

Digital Health Week

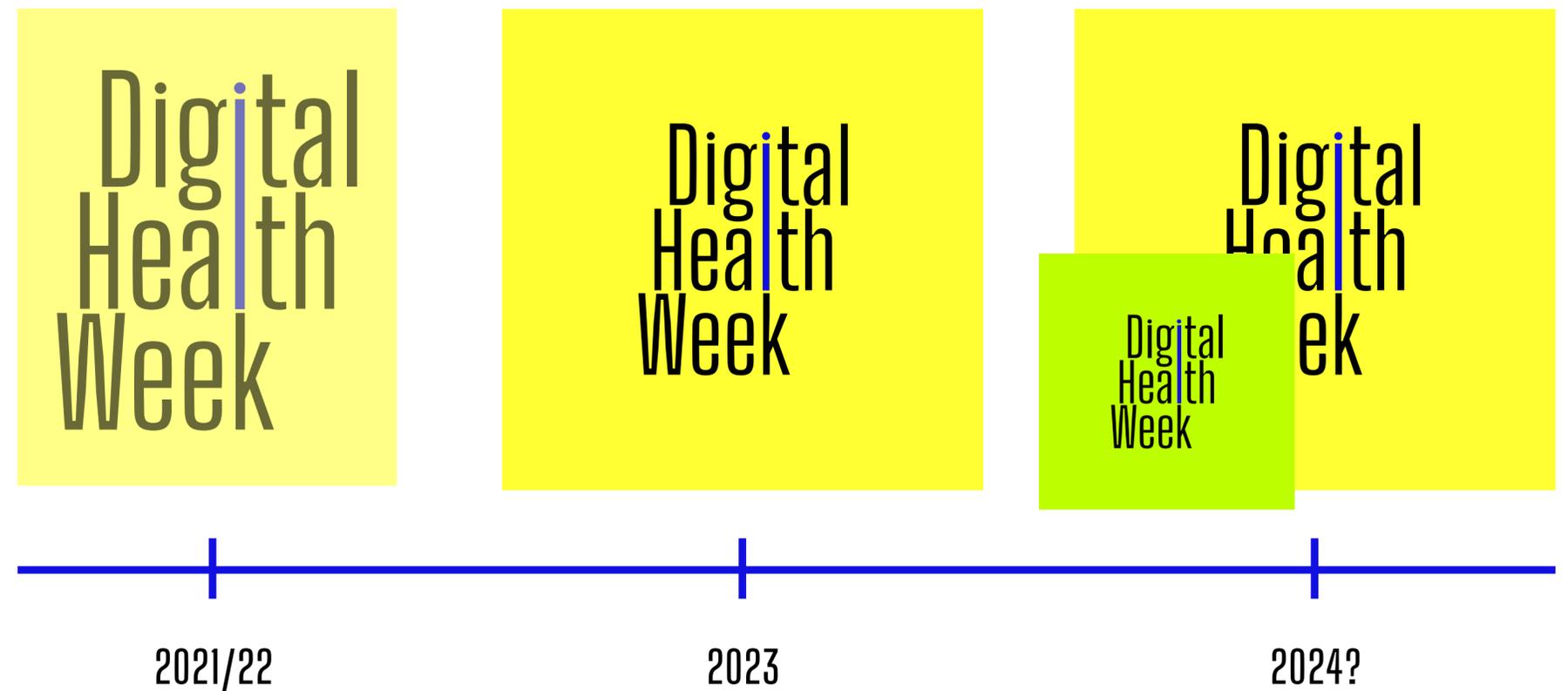
BRAND GUIDELINES 2023

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.

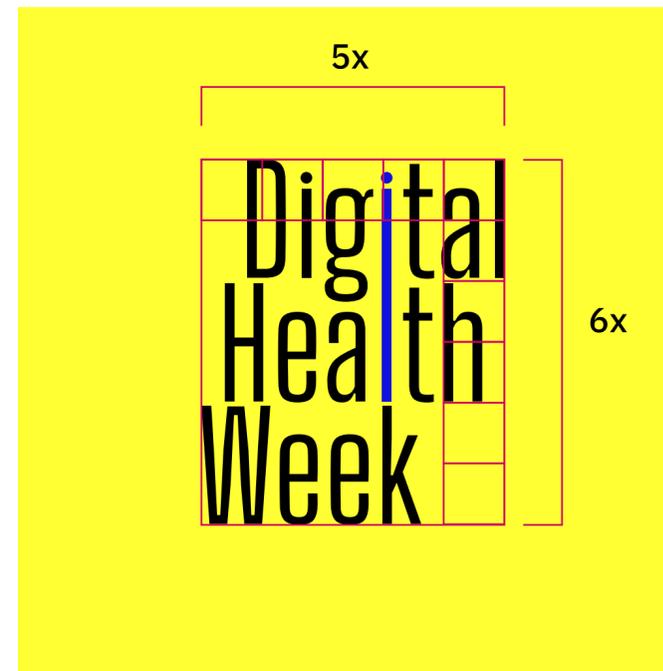


Proportion

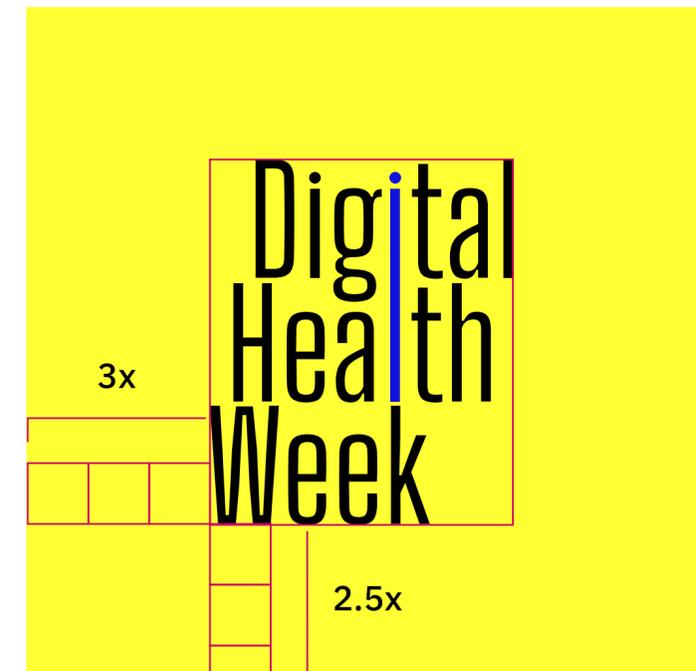
The foundational structure of the DHW logo is rooted in a square module, seamlessly adaptable to both the logo itself and its contextual surroundings.

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

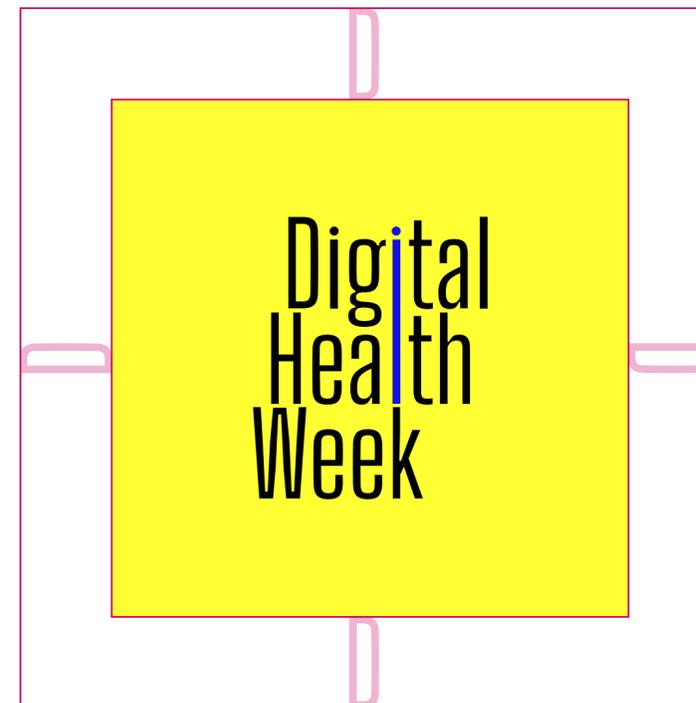


Safe area

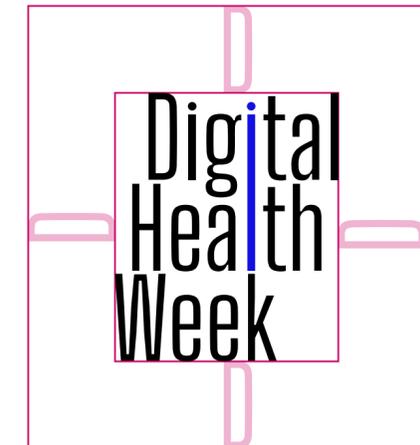
The safety zone constitutes a designated area encircling the logo, meticulously upholding visibility, legibility, and the brand's commanding presence. It must be respected and kept clear of other graphic components like text, images, and photographs unless stated otherwise.

