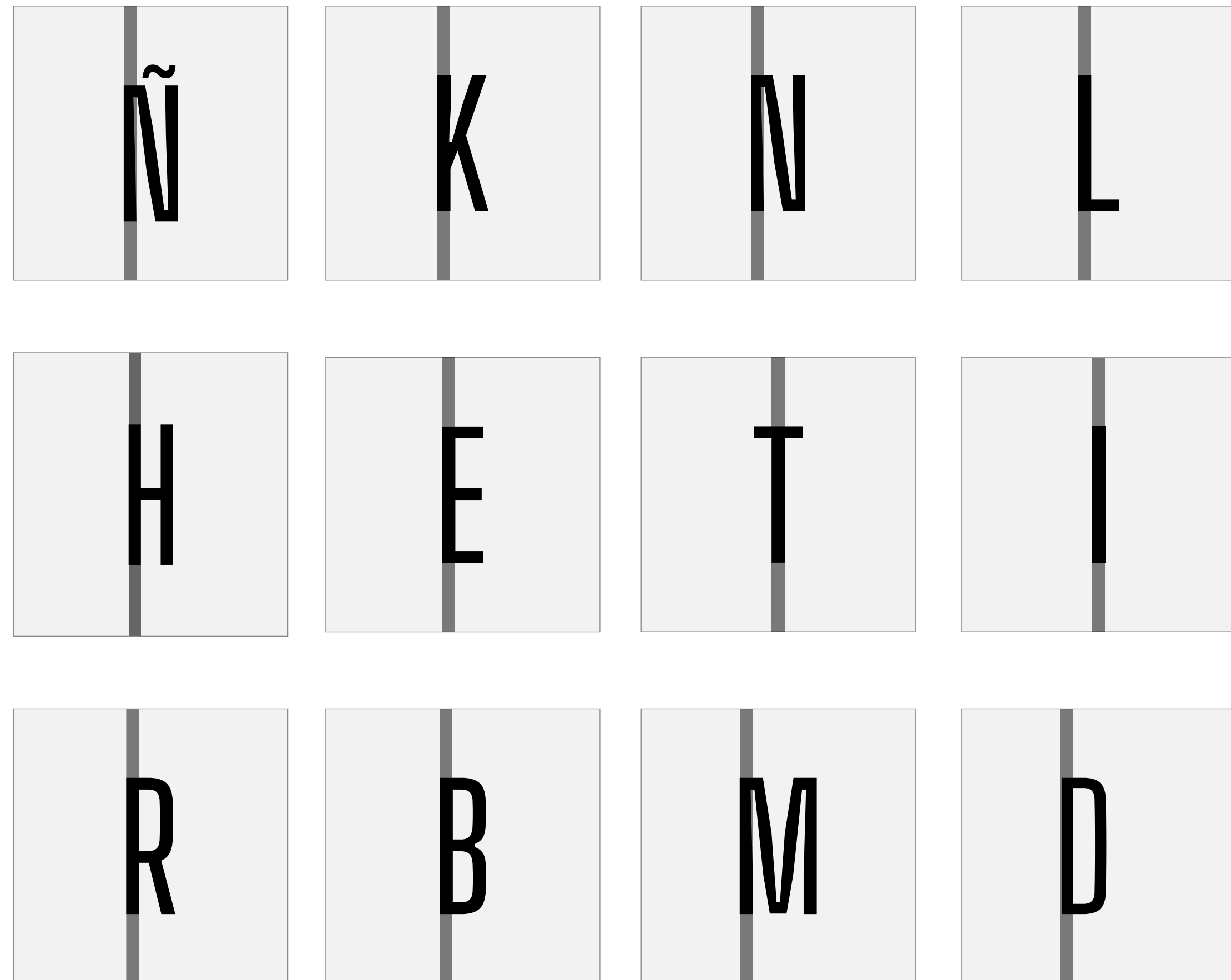
Five-line structures



Letter extension Structure

These vertical lines were used to create a feeling of something "connected" to the letter, rather than the letter hanging from something.

This approach involved identifying letters suitable for this treatment, where a shape or element hung from the letter itself. This rule underscored the notion of connectivity, aligning the visual concept with the idea of unity or linkage.



Theme Icons

Each of these icons corresponds to one of the thematic areas of interest for DHW in 2023

Each icon is rooted in a keyword representing its respective theme and incorporates complementary graphic elements to synergise with the brand's logo.