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

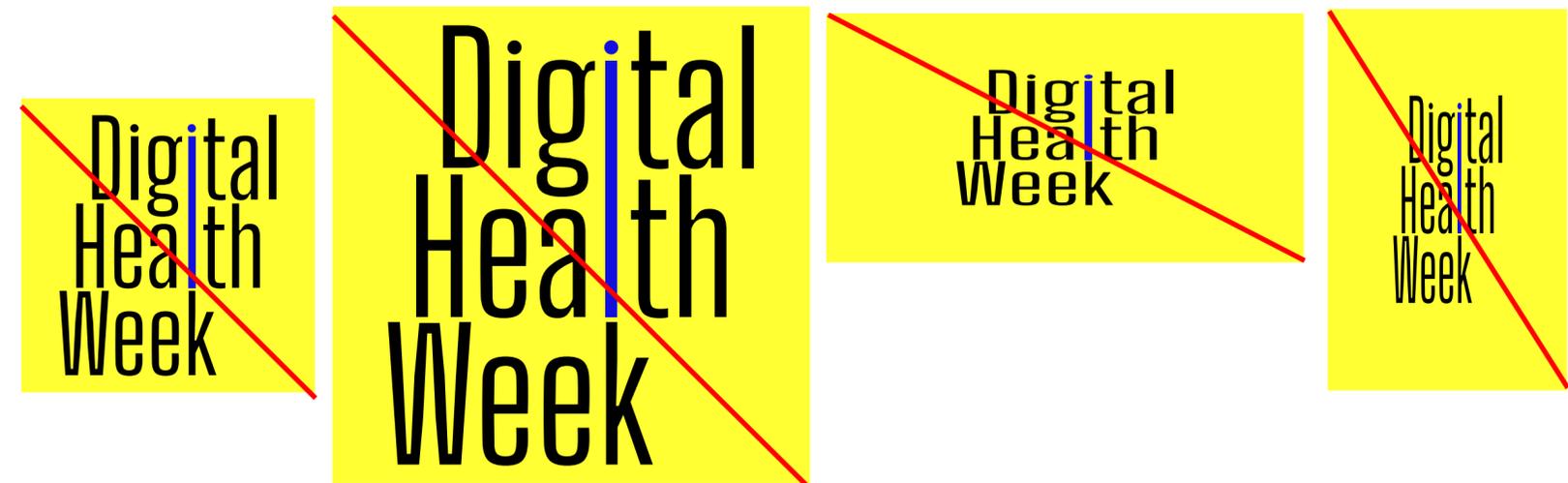


Incorrect Usage

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



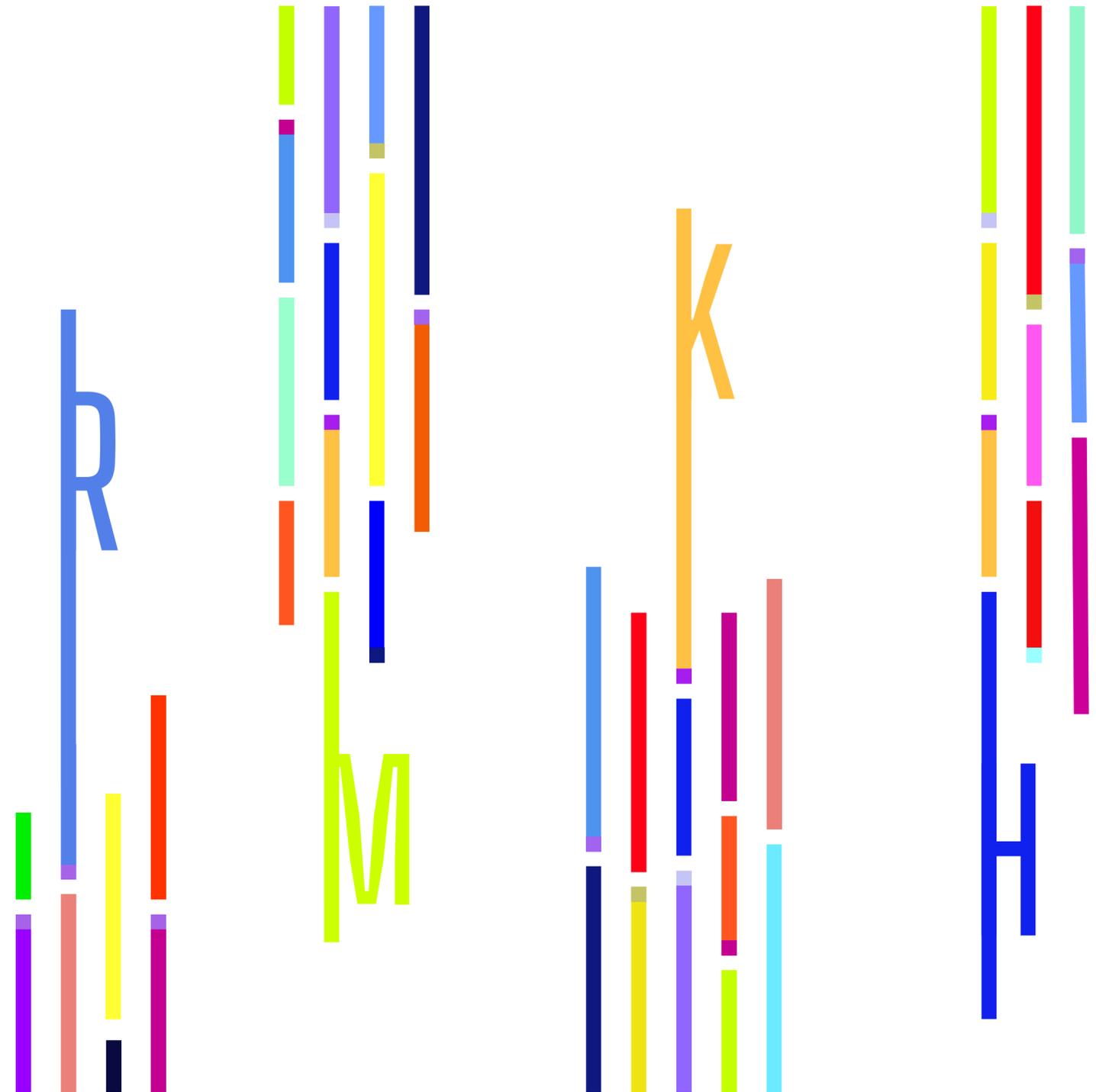
Brand Universe

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.

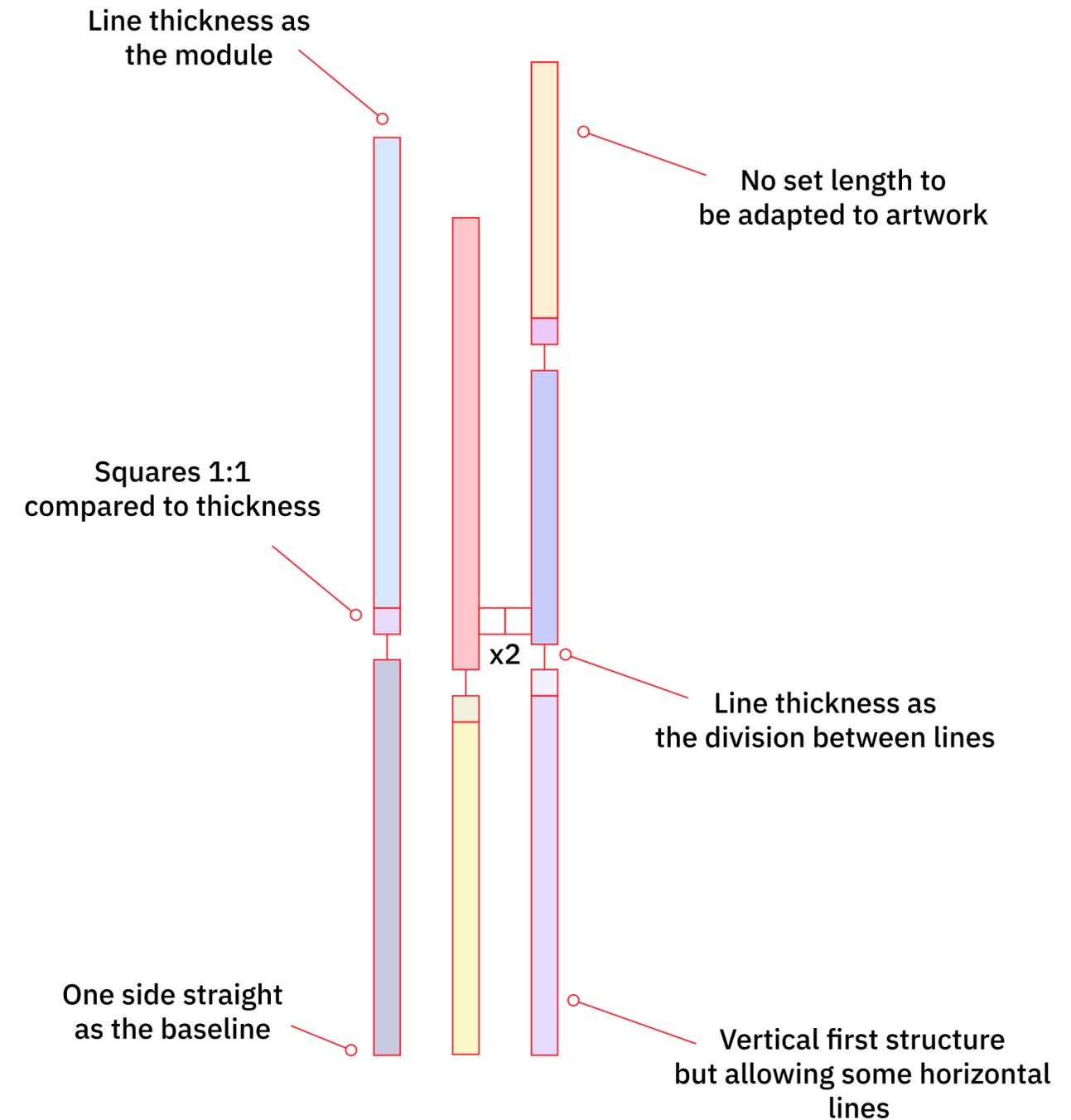
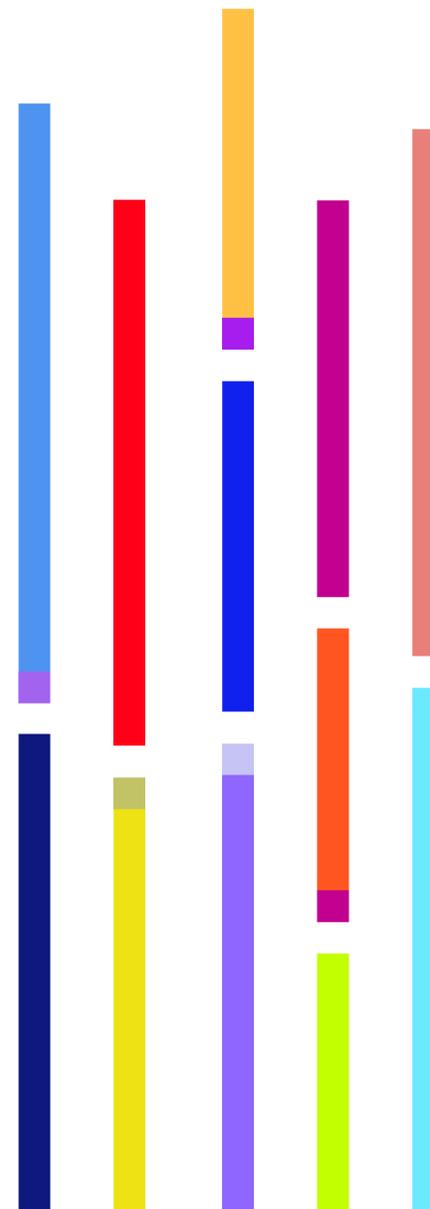


Coloured Line Structure

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.

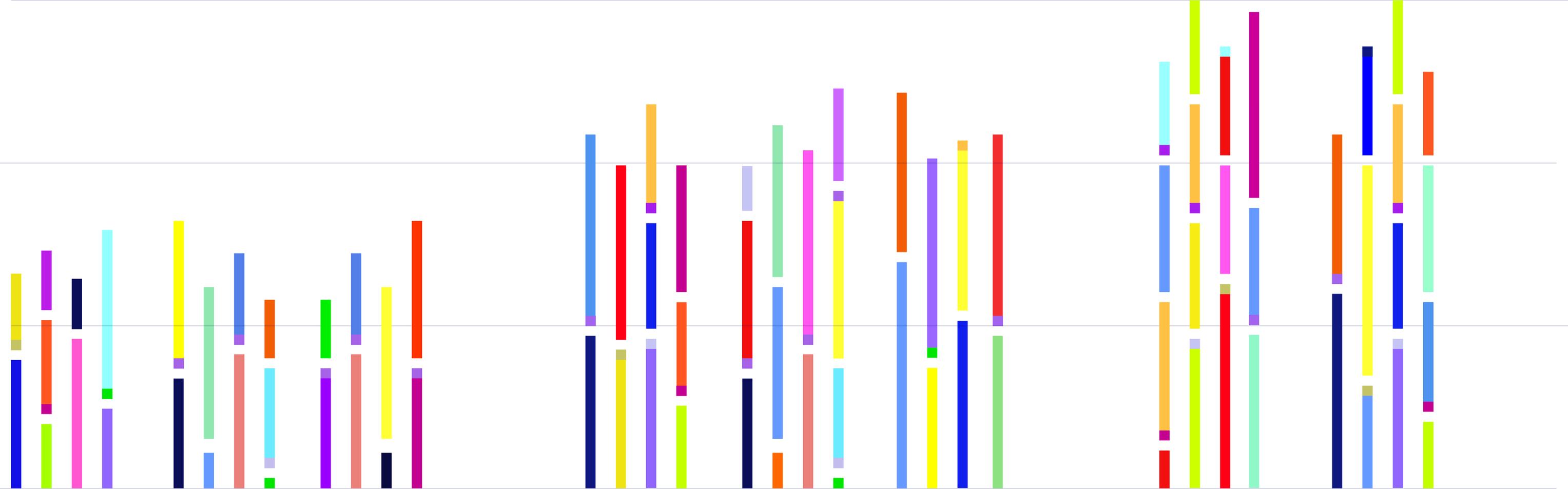
However, the length of these lines remains flexible, allowing for extension to intersect desired design elements.

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.