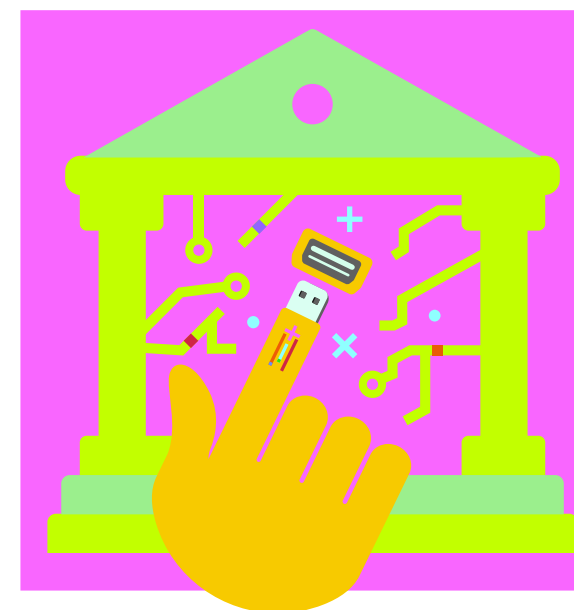
Partnerships for progress



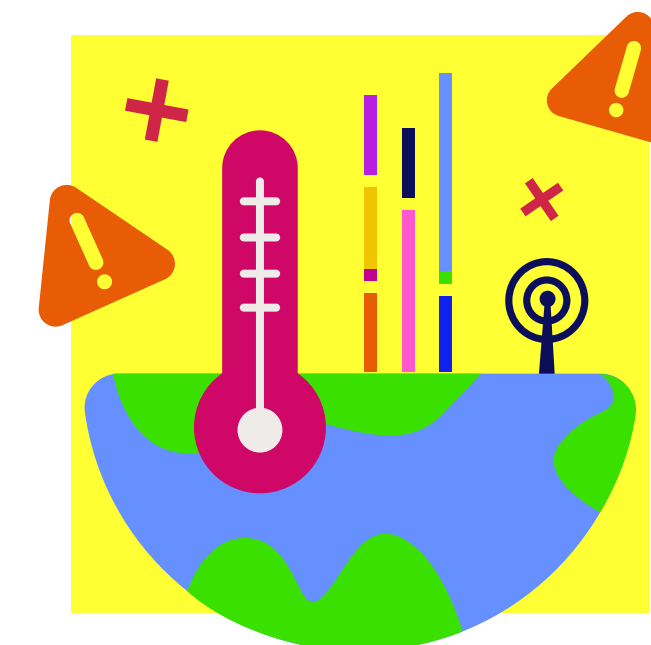
Gender & inclusivity



The future of Digital Health



Governance and technology



Climate Change

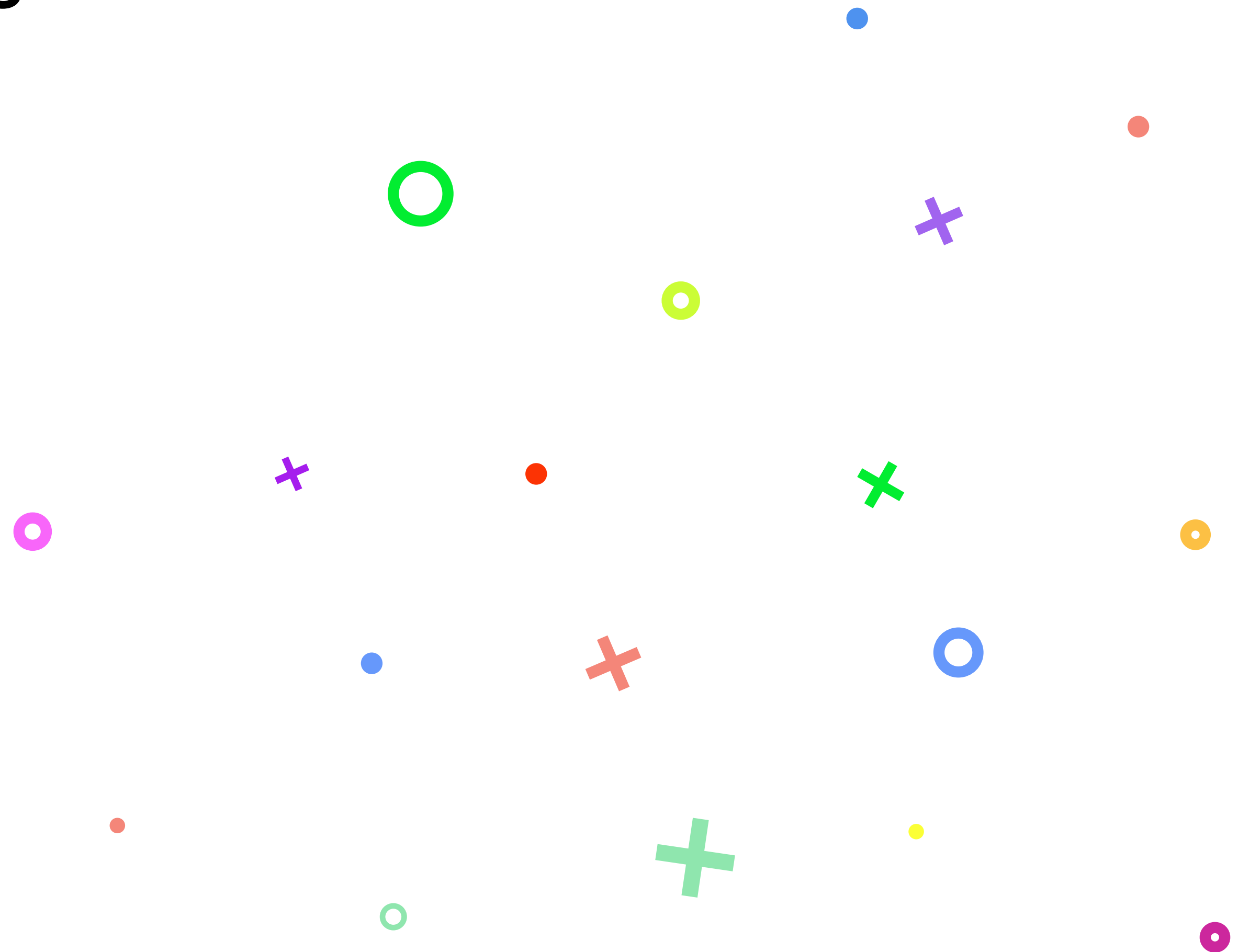


Resources and financing

Other Support Elements

Apart from the previously described elements, there are also support elements to complement the design composition.

- Derived from the "T" for health and Transform Health, there are crosses.
- The ring symbolizes the circularity that the event hopes to create.
- Color dots to express the ideas that are expected to arise from the event.



Brand Usability

Web banner

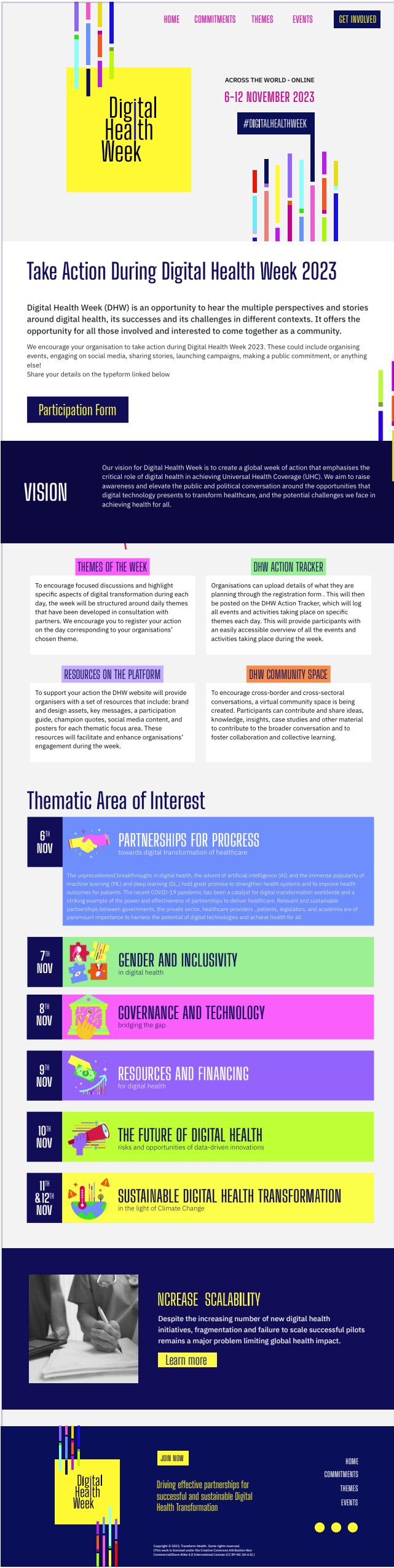
A dynamic web banner, tailored to screen size, is a crucial element in brand guidelines. It captures attention, conveying the brand's essence, values, and promotions effectively. This versatile tool maintains consistent visual identity across digital platforms, enhancing brand recognition and engagement.

In this case the dynamism can be integrated to the line assets increasing and decreasing their length.

Intro web Banner



Wireframe example for banner



Web theme banner

The thematic banners serve to introduce each year's themes on the website. The design emphasizes the theme's icon alongside the complete title, presented boldly in a high-contrast colour. Notably, the theme's icon is animated, adding an engaging element to the presentation.

Colours for titles:

Gender: HEX #C30090

Climate: HEX #869D3C

Partnerships: HEX #6698FF

Finance: HEX #FFC133

Governance: HEX #EC5C03

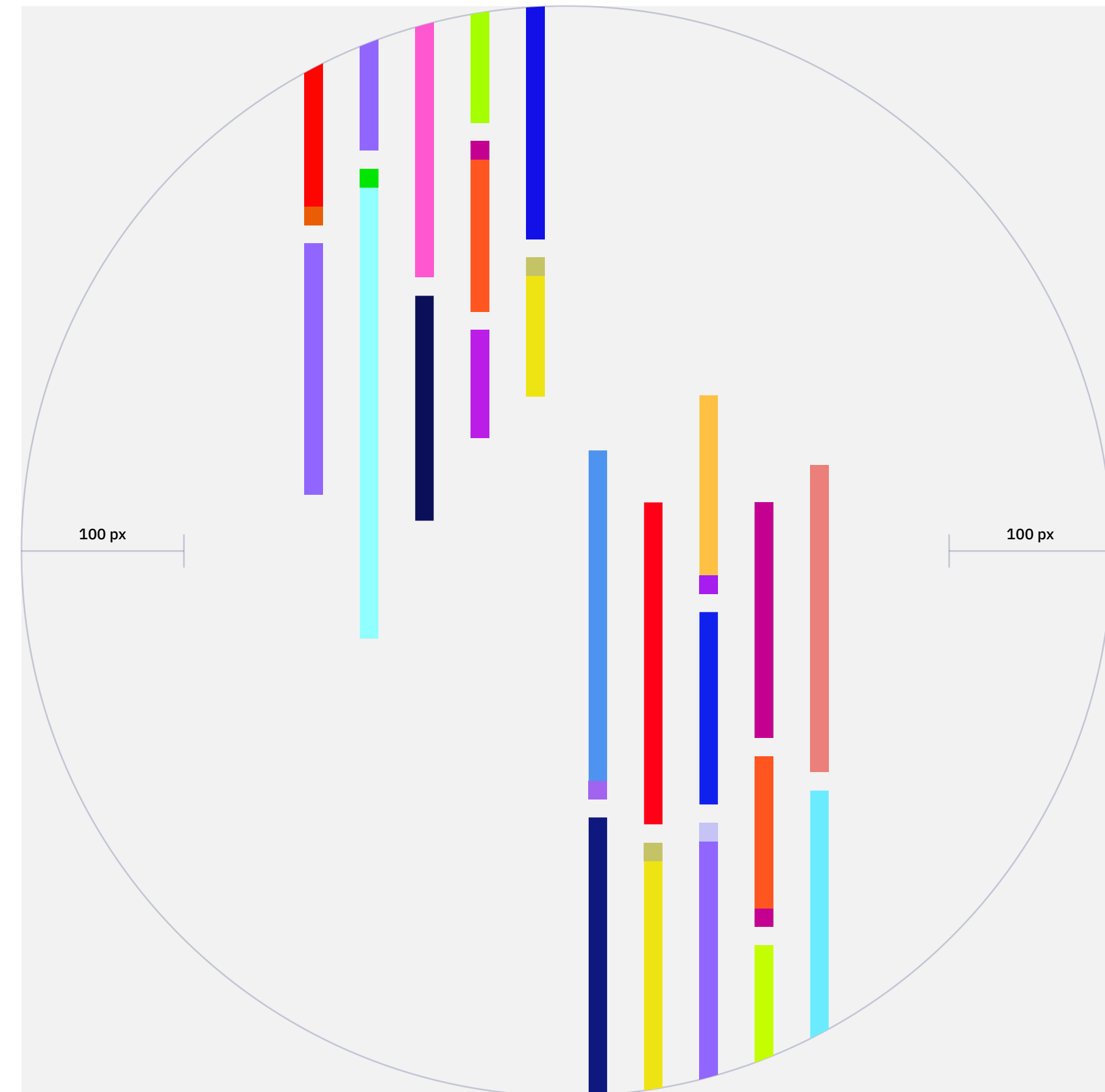
Future: HEX #8E00FF



Socials Picture/ icon

This image is intended for application on various social networks and as a compact web identifier. For optimal resolution on social media, it's advisable to utilize an image size of at least 1080 pixels by 1080 pixels.

The chosen image for the brand's representation is a linear composition derived from the line assets.



E-mail Signature

The email signature, a is a compact 480x115 pixel graphic.

This element is a vital component of brand guidelines. It ensures consistent visual identity in all communications, promoting seamlessly by all the parties involved. This standardized signature reinforces the brand's presence and values, leaving a lasting impression on recipients across various platforms, thereby maintaining brand integrity.

Consider redirecting the reader to the event's web on one click.