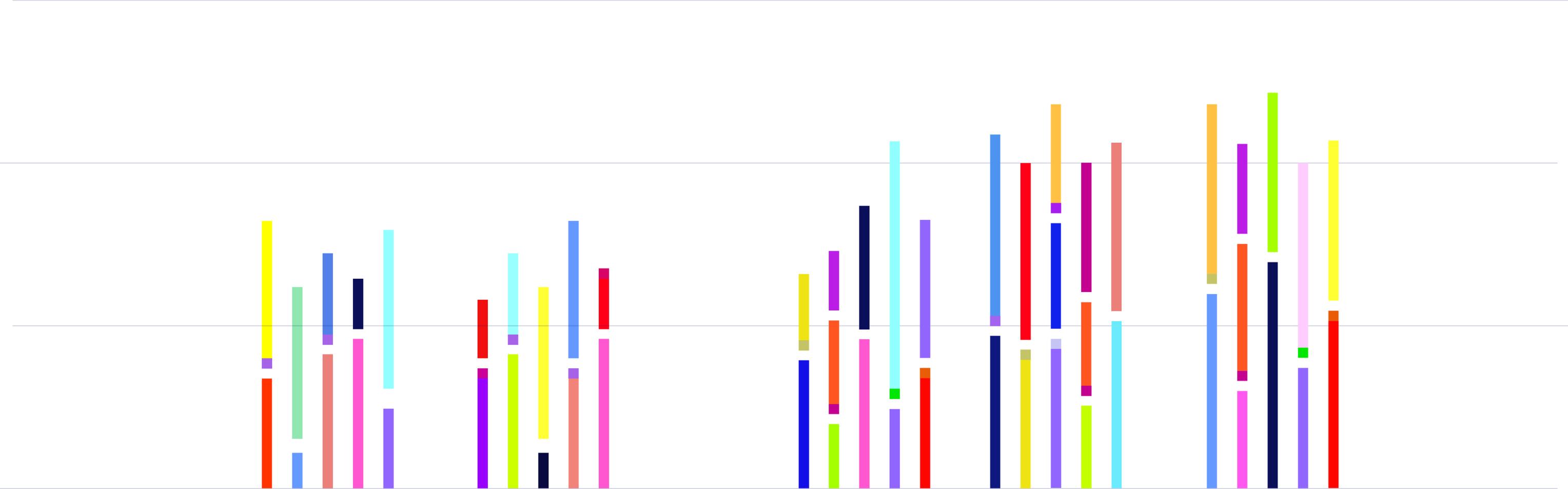
Pre-made Coloured Line Assets

Four-line structures



Pre-made Coloured Line Assets

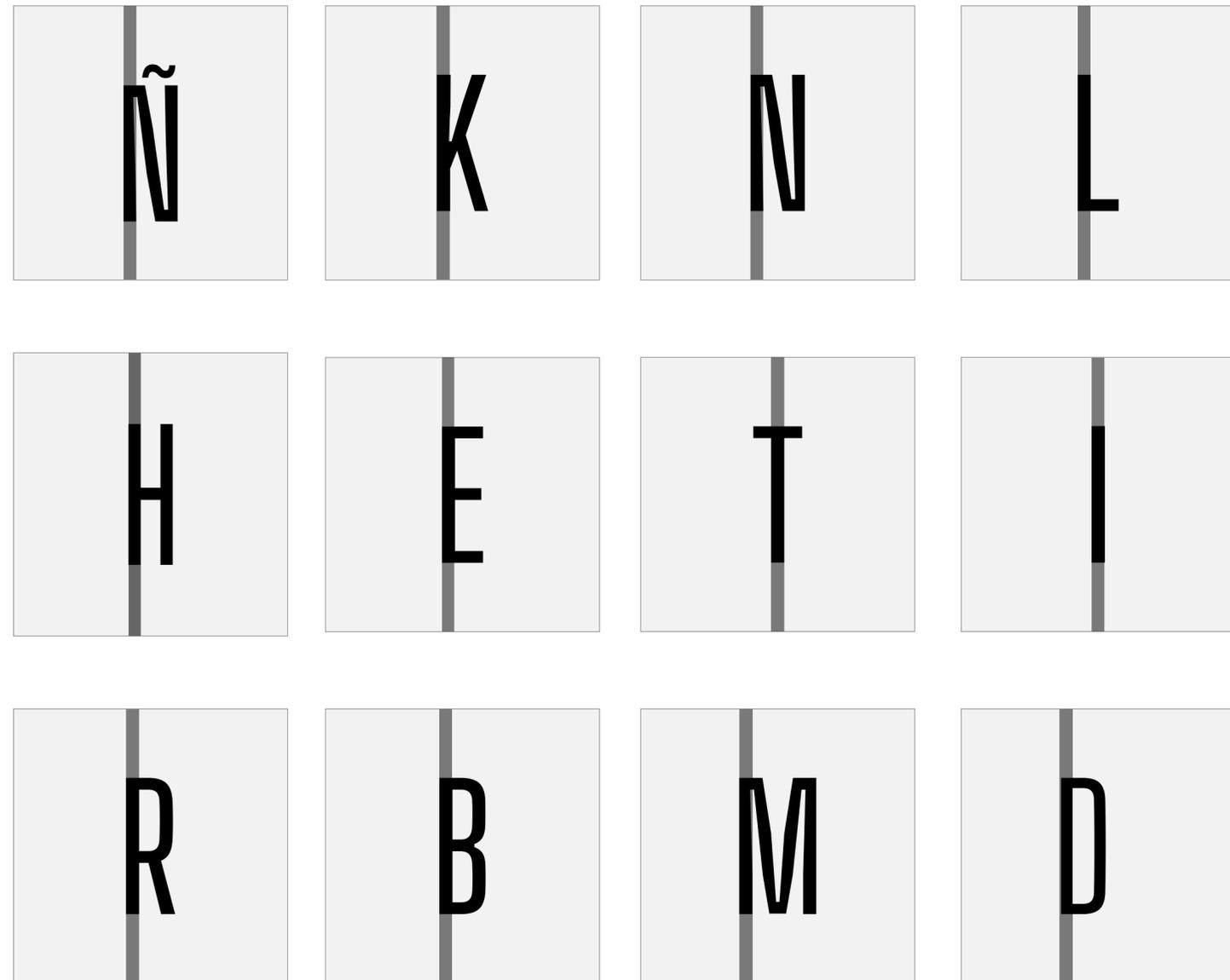
Five-line structures



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.