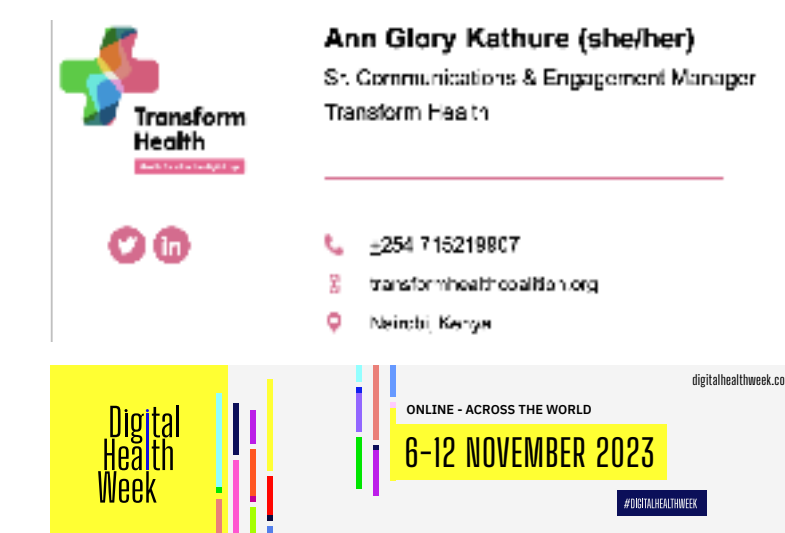
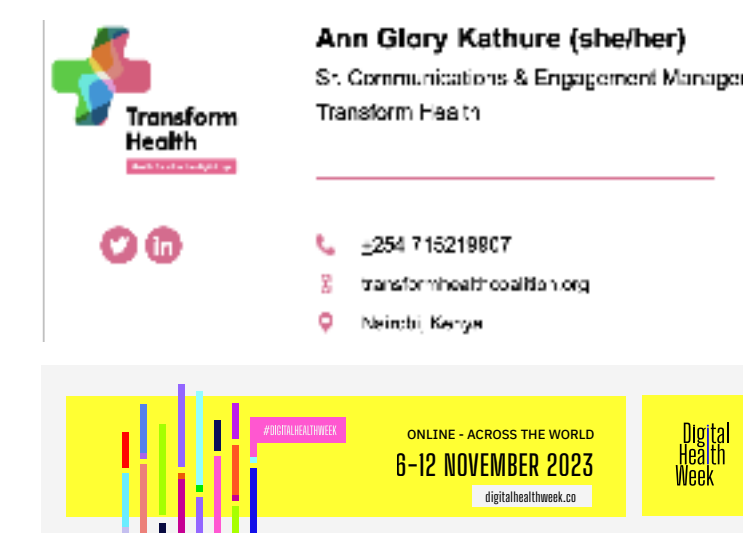
A.



B.



Examples



Event posters

The posters are 1080x1080 pixel to match readability proportions appropriate for facebook, instagram, X, and Linked-in alike.

This elements integrate the general information from the event, including phrases to introduce people and call to action.

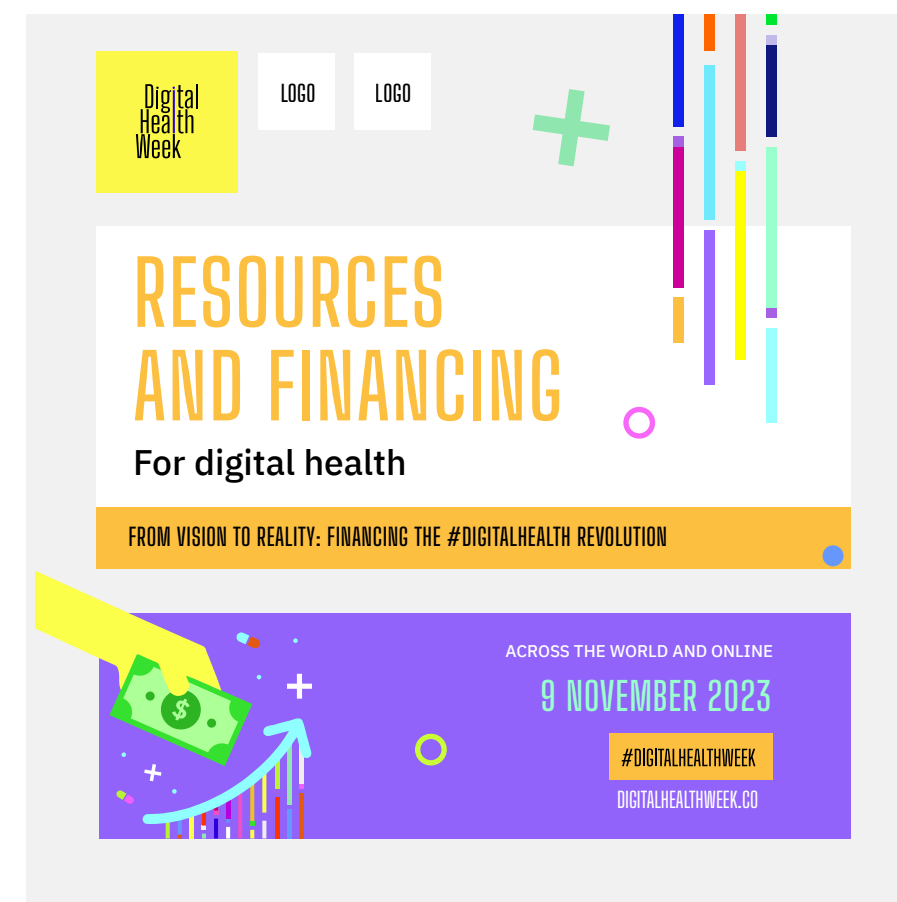
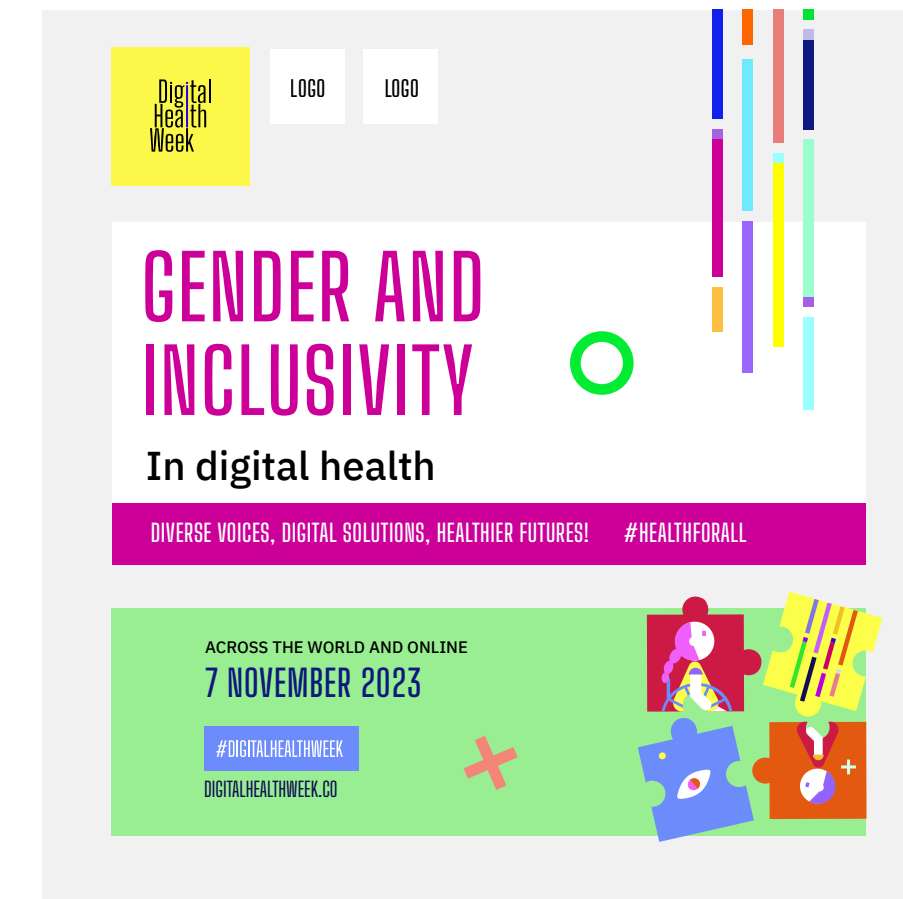


Theme posters

The posters are 1080x1080 pixel to match readability proportions appropriate for facebook, instagram, X, and Linked-in alike.

This elements integrate the general information from the event, complemented with short explanations of each theme to engage users across social media platforms.

This design considers an area for CBO's and partenrs to integrate their logos.