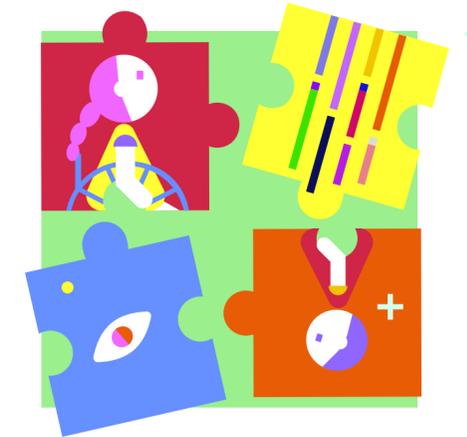
Theme Icons

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



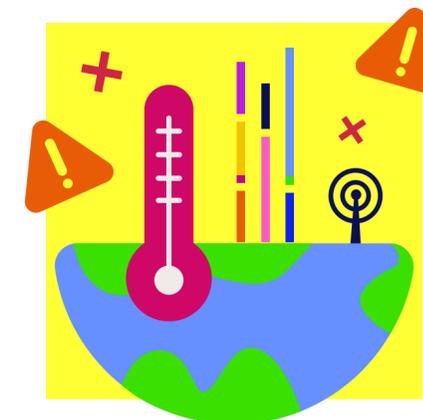
Gender & inclusivity



The future of Digital Health



Governance and technology



Climate Change

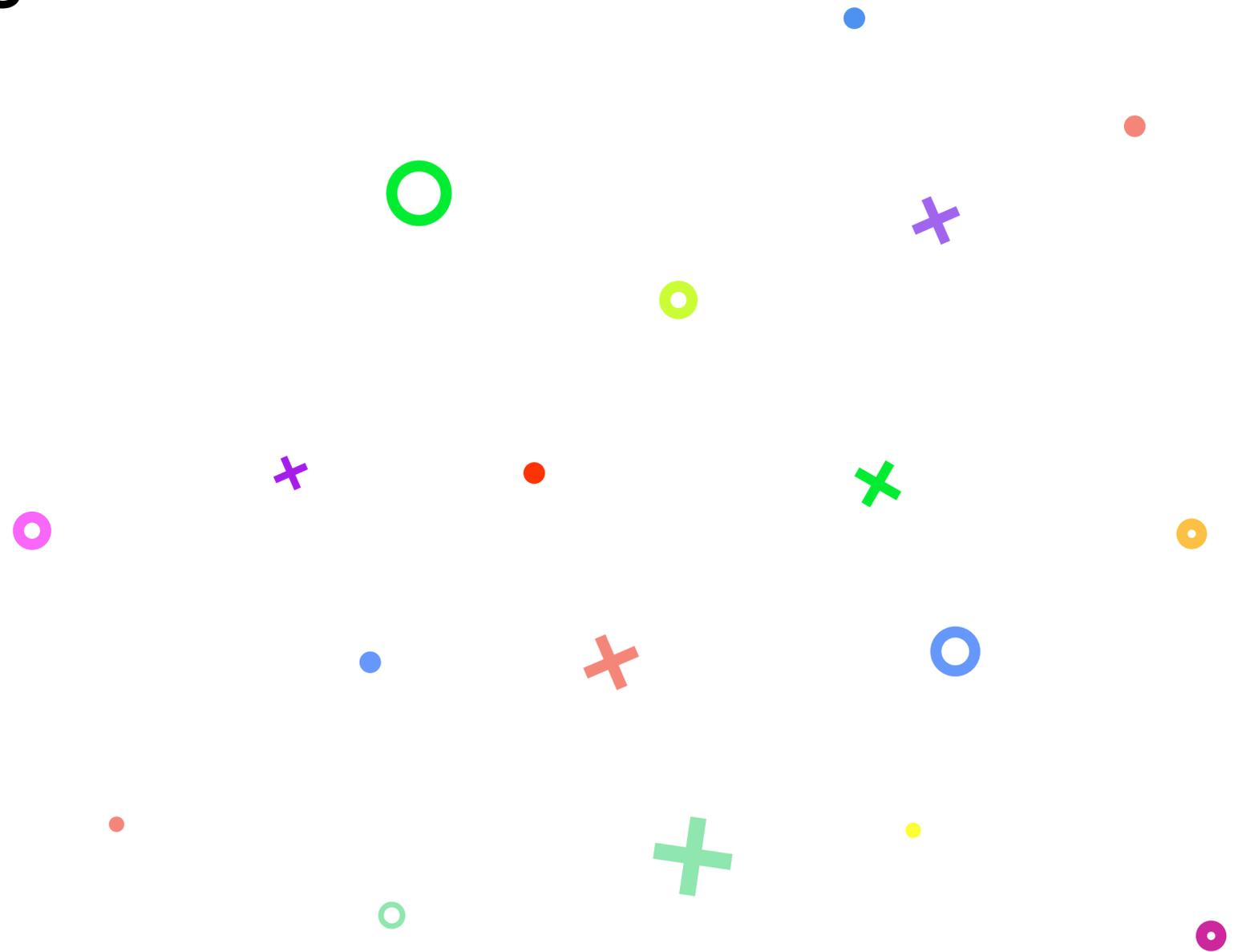


Resources and financing

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

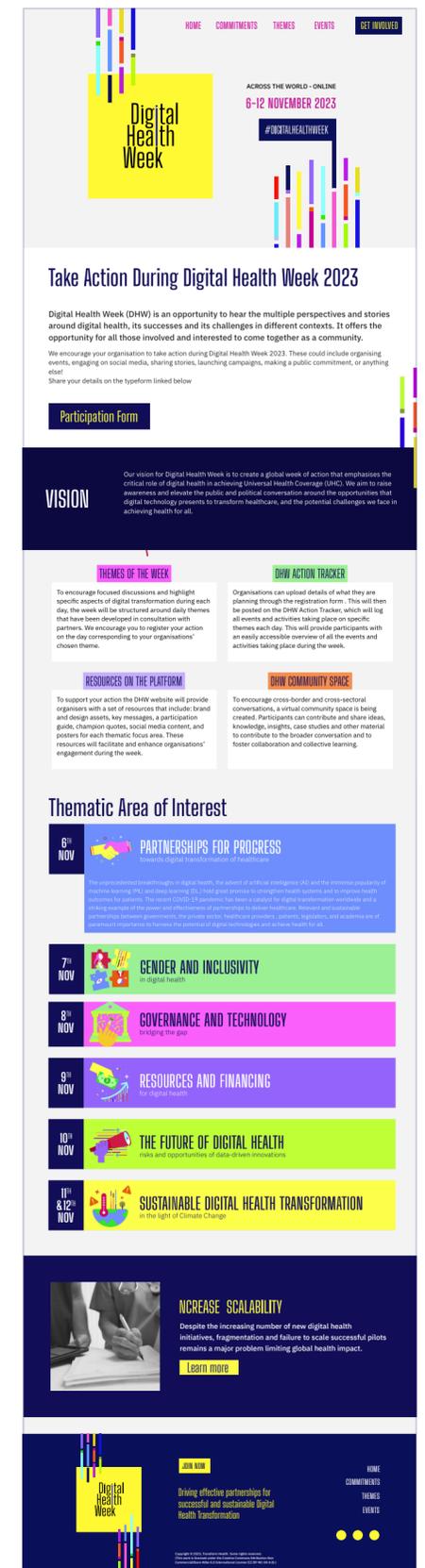
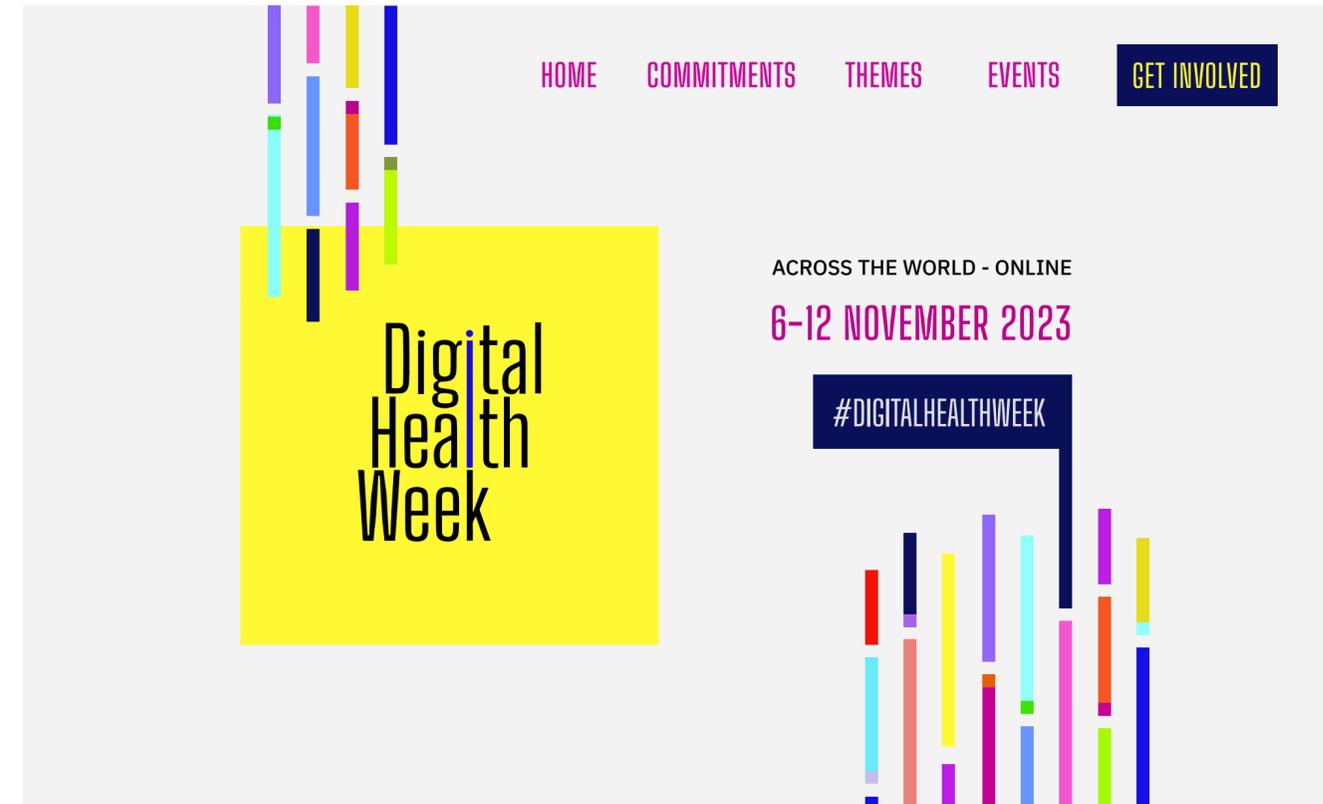
Web banner

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.