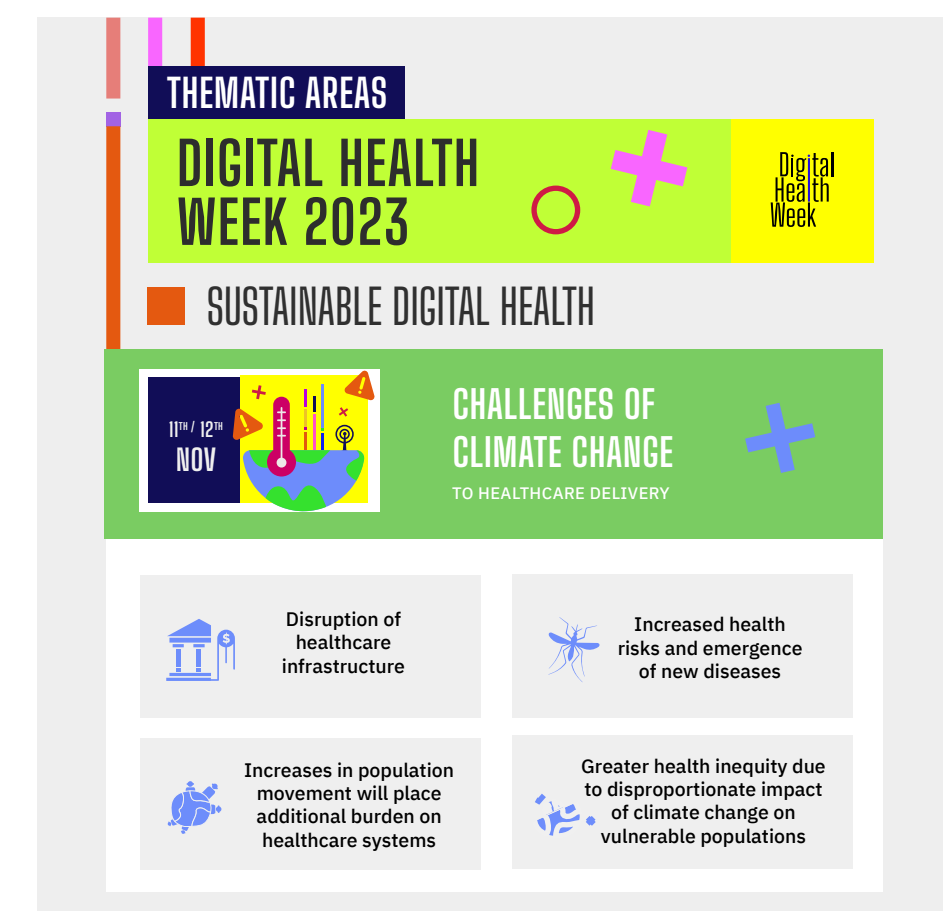
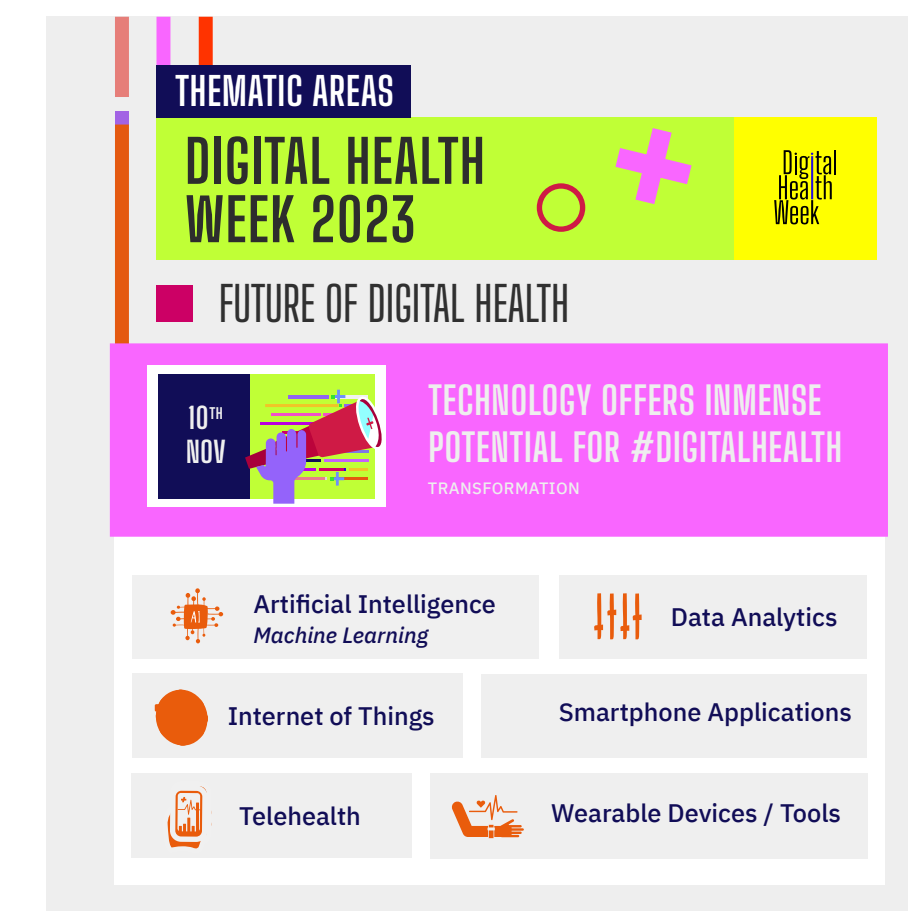
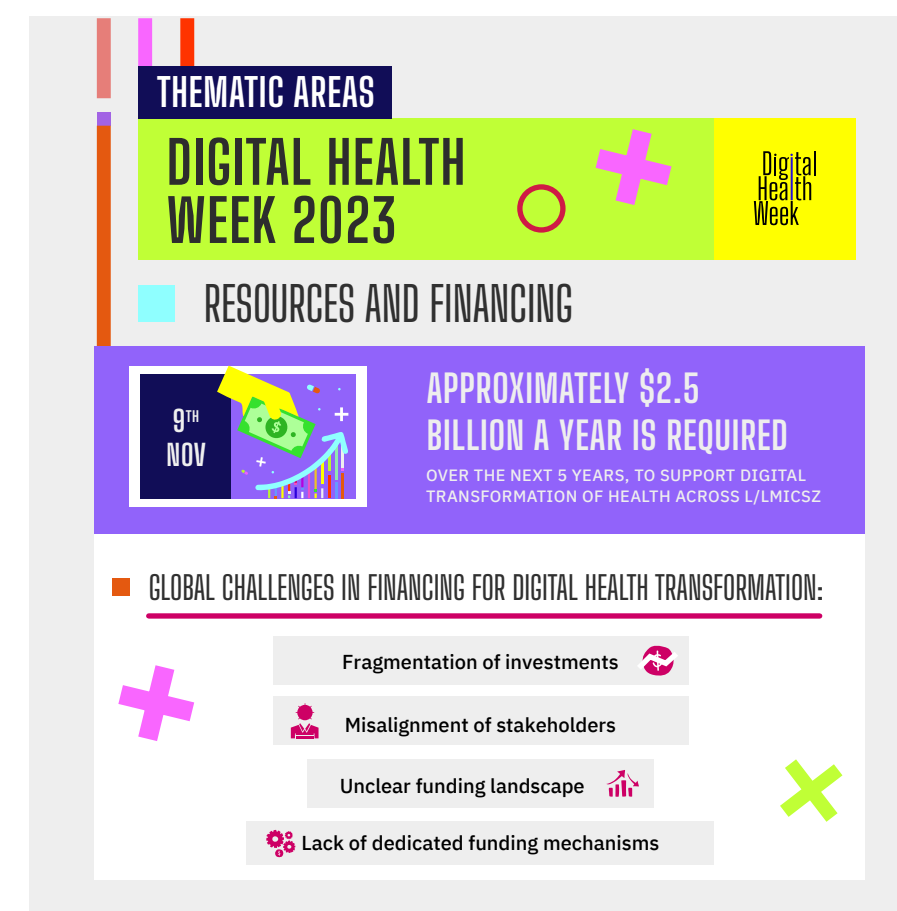
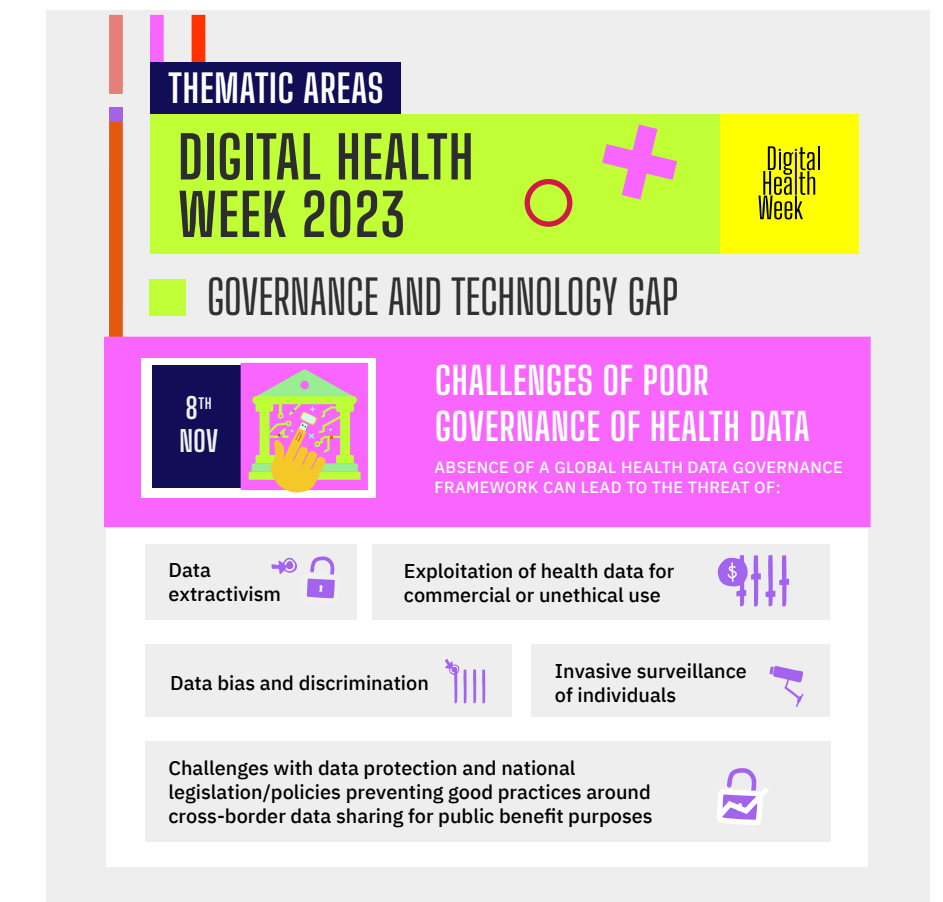
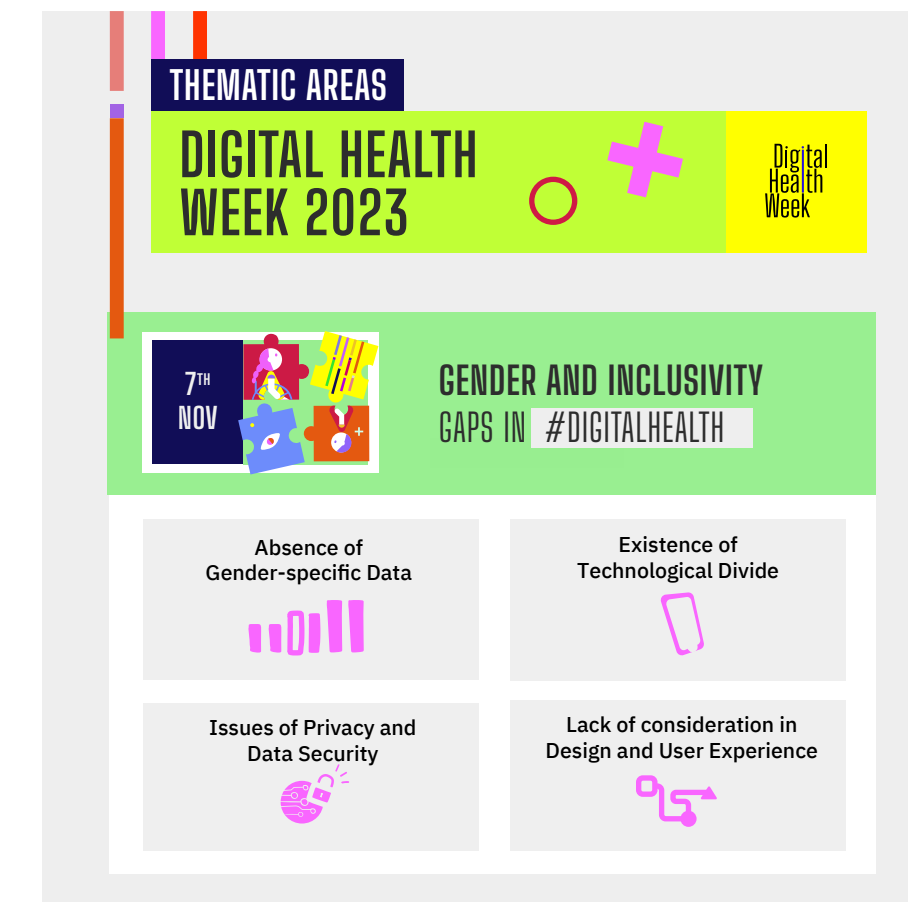
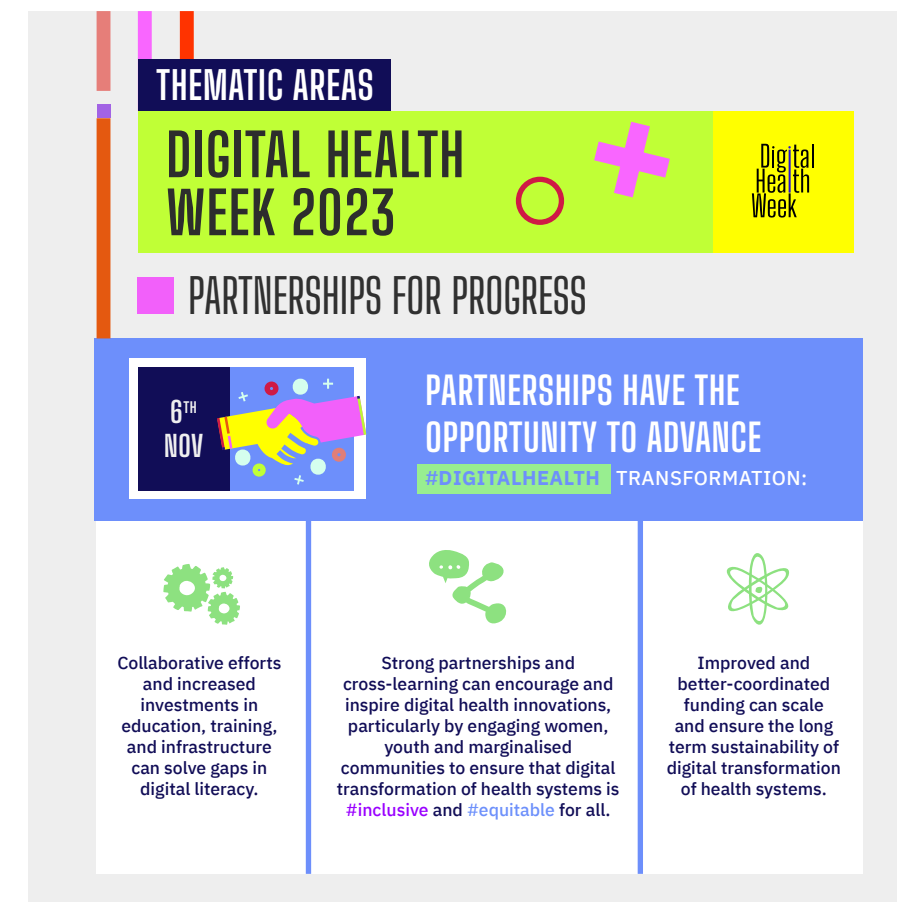