Wireframe example for banner

Intro web 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

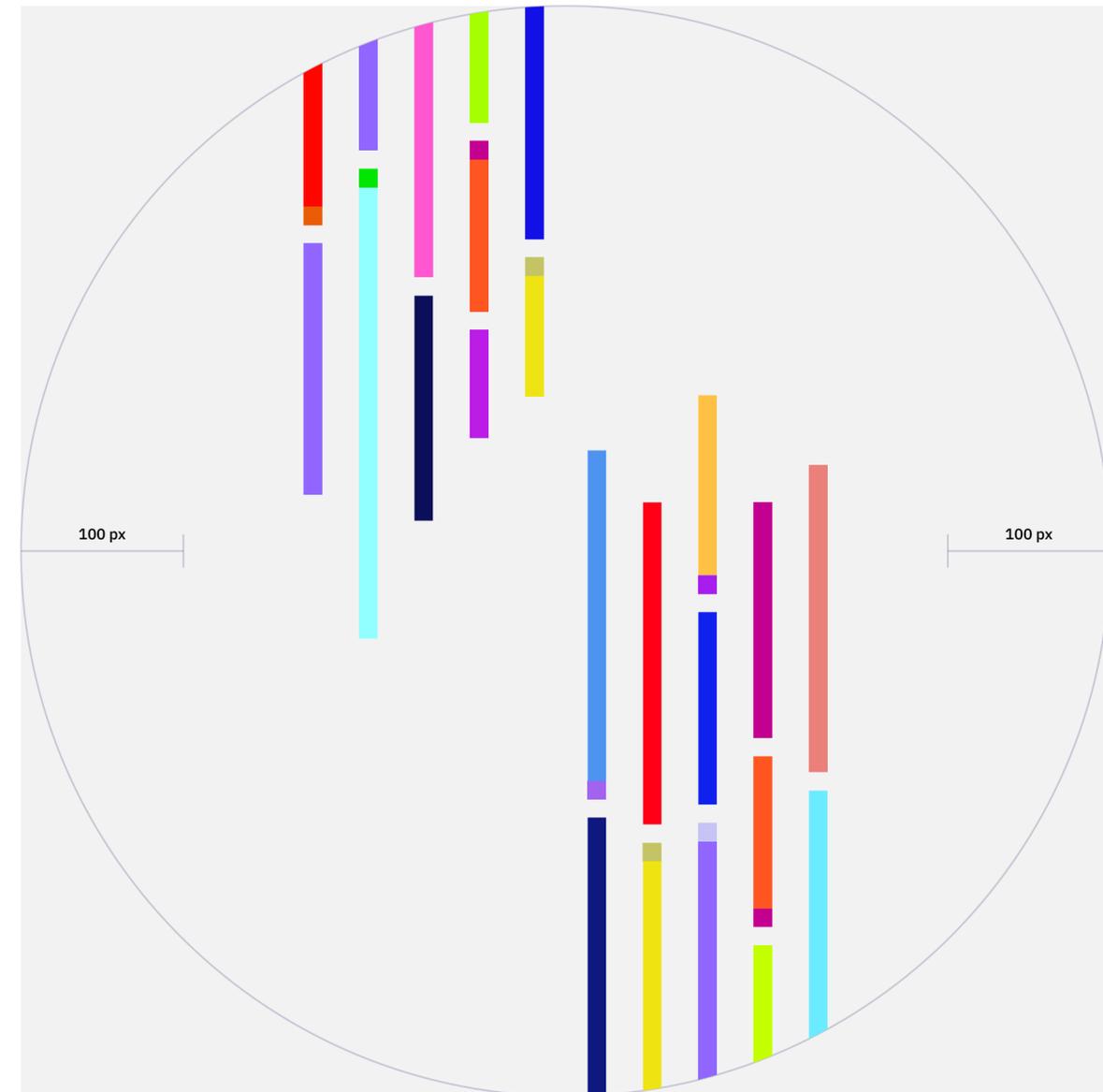
Future: HEX #8E00FF



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

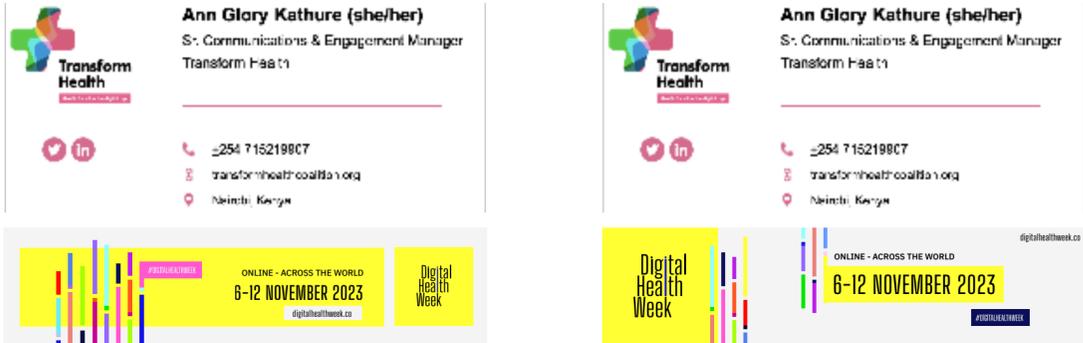
The email signature, a is a compact 480x115 pixel graphic.

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.



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.

HAVE YOU REGISTERED YOUR

'ACTION'

FOR DIGITAL HEALTH WEEK 2023?

Register your action - organising events, running campaigns, making public commitments, sharing research, analysis and stories, engaging on social media.

Select the thematic area.

We will display and amplify this through the 'DHW Action Tracker' on the Digital Health Week 2023 website.

ACROSS THE WORLD AND ONLINE
6-12 NOVEMBER 2023

Digital Health Week

Contribute to the Digital Health Week 2023 community!

#DIGITALHEALTHWEEK2023

Share your opinion, thoughts, suggestions, or anything else during this week of action and promote the role of digital health in achieving UHC!

Be featured on the 'Community page' section of the DHW23 website

FIND OUT HOW TO PARTICIPATE!

DIGITAL HEALTH WEEK 2023

PARTICIPATION GUIDE

Get involved
Take part in the global week of action

ACROSS THE WORLD AND ONLINE
6-12 NOVEMBER 2023

WHAT IS DIGITAL HEALTH WEEK 2023?

A GLOBAL WEEK OF ACTION

to drive public and political attention towards the critical role of digital health in accelerating progress to UHC.

ACROSS THE WORLD AND ONLINE
6-12 NOVEMBER 2023

DIGITAL HEALTH WEEK 2023 IS HERE!

Get ready for an exciting week of action addressing the following thematic areas

6 th NOV	7 th NOV	8 th NOV
Participation for progress	Gender and inclusivity	Governance and technology
9 th NOV	10 th NOV	11 th - 12 th NOV
Leadership and financing	The future of digital health	Accelerating digital health

#DIGITALHEALTHWEEK2023

6-12 NOVEMBER 2023

Digital Health Week

IS HAPPENING NOW!

PARTICIPATE IN THIS GLOBAL WEEK OF ACTION

> [DIGITALHEALTHWEEK.ORG](https://digitalhealthweek.org)

OBJECTIVES OF DIGITAL HEALTH WEEK 2023

- Broaden and deepen national and regional conversations on digital transformation of health
- Increase the number of 'actions' taken to promote digital health as a means to achieve UHC
- Promote collaboration and knowledge sharing on digital health within and across contexts
- Build consensus and increase support for the critical role of digital health to accelerate progress towards UHC

TOMORROW IS YOUR LAST CHANCE!

REGISTER YOUR ACTION!
Tell us how you will participate during Digital Health Week 2023

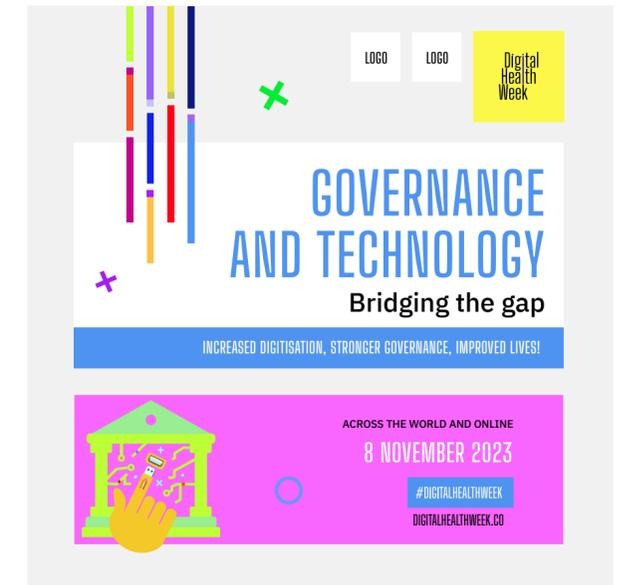
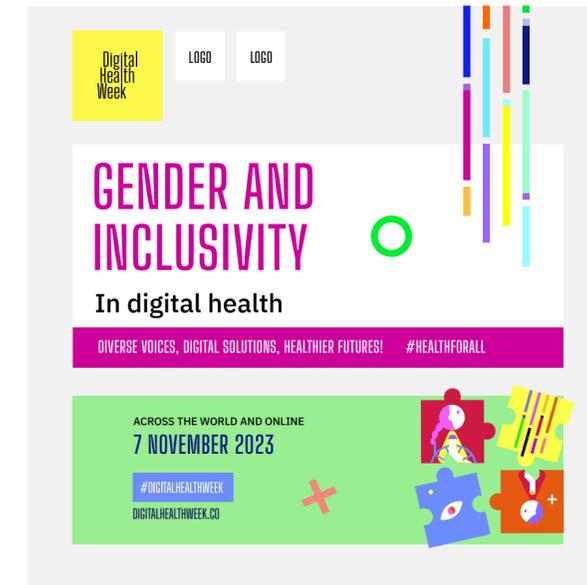
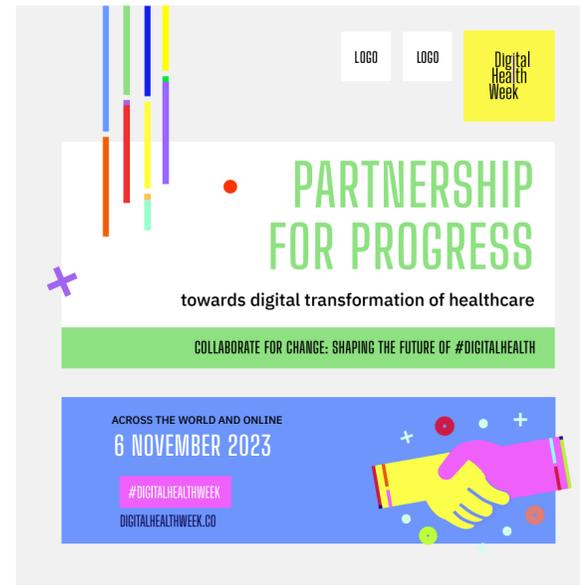
ACROSS THE WORLD AND ONLINE
6-12 NOVEMBER 2023