Infography

Theme posters

The posters are 1080x1080 pixel to match readability proportions appropriate for facebook, instagram, X, and Linked-in alike.

This elements integrate the general information from the event, complement with explained information relevant to the topic

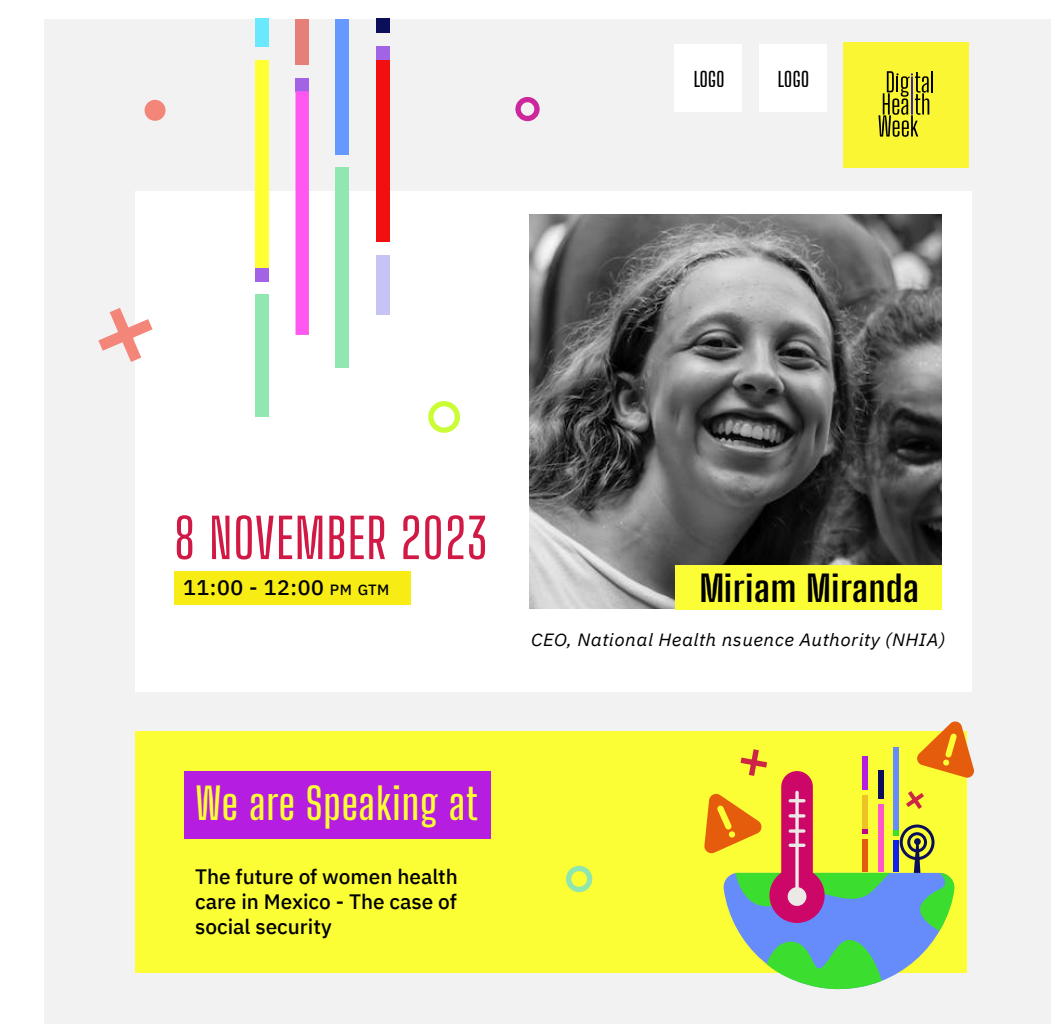
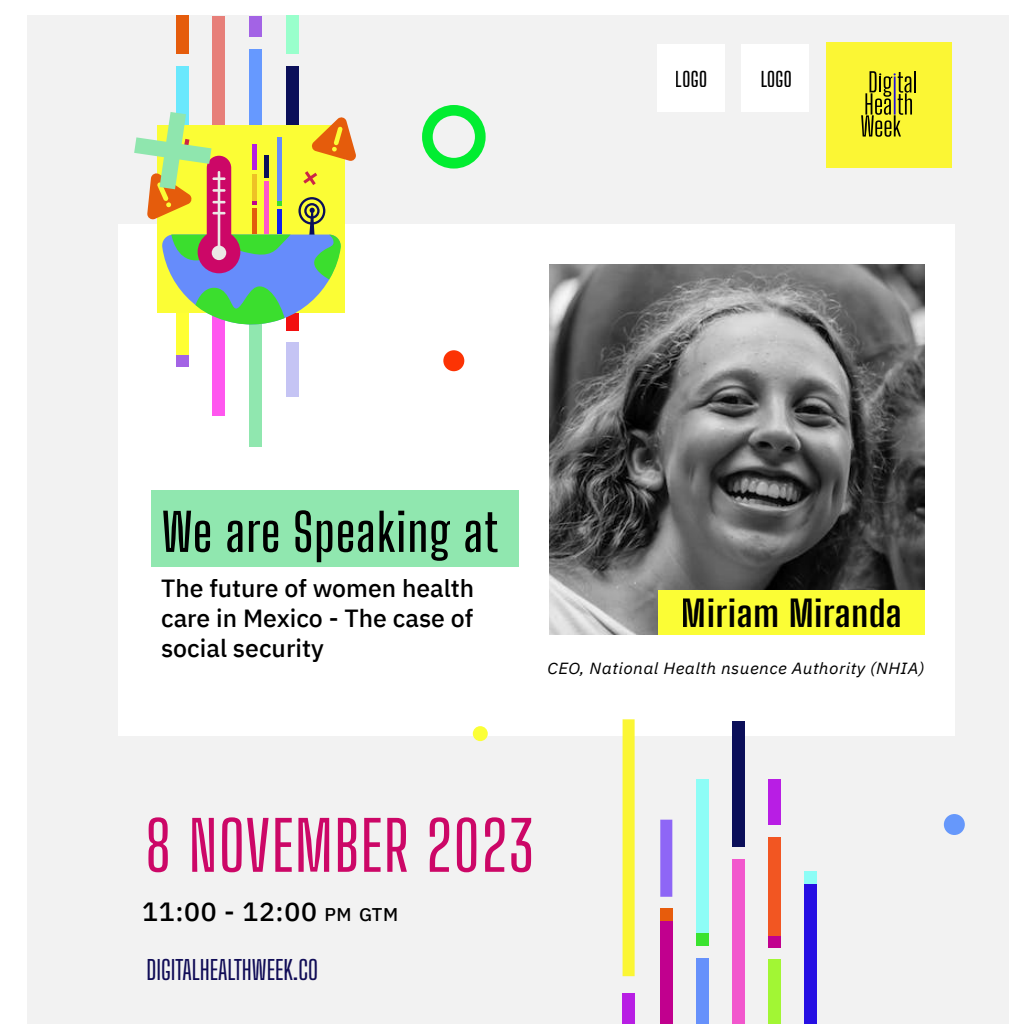
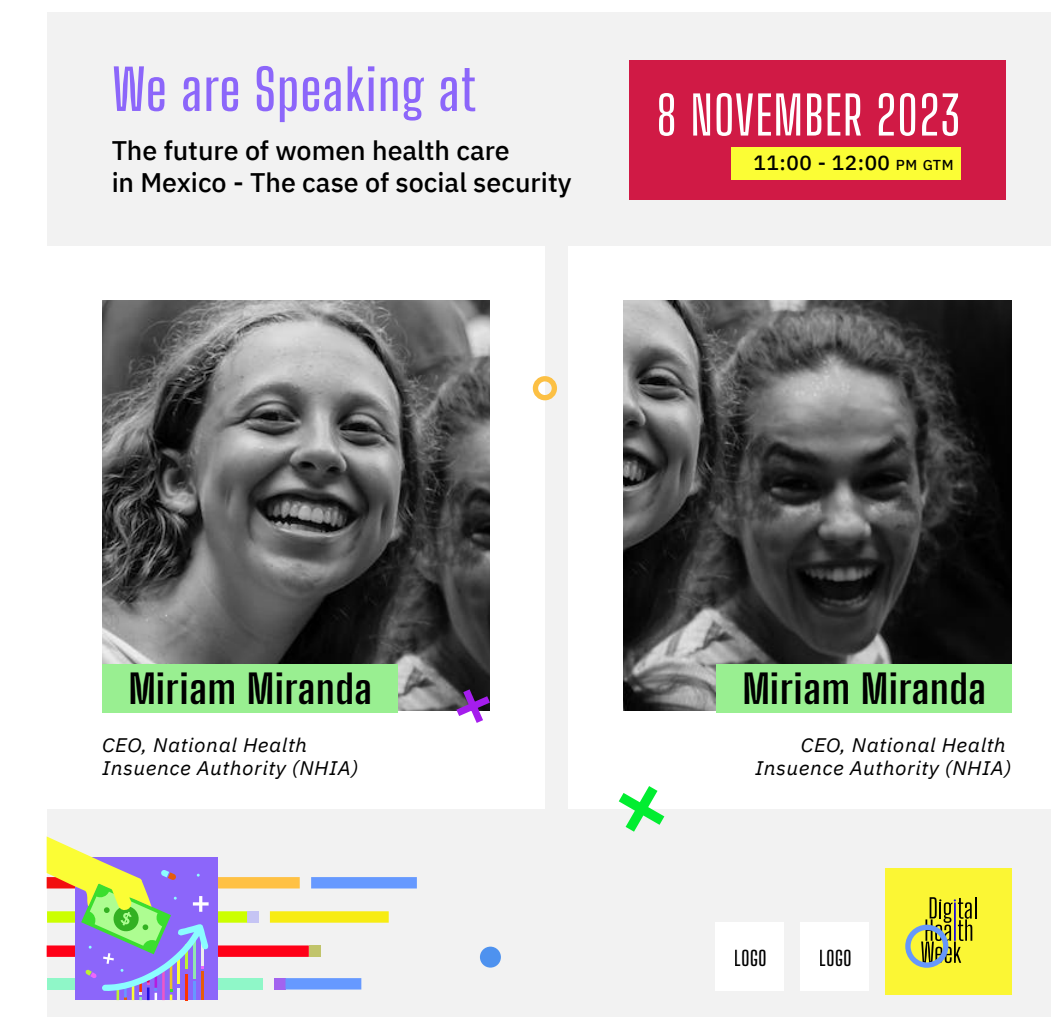


Speaker posters

The posters are 1080x1080 pixel to match readability proportions appropriate for facebook, instagram, X, and Linked-in alike.

This elements integrate the general information from the event, the speaker(s) information, and the theme they are speaking at.

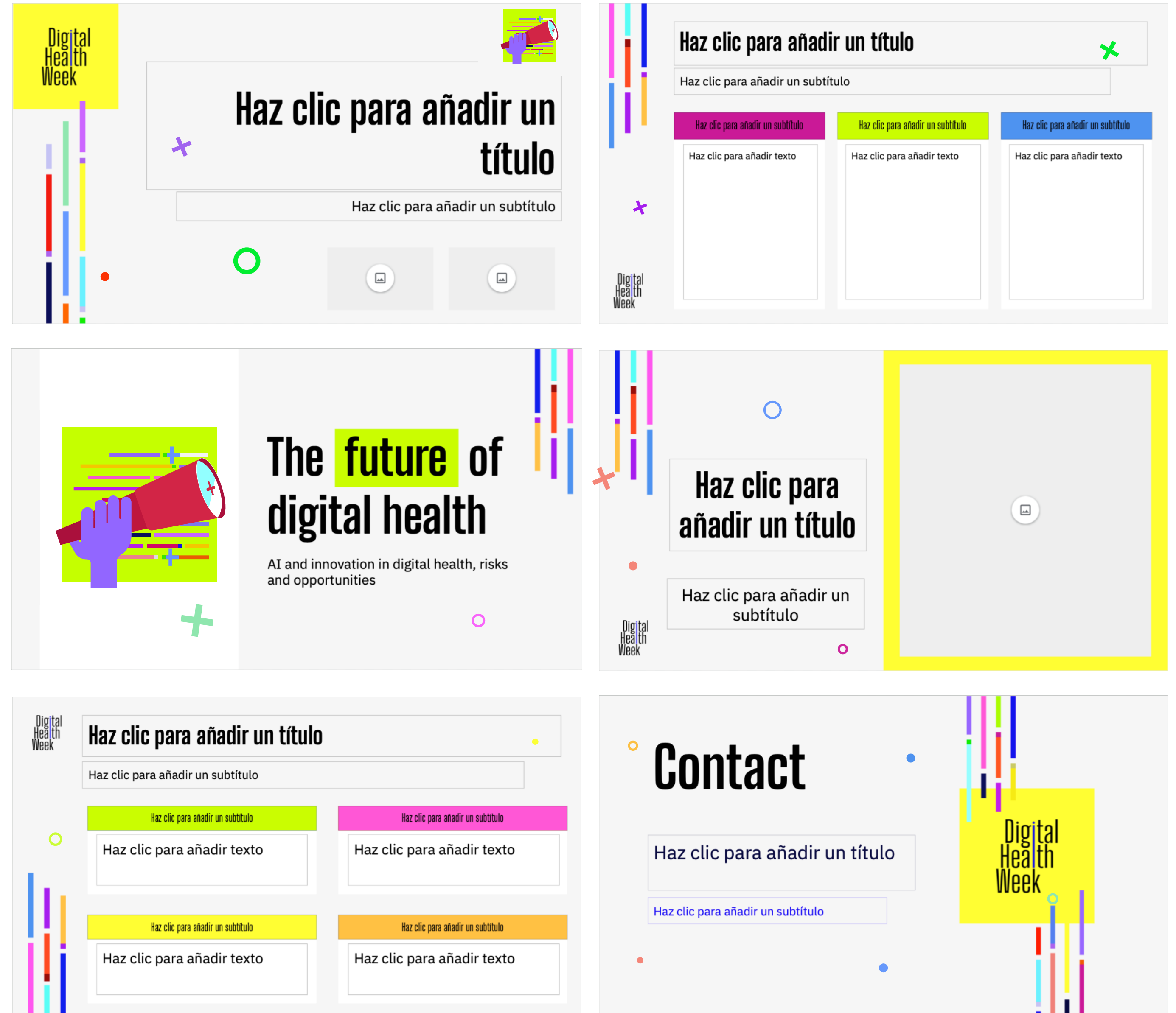
This design considers an area for CBO's and partenrs to integrate their logos.