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

THEMATIC AREAS
DIGITAL HEALTH WEEK 2023

PARTNERSHIPS FOR PROGRESS

6TH NOV PARTNERSHIPS HAVE THE OPPORTUNITY TO ADVANCE
#DIGITALHEALTH TRANSFORMATION:

- Collaborative efforts and increased investments in education, training, and infrastructure can solve gaps in digital literacy.
- Strong partnerships and cross-learning can encourage and inspire digital health innovations, particularly by engaging women, youth and marginalised communities to ensure that digital transformation of health systems is **#inclusive** and **#equitable** for all.
- Improved and better-coordinated funding can scale and ensure the long term sustainability of digital transformation of health systems.

THEMATIC AREAS
DIGITAL HEALTH WEEK 2023

7TH NOV **GENDER AND INCLUSIVITY GAPS IN #DIGITALHEALTH**

- Absence of Gender-specific Data
- Existence of Technological Divide
- Issues of Privacy and Data Security
- Lack of consideration in Design and User Experience

THEMATIC AREAS
DIGITAL HEALTH WEEK 2023

8TH NOV **CHALLENGES OF POOR GOVERNANCE OF HEALTH DATA**
ABSENCE OF A GLOBAL HEALTH DATA GOVERNANCE FRAMEWORK CAN LEAD TO THE THREAT OF:

- Data extractivism
- Exploitation of health data for commercial or unethical use
- Data bias and discrimination
- Invasive surveillance of individuals
- Challenges with data protection and national legislation/policies preventing good practices around cross-border data sharing for public benefit purposes

THEMATIC AREAS
DIGITAL HEALTH WEEK 2023

9TH NOV **RESOURCES AND FINANCING**

APPROXIMATELY \$2.5 BILLION A YEAR IS REQUIRED OVER THE NEXT 5 YEARS, TO SUPPORT DIGITAL TRANSFORMATION OF HEALTH ACROSS LMICs

GLOBAL CHALLENGES IN FINANCING FOR DIGITAL HEALTH TRANSFORMATION:

- Fragmentation of investments
- Misalignment of stakeholders
- Unclear funding landscape
- Lack of dedicated funding mechanisms

THEMATIC AREAS
DIGITAL HEALTH WEEK 2023

10TH NOV **FUTURE OF DIGITAL HEALTH**

TECHNOLOGY OFFERS IMMENSE POTENTIAL FOR #DIGITALHEALTH TRANSFORMATION

- Artificial Intelligence Machine Learning
- Data Analytics
- Internet of Things
- Smartphone Applications
- Telehealth
- Wearable Devices / Tools

THEMATIC AREAS
DIGITAL HEALTH WEEK 2023

11TH 12TH NOV **SUSTAINABLE DIGITAL HEALTH**

CHALLENGES OF CLIMATE CHANGE TO HEALTHCARE DELIVERY

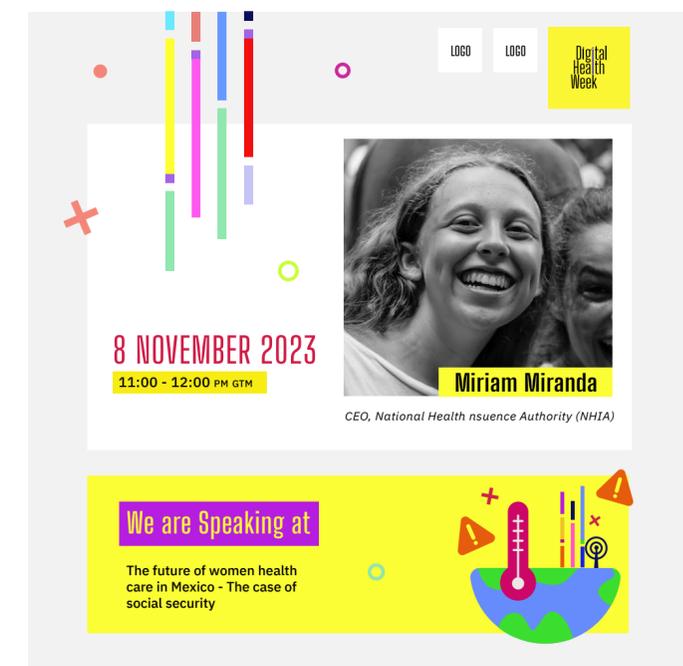
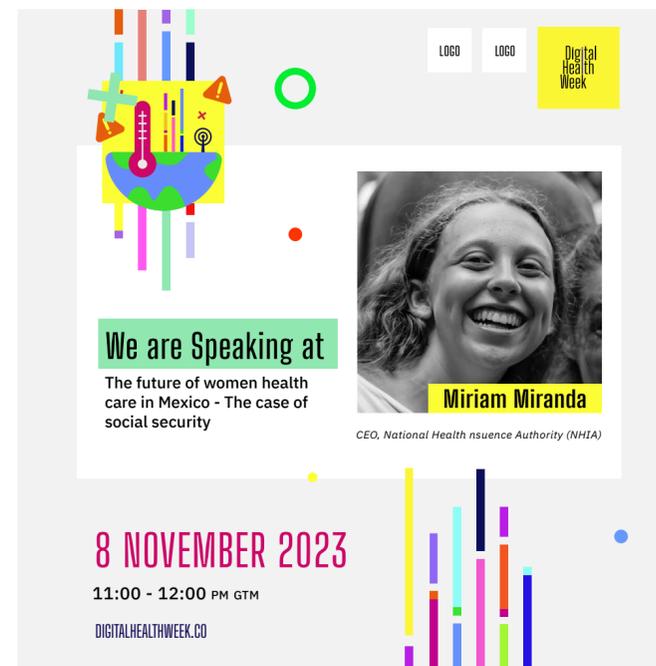
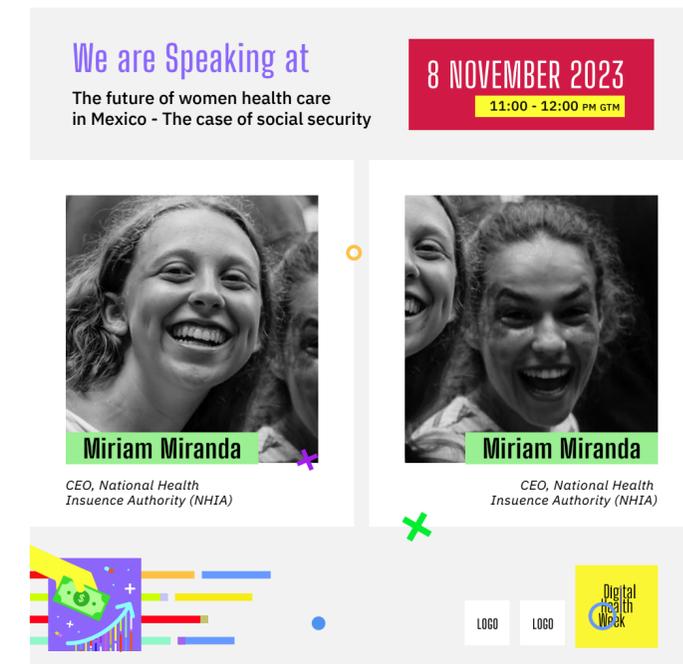
- Disruption of healthcare infrastructure
- Increased health risks and emergence of new diseases
- Increases in population movement will place additional burden on healthcare systems
- Greater health inequity due to disproportionate impact of climate change on vulnerable populations

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.