Presentation

These templates are accessible via Google Slides or PPTX. This illustrates a scenario where the logo can be employed without the coloured box, showcasing its flexibility. The assortment includes diverse setups, spanning from theme covers to lists and informative bullet points.

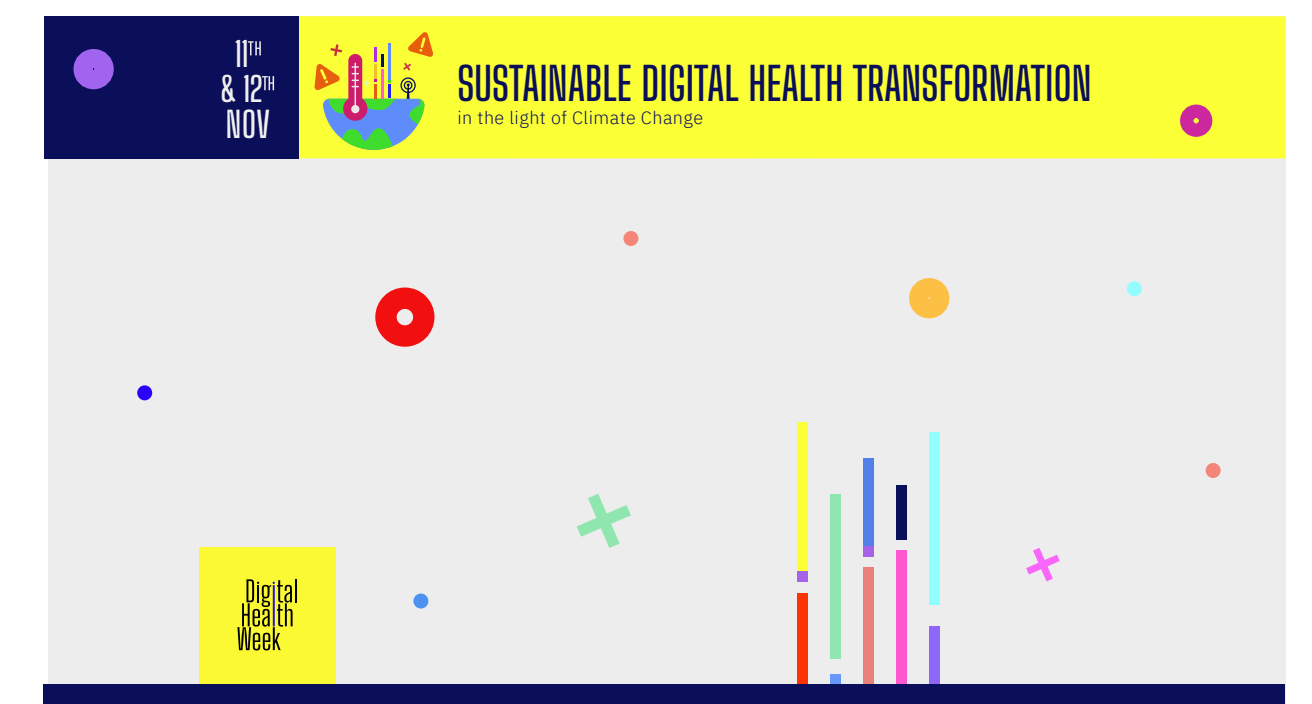
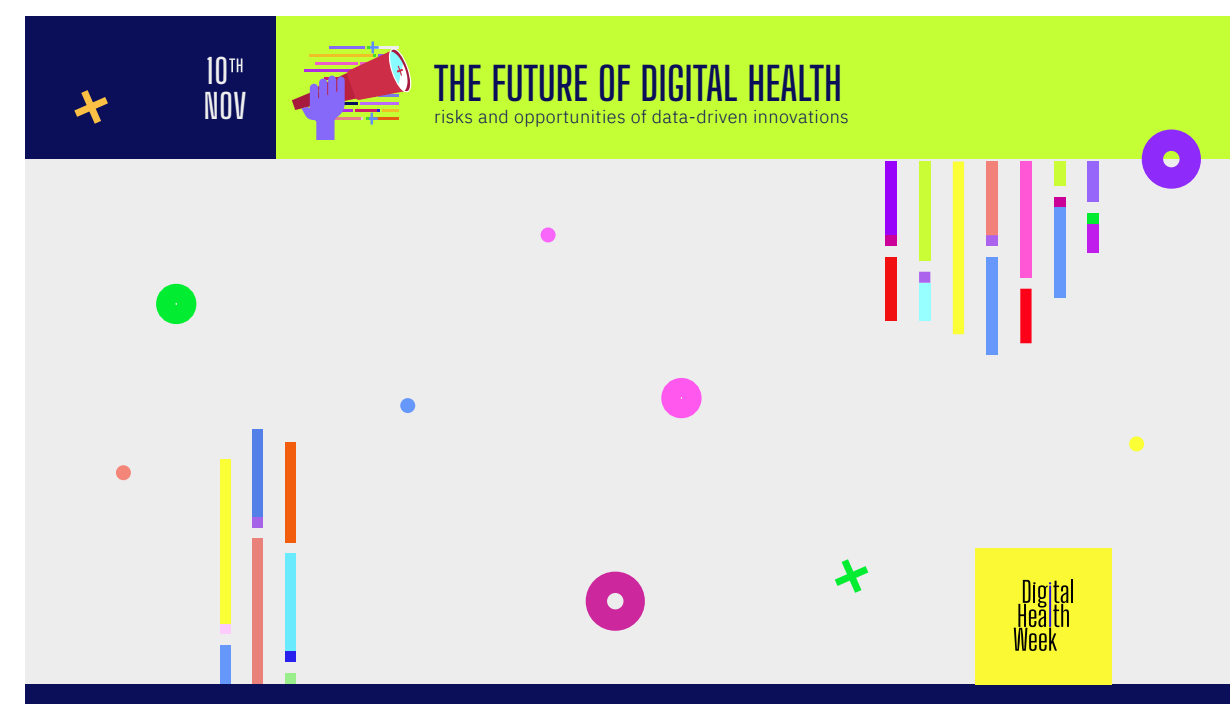
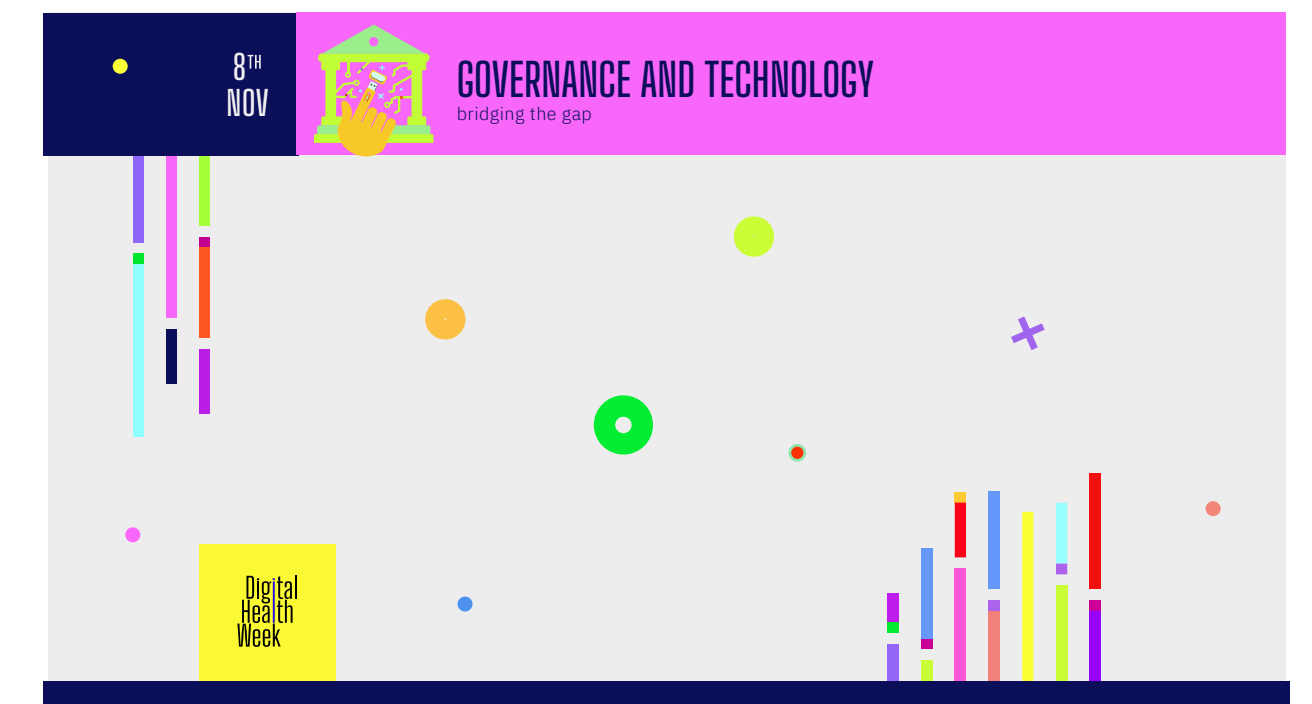
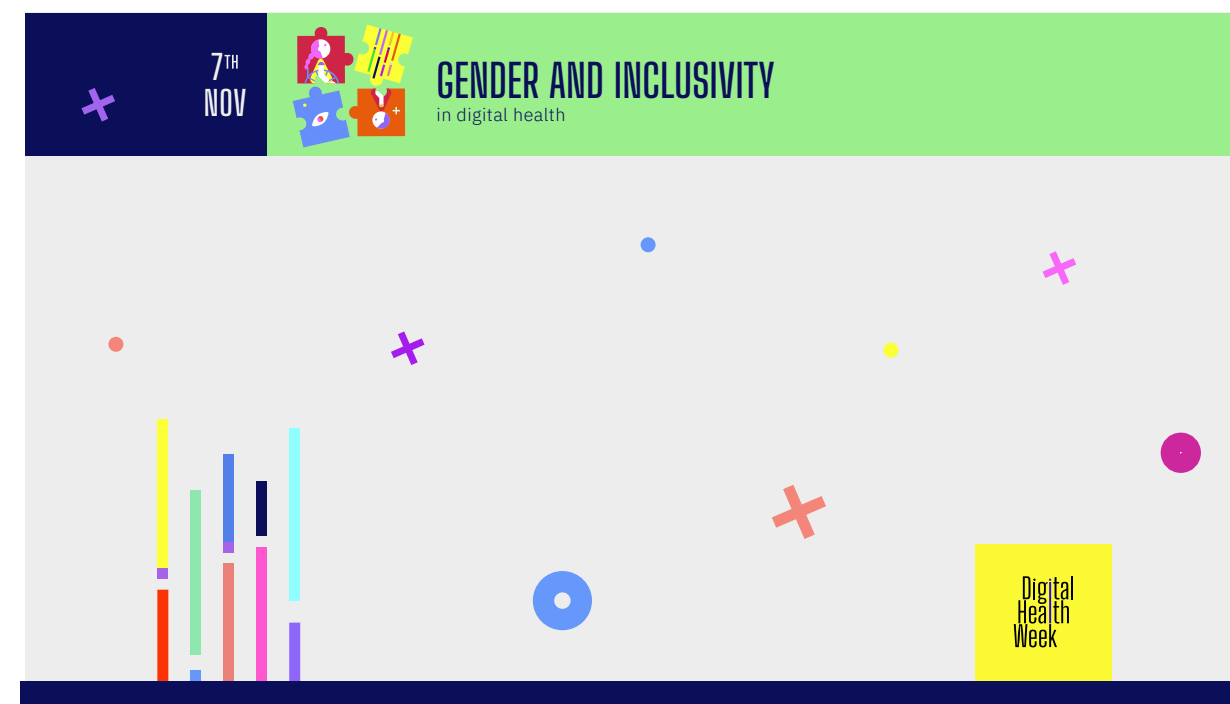
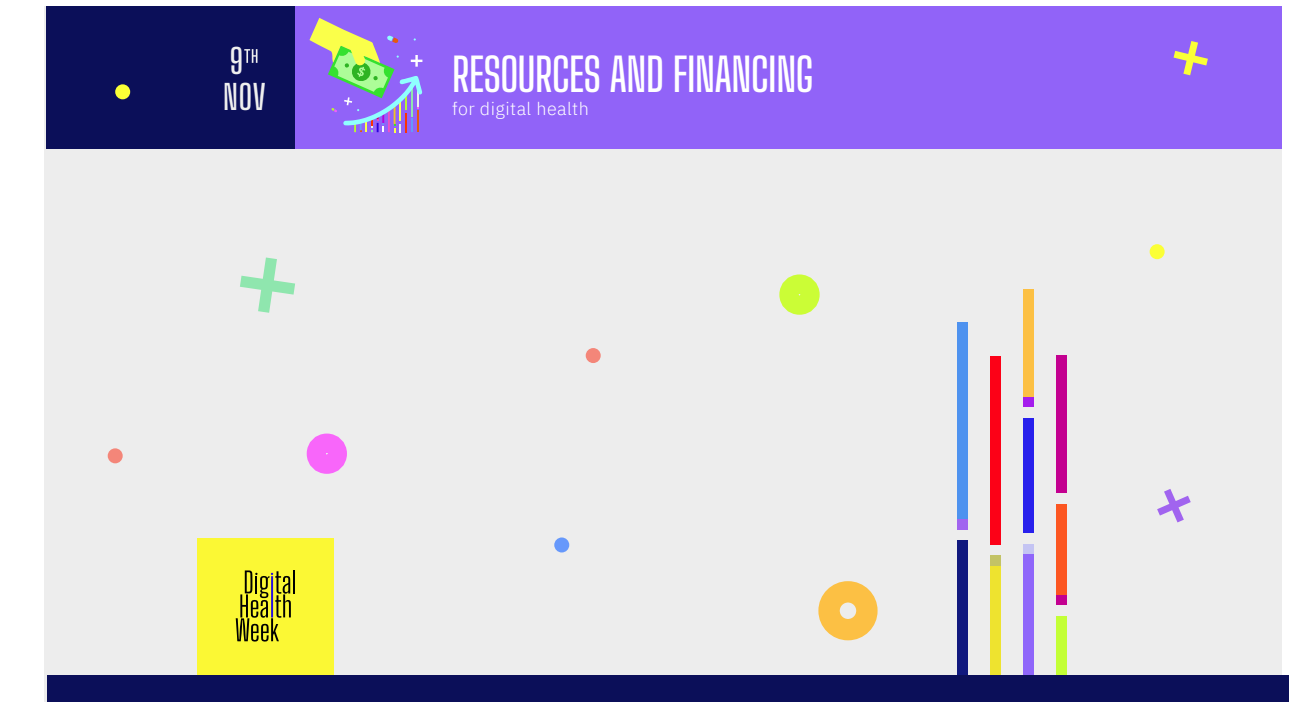