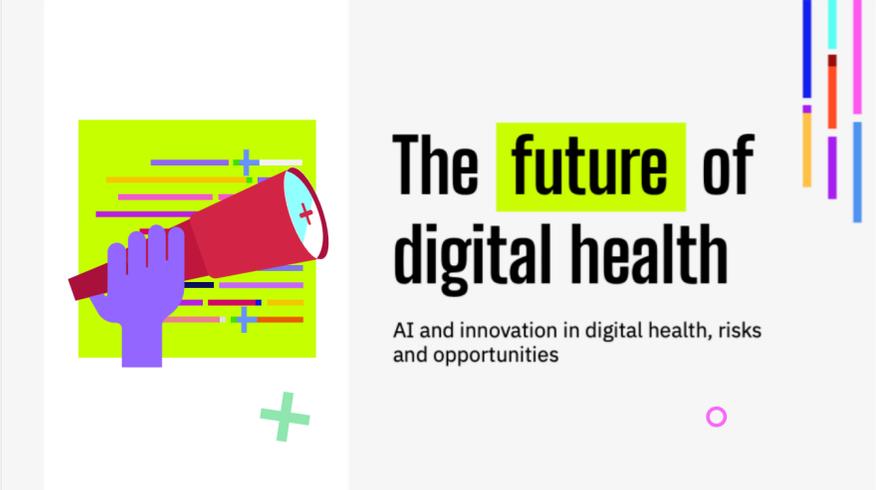
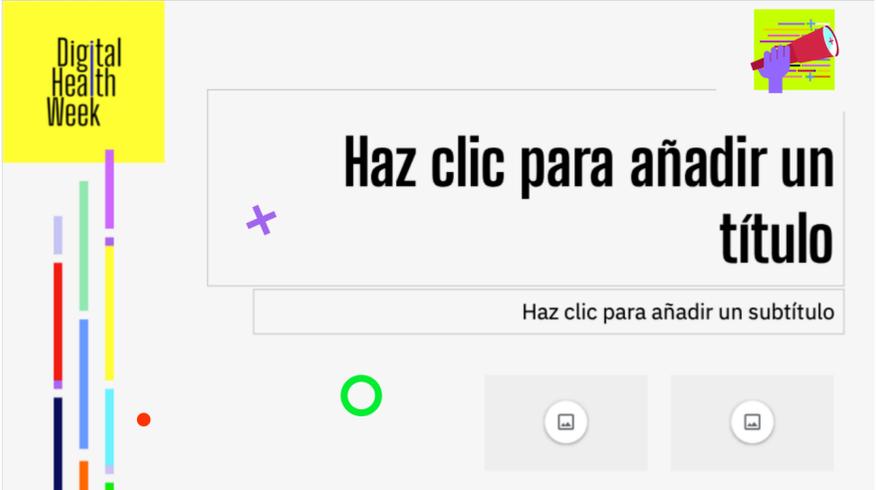
This design considers an area for CBO's and partenrs to integrate their logos.



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.

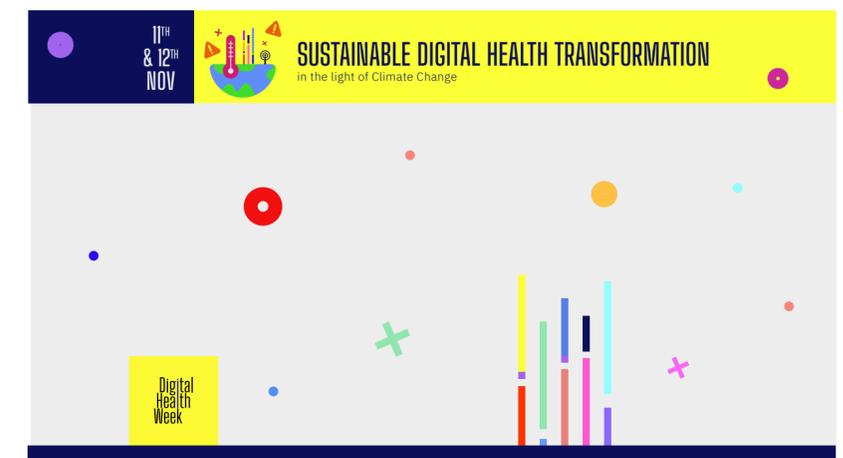
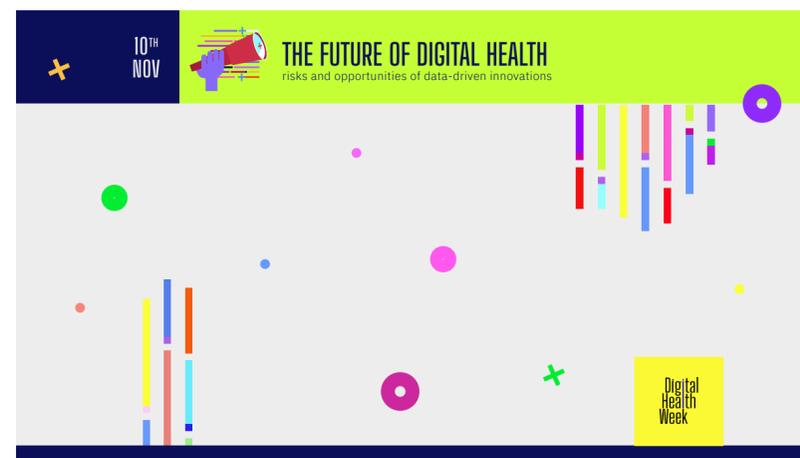
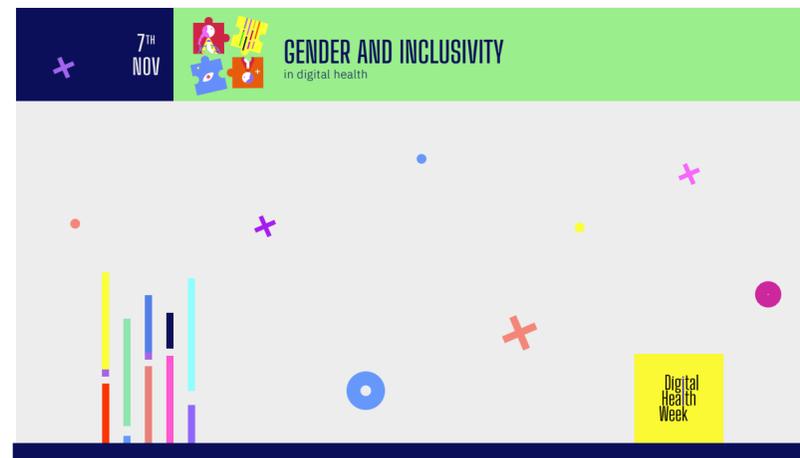
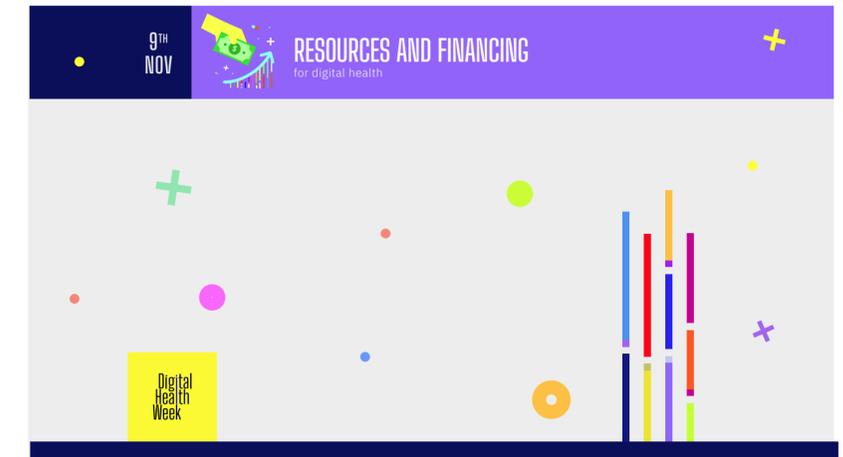
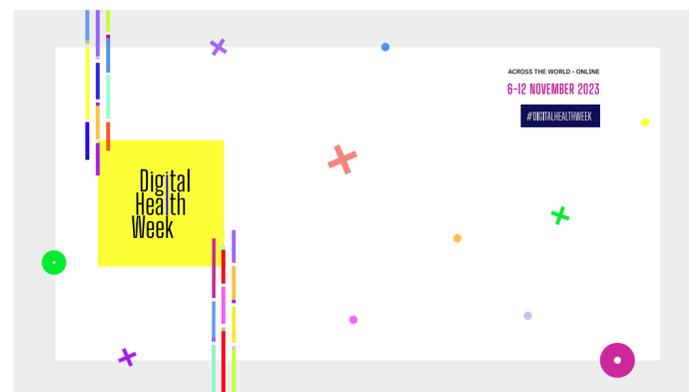
There is a design for each theme and one for the event in general.



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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