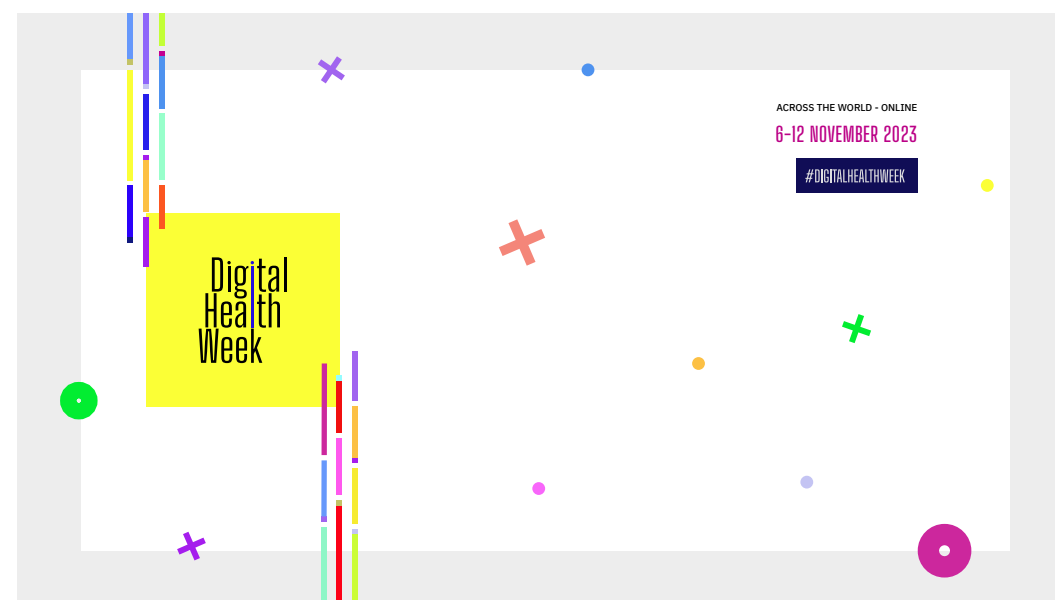
There is a design for each theme and one for the event in general.



Zoom Backgrounds

Images of 1280px X 720px (16:9) to place in the background in zoom conferences. All important content is placed in such a way that it can also be used in 4:3 format.

There is a design for each theme and one for the event in general.



Digital Health Week

BRAND GUIDELINES 2023

VCH
STUDIO

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